Modern radio takes issue with NBC survey
CBS, NBC get set to 'syndicate' fast-service
Senators call for showdown on military deals
Quarterly Telestatus, radio, tv network showsheets

DIRECT ROUTE TO SALES IN KANSAS

NOW REPRESENTED BY BLAIR TELEVISION ASSOCIATES, INC.
YOU OUGHT TO BUY NOW

BEST BUY OF THE YEAR

FOR SALE:

$2,400,000,000.00

That’s what the 2,217,000 people in Big Aggie Land spent in retail stores last year. You can buy your share of those sales by selling on WNAX-570 radio—the only medium in this vast, 175-county, farm-rich market that covers it all—sells it all for you.

Your Katz man handles the orders.

WNAX-570 CBS RADIO

YANKTON, SOUTH DAKOTA

Don D. Sullivan, General Manager
Nick Bolton, Commercial Manager
you wouldn't send a salesman at 3 a.m.

But...WCHS can sell for you ANYTIME

NOW...it's around the clock with 580

Dial 580

WCHS RADIO

CHARLESTON, W. VA.
REPRESENTED BY THE BRANHAM CO.

GO...
"Through the Night"
with Hugh McPherson
and his Mynah Bird
your advertising
dollar produces
more sales
on WGAL-TV

And there's a reason. This pioneer station is foremost in the three standard metropolitan markets in its coverage area: Lancaster, Harrisburg, York, as well as in numerous other cities—Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. In short, you find that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Put your advertising dollar to work producing more—on WGAL-TV.

wgaltv

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
FIRST BIG ONE? • NTA Film Network, which has had tough tussles trying to sell its "big night" programming covering three hours of serials and feature films, primarily on Friday nights, starting this fall, understood to have reached agreement with Colgate-Palmolive Co. for "major" transaction. Contract expected to be signed shortly but full details unavailable as to exact amount of time bought, products to be advertised and agencies involved (CP has several). Minimum of 155 stations reported involved in purchase.

Put down as one of owners of KIRO-AM-TV Seattle, Wash., Edward R. Murrow, CBS commentator and one-time member of CBS board. It came to light last week that Mr. Murrow bought 1,800 shares in Queen City Broadcasting Co., licensee of Seattle stations last March making him 0.71% stockholder. He bought them from Queen City board member Joseph E. Muckley, Seattle businessman (logging, transportation, banking) for $11.45 a share. This leaves Mr. Muckley with 400 shares (1.56%).

KNAC-TV SALE • Sale of KNAC-TV Ft. Smith, Ark. (ch. 5), by Harry Pollock and Harry Newton Co. to Donald W. Reynolds, owner of KFSA-AM-FM-TV Ft. Smith (ch. 22) and other radio-TV and publishing properties, for $350,000 plus assumption of liabilities estimated at about same, has been agreed upon. Sale is subject to exercise of 30-day option by George T. Herrnreich, formerly half-owner of station, to buy KNAC-TV for same price. KNAC-TV expansion program including maximum power and new studios would not be affected, nor would management change.

Barring unexpected, FCC Chairman John C. Doerr will leave Sept. 12 for International Telecommunications Union conference at Geneva which begins Sept. 29. He is chairman of U.S. delegation. He probably will be abroad for six weeks to two months. During his absence, Comm. Rosel H. Hyde, senior member, will be acting FCC chairman.

PRIVATE LINE • Prospects are good that FCC shortly will issue proposed rulemaking looking toward giving television licensees in remote areas option of installing their own private line microwave relays or of leasing them from common carrier, such as AT&T. Under existing regulations, private relays are authorized only until common carrier facilities are available. Continuation of licensees is that installation and maintenance of private lines are possible at fraction of common carrier cost.

New TV film distribution firm is being organized by Jack Waither, already active in motion pictures, TV film production and station ownership. Company is in process of selecting top personnel with Walter Kingsley, general manager; of syndication sales for Ziv Television Programs, slated to become vice president in charge of sales. Company holds distribution rights to Sergeant Preston of the Yukon and plans to acquire other properties. Waither organization controls KFMB-AM-TV San Diego and KERO-TV Bakersfield, and owns Disneyland Hotel and The Lone Ranger.

BEAUTY PARLOR SPAT • TV commercial for Max Factor's "Natural Wave" hair-curler has stirred indignation of National Hairdressers & Cosmetologists Assn. in which about 50,000 members in beauty business. Hairdressers' group objects to claims for do-yourself hair-curler, described on NBC-TV Polly Bergen show May 31 as changing "structure of your hair from naturally straight to curly." NBC-TV silent but admits receiving complaint. Copy was prepared by Doyle Dane Bernbach agency, which has since been replaced by Kenyon & Eckhardt. It's understood complaint was made to NAB TV Code Board.

NBC-TV seems to be the network most likely to bring comedy back to air next season with deal now about to be signed with Colgate-Palmolive Co., New York, for sponsorship of George Burns show (without Gracie Allen) Friday 9:30-10 p.m. Network also has Milton Berle and Ed Wynn returning to regular shows next season in addition to Steve Allen and Groucho Marx.

LETTER WRITERS • FCC public docket cases, which usually are used by attorneys and others interested in status of pending cases, have been given going-over by swarms of newsmen since disclosure through activities of House Legislative Oversight Committee of alleged attempts to "influence" Commission actions. Recent headline in Detroit News read: "FCC Files Bulge with Pleadings Sent by Congressmen." All communications addressed to Commission involving pending cases go into public file. Tip: "Personal" letters addressed to individual commissioners do not.

National Audience Board, with aid of group of psychologists, plans to conduct comprehensive survey of nation's television editors on question of pay tv vs. free tv. Questionnaire, now in development stage, probably will be dispatched about Sept. 1. Project is being undertaken by Peter Goebel, president and founder of National Audience Board.

LAWRENCE TUBE • Allen B. DuMont Labs will continue work on developing Lawrence one-gun color tube for incorporation in lower-priced color TV set. DuMont's TV tube is not affected by Emerson's acquisition of DuMont consumer products line (see story, page 74). DuMont is licensed via Chromatic Labs (Paramount Pictures owned) to develop tube, and it's understood, once prototype is workable in set design, DuMont would manufacture tubes.

Look for announcement shortly that Grant Tinker, TV program supervisor at McCann-Erickson, New York, will switch to Warwick & Legler, New York, as director of TV programming, newly created position. It is understood Mr. Tinker will be concerned principally with Revlon Inc. network programming.

MAN OF YEAR? • Quips about Bernard Goldfine are order of day. One applicable to broadcasting is that Goldfine should receive Broadcasters' Man of the Year Award because of service performed in diverting House Oversight Committee inquiry from FCC.

Comm. Craven was absent from FCC last week because of poison ivy outbreak, and therefore could not testify on his memorandum at hearing of Senate Commerce Committee hearings last Tuesday (July 1). His memorandum, however, became one of focal points of discussion, and Commissioner therefore issued statement from his home explaining purpose of plan (see page 30).

GET SHOW MOVING • There will be no lull in effort of FCC to formulate new TV allocations plan. FCC was told last week by Senate Commerce Committee to get busy. First informal approach to military on possible channel swap to provide minimum of 25 contiguous channels for TV is scheduled tomorrow (July 9) between Comm. T. A. M. Craven and high military brass. Latter group expected to include Paul Goldsborough, communications advisor to Secretary of Defense Neil McElroy. Craven proposal is part of overall FCC allocations study ordered three weeks ago (text, Craven Memorandum, Government, June 23).

General Mills Inc., Minneapolis, in addition to buying sports programs preceding major sports events on NBC-TV expected to buy four quarter-hour shows on one weekday on that network. Tatham-Laird, Chicago, is agency.
They buy as a family...

because they were sold as a family...

by their local Meredith station!

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

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines
THE WEEK IN BRIEF

The "Top 40" Radio Controversy—Vocal groups of independents claim NBC Spot Sales' timebuyer poll resulted from "loaded questions," call it a negative approach and point to their increased share of national business. Page 27.

Back to the Dealer—Libby-Owens-Ford's advertising chief reports on manufacturer's strong tie-ins for distributors. Page 32.

FTDA Drops Grant—After 16-year association, florists' Telegraph Delivery Assn. cancels contract with Grant Adv. FTDA's investment of about $2.6 million in tv (more than 90% of the budget) is reported as a possible reason for the move. Page 32.

50 Years and $75 Million Later—Compton Adv. celebrates its golden age this month. On books at half-century mark: two dozen clients and $75 million in billings. Page 37.

Newsier News—Videotaping process opens up new vistas in network news operations as NBC news details "electronic syndication system" allowing affiliates to record and use network-originated newsfilm reports locally; CBS "shortly" will launch its own "cable program." Page 40.

Unwanted—CBS News' Daniel K. Schorr, on home-leave from his permanent Moscow assignment, is refused return ticket to USSR by Soviets who give unexplained nay to network's re-entry visa application, urge network to send "someone else." Dr. Frank Stanton and Secretary of State protest. Page 40.

Tv Network Time Billing Still Rising—Gross up 10.5% in May, 11% for five-month period. January-May period totaled nearly $240 million, gain of over $20 million over same months a year ago. Page 42.

Film Directors, Producers Shake—Agree on new contract after more than four months of meetings. Page 48.

Urges More Vhf Room—Magnuson tells military and FCC to work toward more vhf space for broadcasters; announces Senate Commerce Committee will take up Potter resolution calling for investigation of all allocations. Page 50.

More Comments on CATV—Broadcaster group suggests FCC ask for statutory authority to prevent unauthorized use of a tv station's signal. Others argue, pro and con, on CATV and boosters. Page 51.

Harris Constituent Heard—FCC examiner rebuffs B. J. Parish of KOTN Pine Bluff, Ark., in hearing at which latter aired "charges" against favored Pine Bluff grantee. Parish testimony was stricken from record as unsupported, hearsay and conclusory. Page 56.


Rebelling Musicians Gain Point—Supreme Court dismisses appeal that sought to bar California court hearing on MGA's move against payments to AFM trust fund. Page 59.

The Harris Spotlight—WHDH-AM-TV's Cohan denies any role in demise of Boston Post as charged before subcommittee. Attorney Dempsey shouts from audience that witness Fox is a "liar." Outside hearing room, several bills are introduced affecting investigations and FCC. Page 60.

The Eastman Stride—New representative firm officially opens with seven radio stations, plans further expansion. Page 66.


Sermakers See Business Lift—Admiral, Motorola and Zenith, all Chicago, are optimistic over prospects for set sales during the last half of 1958, though sales were down for first half. Page 74.

Media Dollar Battle Stiffens—American Newspaper Publishers Assn.'s Bureau of Advertising announces "new selling program" to bring merits of newspaper advertising to "the people who make the media decisions." Intensified program of comparative media research, convention attendance, promotions and advertiser and agency solicitations planned. Page 81.

The Current Situation in TV—Broadcasting's quarterly Telereports reports on present and planned television stations with rates, representation and other helpful information for the timebuyer. Also: latest showsheets of network programming. Page 95.

Mr. Dembry

Commercial Sound—Your jingle may sound "urban" to rural ears, warns Harry K. Renfro, radio-tv director, D'Arcy Adv., St. Louis. He tells how to snare the country customer in MONDAY MEMO. Page 105.
The man of a thousand voices...

is another one of the 50,000 watt reasons why 50,000 watt WDGY is first morning . . . afternoon . . . and all day in Minneapolis-St. Paul with 28.2%*

50,000 watts are fine . . . and WDGY has them. But coverage alone doesn't get you audience. A 50,000 watt station needs 50,000 watt personalities, to match. Like Stanley Mack, here. Stanley's the man of a thousand voices . . . dialectician par excellence . . . legitimate stager . . . vaudevillian . . . radioactor (Sam Spade series) . . . and singer and drummer to boot. Stanley is typical of the sound and force which have made WDGY first morning, afternoon and all day on Hooper and first per Pulse, as well . . . and of the "response-ability" which is giving WDGY its biggest billings ever! For Twin Cities coverage, personality and audience . . . talk to the Blair man . . . or WDGY g. m. Jack Thayer.

WDGY
the 50,000 watt station with the 50,000 watt personalities
MINNEAPOLIS-ST. PAUL

*Hooper, May-June, 1958
FCC FROWNS AT NETWORK-STATION MOVES, BUT FINDS NO CAUSE FOR DISCIPLINING

FCC rapped knuckles of three tv networks—and two tv stations—told all not to do it anymore, and forgave.

In individual, lengthy and particularized letters sent Thursday (July 3) to ABC, CBS and the late Wmel-TV (now KDKA) in Washington and KBtv (TV) Denver, FCC weighed allegations that network rules had been violated and found that although there was some substance, no clearcut violations appeared in most instances.

Purported violations showed up first in Barlow Report, issued last October following two-year investigation of networking by special study staff under Roscoe L. Barlow, U. of Cincinnati Law School dean. Commission wrote to all networks and stations apparently involved, collated and weighed answers.

Essence of Thursday's letters:

*ABC—No violation of tie-in between rate increases and program clearances. No harm in discussing these two items together, but rate increases must not be conditioned on further program clearances. No violation that network checked with affiliate in one community before affiliating with another and stations in neighboring area. In one instance here, Commission said, moving party was station, not network. Violation found in two instances where network tied in question of equalization of stations' spot rates with network rates. This alluded to WML-AL and KBTV. Both stations were told actions were infractions of network rules, but since network was moving force, stations not held culpable.

*CBS—No violation that it extracted promises of clearances in discussing affiliations with Hartford Telecasting Corp. (applicant for ch. 3 in Hartford, Conn.), WTV Lancaster, Pa., since no arrangements consummated. But, Commission said, discussions with Hartford Telecasting and WGAL-AL were contrary to intent of rule.

Evidence insufficient that (1) network tied program clearances to questions of rate increases in conversations with WBTB (TV) Detroit, Charlotte, N. C.; WCSC-TV Charleston, S. C.; (2) that network discussed affiliation with stations in other markets with affiliates in nearby markets, involving KMT- TV Omaha, WNAC-TV Boston and WCCO Minneapolis; (3) that network checked with affiliate before offering program not desired by affiliate to another station in same market, involving WCAU-TV Philadelphia, WDTV (now KDKA-TV) Pittsburgh and KOTV (TV) Tulsa.

Insufficient evidence also found that network tied network rate increases to equalization of stations' spot rates in 11 instances—but activities contrary to purpose and intent of rule with respect to six stations and less clear but contrary with regard to five others. Commission said CBS Spot Sales had cooperated with CBS Network in trying to accomplish this.

*NBC—No infraction found that network tried to use promise of increase in network rates to prevent stations from carrying programs of other networks—but objected to interpretation of NBC that such move not contrary to regulations. No violation found that network checked with affiliate before affiliating with another station in nearby market—but found violation on part of CBS Telecasting Corp. threatening network on subject (this action already taken last May in letter to Crosley; Government, May 26). Found no violation that network tried to tie-in equalization of spot rates of affiliates with network rates.

Y&R, General Foods Go ABC-TV For $13.3 Million Daytime Buy

Young & Rubicam, for General Foods, has signed with ABC-TV for substantial blocks of daytime programming ([CLOSED Circuit, June 16]. Time costs for 40 quarter hours weekly is $13.3 million. General Foods is expected to take 20 quarter hours. Of budget, 60% is new money for tv, other 40% expected to come from casualties of some NBC-AL and CBS-AL shows.

Pact calls for "cooperative programming" between ABC-TV and Y & R. If ABC-TV comes up with show that Y & R disapproves, agency can veto and vice versa. At least 20 shows are being considered for daytime schedule which runs 11 a.m. to 3:30 p.m. Only show set at moment is Peter Lind Hayes and Mary Healy, 12-12:30 p.m.; clock time, which probably will be on tape. Weekly production budget for each of five daily quarter hour strips reportedly will be $25,000.

Two other agencies, Sullivan, Stauffer, Colwell & Bayles and Dancer-Fitzgerald-Sample are said to be considering buys in ABC-TV daytime operation.

'Special Six' New ABC Film Entry


KVOA Tucson Sold: $156,750

KVOA Tucson, Ariz. (1290 kc, 1 kw), sold by Clinton D. McKinnon and associates to Sherwood R. Gordon for $156,750, Ch. 4 KVOA-TV not involved in transaction. Mr. Gordon also owns WSAI-AM-FM Cincinnati, KGUE and KTLF-FM Mesa, Ariz., and WILD Birmingham, Ala. Mr. McKinnon owns KOAT-TV Albuquerque, N. M.

AT&T ON MUTUAL • In its first use of Mutual as advertising medium, AT&T, N. Y., has bought year-long campaign starting today (July 7), reported about $500,000 in billings. AT&T using 13 five-minute newscasts weekly, plus twenty-six 20-second adjacencies weekly, to advertise more economically after 6 p.m. Daily telephone calls plus weekend long-distance calls. Agency: N. W. Ayer & Son, Philadelphia.

TV SPOT FOR SCHICK • Eversharp Schick Razor, N. Y., planning tv spot schedule to break July 21 in about 40 markets using one minute, Sunday through Saturday, in availabilities to reach male audience. Compton Adv., N. Y., is agency.

OKLA. OIL TO NL&B • Oklahoma Oil Co., Chicago, appoints Needham, Louis & Broddy, same city, to handle $1.4 million account. Company plans expansion into Indiana, Iowa and other states, becoming regional advertiser. Oklahoma allocates about 65% of budget for tv and 25% for radio. Joseph Builbeaut, owner of Maryland Adv., reportedly resigned account because of conflict posed by directorship in parent Standard Oil Co. of New Jersey and Oklahoma's desire for "expanded agency service." Among firm's radio-tv properties: one-half sponsorship of Chicago White Sox-Cubs games on WGN-TV and one-quarter of Sox broadcast on WCFL there.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

DR. PIERCE PRESCRIBING • Pierce's Proprietaries, Buffalo, for Dr. Pierce's Golden Medical Discovery (tonic) about to begin lining up availabilities for 10-week long radio drive to begin second week in October. Early morning radio is being sought by Emil Mogul Co., N. Y.

KCMO-TV Takes 'Em All

Associated Artists Productions has sold remainder of Warner Bros. library (for total of nearly 700 features) to KCMO-TV Kansas City. Though no price on this new sale to KCMO-TV was given Thursday by AAP, figure understood to be about $750,000 for this transaction alone. Full library is now sold in 43 markets.

Broadcasting
NEW SPORTS BILL THREAT TO BROADCASTS

Broadcasts of professional baseball games as well as hockey, basketball and football, face possible crippling or death in legislation exempting organized sports from antitrust laws. Senate Antitrust Subcommittee will open hearings July 9 under chairmanship of Sen. Estes Kefauver (D-Tenn.).

NAB, acting on board instructions [At Deadline, June 23] has asked for chance to appear in opposition to bill. At stake are radio and TV coverage of major sports, inasmuch as bill would give commercial sports operators freedom to set up barriers keeping broadcasts out of areas within 75 miles of major or minor league cities.

Commercial sports projects involving many millions in advertising could be arbitrarily suppressed at pleasure of clubs, under provisions. Victor R. Haston, Assistant Attorney General in charge of Antitrust Div. of Dept. of Justice, has sharply criticized proposed 75-mile broadcast barrier proposed by National Assn. of Professional Baseball Leagues.

In letter to Paul A. Porter, attorney for baseball commission, Mr. Hanson noted that under proposed rule each baseball club in major and minor leagues would agree not to teletcast any of its games from station located outside its home territory and in home territory of any other league club on day such other club is to play home game. Home territory would be defined as 75-mile radius from ball park.

Mr. Hanson pointed out that similar rule adopted by majors in 1946 was repealed in 1951 at Dept. of Justice urging on ground it violated Sherman Act. He added 75-mile rule "might well preclude the American public from all chance to view on TV the bulk of professional baseball games."

Senate subcommittee hearing will open with list of big-name baseball players as favorable witnesses. Justice Dept. and Federal Trade Commission will testify. Hearings are expected to last about week. Only opponents to bill, besides NAB, are expected to be two federal agencies.

FCC to Consider New Ways To Use FM Multiplexing

Growing interest in commercial use of fm multiplexing (mx) sparked FCC action Thursday (July 3) calling for study of specialized services. Commission will decide, after receiving comments, whether to take action broadening its rules to permit more types of service. Comments will be received up to Sept. 2.

Fm broadcasters have proposed such mx commercial services as price quotations, facsimile, stock market reports, paging services, baseball networking and traffic light control. Commission noted stereophonic broadcasting has been proposed both as improved aural service and as type of subsidiary communications "similar to that which may now be offered on a subscription basis."

Original change in FCC rules to permit commercial use of fm subcarriers was adopted March 16, 1955.

KQUE Albuquerque: $284,700

Radio station sale announced Friday, subject to usual FCC approval: KQUE Albuquerque, N. M., to W. N. Schnepf, Robert Williams and others to Danny Broadcasting Corp. (WPEO Peoria, Ill.), for $284,700. Mr. Schnepf holds interest in KUSN St. Joseph, Mo. Mr. Williams will remain as sales manager of KQUE. Danny stockholders are Kenneth R. Greenwood, Robert Chapin (both Peoria) and Lee Vaughn and Merritt Owens (both of Kansas City). Broker: Blackburn & Co.

$3,636,750 in Sales Approved

Among station sales approved by FCC, announced Friday:

- KFMB-AM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif.; KYAT (TV) Yuma, Ariz.—Control transferred from J. D. Whrather Jr., Maria Helen Alvarez and Edward Petry Co. to Marietta Investment Corp. (Wrather and Petry), for $2,916,750. Mr. Wrather also holds grant for uhf channel in Boston. Transfer made without prejudice to Commission action in KYAT (TV) extension of cp application (see page 56).

- WGRG Louisville, Ky.—Sold to Mc-Lendon Corp. for $720,000. McLendon Corp. also owns KLIF Dallas, KTSA San Antonio, both Texas, and KTBS-AM-FM Shreveport, La.

WGH Queried on Program Balance

FCC Thursday advised WGH Newport News-Norfolk hearing is necessary on station's renewal application because of "over-all programming." In McFarland letter, Commission asked why WGH's programming does not measure up to percentages for various classifications specified in previous renewal applications.

FCC had sent earlier inquiry to station and WGH revised programming to meet alleged lack of discussion and educational shows. This action, however, has not satisfied FCC, which also has queried number of network shows and the preferred program- ing imbalance [CLOSED CIRCUIT, March 31; GOVERNMENT, April 14], but has done nothing as yet on renewal of these stations.

PEOPLE

JOHN EDWARD GRIMM, III, director of sales, Sterling Drug Inc.'s National Brands Div. (proprietary drugs and household articles), N. Y., elected vice president. Joined Sterling last year, previously had been with J. B. Williams & Co., Lever Bros. and Borden Co.

JACK LUBELL, executive producer of Sports Programs Inc., N. Y., elected vice president of company, which produces live sports shows for networks and regional hookups.

ROBERT L. WHITEHEAD, formerly vice president in charge of San Francisco office of Roy S. Durstine Inc., N. Y., named account executive with Guild, Bascom & Bonfigli, San Francisco.

JOE MORAN, vice president, Young & Rubicam, N. Y., for almost quarter century, retired Thursday (July 3).

JACK MCARDLE, account executive at WABD (TV) New York, named general manager of sister station WTIG (TV) Wash- ington, succeeding JAMES BONFILS, who leaves station today (July 7) after "policy differences."

LARRY GUMBINNER, traffic manager, CBS-TV, for past several years, appointed to newly created post of manager, network transmission facilities for CBS-TV's network affiliate relations department.

WILLIAM SELF, tv producer (Frank Sinatra Show last season for Hobart Productions), joins CBS-TV Hollywood today (July 7) as executive producer.

EARL GAMMONS, Washington consultant, for Storer Broadcasting Co. and former CBS vice president in Washington, reported Friday making rapid recovery from mild heart spasm suffered June 27.

FCC Balks at Pay Tv-Hinged Bids

Plaza Radio & TV Co. advised by FCC Thursday (July 3) its applications for ch. 62 Detroit and ch. 30 St. Louis—with stipulation construction will not begin until pay tv authorization—cannot be granted under that stipulation without hearing. There are no competing applications. Plaza formerly held uhf permit in San Francisco which was deleted when station failed to begin construction. Application now pending to replace deleted channel. CNRM. Robert E. Lee dissent.

Ch. 4 WTTV (TV) Bloomington, Ill., Friday petitioned FCC to institute rule-making which would shift its allocation to Indianapolis.

Two New Am's Granted by FCC

FCC granted two new radio stations, announced Thursday (July 3):

- Green Cove Springs, Fla.—Ben Aker- man, 1580 kc, 500 w, daytime. Mr. Aker- man is general manager, WGST Atlanta, Ga.

- Jonesboro, La.—Jackson Parish Broad- casters (A. H. Colvin). 920 kc, 500 w, daytime, engineering conditions.

Page 10 • July 7, 1958

BROADCASTING
Announcing

WNHC’s New $1,400,000 Building

New Haven’s sweeping redevelopment program is setting an inspiring example for communities throughout America. We are gratified that the new $1.4 million WNHC Building will be one of the finest in the great, new redevelopment area.

It is a guiding principle of the Triangle Stations to provide the best in entertainment, facilities and community service. The WNHC Building—housing broadcast facilities rivaling any in the country—is a reflection of WNHC’s continuing faith in the community it calls home. Now, more than ever before, only ONE can do the job from Massachusetts throughout Connecticut to Long Island.

WNHC-AM-FM-TV
HARTFORD - NEW HAVEN, CONN.

Affiliated with American Broadcasting Company
Represented by Blair-TV and McGavren-Quinn


Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York
In June, for the fourth consecutive month, NBC Television Network nighttime programming topped all competition, according to Trendex. NBC leads the second network by 8%, the third network by 48%. This latest evidence confirms once again NBC’s leadership as similarly shown month after month by the Nielsen Multi-Network Area Report.

In terms of individual time periods, NBC has scored a series of dramatic audience gains since the season began.

For example, NBC now comes out on top four nights out of seven ... wins 20 of 42 nighttime half hours, seven more than in October and almost as many as the other two networks combined.

In the re-programmed 7:30-8 pm time period, Monday-Friday, NBC has moved ahead 54% since October, now leads one competitor by 101%, the other by 66%. WAGON TRAIN has increased its share-of-audience 76% since October!

Record-breaking increases like these put the finishing touches on a season which has seen NBC move rapidly to the top in the greatest one-year audience shift in television’s history.

NBC TELEVISION NETWORK
Source: Trendex (Sunday through Saturday, 7:30-10:30 pm)
PLAYHOUSE 90

Without the haunting prohibition-era atmosphere that pervades F. Scott Fitzgerald's short novel, *The Great Gatsby*, it is doubtful if the story could have remained as popular as it has since the first printing in 1925. The book is a mood-piece; the mood was not captured in last Thursday's *Playhouse 90* adaptation.

To make plausible the weaknesses in the storyline and the somewhat puerile actions of the characters, the producers should have made an effort to work up that heady atmosphere in which the characters' actions would have been more believable. A studio trumpeter playing a Ricky-Tick version of "Yes Sir, That's My Baby," is hardly enough to take viewers back 30 years. (Effect of the flappers' chemises as a "period costume" was lessened by their being in style again.)

But the production's main fault was the age of the actor who played the title role. Robert Ryan is too mature to play the part of the indigent army officer overwhelmed by a rich girl at a party. For this reason his Jay Gatsby—and perhaps the whole play—never got off the pad.

The show floated from commercial to commercial with never a high spot. It sank when heroine Jeanne Crain slipped to the floor moaning, "It's Jay, Jay..." It's a pity, too, the show's host didn't memorize his introductions to the play. Seeing someone appear to read his lines above the tv camera is enough to get any show off to a false start.

Production costs: Approximately $160,000. Sponsored by Bristol-Myers through BBDO, Kimberly-Clark, through Procter & Gamble and Belding Pillsbury Mills through Leo Burnett, American Gas Assn. through Leinen & Newell, R. J. Reynolds Tobacco through William Earty and Allstate Insurance through Leo Burnett on CBS-TV Thurs. ("Gatsby"), June 29, 9:30-11 p.m. EDT.

Producer: Martin Manulis; director: Frank Schaffner; adapted by David Shaw from F. Scott Fitzgerald's novel; associate producer: Peter Cortner; assistant to producer: Peter Nelson; associate director: Lennie Horne.

HAGGIS BAGGIS

As the temperature rises, competition for merchandise on the tv quizzes gets hotter and hotter. The industry's " loot consciousness" that set in some 10 years ago with *Stop The Music* is being perpetuated on NBC-TV by a new quiz game called *Haggis Baggis*. Its cash concern with the prizes offered—classified as "Haggis" or "Baggies" spoils—might well undo the grubbiness of *The Price Is Right* (where contestants bid on what they deem to be the value of the loot). Taken as a whole, *Haggis Baggis* stands out these summer nights (and weekdays to boot) as a massive billboard for advertisers who don't buy... It's all been in vain, apparently. Now American Tobacco's "improved" Hit Parade has staggered them—and no doubt many listener-viewer imaginings—with 400,000—count 'em, Mr. Federal Trade Commissioner—400,000 filter traps.

SEE N AND HEAR

While 30 or 40 million viewers sat entranced a week ago Sunday (June 29) by the spectacular acrobatics of the Moneyev company on the CBS-TV "Ed Sullivan Show," some 30 or 40 recalcitrant Americans tuned in NBC-TV and Steve Allen, who offered a less spectacular attraction in the person of Oscar Levant. Mr. Levant is a sensitive, gifted pianist. He is also an acrid commentator on things—animal, vegetable and mineral. On the "Steve Allen Show," he engaged in a verbal duet with the host that extended the opening spot (sung by Mr. Allen) nine minutes. He returned to sit on a piano and talk about pills, people and his audience, whom he capsuled as obviously beneath him. He concluded by playing Gershwin and nearly fell over as he acknowledged the tumultuous applause of the recently abused audience. With the help of comedian Don Adams and singers Dorothy Collins and Tony Bennett, it was a bright hour of entertainment. Even so, dialing Allen instead of Sullivan June 29 was like being the only one at an uptown party to spurn vodka and insist on Kentucky bourbon.

As a public service, here's an up-to-date box-score on who's claiming what on tv. In cigarettes, Brown & Williamson's Viceroy at one time led the pack with 20,000 filter traps; later, after Philip Morris Inc.'s Parliaments claimed 40,000 filter traps, Viceroy's jumped its own count to 22,000 filter traps. It's all been in vain, apparently. Now American Tobacco's "improved" Hit Parade has staggered them—and no doubt many listener-viewer imaginings—with 400,000—count 'em, Mr. Federal Trade Commissioner—400,000 filter traps.
This dial takes much of the "hit-or-miss" out of creating TV commercials and programs.

The Y&R Audience Jury of 70 typical viewers—different every time—uses 70 dials like this to pass on clients' commercials.

The verdict—recorded on a moving graph—is a running answer to whether or not a commercial will arouse and sustain the viewers' interest and how much it will influence them to buy.

These findings are one more part of Y&R's constant, continuing effort to make each commercial as effective as possible.
Everybody wins on this one! **We're** proud to be part of the great CBS basic network.

554,697 TV homes in the entire Golden (Central Ohio) Valley (5 prime cities, 83 counties, in three states) covered by our powerful 316 kw. and 1000 ft. tower will now be able to enjoy CBS' top-rated shows!

**Current WHTN-TV advertisers**, already winning substantial audience increases month in and month out, will now have the entree to many thousands of additional (loyal CBS) TV homes, at no additional cost!

**And new WHTN-TV advertisers** will get the time buy of all time . . . one of the lowest cost-per-thousand rates available anywhere . . . because our rates have not gone up in proportion to our tremendous growth.

Get the dollars and cents story **right now** from Petry.
MEN

Amazing discovery for time buyers in important Fresno and San Joaquin Valley market is that the consistent lead TV station (KJEO-TV, Fresno) takes all strain, pain, worry, out of buying yet consistently does job best. Consult with your Branham man for further details. We GUARANTEE you'll save energy . . . get more for your money on KJEO-TV Fresno. ACT TODAY!

Oh, Stop blubbering, Smidley!!

Gad, man, I can't stand tears. But get this straight . . . I want some alert, wide-eyed time buying around here. Just check this Cascade market. It's big, Smidley, big! KIMA-TV with its satellites is the biggest, exclusive TV buy in the West. And, mind you, it's getting bigger every day. A billion-dollar market that's ours with one single buy. Now let's not miss it again, huh, Smid?  

Quite a market . . .

Population ..................563,875
Retail Sales .................$657,655,000

Source: 1957 "Survey of Buying Power"

KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR-TV, Pasco, Wash.
KLEW-TV, Lewiston, Idaho
and KBAS-TV
 Ephrata, Moses Lake, Wash.
CASCADE BROADCASTING COMPANY

NATIONAL REP: WEBB TELEVISION PACIFIC NORTHWEST: MOORE & ASSOCIATES
Little Saving Is Expected From Pending Pay Increases; Most Families Will Adjust Their Living to Higher Incomes

By Philip S. Brown

The pending legislation promises increased living standards for the lower incomes through a 10 percent increase in pay. However, most families will adjust their living to higher incomes.

DIARY—From P. 1

200,000 Here to Get $60 Million Back Pay

The Federal Diary

10 Per Cent Pay Raise Approved by Conferences

By Jerry Klutz

The Senate is ready to give away pay increase, the need for the Senate action. The report presented to the Senate indicates the need for federal action. The Senate is ready to give away pay increase, the need for the Senate action. The report presented to the Senate indicates the need for federal action.

Capital Commerce

Pay Boost Prospect Spurs Buying Spree

By S. Oliver Goodman

Incomes of workers are expected to rise as the result of the expected increase in pay. The federal government is expected to approve the increase in pay. The Senate is ready to give away pay increase, the need for the Senate action. The report presented to the Senate indicates the need for federal action.

U. S. Pay Bill Version Approved by Senate

By JOSEPH YOUNG

The Senate has approved the version of the pay bill that was presented to the Senate. The report presented to the Senate indicates the need for federal action. The Senate is ready to give away pay increase, the need for the Senate action. The report presented to the Senate indicates the need for federal action.

Shot-in-Arm For Business Seen in Raise

Merchants Expect Buying Boom in Durable Goods

By Frank C. Porter

The Washington Community is expected to benefit from the expected increase in pay. The Senate is ready to give away pay increase, the need for the Senate action. The report presented to the Senate indicates the need for federal action.

Federal Diary

Pay Raise Bill Gets Last Major Vote

200,000 Employees In Area Will Get $60 Million Back Pay

The CBC will determine the impact of the pending legislation on the various agencies. Economic planners and engineers expect the expected increase in pay to boost incomes in the country. The Senate is ready to give away pay increase, the need for the Senate action. The report presented to the Senate indicates the need for federal action.

And the radio station these "nouveaux riches" listen to most?

WWDC

First Again* in Washington, D. C.

in share of total mentions

6 A.M. to 6 P.M.

Monday thru Sunday

*May Pulse

Represented nationally by John Blair & Co.

BROADCASTING

July 7, 1958 • Page 19
Triple-Spotting (Continued)

EDITOR:

Nobody wants to be a policeman. But if we are going to make any headway at all in eliminating triple-spotting [Broadcasting, June 23] we must first know where it exists. Broadcast Advertisers Report information is excellent but it is, of financial necessity, too little and too late. By this I mean their market list is small and their frequency of reports is low. This is not meant as a criticism: BAR does a marvelous job. As a consequence, however, the only people who are in enough markets enough of the time are the stations themselves—they must let us know the when, where and what.

Ideally this whole situation could be cleared up in no time (for those who want it cleared up) if we could just be told where it is happening. The agency can control the new schedule placements to avoid triple-spotting but corrections must be made in many instances on the current schedule. These corrections can only be made when we know triple-spotting exists.

Bob Liddell, Timebuyer
Compton Adv., New York

[EDITOR'S NOTE: BAR currently monitors 20 major markets at averages reports from two markets each week, delivered approximately 10 days after monitoring.]

EDITOR:

We were pleased to read your editorial on triple-spotting in the June 23 issue. We have also been pleased at the apparent current revolt against the practice between network shows.

Frankly, we agree with you that the practice is bad but that the blame does not alone belong at the doorstep of the stations. Back in June 1957 we decided to use the theme "No Triple-Spotting on WTMJ-TV" as a sales tool and in that month I made a number of calls in New York with our representatives, Harrington, Righter & Parsons. Virtually the only receptive ears at that time were those of Mike Donovan of Benton & Bowles, whose agency, to the best of my knowledge, was the first to come out against the practice.

From that time until this it was apparent to us that other agencies were also in agreement but still others were buying triple spots with full knowledge of what was going on.

It seems to us to boil down to a threeway fault which we now hope is being corrected, with the fault lying at the door of the stations who participated in it, the agencies who knowingly bought under this condition and the NAB Code Board which allowed the practice to continue without raising a voice in spite of the fact that the practice was known.

George Comte
Manager of Radio & TV
WTMJ-AM-TV Milwaukee

EDITOR:

It is about time someone mentioned the fact that it takes two to run a triple-spotted schedule. Many thanks for your editorial pointing out this fact. It is in essence what I have been writing to agencies recently who have been querying us regarding our triple spot situation.

All of a sudden the triple spot has become a bad thing. As long as there were single station markets—advertisers insisting on television and agencies anxious for their 15%—the triple spot was an agency accomplishment. Now these same people are pointing long fingers at us. With your help, we won't take all the blame.

James D. Clark Jr.
Sales Manager
WVRA-TV Richmond, Va.

Bouquet

EDITOR:

I want to thank you for the excellent coverage given our recent audience study and the subsequent interview [Broadcasting, June 2].

We had an extremely warm and appreciative response from a great number of radio stations. I was even more pleased in seeing in today's issue [June 23] a letter from Pete Bardach of Foote, Cone & Belding congratulating you on presenting all sides of a question that has become needlessly controversial.

Please convey to the staff my appreciation of a job well done.

Adam Young
Adam Young Inc.
New York

Needed: Bootstrap Lifting

EDITOR:

A few questions to the nation's radio and television news directors—and station managers: What are you doing to develop competent, trained and learned "electronic journalists?" Are you satisfied with the product of the journalism schools? Are you finding enough young people knocking at your door to keep your news departments adequately staffed? Or are you beginning to feel the pinch, both as to quantity and quality?

A number of leading journalism school people, as well as some professionals in the field, have begun noticing a decline in the number of college students enrolling as journalism majors. At the same time, more than 80 leading journalism schools indicate the vast majority received far more job offers in 1957 than they had students to fill them.

Among the people concerned with this trend was my "boss" of student days, Les Moeller, director of the U. of Iowa Journalism School. Through his efforts, a number of us in news work in Iowa organized the Iowa Committee for Professional Journalism Education. The purpose: to interest more young people in journalism as a career. We concluded we had two selling jobs: to sell the youths still in high school or just entering college; and to sell the editors, publishers, news directors and station managers on the idea they had to engage in some self-promotion.

A number of stations have joined in
In Huntington
And Charleston

... it's the same dominant story

9 YEARS of LEADERSHIP

WSAZ-TV the No. 1 Huntington
and Charleston station, is still
a basic affiliate of NBC, Amer-
ica's No. 1 Network.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKZA, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, Commercial Manager
Represented by The Katz Agency

NBC NBC NBC NBC NBC NBC NBC NBC NBC NBC
KSL Radio

wins the whole pie*

in greater salt lake!

*Pulse 1958

KSL Radio is First in Every Quarter Hour Monday Thru Friday

Big KSL Radio again proved that it's truly the "Big K".
Not only big in power (50,000 watts reaching an 87 county market) but big in audience as well! KSL won the whole pie in Greater Salt Lake, winning a first in every rated quarter hour, Monday thru Friday, in the Greater Salt Lake 4-county survey! So put your clients on the station that is number one in power and audience — "The Big K".

KSL radio

50,000 Watts
CBS for the Mountain West
Represented by CBS Radio Spot Sales

Open Mike Continued

Community observances of "High School Days," giving young people a chance to work alongside the "pros" in various departments concerned with the airing of radio and TV programs. And some stations devote a portion of air time each week to youngsters to report the "news" of their circles.

But the station personnel to whom I take off my cap are those who have developed internship programs, affording students the opportunity to earn that invaluable experience that is become a prerequisite to getting a job.

