Justice Dept. bats for radio-tv against baseball
Tide's high: P&G's front-runner tops network spenders
What videotape will do: An enthusiastic, first-hand account
Barrow testimony: If FCC doesn't crack down, Justice will

"She make you carry that everywhere?"

PEOPLE GO TO EXTREMES TO BE WITHIN EAR-SHOT OF THEIR FAVORITE STORZ STATION

...So in each of these 4 major markets more people listen to the STORZ STATION than to any other... by far.

MINNEAPOLIS-ST. PAUL ... WDGY is first morning...
first afternoon... first all-day with a 28.2% average Hooper.
First on Pulse, too. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

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

NEW ORLEANS ... WTIX is 20 times more powerful... with 5,000 watts on 690 kc. and first... all-day. Proof: Hooper (32.8%)—Pulse, too. In fact, WTIX is first in 504 Pulse quarter-hours, and first in every single daytime 1/4. See Adam Young or General Manager Fred Berthelson.

MIAMI ... WQAM is first... all-day. Proof: Hooper (40.1%... and first in 264 of 264 quarter-hours)... Pulse (432 of 432 quarter hours) ... Southern Florida Area Pulse... Trendex and Hooper... See General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE OMAHA, NEBRASKA
FRIENDS, MEDIA BUYERS, ACCOUNT EXECUTIVES

LEND ME YOUR EARS...

"The fellow sitting rather self-consciously up there is me, Howard Tullis. I own the Tullis Company, Inc., Los Angeles ad agency. This statement is — let’s face it — not necessarily unsolicited, but it’s true: Having placed more than $2,000,000 worth of L.A. radio-TV time, I can say without reservation that of all seven local television stations, our clients have received the greatest return per dollar from KCOP."

Howard, you’re in good company. More local advertisers choose KCOP than any other station! Specifically...

* 48 MORE ADVERTISERS THAN ANY OTHER STATION

* 120 CLIENTS ADVERTISING EXCLUSIVELY ON KCOP

* B.A.R. Report May 16, 1958

AFTER ALL, WHO KNOWS THE MARKET BETTER THAN THE MEN WHO LIVE AND WORK THERE?

KCOP 13

Los Angeles’ most powerful television station • Represented nationally by Edward Petry & Co., Inc. 1000 N. Cahuenga, Hollywood 38
Flint sees the best...

...on **WJIM-TV**

*Michigan's Great Area Station — Strategically Located*

to **Exclusively Serve LANSING-FLINT-JACKSON**

with a Dominant 100,000 watt signal from its new 1023' tower

located between Lansing and Flint...NBC-CBS-ABC

Represented by Peters, Griffin, Woodward, Inc.
And it is magic backed by fact. This pioneer television station is foremost in viewer preference in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. Facts also prove that WGAL-TV’s multi-city coverage costs you less than buying single-city coverage. Sales magic in your advertising is yours—on station WGAL-TV.

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

**WGAL-TV**

**LANCASTER, PA.**

**NBC and CBS**

STEINMAN STATION - Clair McCollough, Pres.

**AMERICA'S 10th TV MARKET**

Representative: The MEEKER Company, Inc. - New York - Chicago - Los Angeles - San Francisco
It was evident last week that campaign to eliminate triple-spotting in connection with all Procter & Gamble products was moving into high gear on spot tv level. All P & G agencies, in New York and Chicago, are insisting on clauses in station contracts looking toward that end. Move is considered natural follow-through on P & G's complaint (through Comptron Adv. Inc.) about triple-spot practices at network level involving its Wyatt Earp show on ABC-TV last spring [ADVERTISERS & AGENCIES, May 26, March 17].

RATINGS REVISIT • Despite firm announcement three weeks ago that no more tv hearings would be held this session [GOVERNMENT, July 7], at least one more definitely is on tap for Senate Commerce Committee. Quick, one-day airing of tv rating methods did not satisfy Sen. A. S. (Mike) Monroney (D-Okla.) and he has successfully pressured Chairman Warren Magnuson (D-Wash.) for further look-see before Congress goes home. Only thing remaining to be firm ed is date. Among those Sen. Monroney is anxious to query are network executives and former NBC President S. L. (Pat) Weaver.

Warner Bros. reportedly will increase its television production, and expects to sell directly to advertisers and their agencies in near future. Inevitably such advertisers would make their own choice of network and thus it's believed "exclusive" contract between ABC-TV and Warners will probably be broken. ABC-TV this fall will have about five and one-half hours of Warner Bros. products.

FUTURE BOOK • If you're interested in pay tv timetable, just tear off about 12 months of your 1958-59 calendar, beginning now. Chairman Oren Harris (D-Ark.) of House Commerce Committee has advised FCC that his Committee wants to look into pay tv, but being preoccupied with other matters (Goldfine-Adams, etc.), it wants FCC to defer any action on tests until his committee can have look in first session of next Congress. FCC will comply, probably this week, although it still would like Congress to give it some "target date." Besides, FCC has no qualified applications for on-the-air pay tv tests pending, and none apparently is in sight.

Auto makers have yet to rip on hand of extent of radio-television support expected for their new models, despite Detroit go-ahead to move up drastically fall introductory dates for most '59 lines. Agencies, faced with allocation of millions of automobile advertising dollars, are shuffling feet, one top radio-television agency reporting it's expecting word "momentarily," notes it has submitted over period of time as many as 25-35 different media proposals for its auto client's consideration.

NEXT UP • Chairman Harris (D-Ark.) was especially anxious to complete Over-sight Subcommittee's lengthy interrogation of Bernard Goldfine last week (finally accomplished Thursday) so that parent Commerce Committee this week could consider several pressing matters, among them Bray resolution creating special commission to study military use of spectrum, Magnuson $51 million educational tv bill (with excellent chance for favorable report). Weighing heavy over subcommittee's head — completed investigations of several comparative tv cases.

While All-Industry Radio Music License Committee is expected to follow general pattern set last year in similar tv copyright negotiations, there's special problem that may figure in dealings should behind-scenes talk have foundation: Are some stations getting favored rate treatment in copyright payments through special exemptions or discounts?

MILITARY SPECTRUM USE • What effect will Near East conflict have on current tv allocations discussions looking toward spectrum analysis involving government-military use and project whereby existing commercial tv channels might be exchanged, on long range basis, to give tv continuous band? If situation, from military standpoint, remains touch-and-go, chances are nothing will be done on premise that modern military operations are dependent upon communications as life-line. Status quo therefore wouldn't be disturbed, unless conflict entails preemption of some of commercially assigned channels in military emergency.

Meanwhile, starting point on coordination of spectrum studies to seek possible solution to tv problem has been reached. High echelon executives now in position to begin studies are Paul Goldsborough, telecommunications head of Dept. of Defense, Conr. Fred W. Ford, designated by FCC as its official liaison, and Fred C. Alexander, acting assistant to director for telecommunications of Office of Defense and Civilian Mobilization.

PETRY TO DALLAS • Edward Petry & Co., station representation firm, reportedly planning to open office in Dallas about August, bringing its office total to nine. In line with Petry policy, new office will have separate staffs for radio and tv. It's understood Hugh Kerwin of Petry, St. Louis office will head Dallas tv staff. Radio staff head yet to be selected.
The swarming season for canculus octavo publicus is here again.

The nocturnal form of this species is particularly abundant in the Central New York area. Huge clusters are being netted nightly, attracted by the bright lights on neighborhood television sets.

University lepidopterists tell us that, contrary to popular belief, c. o. publicus is well developed and richly endowed this season. They say that the swarms are extremely large and the attraction seems to be our late evening STAR THEATRE series.

If you wish to add a number of these species to your collection we offer you the use of our facilities. The personnel at Kats all have copies of our collectors handbook. Butterfly nets are also available at the New York and Chicago offices.

Cordially,

Paul Adanti
Vice President

Affiliated with Better Homes and Gardens and Successful Farming Magazines

Basic CBS
Barrow Report Authors Renew Charges—Barrow and Mayo testify against TV networks’ option time and must-buy practices and file statements on multiple ownership, network national spot representation, FCC regulation of networks, and data on publication of affiliation criteria, rate-making and compensation. CBS Inc. challenges charges option time and must buy are illegal. Page 62.

Last Plea for Anti-BMI Measure—Schulman makes final plea for passage of anti-BMI Smothers bill in face of Sen. Pastore statement measure is unacceptable because it will hurt “4,000 little fellows [broadcasters].” Rosenman to make last BMI plea Wednesday. Page 70.


Fund’s TV Study—Project under which it comes is extended for another three years by Fund for Republic at cost of $4 million, which Fund notes, will just about wind up its initial $15 million grant from Ford Foundation. Page 80.

Council Backing for New York ‘Television City’—New York City Council President Abe Stark tells delegates at 21st annual convention of American Federation of Television & Radio Artists that such a project conceivably could be undertaken as part of a slum clearance effort. Page 84.
HE'LL BE BACK

Our Time Buyer Friend is off to the water without his radio. But he'll be back. To begin with, he's in Miami to hear for himself why WQAM is more popular than the next 4 stations combined. Secondly, he likes what he hears. Moreover, listening to WQAM, tells him more about modern radio than he can learn from all the assumptions and pre-conceptions put together. What he hears gives depth and meaning to all the Miami audience figures, which show WQAM FIRST, HOOPER (40.1%); FIRST 264 of 284 HOOPER QUARTER HOURS; FIRST 432 of 432 PULSE QUARTER HOURS; FIRST, TRENDEX, MORNING, AFTERNOON, ALL-DAY; FIRST, SOUTHERN FLORIDA AREA PULSE, accounting for 31.5% of the state's population.

Talk to a man from Blair ... or WQAM General Manager Jack Sandler.

WQAM

More popular than the next 4 radio stations combined in MIAMI

5,000 watts on 560 kc.

WQAM, Miami

REPRESENTED BY JOHN BLAIR & CO.

WTIX, New Orleans

REPRESENTED BY ADAM YOUNG INC.

WDGY, Minneapolis St. Paul

REPRESENTED BY JOHN BLAIR & CO.

WHB, Kansas City

REPRESENTED BY JOHN BLAIR & CO.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE, OMAHA, NEBRASKA

Page 8 • July 21, 1958
AFFILIATES' ACCEPTANCE OF 'DAYBREAK' INDICATED AT ABC-TV NEW YORK SESSION

ABC-TV appeared assured of station acceptance of its broad new "Operation Daybreak" daytime programming plan [ADVERTISERS & AGENCIES, July 14; see page 40] after all-day session with primary affiliates Friday (July 18) in New York.

This was evaluation of number of station participants in closed session. Network needs clearance by at least 80% of its approximately 85 primary affiliates under agreement with six advertisers—all Young & Rubicam clients—already set for participation in "Daybreak." Stations reportedly were asked to signify clearance by end of July.

Affiliates were told that Giraud (Jerry) Chester, director of new program development for Ted Bates & Co., would join ABC-TV as head of all daytime programming. Presumably he will get vice presidency. Mr. Chester also is former NBC programming executive.

Meanwhile, although authorities said they were discussed little or not at all at Friday session, affiliates unofficially reported two new moves by network:

• Proposed changes in compensation for programs in which participations are sold, with affiliates reportedly already asked to agree to clear for any such program in which network has sold as many as one commercial message. Basis for payment for such participations, it was said, would vary with different day segments, reportedly ranging between 8 and 22% of applicable hour rate (per participation).

• Proposed changes in daytime option-time periods, moving morning option hours from 9:30-12:30 to new 10 a.m. to 1 p.m. span and splitting afternoon option time into three parts (2-2:30; 3-4:30 and 5-6 p.m., local times).

Affiliates for most part were described as generally pleased with "Daybreak" plan though several features came in for criticism, at least in private discussions. For one, 12 noon to 1:30—scheduled as part of "Daybreak"—is important in terms of local sales. Fact that part of "Daybreak" would fall in station time also drew criticism, as did fact that proposed option-time change would eat further into desirable midday period. Another frequently heard complaint: Way "Daybreak" programming is split up, stations carrying it and other option-time programs could schedule no daytime feature film ending later than 11 a.m.

Representatives of approximately 60 affiliates were present for session, led by Joseph C. Drilling of KJEO-TV Fresno, Calif., chairman of ABC-TV Affiliates Assn. ABC-TV presentation was headed by President Oliver Treyz, with President Leonard H. Goldenson of parent AB-PT closing session with short speech of thanks. Other ABC-TV speakers included Alfred Beckman, station relations vice president; Don Coyle, sales development and research vice president; Thomas Moore, programming vice president; Michael Foster, press information and exploitation vice president; Armand Grant, executive producer of daytime programming, and Dean Linger, director of advertising and promotion.

Greeley Opens Own Firm


Townsend Wins Mercury Contest

Grand prize of $500 and a Mercury Commuter station wagon in Mercury’s tenth anniversary station promotion managers contest was awarded to Jack Town- send of KELO, Sioux Falls, S. D. Receiving $500 in cash are Phyllis Doherty, WNAC-TV Boston; Morris Quave, WDEF- TV Chattanooga, Tenn., and Judd Choler, WFMY-TV Greensboro, N. C. A special award of $250 was voted to Robert Murdock, KSL-TV Salt Lake City. Contest was announced in May by Mercury’s agen- cy, Kenyon & Eckhardt. Winners were to be announced on Ed Sullivan Show on CBS-TV Sunday (July 20).

L. A. Pages Pick NABET

Pages at ABC (radio and television) Los Angeles, chose NABET as bargaining agent in NLRB election held Thursday, as NBC pages had done week before. Of 14 pages eligible, 11 pages voted, all for NABET.

INSCRUTABLE REASONING

Anthem executives were amused when they received lengthy letter from Japanese patent office explaining scientific reasons why it is impossible to record visual signal on tape and therefore regretfully rejecting Anthem’s application for Japanese patent for its videotape recording process. Less amusing was introduction on Japanese American network of close copy of Anthem machines, made in Japan under name "Jampex." Lack of patent protection in that country gives Anthem no legal ground to contest unlicensed competition.

BUSINESS BRIEFLY

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

SHOPPER • Vick Chemical Co., N. Y., through its agency, Morse International, N. Y., considering participation as charter member in new ABC-TV scheduled "Operation Daybreak" or possibly buying entry into NTA Film Network. Decision is expected to be made early this week. Vick participated in daytime "contiguous rate" arrangement last season on CBS-TV.

FROM EVE TO DONNA • Shulton Inc., Clifton, N. J., somewhat disappointed over its last network purchase—CBS-TV’s Eve Arden Show—will give network tv another try. It’s joined Campbell Soup Co. as alternate week sponsor of Screen Gems’ new Donna Reed Show on ABC-TV (Wed., 9-9:30 p.m.) effective Sept. 24. Agency: Westey Assoc., N. Y.

READY TO BUY • American Home Products, N. Y., through Ted Bates & Co., N. Y., planning to buy segment in 77 Sunset Strip Thurs., 9:30-10:30 p.m. on ABC-TV for fall start. At least three other advertisers said to be interested in same program.

PULLS ‘BET MONEY’ • Although DeSoto Div. of Chrysler Corp. will drop out of Groucho Marx show on NBC-TV after seven years, it’s understood that advertiser will return to tv in fall but plans are still not formulated. Meanwhile, Marx show, You Bet Your Life, will continue on NBC-TV, Thursday 10-10:30 p.m., under alternate week sponsorship of Lever Bros. through BBDO and Toni Div., Gillette Co., through Tatham-Laird. BBDO is also agency for DeSoto.

SHADES OF LE BLANC • With new leadership (appointment of Virginia Corcoran as president) and plans for return to "more aggressive advertising," Hadacol Inc., Chi-cago, will turn again to radio as it did years ago to promote new Super Hadacol in southern markets. Miss Corcoran formerly was assistant to president of the O’Con Co., another aggressive radio user, now owned by Sterling Drugs. Idea behind new campaign: to identify Homer & Jethro, comic singing team, as Hadacol’s own personal spokesman in radio and film commercials, already com- pleted by Fred A. Niles Production, Chicago. Mohr & Eicoff, N. Y. and Chicago, is new agency for tonic firm.

LONDON ASSIGNMENT • S. C. Johnson & Son, Racine, Wis., appoints London office of Ervin Wasey, Ruthrauff & Ryan Ltd., as agency for Mello furniture wax for advertising in England and on Continent. Initial campaign calls for tv spots and newspapers.
NEW BROADCAST SPORTS BLACKOUT URGED

New broadcast clause was proposed for bill exempting major sports from antitrust laws at Friday afternoon hearing of Senate Judiciary subcommittee (early story page 29), Rep. Kenneth B. Keating (R-N.Y.), co-author of House-passed bill writing antitrust blank check for professional sports, asked Senate group to apply old baseball broadcast rule to baseball, football, hockey and basketball.

This rule was abandoned by baseball nearly decade ago because Dept. of Justice contended it violated antitrust laws. Under Keating amendment, powers once held illegal would be given all four professional sports by law, with original 50-mile blackout limit increased to 75 miles.

Amendment reads: "The regulation of the granting by a club of rights to broadcast and telecast reports of pictures of contests in the organized professional team sports of baseball, football, basketball or hockey from broadcasting or telecasting stations located within 75 miles of the home stadium of another club on a date when such club is scheduled to play a regularly-scheduled league game in the same sport."