There are advantages to the stations, too. The immediate advantage, of course, is the fact the station suddenly has a larger news staff, rapidly learning the ropes. And once these young apprentices have latched on to the station's policies and practices, they're likely prospects for becoming permanent employees upon graduation.

What this all boils down to is an appeal to the nation's broadcasters to wake up to a problem they'll soon be discovering, if they haven't already: there just are not enough well-trained young recruits. No doubt there will always be deep-voiced announcers to read wire copy (at least until the dwindling supply of journalism students begins affecting the wire services, too); but no station should be satisfied with nothing more than deep-voiced announcers who know little or nothing about news reporting. Certainly, the need for the trained, backgrounded, news-minded reporter was never greater.

Rod Gelati
Dept. of Journalism & Communications
Washington & Lee U.
Lexington, Va.

Preached, Practiced, Paid Off

Editor:
The March 31 Monday Memo [by Douglas E. Anderson, president, Anderson-McConnell agency, Los Angeles] said "It's time to realize that TV is not the client's opinion or the client's words but only the client's facts delivered from people to people," and, "agencies and their clients seem to forget the 'back fence' type of conversation."

Jim Hunter, producer-m.c. of our Bingo at Home, using Mr. Anderson's thesis as his guide, convinced agencies to let him do "back fence" commercials, just face-to-face ad lib. After trying this daily for nine weeks, everyone concerned is happy with the results, and all want to continue.

This week's issue of Channel, a local television guide, comments as follows: "Sponsors of Bingo at Home have given Hunter a free hand in presenting their message to the viewer. He visits plants and stores of his sponsors and brings back a wealth of selling information. His informal sales pitches have definitely made a hit with his audience."

It works!

Cleo Bedford
Promotion Dept.
KTVW (TV) Seattle-Tacoma, Wash.

Broadcasting
In every one of its markets... for every one of its radio and TV stations... these audience measurements prove WBC leadership:

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Broadcasting is Basic. No Selling Campaign is Complete without the WBC Stations. Your future is great in a growing America.
OUR RESPECTS

to Sam Cook Digges

The woman, obviously frazzled from lack of sleep, heard her doctor advise she would “either have to give up the Late Late Show or Sunrise Semester.” Local readers of the New Yorker magazine knew the cartoon referred to two popular programs on WCBS-TV.

Humor aside, the cartoon illustrates what Sam Cook Digges, WCBS-TV’s general manager, means when he speaks of the station’s “balance” in programming and audience appeal.

There was a time when some important people thought Mr. Digges had lost his sense of balance altogether, not only of programming but also of mind. That was last summer when WCBS announced Mr. Digges’ creation: an educational TV program (by New York U.) to be fed in half-hour doses Monday through Friday. But what floored and incited the critics (newspapers particularly) was its sign-on—6:30 a.m.—a time usually associated with barnyard crowing or infant feeding.

A newspaper immediately questioned the $75 charge to New York U. (semester’s registration fee); a national publication dryly observed the program as typical of TV’s “deathless interest in culture.” Once a yawning but bright-eyed audience was exposed to the program (comparative literature lectured by an NYU assistant professor, Dr. Floyd Zulli Jr.), the bottle cap flew off and Mr. Digges and staff have been wading in news clippings and praise ever since. A book seller bought announcement time adjacent to the program and the press has been enthusiastic (The April 5 Saturday Evening Post featured the station’s educational coup).

“There’s need in TV for an Ed Sullivan Show, Studio One, a Mike Hammer, a Semester and a Camera Three,” enunciates Mr. Digges, whose tall figure is topped by a carefully combed shock of light brown hair. He believes a station must consider the “neglected segment of the viewing public” even as it caters to the regular viewer. At WCBS-TV, he confesses, the philosophy is to prepare for the future.

What problem possibly could exist with a network TV flagship that grosses more than any station in the U. S., and indisputably tops in its market? Mr. Digges wryly answers: “Staying on top.”

Because of the post he has been in for four years, Mr. Digges, Madison Avenue tailored but betraying his midwest origin in speech, is of necessity close to the New York advertiser-agency fraternity. (He’s had experience on the “street”—that is, selling time—in New York as well as in Washington.)

He finds joy in selling to people “whether it is a concept, a block of time, a program or a community project.” That’s why “Sunrise, the successful ‘sale’ of an idea gives him satisfaction. He thinks there is a very important place for educational programming (that is, using actual teachers and school facilities) in commercial TV, often publicly chides educators for failing at times to grasp this concept (though he has had unusual success in working with them).

WCBS-TV is on the air during the week from 7 a.m. to about 2:30 a.m. (the second “semester” of Sunrise starts a half-hour later than did the first). Added to the network schedule is a wealth of public service shows (worth about $5 million in time and talent last year), and local programs both live and film. It is conceded by most of the knowledgeable that the station, which has its measure of syndicated shows, has more available feature product than other New York TV outlets.

Sam Cook Digges was born in Columbia, Mo., on Jan. 8, 1916, the son of dentist Charles W. Digges and Frances Cook Digges, in the U. of Missouri neighborhood. In 1937, he was graduated from the university’s school of journalism.

In Washington, D. C., he left the Daily News in 1942 where he worked both editorial and advertising, and joined WMAL there as one of the first two salesmen hired in Washington radio in five years.

In the Merchant Marine he was a ship’s officer during World War II, returning to Washington to concentrate on WMAL-TV sales. In 1949 he joined CBS in New York in the newly-created TV sales department, transferred to Chicago as TV sales manager a year later, was appointed eastern sales manager of CBS Television Spot Sales in January 1953 and in December that year, general sales manager.

He is planning committee chairman of the Radio & Television Executive Society’s timebuying and selling seminar that had its best season this year; a member of the all-industry music licensing committee; on the board of directors, New York State Assn. of Radio & Television Broadcasters; member of the Academy of Television Arts & Sciences, Society of Television Pioneers, and American Theatre Wing. In civic affairs, he is active with the Assn. for Help of Retarded Children and the radio-TV committee of the Jewish Chronic Disease Hospital in New York.
channel 4

this is WBEN-TV land

In this busy area . . . most television viewers watch WBEN-TV most of the time

The independent Trendex program-rating service made more than 100,000 telephone calls in this area during its latest AREA study. It found that WBEN-TV was in FIRST PLACE in 120 out of 156 MEASURED HALF HOURS. WBEN-TV was first in 76.6% of the time periods measured.

Quality programming, the foremost network shows from CBS, balanced entertainment for the entire family, perfect pictures and perfect sound — all for more than 4 million people on Channel 4.

TV viewers of Buffalo, Western New York, nearby Pennsylvania and Canada have voted overwhelmingly in favor of the entertainment, educational, cultural and informative programs presented as a community responsibility — year in year out — by WBEN-TV on Channel 4.

Proof again — your TV dollars count for more on Channel 4.

WBEN-TV A SERVICE OF THE BUFFALO EVENING NEWS

Represented nationally by HARRINGTON, RIGHTER AND PARSONS CBS the nation's top network
WRC Radio serves a news-conscious Capital with 235 minutes of news a day—35 different daily news programs. The frequency and scope of its news broadcasts make WRC the leading news station in Washington. Look at radio’s most popular news period, for example. From 6 to 7 p.m., each of WRC’s five daily news programs reaches an average of 78,660 different listeners—41% more listeners than the second-best station. And 9 out of 10 WRC listeners are adults. The Washington market has just had a $54 million increase in consumer spendable income.* To achieve daily impact on the adults who control this huge new buying power, you need WRC Radio which, week after week, reaches a greater concentration of adults than any of Washington’s 17 other radio stations! And there’s no better way than with good news, WRC Radio news. Contact WRC... or NBC Spot Sales. Source: A.C. Nielsen Co.

WRC • 980

The NBC buying power station in Washington, D.C.  Sold by NBC Spot Sales  *For details, see page 39
INDIES CLAIM FOUL IN NBC SURVEY

- Leading ‘modern radio’ operators say ‘Top 40’ survey was rigged
- They say advertising results prove they have the adult audience

Successful independent radio station operators last week charged that “loaded questions” were used in an NBC Spot Sales survey which found little timebuyer confidence in the selling ability of “Top 40 Tunes” stations (LEAD STORY, June 30).

The heads of four station groups which have been conspicuous in the development of independent radio asserted that the NBC Spot Sales survey:
- Was designed to salvage a foundering radio network.
- Encouraged responding timebuyers to substitute their personal music tastes for objective judgment in evaluating the commercial impact of various program formats.
- Used oversimplified definitions of three types of formats that were bound to produce answers unfavorable to stations which play popular music.
- Ignored the fact that stations which feature popular music are among the most successful on the air.

The station operators who criticized the survey were joined by officials of three station representative firms.

All three representatives charged that the survey was “rigged” or “loaded.”

The survey which came under criticism last week was released June 30. It was made among the NBC Spot Sales Timebuyer Opinion Panel which was formed early this year “to serve as a medium of expression for timebuyers as a group and individually to shed light on the changing nature and increasing problems of timebuying.”

Responses were received from 258 panelists representing 203 different agencies or agency offices. Of the panelists 37% were with agencies billing $5 million or more per year in radio-tv, according to NBC.

In its questionnaire to agency panelists, NBC defined three types of programming:
- “Top 40 Tunes”—stations that primarily feature current pop tunes, generally the top 40 hits of the day.
- “Standard music and news”—stations that feature standard as well as current pop tunes and thus cater to a wider variety of popular music tastes.
- “Varied programming”—stations that carry such programming as interviews and dramatic serials as well as music and news.

The questionnaire also suggested that panelists, in answering survey questions about the ability of each type of station to produce advertising results, “think in terms of products that are purchased primarily by adults, since most national spot radio advertising falls in that area.”

On most of the 15 questions which NBC asked, the Top 40 format came out badly. This was the result to be expected from...
Independents shoot back at 'Top 40' survey

CONTINUED

the phrasing of the questionnaire, in the view of critics who issued comments to Broadcasting last week.

Tod Storz, president of the Storz Stations, said the NBC Spot Sales survey technique "was the age-old method of asking a 'loaded question' to get a desired answer." He defended these questions as "inappropriate to any group or any station that programs only the Top 40 Tunes."

Mr. Storz thought timebuyers had been subjective, permitting their own tastes to color their viewpoints, and he compared the timebuyer spending the bulk of his client's money on music and news stations. Although enjoying at times listening to a network station, to a space buyer putting the client's money into the New York Daily News because of its wide circulation though preferring personally to read the New York Times.

"At times," Mr. Storz asserted, "it seems that nobody likes our programming but the listeners."

Gordon McLendon, president of the McLendon group, found the survey "negative" and warned it could "damage both NBC and the entire radio industry." He suggested NBC seek "affirmatively" to "regain its lost stature by better programming instead of criticizing competitor networks or independents."

"With intelligent planning," Mr. McLendon asserted, "there may yet be found a way for NBC Radio to survive."

Harold D. Krelstein, president of the Plough radio stations, observed that the printed results of the NBC Spot Sales timebuyer poll "tend to prove conclusively that NBC Spot Sales was obviously trying to build a case in defense of the network stations it represents. And to that extent it has failed." He said there were more holes in the questions and answers than "in a piece of Swiss cheese."

Gerald Bartell of the Bartell group, disclaiming any identification with the stylized Top 40 category, held "any survey geared to a predetermined conclusion adds nothing to the body of competent research." He noted "It's anybody's game" in media, programming, talent—are now in modern radio. Network radio has been pauperized of personnel [and] . . . is fighting a furious rear-guard action." He said "no amount of network salesmanship or slick public relations can deny that modern radio in every major market has a larger adult audience by far than its network competition."

Adam Young, president of Adam Young Inc., station representative, issued a lengthy statement that was peppered with such observations as: "NBC is still in the radio business because with their usual efficiency they forgot to bury the body;" the study is NBC's "own best evidence that this one-time leader in the industry is now running scared."

Mr. Young said, "NBC's obvious rigging device in this survey has been to over-simplify very complex problems of programming."

Arthur H. McCoy, executive vice president of John Blair & Co., station representa-

tive firm, said he "seriously" questioned the "true cross-section character of the panel."

Mr. McCoy noted that the Blair company would soon issue to advertisers and agen-
cies a report on local radio programming to help them "better understand the many facets of programming . . . [although] too many selfish parties . . . have muddied up the water." He charged the panel survey to be one "rigged for the selfish aims of the networks." He said an important ingredient "not even mentioned" was "station ownership and management," which, he said, is considered first by timebuyers "who are up to date on the complicated business of local programming."

Morris Kellner, vice president in charge of radio sales at The Katz Agency station representative, charged the "labels" in the questionnaire to timebuyers to be "loaded" and "anyone could have told how the answers would have come out considering this wording."

Here, in greater detail. are the comments of those quoted above:

We are convinced that the size of a station's audience closely parallels the entertainment value of the programming content offered. At times it seems that nobody likes our programming but the listeners.:

TODD STORZ, president of Storz Stations (WHB Kansas City, WDAAM Miami, WTTX New Orleans, WDGY Minneapolis):

The NBC Spot Sales survey technique used, obviously, was the age-old method of asking a 'loaded question' to get a desired answer. For example, the survey divides music stations into two categories: One—"Top 40 Tunes-Stations that primarily feature current top tunes, generally the top 40 hits of the day." Two—"Standard Music and News-Stations that feature standard as well as current pop tunes and thus cater to a wider variety of popular musical tastes."

It is obvious that the second category of stations would be preferred by most timebuyers because the questions themselves lead to that conclusion. But even more important is the fact that I am unaware of any group operator whose stations would fall into the programming definitions defined as Category One.

Certainly, speaking for ourselves, our stations would definitely fall into the second category. We are unaware of any group or station that programs only the Top 40 Tunes, and actually we think it would be difficult to find any station in the country that would fall exclusively into the first category, particularly bearing in mind that to fit the first category the station could not carry any newscasts since news is completely excluded from the program definition in the first category and included in the second. It would be possible to follow through with an analysis of all of the questions asked in the survey to show how utterly ridiculous and self-serving they are.

The latest diatribe against modern radio comes from the very same typewriter that several years ago forecast the impending and unavoidable death of radio. One does not have to be part elephant to remember that the distinguished General Sarnoff of NBC quite un-prophetically wrote the "obituary" on radio. There was a mass burial, in large cities and small hamlets from coast to coast, when he buried am radio.

The networks picked up their kilocycles and stole stealthily away in the face of tv's competition. The independent operators picked up the ball and have been running with it ever since. If they had waited for the networks to retrieve the ball, the death the nets had diagnosed would have been a statistical reality. The networks have been following their hastily summoned heart's desire since.

Profitability of radio station operation in 1956 (latest figures available) is shown clearly in FCC official data released last January. Non-network owned stations showed a 21.7% increase in profits, but the profits of the four national and three regional net-

work's and their 19 owned stations combined were off one-third.

Nor do profits fully show the story. Let's look at ratings. Five or six years ago the independent station that was rated in the top three or four in its market was looked upon as a phenomenon. Old-line network stations usually ran one-two in the rest of the competition jockeying for the third spot.

Measures of Success

However, let's look at the situation now in some of the nation's top markets. The most recent C. E. Hooper Inc. figures show:

(a) In New York, right under the guns of the NBC Brass, the top indie has over twice the audience share of the NBC flag-

ship.

(b) In Chicago, the top indie has over three times the share of audience of the NBC station.

(c) In Philadelphia, the top indie has a fraction under three times the share of audience of the NBC station.

(d) In Boston, the top indie has over eight times the share of audience of the NBC station.

(e) In Pittsburgh, the top indie has almost seven times the share of audience of the NBC station.

Aggressive music and news operators have rebuilt radio from its near calamity in the early 50's to its present salubrious condition today.

Almost every survey of a major market shows audience leadership is with the alert music and news stations. So we have a ques-
tion of the "haves" and "have nots." Since the "have nots" certainly intend to try to stay in business, it stands to reason that they have to have some arguments in favor of their type of programming, and some
timebuyer's instincts, imploring the justification for the admittedly studiously examined oft-hurled charge that "nobody but teeners reached the decision that ability.
of their accounts to the utmost purchase of

tions segment are available lead

filling specialty stations, are available reach local set up displays buy classical music

radio stations are licensed by the FCC almost four times the share of audience of the NBC station; Miami (WQAM) has over six times the share of audience of the NBC station; New Orleans (WTIX) has over six times the share of audience of the NBC station; Minneapolis (WDGY) has almost six times the share of audience of the NBC station.

Radio stations are licensed by the FCC to serve “in the public interest.” We pro-gram our stations in such a way as to make them appealing to the greatest number of people. Isn’t it logical that if we have over 40% of the available audience in Kansas City and only 30% in the 18-49 group, we must be succeeding in upholding our obligation to the Commission and to the public?

We are convinced that the size of a station’s audience closely parallels the enter-
tainment value of the programming content offered and the over-all service provided to the station’s listening area. As an organiza-
tion, we concentrate much of our time and energy in trying to assure maximum audi-
ence appeal in everything we do. Our over-all programming is designed not only to attract and entertain, but to inform and to serve our vast and often diverse audience.

At times, it seems that nobody likes our programming but the listeners.

And one final thought. If the executives at NBC believe their survey is truly valid, they should immediately communicate with the executives of another network.

They should talk to RCA Victor because RCA Victor has an exclusive recording contract with Elvis Presley (perhaps the greatest of the Top 40-ers). Knowing now that the Top 40 is doomed, RCA will probably wish to drop the $1,000 a week contract with Presley and put him up for grabs. Even Mitch Miller might be interested!

NBC should now make an effort affirmatively to regain its lost stature by better programming instead of criticizing any competitor. With in-
telligent planning there may yet be found a way for NBC Radio to survive.

GORDON MCELDON, president, McLen-
don Corp. (KLIF Dallas, KILT Houston, KTSO San Antonio, KEEL Shevropet; WGRC Louisville).

We do not feel that we can properly comment upon this NBC Spot Sales report since none of the McLendon stations resemble any of the stations described. Our two most recent national awards from Sigma Delta Chi and National Headlin-
ers for consistently outstanding radio jour-
nalism, our extraordinary mobile coverage, our recognition in the field of editorialization, our number of national public service awards and varied music clearly make it impossible to classify us with any type of station described, network or independent.

While we are thus not directly concerned in the matter, it still seems to us that NBC surveys by NBC are only damage both NBC and the entire radio industry.

Hav ing lost the battle of network as well as local audience, having lost the ratings fight, and having lost the commercial struggle, NBC should now make an effort affirmatively to regain its lost stature by better programming instead of criticizing any competitor, network or independent.

While we are sympathetic with NBC Radio's desperate plight, and cannot help but feel sad about the demise of this great radio name, we would hope that future NBC surveys might direct themselves to affirma-
tive improvement instead of criticizing. With in-
telligent planning there may yet be found a way for NBC Radio to survive.

Plough stations in 1957 carried the advertising of 472 national spot accounts and 978 local accounts. Not one was on the air trying to sell bubble-gum or white buckskin shoes.

HAROLD D. KRELSTEIN, president of Plough radio stations (WMPS Memphis, WJJD Chicago, WCOP Boston, WCAO Baltimore) and vice president of Plough Inc.

If NBC Spot Sales and the timebuyers who assume the positions given them pre-suppose that all Top 40 radio stations in America are as alike as peas in a pod, then there is a premise for assuming that the Top 40 stations as such could conceivably be in trouble.

However, since you can no more group or classify a station as a Top 40 station than you can mix eggs with coconuts, the article and the answers to the questions would tend to prove conclusively that NBC Spot Sales was obviously trying to build a case in defense of the network stations it represents. And to that extent has failed. Any good national representative organiza-
tion, the bulk of whose clients are non-net-
work stations can without difficulty find more holes in the questions and the answers (which are completely contradictory) than there are in a paper bag.

The non-network stations of today by and large get and hold more than the lion's share of local business so it must be assumed that a local advertiser is certainly qualified to evaluate the radio stations in his area.

The dollars of the purely local advertiser are required to produce much more effective and immediate results than are those of a national advertiser and for completely obvious reasons. The aggressive, imaginative operation of a non-network station usually has a radio station that is far more completely integrated into his community than a network station. As for our own stations in 1957, the four Plough Inc. radio stations ran 187,344 public service announcements and 6,392 public service programs of five minutes or more for hun-
dreds of organizations and services—just one of the reasons why Plough Inc. stations are an integral part of their communities.

Strange enough, most network stations in this country, regardless of their affiliation, are completely mimicking their non-network brethren when they themselves are required to program locally due to the fact there is often no programming service available to them from the network.

In the days when advertising agencies were sold on network for their clients, the affiliates did have the so-called variety programming in quantity, but answered in the main that the agencies were programming the networks. Unfortunately, today network advertising is skeletonized because the networks themselves will not consistently invest money in programming and there are

BROADCASTING

July 7, 1958 • Page 29
not sufficient radio network advertisers around to pick up the program tabs.

The four Plough stations in 1957 carried the advertising of 472 national spot accounts and 978 local accounts. I can truthfully say that not one of these advertisers was on the air trying to sell bubble gum or white buckskin shoes. To the contrary, they were selling food, drugs, automobiles, pianos, trailers, real estate, and successfully so.

As for programming to adults, our facts and figures would tend to prove that we are reaching Mr. and Mrs. Buying American. The majority of whom are under 45 years of age. We would like NBC Spot Sales or anybody else to show us what advertising dollars are being spent by American industry to reach the consumer beyond that age.

Radio's best people are now in modern radio. The networks wrote off radio during television's ascent and have never since been able to attract top manpower.

Gerald A. Bartell, Bartell Family Radio Group (WOKY Milwaukee, KYA San Francisco, KCBQ San Diego, WYDE Birmingham, WAKE Atlanta, WILD Boston):

Network programming generally has not been successful. In almost every major market the melancholy story of rag-tag and non-sequential programs has been repeated. It is difficult to evade the conclusion that networks are no longer capable of capturing the dominant radio audience and network affiliates have not been quick to compete on local terms. Because of many years of reliance upon the networks they have atrophied by the disuse of the creativity they may have possessed.

National spot moved to the stations with audience. Having struggled desperately, but futilely, to attract an audience, network salesmanship and public relations have taken over. Large audiences are no longer fashionable, we are told. The fact that local advertisers too have deserted to modern radio is unimportant, says network research. Adults are reached only by "varied" programs, concludes the network.

No amount of network salesmanship or slick public relations can deny that modern radio in every major market has a larger adult audience by far than its network competition—not necessarily by a manipulation of percentages figures, but by actual numbers. The objective Adam Young-Pulse study, "The Audience of Modern Radio," analyzes the quality and composition of audiences in ten major markets [STATIONS, June 2]. Network stations are shown in an "also-ran" position. So audience research does not answer the network's problems.

Radio's best people—in management, programming, talent—are now in modern radio. Network radio has been pauperized of personnel. The networks wrote off radio during television's ascent and networks never since have been able to attract top manpower.

Any survey geared to a predetermined conclusion adds nothing to the body of competent research.

It would be foolhardy to write off the networks. But indications are that they are still looking backward.

Without the leadership shown by the current "greats" of radio, NBC Radio Spot Sales would probably be a very unprofitable operation and the NBC network would have very little business to steal. NBC is still in the radio business because with their usual efficiency they forgot to bury the body.

The NBC study showing how 258 time-buyers rank radio station formats is its own best evidence that this one-time leader in the industry is now running scared. Conducting such non-objective research with a "loaded questionnaire" is the best evidence that this is a fact. A few years ago, the NBC research department would never have been a party to this kind of survey.

The radio division of NBC Spot Sales is making money today because while its own parent organization showed every evidence of turning its back on radio, other progressive operators who believed that the medium had a future made some major contributions to the industry. As a result, spot radio became alive and work radio died. Without the leadership shown by the current "greats" of radio, NBC Radio Spot Sales would probably be a very unprofitable operation and the NBC network would have very little business to steal.

To sum this up, NBC is still in the radio business because with their usual efficiency they forgot to bury the body.

There are some top-notch NBC affiliates today and we never underestimate them. They are good, however, because of their own local programming which is similar to that of the modern station operator.

NBC's obvious rigging device in this survey has been to over-simplify very complex problems of programming. Thus, the questionnaire divides radio stations into three categories: as NBC labels them, Top 40 or rock-and-roll, standard programming and varied programming.

This seems the most obvious bias and fallacy of the entire study. Modern radio, as we champion and sell it, cannot be characterized by a one-word or one-phrase description. Modern radio is a combination of many different elements. Modern radio is based on the concept of programming under the absolute control of astute management. This means that the public is not allowed to dominate the station's programming through Top 40 lists, nor are air personalities permitted to impose their taste on the public.

Another patent bias in the NBC questionnaire is the tacit appeal to the above average taste of advertising agency personnel. We are, after all, supposedly the ultra-sophisticates in the business of persuading others; we compliment ourselves in our perceptive and acute sensibilities.

It is the responsibility of the timebuyer, however, to make the best buy for the advertiser on known facts about the audience reached. When a buyer permits his own personal preferences in programming to interfere, he is doing his client a great disservice. All conscientious buyers know this.

It is well to remember that:

All kinds of radio can be good.

All listening to radio is beneficial to the industry.

All programming causing more listening to radio is important to us all.

If a buyer gets caught in the web of a prejudiced survey and buys only a small circulation station with 'varied programming' he likes, he will more than likely end up with:

(a) an unhappy client, (b) a broke client, (c) no client at all.

Arthur H. McCoy, executive vice president, John Blair & Co.:

If the panel is a true reflection of all the active and up-to-date buyers of radio time, then it is obvious we—and all sellers of local time—have done an incomplete job of telling the story of local radio programming—spot radio's exclusive domain. However, we seriously question the true cross-section character of the panel.

This study indicates to us the immediate need for the John Blair report which will release this month on local radio programming. This book will be delivered to all major advertisers and agencies for the primary purpose of helping them better understand the many facets of programming. Too many selfish parties—or ignorant bystanders—have muddied up the water. What knowing broadcasters would settle for these three definitions of local programming?

1. Top 40, 2. standard music and news, 3. varied.

Just like the CBS so-called "believability" study, this NBC timebuyers panel survey is rigged for the selfish aims of the networks. Of course, NBC Spot Sales wants the answers to come out in favor of "varied programming" since that's their interpretation
of a station carrying NBC as much as that network will program and filling in with equally "varied" local programs.

Like several other independent representatives we are in an especially fortunate position in that we represent stations of all kinds. We happen to have more network affiliated stations than independents. But that doesn't mean that only our network stations present "varied programming." Far from it. All local programming on our stations—and on any well-run station—is varied. But varied to the tastes of the people in the area served by our stations.

Timebuyers who are up-to-date on the complicated business of local programming look first of all for a very important ingredient not even mentioned by NBC—the station ownership and management. All considerations for depth understanding of the business under study must start there. The sounds that come out of a station are a direct reflection of the manager. And the ability of the manager to really reach his market (the masses the advertiser needs to move enough merchandise to affect his profit statement) is shown in circulation figures like Pulse, Hooper and Trendex. If a buyer gets caught in the web of a prejudiced survey and buys only a small circulation station with "varied programming" be he likes be will more than likely end up with: (a) an unhappy client, (b) a broke client, (c) no client at all.

I wonder how meaningful a survey would be among station managers or representatives about the complicated business of writing copy, or buying time, or running an advertising agency? We hope our book will give advertiser and agency executives a better appreciation of the complications, the "blood, sweat, and tears" that go into local programming. Then when any biased survey comes their way, they will know better the pitfalls—and the manner in which they’re being used to further the causes of selfish parties.

There are many elements beside music which combine to make a successful radio station. Management is the single most important.

MORRIS KELLNER, vice president in charge of radio sales, The Katz Agency, New York:

The NBC Spot Sales timebuyer opinion panel survey unfortunately comes up with platitudes instead of new or enlightening information. NBC didn’t have to ask the questions because the labels “Top 40 tunes stations” and “rock ’n roll” or “Top 40” are loaded ones. Anyone could have told how the answers would have come out considering this wording.

There are many elements beside music, too numerous to list here, which combine to make a successful radio station. Management is the single most important element. Buyers know that good network stations and good independent stations have the locally-produced programs that acquire large audiences of responsive customers.

"COLOR RADIO"—A ROSY STORY

The frequently expressed opinion that Top 40 programming is strictly for teenagers is just plain not so, according to Robert M. Purell, president and general manager of KFWB Los Angeles.

KFWB on Jan. 1, 1958, inaugurated a kind of programming which the station calls "color radio" and which is firmly based on the "Fabulous 40" tunes of the week as picked by KFWB’s "Fabulous 40" survey of record sales and reports from a "Committee of 500" organized by the station’s veteran disk jockey, Al Jarvis. "Color radio" also embraces such features as the hourly broadcasts of "electronic news" and a continuing stream of contests offering small cash awards to alert and lucky listeners plus longer contests with major prizes such as an automobile or the payment of a year’s normal telephone bills.

But the Fabulous 40 is the solid base of KFWB’s new programming and no tunes but the Fabulous 40 are broadcast. This does not mean an exclusive musical output of rock and roll, although about half of the tunes fall into that category. The KFWB Fabulous 40 for the week ended June 28 included 18 numbers that were strictly rock and roll and two ballads with a rock-and-roll beat. It also included 10 ballads definitely not of the rock-and-roll genesis, four songs with Latin American rhythm, four numbers of the pop spiritual variety and one hillbilly tune. Of the 40, 37 featured vocalists and only three were entirely or chiefly instrumental.

Growth of Audience

The result of this kind of musical programming, Mr. Purell reports, has been an enormous increase in KFWB’s audience. From winter to spring KFWB’s share-of-audience for all rated time periods went up 47.7% according to Hooper, 44.8% according to Nielsen and 34.7% according to Pulse.

Who are these new listeners? Are they all live-at-home juveniles with little money to buy and less interest in buying the foods and drugs and clothes and household goods the advertisers want to sell? Or are they the housewives who do most of the buying for their homes and families?

KFWB wanted to know. So did a number of its long-time clients, who were not at all sure that "color radio" was the right formula for them. Several of them decided to test it for themselves in a way that would prove to them whether KFWB was delivering adult listeners or only kids. Here’s what happened, as reported by Mr. Purell:

"An account we have had on the air at least 10 years is Standard Federal Savings and Loan. The audience they must have can only qualify as being adult since they are interested in the problems of banking and saving. This account has had an offer on the air which is a book-let called California Here I Come. This account has used this particular offer for so many years on so many programs that they can calculate with almost mathematical certainty their results.

"Prior to our going to our color programming concept their program was a 10-minute talk program consisting of news and sports. This program was in conflict with our concepts, but we were able to persuade them that our new programming would be beneficial to them and that they should give it a try and they changed their basic program to conform with our thinking except that the offer remained the same. The result is that they have doubled their results on the basis of inquiries and these are, mind you, adult inquiries.

Ten-Fold Increase

"Dale Dance Studios qualifies its leads to 18 years or older. As you well know a dance studio has more appeal to the adult person who never learned to dance than to today’s youngster who is born dancing. This account had used KFWB prior to our new color radio programming and continued to use us after we initiated this program policy. Their results increased ten-fold and again I point out these are adults.

"Perhaps the most illustrative test was one devised by Boy’s Markets. They broadcast on their program during the adult listening hours, or during the period that children and teenagers would normally be in school, a special price on bananas. On May 7, the Boy’s Market ran a ‘test’ on KFWB and they made it as difficult for the station to pass as possible.

"During the 9:30 a.m.-3:30 p.m. period only on Wednesday, May 7, they ran announcements about a banana special for KFWB listeners only. The only way a listener could take advantage of the special $1 per pound price (posted price in the stores was 18¢ per pound) was to mention the KFWB special at the checkout counter. The announcements were run on only one day—Wednesday—and listeners had to take advantage of the special on the same day.

"One Boy’s Market alone reported that 300 people had mentioned KFWB going through the checkout counter!"
Libbey-Owens-Ford uses network tv to fire sales all down marketing line

"The fact that Libbey-Owens-Ford was going to spend a large sum of money to advertise products which they sell made a deep impression upon our distributors," recalls LOF's advertising manager Franklin R. Hawkins.

Mr. Hawkins refers to the LOF (a big name in the glass industry) presentation last April to more than 500 people made up of glass distributors and the company's sales organization meeting at Florida's Hollywood Beach Hotel. Revealed were Libbey-Owens-Ford Glass Co.'s tv advertising plans for the summer.

Basically this advertising plan includes a set of new television commercials on NBC-TV's Perry Mason Show on behalf of door mirrors, window glass, Thermopane for homes and safety plate glass. So far as LOF knows, this will be the first time that any of the four products will be advertised on a national network show. (The new commercials were made by Television Graphics Inc., New York.)

Tied in with this spirited network spree (a 13-week segment in the warm season) is a closely knit promotion involving distributors. Commercials on Perry Mason invite viewers to learn the supply source (that is who sells the products) from Operator 25, Western Union.

Notes Mr. Hawkins, "The effect of our presentation was electric... Some of them [distributors] phoned their local stations from Hollywood Beach to reserve time for spots following the Perry Mason Show. We do not yet have a complete report on how many distributors (and in a few cases glass dealers) are buying tv time on their local stations to identify themselves as sources... I can only say that I am amazed at the number who have done so.

It was estimated that two weeks after the first opportunity was given LOF's distributors and mirror manufacturing customers, about 26,000 names had been received by the Toledo company's advertising department. The names were typed on 3 x 5 inch cards and sent to Western Union for redistribution to "Operators 25."

Promotion kits were distributed to LOF sources urging them to tie-in with Operator 25 by sponsoring tv spots on their own. To help local tie-ins, LOF's kit contains suggested commercials; tells "how to set up your tv advertising" ("Try to get an adjacent spot, usually 10 or 20 seconds long" but it "may already be sold—don't let that discourage you"); relates what materials are available from LOF and how to use the tv material. In addition, the kits give time costs (stations scheduled to carry Perry Mason and their time charges).

Libbey-Owens-Ford offered its distributors and dealers one-minute open-end filmed commercials (50 seconds from the commercials used on Perry Mason and 10 seconds for local identification) covering door mirrors and Thermopane for remodeling; cards for 10-second and 20-second spots for use along with local identification and covering door mirrors, Thermopane for new homes and remodeling, safety glass replacement and window glass. (See illustration of 20-second spot prepared for dealers and distributors.)

The door mirror commercials start next month (July) and will be seen also in August and September. Says Mr. Hawkins: "Naturally, we hope that all of this effort and tv advertising during the summer will stimulate sales of LOF products all the way down to the store which sells to the consumer." (Fuller & Smith & Ross, Cleveland, its agency, also prepared the sales portfolios.) In the past, LOF commercials have appeared on national football telecasts and on Perry Mason but were concentrated on "educating" the public "for the first time on the difference in the safety glass used in automobiles."

LOF estimates the network show will bring to its commercials a summertime audience of approximately 16 million viewers. On top of this, local tie-in spots should broaden the audience, cultivate the interest and help stimulate the sales Libbey-Owens-Ford hopes to create.

One of the commercials prepared for the network program is a take off on "Mirror, mirror on the wall." Says a woman who looks at her reflection, "You're just not big enough at all!" The commercial goes on to explain why a full length, or door, mirror is needed.

For that matter, the aim of LOF's tv advertising campaign entails more than stimulating sales of its products. A full-length glass on the ad drive would show that LOF, more than other segments of the glass industry, is concerned about the recession. This is because normally LOF counts on well over half of its gross to come from the auto industry (every pane of safety plate glass in any General Motors' car bears the LOF trade mark). Automobile production has been off at least 30 percentage points. The construction industry (LOF supplies window and structural glass) is another big customer for LOF and construction awards reportedly have been off some 9 to 10%.

Accordingly, LOF's push behind its consumer products makes additional sense when placed against this splintered auto-industrial market. The economy is quickly reflected by Libbey-Owens-Ford—and hence its summertime promotion for the advertiser, using the mass consumer medium, television.

16-Year Grant Tie Ended by Florists

Florists' Telegraph Delivery Assn., Detroit, last week announced it is ending its 16-year relationship with Grant Adv., Chicago. FTDA had earmarked more than 90% of its estimated $2.6 million budget in 1958-59 to alternate-week sponsorship of CBS-TV's Person to Person show.

Grant received a 60-day notice of cancellation of its contract with FTDA just as the agency was completing 28 taped commercials for use on Personal Appearance, a filmed anthology series, that is replacing Person to Person for the summer, starting last Friday (July 4). Continued sponsorship of Person to Person by FTDA in the fall is uncertain. The association will have completed its second 13-week cycle in the Friday, 10:30-11 p.m. period by mid-September, and need not exercise its option beyond that date.

Lawrence A. McIntosh, executive vice president of Grant, said no specific reason was given to the agency for the change. It was reported that FTDA's heavy investment in tv to the virtual exclusion of participation in other media may have contributed to the decision. It is known that some members of the association are unhappy about the heavy concentration in television.

FTDA's 11,000 florist members in the United States and Canada support its advertising and promotion program. Up to this year, the budget had been largely in print media, particularly newspapers. Shortly after the association announced its entry into tv on a regular basis last spring, reports
Baltimore Success Stories

TV Success Story

Cloverland Dairy

Ten years is a long time but I will remember that Cloverland Dairy was the first dairy to advertise on WMAR-TV, Channel 2.

As I recall, WMAR's camera men shot a picture of Lotta Cream, the Cloverland Cow, and Dave Stickle did the narration. When you consider that Cloverland Dairy has been advertising consistently on WMAR-TV Channel 2 ever since, it would seem that those ten same years also constitute a success story.

Arthur Booth
Vice President
Boozel & Jacobs, Inc.
Advertising & Public Relations

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"Maryland's Pioneer Television Station"

In Maryland, most people watch WMAR-TV

Success Story

A. L. Webb & Sons, Inc.

Ever since the beginning of our spot advertising campaign on your station, WMAR-TV, Channel Two for Fabulon, the fabulous floor finish, sales on this amazing product have increased beyond expectation.

Thanks to you and your staff, particularly Ann Mar, for the wonderful station cooperation.

Charles D. Webb, Pres.
A. L. Webb & Sons, Inc.

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"Maryland's Pioneer Television Station"

Success Story

Citites Service Oil Co.

Where can a company wishing to reach the motoring public with news of high quality products and a real desire to serve, get wide coverage with great public acceptance? Citites Service Oil Company solved this advertising problem by sponsoring the "Sports Picture" show on WMAR-TV, Channel 2 from 6:35 to 7:00 p.m. Mon., Wed. and Fri.

This show, ably announced by George Rogers has proved to be an excellent vehicle for Citites Service in the Baltimore area. We know that as we expand to better serve our customers that WMAR-TV's staff will be on the job telling the public about our premium petroleum products and our pledge of quality service.

Mr. W. J. Meighan
Reg. Sales Manager

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"Maryland's Pioneer Television Station"

Success Story

Mary Dee MPG. Co.

Our promotion for our client, Mr. Leon Doline of Mary Dee Manufacturing Co., Baltimore, manufacturer of Carry-Ette, the Wonder Bag of 1000 Uses, illustrates conclusively that WMAR-TV produces immediate and tangible results.

The schedule of one-minute commercials on Ann Mar's "The Woman's Angle" produced orders for Carry-Ette beyond our greatest expectations. The response is specially noteworthy because each mail order was accompanied by cash, check, or money order. Much of the credit goes to Ann Mar, her staff and the WMAR-TV technical department, whose sincere interest and cooperation made this success possible.

Many thanks!

The Helen Advertising Agency, Inc.

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"Maryland's Pioneer Television Station"

Broadcasting
July 7, 1958 • Page 33
Beeline stations provide complete sports coverage including live broadcasts of outstanding local events. Four of the Beeline stations carry San Francisco Giant baseball. Beeline stations also coordinate with Bee newspaper sports staffs to insure thorough coverage and keep the sports audience tuned to the Beeline in the Billion Dollar Valley of The Bees.

These mountain-ringed radio stations, purchased together, deliver more radio homes than any combination of competitive stations . . . at by far the lowest cost per thousand.

(Nielsen & SR&D)
circulated that some local florists, at the prodding of local newspapers, complained to FTDA about its large investment in tv.