Questioned by Sen. Joseph C. O'Mahoney (D-Wyo.), Rep. Keating said House sponsors of bill had no idea broadcast paragraph gave all four sports freedom to arrange cross-sports blackouts. He also said sponsors had no idea bill would grant unprecedented legal immunities due to language in first sentence.

Sen. Estes Kefauver (D-Tenn.), chairman of Senate subcommittee, said he liked Keating broadcast amendment better than original paragraph, with its blanket exemption for any kind of broadcast blackout.

Rep. Keating cited troubles of Rochester (N.Y.) Red Wings when the St. Louis Cardinals Club decided not to operate club any longer. Civic-minded group was formed, he said, and "with the aid of press, radio, television and sports-minded fans of that city a successful campaign was conducted." Club is now in struggle for survival, he said, adding, "Their efforts are doomed to failure unless major league television competition for their local patrons is curbed."

Reps. Blatnik, Griffith Fire Further Blasts at Ad Claims

Immediate federal crackdown on allegedly misleading toothpaste advertisements that promise prevention of tooth decay and mouth odor was urged Friday by chairman of House committee investigating advertising claims (early story, page 76).

John Blatnik (D-Minn.), with FTC Chairman John W. Gwynne on stand, quoting toothpaste ad proclaiming: "Saves your teeth from decay—Tests after tests by dentists proved it" charged ad was "not only a misleading statement but a flat lie." He said American Dental Assn. know of no tests by even one dentist to prove statement and that he could not understand why FTC cannot stop such abuses.

Cigarette and toothpaste firms are flooding U.S. with "bunk and junk" about their products, Rep. Blatnik charged.

Comr. Gwynne replied FTC would have to prove such claims were untrue with clinical tests and maintained toothpaste advertising, although not 100% true, still serves needed purpose in promoting dental hygiene. "This is not to say, however, that this observation should be taken to excuse any false claims, but in this field it is extremely difficult to determine whether or not a specific claim is true," he said.

"Can't you just tell them [cigarette and toothpaste advertisers] to stop fooling the public [with] wild statements?" Rep. Blatnik asked. He said it is "rather ridiculous" to hear five or six different cigarette manu-
facters claim their product contains less tar and nicotine than any other. "No one knows who's lying," he stated.

Comr. Gwynne said at present there is no common standard for measuring tar and nicotine content of cigarettes. "The whole trouble with these claims . . . is that they are all using a different test," he explained. Congress should consider legislation requiring cigarette manufacturers to list tar and nicotine content on outside of packages, he said.

Rep. Martha W. Griffths (D-Mich.) maintained, despite lack of funds, FTC could do "a lot more than is now being done" to protect public from false advertising.

Investigations, conducted by Legal & Monetary Affairs Subcommittee of House Government Operations Committee, adjourned following Friday session.

Sullivan Takes Corinthian Post

Robert J. Sullivan, director of program promotion and merchandising for CBS Radio, named Friday as director of promotion and advertising for Corinthian Broadcasting Corp., effective about Aug. 1. He will work closely with general managers and promotion managers of Corinthian stations and with advertisers and agencies to give promotion and merchandising assistance to all advertisers using Corinthian stations. Stations are KOTV (TV) Tulsa; KGUL-TV Houston, WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.

PEOPLE

JOHN W. MURPHY, tv-radio producer, Kenyon & Eckhardt, N. Y., appointed head of tv-radio commercial production department, succeeding ALFRED R. TENNYSON, vice president and director of tv-radio commercial department who move to L.A. office, as vice president in charge of tv and radio for that and S.F. office.

THOMAS M. MORTON, with William Esty Co., N. Y., as marketing account executive on P. Ballantine & Sons, elected vice president.

ROBERT T. QUINLAN, producer-director at CBS-TV in N. Y., has joined KTLA (TV) Los Angeles as program manager.

WILLIAM L. SIBERT, assistant advertising manager, Whitehall Labs, division of American Home Products Corp., named advertising manager.

JOSEPH P. HARDIE, vice president and plans board member of Sullivan, Staufer, Colwell & Bayses, N. Y., has been elected member of executive committee.

BORIS MORRIS, copywriter on Edsel account at Foote, Cone & Belding, Detroit, appointed copy director that office, succeeding late ROBERT J. HAKKEN.

WILLIAM J. MAUTOR, formerly associate copy chief, C. L. Miller Inc., N. Y., joins VanSant, Dugdale & Co., Baltimore, as copy supervisor.

ELIZABETH GOULD resigned as executive secretary Radio Television Directors Guild, Hollywood.

MARTIN L. STRAUS II, 63, credited with originating radio's Take It or Leave It quiz (and its now-famous $64 Question) for Eversharp Inc. of which he was president until 1951, died of heart attack Thursday night (July 17) at Lenox Hill Hospital, N. Y. Mr. Straus for past few years headed Bymart-Talair Inc. (former in partnership with late public relations executive Carl Byoir).

CATV in Turnabout Role

Shoe was on other foot in broadcasters vs. CATV battle last week when Montana Microwave, common carrier feeding signals of three Spokane tv stations to CATV system in Missoula, Mont., asked FCC to set aside June 18 grant without hearing to KMSO-TV Missoula for its own microwave station. Montana Microwave said it has reason to believe KMSO-TV plans to bring in same three Spokane tv outlets, selecting best programs from each, and thus will bring economic destruction to local CATV system, Missoula Tv Cable Co. Inc., and to Montana Microwave. Besides that, MM said, KMSO-TV microwave station means common carrier will lose potential customer in KMSO-TV itself. MM said it has $80,000 investment which may be lost, plus another $20,000 in equipment serving CATV in Kalispell, Mont., which could not operate profitably alone.
RICHARD GREENE

plays

ROBIN HOOD

"THE ADVENTURES IN SHERWOOD FOREST"

NOW AVAILABLE FOR STRIP PROGRAMMING!
THREE SMASH YEARS ON
NETWORK...AND RENEWED FOR
A FOURTH YEAR!

Robin Hood comes alive... to become your most powerful salesman!
Cash in on the tremendous built-in following of TV's most spectacular adventure series. A prestige showcase that will sell every kind of product, because it reaches every member of the family and features the characters all America knows and loves.

SAME SPONSOR FOR THREE YEARS ON NETWORK... and their sensational sales records show why! And Robin Hood offers his sponsor promotions unlimited!
Over $2 million in merchandising sales already, with 33 licensed manufacturers offering Robin Hood products for premiums, contests and give-aways.

LOOK AT THE RATINGS!
In city after city, Robin Hood... consistently out-rated competition in its time spot.

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"THE ADVENTURES
IN SHERWOOD FOREST"
IS THE BUY OF THE YEAR!

Produced by Sapphire Films, Ltd.
UNCLE SAM SAYS ‘THANKS’

EDITOR:

The Internal Revenue Service during the 1958 federal income tax filing period received the finest cooperation in its history from the national television and radio industry.

Each of our nine regional and 64 district offices reported active interest and assistance from broadcasters of their area in bringing to their millions of viewers and listeners helpful programs and pertinent hints on filing requirements.

We are very grateful for the aid and understanding which these members of the industry so generously provided.

Russell C. Harrington
Commissioner of Internal Revenue
Washington, D. C.

NO COMPLAINTS

EDITOR:

It was a real pleasure to do the MONDAY MEMO, [July 7]. Judging from the mail I have received, a lot of people read the article. Another indication that you still have the best damned book in the business.

Harry K. Renfro
Director of Radio-TV
D’Arcy Adv., St. Louis

EDITOR:

The MONDAY MEMO by Harry K. Renfro on the country and western consumer market was long past due. We have often tried to remind national and regional timebuyers and the networks that country music devotees constitute a veritable Fort Knox when it comes to product loyalty and results. Harry Renfro deserves a gold guitar!

Connie B. Gay, Chairman
Town & Country Network
Arlington, Va.

EDITOR:

We want to express our most sincere thanks for the excellent handling of the story on our company. [Broadcasting, July 7]. Congratulations and complimentary comments have been reaching us from all directions as a result of this fine reportorial job.

Robert E. Eastman, President
Robert E. Eastman Co.
New York

TOP 40 (continued)

EDITOR:

Congratulations. Once again you prove to the entire broadcasting industry that there is no substitute for your “know how” and leadership in this industry. Your splendid editorial entitled “Wrong Enemy” [July 14] is just another example.

Fred H. Kenkel, V. P.
C. E. Hooper Inc.
New York

EDITOR:

Congratulations on your editorial, “Wrong Enemy.” WFBR, now in its 36th year, can hardly be classed as Johnny-Come-Lately, but at the same time, we pride ourselves in being as modern as the stations who call themselves “modern.” During those 36 years we have been affiliated with three of the major networks and are presently independent. However, as a network affiliate, we didn’t “hate” independents and, as an independent, we don’t have our guns trained on network stations. There is room and need for both.

We’re getting pretty tired of all the cannibalism in our great industry. Let’s all sell on our unique merits and when those competitive corpuscles start singing, let’s point our combined efforts toward our direct mail competitors, whose clients face rate increases up to 50% when the new postal rates become effective Aug. 1. There is really gold in them hills. All it takes is a little digging.

Robert B. Jones Jr.
V.P.-General Manager
WFBR Baltimore

MISSOURI’S THIRD TV MARKET

KODE-TV in the Joplin market covers a 4-state area with 167,769 TV homes, 686,800 population and $776,919,000 buying power.

Joplin is the urban center of 11 communities in an 18-mile radius with a combined population of 97,750.

KODE-TV in the Joplin market is 28 percent taller, and 29 percent more powerful than any competitor.

* Television Mag. Set Count—June ’58

CREATED BY KODE-TV

JOPLIN, MO.

A member of the Friendly Group

Harry D. Burke, VP & Genl. Mgr.
Top by Avery-Kindel

WVTV, WTVI-TV, Studebaker, WBOY, WBOY-TV, Clarksville; KODE, KODE-TV, Joplin; WPAM, Parkersburg; WPIT, Pittsburgh; KMB, Monroe, La.; Colmes-Werneruth Prod., Inc., Chicago, Ill.

July 21, 1958 • Page 13
or representing a handful of stations in a handful of markets.

The facts of the matter are that in market after market—in major markets, semi-major markets and minor markets, in industrial and metropolitan areas and in agricultural markets, in the overwhelming majority of markets in the country—old-fashioned radio is clobbering modern radio. Sometimes that old-fashioned radio is provided by network stations, sometimes by unreconstructed independents that were major forces in the market when "independent" was almost a naughty word, but in either case the beating is being administered by operators who wouldn’t be caught dead injecting the miracle drug of modern radio into their veins.

Take the big markets . . . the really big markets.

Take New York. There isn’t a timebuyer in the business who can’t prove to you that WCBS, WOR and WNEW dominate this biggest of all markets—dominate it in listening, in acceptance and in business.

How about Detroit? Where’s the modern radio that can challenge WJR’s booming Great Lakes voice or WXYZ’s stranglehold of AutoLand. Pittsburgh? KDKA, WCAE and WWSW have the Tri-State area wrapped up in their little fingers. Sure, all three are independents but Lenny Kapner, Pete Schloss and Westinghouse had the Golden Triangle in the palm of their hands before Todd Storz or Gerry Bartell knew what a timebuyer was. Boston? It’s WBZ, WEEI and WHDH all the way. Keep looking. Los Angeles. KNX and KMPC by a landslide—and if you call KMPC “modern” radio you’ll have to trade blows with an all-American football player by the name of Bob Reynolds.

Take some smaller markets. Hartford for example. NBC’s WTIC and CBS’ WDRC have this one sewn up tighter than a drum. Atlanta? Nothing even comes close to WSB and a lot of people have tried. Columbus or Youngstown? Dick Borel and Dutch Bowden will show you how a CBS affiliation makes mincemeat of central Ohio. Look out in California, the farm-rich Central California Valley, and you’ll see one that’s so bright you need blinders—a 5-station McClatchy Beeline affiliated with not one but three different networks and it’s so far out in front you can’t find the runnerup. The list is endless. WTAG in Worcester. WFIL in Philadelphia. WBEN in Buffalo. KING in Seattle. WMT in Iowa. WBT in Charlotte. KLZ in Denver. WPTF in Raleigh. WHI? in Harrisburg. WRVA in Richmond. WHC in Rochester. WSFD in Toledo and on and on it goes in hundreds of markets large and small where a network affiliate or an independent that deliberately avoids the characteristics of modern radio is the leading station in the market today as it was yesterday and as I suspect it will be tomorrow.

Now comes the disclaimer—and the point. As far as station operators are concerned, they don’t come any better than Gordon McLendon or Todd Storz or Gerry Bartell or Harold Kreistlein or dozens of minor leaguers who have successfully carbon-copied their blueprints. And as far as
STEADY GROWTH PUTS WPDQ JACKSONVILLE IN A POWERFUL No. 1 POSITION

JACKSONVILLE, FLA.
600 KC - 5000 WATTS
24 HOUR SERVICE

TAKE A LOOK AT THE RECORD

HOOPERATING
(Average Share of Audience)
Mon.-Fri. 6:00 AM to 6:00 PM

PULSE REPORT
(Percent of Total Audience)
Mon.-Fri. 6:00 AM to 6:00 PM

Robert Feagin, President — Ernest R. Currie, Sales V.-P.
Represented by
VENARD, RINTOUL & McCONNELL, INC.
JAMES S. AYERS, SOUTHEAST
stations are concerned there's no question that a KTSA or a WQAM or a WOKY or a WCAO is a good station, performing a valuable local service and filling a community need. But the fact remains that hundreds of aggressive operators have learned how to twist a network affiliation by the tail until it pays off in spades (with network programming that is good, bad or indifferent and it doesn't seem to matter which it is).

The irony of the situation is that even if network radio is gasping for breath, network station radio is just as alive, just as vigorous, just as successful and just as profitable as the so-called modern radio. The only problem is that the loud, vigorous cacophony of sound mimographed out of the headquarters of "modern" radio in Dallas, Kansas City, Milwaukee, Memphis and a few other cities have drowned out the spokesmen of old-fashioned radio. Hence this small voice.

Mitch DeGroot
Radio Sales Director
Paul H. Raymer Co.
New York

EDITOR:
If everyone in advertising agrees [with NBC's survey results], why are there so many Top 40 stations and why do they, as a pretty general rule, make so much money?
I am confident that in every market there are successful Top 40 stations, there are numerous good music stations that can be purchased for the same cost and can offer a much better buying audience than the Top 40 stations. The problem seems to lie in the fact that ratings have become too big a factor. Buying and other factors, such as programming, commercial policies and personalities, have been pushed aside as secondary consideration.

John O. Gilbert
Commercial Sales Manager
WKMH Detroit

EDITOR:
MAY WE HAVE PERMISSION TO REPRODUCE PORTIONS OF TEXT AND TABLES FROM "TOP FORTY FORMULA UNDER FIRE" ARTICLE LEADING YOUR JUNE 30 ISSUE. BE ASSURED WE WILL NOT QUOTE OUT OF CONTEXT AND WILL GIVE AMPLE CREDIT TO SOURCE.

LLOYD PRICE
KRLD DALLAS, TEX.

EDITOR:
We think your article, "Top 40 Formula Under Fire," is tremendous, and feel that its use in the Portland market would be a very valuable sales tool. If reprints are available would you please send us 25 copies.

Albert L. Zack Jr.
KLIQ Portland, Ore.

EDITOR:
I would appreciate your sending me 12 reprints.

Ed Niehay
General Manager
KEYY Provo, Utah

[EDITOR'S NOTE: Reprints are available at 10 cents each]

IN REVIEW

STEVE ALLEN PRESENTS: STEVE LAWRENCE & EYDIE GORME

It's a pleasant summertime diversion, this Steve and Eydie Show; it stands out in a morass of giveaway shows and silly summertime sustaining as a fresh, genuinely-appealing series of musical circumstances. The Lawrencees radiate charm and boast a stylishness that has become a rarity in this day of the gyrating pelvis. To be sure, their written material could stand some improvement, and the orchestrations by Jack Kane ought to be toned down a bit—say a couple of hundred decibels. But taken as a whole, the two some has a hit on its hands.

The premiere show a week ago Sunday (July 13) came off particularly well, so far as "premieres" go. Joining Steve and Eydie were basso-profundo Salvatore Baccaloni, Jackie Cooper, Margaret O'Brien, Shari Lewis and two puppets named Lamb Chop and Charley Horse. Signor Baccaloni beamed warmth (and girth); Mr. Cooper banged the drums admirably, and ventriloquist Lewis, to quote a radio jingle, was "indescribably delicious." Miss O'Brien, cute as a button, may have a hard time shaking off a reputation as "child actress." Her breathlessness left a few viewers gasping with dismay.

Production costs: Approximately $45,000. Sponsored by American Machine & Foundry Corp. through Cunningham & Walsh; Procter & Gamble and Greyhound (Grey Adv.) on NBC-TV, Sun., 8-9 p.m. EDT. Started July 13.

Producer: Nick Vanoff; director: Dwight Hemion; writers: Johnny Bradford, Bill Dana, Frank Peppiat and Jud Holstein; associate producer: Jim Elson; music: Jack Kane.

BUCKSKIN

Words like "sentimental" and "heart-warming" are not usually applied to tv Westerns, yet they are the adjectives that come first to mind when Buckskin is the subject. Buckskin is unquestionably a Western, in a scene a frontier town somewhere in Montana Territory in 1880, but this scene and its actors are shown from the point of view of 10-year-old Jody O'Connell, whose widowed mother runs the community's small hotel.

Jody, who narrates as well as stars in each episode, is the typical American boy, like Tom Sawyer of an earlier Hannibal or Penrod of a later Indianapolis, full of curiosity about the fascinating world around him and a determination to learn all about it in his own way, despite the ridiculous restrictions imposed on him by incomprehensible adults —such as his mother, who attempts to discourage his forays by keeping him stirring the kettle in which fat scraps are endlessly being melted down for soap.

The opening Buckskin drama concerned "The Lady from Bismarck," mail-order bride of the Montana school teacher who arrived as pretty and willing a maid as one could wish but who soon balks. Jody ferrets out the real reason (that she can't read and therefore is not fit to marry an educated man) and sets about remedying it.

As conceived by Harold Swanton, writer-
There is a distinguishing flavor about representative organizations which comes principally from the type of men who actively head up each firm.

Here, this consists of the group of Working Partners who started H-R, and who today still actively continue to serve all of our stations and buyers of time.

Supplemented by a carefully selected staff of properly aged and sales seasoned men, each following the H-R practice of providing time buyers with a complete and easily digestible presentation of station and market facts, we have a recipe for sales which appeals to the business appetites of the stations we serve.
It just takes one BIG one...

JUST AS ONE BIG PUTT CAN MAKE ALL THE DIFFERENCE...in the world in golf...one big station can make a world of difference in your Mid-Gulf TV coverage.

WKRG-TV dominates this BILLION-DOLLAR Mid-Gulf Area in all three rating services (Nielsen, ARB and Pulse). Now, something new has been added...

NEW, TALLER TOWER ADDS GREATER MID-GULF COVERAGE

Even before, Nielsen gave WKRG-TV 46,000 extra families in the Mobile Market. Now, a new maximum-height tower sends WKRG-TV's better programming booming into tens of thousands of additional Mid-Gulf homes...as the map below clearly shows. For full details of WKRG-TV's lead, call your Avery-Knodel man...or C. P. Persons, Jr., V.P. and Gen'l. Mgr. of WKRG-TV.

THE CHEVY SHOWROOM

Following Pat Boone in The Chevy Showroom is doubtless a thankless chore for any performer but singer Andy Williams rang up a small sale in his debut. The result was a pleasant elixir of song and dance that fell only slightly short of being a tv midsummer night's dream.

M.C. Williams possesses no discernibly great singing talent. He is awkward and halting but with a rewarding boyishness and wholesomeness that would do Mr. Boone credit. It is competent choreography and production know-how, however, that will sustain the new summer series, if the opener is any criterion.

With such supporting talent as the Bob Hamilton Trio, comedian Dick Van Dyke, the Corvettes—all benefiting from the sure deft touch of producer-director Bill Hobin—The Chevy Showroom moved along on the wheels of song.

In his opening bit, Dick Van Dyke made a familiar comic's mistake in giving his impression of a cat—not letting the visual effects of pure pantomime tell the story. The effect of scenes in which the mistress collars and belts Tom and drops her knitting yarn by the fireside was diluted by unnecessary dialogue. Still, the comedian Van Dyke has a way with him.

The wisdom of permitting M.C. Williams to handle the commercials may be seriously questioned, in view of Chevrolet's avowed success with singers Boone and Dinah Shore as personality spokesmen. As a result, the sponsor may want to separate the men from the choir boys to achieve maximum impact in its showroom.

Production costs: $35,000.
Sponsored by Chevrolet Div., General Mo-
"This is airline radar. It's a big help in making your United shipments as dependable as they are. Because radar shows us weather up to 150 miles ahead, it prevents long delays or detours caused by storms or turbulence. Every plane in our fleet has radar. So when you ship United, you can be surer of on-time deliveries and smooth trips for fragile items."

United offers you more guaranteed space availability (Reserved Air Freight) with greater frequency to more destinations than any other airline. And when you ship United, you have the opportunity to lower marketing costs through better inventory balance, broader markets, lower packaging and insurance costs. These features, plus radar, are good reasons to ship dependably by United Air Lines.

FOR EXTRA DEPENDABILITY, SHIP UNITED—THE RADAR LINE

For service, information, or free Air Freight booklet, call the nearest United Air Lines representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois.
THE CHEVY SHOW

The ghost of vacationing Dinah Shore lurks on the crowded set of her replacement show, haunting writers and stars. Each Sunday they go through a frenzy of songs, dances and skits, but the spectre won't be exorcised. It's a poor way to spend a summer night, watching the 60-minute rites and longing for the songs and good old Chevy Shows of wintertime.

They've hired a cluster of stars to hold things together until the fall. But so much talent is wasted in the uneasy variety format of the summer show. In the wealth of special material written each week, only the commercials and elaborate bridges really communicate. The rest of the hour conveys little but false cheer.

Production costs: Approximately $45,000. Sponsored in color and black-and-white by Chevrolet Motor Div., General Motors Corp. through Campbell-Ewald Co. on NBC-TV Sun., 9-10 p.m. EDT. Started June 32.

Stars: Edie Adams, Janet Blair and John Raitt, with special guest Dorothy Kirsten and alternating comedians Rowan & Martin and Stan Freberg.

Henry Jaffe Enterprises production in association with NBC-TV; producer-director: Bob Henry; associate producer: Dean Whitmore; writers: Ed Simmons, Arnold Sulten, Marvin Worth; choreographer: Ward Ellis; music director: Harry Zimmermann; associate directors: Julio De Benedetto, Gene Law.
A television market is more than a city

When you use KOTV® Tulsa, you sell a television market whose:

- Total Retail Sales are greater than Metropolitan Dallas.
- Effective Buying Income is almost $2,000,000,000.
- Automotive Sales are greater than Metropolitan Oklahoma City, Omaha and Nashville combined.

Smart advertisers want to tap this market. They do it over KOTV® the station that has been first in Tulsa in every survey since 1949. Represented by Petry.

Sources: 23 ARB, Telepulse surveys; TV Mag. 3/58; Copyrighted... Sales Management 1958

A television market is more than a city

When you use KGUL-TV Houston... you sell a television market whose:

- Total Retail Sales are greater than Metropolitan Washington.
- Effective Buying Income is over $1,840,000,000.
- Food Sales are greater than Metropolitan Cleveland.

Smart advertisers want to tap this market. They do it over KGUL-TV® the only station delivering city-grade service to both Houston and Galveston. Represented by CBS Spot Sales.

Sources: TV Mag. 3/58; Copyrighted... Sales Management 1958

A television market is more than a city

When you use WANE-TV® Fort Wayne, you sell a television market whose:

- Total Retail Sales are twice those of Metropolitan Nashville.
- Effective Buying Income is over $1,380,000,000.
- Automotive Sales are greater than Metropolitan Seattle.

Smart advertisers want to tap this market. They do it over WANE-TV® the station that has been first in Fort Wayne in every survey since 1957. Represented by Petty.

Sources: Area ARB, Telepulse surveys; TV Mag. 3/58; Copyrighted... Sales Management 1958

A television market is more than a city

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

- Total Retail Sales are greater than Metropolitan Buffalo and Kansas City combined.
- Effective Buying Income is almost $2,000,000,000.
- Food Sales are equal to Metropolitan Milwaukee and Cincinnati combined.

Smart advertisers want to tap this market. They do it over WISH-TV® the station that has dominated the Indianapolis Market in 23 consecutive surveys. Represented by Bolling.

Sources: All ARB, Pulset, Nielsen surveys since July 1959; TV Mag. 3/58; Copyrighted... Sales Management 1958

THE CORINTHIAN STATIONS Responsibility in Broadcasting

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis
Ride the siren to blazing sales

"THE WALTER"
action...with America's No. 1 Reporter

WINCHELL FILE” Produced by Desilu

NTA’S HIGH-VOLTAGE HALF-HOUR SERIES OF 39 EPISODES

The biggest "built-in" television audience... 25,000,000 loyal Winchell readers in 130 markets... is ready to follow these stark, on-the-scene dramatizations of the true, headline-making stories that rocked the nation! With this assured, pre-sold audience... and this crackling-with-action series of true stories taken from the private files of America’s “best read, most quoted reporter”... you can bring trade and audience excitement up to a white-hot pitch in every market! This is the sure-fire “show-and-sell” property of the season. Lock it up for your markets by shooting us a wire... today!

NTA

National Telefilm Associates, Inc.

COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK, N.Y.
Judson 2-7300

CHICAGO: Michigan 2-5561
ATLANTA: Trinity 2-3343
TORONTO: Walcot 4-5760
HOLLYWOOD: Olympia 2-7222
SAN FRANCISCO: Skyline 2-6776

MINNEAPOLIS: Federal 8-7013
LONDON: Trafalgar-1127
BOSTON: Liberty 2-0623
DALLAS: Riverside 7-6059
MEMPHIS: Jackson 6-1566
**OUR RESPECTS TO ABE PLOUGH**

Fifty years ago a Memphis youth decided to utilize the power of the human voice to sell medicine. Sixteen-year-old Abe Plough set out in a buggy to persuade Memphis residents they could cure their ailments with a product to which he had given the glamorous name, Plough’s Antiseptic Healing Oil.

Blending zeal and a sturdy set of lungs, he started a pharmaceutical enterprise that did a $29.5 million business in 1957. The lone voice of a Tennessee lad has been augmented by four metropolitan radio stations and nationwide radio and tv promotion. The Plough-owned stations are WMPS Memphis; WJJD Chicago; WCOP Boston and WCAO Baltimore.

Abe Plough—and that’s all there is to his name, according to Abe Plough—first built up his business by augmenting his horse-drawn voice with handbills stuck on fence posts. Soon he had built daily distribution to 25 bottles, packaging the medicine at night in a loft and hawkling it during the day. Often he negotiated barters with merchants, swapping healing oil for goods off their shelves—a routine that required two sales to complete the equivalent of a single transaction but served as a good training course in the subtle arts of selling, promoting and merchandising.

A little later, he decided to try a small ad in the *Memphis Commercial Appeal*. This was his first major media venture, launching in a half-century career closely tied with the growth of print media and then electronic advertising.

Back in 1908 young Abe Plough bought his healing oil by the barrel from Van Vleet-Mansfield Drug Co. Operating under the name Plough Chemical Co., he packaged his medicine in 25, 50, and 75-cent sizes. The product became popular, the business grew and by 1917 the Plough manufacturing and distribution empire occupied a three-story building and production was up to 2,500 packages daily.

Then came the break that led Plough Chemical Co. into national prominence. This was the marketing of a low-cost aspirin. In 1920 Abe Plough bought out the St. Joseph Co., which sold a liver regulator. He was more interested in the name than the liver regulator and decided St. Joseph would make a good label for aspirin selling at 10 cents for a 12-tablet box instead of 25 cents, the Bayer price.

The idea caught the public’s fancy and sales zoomed. The next step was a daring one. St. Joseph aspirin was promoted in 400 newspapers. It cost $1,200 weekly, a staggering sum at the time, to run little $1 ads thrice-weekly in the newspapers. A shrewd advertiser, he had discovered that large numbers of newspapers were adopting a pyramid makeup which put many of the smaller ads high up on the page. Inevitably, St. Joseph aspirin became a national seller because the public read the ads, bought the low-cost aspirin and liked it.

Abe Plough was following a familiar American pattern—diversifying of products and competitive selling. The might of Bayer, a hated name that isn’t even whispered around the $2 million, six-acre Plough plant in Memphis, didn’t impress young Plough. He sold aspirin furiously and had to call in outside capital to expand.

Besides diversifying the product and expanding distribution, Mr. Plough, a 10-year radio user, decided in 1944 to buy a radio station—WMPS Memphis—when Scripps-Howard was forced by the FCC’s duopoly rule to sell one of its two Memphis stations. He believed sincerely in the medium, having used programs on radio networks and pioneered dramatized one-minute announcements successfully. The Plough Inc. 1958 schedule has included NBC Monitor news, ABC news, Robert Q. Lewis on CBS Radio, NBC Bandstand and My True Story and local spots on nearly 150 stations. Mr. Plough began tv in 1951, expanding steadily to most major markets.

After a decade as operator of WMPS, he added WJJD Chicago and WCOP Boston. Two years ago he bought his fourth outlet, WCAO Baltimore, and there is no sign that he has decided to stop broadcast expansion at that point. Harold R. Krelstein is president of the broadcast properties.

Abe Plough was born Dec. 27, 1891, in Tupelo, Miss. His parents moved to Memphis when he was a year old. Leaving school after the eighth grade, he clerked in a drug store, liked it, and that’s how he got into the pharmaceutical business. The company now operates in 58 countries. It owns such names as Mexsana, Musterole, the pioneering St. Joseph aspirin for children, Mistol, Coppertone, Nujiol and Penetro.

The radio stations hold his close interest as public service vehicles, business enterprises and copy testing boards. They feature a news and music format and their revenue stories are healthy under Mr. Krelstein’s direction.

Mr. Plough is reticent about his own career. He makes many gifts to charity but they are always anonymous. Though 66 years of age, he is often taken for a man in the fifties. His family includes two daughters and six grandchildren. In 50 years of selling he has spent $100 million in advertising and promotion.

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**IN PONTIAC HOOPER**

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C. E. Hooper, May, 1958

**CONTACT**

VENARD RINTOUL & McCONNELL, INC.
Associated with Lansing’s

**WILS**

music news sports
announces the appointment of

BLAIR-TV

as national representative
effective August 1, 1958
For the First Time in History

$500 More Total Listeners

than any station in its market including a 5000 watt station, seven days a week, according to the latest Nielsen reading.

Who are we?*

Answer will appear in June 1 issue of Broadcasting.

*A happy and pleased radio station, that's who!

Why? Because this one-page advertisement in the May 12 issue of Broadcasting brought correct identification from 420 time buyers—at agencies of all sizes throughout America—who wrote direct to

WINN
LOUISVILLE

But the same advertisement in two other publications netted only 39 correct responses.

Ratio of results? Better than 9-to-1 for Broadcasting!

(The first three time buyers whose answers reached WINN won cash prizes of $250, $150, and $100 respectively—in this order: 1st—Rena Mayer, Campbell-Ewald Co., Inc., New York; 2nd—Leonard Kay, McCann-Erickson, Inc., Chicago; 3rd—Frank W. White, Kirkland, White & Schell, Atlanta.)

"Overwhelmed at this tremendous reaction," declared WINN, emerging from its incognito contest. "A 'plus' for the tremendous readership among the advertising agency people."

And "A-plus" is how more PAID subscribers...more radio-TV business advertisers...grade the pages of Broadcasting than they do those of any other publication in the field. YOU—like WINN—can also win with Broadcasting!
BROADCASTING's readers are the kind of people who KNOW the answers — and here's another significant demonstration of how they proved it!

1) This unsigned "mystery station" advertisement ran in THREE different business publications covering broadcast advertising news. BROADCASTING was one.

2) The unidentified station offered $500 in prizes to the first three time buyers who recognized the "250 watt local independent in the top 50 markets" and wrote to it direct.

3) A total of 459 time buyers correctly identified this as an advertisement of WINN, Louisville. BUT —

4) More than 90% of the responses — or 420 time buyers out of the 459 — came from those who saw it in BROADCASTING!

It figures, of course. For 27 years now, BROADCASTING has always been the publication that the busiest people in the field of broadcast advertising turn to first . . . and follow most consistently.

Response such as WINN experienced — results that stand head-shoulders-&-knees above other radio (and TV) journals — is no novelty to advertisers who use BROADCASTING's well-thumbed pages. This is only one reason why radio-TV's most authoritative business-weekly carries more advertising than the next three publications combined.

The comments of WINN General Manager Glen A. Harmon are typical. "As you know," he writes, "we recently ran a full-page ad in BROADCASTING, Sponsor and U.S. Radio, asking time buyers to identify the station that is a 250-watt local independent in the top 50 markets, with more total listeners than any station in its market, including a 50,000-watter.

"Naturally, we had a tremendous response from all of these. As a matter of fact, a total of 459 time buyers correctly identified WINN."

Then — with understandable enthusiasm — Mr. Harmon adds: "... you will be happy to know that, of the total number of responses, 420 of the 459 came as a result of the ad in BROADCASTING Magazine, which I think is a 'plus' for the tremendous readership among the advertising agency people.

"We at WINN were overwhelmed at this tremendous reaction and we have plans in the making for some new promotions which I think will be even more explosive than the previous one."

NO MYSTERY IN THIS HISTORY —

The attention and preference that BROADCASTING enjoys among agency and advertiser readers are substantiated by some down-to-earth facts. Within this category of circulation alone, you'll find more than 5,000 PAID subscribers — which is greater than the next three radio-TV journals combined. They, in turn, pass and route BROADCASTING to more than 16,000 of their agency-advertiser colleagues. The aggregate is a weekly readership of over 21,600 people in the realm of radio-TV advertising decision-makers who thus keep abreast of everything new almost as fast as it happens.