John L. Bodette, general manager of FTDA, denied that these complaints had caused the break. He declared "to discuss further the reasons for the change." A Grant spokesperson acknowledged disaffection of some FTDA members with the investment in tv "may have been partially responsible for the break," but added, "for our part, we can only say that business has continued to rise in this period, so can anyone say what was a bad move? We are puzzled and completely surprised by the change. We have seen this account's sales grow from some $10 million annually to $56 million."

Mr. Bodette said FTDA "has been working on the matter of a new agency for some time." He said about six agencies will be invited to make presentations for the account and on Aug. 20 the agency that survives will repeat its presentation to the FTDA board.

Mr. McIntosh said Grant was gratified with the contributions it had made over the past 16 years in the growth of sales by FTDA. He said that indications are that this year the sales increase will be the largest in a decade.

L&N Reaches Merger Accord With Merchandising Factors

Lennen & Newell, New York, close to reaching a merger agreement with the industrial-heavy Buchanan & Co. agency [ADVERTISERS & AGENCIES, June 30] last week confirmed long-standing reports it would merge with Merchandising Factors Inc., West Coast agency with billings in excess of $4 million.

Acquisition of Merchandising Factors strengthens L&N's western operation by giving it additional offices in Seattle and San Carlos, Calif. L&N will move its physical operation and personnel out of its present San Francisco offices at 235 Montgomery St. to those now occupied by MF at 315 Montgomery St. Arrangements for the San Carlos and Seattle offices are yet to be made, according to John D. Speirs, vice president-secretary-treasurer of Lennen & Newell.

MF President Marshall J. Weigel will become senior vice president of L&N and will head that agency's West Coast operations, with offices in Los Angeles, San Francisco, Seattle and San Carlos. Merchandising Factors' client list of 45 accounts includes several divisions of Crown-Zellerbach Corp. (paper), Simpson Timber Co. and Transamerica Corp.

College Football to be Taped; Carried Over Tex.-N. M. Network

Highlights of the Southwest Conference football games will be videotaped next season and telecast the following afternoon over 20 Texas-New Mexico stations.

KPRC-TV Houston, KRLD-TV Dallas and KWOI-TV San Antonio—depending on which is nearest the game—will originate the series, a report from Redwood City, Calif., home of Ampex Corp., states. The station will cover "The Game of the Week," as chosen by conference representatives, with four tv cameras. They will relay the coverage to the studio where it will be videotaped, edited into 30 minutes and dubbed with a commentary. The game's highlights will go out to the 20-station network with interviews with football personalities.

KBC Radio to Cooperate In Food Industry Promotion

KBC Radio is cooperating with Grocer Mfrs. of America and leading food retailers in a promotional campaign to acquaint the American public with contributions of the food industry to the nation's economy.

Details of the project were announced last week by Matthew J. Culligan, vice president of KBC Radio. These include presentation of a special series of panel discussions by leaders of the GMA on NBC Radio's Monitor program July 11-12; a five-week net-

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**LATEST RATINGS**

**TOP 10 NETWORK PROGRAMS**

*Tv Report for May 25-June 7*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>No. Homes</th>
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<tbody>
<tr>
<td>1.</td>
<td>Gunsmoke</td>
<td>17,988</td>
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<tr>
<td>2.</td>
<td>Wells Fargo</td>
<td>14,534</td>
</tr>
<tr>
<td>3.</td>
<td>Have Gun, Will Travel</td>
<td>14,018</td>
</tr>
<tr>
<td>4.</td>
<td>I've Got a Secret</td>
<td>13,345</td>
</tr>
<tr>
<td>5.</td>
<td>Twenty-One</td>
<td>13,072</td>
</tr>
<tr>
<td>6.</td>
<td>Wagon Train</td>
<td>13,072</td>
</tr>
<tr>
<td>7.</td>
<td>Danny Thomas</td>
<td>12,470</td>
</tr>
<tr>
<td>8.</td>
<td>Perry Como</td>
<td>12,427</td>
</tr>
<tr>
<td>9.</td>
<td>Ed Sullivan</td>
<td>12,427</td>
</tr>
<tr>
<td>10.</td>
<td>Playhouse 90</td>
<td>12,384</td>
</tr>
</tbody>
</table>

**TOP 10 NETWORK PROGRAMS**

*Tv Report for June 2-8*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>No. Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Perry Como</td>
<td>12,450</td>
</tr>
<tr>
<td>2.</td>
<td>Wells Fargo</td>
<td>12,273</td>
</tr>
<tr>
<td>3.</td>
<td>Gunsmoke</td>
<td>12,253</td>
</tr>
<tr>
<td>4.</td>
<td>Wyatt Earp</td>
<td>10,995</td>
</tr>
<tr>
<td>5.</td>
<td>Restless Gun</td>
<td>10,763</td>
</tr>
<tr>
<td>6.</td>
<td>Have Gun, Will Travel</td>
<td>9,963</td>
</tr>
<tr>
<td>7.</td>
<td>I've Got a Secret</td>
<td>9,377</td>
</tr>
<tr>
<td>8.</td>
<td>Dinah Shore</td>
<td>9,357</td>
</tr>
<tr>
<td>9.</td>
<td>Danny Thomas</td>
<td>9,267</td>
</tr>
<tr>
<td>10.</td>
<td>Lineup</td>
<td>9,200</td>
</tr>
</tbody>
</table>

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**BACKGROUND:** The following programs, in alphabetical order, appear in this week's top ten according to ratings information compiled from over 120 cooperating tv stations. Information is in following order: program name, network, number of stations, sponsors, agency, day and time. Perry Como (NBC-163): participating sponsors: Sat-Sun, 8-10 p.m. Gunsmoke (CBS-161): Lieggett & Myers alt. (D-E), alternating with Benny Goodman Band (Y&R), Sat. 10-12:30 p.m. GE Theatre (CBS-164) GE (BBDO), Sun. 9-9:30 p.m. Have Gun, Will Travel (CBS-125): Lever Brothers American Home (Bates), Sat., 9-9:30 p.m. Alfred Hitchcock (CBS-145): Bristo-Myers (Y&R), Sun. 9-9:30 p.m. I've Got a Secret (CBS-138): R. E. Zay- nola, (Eve), Wed. 9-9:30 p.m. Lineup (CBS-138): Brown & Williamson (Bates), Frolicher & Gamble (Y&R), Fri. 10-10:30 p.m. Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.}
work promotion titled "Summertime Is Outdoor Eating Time," and a campaign scheduled for the fall, "Good Eating for Better Living." The 200 NBC Radio affiliates will support the network's activity by cooperating with local stores and providing window streamers, publicity releases and editorial matter for on-the-air use.

**Mayers, C&W Dissolve**

The Mayers Co. on July 1 resumed that name and its operation as an independent Los Angeles agency after 18 months of service in the Mayer Div. of Cunningham & Walsh. Dissolution of the merger had been announced in March for next Oct. 1. [ADVERTISERS & AGENCIES, March 24] but the six-month interval was shortened to three.

Only change accountwise at Mayers is that the Sears Roebuck national advertising which had been handled out of the Mayers office will henceforth be an account of the Chicago office of C & W. Mayers retains the Sears store in Los Angeles and all its other accounts. He also will continue as a consultant on the national Sears advertising for a number of years.

**Lestoi Sign FTC Consent Decree**

A consent decree in which Adell Chemical Co., Holyoke, Mass., agrees to warn purchasers that its Lestoi detergent is combustible and shouldn't be used near a flame or extreme heat has been reported by the Federal Trade Commission.

The FTC's complaint of Feb. 7 charged Adell demonstrated Lestoi in tv commercials in situations considered unsafe and failed to give proper precautions for use.

### New Nielsen: The commercial reach of radio

The far, fast reach of radio as a sales medium is dramatized in a special compilation of "campaign results" prepared by A. C. Nielsen Co. It shows how many homes a group of radio advertisers were able to reach with how many commercial messages during four weeks of their respective network radio campaigns. The figures take into account all programs and participations used by each advertiser on a given network. Compiled from the first Nielsen Radio Index pocketpiece for May, the special study follows:

#### AUDIENCES REACHED

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>No. Different Homes</th>
<th>B'dcasts Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRISTOL-MYERS</td>
<td>236</td>
<td>14,507</td>
</tr>
<tr>
<td>FORD DIV.-FORD MOTOR</td>
<td>104</td>
<td>13,841</td>
</tr>
<tr>
<td>MIDAS INC.</td>
<td>171</td>
<td>12,764</td>
</tr>
<tr>
<td>BROWN &amp; WILLIAMSON</td>
<td>168</td>
<td>12,611</td>
</tr>
<tr>
<td>CALIFORNIA PACKING</td>
<td>172</td>
<td>12,047</td>
</tr>
<tr>
<td>CHEVROLET DIV.-GEN. MOTORS</td>
<td>68</td>
<td>11,227</td>
</tr>
<tr>
<td>PROCTOR &amp; GAMBLE</td>
<td>158</td>
<td>11,124</td>
</tr>
<tr>
<td>PLOUGH INC.</td>
<td>103</td>
<td>10,714</td>
</tr>
<tr>
<td>EX-LAX INC.</td>
<td>91</td>
<td>10,201</td>
</tr>
<tr>
<td>AUTOMOTIVE DIV.-AMER. MOTORS</td>
<td>88</td>
<td>9,074</td>
</tr>
</tbody>
</table>

Note: Data shown is for campaigns on individual networks.

#### COMMERCIAL MINUTES

| Sponsor                  | No. Comm'1 Minutes | Total Comm'1 Minutes | Deliveries | (000) |
|--------------------------|--------------------|----------------------|------------|
| FORD DIV.-FORD MOTOR    | 220                | 156,500              |
| BRISTOL-MYERS            | 179                | 119,600              |
| WM. WRIGHTLEY JR. CO.    | 126                | 80,200               |
| BROWN & WILLIAMSON       | 126                | 79,800               |
| MIDAS INC.               | 129                | 79,300               |
| CALIFORNIA PACKING       | 129                | 77,900               |
| CHEVROLET DIV.-GEN. MOTORS | 85               | 51,600               |
| UNITED MOTOR DIV.-GEN. MOTORS | 60               | 50,700               |
| EX-LAX INC.              | 68                 | 49,600               |
| BRISTOL-MYERS            | 49                 | 48,500               |

**BUSINESS BRIEFLY**

**'IMPACT' WEEK** • CBS Radio last week signed new business and renewals representing $913,800 in gross billing, according to John Karol, network's vice president in charge of sales. Advertisers and their purchases: Rambler Div. of American Motors Corp., through Geyer Adv., 38 Impact segments for four weeks starting July 3; Hearst Publications (Good Housekeeping magazine), through Grey, ten 7/4-minute units of CBS Radio daytime series, July 16, 17 and 18; Grove Labs, via Gardner, 10 units of daytime serials and five "Impact" segments per week for 24 weeks, starting Sept. 28; Sterling Drug, through Dancer-Fitzgerald-Sample, two additional "Impact" segments each weekend to run through this month, and Kitchens of Sara Lee Inc., via Cunningham & Walsh, renewal of quarter-hour of Arthur Godfrey Time for 52 weeks beginning Sept. 19.

**LAW, LOVE AND LOOT** • Lever Bros. (Dove beauty bar, All-Igredient), N. Y., through Ogilvy, Benson & Mather, last week signed for half of new nighttime hour-long version of The Verdict Is Yours (CBS TV, Thurs., 8:30-9:30 p.m., EDT). Lever also has renewed its quarter-hour segment sponsorship of network's For Love or Money and Play Your Hunch, and this fall will pick up alternate-week quarter-hour sponsorship of Verdict daytime version.

**MOTORS STILL RUNNING** • General Motors Products of Canada Ltd., Oshawa, Ont. (automobiles and appliances) has renewed for next fall its hour-long live television programs, General Motors Presents, on CBC national tv network. Series has been sponsored by GMPC since 1953, and will return in mid-September on Sunday evenings instead of present Tuesday evening spot. Agency is MacLaren Adv. Ltd., Toronto.

**'AMATEURS' ON MOVE** • Pharmaceuticals Inc., N. Y., has decided to stick with The Original Amateur Hour but on another network. Show—previously slated to be dropped after the summer—will be seen next fall (starting Oct. 26) on CBS-TV, Sunday, 5:30-6 p.m. Program currently is on NBC-TV, Saturday, 10:10-10:30 p.m., EDT. Agency is Parkinson Adv., New York.

**BABBITT RETURNS** • American Tobacco Co. (Pall Mall) on July 28 renews for 13 weeks Harry Babbit Show on 22 CRPN stations, alternating Mon.-Wed.-Fri.-Sat.-Tues.-Thurs. at 7:45-8 a.m. PDT. Agency: Sullivan, Stauffer, Colwell and Bayles, N. Y.

**GO FOR GUN** • Procter & Gamble and Sterling Drug have signed for alternate weeks of The Restless Gun on NBC-TV, Mon. 8:8-9:30 p.m., for next season. F&G's order, placed through Leo Burnett Co., Chicago, and Sterling's via Dancer-Fitzgerald-Sample, N. Y.

**SOUP SELECTION** • Campbell Soup Co., Camden, N. J., will sponsor Donna Reed Show, family comedy series on ABC-TV, Wednesdays, 9-9:30 p.m. on ABC-TV starting Sept. 24. Agency is BBDO, N. Y.

**ADVENTURERS** • American Home Products, Whitehall Labs. Div., N. Y., through Ted Bates & Co., N. Y., and Liggett & Myers Tobacco Co. (L&M filter cigarettes), N. Y., through Dancer-Fitzgerald-Sample, N. Y., have signed for Screen Gems' new half-hour adventure-spy series, Behind Closed Doors, over NBC-TV (Thurs., 9-9:30 p.m.), beginning next fall.

**AMIGO SHOW** • General Dynamics Corp., N. Y., Friday (July 4) sponsored half-hour public service dramatic documentary program, The Faces of the Mountain, in 70 Latin American markets. Placed direct by advertiser, Faces—Spanish-language program dealing with the U. S. heritage reflected in stone carvings at Mount Rushmore, S. D.—was fed in short wave bands by international broadcast station WRUL New York. Spokesmen for World Wide Broadcasting System said last week that while no advertising message was carried, General Dynamics paid for both time and production.

**AGENCY CONTROL** • Though it's cognizant of trend away from agency-created and produced shows, Chicago office of Erwin Wasey, Ruthrauff & Ryan reports unqualified success with own control over cer-
tait network radio properties. As examples, agency cites Pat Buttram June Entertain-
ment and The Peter & Mary Show, both on CBS Radio, which it creates, writes and
directs. Results, according to EWR&R: good ratings and happy sponsors. Such control, it
feels, provides better integration of commer-
cials and programs designed to fit product
image. Additionally, performers become
more identified as "product spokesmen" than "network personalities," as in case of
Peter Lind Hayes and Mary Healy for A. E.
Staley Co.'s Sta-Puf and Sta-Flo products.

THAT'S WHY IT BOUNCES • U. S. Rub-
ber Co. probably won't be back on network
tv this fall—marking first time in 12 years
that firm is out of television. It reportedly
won't renew Navy Log on ABC-TV and its
understood its agency, Fletcher D. Richards
Inc., isn't looking at other shows. Reason for
cutback is big drop in rubber output—due
in part to Detroit auto slump. TV has taken
$2.5 million out of total $7.5 million ad
budget over past season. U. S. Rubber was
in network tv back in day of "four-station
networks" in 1946, has sponsored NBC-
TV's Royal Showcase, National Collegiate
Athletic Assn. football, participated in To-
day and picked up part of Max Liebman
Presents.

MAYBE YES • Pillsbury Mills Inc., Min-
neapolis, reported to be nearing decision on
purchase of Ziv Television Programs' new
half-hour adventure-mystery series, Dial
999, in more than 20 southern markets. Fi-
nal decision expected to be made by adver-
tiser and its agency, Campbell-Mithun, Min-
neapolis, late this week. New Ziv tv
series scheduled to kick off later this sum-
mer.

SOMETHING ON A STICK • Lowe Corp.
(Fudgsicle, Creamsicle, Popsicle), N. Y., ap-
points Erwin Wasey, Ruthrauff & Ryan,
N. Y., effective July 15. Media plans unde-
termined, but in past client has used network
tv. Account currently is handled by Paris &
Peart, N. Y.

Los Angeles Agencies Merge
Banning Co., Los Angeles advertising
agency, has merged into Reach, McClinton
& Co., effective last Tuesday (July 1). Wil-
liam L. Banning, president of Banning Co.,
Reach-McClinton as account supervisor, ac-
gording to Harry W. Witt, vice president in
charge of RM's Los Angeles office.

Cheshire Merges With Schnitzer
Cheshire Adv. has merged with the Los
 Angeles office of Bernard B. Schnitzer Inc.,
it has been announced. Bob Reichenbach,
formerly head of Cheshire, is vice president
in charge of Schnitzer's new Southern Cali-
fornia office. Address: 6606 Selma Ave.,
Schnitzer headquarters: 333 Kearney St.,
San Francisco.

Compton 50-Year Mark: $75 Million Annually
The golden age of Compton Advertising
—it's fiftieth year—begins this month with
24 major advertisers burnishing the occa-
sion with an estimated $75 million in agency
billing.

Organized by Oscar H. Blackman and
Frank Hermes in 1908 as the Blackman
Co., the agency opened for business with
five employees and one office located at the
Weltlitzer Building on West 42nd Street
in New York City. Today as it begins its
second half-century, Compton lists 750 em-
ployees with offices in six cities, and a radio-
television department that alone accounts
for $42 million in billing for 16 of the
agency's 24 major clients.

Although the agency was established as
the Blackman Co., it changed its name
one year later to Blackman-Ross, when
Fred Ross joined the company. It remained
under this title until 1920 when Mr. Ross
left to form his own firm and the company
name reverted to the Blackman Co.

In 1935, the company was reorganized,
switching its name to Blackman Advertising.
On Jan. 1, 1937, the agency took its present
name from Richard Compton, who was one
of the partners. In 1943 J. Sterling Getchell
Inc., merged with the agency but the Com-
ton name remained. And in 1958 Carvel Nel-
son & Powell Adv. Agency in Portland,
Ore., merged with Compton.

The current operating principles of the
company were established in 1947, when a
new management came into being. The
 principals then were Robert D. Holbrook
(now chairman of the board), John K.
Strubing (recently retired) and the late
Leonard Bush, Frank Griffin and Thurman
L. Barnard. The agency starting with this
management increased its billings from 17
million in 1947 to 70 million 10 years later
in 1957.

In 1955 Barton A. Cummings, became
president of the firm. Other officers in
current management are C. James Fleming
Jr., executive vice president; Alfred J. Sea-
man, executive vice president; Jack P. Rees,
senior vice president; Allen F. Flouton,
senior vice president, and H. A. Haines,
treasurer.

Headed by industry veterans Frank
Kemp, vice president in charge of media, and
Lewis Titterton, programming vice
president, who operate as an interlocking
tandem, the radio-tv department
currently spends $17.2 million in radio-
tv spot and $24.8 million in radio-tv
network.

Still figuring dominantly in Compton's
radio-tv operation is its oldest client, Proc-
ter & Gamble, which joined the agency 37
years ago in 1921.

Shows currently sponsored by Compton
advertisers include Wyatt Earp on ABC-
tv for Procter & Gamble; The Guiding
Light on CBS-TV for P&G; Doug Edwards
& the News on CBS-TV for American Can;
House Party on CBS-TV for Chase & San-
born coffee; This Is Your Life on NBC-TV
for P&G; Trackdown on CBS-TV for So-
copy; Leave It To Beaver on CBS-TV for
Remington Rand, and Edge of Night on
CBS-TV for C&S coffee.

Compton's radio-tv chiefs

ALFRED SEAMAN
Executive V.P.

BARTON CUMMINGS
President

C. JAMES FLEMING
Executive V.P.

ROBERT HOLBROOK
Board Chairman

H. A. HAINES
Treasurer

FRANK KEMP
Media V.P.

LEWIS TITTERTON
Programming V.P.

July 7, 1958 • Page 37
A & A SHORTS

Erwin Wasey, Ruthrauff & Ryan, N. Y., has opened its second office in England at 4 Archbold Terrace, Jesmond, Newcastle-Upon-Tyne. Agency maintains 15 offices in U. S. and foreign countries, including branch in London.

McCann-Erickson has opened new office of Marschalk & Pratt, affiliate agency, in Miami, Fla., Elroy Scrivener named manager. Temporary location is 953 S.W. First St., until new offices are completed.

Dancer-Fitzgerald-Sample, Chicago, has moved to larger offices at 221 N. LaSalle St. bldg.

Warwick & Legler Inc. has moved from 230 Park Ave., to House of Seagram, 375 Park Ave. Telephone: Plaza 1-4700.

Sealy Inc. (mattresses) reports that its franchised plants spent $3,366,424 in radio, tv and other local media in 1957. No figure was available for broadcast media's share inasmuch as business was placed individually by local dealers. Sealy allocated $4,221,614 for national and local media combined last year, but was relatively inactive in national radio and tv. In local media $3.3 million went into radio, tv, daily and weekly newspapers, direct mail and circulars. Consumers magazines got bulk of national dollars.

Albert Frank-Guenther Law Inc., advertising agency, announces purchase of property and building on southwest corner of Liberty and Greenwich Sts. In lower Manhattan at reported purchase price of approximately $276,000. Agency now owns entire block front on Greenwich St.

Ray Carr Organization, Portland, moves to new quarters at 1600 S. E. Ankeny St., Portland.

Post, Johnson & Livingston Inc., Hartford, Conn., has moved to new and larger offices at 57 Gillett St., Hartford. Telephone: Jackson 2-8171.


Kobres Adv. Inc., has been formed by Bernard (Barney) Kobres, sales manager, WSUN-TV St. Petersburg, Fla. Agency will specialize in industrial accounts with some general accounts. Address: 517 Bay Shore Blvd., Tampa, Fla.

Irwin L. Edelstein Assoc., Toledo, Ohio, has opened L. A. office at 6363 Wilshire Blvd. Telephone: Webster 8-2908.

American Assn. of Advertising Agencies members in L. A. have volunteered services to that city’s Community Chest. Representatives of agencies, under leadership of Reginald W. Twiggs, McCann-Erickson, have formed three groups for campaign. Chairman of subcommittees are Charles Lee Hutchings, McCann-Erickson, theme and copy; George Rappaport, Calkins & Holdren, art; and Robert Howell, Compton Adv., radio-tv. Members of latter committee include Joseph V. Agello, Compton Adv.; Ed Cashman, Foote, Cone & Belding, Philippe De Lacey, J. Walter Thompson; Dick Dwan, BBDO, and Cal Phillips, J. Walter Thompson.

AGENCY APPOINTMENTS

Sound Mattress & Felt Co. (Serta mattresses), Tacoma, Wash., appoints Erwin Wasey, Ruthrauff & Ryan, S. F. Agency’s Chicago office already handles Serta Assoc., group of 42 franchised bedding manufacturers in U. S.

National Airlines Inc. appoints McCann-Erickson Inc.

John Morrell & Co., Chicago, has transferred its Morrell Meats and Red Heart Cat Food Div. from Campbell-Mithun’s Chicago and L. A. offices to John W. Shaw Adv. Inc. Stromberger, LaVene, McKenzie, west coast affiliate of Shaw, to assist Jack Macdonald, Campbell-Mithun account executive on Morrell Meats, joins Shaw in same capacity.

Edward Sharp Sales Inc. (importers of Sharps English Toffee confections) has appointed The Wesley Assoc. Inc., N. Y.

Brookfield Clothes, N. Y., reappoints Jerry Lichtman Co. for Brookfield suits and coats.


Valvoline Oil Corp., Freedom, Pa., and Allied Oil Co., Cleveland, Ohio, appoint Ralph H. Jones Co., Cincinnati, Ohio.

E. W. Kneip Inc. (meat packers), Chicago, appoints MacFarland, Aveyard & Co., Chicago, to handle advertising for new line of consumer meat products.

Newport Creameries Inc. (ice cream), Newport, R. I., has named Creamer-Trowbridge Co., Providence, R. I.

Crow’s Hybrid Corn Co. (Hybrid seed corn), Milford, Ill., appoints Marsteller, Rickard, Gebhardt & Reed, Chicago.

Crispy Potato Chips names Erwin Wasey, Ruthrauff & Ryan, S. F.

Crossett Chemical Co., division of Crossett Co., Crossett, Ark., has named Fitzgerald Adv., New Orleans, La., to handle its Royal Oak charcoal and Royal Oak charcoal briquets.

Lucky Tiger Mfg. Co., (hair grooming products), Kansas City, appoints Atherton & Curtier, N. Y.


Koret of California Inc. (women’s sportswear) names Wyman Adv., S. F.
54 MILLION DOLLARS IN ONE LUMP SUM FOR WASHINGTON CONSUMERS!

Retroactive payhikes for Federal employees, affecting 40% of Washington’s families, have been approved by Congress. An immediate $54,000,000 (before taxes) is added to Washington’s consumer spendable income. Based on the average government worker’s salary, this means more than $250 per worker... coming in one lump sum.

Now, the nation’s third highest market in per family income adds $130 million to its annual income. Such a huge “bonus” income calls for the selling impact of WRC, Washington’s buying power radio station. WRC’s adult-appeal programming* wins the listeners who control family spending... reaches a greater concentration of adults, week after week, than any of Washington’s 17 other radio stations!

For your share of the additional millions in Washington spending power, call WRC or NBC Spot Sales now!  

Source: A. C. Nielsen Company

WRC • 980

THE NBC BUYING POWER STATION IN WASHINGTON, D. C.  SOLD BY NBC SPOT SALES

*For details, see page 26.
NBC, CBS TO SELL FAST TV NEWS

- NBC resuming syndication
- CBS to put raw film on cable

NBC News is about to re-enter the syndication field, after a five-year lapse, with a new "electronic syndication system." CBS News meanwhile is close to taking the wraps off plans to distribute raw newfilm by cable to affiliates for their use in local newscasts. The key to both plans is video-tape recording.

NBC News proposes to allow its affiliates to pick up via either VTR or kinescope—newfilm shown on its NBC News with Chet Huntley and Dave Brinkley (Mon.-Fri., 6:45-7 p.m., 7:15-30 p.m.). The film then could be used by these affiliates in local newscasts. Costs, according to NBC News vice president William R. McAndrew, would be "nominate" and benefits "of major proportions."

NBC's plan, as outlined Wednesday by Mr. McAndrew, is essentially this: NBC-TV affiliates would pay "a small service fee" for the use of network owned and edited newfilm, thereby cutting local news departments from buying and shortening the time between the happening of a news event and arrival at the station of films covering the event. NBC-TV affiliates would pay 5% of their Class A hourly rates to NBC-TV for the blanket privilege to record off-the-air NBC-produced newfilm as it is fed on the network-leased lines. Affiliates are prohibited from recording the "live" portions of the Huntley-Brinkley newscasts, but exceptions will be made in cases where "the films are so deeply integrated that separation becomes impossible."

The only condition, according to Mr. McAndrew, is that affiliates must first agree to carry the two Huntley-Brinkley programs the night their local VTR (or kine) equipment is recording the filmed excerpts. Reason: "We've got to have some reason for remaining a network . . ."

The service is already subscribed to by KVTI (TV) Salt Lake City (effective Sept. 1) and WDS-TV New Orleans. Although restricted to NBC-TV affiliates or dual affiliates only, NBC News is considering extending the service to independent stations "depending on the initial reaction." In addition, NBC News is thinking about (a) applying the system to daytime programming as well, using the Today program newscasts as base material, (b) making the service available to Late Evening News up to 11 p.m. so affiliates can use film processed through the network at, say 9:30 p.m., for an 11 p.m. local telecast. This service would be on closed circuit.

For the "electronic syndication" plan was adopted after a NBC Affiliates Advisory Committee last spring. Five years ago NBC News operated a syndication service for its affiliates, sending NBC-produced film by air to stations. "We'll now simply do away with airplanes," comments Mr. McAndrew, "and shrink the country a bit further."

Several years ago UP suggested it be allowed use of NBC-TV cables to feed its subscribers at a sizable fee to the network but NBC rejected the idea on grounds that neither FCC nor AT&T would consent to subleasing of network lines.

CBS news director Irwin S. Day said his network has been experimenting with a plan similar to the NBC project. The only difference is in the method of billing. CBS Newfilm subscribers (who embrace not only CBS-TV affiliates but other as well) under terms of their respective contracts may use locally-installed VTR equipment to pick up filmed segments out of the Douglas Edwards News (Mon.-Fri., 6:45-7 p.m., 7:15-30 p.m.) and use these pickups later on local news telecasts. There is no extra charge for this service, Mr. Day points out, though CBS Newfilm subscribers pay for the regular airlift syndication service.

"Only in some cases do we request specific clearances in advance of specially-filed reports required by subscribing stations," he said. CBS News syndication service (through CBS Television Film Sales) has been in effect for a number of years, but the VTR service has only been implemented on "an experimental basis." However, Mr. Day indicated the network's Stations Div. under President Merle S. Jones, shortly would detail particulars of the network project concerning "further plans to distribute raw film by cable."

**Blair A. Walliser Named Administrative V.P. of MBS**

Appointment of Blair A. Walliser to the newly-created post of administrative vice president of Mutual was announced last week by Armand Hammer, president-board chairman of the network.

Mr. Walliser has been eastern manager for John W. Shulman, Mutual, Chicago, since 1955. He has served in broadcasting for more than 25 years as a writer, producer and director. From 1932-1941, he was program director of WGN Chicago. He was a script writer for many radio serials, including Harold Teen, Whispering Smith, Helen Trent and others. Following wartime service with the Coast Guard, Mr. Walliser devoted himself to freelance writing-directing-producing for radio-tv before he joined the Shaw agency. He also has been active in the legitimate theatre, having co-produced "The Pink Elephant," and "Stars and Spars," starring Victor Mature.

Mr. Hammer said the administrative vice presidency was created to "permit the president to devote more personal time to the expansion of programming and facilities plans recently approved by the network's management team."

COHEN GORN

A 21-year-old NBC page, Larry Cohen, has given up his ushering job—a post he held for the past eight months. Reason: Mr. Cohen must finish work on "78th Precinct" he is scheduled for production this summer on Kraft Foods' Kraft Mystery Theatre (NBC-TV, Wednesday, 9-10 p.m.). His "87th Precinct" teleplay was on Mystery Theatre last month. On the same day he reported for his pre-injunction payoff, he was on a challenge set for the same week's "78th Precinct" teleplay for NBC.

Mr. Cohen worked as a writer-producer and director for a CBS News correspondent since 1953, he had been on the Moscow beat since September 1952. He was assigned to Moscow after spending two earlier stints there. Mr. Cohen was assigned to the NBC News correspondent post before the U.S. Embassy in Moscow was closed by the Russians, and he was allowed to return to Moscow and that CBS should find a suitable replacement for him. No reason was given. The Soviet's action on Mr. Cohen's application for re-entry immediately prompted Dr. Stanton to send the following cable to Mr. Khrushchev:

"We wish to protest the arbitrary exclusion of CBS news correspondent Daniel Schorr from the Soviet Union. We believe Schorr has tried to report from the Soviet Union with independence and objectivity. Such exclusion without any valid reason inevitably reflect on Soviet Union's stated desire for greater interchange of information with United States. We firmly believe American news media must be free, in absence of valid reasons for exclusion, to determine who will be their correspondents everywhere in the world. We hope you will find it possible to reconsider this action and permit return of Schorr to Moscow."

Tuesday morning in Washington, where Mr Schorr has been assigned pro-tem since earlier this year, Secretary of State John Foster Dulles said Soviet authorities are frightened of allowing the Soviet people any news of an informative or an intellectual character from the outside. He added that Soviet authorities are concerned about allowing a picture of true conditions inside Russia to get out.

Mr. Schorr returned to the U.S. on Dec. 21, 1957, to participate in the network's annual Writers of Columbia University group's get-togethers on both CBS Radio and CBS-TV. A CBS News correspondent since 1953, he had been on the Moscow beat since September...
In cartoon circles, a bitter debate
rages on who's pre-eminent in the field—
Little Lulu or Betty Boop. In an effort to resolve the dispute,
we went directly to the source and found each of these famous
cuties remarkably modest. As recorded on tape:

LULU: Oh, Betty, you're much funnier than I am.
Your famous voice alone knocks 'em in
the aisles.

BETTY: Thanks, doll, but you've got me by a mile.
 Didn't a survey show that 7 out of 10
people recognized you?

LULU: I blush. So true! But speaking of numbers,
106 of your hilarious cartoons, 6 1/2 to 8
minutes each, are now available to TV
stations. That's enough for 6 months of
first-run programming. How can I top
that?

BETTY: Well, 26 of your colorful, musical side-
splitters are also available to TV. That's
nothing to sneeze at... even if you do own
all that Kleenex.

LULU: A small capital gain at best, I assure you.
When it comes to money, you've invented
the stuff.

BETTY: Me? I'm in very modest circumstances.
But I do have a knack for coining it for
others, such as stations smart enough to
latch onto me—and you—to pep up their
programming.

LULU: This isn't a bad commercial. Except for
one thing.

BETTY: What's that?

LULU: We haven't mentioned NTA.

BETTY: Boop-boop-be-boop!

They're both cuter 'n' buttons—they'll do wonders
for TV station programming—and they're available now!

NATIONAL TELEFILM ASSOCIATES 10 Columbus Circle, New York City 19, JUdson 2-7300
1955, receiving permanent accreditation in December that year. Before leaving Moscow this winter, Mr. Schorr advised Soviet authorities that he would stay here longer than on previous occasions so that he could embark on a lecture tour; the Soviets then, according to CBS News, suggested Mr. Schorr apply for a re-entry permit at the Soviet Embassy in Washington when he was ready to return.

On Feb. 14, application was made through the office of Theodore F. Koop, director of CBS News and Public Affairs in Washington. In the four months that followed, embassy officials—in reply to constant inquiries—told Mr. Koop that the matter was still under consideration. In April, CBS cabled the chief of the press department in Moscow, followed this up in May with a cable to Premier Khrushchev. The first definite (and negative) word came by an embassy phone call Monday night to Mr. Koop.

He thereupon wrote embassy officials a letter in which he recapitulated the events leading up to the phone call. Mr. Koop wrote:

“We are at a complete loss to understand this decision. We believe we should be accorded the right to select our own correspondent on behalf of CBS News and must therefore protest the action and request consideration. In the absence of any acceptable reason for the refusal, we request that re-entry permit be issued promptly to Mr. Schorr so that he can resume his regular duties. In the meantime, Paul Niven will continue to serve as the CBS News representative in Moscow.”

Mr. Niven was dispatched to Moscow from Washington to fill-in Mr. Schorr's post during the latter's absence from the Moscow bureau.

**NBC-TV lets 300 Employees Go, CBS-TV Preparing List for Ax**

Summertime, outside production packages, cancellations of some major programs, as well as recession, all are contributing factors to major cutbacks of staffers at NBC-TV and CBS-TV.

At NBC-TV, some 300 people in New York reportedly were notified July 1 that their services were no longer required. Additionally some 50 persons in Chicago also were fired. It was understood that heads of departments at the network were asked to submit names for another pruning by the middle of July. Cancellation of Wide Wide World and Matinee were part of the cause for letting a number of people go. A similar cutback of NBC-TV staffers took place about the same time last summer.

At CBS-TV, it was understood that a similar list made by department executives was also in the works, but the actual number has not yet been determined.

**NBC Shifts Foreign Newsmen**

NBC News this week will announce shift in assignment for several of its European-based correspondents. Joe Michaels, now in New York on the NBC-TV Today show, will be assigned to head the Rome bureau Aug. 1, succeeding Ed Newman, who two weeks later will leave for Paris to head that office. Incumbent Paris bureau head Leif Eid will remain in the French capital until Sept. 1, when he takes a two-month vacation prior to reassignment to the Washington office, Nov. 1.

**Tv Network Billings Show Gains for May**

Television network gross time billings were still going strongly upward in May. Total for all three networks that month was $47,918,145, an increase over May 1957 of $4.5 million or 10.5%. For the five-month period, networks billed $239,302,344, an increase of $28.2 million (13.3%) over the same period last year.

Among individual networks, NBC-TV and ABC-TV scored a 16.8% gain for May while CBS-TV upped its May billing 3.3%. For the five months, ABC-TV was up 31.3% over last year, NBC-TV 14.8% and CBS-TV 6%.

May was a good billing month for the individual networks—second highest this year for both NBC-TV and CBS-TV, and near par for ABC-TV. The statistics, released last week by Television Bureau of Advertising, are compiled by Leading National Advertisers and Broadcast Advertisers Report.

The complete breakdown released by TVB follows:

**NETWORK TELEVISION GROSS TIME BILLINGS**

*Source: LNA-BAR

<table>
<thead>
<tr>
<th>May</th>
<th>1957</th>
<th>1958</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>$7,258,807</td>
<td>$8,477,755</td>
<td>+16.8%</td>
</tr>
<tr>
<td>CBS-TV</td>
<td>20,307,762</td>
<td>20,970,022</td>
<td>+3.3%</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>15,611,023</td>
<td>18,470,268</td>
<td>+16.8%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$43,377,602</td>
<td>$47,918,145</td>
<td>+10.5%</td>
</tr>
</tbody>
</table>

**JANUARY-MAY**

<table>
<thead>
<tr>
<th>May</th>
<th>1957</th>
<th>1958</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>$33,681,510</td>
<td>$46,330,215</td>
<td>+31.3%</td>
</tr>
<tr>
<td>CBS-TV</td>
<td>98,405,595</td>
<td>104,314,539</td>
<td>+6.0%</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>76,052,967</td>
<td>90,757,770</td>
<td>+14.8%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$211,140,072</td>
<td>$239,302,344</td>
<td>+13.3%</td>
</tr>
</tbody>
</table>

**MONTH BY MONTH—1958**

<table>
<thead>
<tr>
<th>May</th>
<th>TOTAL</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>CBS-TV</td>
<td>NBC-TV</td>
</tr>
<tr>
<td>JAN.</td>
<td>$9,186,609</td>
<td>$22,094,015</td>
</tr>
<tr>
<td>FEB.</td>
<td>19,410,741</td>
<td>16,785,315</td>
</tr>
<tr>
<td>MAR.</td>
<td>16,402,407</td>
<td>21,211,070</td>
</tr>
<tr>
<td>APRIL*</td>
<td>8,739,456</td>
<td>20,628,511</td>
</tr>
<tr>
<td>MAY</td>
<td>8,477,755</td>
<td>20,970,022</td>
</tr>
</tbody>
</table>
| *Figures revised as of 7/1/58**

**What’s My Line’ Packagers Sell Panel Series to CBS-TV**

CBS-TV reeled in a hot line last week as Mark Goodson and Bill Todman, packagers of What’s My Line? (Sun., 10:30-11 p.m.) announced sale of the nine-season-old panel quiz series to the network. No official reason (nor price tag) was given by the sellers, who will continue to manage the property for a “short period” during which

Broadcasting
This high-grade concentrate, an oxide of uranium known as "yellow cake," is the end-product of Anaconda's uranium ore-processing plant at Bluewater, New Mexico.

URANIUM concentrate can make enough electricity to power your home for years

The material in these drums is "yellow cake." Uranium oxide concentrate is its technical name. It starts out as crude uranium ore at Anaconda's Bluewater, New Mexico, uranium mill. And it takes more than 100 tons of ore to make the yellow cake in just one drum.

After further processing, the material will be compressed into ceramic pellets about the size of a pencil eraser. Placed in the nuclear reactor of a power generating plant, each tiny pellet will produce enough energy to run a TV set for almost a year. In the Shippingport, Penna., plant of the Duquesne Light Company almost a million such pellets, weighing 12 tons, are in use—and a couple of dozen pellets will supply all the electricity used in an average home for three full years.

New uses for uranium are being discovered almost every day. Already radioactive by-products alone are saving industry an estimated half-billion dollars yearly.

To meet present and future demands for this wondrous element, Anaconda has developed millions of tons of uranium ore reserves in New Mexico. Through processes developed at Bluewater, New Mexico, Anaconda in a few short years has become the largest producer of uranium concentrate in the United States.

Leadership in the production of uranium concentrate is typical of Anaconda's versatility in contributing to America's growth and progress in many branches of industry.
What are we drawing, Bert?

Customers, Harry. What else?
Harry and Bert Piel measure their success not by the awards they have won for the best film commercials in television ... but by the customers they've drawn to Piel's Beer. Terrytoons takes pride in the animation it has done for the effective campaign created by Young & Rubicam for Piel Bros.