A lot also happens — as you have seen — when the pages of BROADCASTING are the highway for your advertising messages to this great concentration of executives who purchase, plan, schedule and evaluate the bulk of America's radio and TV advertising. There's a BIG difference when you reach them via BROADCASTING. For BROADCASTING is the radio-TV business paper they can get only by PAYING for it . . . the sole publication in its field that has qualified for membership in the Audit Bureau of Circulations . . . and the one comprehensive source of latest radio-TV news they pay for because they want and need it!

Doesn't take an adding machine to put those distinctive facts together. Like so many who advertise in BROADCASTING — you get an answer that IS an answer!
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 $60 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. * A. C. Nielsen Co.
TROUBLE FOR SPORTS BROADCASTING

- Pro teams seek antitrust exemption to throttle radio-tv
- They've won their case in House; now it's up to Senate

Commercial sports promoters ran into Congressional trouble last week when a Senate investigating group made this startling discovery:

- A bill exempting professional sports from antitrust laws would give promoters the absolute power to black out every broadcast of a commercial sports event within their own sport and the opportunity to arrange broadcasting blackouts of other sports as well.

Even more, it would:

- Allow them to set the radio-tv rules for pre-game, post-game and possibly other programs covering detailed results of games.
- Four commercial sports would enjoy absolute freedom from the antitrust laws which protect the public from business conspiracy. This Congressional blank check would be granted by a bill (HR 10378, S 4070) which has passed the House and is now in the Senate.

Senators sitting at an antitrust subcommittee hearing were told, in effect, by the Dept. of Justice that:
- Baseball, football, hockey and basketball promoters would have the right to protect their own teams plus all the other teams in the other three sports from any sports broadcast that might affect attendance at any sports event in almost every city in the nation.

"The widest barn door I have ever seen," said Sen. Joseph C. O'Mahoney (D-Wyo.). And the Dept. of Justice added:
- "This blanket broadcast and telecast exemption could mean that the great bulk of the American-viewing television public is stripped of the right to watch team-sports contests."

The antitrust exemption, featuring a broadcast waiver for organized sports, has already passed the House. Senate hearings enter their third week Tuesday (July 22) when professional football will be represented by several top stars plus representatives of promoters.

It was obvious at the weekend the Senate subcommittee isn't disposed to let such unprecedented abrogation of Congressional powers slip by without a searching look into the public's rights.

Some of last week's testimony put broadcasters in a highly unfavorable light. Most

**PATTERN OF POSSIBLE BLACKOUTS FOR BASEBALL TV**

**This map** shows areas from which major league baseball telecasts could be excluded if present bill became law. Each circle is 75-mile radius from home of a minor league club. Under proposed law, major league teams could be prevented from telecasting into minor league territory. Circles cover two-thirds of U. S. area and roughly 90% of U. S. population. Map was submitted to Senate antitrust subcommittee (Estes Kefauver [D-Tenn.], chairman) by Justice Dept. last week.
Pro sports seek legal restraint of broadcasts

CONTINUED

damaging, they were blamed by organized baseball for the decline of minor leagues, most of the major leagues’ troubles and for post-World War II changes in the public’s recreational habits.

“Big money” is behind those who oppose the antitrust blank check for baseball, said ex-Sen. Edwin C. Johnson of Colorado, former chairman of the Senate Interstate Commerce Committee and an ardent sports booster. He castigated broadcasters this way:

• “They pretend to be patriots but they want the money.”

Testifying Thursday (July 17), Mr. Johnson revived his favorite bluff-calling idea. He suggested this sort of amendment to the bill:

• Broadcasters should have unlimited access to cover all sports events—but only on a sustaining or non-commercial basis.

He once introduced a bill to this effect while serving in the 83d Congress.

“They won’t put on these programs just for entertainment,” he said last week. “They want the money.”

Mr. Johnson offered a semi-probational sort of amendment to the antitrust exemption. He would limit the law to a life of six years. If baseball abuses its privilege, Congress can do something about it, he said.

And he had another generous idea:

• Make it obligatory for major league baseball teams to cut up the revenue from network broadcasts and split it among the minor league teams.

Ford Frick, baseball commissioner who had testified earlier in the week, told BROADCASTING he didn’t see how a broadcast contract could divide the broadcast income equitably among the minor league clubs.

The complexity of the idea disturbed him. He said he had told NAB many years ago he was willing to allow unlimited baseball broadcasting on a non-commercial basis only. It struck him as a cute way of revealing the commercial hand of broadcasters, the same position taken later by Sen. Johnson.

A gloomy picture of baseball’s future was painted by ex-Sen. Johnson last week in an impassioned plea for passage of the antitrust exemption.

“Baseball will become a parlor game played in an empty stadium if you let this go on the way it is now,” he said. “It will be nothing but a television show.” He is a former president of the Western League.

The “21-inch alumni” have caused minor league admissions to drop from 41 million in 1949, all-time peak, to 15 million last year, according to George H. Trautman, president of National Assn. of Professional Baseball Leagues (minors).

Sen. Estes Kefauver (D-Tenn.), subcommittee chairman, observed, “The major leagues don’t have to put on their broadcasts unless they want to.”

Mr. Trautman, asking approval of the bill, said radio stations can get play-by-play coverage rights for major league games for as little as $30 a game whereas many minor clubs can’t even sell their broadcast rights locally.

He was especially critical of weekend baseball networks, claiming some of the major broadcasts run right up to the minute a minor league game starts at which point a station may say it has to drop the big game because the local club doesn’t want competition. He asked broadcast relief “on the day we play local games” in an area 75 miles from the ball park.

FCC Chairman John C. Doerfel said the Commission feels the public should have a broad selection of programs and pointed out the bill might mean fewer sports broadcasts.

Hearings will resume Tuesday (July 22), turning to the views of professional football promoters and players. Tuesday witnesses—Edward W. LeBaron, Redskins; Kyle Rote, Giants; Lester Richter, Rams; Creighton Miller, attorney for the players—said and comments shed little light on this controversial topic.

While last week’s testimony went into detailed discussions of technical baseball procedures and the rights of players, the testimony of Robert A. Bicks, first assistant, Antitrust Division, Dept. of Justice, showing the Justice Dept. insistence on protection of public rights proved disconcerting to proponents of the bill. Mr. Bicks said the “unbridled power” given organized sports, “runs counter to traditional concepts of commercial responsibility at the heart of our free enterprise system.”

For example, he said, there is no need of justifying broadcast restraints by showing their need or desirability. He continued, “It would permit the games to be seen and heard by the public to be determined by the small group of people who

For broadcasting: two threats

control broadcasting and telecasting rights to sports contests.

“Since the sports involved—baseball, football, basketball and hockey—are those most commonly seen on tv and heard on radio, this legislation could conceivably result in a virtually complete blackout of sports broadcasts and telecasts.”

Going further, Mr. Bicks posed this danger: “A literal interpretation would extend the antitrust immunity to radio and tv programs which merely issued news reports concerning sports contests. It might thus become impossible to hear or see news reports on baseball, football, hockey and basketball scores without the express consent of the leagues involved.

“There is no comparable restriction possible in any area in American life other than those for which regulatory bodies have been established by Congress.”

Mr. Bicks explained that the four sports could have inter-sports agreements that would prevent a football telecast, for example, while a baseball game was in
progress. As to pay tv, he said the legislation does not alter the position of Justice Dept.

Mr. Bicks introduced a Justice Dept. "blackout map" based on a proposal by Paul Porter, counsel for the major leagues and Commr. Ford Frick, that it approve a rule "that no club would authorize the televising of one of its games by a station in the territory of another club on the day that the other club is scheduled to play a home game." The protected territory would be an area within a 75-mile radius from the ball park.

After Mr. Porter submitted the proposal last Feb. 12, Justice Dept. took the position that such a rule would violate the Sherman Act.

The map showed that over two-thirds of the area of the U. S., and a much larger share of the population, would come within the blackout area. It included 75-mile-radius circles for each minor club, including cases where club territory overlapped.

House Commerce Committee, had pointedly suggested that FCC refrain from acting on pay tv pending Congressional adoption of policy. He said FCC has almost no jurisdiction over closed-circuit tv.

Mr. Frick contended the Dept. of Justice, by applying the antitrust laws to organized baseball's broadcasts, has prevented the sport from protecting minor league clubs from saturation of their territories with major league broadcasts. He said that last February the majors and minors had sought department approval for a rule providing that no club would authorize telecasting of one of its games by a station in the territory of another club on the day that the other club is scheduled to play a home game.

This adoption of the National Football League principle, which bore federal court sanction, was ruled out by Justice because it would protect other leagues from competition whereas there is only one football league.

He regretted baseball was "compelled to

and an unexpected, articulate ally

Save the great national game of baseball, the two top executives of the professional sport pleaded last week. Their way to do it: curb broadcasting.

Ford Frick, commissioner of baseball (far left), urged passage of bill granting antitrust exemption to four sports.

George H. Trautman (left), president of National Assn. of Professional Baseball Leagues (minors), testified major league broadcasts in minor league territory will destroy minor league structure. He traced heavy share of minors' troubles to "21-inch alumni."

But a directly opposite stand was taken by Robert A. Bicks (right), U.S. Dept. of Justice. He foresaw danger most of public would be "stripped of the right to watch team-sports contests."

FCC Chairman Doerfer first reminded the committee that the legislation deals with communications yet does not amend the Communications Act of 1934. He recalled that FCC is forbidden by law to exercise censorship of radio and tv programs, adding that the bill concerns itself with public-interest antitrust matters which are properly subjects for decision by Congress.

"In our [FCC] judgment," he said, "the public interest is best served by having available the widest possible choice of programs. The question of whether or not this legislation will result in less sports broadcasting is important to the public and it is a very pertinent question to which the Congress should give very serious consideration. Sporting events evoke tremendous interest and they are among the most highly popular programs that are received by the viewing public."

Flanked by Warren E. Baker, FCC general counsel, he was questioned on antitrust language in the Communications Act.

Asked about pay tv, he reminded that Chairman Oren Harris (D-Ark.), of the Broadcasting Committee, had pointedly suggested that FCC refrain from acting on pay tv pending Congressional adoption of policy. He said FCC has almost no jurisdiction over closed-circuit tv.

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Asked about pay tv, he reminded that Chairman Oren Harris (D-Ark.), of the use a by-product of its business [broadcast rights] in a manner tending to destroy its main product [gate receipts]." He added it is impossible for all major league clubs to protect minors adequately from excessive broadcasting without a policy or rule, since advertising agencies insist on adequate broadcast coverage.

Mr. Frick denied the legislation would result in complete broadcast blackouts. He said only three of the 16 major clubs in 1956 had more than 75% of their home games on tv and would be "most beneficidal" to minor leagues.

Sen. O'Mahoney asked Mr. Frick why the majors didn't award part of their broadcast receipts to the minors, if they were so concerned about the minors' welfare. Mr. Frick replied he had made such a proposal to the Dept. of Justice but had been turned down.

Sen. Carroll observed that if baseball ob-
TIDE TAKES LEAD IN NETWORK TV

- P&G invests more than $4 million, $712,202 for Tide
- Cigarettes, autos, detergents dominate network top 15

Procter & Gamble's Tide detergent was the leader among all individual brands in network tv for May with a total of $712,202. P&G, with a respectable $4.2 million-plus in network expenditures in May, also brought in $376,131 on behalf of another single product—Gleem toothpaste—to give the Cincinnati-based national advertiser two brands in the top 15.

P&G as usual was No. 1 network tv investor for the month. Runner-up brand leaders in May: Brown & Williamson's Viceroy cigarettes, Chrysler's Dodge cars, Whitehall's Anacin and General Motors' Chevrolet.

The network advertiser spending estimates for May were released late in the week by the Television Bureau of Advertising and are based on a report by Leading National Advertisers and Broadcast Advertising Reports.

Data includes the top 15 in gross billing (time) by national advertiser and by brand as well as estimated expenditures (also gross time charges) of network tv advertisers by product classification.

Looking over the top 15 brand leaders, the automobile firms—namely Dodge, Chevrolet, Ford and Oldsmobile—once again were driving hard with a substantial per brand billing; R. J. Reynolds Tobacco Co. had two of its brands, Winston and Camel, in the select listing; General Motors had two auto brands and P&G as mentioned previously was represented twice.

In categories, the brand leaders were cigarettes with four, automobiles with four and detergents with three.

The breakdown into day parts of network tv billings showed nighttime gross time charges in May up 13.2% and increased by 15.1% for the January-May period. Daytime gross increased all along the line, the biggest upswing during Saturday and Sunday.

Not only did ranks change among the top 15 tv advertisers on the networks, but a newcomer to this list, Brown & Williamson, long identified with hefty spot tv expenditures, settled in the No. 14 berth with $855,375. Compared to April's top 15, the identity of the advertisers was the same except B&W, which was added, and one which dropped from the list, Pharmaceuticals Inc. (No. 15 in April).

Still running as monthly $8 million-level "twins" were the product categories of foods and toiletries ($8.9 million and $8.3 million, respectively). To underscore their importance in network television: estimated expenditures of all product classifications in May totaled a little more than $47.9 million; foods in the January-May period brought in above $44.7 million, toiletries for the same five months a little over $41.1 million.

For the five months of this year, the ranking of the over-$20 million product categories were in this order: foods, toiletries, soaps, automobiles, smoking materials and medicines-proprietor remedies.

The compilation supplements a report of July 7 that showed each network increasing its billing in gross time sales. Total network tv gross time billings in May were $47.9 million-plus, up 10.5% over a year ago; the cumulative total for January-May was more than $239.3 million, a rise of 13.3%.

## TOP 15 By Company

**MAY 1958**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Gross Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. PROCTER &amp; GAMBLE CO.</td>
<td>$4,266,197</td>
</tr>
<tr>
<td>2</td>
<td>2. GENERAL MOTORS CORP.</td>
<td>2,150,179</td>
</tr>
<tr>
<td>3</td>
<td>3. LIVER BROTHERS CO.</td>
<td>1,902,583</td>
</tr>
<tr>
<td>4</td>
<td>4. GENERAL FOODS CORP.</td>
<td>1,845,044</td>
</tr>
<tr>
<td>5</td>
<td>5. COLGATE-PALMOLINE CO.</td>
<td>1,811,142</td>
</tr>
<tr>
<td>6</td>
<td>6. GILLETTE CO.</td>
<td>1,531,513</td>
</tr>
<tr>
<td>7</td>
<td>7. CHRYSLER CORP.</td>
<td>1,525,150</td>
</tr>
<tr>
<td>8</td>
<td>8. AMERICAN HOME PRODUCTS CORP.</td>
<td>1,356,582</td>
</tr>
<tr>
<td>9</td>
<td>9. R. J. REYNOLDS TOBACCO</td>
<td>1,332,392</td>
</tr>
<tr>
<td>10</td>
<td>10. BRISTOL-MYERS CO.</td>
<td>1,272,561</td>
</tr>
<tr>
<td>11</td>
<td>11. AMERICAN TOBACCO</td>
<td>1,108,377</td>
</tr>
<tr>
<td>12</td>
<td>12. KELLOGG CO.</td>
<td>1,099,643</td>
</tr>
<tr>
<td>13</td>
<td>13. FORD MOTOR CO.</td>
<td>1,036,970</td>
</tr>
<tr>
<td>14</td>
<td>14. BROWN &amp; WILLIAMSON TOBACCO</td>
<td>855,375</td>
</tr>
<tr>
<td>15</td>
<td>15. LIGGETT &amp; MYERS TOBACCO</td>
<td>854,696</td>
</tr>
</tbody>
</table>

## TOP 15 By Brand

**MAY 1958**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Gross Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. TIDE (P &amp; O)</td>
<td>$712,202</td>
</tr>
<tr>
<td>2</td>
<td>2. VICE ROY CIGARETTE (R &amp; W)</td>
<td>668,236</td>
</tr>
<tr>
<td>3</td>
<td>3. DODGE PASSENGER CARS</td>
<td>646,404</td>
</tr>
<tr>
<td>4</td>
<td>4. ANACIN (WHITEHALL)</td>
<td>602,241</td>
</tr>
<tr>
<td>5</td>
<td>5. CHEVROLET PASSENGER CARS (GM)</td>
<td>588,604</td>
</tr>
<tr>
<td>6</td>
<td>6. FORD PASSENGER CARS (FORD)</td>
<td>566,970</td>
</tr>
<tr>
<td>7</td>
<td>7. WINSTON CIGARETTE (REYNOLDS)</td>
<td>553,894</td>
</tr>
<tr>
<td>8</td>
<td>8. CAMEL CIGARETTE (REYNOLDS)</td>
<td>540,987</td>
</tr>
<tr>
<td>9</td>
<td>9. LAM FILTER TIP CIGARETTE</td>
<td>423,694</td>
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<tr>
<td>10</td>
<td>10. WISK LIQUID DETERGENT (LEVER)</td>
<td>407,188</td>
</tr>
<tr>
<td>11</td>
<td>11. BUFFERIN (B-M)</td>
<td>401,066</td>
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<tr>
<td>12</td>
<td>12. FAB DETERGENT (COLGATE)</td>
<td>384,738</td>
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<tr>
<td>13</td>
<td>13. GLEEM TOOTH PASTE (P &amp; O)</td>
<td>376,131</td>
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<tr>
<td>14</td>
<td>14. GERIOL (PHARMACEUTICALS)</td>
<td>362,797</td>
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<tr>
<td>15</td>
<td>15. OLDSMOBILE PASSENGER CARS (GM)</td>
<td>364,016</td>
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## NETWORK SPENDING By Product Categories

**MAY 1958**

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Gross Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGRICULTURE &amp; FARMING</td>
<td>4,659</td>
</tr>
<tr>
<td>APPAREL, FOOTWEAR &amp; ACCESSORIES</td>
<td>613,021</td>
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<tr>
<td>AUTOMOTIVE, AUTOMOBILE ACCESSORIES &amp; EQUIPMENT</td>
<td>1,525,343</td>
</tr>
<tr>
<td>BEER, WINE &amp; LIQUOR</td>
<td>450,394</td>
</tr>
<tr>
<td>BUILDING MATERIALS, EQUIPMENT &amp; FIXTURES</td>
<td>227,644</td>
</tr>
<tr>
<td>CONFECTIONERY &amp; SOFT DRINKS</td>
<td>686,689</td>
</tr>
<tr>
<td>CONSUMER SERVICES</td>
<td>132,780</td>
</tr>
<tr>
<td>ENTERTAINMENT &amp; AMUSEMENT</td>
<td>319,602</td>
</tr>
<tr>
<td>FOOD &amp; FOOD PRODUCTS</td>
<td>8,946,651</td>
</tr>
<tr>
<td>GASOLINE, LUBRICANTS &amp; OTHER FUELS</td>
<td>194,070</td>
</tr>
<tr>
<td>HORTICULTURE</td>
<td>319,602</td>
</tr>
<tr>
<td>HOUSEHOLD EQUIPMENT &amp; SUPPLIES</td>
<td>2,023,900</td>
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<tr>
<td>HOUSEHOLD FURNISHINGS</td>
<td>210,863</td>
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<tr>
<td>INDUSTRIAL MATERIALS</td>
<td>1,534,666</td>
</tr>
<tr>
<td>INSURANCE</td>
<td>700,597</td>
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<tr>
<td>JEWELRY, OPTICAL GOODS &amp; CAMERAS</td>
<td>1,228,421</td>
</tr>
<tr>
<td>MEDICINES &amp; PROPRIETARY REMEDIES</td>
<td>3,758,918</td>
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<tr>
<td>OFFICE EQUIPMENT, STATIONERY &amp; WRITING SUPPLIES</td>
<td>615,332</td>
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<tr>
<td>POLITICAL</td>
<td>66,174</td>
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<tr>
<td>PUBLISHING &amp; MEDIA</td>
<td>80,059</td>
</tr>
<tr>
<td>RADIOS, TELEVISION SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS &amp; ACCESS</td>
<td>633,640</td>
</tr>
<tr>
<td>SMOKING MATERIALS</td>
<td>4,980,989</td>
</tr>
<tr>
<td>SOAPS, CLEANERS &amp; POLISHES</td>
<td>5,695,777</td>
</tr>
<tr>
<td>SPORTING GOODS &amp; TOYS</td>
<td>162,312</td>
</tr>
<tr>
<td>TOILETRIES &amp; TOILET GOODS</td>
<td>8,344,481</td>
</tr>
<tr>
<td>TRAVEL, HOTELS &amp; RESORTS</td>
<td>202,525</td>
</tr>
<tr>
<td>MISCELLANEOUS</td>
<td>1,007,875</td>
</tr>
</tbody>
</table>

**LNA-BAR: Gross Time Costs Only**

Broadcasting
Bank Radio Spots Find Market in Humor

"Humanizing a bank is somewhat like humanizing a corpse, but we're making progress," Hank Cavanaugh, advertising manager, Union Bank and Trust Co., Los Angeles, stated Thursday.

Speaking as part of a panel on bank advertising during the one-day workshop staged by the Assn. of National Advertisers at the Ambassador Hotel in Los Angeles, Mr. Cavanaugh commented that banks lose much personal loan business to finance companies because "the finance company makes the borrower feel that he's as good and maybe a little better than the man who is lending him the money, whereas in a bank it is the other way around."

Radio commercials depicting the adventures of a pair of just-landed Martians getting a supply of "earth-money" ("Look, it's the same color we use") through a Bank of America time loan, coupled with outdoor posters of the green people evoked an immediate reaction, Charles R. Stuart Jr., advertising manager, reported. The only trouble was that the reaction was emphatically negative, Mr. Stuart said, with the result that the bank management ordered the advertising theme changed immediately.

"Then came the nice letters, asking why we had stopped these amusing ads," he said. "This fan mail, caused a 20% increase in time loans, and brought about a restoration of the Martian campaign. Apparently people believed that this indicated that Bank of America has a sense of humor and so is a good place to do business," he commented.

The use of gimmicks to attract people to a bank was recommended by Harry E. Peterson, advertising vice president of Citi- zens National Trust and Saving Bank of Los Angeles. An offer of a plastic baseball bat to people who watch a two-week barrage of tv spots and newspaper ads, produced more than $3 million worth of new business, made up of more than 2,000 new savings accounts which averaged $350 each instead of the required $10, plus a quantity of over-checking accounts, Mr. Peterson reported.

The baseball gimmick's success was in line with an offer of a couple of years ago of a special Liberace record, available only through the bank which was then sponsoring the pianist in a local tv series. Some $5 million in new business resulted from this gimmick, Mr. Peterson said, and another exclusive Liberace record the following year did even better, the two bringing more than $11 million in new business to the Citizens organization.

Banking services don't fall in the "impulse sale" category, the fourth panel mem- ber, Fred M. Parke, advertising manager of San Francisco's First Western Bank and Trust Co. told the workshop audience. "You can't get a man to save if he hasn't any money to save and he won't borrow money unless he has a definite need for it," he de- clared.

First Western has been successful in in- creasing its personal loan volume by con- centrating its advertising in late January, when people are most bothered by unpaid

Radio TV Network, Spot Planned For New Tareyton 'Dual Filter'

The battle for supremacy among filter-tip cigarettes will become louder still over the next fortnight as American Tobacco Co.'s Herbert Tareyton brand plunges headlong into radio-tv to promote its completely re- vamped "dual filter" cigarette, ATC's sec- ond "hi-filtration" brand. Tareyton's new dual filter comprises two separate filters placed one on top of the other; the company claims that the activated charcoal filter combined with a pure white filter will cut down both vapor constituents and smoke solids.

To promote this radical departure in cig- arette manufacture as well as the refurbished pack (completely redesigned by Lippincott & Margulies, industrial designers), Tareyton will take over full sponsorship of both Bachelor Father and The Brothers, alternat- ing on CBS-TV (Sun., 7:30-8 p.m.). Both presently are American Tobacco shows sponsored on behalf of Lucky Strikes and Hit Parades, both via BBDO; effective Aug. 3, Tareyton will move in, but is expected to return the alternating week to BBDO upon the return of the Lucky-sponsored Jack Benny Program this fall. However, chances are Tareyton will replace Hit Parades on Father next season with that brand moving into the CBS-TV Your Hit Parade series.

Considerable spot activity is planned in both media, but Tareyton's New York agen- cy, Lawrence C. Gumbinner (which stands to gain the network billing in terms of com- mission), declined Thursday to issue spe- cifics of when, where and for how long.

Radio network also will be used in addi- tion to spot. The cigarette firm purchased a strip of CBS Radio "Impact" participations starting Aug. 8 [see Business Briefly, page 42].
Leo Burnett looked for multiple spots, found them, now wants to frame them out.

The fast-rising Leo Burnett Co., with billings near $100 million and a sizable stake in television (particularly network), is about to take a vigorous stand against multiple-spotting (CLOSED CIRCUIT, June 23).

At the core of Burnett’s action:
1. The conviction it should not be required to honor network or station contracts for programs or spot buys in which its clients are multiple-spotted.
2. An overall study launched by its media department a year ago and a survey completed last April, showing wholesale multiple-spotting involving two of its clients—Philip Morris (Marlboro) and Allstate Insurance Co.—on a CBS-TV Playhouse 90 program last Feb. 13. (Marlboro subsequently dropped its participation. Another Burnett client, Pillsbury Mills, later bought a segment. Competing R. J. Reynolds is now multimarketing tobacco.)

While Burnett officials won’t say so, its survey is adjudged to have been a major factor in CBS-TV’s decision to take the whole multiple-spot issue to its affiliates. Since the irregularities were initially called to the network’s attention last mid-April, both Burnett and CBS-TV have sought to iron out the trouble spots suggested in the survey.

In effect, Burnett plans to suggest a procedural guide for all television—spot as well as network—touching directly on announcements between (1) network programs, (2) local and network shows and (3) between local programs.

Whether it would, in effect, decline to honor payments of contracts involving network shows or station spots on behalf of clients who have been subjected to multiple-spotting was not immediately determined.

Such a tack has been taken by Geoffrey Wade Adv., Chicago, and by Wade Adv., Los Angeles (a separate corporation), which stamp a clause on all station contracts indicating no payment for advertisers’ commercials if they are triple-spotted.

Burnett has a similar approach in mind for the new $7.5 million Kellogg tv spot campaign breaking this September. It is making plain that triple-spotting is a definite consideration in seeking availabilities and seeks a declaration of policy from stations on the practice.

Station representatives and managers started conferring with Burnett last week on availabilities for proposed bulk program time purchases in 165 markets, with varying frequency discounts for film shows (ADVERTISERS & AGENCIES, July 14; June 30, 23; STATIONS, June 16).

CBS-TV has asked its affiliates to sign contract amendments stipulating they “shall not delete any multiple-spotting of any CBS Television Network program, including commercial messages, credits and network identification.” Additionally, the network has revised its affiliates weekly reporting form to incorporate an affidavit attesting that no network program material has been cut to accommodate national spot announcements or local commercials.

While Burnett has been eyeing triple-spot practices since July 1957, it concentrated its probe of Playhouse 90 on the evening of Feb. 13 this year with the expressed purpose of ascertaining whether any network time was being chipped away by CBS-TV affiliates for local announcements running over the prescribed length of time. It asked about 140 stations to supply actual teletack logs covering 105 minutes, including time before and after the program (9:30-11 p.m.). The survey defined multiple-spotting as any combination of more than two commercial announcements of varying length, aired back to back. It specifically eliminated network or station promos of 10 seconds or less but included all extra program presentations, whether devoted toward multiple-spotting and covered network and station option time. It also excluded unsponsored station ID announcements of five seconds or less. On the basis of its findings, Burnett drew these generalizations:
- Multiple-spotting is widespread in all market sizes, from New York down.
- Stations multiple-spot generally in what is considered to be primarily option time (6:30-10 and 7:10-10 p.m. local time zones) but also including station option time.
- Stations indicated they indulged in the practice whenever they deemed it necessary to create availabilities.
- Stations multiple-spot between network and local programs and between network programs—very few between co-op shows.
- In some markets (surveyed by Burnett on Playhouse 90) all stations multiple-spot.
- A large amount of multiple-spotting is done in station option time, notwithstanding the preponderance in network option time. In participating programs, it’s a 50-50 tossup as to whether or not stations multiple-spot.

What of specific Burnett findings?

A total of 118 stations (85%) carrying Playhouse 90 live responded to Burnett’s request for logs, but a vast majority apparently didn’t log or time network commercials. Sixty-nine (58%) of those responding attested their logs jibed with a “master schedule”; the remaining 49 (42%) indicated a variation. An analysis of logs and letters from 37 stations indicated time losses for Marlboro ranged from 45 to 56 seconds on each of about 35 stations and for Allstate 24-38 on each of some 20.

The Burnett survey also disclosed that 20 (17%) of the 118 stations responding quadruple-spotted sometime during the 105-minute period; 68 (57%) triple-spotted. Seven of the 118 outlets aired competing client programs or announcements around Playhouse. Two out of three stations carrying it delayed were charged with triple-spotting.

RAB Timebuyer Poll Underway, Fall Conferences to See Result

Leading agency timebuyers are being canvassed by the Radio Advertising Bureau on a nationwide basis. The purpose: to find out first-hand the wants and needs of buyers allocating millions of dollars to radio.

The RAB survey, an annual project since 1955, got underway last week with approximately 200 selected timebuyers with 185 agencies scattered throughout 20 cities scheduled to be interviewed, the largest such...
ARE YOU A
“MILLION DOLLAR MOVIE”
WINNER???

YOU ARE, IF YOU’RE . . .

Edward I. Barz of Foote, Cone & Belding, who has won FIRST PRIZE in the “Million Dollar Movie Match-The-Movie Contest”—a vacation cruise to Nassau. (The other 15 winners have been notified)

YOU ARE, IF YOU’RE . . .

a “Million Dollar Movie” advertiser this fall who will be regularly reaching a major share of New York TV homes with the strongest week-in, week-out, all-season-long lineup of films ever shown on television.

All the films are first run. ½ are post-SAG films—the first in New York from a major Hollywood studio.

½ are great pre-SAG pictures like “Murder My Sweet,” “Citizen Kane” and “Hunchback of Notre Dame.”

YOU ARE, IF YOU’RE . . .

a “Million Dollar Movie” viewer (and better than 7 out of every 10 New Yorkers are regular viewers**) who will be seeing Hollywood’s most popular performers playing in the very pictures that made them stars.

All-time greats like James Cagney, Humphrey Bogart and Paul Muni.

New post-SAG stars like Jane Russell and Marilyn Monroe.

For complete details about “Million Dollar Movie’s” fabulous Fall 1958 lineup get a copy of our new presentation, “FIFTH AND FINEST YEAR,” from Bill Dix at . . .

WOR-TV New York channel 9

*Refers to the 1948 contract between Screen Actors Guild and major Hollywood studios.
**Nielsen, February 1958
The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV
Channel 8 • Lancaster, Pa. • NBC and CBS
Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
survey in the annual series, according to RAB. The interviews will be conducted by members of RAB's national sales staff under the direction of regional sales manager Robert H. Alter.

Agency viewpoint will be sought in the survey that will cover a wide range of time-buying activity. Information collected will be treated in detail during RAB regional management conferences which start in September.

Among the topics: use of rating services, protective air time between competing product announcements, run-of-station schedules, programming, effectiveness of specific types of station promotion and ingredients desired in station presentations. The conferences, open to RAB member station management, are slated at these locations: Ponte Vedra Beach, Fla., Sept. 4-5; Palos Alto, Calif., Sept. 8-9; Sequoyah State Park, Okla., Sept. 11-12; White Sulphur Springs, W. Va., Sept. 15-16; Highland Park, Ill., Sept. 22-23; St. Clair, Mich., Sept. 25-26; Princeton, N. J., Sept. 29-30.

### LATEST RATINGS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
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<tr>
<td>1</td>
<td>Gunsmoke</td>
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<td>2</td>
<td>Wells Fargo</td>
<td>31.9</td>
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<tr>
<td>3</td>
<td>Have Gun, Will Travel</td>
<td>29.8</td>
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<td>4</td>
<td>Twenty-One</td>
<td>28.3</td>
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<td>5</td>
<td>I've Got a Secret</td>
<td>27.0</td>
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<td>6</td>
<td>Red Skelton</td>
<td>24.9</td>
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<td>7</td>
<td>Loretta Young</td>
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<td>8</td>
<td>Wagon Train</td>
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<td>9</td>
<td>Alfred Hitchcock Presents</td>
<td>24.0</td>
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<tr>
<td>10</td>
<td>Father Knows Best</td>
<td>24.5</td>
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</table>
Radio clocks best sales mileage in test runs by automobile dealers

Car makers looking for a way to shake the slack out of their sales ought to take a lesson from one of their dealers in Akron, or another in San Antonio.

That's the latest word from Radio Advertising Bureau, which has been conducting a three-way campaign to help its members wage what it calls "one of the most ambitious selling campaigns on record with local auto dealers."

Into the mails last week RAB put, among other sales aids, its most recent automotive success stories—a brochure on The Auto Dealer Who Licked the Recession with Radio and one on another car salesman who used radio advertising to good advantage.

Greenwald Plymouth Inc., Akron, is The Auto Dealer Who Licked the Recession With Radio. Greenwald has been using radio heavily since late 1955, and despite the auto slump its sales, RAB says, are "considerably above the national average for Plymouth."

Last month Greenwald conducted a radio vs. newspaper test. After a week of regular radio and newspaper advertising, the agency introduced a series of special offers on radio only. The offer was changed each day, so that customers checking on it at the showroom had to have heard that day's commercial. Results? RAB quotes Jim Greenwald, co-owner of the firm, in this enthusiasm:

"We nearly tripled our new car sales for the four days (of the test), as compared to the same period in the week previous. And we had more showroom traffic during this short special than during any average full week. This radio vs. newspaper test has made us more sold than ever on radio."

The other radio success story distributed by RAB last week deals with Mike Persia Chevrolet, in San Antonio. He uses 14 stations to carry his advertising, relying heavily on a musical commercial with tom-toms. Results? Listen to Dick Carr, general manager of Thomas F. Conroy Inc., San Antonio, advertising agency for Mike Persia.