Largest animated film company in the East, Terrytoons has the talents and the facilities to produce animation that sells while it entertains. Nearly 100 full-time Terrytoons experts—with the latest film, sound and animation equipment all under one roof—have created customer-catching commercials for Piel Bros., through Y&R; General Mills (Dancer-Fitzgerald-Sample); General Foods (Benton & Bowles); Colgate-Palmolive (Ted Bates); Mennen, Genesee (Marschalk and Pratt); Socony Mobil (Compton); General Motors (Campbell Ewald); P. Ballantine, R. J. Reynolds (William Esty); Quaker Oats (Wherry, Baker & Tilden); and others.

The very same talents that produce cartoon features for the CBS Television Network and theatrical cartoons in CinemaScope and Technicolor for worldwide release through Twentieth Century-Fox can produce selling commercials for you. Let us show you what Terrytoons has done . . . and can do for you.

© TERRYTOONS
A DIVISION OF CBS TELEVISION FILM SALES, INC.
485 Madison Avenue, New York 22, N.Y.—PLaza 1-2345
38 Centre Avenue, New Rochelle, N.Y.—NERochelle 2-3466
production reassigments can be effected.
But it was understood some $3 million was
involved and that CBS and G-T—whose
mutual contract is due for expiration (and
possible renewal) next season—came to the
agreement in order to assure a permanent
CBS-TV berth for Line.
The series has been one of video's most
durable properties, starting in the 1949-50
season.
It regularly defies a so-called "network
taboo" through what has been called "cross-
pollination." Regular m. c. John Daly is
an ABC vice president and newscaster; panelist Arlene Francis is an NBC person-
ality and both panel box and guest seat
have continuously been occupied by celebri-
dies from other networks filling guest en-
gagements on the show.

KBS List Totals 1,043
Keystone Broadcasting System has in-
creased its list of affiliates to 1,043 stations,
having added KBLT Big Lake and KGAS
Carthage, both Texas; WAGG Franklin,
Tenn.; KANA Anaconda, Mont.; KSMN
Mason City, Iowa; WCMR Elkhart, Ind.;
KCID Caldwell, Iowa; WDOL Athens, Ga.,
and KWSO Wasco, Calif.

Daytime Viewers Give $110,000
For 'Matinee Theatre' Campaign
The campaign to try to keep Matinee
Theatre on the air [NETWORKS, May 5]
raised over $110,000 from viewers, accord-
ing to the first audit of mail returns, cover-
ing the early weeks of the campaign, Ruth
Conte, trustee of the Foundation for the
Preservation of Matinee Theatre and Favor-
ite Television Programs, reported. Contribu-
tions averaging $2 each, came mainly from
"homemakers who are sick at the thought of
losing the only show they feel is worth
watching, from an intelligence level, during
the day," Mrs. Conte said in a letter to
newsmen.
[The afternoon show, however, is no
longer on the network schedule, as of this
month.]
The organization, she said, is a non-profit
corporation with no paid employees. Money
collected will be used to buy the program
in its old format from NBC-TV for as
long a period as the budget permits. "Na-
turally, if this failed we would return all
monies." [According to John Conte, host
of Matinee Theatre, the program's produc-
tion cost ran to about $100,000 a week for
the five hour-long telecasts.]

KBYE Becomes ABC Affiliate
KBYE Oklahoma City, an independent
since its inception in 1946, becomes an affi-
late of ABC effective July 15, it was an-
ounced last week by Frank J. Lynch, sta-
tion president, and Edward J. DeGray, vice
president in charge of the network. KBYE
becomes ABC's 293rd affiliate.
We're Moving......

WIIC CHANNEL 11
Pittsburgh

..... IS ON THE MOVE to its new TELEVISION CENTER
Pittsburgh's finest and most complete studio and production facilities

AFTER JUNE 30, 1958
OUR NEW ADDRESS WILL BE
341 Rising Main Street
NORTHSIDE, PITTSBURGH 14, PA.
FAirfax 1-8700
NEW PACT SIGNED
BY SDG, PRODUCERS

- Groups mend differences
- Agreement runs to 1960

Screen Directors Guild and the produc-
ers of films for television and theaters
came up with a new contract last week
after more than four months of meetings
that at one point seemed due to end
in strike rather than agreement [PERSONNEL
RELATIONS, Feb. 17, et seq.]. The contract,
effective June 30, runs through April 30,
1960. It is subject to ratification by SDG
membership at a meeting July 12.

The weekly minimum for television di-
rectors remains at $600 (the guild had
asked for $750), but the work week
is now five days instead of six. Directors
are also guaranteed $720 for a half-hour
tv film, $1,440 for an hour film and $2,880
for a 90-minute film.

Run fees for television have been set
at 35% of the weekly minimum for the
first rerun, 30% for the second, 25% for
the third, 25% each for the fourth and fifth
reruns and all subsequent reruns combined
for a total of 140% of the $600 minimum.
Previously, the director received no extra
pay for the first rerun and for all subse-
tuent reruns received $600 for an hour
film, $300 for a half-hour and $150 for a
quarter-hour. Tv directors also were given
improved screen credits.

For the first time all directors are covered
by a single contract. There formerly
were three, one covering theatrical film
production by major studios, a second for the-
thorical film production by independent stu-
dios and a third for tv film production.
Minimum for theatrical film directors remains
at $600, like the tv directors, but they won
improved cutting conditions, improved screen
credit and improved advertising credit.

First assistant directors won salary in-
creases to $370 a week (from $350) and
second assistant directors to $215 a week
(from $200). They also get full benefits of
a five-day week and three weeks vacation
after 12 years with a company. For assistant
directors, the new wage provisions are ef-
fective as of June 3, new working conditions
as of June 30.

Release of post-'48 theatrical film to tv,
the issue on which the negotiations nearly
founethered, was left unchanged from the
previous contract. In substance, the guild can
collect individuals with any producer
who releases to tv theatrical films made
after Aug. 1, 1948. If no agreement is
reached, the guild can withdraw the ser-
ces of its members from that producer.

Screen Actors Guild and the screen writers
branch of Writers Guild of America West
have similar clauses in their contracts with
theatrical film producers. At the outset of
negotiations, SDG had asked that the direc-
tor of any post-'48 film released to television
receive 25% of his original salary as his
share.

Successful windup of the negotiations
was announced jointly by Joseph Younger-
man, executive secretary, SDG; Maurice
Morton, president, Alliance of Television
Film Producers, and Charles Boren, vice
president, Assn. of Motion Picture Pro-
ducers.

Federal Mediators Meet Daily
With AFTRA, WINS Management

The strike by 10 announcers and program
personalities continued at WINS New York
last week. The station has remained on the
air since the start of the strike on June 16
with substitute newsmen filling in [PER-
SONNEL RELATIONS, June 23].

Sessions were held each day before a
representative of the Federal Mediation
& Conciliation Service by officials of the
station and of the New York local of the
American Federation of Television & Radio
Artists. A WINS spokesman reported late
Thursday that progress had been made in the
talks and he was "hopeful" of a settle-
ment soon.

Fourteen engineers at the station have
declined to cross the announcers' picket
lines. AFTRA called the strike in a dis-
agreement on job security, fees for an-
nouncers on commercial shows, pension and
welfare fund contributions and increased
duties for personnel.

Music Performance Funds to Get
Test in New York Supreme Court

Legality of the Music Performance Trust
Funds by which record, transcription and
tv film manufacturers make payments for
the benefit of musicians will be tested in
the New York Supreme Court. Action to
determine the legality of the trusts was
instituted by Samuel R. Rosenbaums, trustee,
after their validity had been challenged. Mr.
Rosenbaum has notified musicians around
the country they are entitled to be heard in
the case. (Also see story, page 59.)

WGAW Forms New Committee
To Study Subscription Tv

Toll tv will inevitably become the most
important medium of popular entertain-
ment, Writers Guild of America, West, said
in announcing the formation of a new
committee to study this field and the pro-
tection of the rights of writers in it.

The guild council, which approved forma-
tion of the toll tv committee at last week's
meeting, also approved the new contract
with CBS for its west coast staff news and
continuity writers, who received a 7% in-
crease in base salaries and other gains
[PERSONNEL RELATIONS, June 23].

WGAW Branch Heads to Become
Vice Presidents of Parent Unit

Beginning with 1959 annual election of
Writers Guild of America, West, the presi-
dent of the Screen Writers Branch will au-
tomatically become first vice president of
WGAW and the president of the Television-
Radio Branch, second vice president. The
screen vice president will be treasurer of
the Guild and the tv-radio vice president
will be secretary. Only the WGAW presi-
dent, who is also chairman of the Guild
Council, will not be connected with a
branch office. Each branch has 11 board
members, including officers, who are all
members of the WGAW Council. Hence
the change reduces Council membership
from 27 to 23. The change was voted at a
WGAW membership meeting, which also
set two-year terms for all offices, both guild
and branch.

Congress Inquiry Is Sought
Into Foreign Music Tracks

Resolutions calling for Congressional in-
vestigation of the use of foreign-made music
recordings in the production of U.S-pro-
duced entertainment film, including tv film,
were introduced Thursday in the Senate
and House.

The resolutions were sponsored by Sen.
Wayne Morse (D-Ore.) and Rep. Frank
Thompson Jr. at the request of Herman D.
Kenin, newly-elected president of the
American Federation of Musicians who flew
said the practice of using foreign-made
music recordings has resulted in the dis-
placement of American musicians in enter-
tainment film jobs.

Rep. Thompson noted that Mr. Kenin
has informed him that in 1957 "better
than 95% of all filmed entertainment for
television had substituted cut-rate foreign
music tracks for the services of American
Musicians."

Unfair Labor Charge Upheld
In WFCB Dunkirk, N. Y., Case

An examiner's report finding that unfair
labor practices were committed by WFCB
Dunkirk, N. Y., has been affirmed by
the National Labor Relations Board. The
station operators (Dunkirk Broadcast Corp.,
James Broadcasting Co. and Lake Shore
Broadcasting Co.) were found to have re-
fused in early 1957 to bargain with Na-
tional Assn. of Broadcast Employees &
Technicians.

NLRB ordered the station operators to
cease discouraging membership in NABET
or any other union, to stop refusing to
bargain with NABET, to offer 13 employees
reinstatement without prejudice to former
rights and to repay them for any loss
suffered by reason of discrimination. NLRB
upheld the examiner in refusing to accept
sale of stock in WFCB as creation of a new
corporate entity justifying refusal to bargain.

PERSONNEL RELATIONS SHORT

NLRB regional election of clerical employes
of KTLA (TV) Los Angeles to determine
whether they would be represented in their
bargaining by NABET or remain inde-
pendent resulted in a vote of 17-0 to re-
main independent.
KMOX-TV's late-hour feature films are hitting St. Louis with a bang.

All of the five top-rated feature films shown in St. Louis were telecast on KMOX-TV's "Late Show" and "First Run Theatre," as reported in Variety's latest ARB Feature Film Chart. The average share of audience for these nighttime blockbusters soared as high as 81.1%... blasting all competition!

KMOX-TV's vast library of top product from the studios of M-G-M, Warner Brothers, Columbia and 20th Century-Fox is assurance that St. Louis will continue to see the best movie entertainment on KMOX-TV—night-in, night-out... year-round.

Just one reason why, during the crucial evening hours, St. Louis' newest station is St. Louis' favorite station—according to all three rating services!

KMOX-TV CBS Owned Channel 4, St. Louis. Represented by CBS Television Spot Sales
MILITARY VHF SHOWDOWN ASKED OF FCC

Redouble bid for frequency swap, Magnuson demands as probe ends

Sen. Warren Magnuson (D-Wash.) last Tuesday issued an "ultimatum" to the military—it's time to start talking turkey with the FCC on the possibility of giving up vhf channels for assignment to the public.

And to the Commission, the Senate Commerce Committee chairman had this to say: "Don't wait for Congress to take action; put the problem on your agenda and intensify efforts to make a swap with the military.

The Senator's statement—encouraging to uhf operators—came as the Commerce Committee was winding up a five-year hearing into allocations. Six of the seven commissioners testified last week (Comr. T. A. M. Craven was at home ill) in a highly-informal session at the time. During the discussion, Sen. Magnuson announced the committee will consider at its next meeting a resolution by Sen. Charles Potter (R-Mich.) to establish a special commission to study the use of the spectrum.

The subject came up at the Tuesday hearing as committee counsel Kenneth Cox was questioning the Commission on the Craven proposal to swap chs. 2-6 with the military for a contiguous band of 25 channels [LEAD STORY, June 2]. Chairman Doerfer, after FCC Chief Engineer Ed Allen had explained that 30 additional channels with uhf characteristics could be added if military agrees to swap, said these additional channels would solve all allocations problems. "Has anybody asked the military to do this [make a swap of spectrum space]," Sen. Magnuson wanted to know.

Comr. Rosel H. Hyde explained lengthy negotiations have been carried out in the past adding that a military refusal was made as recently as 1956. "Why haven't we called the military up here and asked them what they will do about it?" Sen. Magnuson asked of nobody in particular. When informed by counsel the information may be classified, he replied: "Well, we could have an executive session and they would tell me all their classified business." The chairman also wanted to know who has the final say-so in assigning military frequencies, saying, "I may want to get into this act and I want to know where to go." Comr. Hyde explained the President has final authority.

Answering a Potter question, Comr. Hyde said the military claimed in previous talks that none of its space is idle. Sen. Potter pointed out this is what the military says but nobody knows for sure. "I'll bet to I they are wasting a lot of valuable spectrum space," he charged in a pitch for his resolution.

The, liaison is on a continuing basis, Comr. Hyde maintained, and Chairman Doerfer stated the FCC has just written the military a letter regarding the matter. Sen. John Pastore (D-R. L.) took a dim view of the Commission's efforts, just as he did in hearings two weeks ago [GOVERNMENT, June 30]. He said negotiations are in a vacuum. "They will talk and talk and talk and nothing ever gets done," he said. "As a matter of fact, it is a big success with the FCC if they don't lose their shirt when they sit down with the military, but nobody has gained anything."

Sen. Pastore maintained Congress is going to have to create a body that will "get into this thing and resolve it ... because unless they are told to do it, I don't see the military giving up anything, whether they are using it or not."

Sen. Potter: "I have a resolution. . . ."

Banging his gavel, Sen. Magnuson said: "The chairman is going to tell you this. The next regular meeting of this committee will bring that resolution up and see if we can't do something about it."

Sen. Pastore: "If you don't it will never happen—it will never happen."

The next regular meeting of the committee is scheduled for July 9. However, a postponement is likely because three members, including Chairman Magnuson, will be in Montana holding hearings on another matter.

Sen. Potter's resolution (SJ Res 106), introduced one year ago [GOVERNMENT, June 24, 1957], calls for the President to appoint a three-man commission to: "... Conduct a thorough and comprehensive study and investigation of the radio and television frequencies allocated to the various agencies and instrumentalities of the federal government with a view to determining (1) whether such frequencies are being efficiently utilized to the maximum degree possible; (2) whether any (and if so, how much) of such frequencies may, without jeopardizing the public interest, be relinquished to the FCC for allocation to non-governmental purposes, and (3) what are the likely future requirements of the various agencies and instrumentalities of the federal government for radio and television frequencies."

An identical measure (HJ Res 381), introduced by Rep. William Bray (R-Ind.), is pending in the House Commerce Committee.

Mr. Allen explained the military now occupies approximately one-third of both the vhf and uhf spectrum. Comr. Craven has been representing the FCC in negotiations with the military, but in a planned realignment, Comr. Frederick W. Ford will assume the post.

In a prepared statement entered in the

They're prodding the military about v channels and he's for it
record by Comr. Craven, he stated a wise, long-range plan for tv allocation can be formulated only in the context of a re-examination of all known demands on the radio spectrum. "The requirements of tv broadcasting cannot be considered in a vacuum," he said. "Existing radio services other than tv broadcasting have grown rapidly during the past decade. Science and technology continually are developing new uses for the spectrum. Indeed, an increasing amount of spectrum space is needed by the scientific fraternity as an aid and adjunct to the pursuit of knowledge itself."

Because of additional costs to the public, an all uhf system is unaffordable for the foreseeable future, Comr. Craven said. Also, he said tv may now have more space than is necessary, a view expounded a fortnight ago by Comr. Doerfer. "The time for an 'agonizing reappraisal' seems to be now," Comr. Craven stated.

In his testimony on the military situation last Wednesday, Chairman Doerfer referred to the "billions of dollars" invested by the government in radio equipment which would have to be replaced if a switch were made. "I wouldn't blame a government agency if it objected strenuously to a switch in allocations picture," he said. "A Comr. Craven stated that the commission has the authority to subsidize the losses that might be involved, why then none can object." Comr. Craven earlier had emphasized that most of the military's equipment would be obsolete in 7-10 years anyway, the time it would take to make the change.

Comr. Doerfer said he was looking forward eagerly to Congressional approval of the Potter or a similar resolution.

Not all of the FCC members were as sanguine as their chairman, some expressing doubt about a proposed military swap. "I'm not saying no," Comr. Hyde said. "I've been hearing this a lot about getting more space from the military for more than 10 years. . . . Wait until Congress hears how many billions it'll cost to switch some of the aviation and military bands—they'll never stand for it."

Almost lost in the military-FCC discussions Tuesday was Mr. Cox' questioning of the FCC on other possible solutions to the uhf allocations problem. He listed—and the Commission agreed—these four major proposals: (1) all uhf system using only the present 12 channels, (2) Craven plan, (3) all uhf and (4) the present system using both uhf and uhf with possible deintermixture in certain areas.

Comr. Doerfer said that using only 12 uhf channels "falls far short of an ideal situation," but that it could be made adequate as a last resort. However, he said, it is unrealistic to set a goal of multiple tv service for all the 1,700 cities which now have local radio outlets.

The FCC chairman said he considered three services for metropolitan areas "adequate" and he would not hesitate to shift four channels from such cities as New York and Los Angeles, which now have seven uhf stations. Comr. Hyde said he testified that the uhf and uhf channels are not enough and still feels the same way. A collective sigh of relief was breathed by the commissioners, who have been continually harrassed with Hill appearances since January, when Sen. Magnuson closed the hearing with this announcement:

"The committee is going to recess, and as far as I know, unless something else comes up of an emergency or critical nature, we will not discuss this phase of our television and FCC hearings. And, we expect a report, too. I will say that to the Commission." Whereupon the committee adjourned sine die.

Thus, an inquiry begun in 1954 during the Republican-controlled 83rd Congress was brought to a close. It encompassed weeks of hearings, hundreds and hundreds of pages of testimony, several reports and countless trips to Congress by the FCC and members of the broadcasting industry. Sen. Magnuson said the report, to be authored principally by Mr. Cox (who returned to his Seattle home last Thursday), will be ready before Congress adjoums.

However, the committee is not quite through with the Commission in spite of the sine die adjournment. Counsel Cox had further questions to ask when the committee dismissed the FCC Tuesday and, at the direction of Sen. Magnuson, he and communications advisor Nick Zapple presented and discussed them Wednesday with Comr. Doerfer and FCC staff members.

Included were 49 questions, some with many parts, on such subjects as an all-uhf tv system, a mixed allocations structure, CATV, translators, boosters, microwave systems, common carriers and instances of alleged network violations in the Barrow study. The FCC was asked to submit answers within two weeks.

FCC representatives present for the meeting, in addition to Chairman Doerfer, were Warren Baker, general counsel; Mr. Allen; Harold Cowgill, Broadcast Bureau chief; James Sheridan, acting chief of the Broadcast Bureau's Economic Div., and Joe Strick, administrative assistant to the chairman.

STOP CATV PIRACY, NINE TELL FCC

A group of nine television stations—none of them in any danger of economic competition from community antenna tv systems or uhf boosters—suggested last week that the FCC ought to seek legislation to prohibit the piracy of a tv station's signal by any comer, whether or not he is classified as a broadcaster.

This group was among nine parties offering comments in the FCC's inquiry about the effect on tv broadcasting of CATV, uhf boosters, satellites and translator stations. Comments are due today (July 7).

The nine stations were KLZ-TV Denver, KTVT (TV) Salt Lake City, WKY-TV Oklahoma City, WTTV (TV) Tampa-St. Petersburg, WSFA-TV Montgomery, WSU-TV New Orleans, WAFB-TV Baton Rouge, WDAM-TV Hattiesburg, Miss., and WCAU-TV Philadelphia. All are uhf but WAFB-TV.

The joint statement asked the FCC to investigate injuries to both competing and originating stations and reaffirm that broadcasters have a "protectible" interest in their stations' telecasts. The stations said the FCC should ask Congress to amend Sec. 325 (a) of the Communications Act to cover poaching of a station signal by any type of tv transmission system, thus removing all doubt about how far FCC jurisdiction extends.

This section prohibits one broadcast station from rebroadcasting the programs of another broadcast station without the "express authority" of the originating station.

Not only that, the group said, but the FCC should oversee these grants of permission so that even when a station grants such a consent, the effect will not injure another tv station competitively and the public interest will be served.

The statement cited these damages to "originating stations by CATV systems: (1) degradation of signal in transmission; (2) distortion of programs (by electric use of the licensee's programming and commercials); (3) confusion and loss of good will toward the originating station when the CATV operator switches from one station's signal to another's; (4) interference with the air set reception from a local station through use of a co-channel to retransmit the signals of distant stations; (5) unreasonable discrimination by use of the programs of one station in preference to those of another."

Other comments from broadcasters:

WSTV-TV Steubenville, Ohio, WBOY-TV Clarksburg, W. Va., and KODE-TV Joplin, Mo. (Berkman-Laux interests)—This statement summarized the troubles of WBOY-TV, saying that 40% of the 32,730 tv homes in Clarksburg, Morgantown and Fairmont (the station's coverage area) are CATV subscribers and that American Research Bureau has accepted figures indicating 76% of Clarksburg tv homes are CATV customers. The FCC should appraise the intent of the Sixth Report & Order in terms of development. The statement said, (1) classifying and evaluating the various tv transmission services; (2) licensing all groups serving the public with tv programs, applying public interest considerations, and (3) determining the best type of service for a given area.

Consideration should be given to curtailment of CATV and other services which have developed destructive aspects, the statement added, recommending that the FCC use these criteria:

(1) The public interest; (2) electrical standards; (3) program balance and equality; (4) licenses or conditional warrants; (5) duplication of services provided by tv stations in an area; (6) permission of originating stations.

WCAX-TV Burlington, Vt.—Said CATV had hampered its establishment and that interference to WCAAX results if the set owner is required to install an antenna. The FCC should require CATV operators to use the programs of local stations or guarantee
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on the screen is the actual prisoner
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The words you hear are the actual
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IMPORTANT
PAROLE is powerful television — thoroughly pre-tested and overwhelmingly approved by viewers. It is an outstanding advertising vehicle, all the more effective because it is great public service. It assures high prestige for stations and sponsors to whom it will deliver huge, attentive audiences.

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Because of its complete authenticity and absorbing subject-matter, PAROLE achieves an impact never before realised in a commercial series. The variety of backgrounds, personalities and problems of the different prisoners insures continued interest week after week. Bound to become the most talked-about show on the air.

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Today's broadcast and viewer “climate” is ideal for PAROLE. Stations all over the country are winning large, appreciative audiences with realistic program presentations. Make sure you don't miss out on this memorable series. Write or phone, now.
local stations protection from interference, WCA-X TV said.

KGMB-TV Honolulu and satellites KMAU-TV Wailuku and KHB-C-TV Hilo, all Hawaii—This group said 4 satellites stations serve a real need in its own case. In other instances, it said the FCC should consider a satellite case-by-case basis.

Contests by CATV or booster groups: Apple Valley tv Assn., Wenatchee, Wash.—Maintained CATV and boosters should be prohibited only if, after a hearing, the FCC finds the majority interest would be best served. It felt FCC should not be "in the business" of supporting "marginal" tv stations.

People's tv Assn., Soap Lake, Wash.—This organization felt jurisdiction over non-broadcast tv systems should be vested in state public service commissions; that multiple non-broadcast services are to be permitted to a single tv broadcast service.

WFGE—Booster Club—This group said boosters are a "necessity and a right," and that it knowingly does not interfere with tv broadcast signals.

EAO-TV Co. (Entiat, Ardenvoir and Orondo, Wash.)—This group felt prohibition of booster services should be based on interference only; that economic injury to a local tv station is not a proper group to disallow booster and CATV operation; that boosters normally provide a better grade signal than CATV.

Washington State Tv Reflector Assn.—This organization did not feel it is feasible for a local tv station to operate in a sparse area that non-broadcast tv transmission groups would not affect the ability of tv broadcast stations to obtain revenues and programs (the prosperity of local, non-network radio broadcast stations were pitiful as an analogous situation); WSTRA said boosters and CATV fill a need not supplied by tv-scotts; that CATV would "die a natural death": if free programs were available. The organization said the FCC has "no right": to deprive the population of tv service for the purpose of keeping "marginal" tv stations alive.

Examiner, FCC Issue Decisions For WNHC-TV, KBET-Tv Sites

In transmitter-antenna modification actions at the FCC last week, WNHC-TV New Haven, Conn., won an examiner's approval in a long effort to move its transmitter, and KBET-TV Sacramento, Calif., got final authority for a change first approved four years ago.

Hearing Examiner Basil P. Cooper issued an initial decision reinstating the FCC's October, 1957, permission for WNHC-TV to move its ch. 8 transmitter from Gaylord Mountain, 8.8 mi. northwest of New Haven, to Mount Higby, 13.9 mi. northeast of the present site and 19.8 mi. north-northeast of New Haven. The FCC late last year postponed the effective date of this construction permit modification to hold an evidentiary hearing on a protest by ch. 22 WWLP (TV) Springfield, Mass. Examiner Cooper's initial decision also would confirm the original grant to increase antenna height from 720 ft. to 770 ft. and change the type antenna and other equipment.

In the case of KBET-TV, the Commission last week made effective immediately an initial decision which, affirmed the 1954 grant of the station's application to modify its construction permit to change its transmitter and studio site and make antenna and other equipment changes. KBET-TV modified construction permit to move its transmitter site from Pine Hill to Lg-town, 35 miles east of Sacramento, and to reduce antenna height from 647 to 500 feet above ground.

Buffalo Ch. 7 Competition Again Heard In Oral Argument

Oral argument was held once again last week on the four-year-old Buffalo ch. 7 case, Comr. T. A. M. Craven was absent.

Hearing Examiner H. Gifford Irion issued his second supplemental initial decision in May, favoring Great Lakes Tv Inc., as he had in his initial decision in January 1956 and in a first supplemental initial decision in November 1957.

The rehearing after the original initial decision was ordered on the financial qualifications of WKBW-Tv Inc., one of the applicants. A rehearing was ordered after the first supplemental initial decision on an amendment to WKBW-Tv's application on proposed coverage.

Argument last Monday (June 30) were mainly about the issues in the original hearing.

The third applicant is Leon Wysatycki, trading as Greater Erie Broadcasting Co.

WDSU Draws FCC Brushoff In Political Ruling Plea

WDSU-AM-FM-Tv New Orleans, which two weeks ago sought clarification on two aspects of political broadcasting [GOVERNMENT, June 23], found little consolation in the FCC's reply. The agency said its authority to issue declaratory orders is limited and is authorized only on matters required by law to be determined on the record after opportunity for an agency hearing.

The New Orleans stations wanted to set up a rule to restrain a candidate for one office from appearing in the same time period as a candidate for another office, but feared it might run afoul of the censorship prohibitions of Section 315 of the Communications Act. WDSU-AM-FM-TV also wanted to make a station rule to require candidates to use the time to which they become entitled on the stations on a non-cumulative basis, so the stations would not be swamped by demands under the "equal opportunities" provisions of the act by candidates who wait until the last part of the election campaign to ask for equal time. Both the New Orleans stations' queries were hypothetical, but based on actual experience in the past.

The FCC said that in general it limits interpretive rulings or advisory opinions to situations where the "critical facts are explicitly stated," and without the possibility that subsequent facts will alter them. Both of the WDSU questions leave enough uncertainties in the particular factual situation to make a "definitive reply unfair," the FCC said.

Waiver of Site, Height? Asked in Ch. 12 Bids

The New Orleans ch. 12 case took a new turn last week concurrently with hearings Tuesday through Thursday.

Two of the three applicants—Oklahoma Tv Corp, and Coastal Tv Co.—filed a joint petition asking a waiver of minimum mileage separation requirements for their antenna sites and asked to amend to specify an alternate site about 30 miles nearer New Orleans, with antenna height reductions from 1,549 and 1,324 feet, respectively, to 502.5 feet.

They also asked that WJTV (TV) Jackson, Miss. (co-ch. 12), and St. Anthony Tv Corp., sole applicant for adjacent ch. 11 at Houma, La., be made parties to the hearing on the issue of the effect of the proposed changes on WJTV and the proposed Houma facilities.

Hearing Examiner J. D. Bond has said he will not act on the petition, but will leave it up to the FCC. All parties have agreed to defer discussion of the proposals during the present hearing, scheduled to run through July 18, until the FCC acts on the petition.

Oklahoma and Coastal both specify sites nearby the WDSU-TV (ch. 6) antenna 4-5 miles from New Orleans—some 30 miles under the FCC minimum separation requirement in the case of WJTV and 5 miles in the case of Houma. The Washington Airspace Panel has disapproved of the present proposed towers, or any over 308 feet, but Oklahoma and Coastal say the proposed 502-foot towers at the requested new site come within requirements (not over 978 feet) laid down by the Fort Worth regional Airspace Panel. The WDSU-TV tower is 930 feet.

The joint petition said the new proposals would permit operation with no air hazard, would be compatible with the "antenna farm" concept, would give WJTV and Houma ch. 11 greater "actual protection" than the "legal" protection afforded under Sec. 3.610 (b) of the FCC rules, would provide a city grade service to all of New Orleans except a swampy and uninhabited area in the northeast tip, would provide a third "competitive" vhf service to New Orleans and would provide "proper relief" in an "exceptional case."

The third applicant, WJMR-TV New Orleans (ch. 20), has been operating experimentally on ch. 12 on a dual basis under special temporary authorization, but the U. S. Appeals Court for the District of Columbia has ruled that the FCC should not have granted the STA without a hearing of WJTV's charge that WJMR-TV is "not proposing a bona fide experiment" [GOVERNMENT, May 26].

This was the second request for waiver of the minimum mileage in substantial amount. Five applicants for ch. 10 in Tampa-St. Petersburg made a similar request last month [GOVERNMENT, June 16; also see page 56].
In KMTV's studio, Chief Photographer Dale Hoaglan (left) and TV Director Jack Riley shoot a commercial. The station uses DuPont 930 and 931 for all film work—commercials, newsreels, on-the-spot interviews.

"For every shot, any time

we count on Du Pont film"

says Mr. Dale Hoaglan, Chief Photographer of station KMTV, Omaha, Nebraska.

Since the station opened in 1952, versatility has been the underlying theme of KMTV's operation. And to help achieve it, they chose Du Pont 930 Rapid Reversal film for newsreel use right from the start, and added 931 as soon as it was introduced.

Mr. Hoaglan tells us that during the last six years, "these films have met our every requirement, giving us the necessary speed to work at low light levels and in situations of extreme contrast. The high speed alone justifies the use of 930 and 931, and we get other benefits such as fast and easy processing, excellent contrast, good gray scale and optimum sound track quality.

"All our cameramen are primarily reporters," Mr. Hoaglan continues. "They simply do not have the time to master all the intricacies of photographic technique, so we must have a very versatile film with enough latitude to record any event, regardless of the circumstances.

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WHAV, HAVERHILL, MASS.: BOB KIMEL REPORTING—Creative WHAV put selected Lang-Worth jingles to work for a “Buy in Haverhill!” community service campaign that was turned into a city-wide promotion by the Chamber of Commerce based on the station’s air theme. Result: upturn in business for city merchants and WHAV and other media.

WKIS, ORLANDO, Fla.: BILL FORSYTHE REPORTING—Skilled production of Lang-Worth selling jingles by Art & Dottie Todd plus live copy brought B&D Air Conditioners on WKIS up to 70 spots weekly. Proving that Radio reaches everybody, the plan is moving store and industrial air conditioning as well as home buying.

WQSN, CHARLESTON, S.C.: E. HAROLD KEOWN REPORTING—“Own Your Own Home” to a Dixieland beat gave WQSN client Dorchester Estates the “something different” they needed in Radio advertising. Station reports “many sales” with Radio Hucksters and other Lang-Worth program aids help it maintain #1 audience position in the market.

WEJL, SCRANTON, PA.: HUGH CONNOR REPORTING—WEJL sponsor Joseph the Furrier finds that its Radio Huckster campaign fits any merchandising and copy need . . . from “advertising” to hard-sell, special sales, fur storage, Christmas et al. So Scranton’s oldest furrier is one of WEJL’s biggest “most happy sponsors”.

Pine Bluff ‘Charges’ Heard by FCC Officer

That Pine Bluff, Ark., radio case—which has become something of a national issue because of alleged intervention by Rep. Oren Harris (D-Ark.)—had a four-hour hearing before an FCC hearing examiner last Tuesday (July 1) to hear “charges” against the favored grantee.

B. J. Parrish, KOTN Pine Bluff, appearing as a public witness, maintained that the city could not support a fourth radio station and that favored Jefferson County Broadcasting Co., does not operate its station properly and its principals are “trafficking” in licenses.

Jefferson County is owned by Louis Alfred, Philip D. Brady and Albert Mack Smith. They own also WAPF McComb, WMDC Hazlehurst and WDAL Meridian, Miss.

Hearing Examiner Thomas H. Donohue struck Mr. Parrish’s testimony from the record on the ground that it was unsupported, hearsay and conclusionary. Mr. Parrish protested, castigated the FCC and charged that he had been denied due process.

It was in Mr. Parrish’s behalf that Rep. Harris wrote to the FCC asking for information on its policy regarding the ability of a community to support more than one station. GOP National Chairman Meade Alcorn charged that this constituted intervention [Government, June 30].

The two-year-old Pine Bluff case has a variegated history. Jefferson County filed for 1270 kc with 5 kw daytime, and found itself opposed by Kermit F. Tracy asking for the same frequency with 1 kw daytime at Fordyce, Ark., about 35 miles southwest of Pine Bluff.

The hearing examiner issued an initial decision favoring Jefferson County in April 1957. After several further hearings and arguments, Tracy dismissed his application in December 1957.

Jefferson County meanwhile found 1570 kc with 250 w daytime at Fordyce, applied for and received the grant. Last April it turned over the cp to Mr. Tracy.

At this point, the Pine Bluff station owners began protesting that the community could not support four stations and asking that no grant be made to Jefferson County.

Other Pine Bluff stations besides KOTN are KCLA and KPBA.

Tennessee Class II Applicant Gets FCC to Over-rule Itself

Pursued by the to-the-point reasoning of a broadcast applicant, the FCC has waived one of its most sacrosanct rules to make an am grant to Lookout Broadcasters, Lookout Mountain, Tenn., for a Class II station on 1070 kc, with 1 kw day and 10 kw night and two directional antennas.

Sec. 1.351 (c) provides that action will be withheld pending conclusion of the FCC’s daytime skywave proceeding, on grants of new Class II stations which would operate differently day and night. But there is no such restriction for existing Class II station.

Lookout merely explained to the FCC that this would force the company to take two steps in getting the desired differing powers and antennas day and night: the first, to apply for facilities which do not differ day and night, then as an “existing” station, to apply for the differing day and night facilities.

This, Lookout told the FCC, is inequitable and places a hardship on the applicant. The FCC agreed and waived its rules.

The grant was made in conjunction with a grant to WAPI Birmingham to increase its daytime power on 1070 kc from 10 to 50 kw and add a different directional antenna in the daytime to the one it already has at night [Government, June 23].

Five Florida Applicants Ask New Sites for TV Towers

Five applicants for ch. 10 in Tampa-St. Petersburg, Fla., changed their minds last week about wanting to move their antennas to a site 185 miles from co-channel WPST-TV Miami—35 miles under the 220-mile minimum FCC mileage separation requirement.

The five last week asked the FCC to let them amend their original applications to specify Largo, Fla., a small town near Tampa-St. Petersburg, and antennas 549 feet above sea level. A sixth applicant, Florida Gulfcoast Broadcasters Inc., already had specified Largo and 549 feet.

Making the request last month for a declaratory order waiving FCC mileage requirements were City of St. Petersburg (WSUN-TV), Suncoast Cities Broadcast Corp., WTSP-TV Inc., Bay Area Telecasting Corp. and Tampa Telecasters Inc. [Government, June 16]. At the time they said they could not cover Tampa-St. Petersburg with a city-grade service without heights over 500 feet for the antenna area specified by the FCC when ch. 10 was dropped-in at Tampa-St. Petersburg in June 1957. The Washington Airspace Panel set a maximum height of 549 feet. The five at the time said if the FCC denied their petition they would amend to specify Largo with 549 feet.

KYAT (TV) Time Extension Turned Down by FCC Examiners

An initial decision looking toward denying Wrather-Alvarez Broadcasting Inc. an extension of time to construct KYAT (TV) on ch. 13 at Yuma, Ariz., has been issued by FCC Hearing Examiners James D. Cunningham and Herbert Sharfman. The firm received its construction permit Jan. 25, 1956. It later asked that ch. 13 be reallocated to El Centro, Calif., but resolution of the FCC’s rulemaking on this request has been delayed by negotiations with Mexico on proposed border TV reallocations.

The two hearing examiners said KYAT seems to have been engaged in holding operations until ch. 13 could be moved, and that Yuma appears to have lost its attractiveness to the applicant.

The ch. 13 grant was made without hear-
ing and a protest by KIVA (TV) Yuma was denied. Other applicants have said they intend to apply for ch. 13 if it is moved to El Centro.

Marietta Investment Corp. (formerly Wether-Alvarez Broadcasting Inc.), grantee of KYAT, also owns KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California.

Networks Weren't Unfair
On Pay Tv Question-FCC

The FCC told Skiatron Electronics & Television Corp. last week that it does not believe the networks violated the Commission policy on editorializing in presenting programs on pay television.

James M. Landis, special counsel for Skiatron, was told in a letter last Monday (June 30) that the Justice Dept., not the FCC, is the agency to act on Mr. Landis' charges that "there is a concerted campaign being conducted by the networks, their affiliates, and their trade organization, the NAB, to destroy potential competitors," which, Mr. Landis said, constituted a violation of the antitrust laws. The same applies for Mr. Landis' charges of newspaper advertising in aid of this "supposed campaign," the FCC said.

The FCC noted that Mr. Landis had written letters Feb. 14 and March 5 alleging the networks and a number of their affiliates violated FCC policy on editorializing by being unfair in presenting the subscription tv issue.

The FCC said that on April 16 it advised Mr. Landis that his charges were being brought to the attention of "the stations and networks mentioned by you as participating in the broadcast." The FCC said it also contacted other stations alleged to have editorialized unfairly on pay tv and that responses "are being studied and you will be kept informed as to the action, if any, the Commission takes."

The FCC said it had given "very careful consideration" to the documented replies of the three networks in response to the FCC's inquiry of them. The FCC added its opinion that "programs broadcast by the networks have presented both sides of the controversy and the news programs similarly refer to both sides."

KFBC-TV Asks Neb. Reversal

KFBC-TV Cheyenne, Wyo., last week asked the U. S. Court of Appeals in Washington to forbid construction of ch. 13 Alliance, Neb., by Western Nebraska TV Inc. The motion for a stay came one week after KFBC-TV filed an appeal in the same court seeking to overturn the FCC's June 19 grant to the Western Nebraska company, which includes principals associated with the ownership of KCOW Alliance and KOLT Scottsbluff, both Nebraska. KFBC-TV claimed FCC refused to permit it to intervene in the hearing and also refused to take up financial questions regarding the sale of stock by Western Nebraska. KFBC-TV also owns KSTF (TV) Scottsbluff, Neb., which is considered in the prospective Alliance station's coverage area.
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THE AMPEX CORP.
AFM Trust Fund Suit To Get Court Hearing

The right of California courts to hear the suit brought by rebel musicians of the American Federation of Musicians’ Local 47 against payment of any royalty funds to the Music Performance Trust Funds was upheld last week when the U.S. Supreme Court dismissed appeals attempting to bar the hearing of the suit in California.