Discussing radio and Mike Persia's opening of a new dealership in Houston last year, Mr. Carr says:

"Radio's ability to reach large numbers of people quickly established Mike Persia in record time. It took only a few months for him to rise from the newest of several Chevrolet dealers to the leading new-car dealership in this section of the country. And radio's role doesn't stop there. The medium is helping Mike Persia maintain his sales leadership year after year."

The sales success stories are only one part of the RAB automobile campaign. Others include (1) special bulletins detailing "how-to" information for the promotion of special auto campaigns (such as the "You Auto Buy Now" drive), and (2) sales ideas, promotion suggestions and news of developments in the 1958 automobile industry, incorporated in Local Radio Salesman, four-page weekly newsletter to members.

The success radio stations are having in selling dealers is being studied in a survey RAB currently is conducting among its members.

One station, KAVL Lancaster, Calif., told the RAB bureau it had boosted a Triumph dealer's already sizeable radio budget by 50% as a result of an RAB article urging stations to go after foreign-car and American "economy" car dealers and supplying information, commercial copy ideas, etc.

Among station comments received on results of RAB's "You Auto Buy Now" bulletins—which told how to set up these campaigns, offered advice on research and commercial techniques, and also included data secured by RAB from advertising executives for Detroit's big three manufacturers—the following were listed as typical:

"Sold about $1,000 worth of extra business with this info." —WFPD Middletown, Ohio.

"Excellent help. Nearly 1,000 spots sold in 'You Auto Buy Week' to auto dealers." —WSPR Springfield, Mass.

"Used effectively by one agency which placed 18 spots with us and by one direct new account—who is still spending money on WPRO." —WPRO Providence, R. I.

"Radio received major portion of budgets." —KOTA Rapid City, S. D.

When auto sales are down, when auto experts are predicting new car sales this year will not exceed 4.5 million, the lowest figure since 1952—why, with this situation, is RAB making such a concerted pitch to the dealers now? RAB's Kevin Sweeney explains:

"Let's face it—the auto industry's down, but radio's up. If we can get in there and show dealers how effective radio is—even in times of recession—we'll be taking a seven-league step toward securing more auto advertising dollars in the future. And remember, dealers are more likely to try a new advertising approach when things are going badly than when their sales are normal—or better than average."
talk to Howard Fry

If there's one thing that separates the man from the boy in television, it's the four-listed, two-station TV market. There's the slugfest in this business and if you want to see how knock-down-drag-out national spot salesmanship can make or break you in a dog-fight market, get Howard Fry — General Manager of KFDX-TV in Wichita Falls, Texas — to tell you about his representation. Get him to tell you how Raymer Representation spliced to smart station management has clobbered this bustin'-at-the-seams market — wrapped it up all the way in sales, in schedules, in ratings, in local acceptance, in profit, in programming and in national spot volume.

then

talk to Raymer

Talk to Raymer about Wichita Falls and KFDX-TV . . . or about Lubbock and KCBD-TV . . . or about Beaumont and KPAC-TV — three punch-trading two-station markets in the Southwest that spark some of the wild-and-woolest national spot selling in the business. Talk to John Hicks in the Dallas Raymer office . . . or Stu Kelly in New York . . . or Eddie Brandt in Atlanta and you'll get an idea of how the very special Raymer Way pays off for stations that need haymaker salesmanship. For more than twenty-five years the Paul H. Raymer Company has been delivering that kind of salesmanship.

THE PAUL H. RAYMER COMPANY, INC. Exclusive National Representatives Since 1932 New York • Chicago • Dallas Los Angeles • Detroit San Francisco • Atlanta
WHY, HOW Y&R BOUGHT ‘DAYBREAK’

- Agency media chief defends ABC-TV daytime discounts
- ‘There’s nothing sacred about a rate card,’ he adds

The new “Operation Daybreak” project developed by Young & Rubicam and ABC-TV is being pushed last week by Peter G. Levathes, Y & R vice president and director of media relations, as one of the most constructive contributions to television advertising in recent years.

The project, which sets ABC-TV up in daytime business with six Y & R clients enrolled as charter sponsors at a total 52-week rate of $13.3 million [ADVERTISERS & AGENCIES, July 14], had been roundly condemned by officials of NBC-TV and CBS-TV.

They charged it amounted to rate-cutting and gave Y & R control over ABC-TV daytime programming and rates. One claimed “It appears that Y & R in effect will be operating as a fourth TV network in the daytime.”

To these and similar charges Mr. Levathes replied: “Sheer and utterly irresponsible nonsense.”

ABC-TV’s daytime rates—one-third of nighttime, with a 50% discount for charter sponsors in “Operation Daybreak”—were set by the network and the network will continue to have final say on programming, Mr. Levathes said.

Mr. Levathes, who has been described as the chief architect of “Daybreak,” also reminded that “the same deal has been offered to the clients of other agencies and is being considered by a number of them.”

Actually, he said, the “Daybreak” plan was the best method yet devised to permit the “little advertiser” to get into television. Moreover, he said, the money involved in the Y & R clients’ participation is “new” money to advertise—not funds taken from other media, as had been reported.

He said that this was true of the “Daybreak” purchase by American Home Foods, Bristol-Myers, Johnson & Johnson, Drackett, Beech-Nut, Lifesaver, and “to some extent” General Foods. In the case of General Foods—which accounts for 20 of the 40 weekly “Operation Daybreak” quarter-hours taken by Y & R clients (out of a total of 60 offered by the network)—Mr. Levathes acknowledged that the ABC-TV buy might require a cutback in GF sponsorship on other networks.

American Home Foods is an addition to the Y & R client group reported as “Daybreak” sponsors a week ago.

Did Mr. Levathes’ enthusiasm for the plan mean that he felt CBS-TV and NBC-TV were over-priced? He was “not sure,” but said, “If we can buy at cheaper rates it is our basic responsibility as an agency to do so.”

“There is nothing sacred about a rate card,” he asserted. He said that although NBC and CBS officials cried “rate-cutting,” both networks had made deals in the past. Moreover, he continued, the 50% discount on the ABC-TV daytime business “is not as good as others we’ve had with ABC-TV.”

Actually, Mr. Levathes said, “Daybreak” was developed from a single client deal made by Y & R with ABC-TV some six months ago. He declined to identify the client, except to say it was one of those signed up for “Daybreak” but was not General Foods. This unidentified client, he said, signed for time at a 50% discount, and Y & R then wondered why the same deal shouldn’t be made available to other clients.

Out of this came “Operation Daybreak,” he explained.

To charges that Y & R used its “big buying power” to force a “rate cut,” Mr. Levathes replied that Y & R had forced nothing, that “Operation Daybreak” is available to all advertisers on the same terms and that, as for “buying power,” Y & R places a heavy volume of business with all networks—far more, in some cases, than is involved on ABC-TV.

To the claim that Y & R had not acted in a “statesmanlike” fashion, he answered in these words:

“I think it is good statesmanship as well as good business to buy television at the best possible terms for our clients. We have an obligation to our clients to exert our best efforts not only with ABC-TV but with all media.”

Considerations other than price entered into the decision, Mr. Levathes added. One of the most important of these, he said, was the fact that “Operation Daybreak” permits an advertiser to get greater exposure by “exchanging” commercial positions with two other advertisers rather than just one, thus enabling him to get into a greater number of homes.

Another feature recommending “Daybreak,” Mr. Levathes said, was that all the programs are to be produced live (though recorded on videotape).

ABC-TV, which now has no regular daytime programming before 3 p.m., plans through “Daybreak” to open up a total of three additional hours a day Monday through Friday, starting Oct. 5 (11-11:30 a.m., 12 noon-12:30 p.m., 12:30-1:30 p.m., 2-2:30 and 3-3:30; except in the Mountain states, where the shows will be carried one hour earlier in terms of local time).

The charter plan provides for discounts of 50% for advertisers ordering a minimum of four quarter-hours per week for 26 weeks. These four quarter-hours must be purchased in one day but the advertiser, subject to ABC-TV approval, may swap 8 of his 12 commercial messages with other “Daybreak” advertisers in order to reach a greater number of different homes.

Cost per quarter-hour under the charter plan is pegged at $6,400. ABC authorities say the cost per commercial minute—$2,130 for time and talent—compares with more than $5,000 on “another network.”

Programming for the new periods has not been definitely set. The following shows, it is understood, have been tentatively assigned, subject to change: Man in Your Life, 11:11:30 a.m.; a program featuring Peter Lind Hayes, 12:12:30 p.m.; Freddie Myers, orchestra program, 12:30-1 p.m.; Liberace, 1-1:30 p.m.; For Better, for Worse, case histories of domestic problems, 2-2:30 p.m., and Touch and Go quiz, 3-3:30 p.m.

Standard Triumph Account Moves to DC&S Aug. 15

Standard Triumph Motor Co., New York, last week announced that Doherty, Clifford, Steers & Shenfield, New York, has been named its advertising agency, effective Aug. 15. Media plans are not set for the account, which covers the Triumph sports car and Triumph sedan and estate wagon, produced by the parent company, Standard Motor Co. Ltd., Coventry, England.

For the past two years the account has been handled by Gore Smith Greenland Inc., New York, which earlier this month split into Chester A. Gore and Smith Greenland Assoc. The account had been known ‘to be’ Mrs. Gore’s. An official of Standard explained the change by saying that “we feel our expansion and plans for the future require the wider range of services available in a larger agency.” He said that in the past, the account has placed its budget (approximately $500,000 per year) in the printed media, though local dealers have invested in radio and tv spots. “Conceivable, though not probable” that the company will venture into radio or tv in the near future, but pointed out that DC&S shortly will make its marketing recommendations.

Tax Case to Be Argued Sept. 19 Before Maryland Appeals Court

The Maryland Court of Appeals will review a lower court decision holding the Baltimore city advertising tax illegal [ADVERTISERS & AGENCIES, July 14]. The appeal filed by the Baltimore city solicitor’s office, will be heard Sept. 19. It was given priority at the city’s request.

Two related city taxes on advertising and media were declared unconstitutional by the ruling of Maryland Circuit Judge Joseph L. Carter. The city has appealed the taxes, effective next Jan. 1. They went into effect at the beginning of 1958. The taxes include a 4% levy on gross sales of advertising and space. Another 2% tax was placed on gross receipts of broadcasters and publishers handling advertising. Most radio and tv receipts are exempt because of their interstate nature.

The Maryland Advertising Council was
Choose the TWIN for Your Market!

DENVER . . . KMYR dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof—Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 kcs. See Adam Young or chat with General Manager Chic Crabtree.

OMAHA . . . KOIL is undisputed No. 1 in the Omaha area—Proof—Hooper (May-June, '58) 41.8 share morning and 42.8 share afternoon; latest Trendex 42.2 share morning and 39.5 share afternoon; Pulse (May, '58) dominant first morning and afternoon. Your Star Station, serving over 875,000 people, is a must buy station. See Avery-Knodel or Station Manager James H. Schoonover.

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — President

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL
in the campaign to secure repeal of the law. The committee was led by Joseph Katz, of Joseph Katz Co. When the law was declared unconstitutional the committee made refunds to those who had financed the campaign. Eleven local agencies had put up $100 each and an additional $10,000 was raised.

Candidate Seeks Spots Without Paid-Time Tag

The 1958 political campaign started off with a dull thud in the Maryland-National Capital area last week when stations were offered a series of "news" announcements for a candidate with the provision they not be identified as political advertising. (The Communications Act and FCC regulations require that sponsors of commercial broadcasts be identified.)

Several stations in the area are understood to have questioned this specification in connection with political advertising on behalf of Jim Devereux, candidate for governor of Maryland. The announcements were placed by the Hanranah Co., Baltimore.

Edward Hanranah, head of the Baltimore agency, told Broadcasting the copy had been checked by lawyers to see that it complied with identity requirements.

"We revised our original copy to meet the individual taste of each station finally selected for the campaign," he said. "Every area has a different method of identifying political spots. The advertising disclosure was written into the lead to the satisfaction of each station's lawyers."

Mr. Hanranah explained the campaign was based on a "limited budget." He declined to make public the list of stations carrying the announcements, explaining the placement of advertising in different areas of a state is part of a candidate's strategy.

Among stations refusing to carry the original copy were WRC, WTOP, WMAL and WWDC Washington.

The agency's copy carried this "note": "This copy is not to be used if preceded by or followed by any other political authority or disclaimer—that already announced within the copy itself in compliance with the law."

A typical piece of copy reads: "Of interest to all Marylanders—comes news that . . . the crusade to elect Baltimore Countian, Jim Devereux, governor of Maryland got another lift, today . . . with a report released by authority, J. C. Graham, Devereux-for-Governor, Campaign Treasurer (in Baltimore). In his report, Mr. Graham praised the efforts of the many independent Maryland citizens who are contributing and working hard to raise the money needed to support the cost of exposing the political machines trying to gain control of the Maryland government."

"Mr. E. Arch Seidl, finance chairman, said that the Devereux-for-Governor campaign was seeking and receiving contributions from Republicans—Republicans and Democrats—all over Maryland who realize it costs much less to support now a sincere political campaign—than to have to support later a politically-dominated government."

"Both Mr. Seidl and Mr. Graham indicated that the Devereux-for-Governor campaign was going to be a big one and would represent the views and efforts of people in all walks of life and in every area of the State of Maryland."

American Gas Assn. Realigns

Realignment in the advertising-promotion area of American Gas Assn., tv network advertiser, was announced Thursday (July 17). S. F. Wikstrom, AGA advertising promotion director, will move up to director of the association's PAR plan on or about Aug. 1. PAR covers all of AGA's promotion, advertising and research activities.

AGA Managing Director C. S. Stackpole also announced the following personnel shifts: Norval D. Jennings, AGA advertising manager, to advertising-promotion director; Charles R. Bowen, promotion manager, to advertising manager; Kenneth F. Muldoon, manager of AGA's "New Freedom Gas Home Bureau," to promotion manager, succeeded by Gerald P. Mullins, former assistant to Mr. Wikstrom. Last named succeeds Allen D. Schrader, who has resigned to relocate in the South.

AGA has just renewed, for the third consecutive season, participation in CBS-TV's Playhouse 90 (Thurs., 9:30-11 p.m.). TV sponsorship represents 50% of AGA's $6 million a year PAR plan.

Young Home Viewers Cited by KHJ-TV

The "young household" TV station is the best buy for advertisers who want to make sales, even though its programs may not have the highest ratings nor deliver the lowest cost-per-thousand. That's the thesis of a brochure prepared by KHJ-TV Los Angeles for the use of its salesmen, a concept that may stir up as heated an argument in TV circles as the "modern radio" programming has among radio broadcasters and buyers.

"A cost-per-thousand is supposed to tell how many TV homes are reached per dollar," the brochure begins. "It does not say if these homes are the kind of homes an advertiser wants to reach. One could have the lowest cost-per-thousand in the industry and not sell goods simply because the homes reached are not the homes which are interested in his product."

"For instance, who is most interested in buying baby food, washing machines, refrigerators, a second car, furniture, life insurance, sporting equipment, tobacco, soap,
KBOX

Dallas, Texas
The Balaban Stations...
In tempo with the times

*effective after July 15

robert e. eastman & co., inc.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUKon 2-9760

Broadcasting
July 21, 1958 • Page 43
LISTING OF THE "MOST LIKED" TELEVISION COMMERCIALS THROUGHOUT THE U.S.

Ziv Television Programs, New York, last week announced a major expansion in its sales operation, including the establishment of three new sales units, promotion of four key executives and addition of nine salesmen to the staff.

As part of the realignment, according to M. J. Rifkin, vice president in charge of sales, an additional regional sales division has been created in the national sales department, located in Cincinnati, to supplement two existing units in New York and Chicago. Edward J. Bromen, formerly central division sales manager for syndication, has been named sales manager of the regional division, reporting to John Shaw, national sales manager.

In other key promotions, Len Firestone, formerly head of the New York syndication staff, has been appointed to sales manager of the syndicate, supervising all geographic divisions; Ray McGuire, a spot sales manager in the syndication department, has been advanced to the new post of north central division manager in Cincinnati; and Donald S. Brogdon, a spot sales manager in syndication, has been appointed to the newly-created post of south central division sales manager in Dallas.

Mr. Rifkin also announced the following additions to the syndication sales force: John Chambers, Michael Keirm and Ken Neubeaut (western division); John Lewis (north central division); Edgar Willis and Ben McReynolds (south central division); Leon Taylor and Louis Johnson (eastern division) and Jack Daniels (New York syndication).

In other reassignments, Don Dahlman and Robert Reis, syndicated salesmen, have been named spot sales managers under Mr. McGuire, and Jack Putzer, a salesman, has been advanced to spot sales manager under Mr. Brogdon.

High Pilot Film Mortality Inspires Foley's New Service

New tv program production is up against fantastic odds of 200-1, or, as expressed in dollars, approximately $19.5 million in the past three years was spent on filmed pilots which never had a chance.

Such was the dismal picture painted last week in New York by George F. Foley, president of the Gotham Corp. Mr. Foley conducted a three-month survey among advertising managers, network executives and advertising agencies.

His survey results were laid out before agency executives and newsmen at a cocktail party at New York's 21 restaurant on July 15 to point up Mr. Foley's newly-formed research and sales service for program developers.

The Gotham service, according to Mr. Foley, who is a former vice president of Cecil & Presbyre (he claims to have purchased more than $20 million worth of tv programming for that agency's clients), will act as liaison between tv packagers and potential buyers. Mr. Foley said his firm would advise, assist in production of pilots and help with the sale of "worthwhile" pilots already produced. He plans to handle a maximum of 10 programs per year, representing either filmed or live properties, at a fee of about 10% of the cost of a pilot already filmed, or 10% of an estimated cost of the filming if brought to his attention before shooting starts.

Mr. Foley claims that advertising agencies have spent more than $1 million a year to screen new programs. He cited agency opinion that more than 50% of all pilots shown to agencies during the past three years were "poorly executed" and that 25% of these might have been salable commodities had the investors received competent advice.

The Gotham study found that despite the high casualty rate, pilots still "come in" because the "chances of pay-off are high if the show sells," estimating a "film success" to be worth $4 million in four to five years even though profit during the "early stages" is only about 5% in film.

Among the data collated in Mr. Foley's survey:

Of all pilots produced during the past three years, 75% had no specific sponsor or agency in mind; in more than half of the cases the subject matter was not discussed with either an agency, a network or sponsor; although an advertiser makes the final decision on the show's purchase, 90% of the time he follows the agency's advice; 90% of all pilots were made in Hollywood, a situation apparently preferred by agencies; 35% of the cost of pilots (average cost he sets at $47,000 for a half hour film) involves non-physical aspects (overhead, commissions, etc.); agencies prefer to buy from independent producers in order to exercise better control for the advertisers, and agencies as a rule cannot spend more of their money and time developing properties because of the high cost in servicing tv advertisers.

MR. BROGDON  MR. BROMAN  MR. FIRESTONE  MR. MCGUIRE  MR. BROGDON

JULY 21, 1958
This microphone is a unifying force for 312,830 Carolina families who listen weekly during daytime to one of America's all-time great stations. WBT families constitute the nation's 24th largest radio market — make a WBT buy your 24th step to national radio coverage.
FILM CONTINUED

ment consultant, and at one time associated with Newell-Emmitt, is joined in the enterprise by Alfred H. Morton, vice president in charge of TV, research and sales and Marc Frederic, a vice-president. Mr. Morton, also a management consultant, has been associated in the past with NBC (at one time vice president in charge of NBC's TV operations). Mr. Frederic is a motion picture TV producer.

Gothic's first client: American Features Corp., a Philadelphia TV packager for whom Mr. Morton said Gothic would work on a live audience participation quiz show.

ABC-TV Buys Paramount Cartoons In Purchase From Harvey Films

"ABC-TV has acquired 170 cartoons produced by Paramount Pictures for a first run in TV, Thomas W. Moore, ABC-TV vice president in charge of programming, and Alfred Harvey, president, Harvey Films Inc., announced last week.

No figure was released, but ABC-TV described the contract as involving many millions of dollars as "long term" and "complicated." These are the cartoons (all produced since 1950) purchased from Paramount Pictures by Harvey Publications Inc., publisher of comic books, for $1.7 million before taxes and in short installments [Film, June 9]. Initial announcement of the sale placed the number of cartoons and shorts in the library at 200-250. ABC-TV plans tentatively to present the cartoons 5:30 p.m. on Tuesdays and Thursdays.

New Firms Offer 'Photocrimes'

Production has begun in New York on a new five-minute TV series, Photocrimes, based on the feature that formerly was carried in Look magazine, it was announced last week by Richard B. Morros, producer. Distribution of the films, scheduled for fall airing, will be by Teleworld Inc., New York, a new company headed by Richard F. Feiner in association with Mr. Morros.

Mr. Morros reported he had acquired TV rights to the title and content of the magazine for a year.

Teleworld has opened offices at 527 Madison Ave., New York 22; telephone: Plaza 9-6940. Mr. Feiner formerly was western sales manager of C&C Television Corp. Mr. Morros was station relations manager for the International Latex Co. and earlier had been associated with C&C TV.

TPA Adds Four Salesmen

Television Programs of America has appointed four new salesmen—Spence Fennell, John Nercessian, R. Russell Roop and David Willis. It has been announced by Michael M. Sillerman, TPA executive vice president. Mr. Fennell resigned from Ziv TV and will be in the San Francisco office of TPA reporting to Walt Plant, western division vice president. Mr. Nercessian, who has been in film distribution in California, has been assigned to the Denver territory. Mr. Roop, formerly head of his own advertising agency, will be in Philadelphia reporting to Hardie Friebreg, eastern division vice president. Mr. Willis formerly had been with TPA and returns to the station sales division on a roving basis.

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NETWORKS

CBS-TV TO REVISE OPTION TIME

CBS-TV moved last week to overhaul its option time schedule.

The network asked its affiliates to sign affiliation contract amendments which (1) in three of the four time zones would start and end Monday-through-Friday evening option time a half-hour later than now; (2) in the other zone, the Pacific Coast, put Monday-through-Saturday evening option time on the same local clock basis as Chicago; (3) in various time zones modify daytime option periods "to reflect the improved scheduling permitted" by videotape.

Delaying the evening option period would avoid one situation which at times has bothered both network and stations—programs which start in option time but run past 10:30 p.m. and are then repeated for an added fee.

"In a letter to affiliates, Carl Ward, national manager of affiliate relations, noted that CBS-TV already is programming four of the five week night 10:30-11 periods commercially and said it has an order for the fifth this fall," the letter continued.

"Sales experience," he explained, "has indicated a marked preference by year-round network advertisers for a different period of time in the several time zones. In general, they would prefer that the option period be one-half hour later in the evening schedule, Monday through-Friday." He continued:

"After numerous discussions with western affiliates, we have concluded that network programs should not be released in the Mountain and Pacific time zones at the same local time as in the East, but should be earlier in terms of local time. Thus we propose to have evening programs, Monday through Saturday, seen in west coast markets with a half hour delay at the same local clock time as they are seen in Chicago, i.e., delayed two hours after the initial network feed. On Sunday evening, the present three-hour delay will be continued."

The changes would take effect Sept. 15 under the CBS proposal. They were outlined by President Louis G. Cowan, Sales Administration Vice President William H. Hylan and Programming and Affiliate Relations Vice President William B. Lodge in a closed-circuit appearance Tuesday night preceding Mr. Ward's letter.

The affiliates were reminded that the changes "may have the effect of placing outside of option time certain programs which you originally accepted for broadcast within your existing option-time period." In that case, they were told, "when the amendment is executed . . . we will re-offer all such programs, requesting that you confirm reacceptance of them."

The statement was to that when the amendment is executed, "the rights of the network will be subject to any commitment of your station in effect at the present time which would prevent your making available to the network a time period within the amended, but not within present option time."

Here—in terms of local time—are the new option periods proposed by CBS-TV:

<table>
<thead>
<tr>
<th>TIME</th>
<th>MONDAY-ZONE</th>
<th>SATURDAY &amp; SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRIDAY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eastern</td>
<td>10 a.m. to 1 p.m.</td>
<td>10 a.m. to 1 p.m.</td>
</tr>
<tr>
<td></td>
<td>2-5 p.m.</td>
<td>2-5 p.m.</td>
</tr>
<tr>
<td></td>
<td>6-9 p.m.</td>
<td>6:30-9:30 p.m.</td>
</tr>
<tr>
<td>Central</td>
<td>9 a.m. to 12 noon</td>
<td>9 a.m. to 12 noon</td>
</tr>
<tr>
<td></td>
<td>1-4 p.m.</td>
<td>1-4 p.m.</td>
</tr>
<tr>
<td></td>
<td>7-10 p.m.</td>
<td>6:30-9:30 p.m.</td>
</tr>
<tr>
<td>Mountain</td>
<td>10 a.m. to 1 p.m.</td>
<td>10 a.m. to 1 p.m.</td>
</tr>
<tr>
<td></td>
<td>1-4 p.m.</td>
<td>1-3:30 p.m.</td>
</tr>
<tr>
<td></td>
<td>6-9 p.m.</td>
<td>5:30-9:9 p.m.</td>
</tr>
<tr>
<td>Pacific</td>
<td>9 a.m. to 12 noon</td>
<td>10 a.m. to 1 p.m.</td>
</tr>
<tr>
<td></td>
<td>1-4 p.m.</td>
<td>2-5 p.m.</td>
</tr>
<tr>
<td></td>
<td>7-10 p.m.</td>
<td>6:30-10 p.m. Sat.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30-1030 p.m. Sun.</td>
</tr>
</tbody>
</table>

CBS News Authors How-to Text On 'Television News Reporting'

Television News Reporting by the staff of CBS news is being published today (July 21) by McGraw-Hill Book Co., New York.

The book, illustrated with Robert Osborn cartoons, is a guide for the working TV newsroom and also a school textbook. It digests news experience of the past decade in techniques of interviewing, writing, programming and film editing. Chapters detail such fields as the film camera as reporter, the power of pictures, judging the news, the newsroom, newsmen and their gear, how to get the best pictures on film and make the best use of pictures once they are obtained.

Exploring how TV tactics its problems, the CBS News-written book notes that film, accompanied by sound or voice-over narration, brings the news home with a double impact. Sight and sound work to the same purpose so powerfully that this instrument must sometimes be restrained.

Many times the camera lens is unkind, and use of such film may result in a less than objective interpretation.

However, public officials are on their own, in this respect, the book adds, stating: "Public figures must risk public scrutiny. Indeed, it is one of the assets of television that pictures may convey truths which are beyond the capacities of objective word reporting. The decline and fall of the reputation of a once-influential senator, in part because of what the camera revealed during a hearing not too long out of public memory, is an example of this."

Four cardinal principles of interviewing are set forth: "(1) You must know as much as possible about the subject. The more you know about the kind of person he is, what he has done, what he believes in or what he represents, the more precise the questions you can ask. (2) You must think through your questions before asking them on the air or on-camera. (3) You must pay attention to what the interviewee says in reply, and pursue an interesting lead. It is here that failure occurs most often. It is disturbing to the listener or viewer for an interviewer to stick so rigidly to his next fixed question that he fails to pursue a promising or re-

Broadcasting
St. Louis, Missouri
The Balaban Stations...in tempo with the times

Robert E. Eastman & Co., Inc.
national representatives of radio stations

NEW YORK: 527 Madison Avenue
New York 22, N.Y.
Plaza 9-7760

CHICAGO: 333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO: Russ Bldg—Room 1043
San Francisco, Cal.
Yukon 2-9760

July 21, 1958 • Page 47
BROADCASTERS ON TOP OF WORLD CRISIS

Electronic journalism again was proved at its best in a major crisis last week as the eyes and ears of the nation turned to radio and television networks and to the local stations for the fast-breaking developments in the Middle East and before the United Nations.

The networks alone pre-empted several hundred thousand dollars worth of commercial time to report what was happening as U.S. Marines landed in Lebanon and the UN Security Council met in emergency session. All carried substantially portions of the UN proceedings, cutting away usually only during lengthy translation periods, and aired the night session Thursday until conclusion.

Live pickups from the scene of the USMC "holding action" plus eyewitness reports were aired frequently during the week. President Eisenhower used radio-tv Tuesday to bring the seriousness of the situation to the attention of the American people.

Mutual's Fulton Lewis Jr. claimed a 14-hour "beat" on the Marine landing with his Monday night (July 14) prediction. The White House called newsmen for an important briefing at 7 a.m. Friday, but it wasn't until 9:40 a.m. that the Marines officially were reported landing. Mr. Lewis' claim soon became but one of the many assertions by the networks of "first," "only," and "most" as the week continued, all significant of one important fact: broadcasters were on the job.

ABC began direct pickup from the UN Tuesday at 10:40 a.m. and ABC-TV at 11:30 a.m., the latter reporting it made its "Crash Unit" pickup available to other tv networks. ABC had begun its special crisis coverage at 8 a.m. Tuesday with reports from Rome and New York. That time the UN Security Council adjourned for supper Thursday and ABC had aired nine hours of special coverage and ABC-TV eight hours, aside from regular newscasts and bulletins.

CBS bulletined the White House announcement at 9:45 a.m. Tuesday and subsequently aired the UN proceedings beginning that day at 10:38 a.m. By early Thursday evening CBS had aired more than 10 hours of foreign and domestic pickups and commentary aside from regular newscasts and bulletins while CBS-TV totaled nearly seven and one-half hours, including three hours of commercial pre-emption.

NBC flashed news about the alleged escape of Iraqi Premier Nuri as Said (later confirmed slain by rebel-held Radio Baghdad) at 3:18 a.m. Tuesday following at 6:30 a.m. with a flow of foreign reports on Middle East affairs, including a 7:50 a.m. bulletin and more than, as he put it, "the only," and "the most" as the week continued, all significant of one important fact: broadcasters were on the job.

The major portion of the UN debates was broadcast to all parts of the Soviet Union by Radio Liberation.

Reports reaching BROADCASTING indicated individual stations across the country devoted extensive time to the Middle East crisis, ranging up to wholesale cancellation of commercial schedules to present the U.N. debates.

we must deal with the associated problem of how to get adequate verbal interpretation in the face of the time limits which the visual elements impose.

"There can be no last word on television news now, and possibly never. But CBS News has come up against most of the problems of television coverage and has, for the most part, evolved successful pro tem methods for dealing with them. As more and more stations attempt their own news programming, CBS News believes it may be of service to the television community to pass on its findings."

PROGRAM SERVICES

RADIO SELECTS 17 FOR ASCAP TALKS

The new 17-man All-Industry Radio Music License Committee was organized last week under "a mandate from the industry" and started getting ready to negotiate new radio music license agreements with ASCAP and, later, BMI.

The committee, elected in a mail ballot which had brought financial commitments from close to 300 stations before the meeting, underway, named Robert T. Mason, WMRN Marion, Ohio, as its chairman. He had been acting as interim chairman since the voting procedure was authorized in a meeting during the NAB Convention [NAB Convention, May 8].

George W. Armstrong of Storz broadcasting was elected vice chairman; Elliott M. Sanger, WXQR New York, treasurer, and Sherwood J. Tarlow, WHIL Boston, secretary. A seven-man executive committee will consist of the officers plus Richard D. Buckley, WNEW New York and Metropolitan Broadcasting Corp.; Robert D. Eiten, WXLW Indianapolis, and Herbert C. Evans, Peoples Broadcasting Corp.

While the ballot returns before the meeting stood at just under 300 stations, another big stack of untabulated responses awaited the group. In a brief report on its session, held Wednesday in New York, the committee gave this indication of its support:

"All 17 members of the committee, representing radio stations coast to coast, were present. At this first meeting the committee reviewed initial response to its appeal for industry support. From the response, which included hundreds of stations representing all 48 states, the committee concluded it had a mandate from the industry, as a whole, to aggressively pursue negotiations to a favorable conclusion with the various music licensing organizations."

To be eligible to vote, stations were required to commit themselves to financial support of the committee, whose expenses will include legal counsel (yet to be chosen), research, etc. "Due" for each participating station are the equivalent of 10 times the station's daytime one-minute rate.

Whether the committee will negotiate on behalf of radio networks as well as stations remained unclear. NBC authorities reportedly have indicated willingness to have the committee negotiate for their radio network. But officials of both CBS Radio and ABC told Broadcasting they "probably" would do their own negotiating. They noted that this is the way they had worked in prior negotiations, but indicated their decisions to do so again were not yet definite. Mutual's position was not learned.

Informed observers said the committee clearly could represent the networks if the networks wished, even if the committee membership included no representatives of the networks or of network owned stations. On the other hand—as happened in the ASCAP tv license negotiations completed early this year—the networks also are free to negotiate for themselves.

This also is true of stations individually,
never guesses, never estimates, never projects—

That's Why ASSOCIATED PRESS
ELECTION RETURNS Are ALWAYS
The STANDARD of ACCURACY!

The Associated Press
104 Oklahoman Bldg.
Oklahoma City, Oklahoma

July 3, 1958

Congratulations........

Our hats are off to the A.P. for making the recent primary election coverage the most outstanding bit of workmanship ever experienced in the state.

To date hundreds of compliments have poured into the New KAKC saying in essence..."Your coverage of the elections was the best we ever heard", etc.

Only through such outstanding efforts on the part of all A.P. members, Newspaper and Radio, could such compliments be possible or warranted.

Our personal congratulations go to the guys and gals of the A.P. State Bureau who worked long and hard to keep the A.P. wire far ahead of any other service in the state.

Again, sincere congratulations....

Bud Curry
News Director
KAKC Radio News
Tulsa, Oklahoma

BROADCASTING
but the consensus always has been that the job is so complicated that to have hundreds of separate negotiations going on would create an almost impossible situation. Thus stations for the most part have traditionally elected to work through committees.

The committee's first objective will be new ASCAP licenses because these expire first—Dec. 31 of this year. BMI licenses run out Dec. 31, 1959.

The ASCAP radio terms, unchanged since 1941, call for stations to pay 2.25% of net time sales for a blanket license to use ASCAP music locally, or about 8% of time sales in programs carrying ASCAP music if the license is on a per-program rather than blanket basis. The radio networks all have such licenses; their rate is 2.75%. BMI rates are approximately 40% of the ASCAP rates.