The appeals were from a ruling of the California Supreme Court upholding the right of the Los Angeles Superior Court to hear the suit. Rebel musicians are suing to prohibit payment of royalties by motion picture studios and phonograph recording studios to the national fund and to segregate these monies in a separate account.

The first of four lawsuits has been placed on the calendar of the Los Angeles Superior Court and is expected to come to trial in about four months. This suit asks $8.5 million damages from AFM on behalf of some 6,000 musicians employed in phonograph recording plus a permanent injunction restraining AFM from putting wage increases and royalty payments from employers into the fund instead of giving them to the musicians making the records. Los Angeles Superior Court Judge John J. Ford last January granted the defendants a temporary injunction to prevent the 21% wage increase payments from being sent out of the state to the trust fund pending trial of the suit on its merits.

He named the Citizens National Trust and Savings Bank as receiver [PERSONNEL RELATIONS, Jan. 13]. The bank now holds about $1 million of these funds and Mr. Read said the figure will probably reach $2 million by next February, when the present AFM recording contracts expire.

Mr. Read, chairman of the Musicians Guild of America, newly formed union which is challenging AFM’s right to represent musicians in bargaining with the major motion picture producers at an NLRB election to be held this week [July 9-10], said that 60 days before the end of the phonograph recording contracts MGA intends to file petitions for NLRB elections to represent musicians in this field as well.

MGA also last week filed unfair labor charges against AFM and the Assn. of Motion Picture Producers for “interfering with, restraining and coercing employees voting in the NLRB election” in the motion picture field. Negotiations of AFM and MPP for scoring of motion pictures outside of Los Angeles County, when virtually no such scoring has being done outside that area in the past, could and would be interpreted as a threat of a “runaway shop” and price cutting competition if musicians elected MGA as their bargaining agent, Mr. Read said. Henry Kaiser, general counsel of AFM, labeled the move as a “transparent publicity stunt” and a “futile effort to build up excuses for the defeat [Read] inevitably faces.”

Attorneys in Miami Pre-Hearing Split on Stipulated Testimony

Efforts to gain agreement among contesting attorneys in the Miami ch. 10 rehearing to permit the general stipulation of testimony given before the House Legislative Oversight Committee—in order to save time and expense of bringing witnesses to Washington to testify on the same matters—failed last week at the second pre-hearing conference in Washington.

Public Service Corp., National Airlines subsidiary, objected to the procedure but agreed it will consider portions of the congressional hearing transcript submitted for stipulation by FCC General Counsel Warren E. Baker. Other lawyers in the case will also get a chance to review these segments and object if they desire.

The second pre-hearing conference Monday also decided the order of witnesses at the Sept. 8 hearing. The FCC group will commence the testimony, after which the following will present their cases: WKAT Inc., L. B. Wilson, North Dade Video Inc., Public Service, Eastern Airlines and the Justice Dept. In addition to the FCC’s general counsel, the Commission’s Broadcast Bureau is also a party to the hearing.

The group agreed that anyone desiring to hold the hearing in Miami must petition the FCC. Earlier it had been thought that Judge Horace Stern could rule on this matter.

The third pre-hearing conference was rescheduled from Aug. 22 to Aug. 25.

The hearing will seek to determine whether former Comr. Richard A. Mack should have voted when the FCC issued its final decision in February 1957 granting the hotly contested ch. 10 to National Airlines. Other issues involve allegations of undue influences on commissioners and other improprieties brought out before the House Legislative Oversight Committee earlier this year.

Clear-Channel Deadline Delayed

Date for filing comments on the FCC’s proposed rulemaking in the clear-channel proceeding has been extended from July 15 to Aug. 15. Commission granting in part requests by Westinghouse Broadcasting Co. and CBS Radio, asking extension to Sept. 15.
CHOATE REBUTS CHARGES BY FOX

Robert B. Choate, publisher of the Boston Herald-Traveler and president of WHDH-TV in Boston, last week quickly denied charges that he and the newspaper corporation were active behind-the-scenes in forcing the Boston Post to suspend publication.

This and other charges were made by John Fox, former publisher of the Post, in testimony before the House Legislative Oversight Subcommittee in its investigation of the relationship between Presidential Assistant Sherman Adams and Boston industrialist Bernard Goldfine.

Mr. Fox claimed the demise of the Post in 1956 was caused by pressures exerted from high in the Administration and with which Messrs. Choate and Goldfine were connected. In earlier testimony, Mr. Fox told the Subcommittee he secured the grant for ch. 5, won by WHDH-TV.

He maintained the Post, whose application was dismissed when it ceased publication, probably would have been granted ch. 5 over the Herald-Traveler because the latter publishes twice daily while the Post published only a morning paper.

Mr. Choate denied all the charges made by his witness and claimed, in fact, that he did everything possible to assist the Post in continuing publication. This included, he said, an offer of financial assistance. He sent a telegram to Rep. Oren Harris (D-Ark.), chairman of the subcommittee, hitting the "smear and run tactics of this notorius subcommittee." Rep. Harris replied that Mr. Choate, who testified during subcommittee hearings in Boston, would have a chance to appear again [AT DEADLINE, June 9].

The chairman also read a statement by an unnamed Securities & Exchange Commission attorney that, in his opinion, Herald-Traveler officials "are anxious to deal a death blow to Post both for personal and business reasons."

Just before the finish of Mr. Fox's testimony last Monday, William J. Dempsey, WHDH-TV's Washington counsel, shouted a protest to Fox charges from the hearing audience and demanded an opportunity to reply. Through repeated gavels for order by Rep. Harris, he shouted to the committee: "We propose to prove Mr. Fox is a liar, a welcher and a cheat."

Mr. Fox promptly added Mr. Dempsey's name to a list he said he plans to sue for $1 million each. Included are Mr. Choate and the Herald-Traveler Corp. "All the individuals and the newspaper made thoroughly scurrilous and libelous statements about me in writing," said Mr. Fox, whose testimony before the subcommittee is privileged.

Mr. Goldfine testified Wednesday and Thursday of last week but before he could say a word he was attacked by Rep. Peter Mack (D-III) for making portions of his statement on radio and tv in advance of the subcommittee appearance. Rep. Mack claimed that Mr. Goldfine broke the rules of the House in not furnishing the subcommittee with advance copies.

A film of Mr. Goldfine reading his statement was carried Wednesday morning on Today (NBC-TV) two hours prior to his Capitol appearance. Radio networks also carried tapes of Mr. Goldfine reading from his prepared statement.

Tex McCravy, tv personality and public relations executive, arranged for the radio-tv broadcasts. He said Mr. Goldfine's attorney, Roger Robb, asked him for help and that his public relations firm were serving without a fee.

In developments outside the hearing room related to the subcommittee's investigations of the FCC and other regulatory agencies, Rep. Thomas B. Curtis (R-Mo.) introduced a resolution censuring the subcommittee and calling for the appointment of a special committee to investigate the investigators. Rep. Curtis attempted to get immediate House action on his move, but the speaker ordered the resolution referred to the House Rules Committee.

Rep. Clare Hoffman (R-Mich.) introduced a resolution authorizing the Harris subcommittee to spend $5,000 to hire mental experts to determine "the truth-telling ability" of witnesses.

Rep. Kenneth Keating and Sen. Jacob Javits, both Republicans of New York, introduced identical joint resolutions calling for establishment of a special commission on conflict of interests and ethics in federal government. The two legislators also introduced identical bills spelling out a code of ethics for members of Congress, the FCC and other government officials.

Rep. Emanuel Celler (D-N.Y.), noting the introduction of the Keating and Celler measures, said that 35 such proposals now have been introduced. "I would like to point out that our Antitrust Subcommittee [which Rep. Celler heads] did not need to wait for an Adams case or a Mack case before tackling these problems," he stated. Since early 1957, he said, the subcommittee has been engaged in a detailed study of conflict-of-interest legislation. He released a 95-page staff study on the subject.

Rep. Donald Tewes (R-Wis.) introduced a bill establishing a 10-member commission to conduct a "full and complete" investigation of the independent regulatory agencies. The commission would exist until December 1959 with one of its goals to determine what legislation is necessary to separate quasi-judicial functions of the FCC and other agencies from their other duties.

GOVERNMENT CONTINUED

ROBERT B. CHOATE

TO THE EDITOR:

In response to your request for a statement concerning the question of conflict of interests and public relations, I wish to reaffirm the position of the Commission that it does not condone nor promote a "flamboyant" type of advertising and promotion which takes advantage of public interest in particular individuals or television programs.

The Commission is aware of the fact that there is a public sensitivity to the use of "star" personalities in television advertising and it is concerned with the potential for abuse of the system. However, it is equally concerned with the need to protect the public interest and the public's right to information.

The Commission believes that a balance must be struck between the need for effective advertising and the need to protect the public interest. This balance is achieved through the Commission's enforcement powers and its ability to issue orders and take corrective action when necessary.

I am confident that the Commission will continue to act in accordance with its obligations under the law and will continue to take steps to protect the public interest.

Sincerely yours,

Robert B. Choate
Publisher
Boston Herald-Traveler Corp.
**An astounding fact!**

**MGM RE-RUNS TOP FIRST RUN RATINGS...**

...and WJZ-TV (BALTIMORE) proves it!!

---

**Great news for TIME BUYERS**

WJZ-TV offers you Baltimore’s best buy in early or late evening minute spots... participations in M-G-M’s great-rated features. For a cost-per-thousand story that can’t be beat, contact your Blair-TV man now!

---

**Great news for STATION OWNERS**

If you’re considering the purchase of a major studio feature library, remember M-G-M not only offers you the over-all selection of the finest motion pictures ever made... but also offers you documented proof that its films RATE GREAT in first runs, and re-runs, too! Contact MGM-TV today for full details.

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**MGM’s LASSIE COME HOME**

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**MGM’s MRS. MINIVER**

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**MGM’s THEY WERE EXPENDABLE**

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**MGM’s 30 SECONDS OVER TOKYO**

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<tr>
<td>Early Show ARB</td>
<td>Early Show ARB</td>
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</table>

* MGM’s longer features are shown on WJZ’s Early Show in two installments — therefore, the two-part rating.
BUSINESS IS GOOD IN CINCINNATI WHERE PROGRESS IS THE KEYNOTE

Cincinnati—1958—a city of progress

BUSINESS IS GOOD IN CINCINNATI. During 1958 more than a half billion dollars will be spent in public and private construction. New buildings for industry; new schools; new hospitals; new homes (thousands of them); new super-highways—are pouring dollars into the pockets of Cincinnati's wage earners—the Cincinnati market.

WCKY reaches this market best.

BUSINESS IS GOOD IN CINCINNATI. With over 410,000 gainfully employed in May, Cincinnati's unemployment figure stood at 5.6%. The national average was 7.5%. Cincinnati's payroll for 1958 will be in excess of one billion 800,000 dollars.

WCKY tells them what to buy—and where.

BUSINESS IS GOOD IN CINCINNATI. Four four consecutive weeks in June, Cincinnati Department store sales were up, with dollar volume increases of 5% over the same period of 1957. Department store sales in the Fourth Federal Reserve District, which includes Ohio's largest cities, were off 1%

WCKY reaches the people who spend their dollars in Cincinnati Department Stores.

BUSINESS IS GOOD IN CINCINNATI. In the period, May 1958, against May 1957, all retail sales in 8 Ohio Counties (again including the state's largest centers) were off from 2.2% to 2.1%. Hamilton County (Cincinnati) was off 1%.

BUSINESS IS GOOD IN CINCINNATI. For months, WCKY newscasts have quoted a different business or industrial leader, each day, with a concrete story about his specific sales increases—business up-turns—dollar volume increases.

BUSINESS IS GOOD IN CINCINNATI—A MUST MARKET FOR THE ADVERTISER

WCKY—FIRST CHOICE OF ADVERTISERS FOR THE CINCINNATI MARKET—WHERE BUSINESS IS GOOD.
MILLION DOLLAR ADDITION to Christ Hospital, scheduled for completion in 1961.

FAIRVIEW SCHOOL, one of several new schools under construction to care for Cincinnati's growing youth population.

A MUCH NEEDED LARGE ADDITION now under construction at Longview State Hospital.

A NEW MEDICAL CENTER — a part of The University of Cincinnati's famous medical college.

THE NEW KROGER GROCERY & BAKING CO. BUILDING ... in the heart of downtown Cincinnati.

ONE OF THE SEVERAL MUNICIPAL GARAGES being erected by the city to care for the constantly growing parking problem.

WCKY THE HOME OF PLEASURE PROGRAMMING

NEW YORK
TOM WELSTEAD
42 E. 57th St.
Eldorado 5-1227

CINCINNATI
C. H. "TOP" TOPMILLER
Sheraton Glessner Hotel
Cherry 1-0555

CHICAGO
JERRY GLYNN
Sherry 1-0555

SAN FRANCISCO
KEN CAREY
950 California St.
Holly 1-0716

LOS ANGELES
BOB BLOCK
5839 Sunset Blvd.
Hollywood 5-0695
President Names Leo A. Hoeg To Head New Defense Agency

President Eisenhower has appointed Leo A. Hoeg as director of the newly merged Office of Defense Mobilization and the Federal Civil Defense Administration. Mr. Hoeg is the present director of FCDA. In his new job, the 50-year-old Iowa Republican succeeds Gordon Gray. Mr. Gray has been named special national security assistant to President Eisenhower.

Mr. Hoeg, a native of Chariton, Iowa, who practices law there and in Cedar Rapids, was attorney general and then governor of Iowa (1953-56). He was named FCDA administrator last July, succeeding Val Peterson. Mr. Hoeg served in the U. S. Army during World War II and was a lieutenant colonel of infantry on his discharge.

The new Office of Defense & Civilian Mobilization came into being last April when President Eisenhower notified Congress that he intended to merge the two organizations. Congress failed to veto this merger and last week it became final. The ODCM has ultimate responsibility for government radio spectrum allocations and defense and disaster communications. The FCDA has been a strong critic of the Conelrad system, whereby in an emergency civilian broadcasters change to a cluster intermittent operation on 640 kc and 1240 kc. It claimed that radio stations operating under Conelrad conditions do not have the range to be useful for emergency civil defense announcements to the public.

Mr. Gray, a Democrat and former assistant secretary of the Army under President Truman, succeeds Robert Cutler of Boston in his new position. Mr. Gray owns the Winston Salem (N. C.) Journal and Twin City Sentinel (WSIS-AM-FM-TV).

House Schedules Final Round In Hearings on Smathers Bill

Final testimony in lengthy hearings held by the Senate Commerce Committee on S 2834, designed to divorce networks and stations from ownership in BMI, will be held Tuesday, July 15 and July 22.

The hearings began last March [Govern- ment, March 17] and have continued sporadically on the bill introduced by Sen. George Smathers (D-Fla.). Proponents of the measure (mainly members of ASCAP and the Song Writers Protective Assn.) have testified that BMI songs are played by stations at the expense of "better" ASCAP tunes. The charges have been vigorously denied by BMI, broadcasters, educators, performers, composers and publishers belonging to both licensing organizations.

Rebuttal testimony will be given July 15 by John Shulman, SPA attorney, while a spokesman for BMI will offer sur-rebuttal July 22.

KBAT-TV Appeals FCC Denial

KBAT-TV Bakersfield (ch. 29), Calif., asked the U. S. Court of Appeals in Washington last week to reverse the FCC's action adding chs. 17 and 39 to that city. It also asked the court to overturn the Commis-
The War Claims Commission went out of existence in the middle of 1954, but Mr. Wiener sued for back pay.

Justice Frankfurter reviewed the 1926 Myers case when Chief Justice Howard Taft for the Supreme Court ruled the President has the power to remove a postmaster at will and by inference all officers exercising quasi-judicial power. In 1935 Humphrey case the Supreme Court overruled President Roosevelt's dismissal of Federal Trade Commissioner William E. Humphrey. The law establishing FTC provided for removal of a commissioner for inefficiency, neglect of duty or malfeasance, but President Roosevelt dismissed Mr. Humphrey because he wanted a man of his own selection.

Justice Frankfurter concluded, "... We are compelled to conclude that no such power is given to the President directly by the Constitution and none is impliedly conferred upon him by statute simply because Congress said nothing about it..."

The question whether the President has authority to remove an FCC commissioner arose earlier this year when testimony involving then Comr. Richard A. Mack and the grant of Miami ch. 10 to National Airlines was given before the House Legislative Oversight Committee. Mr. Mack resigned his office in April, presumably upon request of the White House.

Directional Antenna Tests
To Be Speeded by AMST

Rapid advancement of Assn. of Maximum Service Telecasters’ tests of the effect of directional antennas in suppressing interference in practical operation was directed by AMST’s board of directors at a meeting in Washington June 21. John H. DeWitt Jr. of AMST’s technical committee reported on this topic.

The board approved AMST participation in the FCC’s inquiry into the effects of community antenna systems, boosters, satellites and translators on regular tv stations. AMST is particularly concerned with interference problems. On ABC’s proposal to revise allocations, the board moved to oppose all cases of reduced mileage separations, a stand in which it has been consistent.

Lester W. Lindow, executive director, reported widespread support by AMST members to an appeal for funds for TV Allocations Study Organization. WCIA (TV) Champaign, Ill., and KGUL-TV Houston were accepted as members.

UHF’s Seek New Mileage Ruling

The Committee for Competitive Television, representing a group of uhf stations, last week asked the FCC to adopt rule-making “immediately” and act favorably upon ABC’s petition asking revision of mileage separation requirements and the use of directional antennas to accomplish uhf drop-ins. ABC made the proposal last month, offering solutions for third uhfs in 12 markets [GOVERNMENT, June 9].

We take pleasure in announcing - -

John Alden Grimes, former special consultant in the Internal Revenue Service, is now associated with our organization. His long career with government began in 1920.

Mr. Grimes will specialize in evaluating broadcasting properties, and advise on the necessary allocation of assets in ownership changes.

In addition to his experience in appraising securities for tax purposes, Mr. Grimes has served as expert witness in Federal and state courts where property holdings were in litigation.

The addition of Mr. Grimes to our staff will enable us to provide complete financial and analytical assistance to station owners who face capital conservation problems. His services are available on a fee basis for special assignments.

We hope from time to time to be of further help to the radio and television industry.

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

Broadcasting July 7, 1958. • Page 65
EASTMAN CO. MAKES FAST TAKEOFF

Robert E. Eastman & Co., New York, is off to an aggressive start after its recent debut as a station representative [STATIONS, May 26; CLOSED CIRCUIT, May 12]. Already it has:

- Doubled its station lineup in about a month since opening on the fourth floor in the building at 527 Madison Ave. The nucleus group included WNEW New York, WHK Cleveland, WIL St. Louis and WRIT Milwaukee. The list now includes in addition: KBOX Dallas, WSAV Savannah and WKLO Louisville.
- W. Red Fast with WIL and WRIT a new rate card concept that will go into effect at the stations Aug. 1. Dropped will be classifications of Class A, B, C, etc., and instituted in their stead a group of 14 "plans" with titles appropriate to the use of the time by the advertiser.
- Placed in operation three offices and their staffs.

Does the company expect to grow? Robert E. Eastman, president of the firm, former president of ABC Radio and before that executive vice president of John Blair & Co., station representative, answers emphatically that:

The Eastman firm certainly anticipates a continued growth, and currently the blueprint calls for its entry in tv station representation within six months. (Reportedly, the Eastman firm expects to add more radio stations in the near future, and is negotiating with several other stations). The tv company would be an affiliated but separately operated and managed entity. Mr. Eastman thinks in terms of leasing new and larger quarters for the radio company and turning over the current 800 square feet of space to the new tv company.

The Chicago office is located at 333 N. Michigan Ave., and the San Francisco office in the Russ Building. Richard C. Arbuckle, former Chicago manager of NBC Spot Sales, is midwest manager, and Richard H. Schutte, former general sales manager, KCBS San Francisco, is west coast manager.

The New York office is staffed (in addition to Mr. Eastman) with three salesmen, Joseph P. Cuff, formerly with the Hearst Advertising Service's marketing division; G. Gerald Danford, formerly account executive with ABC Radio, and Lee Lahey, a former Compton Adv. timebuyer and before that with Westinghouse Broadcasting Co. Irene Bolline, who was Mr. Eastman's secretary at John Blair and his administrative assistant at ABC, is secretary-treasurer. In addition to Mr. Arbuckle, George Dubinetz, formerly radio account executive, NBC Spot Sales, is located in Chicago, as a salesman.

Reflecting the rate of current growth, the Eastman company expects soon to add another salesman in New York and also in Chicago.

The new station rate concept ("writing rates to fit advertiser demand," explains Mr. Eastman) permits the various plans to be mixed, stresses audience composition and audience appeal and ultimately the Eastman firm hopes to make it SOP for all of the radio stations it represents.

Briefly this is the concept (as it will be put into effect at WIL): there are 14 "plans" (called "sales builders"). These are classified as "Captive Housewife Plan" (9 a.m.-6 p.m., Mon.-Fri.); "Drive Times Special" (6-9 a.m. and 4-7 p.m., Mon.-Sat.); "Personality Package" (one 1-minute sales message per day for seven days in each of five shows, etc.); "Wonderful Weekend" (9 a.m.-4 p.m. and 7-10 p.m. Sat., 10 a.m.-6 p.m. Sun.); "WIL Family Plan" (24 1-minute sales messages weekly distributed among specified periods); "WIL Nighttime Special" (two messages nightly, seven nights per week, with one falling into the 7-10 p.m. segment, the other between 10 p.m. and midnight); "Day-Night Circulation Extender" (9 a.m.-4 p.m. and 7-10 p.m. Mon.-Fri.)

The plans additionally include "budget" (10 p.m.-midnight Mon.-Sat. and 6-10 a.m. and 6 p.m.-midnight Sun.); "Swing Shift Value" (midnight-6 a.m.); "Rain or Shine Weather Package" (6 a.m.-8 p.m. Mon.-Fri., 8 a.m.-8 p.m. Sat. and 9 a.m.-6 p.m. Sun.); "Drive Carefully" (provides safety, traffic and road conditions, 6-9 a.m. and 4-7 p.m. Mon.-Sat., 8 a.m.-8 p.m. Sat. and 9 a.m.-9 p.m. Sun.); "St. Louis Clock" (time signal package, 6 a.m.-8 p.m. Mon.-Fri., 8 a.m.-8 p.m. Sat., and 9 a.m.-6 p.m. Sun.); "Action Central News Plans" (combination packages which provide minute and 20-second availabilities for five-minute newscasts at quarter past the hour and quarter of the hour); "WIL Scoreboard" (during baseball season providing latest scores). All of the plans individually spell out the times, frequencies and package rates for each.

Mr. Eastman, who has been known for his work with stations in the past on program creation and ideas, says his firm will follow that procedure. "We will create or borrow [programming] ideas and pass them along to the stations." The trademark his firm has adopted is an emblem showing hands clasped in a handshake ("It points up that this business essentially works with verbal commitments—a handshake—in lining up stations and placing orders"). He said the idea came about as a result of mulling over the Leo Burnett trademark (circle showing a hand reaching for the stars). The agency, he said, "looks upward in creativity. We wish to convey [in our trademark] the warmth and business methods of the station representative."

The current lineup at Eastman includes

CONSTRUCTION begins this month on the $600,000 headquarters of KOA-AM-TV Denver. The building, scheduled for completion next spring, will have approximately 30,000 sq. ft. of floor. It will house, a group of buildings with direct vehicular access, three radio studios and the stations' business offices. A feature of the new building's design is an interior garden courtyard that is open to the sky and visible from the main entrance. Located between E. 10th and 11th Avenues, there is accommodation for 60 automobiles in two adjacent parking lots.
Ahead of the times in styling, engineering, and performance

NEW GATES STUDIOETTE

For you, Mr. Broadcaster, a 100% new speech input system. The cost is modest, and yet, the new Studioette represents the ultimate in superior performance and reliability. And look at the incomparable styling of the Studioette! This is the console that will set new standards in Radio-TV stations and Recording Studios throughout the country.

Write today for Gates Audio Guide, containing complete specifications on the new Studioette plus descriptive information on four other modern speech input systems. No obligation, of course.

SPECIFICATIONS IN BRIEF

Four channel ladder mixer accommodates four microphones into dual preamplifiers, three turntables, two tape or projectors, network. 3 remote lines all key selected. Three unlined utility keys provided for your individual needs. High gain program amplifier, 10 with ultra linear monitoring amplifier, dual metering and warning light relays. 4" illuminated VU meter, self contained power supply, complete cueing facilities for turntables, etc., tape and remote, output emergency key. Reliable printed wiring, hinged down front panel, hinged up inner chassis for 100% accessibility. Knobs and keys color coded identified. 24" wide, 8½" high, 17" deep. pannel 30° slope black anodized on gray. Space provided for third preamplifier if ever needed.

$795.00
Immediate delivery

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation

OFFICES - NEW YORK - WASHINGTON, D. C. - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City
In Canada, CANADIAN MARCONI COMPANY

QUINCY, ILLINOIS
Rahall stations appeal to all . . . and we "sell 'em all" from 6 to 60. Colorful news reporting, music for every mood by outstanding personalities. Try the top-rated morning shows.

STATIONS CONTINUED

CHANGING HANDS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

KIMN DENVER • Sale by Standard Examiner Publishing Co. to Cecil Hefel and wife is being negotiated for about $400,000. Mr. Hefel is present general manager of KIMN and also stockholder in Standard Examiner Publishing Co. (Ogden [Utah] Standard Examiner and KGLM interests). Mr. Hefel is Mr. Glasmann's son-in-law. Standard Examiner also owns KLO Ogden and 51% of KUTV (TV) Salt Lake City, both Utah; KGEM Boise and KLIK-AM-TV Twin Falls, both Idaho. Mr. Glasmann's other son-in-law, George C. Hatch, and wife own KALL Salt Lake City; KOPR

Butte, Mont., and are buying KMON Great Falls, Mont., from Standard Examiner. KMM is on 950 kc with 5 kw.

KVOD DENVER • Sold to Western Broadcasting Enterprises by Colorado Radio Corp. for $300,000. Rocky Mountain Empire Sports Inc. (Denver Bears baseball team) owns 85% of Western Broadcasting. KVOD is on 630 kc with 5 kw, and is affiliated with ABC.

WKTF WARRENTON, VA. • Interest of 50% sold by Rountree Productions Inc. (Martha Rountree Presbrey) and Ruth Montgomery to syndicated sports announcer Harry Wismer for $42,000 plus guarantee of $10,000 more. Miss Rountree retains other 50%. WKTF is on 1420 kc with 5 kw, day.

DATELINES

WESTOVER FIELD—A routine call for an interview led to what WOR New York called "a scoop" in broadcasting the news of an Air Force jet crash that killed 15 persons including several newsmen, at Westover Field, Mass., June 27. The station's all-night personality, Long John Nebel, put in a call to the airfield, hoping to reach Brig. Gen. Donald W. Saunders, commander of the flight, before he took off. He was advised that the plane had crashed a few seconds earlier and all aboard, including Gen. Saunders, had perished. (Dan Peterson, accredited MBS correspondent, was aboard an earlier plane that took off and landed safely.)

SAN DIEGO—A meeting by the city council to decide whether to permit May Co. (department store) to build a $35 million shopping center near here was covered live by KFMB-TV San Diego. A four-camera remote unit covered the session, that resulted in approval of the project, from 10:30 a.m. to 3:30 p.m. KFMB-TV reports that two stations owned by Metropolitan Broadcasting Corp. (WNEX, 50 kw, and WHK, 5 kw); three Balaban stations (WIL, 5 kw; WRTF, 250 w, and KBOX, 5 kw), and 5 kw WSAY and WKLO. All are independent stations, except for WSAY which is affiliated with NBC and WKLO which is ABC.

KYW-AM-TV Campaign Sparks Clean-up Drive in Cleveland

A six-week campaign by KYW-AM-TV Cleveland led July 2 to passage of a new anti-debris ordinance and a quick clean-up of the city's streets and sidewalks. The stations staged an intensive drive that aroused citywide interest in the litter problem.

KYW-TV's Viewpoint program was designed to show Cleveland's Clean-Up Week was ineffective and the difficulty of enforcing a $50 litter fine. Film clips prepared by the news staff included footage from several stations, including rodent infestation. Station newsmen dug up feature stories and talent formed a flying clean-up squadron that patrolled the streets in white coats astride scooters, equipped with mops, pails and brooms. Plaques were awarded stores that cleaned up their street fronts. Stores gave away litter bags. Citizens responded and the city council adopted a practical ordinance specifying $3 fines if paid within 48 hours, $5 within 72 hours. The stations plan to check up on enforcement of the new ordinance.

WRC Presents Tape to Library

Carleton D. Smith, vice president of NBC and general manager of WRC-AM-TV Washington, D. C., has presented to the Library of Congress a videotape recording of the first live color telecast from Washington of President Eisenhower. The recording, a 30-minute account of the dedication of the new WRC building, will be added to the audio-visual reference collection.

Newsworthy News Coverage by Radio and TV

local newspapers went to press before the decision was reached so that the first printed report was the following morning.

VANCOUVER—Within three minutes of the collapse of the new Second Narrows bridge June 17 here, CKNW New Westminster reports broadcasting its first bulletin of the disaster. Eye-witness reports from the scene of the $16 million structure 10 minutes later described the recovery of some of the 18 victims of the crash. CKNW's three mobile units and five newsmen on the scene interviewed survivors and police while the station fed reports to six other stations and a network in New York.

DAYTONA BEACH—Officials at a hospital in this Florida resort asked stations not to air a report on the rescue of a boy from drowning until they had located the parents. Ray LaPrise, newsman with WNDB Daytona Beach, complied with the request but shortened the delay in announcing the news item by telephoning motels in the area until he found the boy's relatives.

sold nationally thru WEED & CO.

Joe Rahall, President "Ogie" Davis, Gen. Manager

Page 68 • July 7, 1958
what is a well-balanced low-fat quick and lasting energy breakfast?

What is meant by “Quick and Lasting Energy”? It is a prompt “lift” due to a quick rise in blood sugar—a lasting “lift” due to the fact that the blood sugar remains up and falls only gradually during the late morning hours.

The Iowa Breakfast Studies demonstrated that a basic cereal and milk breakfast as shown below provided quick and lasting energy. This basic breakfast is low in fat and makes a well-balanced contribution of the essential nutrients.

**Nutritive value of basic cereal breakfast pattern**

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<tr>
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<tr>
<td>Protein</td>
<td>20.5 gm.</td>
</tr>
<tr>
<td>Thiamine</td>
<td>0.46 mg.</td>
</tr>
<tr>
<td>Fat</td>
<td>11.6 gm.</td>
</tr>
<tr>
<td>Riboflavin</td>
<td>0.80 mg.</td>
</tr>
<tr>
<td>Carbohydrate</td>
<td>80.7 gm.</td>
</tr>
<tr>
<td>Niacin</td>
<td>3.0 mg.</td>
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<tr>
<td>Calcium</td>
<td>0.532 gm.</td>
</tr>
<tr>
<td>Ascorbic Acid</td>
<td>65.5 mg.</td>
</tr>
<tr>
<td>Iron</td>
<td>2.7 mg.</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>32.9 mg.</td>
</tr>
</tbody>
</table>

To further reduce fat and cholesterol use skim milk on cereal which reduces Fat Total to 7.0 gm. and Cholesterol Total to 16.8 mg. Preserves or honey as spread further reduces Fat and Cholesterol.

Source:
NO HOUSING PROBLEM AT KFSD-TV

To the many ways of selling houses must now be added this one: building a house in a tv studio.

In San Diego, Calif., the idea was conceived by Earle Rast, local sales manager of KFSD-TV, and was promptly bought by Riverside Builders of Vista, Calif. The model home was built by the station's art department under the direction of Art Director Pete Lauder. It's made of one-by-three lumber and canvas, with painted effects (spatter paint to look like plaster, etc.). The front door of the house and the garage door, though made of canvas on frames, actually operate without shaking when opened or closed. The roof, actually attached, was covered first with cardboard, then canvas, with spatter paint to look like plaster. The front door of the house and the garage door, though made of canvas on frames, actually operate without shaking when opened or closed. The roof, actually attached, was covered first with cardboard, then canvas, with spatter paint to look like plaster. The front door of the house and the garage door, though made of canvas on frames, actually operate without shaking when opened or closed. The roof, actually attached, was covered first with cardboard, then canvas, with spatter paint to look like plaster.

Commercial, running three to five minutes each, were delivered by Lynn Taylor, hostess of KFSD-TV's afternoon movie, and Vic Bonham, president of Riverside Builders. Miss Taylor, hostess of KFSD-TV's after house, gave her pitch and opened the garage door for the English Ford to be driven out. (The copy stressed that an English Ford would be given free to the purchaser of each home in the development.) The commercials were broadcast inside the afternoon movies (4 p.m., Monday-Friday), The Honey-moons (6:30 p.m., Friday) and the Friday Movie Spectacular (10 p.m.).

The campaign, placed direct, was scheduled to run for four weeks but, KFSD-TV reported, "the firm was forced to cancel after two weeks because it was so swamped with inquiries and orders that it lacked the facilities to handle them. A check 30 days later found Mr. Bonham and his staff still following up leads gained from the tv campaign. He said that final figures have not been totaled up but that sales directly resulting from the tv campaign have run into 'hundreds of thousands of dollars.'"

HOUSE FOR SALE—but not this one, built in the KFSD-TV studio by the station's art department in such a way that it could be taken down and stored between uses to advertise the real houses offered for sale by Riverside Builders.

WMCA Editorial in Hill Record

The Congressional Record of June 18 reprinted a recent radio editorial by Nathan Straus, president of WMCA New York, which recommended the lifting of passport restrictions and the freedom of travel. Sen. Estes Kefauver (D-Tenn.) who had the editorial inserted in the Congressional Record, said, "The problem discussed in this editorial broadcast is an important right which should be safeguarded." Three previous radio editorials by Mr. Straus have been reprinted in the Record.

New Studios Being Built by KGB

KGB San Diego, Calif., has announced construction is underway on a new station building expected to be finished by fall. Ground breaking ceremonies were held June 20 at Pacific Hwy. and Coute St., site of the new building. The $100,000 plant will occupy approximately 4,300 sq. ft. housing KGB studios, newsroom and offices.

New KOCO-TV Building Going Up

A $300,000 building is being constructed for KOCO-TV Oklahoma City, to house studios, workshop, storage room and film processing laboratory. The studios, measuring 40 x 80 ft. and 40 x 40 ft. are being built on a five-acre tract at N. W. 63rd and Portland. The building will have a terrace overlooking Lake Hefner for the presentation of outdoor shows. Target date for the first telecast from KOCO-TV's new studios is Oct. 1.

NO MENACE TO BILLINGS

Personalities whose willingness to engage in vehement controversy with any available opponent, including sponsors, may be king-size headaches for station management, but can also be good for business. This week's example: Oscar Levant. Last Tuesday (July 1) the temperamentally wild and pianist started his new program of chatter, guests and music on KJH-TV Los Angeles (Tues.-Thurs., 7:30-9 p.m.), following a stormy on-again-off-again season at KCOP (TV) in that city. Before his first program on KJH-TV, the station's sales manager, Howard L. Wheeler, reported the Levant show was completely sold out, with 15 participating sponsors.

STATIONS SHORTS

WNEC-TV New Haven, Conn., has installed videotape recording equipment.

WWSW-FM Pittsburgh has started multiplexing on 24-hour basis. Station began year and half ago to broadcast separate Muzak programs on supersonic signal while also carrying its regular fm programming.

REPRESENTATIVE APPOINTMENTS


KAYO Seattle appoints Adam Young Inc.

KGIL San Fernando, Calif., appoints Branham Co. for all markets except L. A. and Orange County.

WHBS Huntsville, Ala., names Walker-Rawalt Co.

WNLC New London, Conn., names Richard O'Connell, N. Y.
TelePrompTer Gets C-C Rights
To Championship Boxing Match

President Irving B. Kahn of TelePrompTer Corp., New York, announced Monday his firm was successful bidder for closed-circuit telecasting rights to the upcoming heavyweight boxing match Aug. 18 between champion Floyd Patterson and challenger Roy Harris. To be staged in Los Angeles' Wrigley Stadium, the bout is being promoted by William P. Rosensohn, who resigned recently as vice president in charge of the closed-circuit operations of TelePrompTer. There will be no home tv exposure. Radio rights are not set.

Mr. Kahn said the fight will be distributed to theatres and drive-ins throughout the U. S. with available seating to exceed the record half-million provided for the Robinson-Basilio fight last year. He is guaranteeing $210,000, plus percentages on seats sold above the minimum. The 365,000 seats sold for the previous bout grossed almost $1.5 million. Mr. Rosensohn said four firm offers were received for the closed-circuit tv rights, two from closed-circuit firms and two from interests he would not divulge.

Mr. Kahn announced he is appointing Robert Rosencrans, formerly assistant director of TelePrompTer closed-circuit operations, to the post of director succeeding Mr. Rosensohn.

Return of 8% Federal Tax
Asked in Functional Music Suit

A suit for the return of $455 (plus interest) on the ground Internal Revenue Service has no right to collect the 8% wire and equipment tax on income from fm functional music broadcasts has been filed in the U. S. Court of Claims in Washington.

The claim was submitted by a subsidiary of WGH-FM Norfolk, Va. The petition stated the station furnishes a background music service to stores, offices and similar establishments using wire in some distribution but mostly over-the-air via its fm broadcasts. It said it paid the 8% tax on gross receipts from January 1957 to September 1957, but protested that portion of the tax attributable to the broadcast income. The Internal Revenue Service disallowed the protest.

Potter, Juke Box Operators
Work Out National Promotion

A tie-in that could ultimately put the Juke Box Jury hit-of-the-week record into more than 500,000 juke boxes throughout the country has been worked out by Peter Potter, conductor of the tv program now telecast each Friday at 10-11 p.m. on KRCA (TV) Los Angeles, and George Miller, president of Music Operators of America.

The first phase, already in effect, is an arrangement with California Music Merchants Assn., affiliated with MOA, to put the Jury hit discs in 10,000 local coin-operated record machines. The second step, to be put into effect when the program is sold as a national network or regionally
syndicated show, will extend the plan to three states, individually or collectively, depending on the program's distribution.

The sponsor's product will be displayed on a color Juke Box Jury hit-of-the-week decal, along with a pointer program package. Mr. Potter said. The song indicator card will also be the same color as the decal and can be stepped down in position on the box as each succeeding week's hit is put into the machine. This is the first time juke box operators have permitted a form of commercial display on the boxes, he said.

The plan calls for all records to be submitted each week to a "recording committee" which will narrow them to 20, which Mr. Potter will further cut down to five for use on the air.

Warner Bros. Records Expands

Expansion of personnel was announced last week by Warner Bros. Records Inc., Burbank, Calif., subsidiary of Warner Bros. Pictures. Named product manager of WBR was Norman Goodwin, for the past six years Los Angeles branch manager of Columbia Records Div., CBS Inc. Other appointments: Monroe Glasberg, general manager of Kapp Records, to assistant eastern operations manager of WBR; David Rose, with Cunningham & Walsh's Los Angeles art department, to WBR art director, and Karl Engemann, a midwest bandleader, to the artists & repertoire staff in Hollywood.

Boland Forms Creative Services

Charles Boland, former director of radio and television for Parkerson Adv. Inc., New York, has opened a service for users of commercial tv. The new firm, Creative Television Services, offers copy, storyboards, jingles and in-studio production-direction.

Previously Mr. Boland has been associated with McCann-Erickson, Biow Co., and Benton & Bowles. He has produced and directed more than 400 of his own radio-tv scripts. Creative Television Services Inc. is at 480 Lexington Ave., New York. Telephone: Oxford 7-5485.

Panel to Study Copyrights

Impact of technological progress and new media on literary property rights will be explored soon by a panel of legal specialists in the fields of broadcasting, recording and motion pictures. "What Is a Copyright?" will be the keynote of a two-day program July 16-17 at New York's Hotel Statler sponsored by the Copyright Society of the U. S. A. and the Practicing Law Institute. Panelists will include Joseph A. McDonald, NBC; Robert J. Burton, Broadcast Music Inc.; Harry R. Olsson Jr., NBC; Samuel Tannenbaum, former president, Copyright Society; George Schiffer, Warner Bros.; Johann Vigoda, Music Publishers Holding Corp.; Isabelle Marks, Decca Records; Charles B. Seton; Leon Kelman, William Morris Agency; Edward A. Sargoy; John Schulman, vice president, Copyright Society; Walter J. Derenberg, president, Copyright Society; Barbara Ringer, U. S. Copyright Office.

HIGH ON THE WIRE

TWX—that indispensable adjunct of business communications widely used by networks, advertising agencies, advertisers and station groups—is going to cost more.

Both AT&T and Western Union submitted proposed changes in charges for teleprinter circuits in the current FCC hearing on private line service charges.

The proposals—submitted as a form of memorandum, but not officially filed with the FCC as yet—estimate an increase of about 35% overall by AT&T and 41% by Western Union. However, larger users with extensive circuits (in mileage) and intermediate stations may find a reduction in monthly charges.

Basic changes are a revision of the charges on hours of service, mileage and terminal equipment.

New Placement Service Formed

An employment agency, to be known as Professional Placement, Atlanta, Ga., has been formed by Sam Eckstein to serve radio, tv and advertising agencies in Georgia, Tennessee, Florida, Alabama and the Carolinas. The service is available to copywriters, announcers, technicians, TV production personnel, salesmen and artists. Professional Placement is at 200 Peachtree Arcade, Atlanta.

Arkus Announces New PR Firm

Formation of a new institutional and industrial public relations firm, National Communication Assoc., was announced last week in New York by M. Frederick Arkus, for the past 12 years a senior associate at Win Nathanson & Assoc., New York public relations firm. Mr. Arkus will take with him the American Heart Assn. account, a consistent user of public-service tv spot time. Senior associates include Hal Marc Arden, former executive producer, Ted Mack Enterprises; Herb Cornell, former public relations manager, Westinghouse Electric Co. Lamp Div.; Irwin Lewis, former ABC-TV supervisor of station advertising-promotion, and Don Sheldon, former writer-producer, Petarn (Peter Arnell) Productions.

PROFESSIONAL SERVICES SHORTS

Michael Ames Assoc., N. Y., public relations firm, has moved to larger offices at 550 Fifth Ave. Telephone: Lackawana 4-6827.

A harried mother writes: "My twin babies have different formulas. So when it comes to feeding, I put a BAND-AID Plastic Strip on the boy's bottle so that I can tell the formulas apart."

There may be many ways to use adhesive bandages...but there's only one way to use the BAND-AID trademark correctly ...please say

BAND-AID Adhesive Bandages

Remember—all adhesive bandages are *not* BAND-AID Adhesive Bandages! "BAND-AID" is actually a trademark...one of the most widely known in the world...recognized in more than 50 countries.

It means Johnson & Johnson, not the name of a product...and it refers to a whole family of products made only by Johnson & Johnson.

The "BAND-AID" trademark is always followed by the product name, i.e. BAND-AID Plastic Strips, BAND-AID Plastic Tape, BAND-AID Butterfly Closures, BAND-AID Patch, Spot, Strip.

We appreciate your mentioning our products and we hope you will continue to do so. But when you do, won't you please use the full name correctly.

Johnson & Johnson

The most trusted name in surgical dressings
DuMont Consumer Div. Sold to Emerson Radio

DuMont Labs has being living grimly with deficits for some years now... [Manufacturing, June 9].

Emerson Radio & Phonograph Corp., Jersey City, N. J., is buying the Consumer Products Div. of Allen B. DuMont Labs, Clifton, N. J.

The announcement was issued jointly late Wednesday night (July 2) by Benjamin Abrams, Emerson president, and Dr. Allen B. DuMont, founder and board chairman of the laboratories bearing his name.

Under the agreement, Emerson will purchase the division that makes tv receivers, phonographs, high fidelity and stereo instruments. With these home entertainment products will go the trademark “DuMont.” A new corporation will be set up as DuMont Television & Radio Corp., headed by Mr. Abrams.

Emerson acquires all tools, dies, molds and manufacturing equipment associated with the consumer product. Also provided for is a royalty-free license under DuMont patents for these products. These acquisitions will be effected after current production by DuMont of its 1959 line of tv receivers and hi-fi instruments. The DuMont line will be separated from Emerson and will retain many of the DuMont personnel, according to Mr. Abrams.

Dr. DuMont said the Emerson transaction will provide his company with the cash needed for concentration on its remaining divisions—chiefly, industrial and military product lines.

Paramount Pictures (which owns 26% of DuMont) President Barney Balaban gave a clue to the Emerson buy about a month ago when he cited as one possibility for DuMont to pull out of its continued loss operation of recent years (to Paramount stockholders at a meeting in New York): “A constructive merger or consolidation.”

Allen B. DuMont Labs once was the owner of a tv network. It also has decreased (September 1955) its station ownership by spinning off its broadcast interests. Last year, DuMont lost $35,000; the deficit in 1956 was over $3.8 million; this year’s first quarter saw a loss of $943,000.

ORRadio Sales Up 49% Over ’57

J. Herbert Orr, president, ORRadio Industries Inc., Opelika, Ala., told stockholders at their annual meeting that sales for the company for the year 1957-58 fiscal year totaled $2,284,400, a 49% increase over the preceding year’s $1,528,931.

Net earnings after taxes were reported as $113,836, a 10% gain on the previous fiscal year’s $103,118. The profits represent earnings of 24.62 cents per share as compared with 24.36 cents per share for the previous year. The number of shares outstanding this past year, the company’s president reported, was 462,301, an increase of some 60,000 shares over the shares outstanding last year.

“Construction of the new plant and additions to technical and production equipment during the 1957-58 fiscal year have increased our net investment on fixed properties from $220,948 to $724,153,” Mr. Orr said.

New RCA TV Camera Tube Works in Near-Darkness

RCA scientists have developed an extremely sensitive new electronic “eye”, an advanced camera tube based on tv principles (image orthicon) and known as an intensifier orthicon.

Dr. Irving Wolff, research vice president of RCA Labs, Princeton, N. J., gave a general description of the new tube and its prospective uses. The IO is said to be 100 times more sensitive than the fastest film for the same exposure time at very low levels of light. RCA considers the new tube as a device for seeing previously unseen details in the universe—for example, planets and distant nebulae, and would permit visual reconnaissance in almost complete darkness while providing a “powerful new tool for scientific research.”

Two scientists at the David Sarnoff Research Center at Princeton are credited with the tube’s development in a research program sponsored by the Aeronautical Research Lab at the Wright Air Development Center. They are Drs. George A. Morton and John E. Ruedy. When the new tube is used in a camera similar to that employed in tv, it permits the viewing on a tv-type picture tube of scenes at light levels from 100 to 1,000 times below those needed for pickup by a standard image orthicon that is comparable to the human eye in sensitivity.

Set-Makers See Gains Following First-Half Dip

Three Chicago set-makers—Admiral, Motorola and Zenith—which account for a substantial share of the multi-billion dollar electronics business, are optimistic over sales prospects for the last half of 1958.

While business dipped generally, radio sales (particularly those of portables) were up slightly among the big three and high fidelity with stereophonic sound registered the biggest gains.

Tv sales were off but, as Paul V. Galvin, Motorola board chairman, expressed it, “The rate... in the past few months has no more significance in the long-term scheme of things than a racing car pulling into the pit for a change of tires.” Following are the track record and predictions of each manufacturer:

Admiral Corp.—Orders from dealers and distributors at its annual sales convention June 2-4 “are well ahead of any like period in recent years.” The company showed a 40% jump in portable radio sales, while overall radio units are “up slightly” (as against a claimed 20% industry decrease). There was a 25% increase in volume of high-fidelity receivers. Business prospects for the second half of 1958 are called “excellent.”

Motorola Inc.—Tv sales the first six months were competing “against relatively high sales in the same period of 1957” but in contrast, “sales for the balance of 1958 will compare with preceding sales in the second six months of 1957.” Tv sales were down 10-15%. Mr. Galvin predicts total retail sales of six million units this year and of eight million annually within five years. Motorola’s share of all tv business, however, is running about 15% ahead of its position last year. Reports slight drop in all radio sales but, according to Mr. Galvin, “We’re beginning now to get acquainted with new radio usage as a pocket companion, and for weather information as well as news and entertainment.” Sales of hi-fi phonographs are up 20% thus far over 1957. Overall business the second half “will improve,” according to Robert W. Galvin, Motorola president.

Zenith Radio Corp.—Sales of radio, tv and hi-fi instruments are “substantially ahead” in deliveries through August of the same period last year; dollar volume is up 10% based on figures for Zenith’s 1957 and 1958 conventions, according to Hugh Robertson, Zenith president. Both tv and radio-phonograph sales were up in the increase. Tv sales alone, through June, “will be ahead of last year.” The firm reports “tremendous expansion” in high fidelity. J. W. Wright, executive vice president, finds the second-half outlook “good.”

For the electronics business generally,
Paul Galvin forecast it is “rounding the recession corner and is swinging wide on the curve to develop a momentum which will lead the nation’s industries in the 1960’s.”

**Retail Sales of Radio Sets In May Exceed April Level**

Retail sales of radio sets increased from April to May but sales of tv sets continued downward, according to Electronic Industries Assn. Both radio and tv factory production dipped during the mid-spring weeks.

Radio sales (not including auto sets) totaled 411,659 sets in May compared to 402,283 in April. Five-month radio sales totaled 2,307,610 sets compared to 2,178,361 units for the same 1957 period.

Tv sales totaled 237,189 sets in May compared to 243,132 in April. Five-month tv sales totaled 1,927,290 sets compared to 2,178,361 units for the same 1957 months.

Factory production of radios totaled 654,803 sets in May, 697,307 in April and 718,169 for the first five months of 1958. Of the five-month total, 1,229,086 sets were for automobiles. Five-month radio production in 1957 totaled 6,098,951 sets.

Factory production of tv sets totaled 266,982 units in May, 302,559 in April and 1,790,840 for the first five months of 1958. The five-month tv production figure in 1957 was 2,178,361 sets.

The number of tv sets manufactured with uhf tuners totaled 29,406 in May compared to 41,596 for the same month in 1957. Five-month uhf production totaled 172,915 through May compared to 282,083 in the same five months of 1957.

Monthly radio and tv set production figures for 1958 follow:

<table>
<thead>
<tr>
<th></th>
<th>Radio</th>
<th>Total Radio</th>
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</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>433,983</td>
<td>1,026,927</td>
</tr>
<tr>
<td>Feb.</td>
<td>370,413</td>
<td>910,801</td>
</tr>
<tr>
<td>March</td>
<td>416,033</td>
<td>891,343</td>
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<tr>
<td>April</td>
<td>292,559</td>
<td>707,077</td>
</tr>
<tr>
<td>May</td>
<td>268,082</td>
<td>684,063</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,790,840</td>
<td>4,186,689</td>
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**RCA Sued by N. J. Distributor**

AAA Appliance and Washing Machine Service, Ridgefield, N. J., has filed a $750,000 treble-damage antitrust suit in federal court against RCA and five distributors, including Bruno-New York Inc. and Krich-New Jersey Inc. The Ridgefield appliance firm charged restraint of trade and alleged it will lose $250,000 in future business. The firm charged Krich-New Jersey enfranchised it in 1954 to sell RCA products in New Jersey but barred it from selling RCA products in Bruno-New York territory. RCA and other defendants had no comments on the suit.

**MANUFACTURING SHORTS**

**Turner Co.,** Cedar Rapids, Iowa, announces new professional high fidelity microphone (Model 210A) for television, motion picture, am-fm and high fidelity users. Microphone measures 9½ inches and can be mounted on desk, floor, stand or boom. Omnidirectional microphone comes with 20-ft plastic-jacketed, three-conductor shielded cable set.

International Telephone & Telegraph Corp. has announced building of new plant to manufacture carrier and micro-wave equipment in Raleigh, N. C. Occupant this October will be IT&T subsidiary, Kellogg Switchboard & Supply Co., Chicago.

Kingdom Products Ltd., N. Y., has introduced Fi-Cord high fidelity tape recorder that reportedly is completely transistorized and weighs four lbs. It has two speeds—1⅛ ips and 7½ ips—a n d frequency range goes from 50 to 12,000 cycles per-second ± 3 db, Kingdom reports. It is constructed so that its four minia-
ture batteries can be recharged simulta-
neously. Fi-Cord recorder can be monitored by means of small earpiece or “stethophone” and has built-in loudspeaker. Studio microphone can be used when “critical performance is required.” Unit measures 9½ x 5 x 2½ and is enclosed in padded leatherette case.

Sylvania Electric Products Inc., N. Y., announced their new booklet, "Performance Tested Transistor Circuits," designed pri-
Shopper Stopper

direct current. Prices range from production of General Electric tape economy. Present "A" four-track or two-track stereo, automatic dealers. Recorder features choice of either recorder subsidiary), Sunnyvale, Calif., announces Ampex Universal "A" stereophonic tape recorder (900 series) is being shipped to Ampex Audio Inc. (Ampex Corp. subsidiary), Sunnyvale, Calif., announces Ampex Universal "A" stereophonic tape recorder (900 series) is being shipped to dealers. Recorder features choice of either four-track or two-track stereo, automatic reel-end shut off and four-fold increase in tape economy. Present "A" series Ampex owners can convert their machines to four-track stereo.

General Electric Co., Semiconductor Products Dept., Clyde, N. Y., announces mass-production of two new families of "economy-priced," low-current silicon rectifiers designed to convert alternating current to direct current. Prices range from 45 cents to $3.75 each in quantity lots to equipment manufacturers.

Shopper Stopper Co. (manufactures Mini-Studio portable remote studio), which curtailed operations when its manager, E. C. Stangland moved to Brookings, S. D., in 1956 to operate KBRK, announces it has resumed operations. Company plans to introduce collapsible unit, cabinet of which reportedly can be carried in car trunk, this month. Company is located in Brookings at Northwest Bank Bldg., and Mr. Stangland is acting as manager in addition to his capacity with KBRK.

Sylvania Electric Products Inc., Buffalo, N. Y., is distributing booklet describing electrical characteristics and listing interchangeability features of wide variety of transistor by type number and manufacturer. Guide is designed to aid engineers and servicemen in selecting replacement for more than 600 types of transistors now on market.

Motorola Inc., Chicago, announces new consumer acceptance group department in consumer products division with William Hinton, assistant engineering director, as chief.

Tellectro Industries Corp., Long Island City, N. Y., has announced development of new time delay record-reproduce system for use in recording live programs being broadcast. Tellectro reports that upon receiving proper cue, signal device replays program one, two or three hours later. Equipment (Model 1238) "automatically records, erases and even monitors itself during entire cycle."

Walco Products, East Orange, N. J., announces new stereophonic conversion kit for mass-market phonographs. Unit permits conversion of set for playing new stereo records now being produced and is complete with remote speaker in cabinet and stereo cartridge, with suggested list price of $59.95. It consists of three elements: 4 w push-pull auxiliary amplifier for stereo channel, two tone controls and separate auxiliary loudspeaker with four-wire ceramic stereo pickup cartridge.

SOS Cinema Supply Corp., N. Y., announces publication of its 11th edition of "Motion Picture & TV Production Equipment." Handbook lists more than 8,000 items with more than 500 illustrations. It is designed to familiarize producers, tv stations, film laboratories, educational institutions, industrial projects, advertising agencies and animation studios, etc., with "the most modern advances in the field."

Packard-Bell Electronics Corp. announces it has declared regular quarterly dividend of 12 1/2 cents per share on 668,000 shares of common stock outstanding. Dividend is payable July 25 to stockholders of record July 10.

IT&T Components Div., announces it has begun construction of ultra-modern one-storey plant for manufacture of special-purpose vacuum tubes in Roanoke, Va. Building, 58,000 sq. ft., is on 18 acre site and will employ 350.

Dr. Percy L. Spencer, senior v.p. of Raytheon Mfg. Co., will have company's new Burlington, Vt., laboratory named after him. Laboratory, 150,000 sq. ft. building, will be built on Route 128 for company's microwave and power tube division which Dr. Spencer has managed for 16 years. The facility will house 1,000 engineers and supporting personnel.

Trans-Lux Enters Tv Field With "Felix the Cat" Series

In its first tv film production venture, Trans-Lux Television Corp., New York, last week announced it is financing and participating in production of a series of 260 Felix the Cat color cartoons. The investment by Trans-Lux TV will amount to $1.75 million, Richard and B. L. Brandt, pres- ident, said.

Production has begun on the first 52 episodes of the four-minute cartoons by Felix the Cat Productions Inc., New York, headed by Pat Sullivan, nephew of the creator of the original series. Trans-Lux TV hopes to have the series on the air by late 1958 and is aiming for a network or national spot sale, Mr. Brandt reported.

The new series is to be supported by a co-ordinated and timed publication advertising program, designed to call attention to Felix the Cat as a cartoon character. A merchandising program is planned.

Trans-Lux TV has been a tv film distributor exclusively but Mr. Brandt indicated the company is considering a gradual move into the tv film production field and is exploring videotape. It has distributed the Encyclopaedia Britannica library for two years and is releasing seven post-48 feature films. These are: "Hill 24 Doesn't Answer," "Dance Little Lady," "Lovers and Lollipops," "Melbourne Rendezvous," "The Roosevelt Story," "Danger Flight 931," and "La Strada." The last-named, Mr. Brandt said, will be available to tv after September 1959 following completion of its theatrical run.

Entire Warner Bros. Staff In New York Is Discharged

Reports that Warner Bros. Pictures Corp. would pull out of New York this fall were confirmed Tuesday as the entire New York home office staff (except top-executive executives) was fired on three-month notice. Some 300 employees will be off the WB payroll as of Oct. 1.

The film company is making a liberal settlement with its staff, adding to the three-months period "double severance, that is, two-weeks pay for each year worked at WB. The move, though long expected, caught most WB employees by surprise inasmuch as it had been understood WB would retain a skeleton New York staff. Speculation at midweek centered on whether WB will give some staffers an 11th hour reprieve or seek a skeleton staff from outside present WB ranks.

Telestudios Prices Videotaping

The price tag on videotape recording services was announced last week by Telestudios Inc., New York, which will charge agencies $3,500 net for a "video package day" of production. According to sales vice
"Ad Age gets close reading on my part..."

says JOE H. BAGLEY
Vice-President/Marketing
Gerber Products Company

"Of the several business publications reaching my desk each week, Advertising Age is one in particular that gets close reading on my part. I find it interesting and well edited, and it keeps me up to date generally on what is going on in the advertising world."

"Close reading"—the difference between casual page turning and careful attention to editorial detail, yes, and sales messages too—characterizes the readership Advertising Age gets from those who influence as well as those who activate today's markets and media. Since broadcasting decision-makers need both up-to-the-minute news and sharp analyses of advertising and marketing trends, you'll find that most of the executives of importance to you take time or make time to read Ad Age regularly and thoroughly.

The Gerber Products Company, a television advertiser since 1951, is just one example from AA's nationwide audience. A leading producer of baby foods, the Gerber concern spent some 40 per cent (about $1,500,000) of its ad budget for network television in 1957, and established a similar appropriation in its 1958 budget. Reserves also are set up for local campaigns from which allocations for spot broadcasting may be drawn.

Every Monday, 4 paid-subscription copies of Ad Age help focus the preceding week's developments for Gerber executives with marketing responsibilities. Further, 125 paid-subscription copies get read—and used—at D'Arcy Advertising Co., the agency handling the Gerber account.

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

Joe H. Bagley

Following service in World War I and a brief period of selling in the tire business, Mr. Bagley turned to the food field. He joined the Gerber Products Co. as a salesman in southern California in 1931, and eight years later opened the firm's first western office in Los Angeles. In 1947, he moved to Fremont, Michigan, the baby-food concern's headquarters, as general sales manager, and the following year was elected a member of the board of directors. Before being elevated to his present position in 1956, Mr. Bagley had been vice-president for sales for two years. As vice-president for marketing—the top sales job at Gerber—he assumed increased advertising responsibilities.

Mr. Bagley now also serves as president and a director of Gerber Products Inter-American Company, as well as executive vice-president and a director of Gerber Products of Canada, Ltd. His interest in the food industry goes beyond the working day and includes active participation in the Grocery Manufacturers of America, and membership in the Asparagus Club, an honorary organization in the grocery business.

Important to important people
president, King Horton, is what agencies will get for the money: 6½ hours of complete three-camera facilities, set-up, lighting and strike time, graphic arts (within normal bounds), salaries to union personnel, make-up and TelePrompTer facilities, continuous taping and feedback as well as a 16 mm. direct positive print of each recorded commercial. Basis for Telestudios' offer, according to Mr. Horton, is that "we know from recent experience that up to six commercials can be completed in one day."

Pillsbury Mills Heads List Acquiring Ziv's 'Dial 999'

Paced by a regional purchase by Pillsbury Mills, Minneapolis, in 30 southern markets, Ziv Television Programs' latest half-hour tv film series, Dial 999, has been sold in a total of 54 markets in the two weeks the program has been available for sale. The series is scheduled to go on the air late this summer.

M. J. Rifkin, Ziv TV sales vice president, said time periods for Pillsbury have been cleared in New Orleans, Atlanta, Birmingham; Albany (Ga.), Pensacola, Columbus (Ga.) and Panama City (Fla.). Time slots are being sought, he said, in 23 other southern markets. Agency for Pillsbury is Campbell-Mithun, Minneapolis.

Other advertisers signing contracts for Dial 999 are Sealy mattress, KRON-TV San Francisco and KIRO-TV Seattle; Pepsi-Cola for Portland (Me.); Union Savings & Loan Assn. for Cleveland; Niels department store for Tallahassee, and Hauser Tile & Floor Co. for Billings, Mont. The series was produced on location in England by Ziv TV in association with Harry Alan Towers. It is based on stories of the London metropolitan police.

Series About Mounties Underway

A series of half-hour films based on adventures of the Royal Canadian Mounted Police will be filmed at Ottawa by Crawley Films Ltd., for the Canadian Broadcasting Corp. and the British Broadcasting Corp. Filming is to start in mid-October, and will be done for the in the Gatineau Hills outside Ottawa. The series will go on the air in Great Britain and Canada in the autumn of 1959 and is being jointly produced by CBC, BBC and Crawley-McConnell Ltd. for worldwide sale.

'Cannonball' Sold Abroad

Television Programs of America's newest tv film series, Cannonball, has been bought for Canadian telecasting by Canadian Broadcasting Corp. and in the United Kingdom by Incorporated Television Programme Co., Ltd., it was announced by Milton A. Gordon, president of TPA. The half-hour show goes into production in Toronto, Canada, July 14 and features Paul Birch and William Campbell as two truckers "Cannonballing" on the international run between Canada and the United States. Robert Maxwell will be executive producer.

Screen Gems Appoints Hyams Vice President for Syndication

The election of Jerome Hyams as vice president in charge of syndication for Screen Gems Inc., New York, was announced last week by Ralph Cohn, SG president. Mr. Hyams has been director of syndication for Screen Gems since December 1956. Mr. Hyams entered the film business in 1934 with Guaranteed Pictures, which became Commonwealth Pictures in 1938. He served there as sales manager and later as vice president in charge of sales until 1950 when he formed his own company, Hygo Television Films, New York. In 1954, Mr. Hyams purchased United Television Co., New York. Screen Gems absorbed both Hygo and United in 1956 when Mr. Hyams joined SG.

'Colonel Flack' Syndicated

Syndication of a former DuMont network series, Colonel Flack, was announced last week by John F. Howell, general sales manager, CBS Television Film Sales, with regional purchase already made by the Kroger Co., Cincinnati. He said the comedy series starring Allan Mobery and Frank Jenks represents a production and promotion investment of $1.5 million by CBS-TV film sales and the series of 39 initial episodes will be produced by Wilbur Stark and Jerry Layton, Hollywood.

To be ready for an October start with Messrs. Mobery and Jenks available for commercials, the program will be sponsored by Kroger, in Cleveland, Youngstown, Pittsburgh, Steubenville, Ohio, and Peoria, Ill. Mr. Howell announced station sales have been made to WPIX (New York), KTTV (TV) Los Angeles, WAAF-TV Dallas, WTVN (TV) Columbus, Ohio, and WOI-TV Ames, Iowa.

TPA Sales Climb With 'Lassie'

With the sale of Lassie to Oy. Yleisradio Ab. (Finnish Broadcasting Ltd.), Television Programs of America passed the million dollar mark in sales for the last four months. The actual sales figure: $1,007,600. Finland is the 33rd country in which programs produced and distributed by TPA are being telecast.

Guild Planning Pilot Films

Plans to produce pilot films of two new series for network sale in early 1959 were announced last week by John J. Cole, president of Guild Films, New York. In association with Barnett Glassman, president of Jack London Productions, Guild will produce SMOKE BELLEW, based on the Jack London character. Guild describes the projected series as an Alaskan Gunsmoke to be filmed in the Yukon. The second series is The Newlyweds. Mr. Cole said he is negotiating for production with George Bilson, who created the series in association with Arnie Rosen and Coleman Jacoby. Mr. Jacoby will produce with Duke Goldstone as executive producer.

FILM SALES

Telenews, Hearst Metrotone News Inc. TV Newsreel, which was not involved in recent INS-UP merger last week reported three new sales of its tv newsfilm service. Purchasers include KTBS-TV Shreveport, La.; Marion County (Ind.) Republican Central Committee (through S. B. Smith Assoc.) on WLWI-TV Indianapolis, and Television de Nicaragua, Managua, D. N.

California National Productions is announcing today (July 7) new sales of its Union Pacific tv film series, bringing series' total markets to 133. Luter Meat Packing Co., via Cargill & Wilson, Richmond, will sponsor series in Raleigh-Durham, N. C., Richmond and Norfolk (stations have not yet been designated). Other new sales: WABC-TV New York; WMAR-TV Baltimore; WTEN-TV Minneapolis-St. Paul; WDAF-TV Kansas City, Mo.; WXYZ-TV Detroit, W. Va.; WISC-TV Madison, Wis.; WJAC-TV Johnstown, Pa.; KKhQA (TV) Quincy, Ill.; WSPA-TV Spartanburg, S. C., and WIMA-TV Lima, Ohio (under co-sponsorship of Eckert's meats and Schiff shoe stores).

ABC Film Syndication reports that Adventures of Jim Bowie, re-run series carried on ABC-TV for past two years, has been placed in syndication and sold to WADD (TV) New York; WTTG-TV Washington; WAFB-TV Baton Rouge, La.; KPHO-TV Phoenix, Ariz., and KQKA-TV Hannibal, Mo.

ON CAMERA

National Telefilm Assoc., N. Y., announces that new half-hour tv film series, The Adventures of William Tell, is being produced by NTA in association with Incorporated Television Programme Co., London. Series is being filmed in Europe against background of Swiss Alps. It will be offered for national and regional sponsorship this fall.

RANDOM SHOTS

Sol Lesser Productions, producer of 'Tarzan' films for theatres and with proposed Tarzan tv series, has moved to Paramount Sunset Studio, Hollywood, from Desilu Studio in Culver City, Calif.

Universal Pictures Corp. has reported further loss of $92,349 for second 13-week period of 1958, reduction from first 13-week loss of $426,900. Total 26-week loss (up to May 4) is $519,249 (after federal income tax credit of $720,000). Loss is equivalent to 67 cents per share on 927,254 shares of common outstanding. Last year's first 26-week report showed net profit of $1.7 million, equivalent to $1.74 share on same amount of stock.

Animation Inc., Hollywood, reports its Chicago office has moved to new quarters at 221 N. LaSalle St.

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Michigan State U. Consolidates Campus Radio, TV Departments

Consolidation of educational WKAR radio and WKAR-TV East Lansing, Mich., operations into a single radio-tv department effective July 1, was announced by Armand L. Hunter as director of broadcasting, has been announced by Michigan State U.

In other changes Lawrence T. Frymire was promoted from assistant director of WKAR to manager of the radio outlet in the new department and Robert J. Coleman, director of WKAR radio, retires June 30. Dr. Hunter joined the MSU staff as director of tv development in 1951 and has headed the school's speech department since 1956. Mr. Frymire came to WKAR as a student announcer in 1943 and became assistant director in 1952.

Educational Radio Gets $40,512

The Educational Television & Radio Center, Ann Arbor, Mich., has awarded grants-in-aid totaling $40,512 to six institutions to produce eight educational radio series.

Schools and stations receiving grants are State-U. of Iowa; Lowell Institute Cooperative Broadcasting Council, U. of Michigan, U. of North Carolina, Purdue U. and U. of Wisconsin. The universities of Wisconsin and Michigan are producing two series each.

The programs follow the general theme of "The American in the Twentieth Century" and grants mark the second in a three-year support plan by the ETRC for educational radio. The winners were chosen from recommendations by a committee of the National Assn. of Educational Broadcasters.

EDUCATION SHORT

Motorola Inc., by presenting $500 contribution to National Assn. of Educational Broadcasters, has become first industrial associate member of association.

AWARDS

School Bell Awards Presented To Radio, Tv Networks, KPIX (TV)

National Education Assn.'s School Bell awards were presented to three tv, two radio networks and KPIX (TV) San Francisco at the association's 96th annual convention June 30 in Cleveland. The 20 awards, made annually to representatives of the communications media "for distinguished service in the interpretation of education," also went to a newspaper, magazines and AP.


KPIX San Francisco received a special award for its Education Bay Area, produced in cooperation with California Teachers Assn. in 1957.

Voice of California Contest Opened by Exposition Officials

The second annual Voice of California competition has been announced by the California State Fair and Exposition, "to give public recognition and award to the most outstanding radio and television staff announcers in the state." Judges, from broadcasting, advertising and education, will select the best tv staff announcer and the best staff announcer from a metropolitan radio station and from a non-metropolitan station (an audience potential of fewer than 100,000 will be considered non-metropolitan). From these three, the Voice of California will be chosen. He will receive a cash award of $100, plus an invitation to participate in fair broadcasts for the week of Aug. 27-Sept. 2, for which he will be paid $25 a day salary plus $12 a day living expenses. Runners-up will receive plaques and $50 each.

The California Fair is also offering gold medal program awards to tv stations and metropolitan and non-metropolitan radio stations for the best program of the year, single or series, entertainment or public service. Similar awards will be given for the best news or feature stories in California newspapers, magazines and trade journals.

Deadline for the Voice of California entries is July 12; for program awards the deadline is July 28. All awards will be presented at the annual State Fair Press-Radio-Television banquet, Aug. 30 in Governor's Hall. The Fair runs from Aug. 27 through Sept. 7.

Ray-O-Vac Picks Award Winners

Ray-O-Vac Co. (batteries), Madison, Wis., has announced its Top 10 Award to announcers of the year. The presentation is made annually to the three announcers who present the company's commercials in the most effective, original ways. The winners: Sam 'n' Denzel, WCHS Charleston, W. Va.; Joe Martin, WOW Omaha, and...
AWARDS CONTINUED

Eddie Dunn, KATR Corpus Christi, Tex. They receive a week’s expense-paid vacation to either Los Angeles or New York.

Ray-O-Vac also awarded testimonial certificates to Don James, WDBO Orlando, Fla.; Lynn Highbee, KRMG Tulsa, Okla.; Jim Dewart, WERC Erie, Pa.; Mci Lynn, KARK Little Rock, Ark.; Phil Sheridan, WFIL Philadelphia; George Erwin, KFIZ Ft. Worth, Tex.; and Bill Jackson, WPTF Raleigh, N. C.

AWARDS SHORTS

WTMM Trenton, N. J., presented with citation from National Junior Chamber of Commerce and local chapter of Trenton chamber for, “Faithfully observing, reporting and interpreting the acts of mankind toward civic and social advancement.”

WBZ-TV Boston has received first prize in Robert E. Sherwood TV Awards for its year-long “Let Freedom Ring” campaign.

WIP Philadelphia awarded certificate and silver anvil by American Public Relations Assn., Philadelphia chapter, for its “Operation Optimism” campaign to combat recession.

KSTP-TV Minneapolis received “Special Award” in recognition of “ingenuity and creativity on the part of the newsmen cameramen” in National Press Photographers’ 15th annual “News Picture of the Year” competition and won “TV News Award” for “outstanding public service in covering the news of the community for tv and for consistent excellence in the field of communications” from NPP.

WIAG Norfolk and KBRL McCook, both Nebraska, received first Community Service Awards from Knights of Ak-Sar-Ben at Nebraska Broadcasters annual convention in Omaha. Among stations receiving Awards of Merit were KOGA Ogallala and WOW Omaha.

RCA Electronic Tube Div., Harrison, N. J., was awarded Governor’s Safety Award for maintaining safe working conditions.

Gilbert Martyn, director of news and special events, KTLA Los Angeles, honored in resolution passed by Los Angeles County Board of Supervisors for his “courage and determination” in his fight against cancer following “a series of difficult operations and long and painful recuperation.”

Tom Freman, KOAM-TV Pittsburg, Kan., and Rod Cupp, KOFO Ottawa, Kan., received first awards for outstanding news coverage by individuals, for April and May, respectively, from Kansas UPI Broadcasters Assn.

Dr. Daniel E. Noble, executive v.p. of Motorola Inc., awarded special citation by Indiana Technical College, Fort Wayne, Ind., for contributions to industrial development in electronics and communications.

MEDICAL GROUP BACKS NAB RESTRICTIONS

The medical profession is opposed to advertising of self-medication for some common symptoms but it highly approves the NAB Television Code and the association’s voluntary screening of objectionable commercials.

At its San Francisco convention in late June, the American Medical Assn. adopted a resolution pointing out that self-medication for indigestion, constipation and acne may postpone the diagnosis of serious disease. Magazines and newspapers were included with broadcast media in the resolution, which referred to the problem to AMA’s board of trustees.

An advertising report from the AMA board was adopted. It recommended that AMA join other interested groups in setting up an expanded voluntary program coordinated by the National Better Business Bureau, with the goal described as elimination of objectionable advertising of over-the-counter medicines. The report favored creation of a physicians’ advisory committee to guide the AMA and other agencies be made available in the media program and directed AMA’s public relations department to continue its liaison with media.

The AMA publicity unit had held a secret media-advertiser-agency conference last May 19 at which the problem of false and deceptive advertising of medical products was discussed [ADVERTISERS & AGENCIES, May 26].

AMA’s media report praised the NAB Voice of Democracy Contest Enrolls 31 State Associations

Radio and tv stations, operating through state associations, will conduct the 11th annual Voice of Democracy broadcast script-writing contest this autumn. The contest is co-sponsored by NAB and Electronics Industries Assn. In past years local chapters of the U. S. Junior Chamber of Commerce handled the competition at the local and state levels but the Jaycees withdrew last winter after internal disagreement with NAB and EIA.

To date, 31 state broadcaster associations have announced plans to take part in the contest, which carries endorsement of the U. S. Office of Education and National Assn. of Secondary School Principals. Over a half-million students contributed scripts last year.

NAB pointed out the VOD contest gives local broadcasters an opportunity to enhance their reputation for community service, focusing attention on station efforts to stimulate thinking about democracy among young people. The contest is open to students in the 10th, 11th and 12th grades. State winners are awarded all-expense trips to Washington and the national coast-winners also receive scholarship grants. The visit of state winners will be held next February in conjunction with the Fourth Annual Conference of State Broadcasters Associations Presidents, sponsored by NAB.

State associations already participating in VOD planning are Alabama, Arizona, Colorado, Connecticut, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland-D. C., Massachusetts, Missouri, Nebraska, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, South Dakota, Texas, Vermont, Virginia, Washington, West Virginia, Wisconsin and Wyoming.

Farm Families Listen and Buy More Than City Folk, RAB Says

How’s ya gonna keep ‘em down at the farm (and out of the market place) after they’ve heard radio? So asks Radio Advertiser Bureau in its latest study of the aural medium compiled by the Pulse Inc. RAB’s 16-page, two-color presentation, “Radio Sells Them Down at the Farm,” indicates that radio is as vital to the farmer’s everyday life as his crops. It’s his trade journal, RAB contends, his “minute-by-minute source of profitable information for everyday farm operation.”

Statistically, RAB reports that more than 80% of farm families surveyed (over 2,000 in a 12-state area representative of all 48) listen to radio during the “average weekday” and during the week they listen an average of 26 hours and 40 minutes. In an average week, the report goes on, more than 95% of farm families listen to radio.

The farmer, RAB says, depends on radio far more than his city cousin. "Weather
reports ... mean dollars and cents to him,” as do the market and agricultural reports—both fixtures of rural radio programming.

Concludes RAB: “The U.S. farm market must be reached and sold by every advertiser because farmers are experiencing higher living standards than ever... they're buying more than city dwellers and are even spending more than city people for some products.”

Ad Council Committee Heads Appointed for Coming Year

A new slate of committee heads for the 1958-59 year was announced last week by The Advertising Council. Included are: Lee H. Bristol, chairman of Bristol-Myers Co., chairman of the AC board’s executive committee (he also is vice chairman of the council); Leo Burnett, Leo Burnett Co., appointed chairman of the campaign review committee; Louis N. Brockway, executive vice president, Young & Rubicam, chairman of the planning committee; Edwin W. Ebel, advertising vice president, General Foods Corp., chairman of radio-TV committee; Chester J. LaRoche, C. J. LaRoche & Co., chairman of the American Round Table committee; and Felix W. Coste, Coca-Cola advertising vice president, appointed head of the facilities expansion committee.

Hollywood Admen Name Brembec

Officers of the Hollywood Ad Club for 1958-59 were installed last Monday (June 30) by Charles W. Collier, executive vice president, Advertising Assn. of the West. The new officers are Jack F. Brembec, promotion-publicity director, KABC-TV Los Angeles, president; Felix Adams, vice president, KLAC Los Angeles, first vice president; Ed Cashman, radio-TV vice president, Poote, Cone & Belding, Hollywood, second vice president; Jan Victor, manufacturers representative for radio-TV, secretary; Cliff Gill, vice president, KBIG Santa Catalina, Calif., treasurer, and Bruce Robertson, senior editor, Broadcasting, Hollywood, public relations vice president.

TASO Shifts to Ames, Iowa

Television Allocations Study Organization moves its headquarters from Washington to Ames, Iowa, the end of August. Dr. George Towne, executive director of TASO, has accepted a teaching schedule at Iowa State for the school year beginning in September. He is a professor of electrical engineering there. Final TASO panel reports are due in August, and after analysis and collation by the engineering research team of U. of Texas, the final report is scheduled to be submitted to the FCC late this year.

Toilet Goods Election Held

New officers of the Toilet Goods Assn., elected at the 23rd annual meeting at Poland Spring, Me., include Arthur E. Johnston, Colgate vice president, TGA president; Oscar Kolbin, Helena Rubinstein Inc. vice president, TGA vice president, and the following re-elected vice presidents: Jean Despres, Coty Inc.; J. I. Poses, D’Orsay Sales, and Robert E. Schwartz, Wildroot Co.

Five-Year Sales Program Planned by Newspaper Group

The Bureau of Advertising of the American Newspaper Publishers Assn. is starting a "new selling program" over the next five years to bring "the full force of newspapers’ selling attack to the people who make the media decisions."

The bureau’s long-range campaign was disclosed last week by Charles T. Lipscomb Jr., bureau president, before the summer meeting of the Newspaper Advertising Executives Assn. in Colorado Springs, Colo. Though no direct mention of radio or television was made in Mr. Lipscomb's talk, the bureau in the past has expressed concern over the inroads of tv particularly on newspaper advertising. Indirectly, Mr. Lipscomb covered radio-TV at one point when he revealed the bureau will conduct research into how the various media are regarded and how they are bought by advertisers and agencies.

The selling program, Mr. Lipscomb reported, will consist of four areas: research, conventions, promotions and agency and advertiser solicitations. He said that in each of these areas the bureau has adopted "new policies and new strategies and projected them over the course of the next five years."

BBC Man to Bestg. Foundation

Basil Thornton, advertising director, British Broadcasting Corp. publications, has been named executive director of the Broadcasting Foundation of America. The announcement was made last Monday (June 30) by Robert Redfield, the foundation's board chairman.

Mr. Thornton, who received the Order of the British Empire for his services as BBC's North American representative 1951-56, assumes his duties upon arrival in America today (July 7). From 1956 until his new appointment Mr. Thornton directed advertising for such BBC publications as Radio Times, The Listener and School Broadcasting Material.