Although committeemen were quiet on the tenor of any strategy discussions, it was assumed that they would shoot for a reduction in the ASCAP charges—which currently yield about $1 million a year from radio—or, at least, for renewal on the current terms. There have been reports that ASCAP would like renewal for a 10-year term, or, if the consent decree under which it operates cannot be amended to permit that length, then for five years, which the decree does permit.

Broadcasters arguing for a reduction in the rates point out that radio time sales, on which the payments are based, have risen from $179.7 million to $516.4 million since the current rates were set. In addition the number of stations has grown from 900 to more than 3,200 on the air, more than tripling the number of ASCAP's potential "customers."

In rebuttal, ASCAP can be expected to argue that music is even more important to radio today, in the so-called music-and-news era, than it was 18 years ago.

Second session of the new committee will be held at the call of Chairman Mason, perhaps in about a month.

The 17 members of the committee:


Music Convention C-C Shows To Be Commercial But Silent

A novel experiment in closed-circuit television—embodifying features of commercial TV—will be tried at the National Assn. of Music Merchants' annual convention in Chicago starting today (July 21).

Generally utilized at conventions for paging purposes and to transmit speeches, closed-circuit TV will go commercial in terms of time sales and elaborate studio productions, but without audio. The idea was conceived by Oscar Katov & Co., Chicago advertising and public relations firm, and involves participation by Down Beat magazine.

A network of RCA TV receivers is being installed on four floors of the Palmer House to carry a full schedule of variety and commercial programming from especially-set studio facilities. The programs and commercials will run 9 a.m.-12:15 p.m. and 1:15 to 6 p.m. The station will carry the call letters of DB-TV (Down Beat Television).

Approximately 50% of each day's eight-hour schedule is being sold commercially to exhibitors in the form of one, three and five minute segments. Of the four hours, half already has been sold to such musical instrument firms as Conn, Selmar and LaBlanc. Charles Suber, publisher of Down Beat, estimates cost of the experiment at $2,000 with a gross potential income of $5,000.

The video project, produced and directed by Eddie Deerfield, radio-TV director of the Katov agency, will include time signals, weather forecasts, news and sports bulletins, stock market reports and variety features. Because the NAMM declined to authorize audio for the experiment, maximum use will be made of visual effects, including old silent movies. The experiment has real potential, Mr. Katov feels. He explains: "We will be reaching hundreds of dealers at a time with our system of 21-inch receivers. The next step is to reach thousands at a time by going into a color TV and sound operation on a huge theatre-type screen in hotel grand ballrooms during a convention, along with the receiver network."

APS LETS LISTENER CHOOSE THE MUSIC

- Automatic program system set
- Station economy underscored

New figures on the music likes and dislikes of different age groups were reported last week by Muzak Corp., along with details of the music programming that Muzak's APS division plans to offer broadcasters this fall.

On the basis of their music-preference findings—one of a continuing study conducted by Muzak over the past 15 years—APS officials said they were "convinced . . . that the biggest segment of radio's potential listening public is not being reached" with the bulk of music programming on both am and fm stations.

'This conviction, they said, prompted the decision to offer stations "a complete automatic programming system" consisting of "pre-recorded taped music programming to appeal to this vast audience, plus fully automatic time-synchronized equipment which will play back the music program and inject commercials, public service announcements, etc. [MANUFACTURING, April 21]."

Where the functional music furnished by Muzak to stores, etc., is designed for "background" listening, officials explained, the programming for broadcasters will be designed to attract attention. Said Ed Hochhauer Jr., Muzak sales promotion director: "The APS music program will in no way resemble Muzak's functional background music service. It will consist of smooth, easy-to-listen-to, full dynamic range entertainment music programmed in quarter-hour groups. The selections within each group will have a 'family resemblance'. The programs will consist basically of distinctive orchestral arrangements of popular standards, spiced with popular favorites of the day, drawn largely from top Broadway musicals and shows.

"Treatments will be predominantly instrumental with occasional choral and vocal solosists. There will be no rock and roll—not blatant vocals and no spoken words. All the music on the program tapes has been especially recorded for broadcasting purposes. There will be a constant supply of new, fresh tapes."

Mr. Hochhauer said that the APS automatic programming system also offers economic attractions. If used for semi-continuous broadcasting purposes, he reported, it can save a broadcaster the equivalent of the salaries of three to four employees.

He doubted many stations would use the system on an around-the-clock basis but saw it as a supplement supplying "adult music programming" either exclusively or "during those hours of the day when teenage tunes are slight" permitting stations to expand their operating hours economically or even to operate in areas which heretofore seemed unlikely to support them, etc.

Following is the Muzak compilation of its music-preference findings in 1957, released last week:

<table>
<thead>
<tr>
<th>Age: 18-25</th>
<th>26-35</th>
<th>36-50</th>
<th>Over 50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like</td>
<td>Dislike</td>
<td>Like</td>
<td>Dislike</td>
</tr>
<tr>
<td>POPULAR DANCE (foxtrot, hit parade, popular standards)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jazz (rock &amp; roll, swing &amp; jive, blues)</td>
<td>76.0%</td>
<td>24.0%</td>
<td>52.2%</td>
</tr>
<tr>
<td>SEMI-CLASSICAL</td>
<td>40.8%</td>
<td>59.2%</td>
<td>65.1%</td>
</tr>
<tr>
<td>WALTZES</td>
<td>63.2%</td>
<td>36.8%</td>
<td>82.1%</td>
</tr>
<tr>
<td>CLASSICAL</td>
<td>31.5%</td>
<td>68.5%</td>
<td>55.3%</td>
</tr>
<tr>
<td>POLKAS</td>
<td>54.4%</td>
<td>45.6%</td>
<td>50.3%</td>
</tr>
<tr>
<td>HAWAIIAN</td>
<td>70.0%</td>
<td>30.0%</td>
<td>60.3%</td>
</tr>
<tr>
<td>COUNTRY &amp; WESTERN</td>
<td>63.7%</td>
<td>36.3%</td>
<td>47.5%</td>
</tr>
</tbody>
</table>
Louisville, Kentucky

Robert E. Eastman & Co., Inc.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N.Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

July 21, 1958 • Page 51
VTR GETS 4-STAR REPORT CARD

- KTTV (TV) shows two-month progress with its new machine
- Moore: videotape has best points of both live and film

None of the milestones tv has passed during the last decade has been as significant as the advent of videotape recording, Richard A. Moore, president of KTTV (TV) Los Angeles, said Tuesday (July 15).

Speaking to more than 150 advertising executives gathered in KTTV's Studio A for a report from the station on "the first 60 days of the tape revolution," Mr. Moore said that in the two months following the installation of an Ampex videotape recorder, KTTV had:
- Produced the first tv pilot program ever made on tape;
- Produced a series of 23 tv commercials on tape in a five-hour shooting period; and
- Produced its first taped program for national syndication;
- Used tape to help a city change its mind.

Citing Broadcasting's survey of why advertising agencies prefer live or film commercials [Advertisers & Agencies, June 23], Mr. Moore reported that the three main reasons for preferring live commercials were: the ability to take advantage of the popularity of a local personality, the sense of immediacy and the ability to make last-minute copy changes. The reasons for preferring filmed commercials were: guaranteed performance, insured accuracy and assurance of identical commercials in all markets.

"All of the advantages listed on behalf of either live or film commercials are completely available with tape," Mr. Moore declared. When he added, "That will bear repeating," the statement and his delivery of it were immediately recreated on the large screens adjoining the stage by switching from the camera which had been picking up Mr. Moore to the tape machine which had been recording his words and actions.

In Five Hours

The 23 commercials which KTTV taped in five hours, John Vrba, vice president in charge of sales, related, were made in as many departments of Barker Brothers' downtown stores in Los Angeles. KTTV, he said, had moved a remote unit into the home furnishings store in the evening, when it was closed to the public. Using two cameras and starting on the ninth floor, the crew covered the building, department by department, floor by floor, down to the ground, transmitting this coverage back via closed-circuit to KTTV, where it was recorded on tape. Steve Martin, KTTV personality, is host on each of these commercials which are being televised daily on Steve Martin's Matinee.

These commercials were completed at a cost to Barker Brothers of under $100 apiece, Mr. Vrba said. He estimated that to duplicate them on film would have called for at least five days of shooting and more than five times the cost. Watching a pair of these spots, the audience seemed equally impressed by the economy of commercials on tape and by the depth of the scenes in the in five hours.

Gives to Races

VTR goes to the races. Viewers of the Saturday afternoon Hollywood Park Feature Races telecast on a Columbias Tele-Circuit Pacific Network of 21 stations under Union Oil sponsorship at 5:15-5:45 p.m., get to see each race twice. First, they see it live as it's run. Then they see a replay during which announcer Al Moore does a "Monday morning quarterback" commentary, pointing out the position of the winner throughout the race and commenting on the jockeys' performances.

The taping and playing back of a race on the same program with the live performance was first done during the CBS-TV broadcast of the Preakness last spring. KNXT (TV) Los Angeles, which originates the Saturday race telecasts for CTPN, started its live plus-tape operation on June 21 and will continue it throughout the season.

Because the weekly feature race broadcast by CBS-TV from various tracks around the country conflicts with the CTPN Hollywood Park race, the network race is also taped and broadcast by KNXT on its Winners Circle which follows the Hollywood Park broadcast each Saturday.
Scan WTVJ's top ratings. Calculate WTVJ's low cost per thousand. But by all means survey WTVJ's total coverage of 363,319 South Florida TV homes and $2⅞ billion retail sales.

WTVJ delivers South Florida's largest total coverage . . . and the only unduplicated network coverage. All other Miami channels have their network programming duplicated in Palm Beach.

Proof? Latest ARB Area Survey shows WTVJ a solid first throughout South Florida. Ask your PGW colonel for the new “Dimensions” presentation today!

Data from Sales Management, May 1958 and Television Magazine, June 1958

WTVJ • MIAMI

Represented by
Peters, Griffin, Woodward

*Dictionary defines TOTAL
“whole amount, complete, entire.”
CBS Boosting FM
On Chicago Outlet

Independent FM station programming is getting a preecedental booster shot at the network-o/o level this week.

CBS Chicago yesterday (July 20) launched virtually autonomous commercial operation of WBBM-FM on a daily 15-hour schedule, with Walter L. Dennis as assistant manager. The station will be programmed and promoted independently of the network's WBBM and WBBM-TV. As a result, WBBM-FM became the first CBS-owned FM to take such action.

There also were reports ABC may take a similar course with WENR-FM Chicago, but network spokesmen denied there are any "immediate plans" for such an operation, though it has been under consideration. Other network and independent stations with FM adjacents are expected, however, to watch the WBBM-FM venture closely. Chicago currently has its full complement of 16 FM stations.

Announcing plans last Tuesday H. Leslie Atlass, vice president in charge of CBS Central Division, and general manager of WBBM-AM-FM and WBBM-TV, noted that "We for some time have watched the increasing importance of FM radio in attracting audience—a loyal and growing audience—and believe the time is appropriate for us to program that audience with a complete broadcast facility.

WBBM-FM is utilizing the "block" concept of music fare, including five minutes of "news in depth" every hour after an initial news headline format at 9 a.m. It also plans a "few CBS radio network programs which we will continue to carry, in some cases exclusively on FM," Mr. Atlass reported. These include, in the fall, the New York Philharmonic and Cleveland Symphony orchestras. Standard music will be emphasized, with types geared to block segments throughout the day.

Mr. Dennis, onetime NAB news bureau chief, radio-tyo director of Allied Stores Corp. and general manager of WAC Flint, Mich., revealed time will be sold for program segments (10, 15 and 30 minutes) and spots (10, 30 and 60 seconds). WBBM-TV will maintain "probably the only base 55-minute rate in the country," (excluding the five-minute newscast), he said. Emphasis will be more on selling programs, however, than on spots as a matter of CBS Chicago policy, according to Mr. Atlass.

A staff of three announcers, five engineers, three disc jockeys, three administrative people, one salesman and one transcription librarian, all taken from present employees, will be maintained to operate WBBM-FM, Mr. Dennis said. WBBM-FM operates on 96.3 mc with 10.5 kw.

WHK Set to Go Independent

WHK Cleveland, upon losing NBC affiliation July 30, becomes an independent operation July 31 patterned after WNEW New York's format of music, news-public service, with emphasis on personalities, it was announced last week by Metropolitan
Savannah, Georgia
Savannah's most powerful voice

Robert E. Eastman & Co., Inc.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
Plaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
Yukon 2-9760
Broadcasting Corp., owner of both outlets. NBC moves to Sorer Broadcasting Co.'s WFIL-Cleveland [Networks, June 30].

Henry W. (Bud) Simmen has been transferred from WNEW to the general managership of WHK, succeeding Kenneth K. Hackathom, who remains with the newspaper operations of Forest City Pub. Co. Metropolitan is required WHK from Forest City earlier this year. Rudy Ruderman has been switched from WNEW's production staff to WHK as program director, succeeding Lester Biehl, promoted to manager of operations at WHK, a new position of executive associate to Mr. Simmen.

Metropolitan has signed several new disc-jockey personalities with entertainment field background, retaining WHK's Tom Brown in the 10 p.m. to 1 a.m. period, Jack Denton, formerly with WISN Milwaukee and onetime network comedy writer, goes into the 6-10 a.m. spot. Earl Juris, formerly with WNEW, will do the 2-4 and 8-10 p.m. periods. WHK's news department is being expanded from a basic four men to an eight-man team, with five assigned as writers. Tom Fletcher and Bruce Charles continue in news and Jack Pluntze as news editor. Bob Cain, formerly with WJW, is the first of the new additions.

Broadcast Blackout Eased At Charlotte City Hearing

A blackout on radio-television coverage of a city hearing in Charlotte, N. C., was eased last week to allow pooled electronic reporting on a delayed basis.

The Charlotte Service Commission at a Monday (July 14) morning hearing denied the joint plea of Charlotte radio and TV stations for the right to cover the trial of Police Capt. Lloyd Henkel. The board allowed still photo coverage, however. The trial had stirred intense interest in the area. Ray Stanfield, of WJZ Charlotte, appeared for the radio-television stations along with Douglas Anello, NAB general counsel.

After the first recess during the opening trial session, Messrs. Stanfield and Anello pointed to the inconsistency of the board's decision. The board quoted Canon 35 of the American Bar Assn., but agreed it was unfair to allow still photos and not radio-television. After brief discussion, the board granted permission for delayed radio-television pickups on a pooled basis. It banned live coverage.

Municipal Court Let WFIL in

Philadelphia Municipal Court, reportedly for the first time, has allowed a radio station to record its proceedings for broadcasting. WFIL there set up equipment July 15 on Judge Adrian Bonnelly's bench while he was trying the case of a man who was applying for custody of his son so that his wife could not take the boy to Latvia. The court order granting the father custody was played back over WFIL immediately after decision.

COMPLETION of the new WHIC-AM-TV Rochester, N. Y., building has added a fresh facade to East Ave. there. The property, purchased and remodeled at a cost of $385,000, houses a two new TV studio, three radio studios, film laboratory, engineering shop, executive offices and a recording studio.

WBKB (TV) Senate Coverage Goes On Despite Sponsor Veto

ABC's o'o6 WBKB (TV) Chicago and the local Sun Times continued their public service coverage of Senate restaurant-union testimony last week without committee approval for sponsored segments but with high viewer favor.

By week's end 75 witnesses had figured to give 30-40 hours of testimony on restaurant-union relations before the Senate committee on labor-management activities over a two-week span.

WBKB's request to sell portions of the coverage to Pure Oil Co.—or perhaps other regional or local advertisers—was rejected by the committee, under the chairmanship of Sen. John L. McClellan (D-Ark.), a station spokesman said. At the same time he scored criticism, reflected in a Chicago Tribune editorial, that coverage was characterized by commercialism in the form of spot announcements and station breaks during the actual hearings. It was pointed out the station had reduced the number of such commercials after the first day of testimony July 8. The Tribune owns WGN and WGN-TV in that city.

New Bismatic Daytimer: KQDI

KQDI Bismatic, N. D., begins regular broadcasting in early August, Darrel W. Holt, the station's general manager, reports. KQDI owned by Dakota Musicasters (D. Gene Williams, Delbert Bertholf, Robert Eubanks and Darrel Holt), is on 1350 kc with 500 w daytime.

4-YEAR TV COURSE PROPOSED BY NYU

- WCBS-TV success noted
- Fall schedule announced

New York U. last week announced step two in what it considers a straight road toward putting an entire four-year college program on commercial television. The school last year began a single course-for-credit Sunrise Semester, on pre-breakfast time donated by WCBS-TV. This fall it will expand to four credit courses on WCBS-TV, weekday mornings 6:30-7:30 a.m., Saturday 7-8 a.m.

The success of Sunrise Semester stems from six years of cooperative educational broadcasting between WCBS-TV and NYU. It reflects the belief of the school's radio-television department that more can be achieved by putting limited educational dollars entirely into production of courses on free time on commercial TV (with established audience and best of technical facilities) rather than into major capital investment and heavy operating costs required for a noncommercial educational station (with little, if any, money left over for production).

The success of Sunrise Semester during the fall and spring semesters was hailed by both NYU and station officials last week. The initial venture, a three-credit course (per semester) titled "Comparative Literature 10" was presented by NYU Prof. Floyd Zulli Jr. at 6:30 a.m. weekdays. A total of