BFA was formed with grants from the Rockefeller, Ford, Creole and other foundations, to facilitate an international exchange of cultural programs.

N. Y. Gagmen Meet to Swap Ideas

A Humor Trading Post has been formed by tv audience-warm up team Barney Martin and Artie Roberts to exchange comedy routines with comedians and writers. The gag swap idea evolved from an exchange of routines between Mr. Roberts and his former colleagues Olsen & Johnson. Messrs. Martin and Roberts, who for the past six months have warmed up audiences prior to such shows as Jan Murman’s Tuscan Hunt and Steve Allen Show, meet each Thursday night between 7 and 10 p.m. at Rosoff’s Restaurant, 147 W. 43d St., New York.
Doctors Perform Heart Surgery on KPIX (TV)

KPIX (TV) San Francisco, in a 105-minute live telecast of open heart surgery performed by Stanford Hospital doctors on an eight-year-old boy, received the attention of an estimated 1,253,000 viewers June 23. The highest rating in local television history for the 10 to 11:30 p.m. time segment was reported by the American Research Bureau which gave it a 38.6.

Viewers took a personal interest in the condition of Tommy Hunter as the operation progressed successfully. Telephone inquiries to the station numbered 1,000 calls an hour and 700 more calls were turned away within three hours after the operation. A special automatic phone "bulletin service" was used with incoming lines increased from two to six. After two days the estimated total of calls numbered 98,000. Letters addressed to Tommy approached the 1,000 mark, the station reports.

The television milestone was carried with front page banner headlines and pictures in all Bay Area newspapers the following day. Critics gave unqualified congratulations to KPIX for its public service to enlighten the public on Open Heart Surgery. The station also reports numerous requests for kinescopes from other stations and from private parties asking for a re-showing in the near future.

‘Clubbers’ May Order Painting

Listeners to Don McNeill’s Breakfast Club on ABC Radio are being offered reproductions of artist Ben Stahl’s painting, “Moment of Silent Prayer,” symbolizing that feature of the early-morning show. Copies suitable for framing will be mailed out in mid-August to listeners who request them at the price of $1. The reproduction is printed on fine paper and measures 10 by 20½ inches. All proceeds received over the actual cost of printing will be earmarked for a special charity project which Mr. McNeill will select at a later date. The painting was unveiled on the Breakfast Club’s 25th anniversary broadcast June 23.

WFSA-TV Finds Too Many Types

WFSA-TV Dallas offered to help Warner Bros. find a true Texan type to star in a film series and after a date for camera tests was announced 534 tall Texans applied for the role. Judges narrowed the field to those qualified on the basis of looks, height, strength, riding and shooting ability. Those selected were referred to Warner Bros. talent scouts who will later make the final selection.

KTRK-TV Asks ‘How Many Fish?’

KTRK-TV Houston, Tex., tallied more than 5,000 entries in a two-week contest for viewers of KITIRIK’s Party (Mon-Fri., 3-4 p.m.). Viewers were to guess how many fish were in an aquarium tank which was shown each day. The contest on this children’s show. The winner was awarded an all-expense-paid vacation for one week at Bar-K Ranch in Texas.

Interviews are recorded during rehearsals at Ravinia Festival in Chicago.

WTRF-TV Tells Regional Story

"The Upper Ohio Valley" is the title of a new booklet compiled by WTRF-TV Wheeling, W. Va., to demonstrate the advantages available to advertisers in this major market area. The brochure, bound in a thick, beige cover, contains 72 pages with 177 photographs, five maps, special artwork and more than 3,000 words describing the cities, economies and industry of the region, as well as illustrating the services of the station.

Coloradoans 'Scream' for KOSI

More than 1,000 Colorado citizens availed themselves of the opportunity to "let off steam" when KOSI Denver and a local theatre offered a three-day "Scream" contest to promote the motion picture "Horror of Dracula."

KOSI metered and recorded calls from 5 to 6 p.m. Five persons were awarded free passes to the movie each night. Long distance calls were received from other cities in the state but a local woman won the $25 cash as grand prize "screamer."

WHK D.J. Jumps for His Public

In an attempt to "keep his name before the public," Cleveland d.j. Pete (Mad Daddy) Myers, 30, parachuted 2,100 feet into Lake Erie after he realized that because of contractual agreements he is banned from broadcasts for 90 days. Mr. Myers recently left WJW to join WHK, both Cleveland. The presently idle d.j. apparently achieved his purpose as his feat was featured by Cleveland newspapers, national news wires, WHK and WEWS (TV).

KMPC Booklet Explains Baseball

To help women listeners enjoy the play-by-play broadcasts of the Los Angeles Dodgers games on KMPC Los Angeles, the station has published a 32-page booklet "A Housewife’s Guide to Baseball." The booklet explains the national pastime amusingly succinctly and so accurately that it can be used to settle many masculine disputes over fine points as well as to inform the distaff side of the family.

Daisies ‘Tell’ for WCKY Drive

WCKY Cincinnati, Ohio, in June conducted a three-week promotion to announce its "Pleasure Programming for Pleasure Listening." Spot announcements and all exploitation were based on a "fresh as a daisy" theme. Girls in costumes shaped like microphones distributed five-pound boxes of candy to agencies, newspapers and advertisers. "Daisy Girls" on downtown streets handed WCKY daisies to shoppers. Newspaper ads, bumper strips, banners and personal appearances by station personalities were other campaign features. During the campaign’s final week, WCKY distributed daisy tags for lucky number contests and "Pleasure Cards" redeemable for drinks and lunches at designated restaurants.

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CKVL Puts Tagged Fish in Lake
Coincident with its power increase from 10 kw to 50 kw, CKVL Verdun, Que., suburb of Montreal, has arranged with the Quebec provincial department of fisheries to dump thousands of tagged fish into the lakes and streams of the province. Fishermen catching the fish have a chance of receiving an award ranging from 85 cents to $850. The awards have been wrapped in multiples of CKVL's frequency of 850 kc. One fish is worth $850, twelve worth $85, several hundred worth $8.50 and several thousand worth 85 cents.
CKVL is using airplanes trailing banners over the station's coverage area, cards on 300 city buses and 100 inter-city buses, over 100 three-color billboards and a telephone barrage in the Montreal area to promote its power increase.

Restaurants Unite on WOW Spots
The 27-member Omaha Restaurant Assn. has launched a year-long "eat out" spot campaign on WOW Omaha. Each participating restaurant will be promoted 50 times during the year in spot announcements plus the added feature of half-hour remotes at each restaurant by a WOW personality. In October, $1,500 will be awarded by the association in contest prizes. Theme of the ORA promotion: "Enjoy life more by eating out."

WCHS Mystery Woman Found
WCHS Charleston, W. Va., drew public attention to its Mrs. Filbert's mayonnaise account with a two-day downtown hunt for a woman posing as "Mrs. Filbert." Clues to her identity were given in spot announcements. In order to win, the guesser had to address the mystery lady with, "You are Mrs. Filbert who makes wonderful mayonnaise!" She was tagged at noon the second day by a St. Albans, W. Va., woman, who won a $25 savings bond.

WISR Opens 'Men Only' Contest
WISR Butler, Pa., is appealing to the men in the area to enter its "Man in the Overcoat" contest this month. Two awards of $25 each are being offered male listeners who send the station their neck, chest and waist measurements which must match those of two out-of-town men whose measurements are now sealed in an envelope and locked in the vault of the Butler Savings and Trust Co. The cash prizes will go to winners in two age categories—15 to 40 and over 40.

CHUM Offers Dollars for Watts
To mark the start of its increase in power from 2.5 kw to 5 kw on June 23, CHUM Toronto, Ont., gave listeners a chance to win $5,000 from June 23-27 if they could open a safe in a store window. Clues to the safe's combination were broadcast at various times of the day every day for the week. The safe was installed in a large retail clothing store with a guard on duty day and night. The first person to open the safe collected the $5,000.
WABC Revamps Music Shows

WABC New York introducing a different musical concept into programming last week on its various recorded music shows, designed to please all age groups. Music encompasses top tunes, all-time favorites, top show tunes and new songs. New jingles are used to identify the station's personalities and special sound effects are utilized for news and weather programs and station breaks.

WTTM Sends Program to Malta

WTTM Trenton, N.J., has announced an exchange of programs between Trenton and Malta as arranged by Michael Fonde, the only Maltese in Trenton, the station reports.

The WTTM broadcast will feature a concert by the Trenton Symphony Orchestra, remarks by orchestra president, Joseph D'Annunzio, and Trenton's mayor, Donald J. Connolly, and special greetings from New Jersey Gov. Robert B. Meyner.

KBTV (TV) Offers New House

KBTV (TV) Denver began a local bowling show June 16 which offers as top competition prize an $18,000 house. The broadcasts of Bowl for a Home (Mon., 7:30-8:30 p.m.) originate each week from a different Denver bowling alley with host-sportscaster Fred Lee.

A perfect-game bowler gets house from the sponsor, Broadway Estates. Keglers scoring other high marks can win an automobile, color tv set, Vespa motor scooter and electric razors.

KSTP-TV Nets 'Large Catch'

KSTP-TV St. Paul-Minneapolis sports show announcer Dick Nesbitt received 34,762 entries in his two-week "Fish in a Barrel" contest. Mr. Nesbitt's sports show viewers were to guess the number of fish in a barrel in order to win merchandise prizes worth $3,000. Grand prize winner was a St. Paul man who was presented a Kayot pontoon boat and a 10-h.p. Scott-Atwater motor.

NAM to Use Film Series Backlog For New 'Industry on Parade'

After almost eight continuous years on the air, National Assn. of Manufacturers' Industry on Parade series—offered as a gratis public service program to a current lineup of 276 tv stations—has switched its format. Gone is the traditional quarter-hour film program consisting of four separate and unrelated news stories dealing with various aspects of U. S. industry. Instead, the IOP series now has gone "documentary," using the heavy backlog of film built up over the years to concentrate on one specific topic. NAM executive vice president Charles R. Sligh calls it "an integrated, interpretive story of one broad phase of industry's contribution to the American way of life."

Reasons for the format change were last week described as two-fold by G. W. (Johnnie) Johnstone, radio-tv director of NAM. "Not only did we feel that by this time stations were taking IOP for granted, thus calling for a new 'depth' approach; we also had some budget problems to consider." He declined to detail, but it was learned that last fall NAM, effective Jan. 1, 1958, ordered a 25% budget slash in public relations allocations; IOP costs had to be brought down from $250,000 to $205,000.

By using stock footage garnered over eight years of consistent filming, NAM is able to give so-called "outdated film" a new lease on life, make its radio-tv film budget goo twice as far. The series, which originally went on the air in mid-October 1950 on 44 stations, is given to single stations in given markets on an "exclusive" basis if the station management guarantees one playing a week; films are recycled from market to market, but are restricted under NAM contract stipulations to five exposures only. After that, they are returned to NAM which then makes them available—to 13 regional offices—to USIA, schools, colleges and other groups and organizations requesting their use. Through USIA, Industry on Parade is seen on tv in at least 20 foreign countries, and gets further exposures in film houses abroad through USIA's motion picture brunch.

The series is produced by Arthur Lodge Productions Inc., New York (after having originally been produced, 1950-53, by NBC News under supervision of Arthur J. Lodge Jr.,) and is processed by Precision Film Labs, New York. Creative staff at NAM includes Mr. Johnstone (IOP executive producer) and Roger A. Young Jr. NAM tv producer. Script writer is Arthur Holch.
THE GOLDEN WEST...

...a land of opportunity with fast increases in population and the resulting boom in retail sales. It is no wonder that radio and television investments are both sought after and valuable in this vast area. We are proud to present these two outstanding western properties:

**DAYTIME REGIONAL**

**$175,000**

Excellent financing. Ideal for owner-manager. The market is well-known coast-to-coast as a tremendous growth area. Write our West Coast office for details on this station.

**PACIFIC NORTHWEST**

**$125,000**

This is a regional facility operating fulltime. The station owns its own valuable combination plant and land. Profitable past...ideal future. Figures available if you are serious.
FOR THE RECORD CONTINUED

COMMERCIAL STATION BOXSCORE
As Reported by FCC through May 31

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,208</td>
<td>524</td>
<td>415*</td>
</tr>
<tr>
<td>CPs on air (new stations)</td>
<td>40</td>
<td>17</td>
<td>95*</td>
</tr>
<tr>
<td>CPs not on air (new stations)</td>
<td>92</td>
<td>87</td>
<td>108</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,340</td>
<td>628</td>
<td>663</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>406</td>
<td>40</td>
<td>64</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>126</td>
<td>18</td>
<td>63</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>532</td>
<td>58</td>
<td>127</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>248</td>
<td>27</td>
<td>37</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>41</td>
<td>0</td>
<td>17</td>
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<tr>
<td>Total applications for major changes</td>
<td>289</td>
<td>27</td>
<td>54</td>
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<td>Licenses deleted</td>
<td>0</td>
<td>2</td>
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<tr>
<td>CPs deleted</td>
<td>0</td>
<td>0</td>
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</table>

SUMMARY OF STATUS OF AM, FM, TV
Compiled by BROADCASTING through July 2

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating stations</td>
<td>415</td>
<td>93</td>
<td>110</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>548</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through July 2

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>425</td>
<td>83</td>
<td>508</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>25</td>
<td>7</td>
<td>32</td>
</tr>
</tbody>
</table>

Ownership Changes

KIST Santa Barbara, Calif.—Granted assignment of license from Charles C. Casey to West ern States Radio (equally owned by A. R. Ellman and A. C. Menzel); consideration $197,000. Announced June 28.

WWNS Statesboro, Ga.—Granted assignment of license from Robert H. Thompson Sr., to WWNS Inc. (Donald O. McDougald, president); consideration $100,000. Announced June 28.

WDZ Decatur, III.—Granted transfer of control from Charles C. Casey and Harry E. Withrell to Frank C. Schroeder Jr., consideration $1,500 plus $300 per month to Mr. Schroeder for a period of 5 years not to compete (Commissioner Lee absent). Announced June 28.

K80 Des Moines, Iowa—Granted transfer of control from Lyman S. Ayers, et al., to Joseph L. Floody, et al., (have interests in KEOLO-AM-TV, Sioux Falls; KDLO-KELO-AM-FM, Sioux Falls; and several others). Announced June 28.

WAAN Mariborough, Mass.—Granted assignment of license from Robert H. Thompson Sr., to WWNS Inc. (Donald O. McDougald, president); consideration $100,000. Announced June 28.

K1GEO TV Raiders, Mont.—Granted transfer of control from K1GEO Inc., through transfer of stock (15%) to Frank Marion, president; former minority stockholder; consideration $75,000. Announced June 28.

K1GEO Sioux Falls, S. D.—Granted transfer of control from Charles C. Casey and Donald O. McDougald, minority stockholders, to Frank Marion, president; consideration $100,000. Announced June 28.

K1GEO Sioux Falls, S. D.—Granted transfer of control from James A. Saunders to William F. Johns Jr. (present 50% stockholder); consideration...

RADIO CORPORATION of AMERICA

Planning a Radio Station?

Here's another aid to station planning—a brand new brochure describing transmitting equipment and building requirements for radio stations. It combines the practical knowledge of experienced station and equipment engineers and provides a check-list as a guide in transmitter selection.

For your free copy, write to RCA, Dept. H-22, Building 15-1, Camden 2, N.J.

RCA

Midwest
$125,000.00

A well established fulltime operation in an excellent single station market. Valuable real estate included and some quick assets. Good financing.

Exclusive with
Blackburn & Company

Far West
$275,000.00

A very profitable top-rated station in one of fastest growing markets of the west. $75,000 cash required with liberal payout.

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
Sterling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
Jackson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460

FOR THE RECORD CONTINUED

BROADCASTING
FOR THE RECORD

tion $8,000. Mr. Johns has interest in KRIB Mason City, Iowa. Announced June 26.

KWA Midland, Tex.—Granted assignment of license and cp to Petty Durwood Johnson (interest in KXK Vernon, Tex.); consideration $60,000. Announced June 26.

KVKE Spokane, Wash.—Granted assignment of license to KLVR Inc. (Harold Lampel, president, has interest in KINK Phoenix, Ariz.); consideration $120,000. Announced June 26.

APPLICATIONS

KMAP Denver, Colo.—Seeks assignment of license from Colorado Radio Corp. to Western Bestg. Enterprises Inc. for $50,000. Rocky Mountain Empire Sports Inc. (Denver Bears baseball team) owns 85% of purchaser. Announced June 26.


KBC Des Moines, Iowa.—Seeks assignment of license from Major League Bestg. to Fichter-Mitchell Corp. for $115,000 plus $36,000 not to compete for five years. James Mitchell (50% of KLIN Lincoln, Neb., and one-sixth of KPIG Cedar Rapids, Iowa) and Jonathan Fitcher (50% of KLIN) are equal partners in purchaser. Announced June 26.


KVIV Davenport, Ia.—Seeks transfer of control of permittee (Southwest States Inc.) from George Oliver, Harry Bart and Horst Horak, who own 57%, to be sold for $156,025 plus option to buy. Notice of decision and hearing scheduled for August 19 for consideration of proposed transfer. Hearing scheduled for September 16 for consideration of request by KTVQ Des Moines and Grady Vauhn and Grady Vauhn Jr. (47.88%, splice) each own 2% of KOSA-TV Oskaloosa. Tex. Announced June 26.


Hearing Cases

INITIAL DECISIONS


Hearing Examiners James D. Cunningham and Herbert Sharrman issued initial decision looking toward denial of application of Weather-Alvarez Bestg, Inc., for extension of time to construe tv station WZTV (ch. 18), Yuma, Ariz. Announced June 26.

OTHER ACTIONS

Commission invites comments by July 25 to proposed rule making to amend allocation plan for Class B fm stations by adding ch. 284 to Baltimore, Md. Amendment will make available ch. 294 for assignment in Baltimore as requested in joint petition by Baltimore Bestg Corp. and Commercial Radio Institute Inc. who now have mutually exclusive applications for ch. 294. By memorandum opinion and order, Commission denied petition for reconsideration by Bangor Bestg Corp. (WGY), Bangor, Maine, directed against May 7 action denying WGY's request for waiver of Sect. 1.324(b) of rules in assigning new file number of its application to change facilities from 1220 kc, 250 w, U to 1250 kc, 5 kw. D, Commissioner Barley dissented. Announced June 27.


FCC granted, in part, requests by Westinghouse Electric & Radio, div. of Columbia Bestg System Inc., and extended from July 15 to Aug, 15, hearing on comments in further notice of proposed rule making in clear channel proceeding. Announced June 26.


Chief Hearing Examiner James D. Cunningham on June 24


By Hearing Examiner Jay A. Kyle on June 24

Granted motion by Columbia Univ. Music Co. to continue date for hearing from July 18 to Sept. 29 pending on WCHR and that of WSBG Bestg. Co., both Chicago, Ill.

By Hearing Examiner Charles J. Frederick

Granted acquisition petition of Enterprise Bestg. Corp., Co., Fremont, Calif., et al., is reopened and scheduled further prehearing conference for 9:30 am., June 30.

By Hearing Examiner Anne Neall Hunter on dates shown


Issued statement and order following first prehearing conference proceeding on fm applications of Metropolitan Broadcasting Co., Oak-Clewiston, Mich., et al., hearing scheduled for July 26.

By Hearing Examiner Millard F. French on June 26

Ordered that date for exchange of exhibits is continued from June 25 to June 26, prehearing conference proceeding of KPDJ from July 10 to July 17 in proceeding on an application of Birch Bay Bestg. Co., Blaine, Wash.

BROADCAST ACTION

Box 7022

OKLAHOMA CITY, OKLAHOMA

- 88 - July 7, 1958

“Tops in Towers” BY ANY RULE

GET MORE FOR YOUR DOLLAR WITH

UTILITY

TRY US FOR SIZE AM FM TV MICROAVE BUILDINGS & GROUND SYSTEMS

UTILITY TOWER COMPANY

BROADCASTING

Actions of June 27

WNPW Taupeola, Ala.—Granted acquisition of control of WNPW, formerly owned by Maj. and William G. Harris through purchase of stock from Maj. H. R. Wit. Action June 27.

WWIS Black River Falls, Wis.—Granted mod. of cp to change antenna, and location and make changes in time allocated from 987 to 1046 kc. Action June 27.

KITT San Diego, Calif.—Granted mod. of SCA to make change in frequency from 1610 kc to 1610 kc. Action June 27.


Continues on page 92
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

● DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

● SITUATIONS WANTED 20¢ per word—$2.00 minimum. HELP WANTED 25¢ per word—$2.00 minimum.

● All other classifications 30¢ per word—$4.00 minimum. DISPLAY ads $20.00 per inch.

● No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.

Announcers: Box numbers are used at sender’s risk. Broadcasters expressly repudiate any liability or responsibility for their custody or return.

RADIO
Help Wanted
Management
Wanted, manager and salesman for new 5,000 watts, low power AM station to go on the air soon in a small city in the North Central States. Experience necessary. Write Box 828E, BROADCASTING.

Sales
Top rated west coast network affiliate looking for young aggressive salesman interested in improving an under constructed area. Included are new construction projects in major markets with either a strong 20% commission or a 30% minimum. Southeast. Box 943E, BROADCASTING.

Sales manager wanted for top station in top New England market. Send reference, complete information, photo, and gross billing last 3 years. Our staff knows about this ad. Box 715E, BROADCASTING.

Iowa station looking for sales manager. Write or call Manager, KYL, Storm Lake, Iowa.

Calif., seeks Pee Wee, 19 kw, fast-growing, regional music and news station needs two good salesmen. Commission, generous crew plus benefits. Reply Box 96, Carlsbad, Calif., BROADCASTING.

Good opportunity for right man. New station serving Augusta, Georgia, market, $75.00 per week and expenses. Reply Box D, Columbia, S.C., BROADCASTING.

WANTED: Young, ambitious dj, capable of doing newscasts ... with progressive radio station looking for good top man. Write Box P.O. Box 1259, San Angelo, Texas, to Mr. Foster.

New York state regional. 3000 watt wants an experienced announcer. Rush tape, photo, references held in confidence. Send resume and tape to KDNY, P.O. Box 689, Medford, Oregon.

Number one station in the market needs air personality with sales experience. Here is an opportunity to make real money in a sportsman's position. Send complete tape and resume to Gene Reissm, KLAD, P. O. Box 978, Boise, Idaho.

Good pay for good salesman-announcer. KEAP, Redding, California.

Looking for staff announcer to fill position of man leaving for the Army. Some experience necessary. Good voice, personality, and sales ability. Includes insurance, vacations and regular hours. Write WARK, Hagerstow, Md.

Wanted one combo man for 5 kw station. Good voice, no maintenance, no alcoholics. Telephone Carroll Hines, 3536, WHVY, McComb, Mississippi.

Morning personality. We have first opening in our morning schedule in four years and need an experienced, friendly, top market personality. Sorry, no top 40 dj types. Please tape in prospective 30,000 single station market. Application must include resume, tape and photo. Write Box 844E, BROADCASTING.

Chief engineer—Capable engineer who understands directional, an administrator with production know-how and who is familiar with mobile 150-watt equipment. Contact J. M. J. M., KWSB, Wichita, Kansas.

Production-Programming, Others
Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news, who knows what's going on. Good salary and benefits. Write Box 819E, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Include complete details. Box 805E, BROADCASTING.

Newman—for No. 1 rated Florida independent in top market. Prefer young, experienced newsman, but will consider outstanding junior and graduate with good voice. Send complete resume and photo, tell all in first letter. References will be seriously checked. Box 897E, BROADCASTING.

Program and promotion director—for big Florida independent. Want high-powered heavy weight to join staff of station in programming and promotional leadership. Must have outstanding experience in previous position. Industry, personal and credit references will be checked in detail. Send resume and photo. Box 885E, BROADCASTING.

RADIO
Help Wanted—(Cont’d)
Production-Programming, Others
Program director, experienced. Florida metro station looking for creative with audience building ideas, excellent production, good air personality. Must have ability to handle men, make good ratings. Daytime independent, 10,000 watts. Box 955E, BROADCASTING.

RADIO
Situations Wanted
Executive—heavy experience all phases of broadcasting, with emphasis on sales and program management. Top local and regional. 14 years with leading network. Wishes to relocate outside New York. Seeks top position with progressive station. Aggressive, responsible, hard worker. Reasonable salary for right position. Outstanding references. Box 924E, BROADCASTING.

Manager
For medium market. Married, children, sales management background. Currently account man top rated station in first eight markets. Box 971E, BROADCASTING.

Sales manager currently with major eastern tv network seeks management position opening. 19 years of outstanding sales success with current major network. Experienced in merchandising “know how” necessary to build and operate mid-size station. Will gladly locate. Box 852E, BROADCASTING.

Manager—salesman, experienced, successful background in sales, programming, all phases small station operation. Married, family, available August first. Desires relocate west coast. Reasonable income needed. Box 964E, BROADCASTING.

WANTED: Station manager for small market. Experienced, sober, radio-tv manager with at least one phone available immediately. Strong on operations and sales. Family man. Box 889E, BROADCASTING.

Manager—strong on sales—experienced in both local and national fields. Would like small market in eastern states. Salary—percentage based on results produced. Box 959E, BROADCASTING.

Sales
Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you’re looking for. Box 950E, BROADCASTING.

Hard hitting, imaginative young salesman, 5 months experience, wants northeastern market with rep or station. Tremendous potential. Box 925E, BROADCASTING.

ANNOUNCERS
Terrific sportscaster. Also dj, announcer, newswriter, sales, employed. Experience galore. Box 381E, BROADCASTING.

Radio Any broadcasting capacity: Announce, write, strong news, record shows, commercials. Graduate college, major communications. California preferred. Box 722E, BROADCASTING.

Top notch sportscaster. Former professional athlete, eight years experience. Would consider solid sports-minded station anywhere in the country. References from present employer, $2000 minimum. Guaranteed approach all sports play-by-play.

Experienced staff man, 26, married, college, desires midwest location, preferably within 100 miles of Chicago. Now employed. Box 810E, BROADCASTING.

BROADCASTING
July 7, 1958 • Page 89
**RADIO**

**Announcers**

Announcer, Negro, my experience your advantage, I'm easy to mold. Box 935E, BROADCASTING.

Experienced announcer, excellent voice seeking permanent position. Prefer metropolitan area. Box 852E, BROADCASTING.

Assistant PD, 4 years experience. 1 year experience in production and sales. Box 975E, BROADCASTING.

**TELEVISION**

**Announcers**

New working for an eastern tv station! You have a proven sales record, no drinking problems, experience in tv. You want a local permanent position in high, cool Colorado Springs. Send complete resume to Robert D. Ellis, KCVY, Colorado Springs, Colo.

New working for a southern tv station! You have a proven sales record, no drinking problems, experience in tv. You want a local permanent position in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KCVY, Colorado Springs, Colo.

New working for a western tv station! You have a proven sales record, no drinking problems, experience in tv. You want a local permanent position in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KCVY, Colorado Springs, Colo.

Immediate opening, southeastern full power vhf. major market, excellent living and working conditions. Commercial tv continuity required. Forward copy samples and complete resume with picture and salary requirements to Steve Briggs, Program Manager, WBBG, 240 North Meridian St., Indianapolis 5, Indiana.

**Production-Programming, Others**

Prominent tv station accepting applications for head of commercial department. Commercial tv continuity required. Forward copy samples and complete resume with picture and salary requirements to Steve Briggs, Program Manager, WBBG, 240 North Meridian St., Indianapolis 5, Indiana.

**RADIO**

**Announcers**

Sports, staff announcer, play-by-play, 5 years experience, college graduate, 24, married, excellent references. Box 997E, BROADCASTING.

3 years experience. Announcer, dj, news, production associate, excellent references. Box 997E, BROADCASTING.

Negro disc-jockey, seeks position in radio, excellent college vct, travel. Box 925E, BROADCASTING.

**TELEVISION**

**Announcers**

New working for a western tv station! You have a proven sales record, no drinking problems, experience in tv. You want a local permanent position in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KCVY, Colorado Springs, Colo.

New working for an eastern tv station! You have a proven sales record, no drinking problems, experience in tv. You want a local permanent position in high, cool Colorado Springs. Send complete resume to Robert D. Ellis, KCVY, Colorado Springs, Colo.

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**RADIO**

**Announcers**

Young, experienced, Florida production minded, dj and salesman wishes to locate in Los Angeles area. College graduate, available around September. Box 915E, Tape and resume. Box 880E, BROADCASTING.

Three experienced men available. Young, counts. Tape and resume. Box 924E, BROADCASTING.

Run own Negro Assistant Box vantage. Box 916E, Tape and resume. Box 882E, BROADCASTING.

**TELEVISION**

**Situation Wanted—Cont'd**

Has "Guns," . . . will travel. Top morning personality with "vittles" for breakfast. 36, 14-year乡村振兴, happy, happy success story. Currently top station, major market. Seeking crease executive, will station sells out, looks to move to larger market. Prefer mini- medium station, 5-10 years experience. Box 935E, BROADCASTING.

Attractive westerners: Versatile staff man 12 years experience. In present market, seeks major or large city. Box 908E, BROADCASTING.

Have "Guns," . . . will travel. Top morning personality with "vittles" for breakfast. 36, 14-year乡村振兴, happy, happy success story. Currently top station, major market. Seeking crease executive, will station sells out, looks to move to larger market. Prefer mini- medium station, 5-10 years experience. Box 935E, BROADCASTING.

Attention westerners: Versatile staff man 12 years experience. In present market, seeks major or large city. Box 908E, BROADCASTING.

**RADIO**

**Announcers**

Experience Boston announcer—dj has first phone, will travel. College. $100 minimum. Box 909E, BROADCASTING.

Well-rounded commentator. 4 years experience. 1 year professional experience. Box 916E, BROADCASTING.

Play-by-play sportscaster, Football, basketball, baseball, plus other sporting events. Good dj, color. 1 year experience. Box 925E, BROADCASTING.

Emi-experienced, willing to move on up. Prefer spots. Box 924E, BROADCASTING.

Attention announcers: Johnny Carson is in mid-America. Glen Willman & Associates provide him with well qualified people who fill the above position. Box 917E, Tape and resume with Initial reply.


Wanted entry level salesperson. Prefer northwest. Box 918E, BROADCASTING.

Have "Guns," . . . will travel. Top morning personality with "vittles" for breakfast. 36, 14-year乡村振兴, happy, happy success story. Currently top station, major market. Seeking crease executive, will station sells out, looks to move to larger market. Prefer mini- medium station, 5-10 years experience. Box 935E, BROADCASTING.

Attention westerners: Versatile staff man 12 years experience. In present market, seeks major or large city. Box 908E, BROADCASTING.

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Attention westerners: Versatile staff man 12 years experience. In present market, seeks major or large city. Box 908E, BROADCASTING.
FOR SALE

Stations

Major market highly rated station $350,000.00 29% down, must prove financial reliability before sale will be reviewed. Box 966E, BROADCASTING.

Midwest two am station market. City pop. 45,000. Local television station. One of 10 years. Good sports background, good personnel. Hennessy guide. $450,000. Proper collateral for balance. No brokers. Box 974E, BROADCASTING.

Profitable full-time station in mid-west city of 18,000. Gross earnings approximately $5,000.00 annually. Included in sale are premises, building, including real estate and buildings. Down payment of $15,000 with balance over seven years. A good investment, 8% dividend. Box 925E, BROADCASTING.

For cables and control head, mike, control and receiver, control head, receiver control unit, Trane heat exchanger, Raytheon tv microwave relay, $100.000. Box 1182, BROADCASTING.

$100,000 D. D. (718) 713-5000

Proper local.

(including real estate and buildings.

A power supply, waveform of 600', 2-G. A. free bulletin out.

Angeles. Calif.

A broadcast station market, of West L. in Iowa. Sales, operations.

An aggressive, high caliber young man whose greatest ambition is self-improvement. We didn't invent radio but a lot of people think we did. If you think you sound great, prove it. Airmail—special full resume including a tight, bright, fast-paced news and music oicheck with a smile in it. The South's leading 50,000 watt Top Fifty Independent is interested in you. Hurry info and tape to Bob Connell, Program Director

WNOE, New Orleans.

BROADCASTING

July 7, 1958 • Page 91

WANTED TO BUY

Stations

Looking: Prefer mid-Atlantic or northeast. Under $100.000. Box 8075, BROADCASTING.

Financially responsible party wants to purchase large or small market station in one of the following states—West Virginia, Virginia, North Carolina, South Carolina, Georgia or Alabama. Will deal with individual or broker. Rush all replies to Box 94E, BROADCASTING.

Sizesable cash to purchase local or regional station showing profitable statement. Must be 150 mile radius of Washington, D. C. Active participation considered for station in need of additional capitalization. Call or write: Angus D. Platt, Station WMMP, Evanston, Illinois.

Individual wishes to purchase or lease station in medium or small markets. All replies confidential. 211-18 Frank Nelson Building, Birmingham, Alabama.

Equipment

1 kw fm transmitter and multiplex audio equipment for background music service. Also fm 7.3 frequency and modulation monitor (fm). 1-Gate RP amplifier and power supply (fm). 777 MHz. 1000-1100 complete. Like new. Contact: William Emeret, Radio Station WHP, Philadephia, Pa. or phone Dickens 2-2300.

Used portable field intensity meter. Write to: Clarence Ausham, P. O. Box 649, Pipestone, Minn.

Wanted—TV kinescope equipment. Cameras, power supply etc. Box 958, BROADCASTING.

Line level . . . 891 R tubes, fittings for same new or used. Call or write Radio 860 XDE, San Diego, Calif., California. Cyprus 806-14.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo machines and television programs. We also distribute 15 hr. bingo type news service to radio and television. Address: Radio Bingo 515 Union Ave., Hempstead, N.Y. 2-6383.

TELEVISION

SALES OPPORTUNITY

WWTW, Cadillac, Michigan has an outstanding sales opportunity for an aggressive, high caliber young man in one of its regional offices. The present salesman is making $10,000 a year and is going to Colorado for personal reasons. You will take over all of his accounts. If you are interested in becoming a part of a growing, thriving community in a single station market, please contact Gene Ellerman, Station Manager, WWTW, Cadillac, Michigan.
TELEVISION

Help Wanted

Announcers

NEWSMAN-FLORIDA TV

Top TV station in principal Florida market wants qualified newsmen. Must have TV news background, be capable of on-the-air work for major newscast. Ours is a large and solid news operation. We offer good pay for the right man. Send full background, including salaries, references and SOF sample of news delivery (If not, photo and tape) date of availability to—News Director, WTVT, Tampa, Florida.

FOR THE RECORD continues from page 88

KENB Cariboo Springs, Tex.—Granted assignment of license from WZPN to WKBN. Roy W. Herrold, Jr., Prop.; PO Box 52, Newlands, B.C., Canada.

WSFM Birmingham, Ala.—Granted license for fm station.

KTVW Tacoma, Wash.—Granted license for fm station.

KRCJ Portland, Ore.—Granted license for non-commercial educational fm station.

KAVO Katowice, Poland.—Granted non-commercial educational fm station.

Granite station moves in these cities:

WEST Leland, Miss.; WMDF Mount Dora, Fla.; conditions; KOWU Enid, Okla.; WJEF Clinton, S. C.

WCPM Cambridge, Ky.—Granted license covering changes in facilities and installation of new trans.

KGAB Gallup, N. M.—Granted license covering installation of new trans (transmitter) as aux. at present main trans. site using DA-N: remote control permitted while using non-directional ant.

WNKY Neon, Ky.—Granted license covering change in facilities and change of new trans.

WCHB Inkster, Mich.—Granted license covering increase in power of new trans, and make changes in DA pattern.

KEYZ Clinton, N. D.—Granted license covering changes in facilities, change ant.-trans. and studio location, installation DA-N, make changes in ground system and installation new trans.

KTKS Oklahoma City, Okla.—Granted license covering installation of new main trans.

KRCC Colorado Springs, Colo.—Granted license covering installations of new type ant.

WMAM Mariette, Wis.—Granted to cp to install new type trans. for & antenna.

WNKY Kingston, N. Y.—Granted to cp to use old main trans. to form new transmitter. Present location of main trans.; remote control permitted and license thorough.

KDOY Medford, Ore.—Granted mod. of cp to make changes in tower position, height and change type of trans.

KVEF Reykjavik, Iceland.—Granted authority to operate with reduced power of 48 kw pending installation of new ant. for period ending Sept. 30.

KELS Nacogdoches, Texas.—Granted authority to remain silent of 86 days for installation of equipment for Station KTES (TV) in trans. building.

KTXC Big Spring, Tex.—Granted extension of authority to remain silent pending approval of application for transfer of ownership for period ending Aug. 2.

KFGG-AM-FM Boone, Iowa.—Granted authority to remain silent July 15 and Labor Day so staff may have picnics.

WGRD-GM-FM Grand Rapids, Mich.—Granted extension of authority to sign-off 6 p.m. CST., during July and Aug.

WBEC-FM Pittsfield, Mass.—Granted authority to remain silent for trans. license period to and including Oct. 31.

Following were granted extensions of completion dates as shown: WICG (TV) Springfield, Ill., to Oct. 1 and KTGAV-TV Lake Charles, La., to 1-9-59.

Actions of June 11

WXTX Atlantic Beach, Fla.—Granted license for am station: condition.

KPCR Houston, Texas.—Granted license covering change of ant.-trans. location, make changes in night-time pattern (one addition, tower and change height) and ground system and change type of trans.

WHLN Harlan, Ky.—Granted license covering changes of ant.-trans. location and make changes in ant. and ground system, installation of new trans.; remote control permitted: condition.

KITI (FM) San Diego, Calif.—Granted license covering change of location from 104.7 mc. to 105.3 mc; remote control permitted.

WITX New Orleans, La.—Granted to cp to install new trans. as aux. trans. at present location of main trans.

KTKN Ketchikan, Alaska.—Remote control permitted.

Actions of June 23

KLOY Loveland, Colo.—Granted assignment of license to William R. Vogel, et al. d/b/a Loveland Best.

KOZI Chelan, Wash.—Granted acquisition of public control by KBZI through purchase of stock from Mark A. Sorley.

WABE-WC Atlanta, Ga.—Granted acquisition of controlling interest in new station. Wheeler Broadcasting Co. of Atlanta.

KTBS-TV Shreveport, La.—Granted license covering changes in tv station.

KTVG-TV Casper, Wyo.—Granted license for tv station new trans. location: ERP visual 38.5 kw, aural 14.3 kw, ant. height 1400 ft.

KETC St. Louis, Mo.—Granted license for non-commercial educational tv station.

WKAG-FM San Juan, P. R.—Remote control permitted.

WSRY Carbondale, Ill.—Remote control permitted.

License Renewals

FCC granted renewal of following station licenses (Commission's renewal order):


LEROY J. WALLACE, v.p.-treasurer, Goebel Brewing Co., Detroit, elected executive v.p.-general manager. EDWIN J. ANDERSON, president, Goebel Brewing, retiring to become full-time president of professional Detroit Lions (football). Mr. Anderson also elected chairman of board of Goebel.

ROBERT H. EPPLER, account supervisor on Edsel and Minneapolis-Honeywell accounts, and GOODWIN ALARK, in similar capacity on Halmark Inc. and First National Bank of Chicago, elected v.p.'s at Foote, Cone & Belding, Chicago.


G. BOWMAAN KEER, formerly co-manager of Chicago office of firm of Campbell-Mithun, to Clinton E. Frank, Chicago, as v.p. and marketing services director.


John P. McLory announces resignation as v.p. and account supervisor (Carling's beer, other accounts) at Edward H. Weiss & Co., Chicago.

Henry W. Peterson and Harry G. Fletcher, formerly v.p. and area manager, respectively, for Harrington, Richards & Morgan, S.F., appointed contact-creative v.p. and art director, respectively, for Hong-Cooper, Harrington & Miner. S.F. ROBERT E. AKEY, KCH&M account executive, promoted to v.p.

Curtis Kent, formerly with sales promotion staff of McKesson & Robbins to Eversharp Inc., N.Y., as sales promotion manager.

Walter G. Mitchell, formerly with Royal McBee Corp. as marketing specialist, appointed director of research for Fuller & Smith & Ross, N.Y., replacing Dr. W. C. Davis, who resigned as v.p. and director of research.

William R. Eifert, program plans director, MacManus, John & Adams, N.Y. to program supervisor, Lennen & Newell, N.Y.

Richard E. Goebel, account supervisor, Compton Adv., S.F., promoted to manager of S.F. division. He will continue to supervise agency's accounts.


Peter G. Rotko, sales training and promotion director, Carpet Institute Inc., N.Y., to advertising-sales promotion staff, Textile Fibers Dept., Union Carbide Corp., N.Y.

Mary Margaret Mullins, formerly with Compton Adv., BBDO and Shell Oil Co., joins publicity department at William Esty Co., N.Y.


VISITING members of American Women in Radio & Television met Vice President Richard M. Nixon on a three-day junket to the capital last month. With him at a Mayflower Hotel reception: Nena Badenoch (1), National Society for Crippled Children and Adults Inc., Chicago, national president of AWRT, and Patti Seargent, program director, WTOP Washington, president of the capital chapter of the organization. Some 30 chapter presidents came from sea-board states for a weekend of touring and parties hosted by the Washington Hotel Assn. in cooperation with the Summer Jubilee committee of the Washington Convention and Visitor's Bureau.

for Puerto Rico and Caribbean, with offices at Edificio El Imparcial, Calle Comercio 450, San Juan.

FREDERICK W. ZIV, chairman of board, Ziv Television Programs, Cincinnati, Ohio, appointed finance chairman of film programs industry for U. S. Committee of United Nations.

LEO SEICHNAYDOR, branch manager in New Orleans, Republic Pictures Inc., appointed to Cinema-Vue Corp., N.Y., as New Orleans branch manager.

Robert Drucker, formerly v.p. for Kleiser Films, N.Y., has joined 7v commercial and industrial division of MGM-TV as executive commercial producer at Culver City, Calif., studios.
ARCH MADSEN, formerly general manager of Sponsor magazine and before that director of membership and station services for Radio Advertising Bureau, appointed assistant to v.p. and general manager of WLS Chicago (Somers, June 30).

DON YOUNG, public relations manager, Wilson Co. to WBXY Chicago as sales promotion manager, succeeding HARRY WILLBUR, resigned.

MARVIN SCHULMAN, KCOP Los Angeles, promoted to engineer in charge of maintenance and remote facilities.

BRYAN WEBB, news director, WSTP St. Petersburg, to WSUN-AM-TV St. Petersburg in same capacity. CHARLES FULLER, news director, WPLA-TV Tampa, to WSUN to host Sunup program.

JOHN SCOTT named program director, WAKE Atlanta, replacing BILL JONES, who has been appointed director of programming, KYA San Francisco. BOB RISENDINE appointed WAKE news chief.

GENE BLAINE named program director, WAKE Atlanta, replacing BILL JONES, who has been appointed director of programming, KYA San Francisco. BOB RISENDINE appointed WAKE news chief.

JOHN SCOTT named program director, and GEORGE BERKELEY news director of WILD Boston.

NEIL UPCURCH, staff director, KTRK-TV Houston, Tex., to Army Educational Television Branch, Fort Gordon, Ga., as civilian program-production director.

WILLIAM WOLLER, account executive, KYW Los Angeles and with CBS Radio network sales department, appointed marketing representative.

ART ROBERTS, formerly with WCUE Akron, Ohio, joins WKBW Buffalo, N. Y., as d-j; RUS SYRACUSE, program director-d-j, WNDR Syracuse, N. Y., to WKBW as d-j.

HAL WILLARD, former radio-television personality, WKRG-TV Fort Wayne, Ind., to WPFV Martinsburg, Va., as staff announcer.

JOHN BARBOCH, news director, KDAY Santa Monica, Calif., named to WKBW Los Angeles news bureau staff for summer months. LEONARD J. BROWN, executive v.p. of WABC New York, named director of sales and programming, WKBW.


GRACE MADELOIN FRAME, program conductor of Golden Thoughts, WSUN St. Petersburg, Fla., resigned on silver anniversary of program.

FRANK McCALL, formerly with NBC Press in N. Y., and AL ANDERSON, formerly with KTRU Houston, Tex., to news staff of WOAI-AM-TV San Antonio, Tex.

BILL GAILLOR, WPEN Philadelphia news editor, returns in mid-July from six-week, 20-nation European tour where he gathered reports and interviews.

WALTER DEAN WELLS, Jr., 20, announcer, WBIG Greensboro, N. C., was killed June 26 in automobile accident.

REPRESENTATIVES

JOHN A. SERRAO promoted to tv sales manager of Peters, Griffin, Woodward Inc. in L.A. and JOSEPH L. SCANLAN to tv sales manager in S.F. Mr. Serrao has been PGW account executive in L.A. and Mr. Scanlan has been serving in similar capacity for companies in S.F. JAMES K. FRANCIS has joined Los Angeles office, leaving his post with CBS as sales service manager for the Columbus Radio Group.

MR. SERRAO

MANUFACTURING

C. J. GENTRY, radio field sales manager, Motorola, Chicago, to national car radio sales manager. J. H. ANGER, formerly national sales manager of Motorola's radio-phonograph division, appointed merchandise manager of Zenith Radio Corp.

DR. MANFRED MANNHEIMER, formerly associated with government muscle program, appointed to Astron Corp., Newark, N. J., engineering staff.

PERSONNEL RELATIONS

STUART W. PHELPS, NBC director, and RONALD BACON, ABC director, elected to national board of Hollywood Local of Radio & TV Directors Guild.


TRADE ASSNS.

HARRY VAN SLYCKE, new director, KITE San Antonio, Tex., elected president UP Broadcasters Assn. of Texas.


EDUCATION

DR. WILLIAM STEPHENSON, psychologist and marketing research consultant, appointed distinguished research professor of advertising, U. of Missouri School of Journalism, effective Sept. 1.

INTERNATIONAL

BOB CRONK, announcer of CFCF North Bay, Ont., to CKWS Kingston, Ont.


ART CUTHBERT to announcing staff of CHEX Peterborough, Ont.

JOHN BROWMAN, formerly of CJOY Guelph, Ont., to announce staff of CHEX-TV Peterborough, Ont.
HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed. Triangle (△): station not on air. Date of grant is shown for permittees, following by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, and station's highest on-air frequency.

Asterisk (*): non-commercial outlet. Data on station color equipment: N, equipped for network color; LS, local color; LF, local color film; LL, local live color. Videotape recorder is indicated by "VTR."
NEW TV STATIONS

The following tv stations started regular programming within the past three months.

KVTV Great Falls, Mont.; KNME-TV (*5) Albuquerque, N. M.

**NEW TV STATIONS**
KIFS-WIIIS BROADCASTING
SEDALIA-MERIDIAN-HATTIESBURG-DULUTH
WMCN
WTCN-TV
KCMO-V
WDAM-V
KROC-V
Kinney; States Television
(SUPERIOR, CITY)
(56)
(9)
(6)
(5)
(8)
(9/2/59-2/1/56)
NBC; NBC-
Marquette)
CNS, ABC;
Tv Assoc.; N;
Decision-
LF, V(CPe}awry
$200
$1,750
$1,100
$325
$325
MONTANA
BILLINGS-
KCOV (2) CBS; Headley-Reed; $200
WGLH (2) Young; $200

BUTTE-
KXXL-TV (4) ABC; NBC; Walker-Rowell; $200

DENTON-
KXXL-TV (5) CBS; Webb: $125

GREAT FALLS-
KCFB (5) CBS; ABC; Blair Tev As-
assoc.; $200

HELENA-
KXXL-TV (12) (Satellite of KXXL-TV Butte) 

KAUFMAN-
KGEZ-TV (9) CBS; Cooke; $125

MISSOULA-
KMBI (13) CBS; ABC; Hill-Perri; $200

NEBRASKA

WTVX (5) NBC; NBC Spot Sls.; N, LS; $200

NEW JERSEY

NEW YORK

NEW YORK

ALBANY (SCHENECTADY, TROY)-
WTEN (12) (Satellite of KXLY-TV Bismark)

See footnote

WHCU-TV (18), (Satellite of WSYR-Syracuse)

WNYT (26) See footnote

WHCA:

WHCU-TV (20) (9/23/53-Unknown; CBS
WTVF (29) (6/16/58-Unknown
LAKE PLACID (PLACIDBURGH)-
WMCI (5) ABC; Blair Tev Assoc.; N; $400

NEW MEXICO

WABC-TV (7) (ABC; Blair Tev VTR; $4,150
WABD-TV (3) West; N, LS; $3,000
WCBS-TV (2) CBS; CBS Spot Sls.; N, LS, LF; $800
WOR-TV (9) H-R; $2,000
WPX (11) Peters, Griffin, Woodward; N; $2,000
WTVF (4) NBC; ABC Spot Sls.; N, LL, LS; $4,200

POUGHKEEPSIE-
WTVY (11) $1/15/54
INDEP

Rochester

WGTW (9) NBC; ABC; Cooke; $550

VAIL MILLS (ALBANY)

WPX (10) CBS; Harrington, Richer & Parton; N; $500 (has temporary authority to operate on ch. 10

North Carolina

ASHEVILLE-WTVB (3) CBS; Broadcast Time Sls.; L; $150
WLTV (13) (ABC; Venard; $400

CHAPEL HILL-
WUNC (4) $25

CHARLOTTE

WBT (13) CBS; ABC Spot Sls.; N, LL, LS; LF; $1,000
WBOB (9) ABC; H-R; $900

WUTV (36) See footnote

DURHAM

WTV (11) CBS; ABC; Cooke; $550

FAYETTEVILLE-
WFLB-TV (18) See footnote.

GASTONIA

WTVX (46) 4/7/54-Unknown

GREENSBORO-
WFXV (2) CBS; ABC; Harrington, Richer & Parton, N, LS; $600

GREENVILLE-
WNCT (9) CBS; ABC; Hollinger; N; $400

NEW Bern

WBNS (13) (ABC; Venard; $200

WASHINGTON

WTNB (1) ABC; Headley-Reed; N; $400

WILMINGTON

WECT (6) ABC CBS NBC; Wagner-Smith

New Hanover Bestg. Co. (3) Initial Decision 6/16/58

WINSTON-SALEM

WSJS-TV (12) (ABC; Headley-Reed; N; $700

WPVI (35) NBC; H-R; LF, LS; VTR; $800

WNAV-TV (28) See footnote

WASHINGTON

WITU (3) NBC; ABC; Headley-Reed; N; $400

WILMINGTON

WECT (6) ABC CBS NBC; Wagner-Smith

New Hanover Bestg. Co. (3) Initial Decision 6/16/58

WINSTON-SALEM

WSJS-TV (12) (ABC; Headley-Reed; N; $700

WPVI (35) NBC; H-R; LF, LS; VTR; $800

WNAV-TV (28) See footnote

WASHINGTON

WITU (3) NBC; ABC; Headley-Reed; N; $400

WILMINGTON

WECT (6) ABC CBS NBC; Wagner-Smith

New Hanover Bestg. Co. (3) Initial Decision 6/16/58

Bismarck

KXLY-TV (12) CBS; Weid; N; $150
KFYR-TV (5) ABC; Blair Tev Assoc.; N; KFYR (includes satellites KXLY-TV Williston, KXLY Minot)

DICKINSON-

KXLY-TV (2) CBS; ABC; Holman; $175

FARGO-

WDAY-TV (4) (ABC; Peters, Griffin, Woodward; N; $1,200

North Dakota Bestg. Co. (11) Initial Decision 6/7/58

GRAND FORKS-

WKXV (10) NBC; Ramsey, Vance, Hople; N; $300

MINOT-

KXLY-TV (12) CBS; ABC; Weid; $250
KXLY (10) (Satellite of KFYR-TV Bismarck)

MISSOURI

BIOLOU

WVMT-TV (13) 8/1/57-10/1/58

COLUMBUS

WCTV (4) CBS, NBC, ABC; Everett-McKinney; $180

GREENWOOD

WABG-TV (8) 1/3/59-Unknown

Gulfport

WTVG (59) 8/1/58-Unknown

HATTIESBURG

KXLO-V (8) NBC; ABC; Pearl; N; $175

JACKSON

WJTV (12) CBS, ABC; Katz; N; $400

KCMO-V (3) NBC; ABC; Hollinger; N; $200

LAUREL

WTLM (1) 2/3/57-Unknown

MERIDIAN-

WDTO-TV (11) CBS, ABC, NBC; Headley-
Reed; N; $100

Tupelo:

WTVV (9) NBC; Masa; N; $200

MISSOURI

CAPE GIRARDEAU

KFVS-TV (12) CBS; Headley-Reed; N; $600

COLUMBIA

KOMU-TV (8) NBC; ABC; H-R; $300

HANNIBAL (QUINCY, ILL.)-

KHQ (8) CBS; Headed; N; $400

WGEM-TV (19) See Quincy, Ill.

JEFFERSON CITY

KJTA (13) CBS, ABC; Blair TV Assoc.; $300

JOPLIN

KODE-TV (12) CBS, ABC; Avery-Knodel; N; $100

KANSAS CITY

KOMU-TV (9) CES; Katz; N, LL, LF, LS; $1,350

KORP-TV (9) CES; ABC, Peters, Griffin, Woodward; N; $650 (half-hour)

WDAF-TV (4), NBC; Harrington, Richer & Parsons; N, LF; Parsons; $1,000

KIRKSVILLE-

KTVI (3) CBS, NBC; Hollinger; $300

ST. JOSEPH

KPEJ-TV (2) CBS, ABC; Blair TV Assoc.; $500

ST. LOUIS-

KTVI (2) CES; KTVI (2) CES; ABC; CBS Spot Sls.; N; $1,175

KSDK-TV (5) NBC; NBC Spot Sls.; N, LS; PS; $1,300

KTVI (6) ABC; Blair TV; $1,000

$250 Television Inc. (11) 10/23/57-Unknown

SEDALIA-

KDOC-TV (6) Pearlson; $200

Broadcasting
ALLENTOWN—VWQC (33) 8/12/33-Unknown; Weed

ALTOONA—WPGF (9) (18) ABC; CBS; NBC; Blair TV; N; $700

BETHELHEM—WLVE-TV (31) See footnote

EAGLE—WGVL (37) See footnote

ERIE—WICU-TV (11) NBC; CBS; Petry; N; $700

HARRISBURG—WHP-TV (55) CBS; Bolling; N; $305

Huntingdon/Woodyville—WADY (13) (10) CBS; ABC; Harrington; Rights & Partners; N; $825

Hazelton—WAZL (3) 12/12/32-Unknown; Meeker

JOHNSONSTOWN—WARD-TV (19) CBS; ABC; Weed; $300

Johnson City—WJAR (13) (4) N; CBS; N; LL; LF; $1,000

Lancaster (HARRISBURG, YORK)—WGAL-TV (8) NBC; CBS; Meeker; N; $700

LANE—WLAN-TV (21) 11/8/56-Unknown

LOCH HAVEN—WJAC-TV (15) ABC; Blair TV Assoc.; N; $550

NEW CASTLE—WKST-TV (45) ABC; Everett-McKinney; N;

PHILADELPHIA—WCAU (10) CBS; Spot Sl; N; LL; LF; $2,300

PIKEVILLE—WMTV (55) CBS; ABC; Blair TV; N; LL; LF; VTR; $2,005

PITTSBURGH—WVSC (25) 9/28/55-Unknown

PORTLAND—WKDA (2) ABC; Peters, Griffith, Woodward; N; $1,000

PT HDV (25) 9/28/55-Unknown

Sunbury—WVOK-TV (38) 2/9/55-Unknown

WILK-AM (25) 1/14/56-Unknown

Williamport—VAKS-TV (36) 11/21/32-Unknown; Meeker

Wrightsville—WVIT (53) See Reading

Scranton—WKLA (22) CBS; H; R; $500

WNEP-TV (16) ABC; Others; $500

WVIT (44) See footnote

SUNBURY—WVOK-TV (38) 2/9/55-Unknown

WILK-AM (25) 1/14/56-Unknown

WILK-WVKE (34) (Satellite of WNEP-TV Scranton)

Anderson—South Carolina

wvam (49) ABC; CBS; Headley-Read; N; $150

camden—waga (14) 6/3/33-Unknown

Charleston—WCCS-TV (5) CBS; ABC; N; LL; LF; $1,650

Charleston—KCCU (15) See Enid, Okla.

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Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsor. Abbreviations: suit., sustaining; part., participating; alt., alternate sponsor; F, film; L, live. All times are N.Y.T.

SUNDAY MORNING
10-11 a.m.
ABC-TV New service.
CBS-TV 10-10:30 Lamp Unto My Feet, suit., L; 11:30-11:30 Look Up & Live, suit., L.
NBC-TV No network service.

11 a.m.-Noon
ABC-TV No network service.
CBS-TV 11-11:30 Eye On New York, suit., L; 11:30-12 Camera Three, suit., L.
NBC-TV No network service.

SUNDAY AFTERNOON
Noon-1 p.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.
ABC-TV No network service.
CBS-TV 1-1:05 Law & Order, suit., L; 1:05-1:35 Baseball Game, suit., L.
NBC-TV No network service.

1:30-2 p.m.
ABC-TV No network service.
CBS-TV Game of the Day (cont.)
NBC-TV No network service.

3-4 p.m.
ABC-TV 3-3:30 Johny Hopkins File, suit., L; 3:30-4 College News Conference, suit., L.
CBS-TV Game of the Day (cont.).

4-5 p.m.
ABC-TV No network service.
CBS-TV Game of the Day (cont.).

NBC-TV No network service.

5-6 p.m.
ABC-TV 5-5:30 No network service; 5:30-6 Lone Ranger, General Mills, F.
CBS-TV 5-5:25 Sherlock Holmes, suit., L; 5:25-6 Face the Nation, suit., L.
NBC-TV 5-6 Frontiers of Faith, suit., L; 5-6 6 Comment, suit., L.

SUNDAY EVENING
6-7 p.m.
ABC-TV No network service.
CBS-TV 6-6:30 CBS News, suit., L; 6:30-7 Twentieth-Century, Prudenon, suit., L
NBC-TV 6-9 Meet the Press, suit., L; 6-9 Outlook, suit., F.

7-8 p.m.
ABC-TV 7-7:30 You Asked For It, Skippy peanut butter, F; 7:30-8 Maverick, Kaiser Companies.
CBS-TV 7-7:30 Yes, My Lady, F; 7:30-8 Captain Video, suit.
NBC-TV 7-7:30 Noon's Ark, suit., L; 7:30-9 To be announced; 7:30-9 No Warning, Royal McBee, F.

8-9 p.m.
ABC-TV 8-8:30 Maverick (cont.), Kaiser Companies.
CBS-TV 8-8:30 Anybody Can Play, R. J. Reynolds, L.
NBC-TV 8-8:30 Ed Sullivan Show, General Electric, F.

8-9 ABC-TV 8-8:30 Steve Allen Presents Edith Gorme and Steve Lawrence, L.
Steve Allen Show, Greyhound, DuPont, Polka.

9-10 p.m.
ABC-TV 9-9:30 Baseball Corner, General Mills, L.
CBS-TV 9-9:30 America's Challenge, General Electric, F.

9-10 NBC-TV 9-9:15 Caryl Chessman, Chevrolet, L.

10-11 p.m.
ABC-TV 10-10:30 Mike Wallace Interview, suit., L.
CBS-TV 10-10:30 Highway, suit., L.

MONDAY-FRIDAY MORNING
7-8 a.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV 7-7:30 Today, Alden Bug Mills, American Can Co., suit.

10-11 a.m.
ABC-TV No network service.
CBS-TV 10-10:30 Play Your Hunch, suit., L; 10-11-11 How Do You Rate?, suit., L.

12-1 p.m.
ABC-TV No network service.
CBS-TV 11-11:30 Arthur Godfrey Time, suit., L; 11:30-12 Captain Video, suit.

MONDAY-FRIDAY AFTERNOON
Noon-1 p.m.
ABC-TV No network service.
CBS-TV 12-12:30 Lone of Life, American Home Products, suit., L; 12-12:45 Search for Tomorrow, Procter & Gamble, L; 12:45-1:15 Guiding Light, Procter & Gamble, L.

1-2 p.m.
ABC-TV No network service.

2-3 p.m.
ABC-TV No network service.
CBS-TV No network service.

NBC-TV 2-2:30 Meet the Press, suit., L; 2-3-3 Art Linkletter's Houseparty, Kellogg, L;

3-4 p.m.
ABC-TV 3-3:30 American Bandstand, co-op, L; 3:30-4 Dollars & Sense, suit., L.
CBS-TV 3-3:30 The Big Fugoff, Colgate-Palmolive, L; 3:30-4 The Vendor Is Young, General Mills, Tini, suit.

4-5 p.m.
ABC-TV 4-4:30 American Bandstand, suit., L; 4:30-5 Joe Lowe Corp., Mill Products, suit., L.
CBS-TV 4-4:30 Airport 32, suit., L; 4:30-5 Secret Storm, American Home Products, suit., L;

NBC-TV 4-4:30 Today's Out, Procter & Gamble, suit., L; 4-4:30 Secret Storm, American Home Products, suit., L;

5-6 p.m.
ABC-TV 5-5:30 Gunsmoke, Procter & Gamble, suit., L;

7-8 p.m.
ABC-TV 7-7:30 The Untouchables, General Mills, suit., L; 7-8:30 The Eddie Files, General Mills, suit., L;

8-9 p.m.
ABC-TV 8-8:30 Gunsmoke, suit., L; 8-9:30 Green Acres, United Artists, suit., L;

9-10 p.m.
ABC-TV 9-9:30 Western Union, suit., L; 9-10:30 Warning, suit., L;

MONDAY EVENING
7:30-8 p.m.
ABC-TV To be announced.
CBS-TV 7-7:30 Jack Paar Show, suit., L; 7-8:30 Red Skelton, suit., L;

NBC-TV 7-7:30 No network service.

9-10 p.m.
ABC-TV 9-9:30 Stars of Jazz, suit., L; 9-10:30 Folks-Go-Round, suit., L.
CBS-TV 9-9:30 Milton Berle, suit., L;

NBC-TV 9-9:30 No network service.

10-11 p.m.
ABC-TV 10-11:30 Studio One in Hollywood, Westinghouse, suit., L;

CBS-TV 10-11:30 No network service.

12-1 a.m.
ABC-TV 12-1:30 Untouchables, suit., L;

TUESDAY EVENING
7:30-8 p.m.
ABC-TV 7-7:30 Chyenne, General Electric, alternating with Sugar Food, American Chinese Cigarette, suit., L;

CBS-TV 7-7:30 None That Told, Kellogg, Whirlpool, suit., L;

NBC-TV 7-7:30 Win With a Winner, suit., L; 7-11:30 Spot, suit., F;

8-9 p.m.
ABC-TV 8-8:30 The Garry Moore Show, suit., L; 8-9:30 Dragnet, suit., L;

CBS-TV 8-8:30 Mr. District Attorney, suit., L;

NBC-TV 8-8:30 Adam's Rope, suit., L;

9-10 p.m.
ABC-TV 9-9:30 Broken Arrow, suit., L;

CBS-TV 9-9:30 To Tell the Truth, suit., L
Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sus. = sustaining, port. = participating, alt. = alternate sponsor. seg. = segmented. All times are NYT. The CBS Radio schedule applies only to the week July 6-12.

SUNDAY, MARCH 23
7-8 a.m. ABC No network service.

CBS No network service.

MBS 7-8 a.m. Top Tune, co-op: 7:07-7:30 America's Top Tune, co-op; 7:35-7:36 News, sus.; 7:35-8 America's Top Tune, co-op; 8-8:05 News, sus.; 8:05-8:30 America's Top Tune, co-op.

NBC No network service.

8-9 a.m. ABC 8-9 a.m. Radio Bible Class, Radio Bible Class; 8:30-8:35 R. Koehler,Heart's Delight, Dr. Thomas Wyatt.

CBS 8-8:15 CBS News, sus.; 8:15-8:30 The Metropolitan Opera, sus.; 8:30-8:35 Saturday Morning Cathedral.

MBS 8-8:15 News, sus.; 8:15-8:30 America's Top Tune, co-op; 8:30-8:35 News, sus.; 8:35-9 America's Top Tune, co-op.

10-11 a.m. ABC 10-10:30 Confession, sus.; 10:30-11 No network service.

CBS 10-11:00 Playhouse 90 (cont.).

NBC 10-12:30 The Price Is Right, sus.; 10:30-11 Bingo, Hazel Bishop, 3-Day Deodorant.

FRIDAY EVENING
7:30-8 p.m.

ABC 7-8:30 Rin Tin Tin, National biscuit Co., F.

CBS 7:30-8:30 Burns & Rome, Show, sus.; 7:30-8:30 The Big Game, sus.

8-9 p.m.

ABC 8-8:30 Jim Boutte, American Chicle, F; 8:30-9:30 This Is Music, sus.


8:30-9:30 Kansas City Star, sus.; 8:30-9:30 The Man From No. 2, sus.; 8:30-9:30 The Man From No. 2, sus.

9-10 p.m.

ABC 9-9:30 Donkey Kong, General Foods, sus.; 9:30-10:00 Captain Kangaroo, General Foods & sus.

CBS 9-9:30 The Big Game, sus.

NBC 9-9:30 Alcoa Hour, Colgate, sus.

SATURDAY MORNINGS
9-10 a.m. ABC No network service.

CBS 9-9:30 No network service.

10-11 a.m.

ABC 10-11 Morning, sus.; 10-11 No network service.

CBS 10-10:30 Captain Kangaroo, General Foods & sus.

NBC 10-11 noon No network service.

11 a.m.-Noon

ABC No network service.

CBS 11-12 Noon, sus.; 11:00-12:30 Wagon Train, sus.

NBC 11-12 Noon, sus.; 11:00-12:30 True Story, Sterling Drug, sus.; 11:00-12:30 D. W. Griffith's The Birth of a Nation, sus.

SATURDAY AFTERNOON
Noon-1 p.m. ABC No network service.

CBS 12-12:30 Jimmy Dean Show, Armstrong Cork sus.

NBC 12-12:30 True Story, Sterling Drug, sus.; 12:00-12:30 Detective's Diary, Sterling Drug, sus.

1-2 p.m. ABC No network service.

CBS 1-2 Saturday Matinee, sus.; 1-2 No network programming.

NBC 1-2 NBC network service.

2-3 p.m. ABC No network service.

CBS 2-3 True Story, sus.; 2-3 Radio Network Game, sus.

SATURDAY EVENING
7:30-8 p.m.

ABC 7-8 Dick Clark Show, Beech-nut Life Savers, F.

CBS 7-8 Perry Mason, Armour, Libby-Owens-Ford, sus.; sus.

NBC 7-8 People Are Funny, J. Reynolds, Toni, F.

8-9 p.m.


CBS 8-8:45 Perry Mason (cont.); 8-9 Top Dollar, Brown & Williamson, F.

NBC 8-9 Bob Crosby Show, Sunbeam, sus; 8-9 Foods, Ford, sus.

9-10 p.m.

ABC 9-9:30 Lawrence Welk Show, Dodge Division, sus.


NBC 9-10 Top Club Oats, Liggett & Myers, sus.

10-11 p.m.

ABC 10-11 Dr. Christian, sus.; 10-11 No network service.

CBS 10-11 The Benny Goodman Show, sus.

NBC 10-11 No network service.

SUNDAY AFTERNOON
Noon-1 p.m. ABC No network service.

CBS 12-12:30 Gunsmoke, Liggett & Myers, Remington Rand, sus.; 12-1 No network service.

NBC 12-12 No network service.


NBC 1-2 Mon. sus.

SUNDAY EVENING
Noon-1 p.m. ABC No network service.


NBC 12-12 Mon.

11 a.m.-Noon


NBC 11-12 Mon.

12:30-1 p.m. The Rifleman, sus.; 12:30-1 How Christian Science Heals, First Church of Christ, Science.

NBC 12-12 Mon.

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MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.


MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.


MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.


MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.


MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.


MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.


SATURDAY EVENING

6:7 p.m.


NBC 5-5:05 News, co-op: 5:05-5:30 America's Top Tunes, co-op: 5:30-5:45 Procter & Gamble, Quaker State Oil Refining Corp., Bristol-Myers; 5:35-6:30 America's Top Tunes, co-op.

NBC 5-5:05 Monitor*.

SATURDAY AFTERNOON

Noon-1 p.m.


CBS 12-12:30 CBS News, co-op: 11:45-12:00 The World Tonight, part.; 12:00-12:30 News, R. J. Reynolds, General Mills.

NBC 12-12:30 America's Top Tunes, co-op: 11:30-12:30 Network, National L. P. Gas Co., NBC 11 -12:30 America's Top Tunes, co-op.

NBC 11-12 Monitor*.

1-2 p.m.


NBC 1-1:05 News, co-op: 11:55-12:00 No network service; 12:00-12:30 Weekend News, R. J. Reynolds, General Mills.

1:30-2:30 America's Top Tunes, co-op.

2:30-3 p.m.


3:05-4 p.m.


4:30-5 p.m.


NBC 4-4:55 America's Top Tunes, co-op: 4:30-5:00 NBC News, part.

4:55-5 p.m.

ABC 5-5:00 No network service; 5:00-5:30 NBC News, part.

CBS 5:00-5:30 America's Top Tunes, co-op.

NBC 5-5:00 America's Top Tunes, co-op.

SATURDAY NIGHT

8 p.m.


NBC 8-9:30 America's Top Tunes, co-op: 8:30-8:35 News, R. J. Reynolds, Armour & Co.

SATURDAY NIGHT

9-10 a.m.


10 a.m.


NBC 10-10:05 America's Top Tunes, co-op; 10:05-10:30 Network, National L. P. Gas Co., NBC 11 -10:30 America's Top Tunes, co-op.

NBC 10-11 Monitor*.

11 a.m.


NBC 11-12 Monitor*.
TV entertainment remains at its best all summer long on the United States Steel Hour, with outstanding stories and top stars, including Farley Granger, Richard Kiley, Robert Culp, Gloria Vanderbilt, James Daly, Leora Dana, Betsy Palmer.
Country and western consumer: Forgotten man in jingle market

Country and western musical commercials. Why?

Because if you have a product to sell that has rural distribution . . . one that might enjoy tremendous development if its sales message could get across to those areas . . . country and western music just might be able to do the job for you!

Sophisticated, snob-appeal commercials have about as much effect on the rural market as a perfume ad in Motor Age. You say, "Wait a minute, Renfro . . . my singing commercial isn't snobby!" Maybe you don't think so—but, by the standards of the rural market, your "coast-to-coast" musical commercial is as urban as 42nd and Broadway.

Don't get me wrong—rural markets don't have to be treated like some kind of foreign country—nor should they be regarded as areas populated by clods. Far from it—they're as normal as any other section of the country—with their share of intelligence, and then some!

The important thing to remember about people in the rural market is this: They'll warm up to—and, probably, buy—those products which have obviously tried to tailor their commercial messages to the rural taste.

One way to do this tailoring job—and, it seems to me, the most effective way—is the creation of musical commercials in the country or western idiom.

People in rural areas are great fans of music—their own kind of music, remember. One index of this fact is the sale of country and western phonograph records. Artists like Johnny Cash and Marty Robbins sell as many if not more records than the top stars in the pop field. Lots of country and western performers who have "big" records are people of whom you've possibly never heard.

This long list of accepted performers is probably why the third of all records sold in the United States are of the country and western type. Last year there were more than 30 million country and western records sold and about two million copies of sheet music. This tremendous popularity of country and western music has made Nashville, Tenn., the hub of this culture, and as a result it has become the third largest recording center in the nation.

To further point up the impact of this type of music it is interesting to note that there are some 2,000 disc jockeys around the country who specialize in country and western programming. This in itself indicates an audience that appreciates and understands real country and western music.

Television—at one time thought to be big-city "property"—has become an important force in the spread of the popularity of country and western music. Some of the hottest shows on the air right now stem from such unlikely places as Springfield, Mo., and Nashville. Did you ever watch Ozark Jubilee or Grand Ole Opry and not be impressed at the enthusiasm of the entertainers and the audience?

"Okay," you say, "I'll buy the idea that this country and western musical commercial bit is the cat's whiskers—how do you go about it?" I believe the most important step—and the first one, of course—is the creation of words and music which give the selling points of your product in an entertaining way. (I won't get into the discussion about original music versus parody—that's another story.)

Saying you should write the song first might sound as obvious as my coming out against sin. But I make this statement to make it clear that I'm against slapping some words and music together and depending on a lush arrangement to take you home. You can get away with that when all you want to do is entertain . . . not when you want to sell!

The arrangement is the second step. There are lots of capable guys (and gals) in the music business who know the rural taste—and know how to put it into musical figures. Talent? You might want to use a big star in the country and western field. But the beauty of this type of music is that you don't have to! It's such definitive music that even a modest budget will get a "classically rural" treatment.

Interpretation is everything in the recording of such commercials—frequently, the choice of just the right guitar player might make the difference between authenticity and something that sounds "hooked-up". Your best bet is to take the basic melody and lyrics to a studio which specializes in this type of commercial. Practically every major recording company records in Nashville, for instance. They might not have their own studio there, but they know the Tennessee city is a mecca for top arrangers and musicians in the country and western field.

Your product, of course, will determine the times you use . . . and the ability and experience of your radio-tv group will determine the stations you use. Select your starting date—work out some aggressive merchandising support—and you should be on your way to a most rewarding campaign!

If you'll excuse a personal reference, my company has had quite a bit of experience in this field on behalf of Budweiser beer. I don't have the room here to go into the mechanics of our particular operation (actually, they pretty well follow what I've said here). Here's the point: country and western music has done a ding-dong job for Budweiser—in terms of product acceptance, distribution and sales—in a lot of rural markets which had hardly been tapped before we started our specialized campaign. We're sold on its value—and so is Anheuser-Busch!

Take a good look at country and western music. It's not the panacea for all your rural marketing problems . . . but it might be a darn good rubdown!

Harry K. Renfro, b. March 19, 1915, St. Louis. Grade and high schools there, St. Louis and Washington universities. Landed first radio job at 18 at WEL St. Louis as announcer; moved in 1938 to KXOK St. Louis. Decorated combat veteran of World War II and Korea, rose from ranks to Marine major. Returned to KXOK in 1952 and, with Dancer-Fitzgerald-Sample, helped organize Falsstaff-St. Louis Browns baseball network. Joined D'Arcy in 1953 as contact man for Anheuser-Busch on Budweiser-Cardinals regional radio network and tv; he became radio-tv director in 1955.
EDITORIAL

Ending the Pay-off Racket

Our hat's off to Comr. Fred W. Ford in prevailing upon his FCC colleagues to take affirmative steps to end the era of "pay-offs" and strike applications in broadcasting.

Mr. Ford's proposed amendments to the FCC rules will outlaw situations wherein an applicant, in order to survive, pays off other applicants for the same facility. While there have been some legitimate merging of interests which, in fact, were encouraged by the FCC after the lifting of the television freeze in 1952 to get needed additional tv service, the great majority amounted to shake-downs approaching blackmail.

The condition has developed to the point where there now appears to be at least one strike applicant for every legitimate application, not only in tv, but in am radio, too. By withdrawing the "protection" against new competing applications once a case is in hearing status, the FCC would terminate what has become an obvious racket, practiced in the open and actually legalized under existing rules.

There, of course, can be legitimate drop-outs, even after adoption of the Ford proposal. FCC's procedures permit waiver of any rule under appropriate circumstances. Thus, if there is a situation wherein an applicant changes his mind and agrees to withdraw if reimbursed for his actual, legitimate, out-of-pocket expense, it is presumed that upon proper showing, the FCC would grant the waiver. But, under the proposed rules, there could be no shenanigans.

The Ford proposal will prevail. Honest broadcasters and practitioners applaud it. Others, if any, wouldn't dare oppose it.

Doerfer's First Year

Last week John C. Doerfer observed his first anniversary as chairman of the FCC. It has been a nightmare of a year.

It was his lot to carry the burden of the FCC's hearing before the House Legislative Oversight Subcommittee—a proceeding that forced the resignation of one commissioner and made a shambles of FCC morale. He has been on the firing line before other committees of Congress on allocations, pay-tv, community antennas, appropriations and other issues and has spent more time in preparing and testifying before these committees than he has on his job downtown.

For the moment, the Oversight Committee—happily for the FCC—is stalking bigger game in pursuing the Adams-Goldfine influence allegations. But the FCC hasn't been able to go back to work full-time, and there has been no respite for its overburdened chairman, who has traveled up and down Pennsylvania Ave. to testify on allocations-deintermixture and related matters before the Senate Commerce Committee.

As an FCC member for four years prior to his assumption of the chairmanship, Mr. Doerfer knew the problems and the intrigues. But then he was only one of seven members. As chairman, he inherited a collection of unfinished controversial business that would have defied the wisdom of a Solomon. But before he could even get his agenda developed, he collided headlong with the then Moulder-Schwartz inquiry into purported influence peddling and expense account jimmying.

The Adams-Goldfine developments have made the FCC expose an amateur affair. Despite the bitterness, the unfairness and the anguish, there have been indirect results that could be beneficial. The day of snap judgments on the part of commissioners in adversary cases is ended. The pressures that admittedly have been exerted on the FCC from high places have declined—for the moment. The fixer has lost his status.

The complexion of the FCC has changed markedly in the past year. There is no clear-cut demarcation on all contested issues. But, by the same token, there's no follow-the-leader along party lines, either.

On the thorny issue of deintermixture, there does appear to be a clean division. Favoring the establishment on uhf "islands," particularly where there is only one vhf in a given market, are Comrs. Hyde, Bartley, Lee and Ford. Those who evidently have despaired of uhf in markets even having one vhf are Chairman Doerfer, Craven and Cross. That's the way it has appeared in the last few weeks. Whether the line-up will shift when the Commission gets down to individual cases is something else again.

The first year has been the hardest for Chairman Doerfer. As he embarks upon his second in the chairmanship, the outlook is far from rosy. Every important issue is controversial, and every controversy seems to goad some committee of Congress into conducting a new investigation.

The big problem is and, since 1952, has been the question of tv allocations. But the Commission can't give its undivided attention to it or to any other single issue. Unfinished business in broadcasting alone includes the network study and the related matters of network licensing, multiple ownership, option time, must-buys. Then there's the aged clear channel case, daytime stations, pay-tv, regulation of community antennas and the scope and depth of editorializing, to name only a few.

It is to be hoped that during the next year, Chairman Doerfer will be given the chance by Congress to get on with the FCC's work. The job can't be done if the FCC is to spend half of its time testifying before Congressional committees and much of the other in preparing its testimony.

Big and Getting Bigger

The NAB board took a notable step at its recent meeting to ease the agonies of its annual convention by chopping one day (Thursday) off the program. However, it only partly succeeded in solving the main logistics problem—hopping around the official meeting, exhibit and business spots.

Whereas film, transcription and other service exhibitors have been bunched in the past, the new convention format starting in 1959 will scatter these delegations all up and down and around the endless corridors of the Conrad Hilton's 26 floors.

The catch in the board's decision to limit service exhibitors to non-commercial hospitality suites lies in the lack of choice suites, even in the world's largest hotel. Some exhibitors may decide to set up shop elsewhere in Chicago's Loop, where they can brighten their quarters with pretty girls and the other trapings of the fast-growing program service industry.

In deciding to have wide-open assemblies some of the time and business sessions for management-ownership delegates at other times, the board will attain its goal of keeping low-echelon convention-goers and vendors out of the high-level discussions. It won't attain the original board objective announced last winter—smaller and simpler conventions.

The board realistically decided that after all broadcasting is a big business and those who do business with broadcasters are entitled to participate in the conventions. There's nothing wrong with bigness, even at conventions.
wfmy-tv dominates North Carolina’s INTERURBIA

The Largest Metropolitan Market In the Two Carolinas

Get full coverage of this great metropolitan market plus the entire Industrial Piedmont with WFMY-TV. See your H R P man today.

✓ 54 Prosperous Counties
✓ $2.9 Billion Market
✓ 2.2 Million Population
✓ $2.1 Billion Retail Sales

wfmy-tv
Channel 2
GREENSBORO, N.C.
Represented by Harrington, Righter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston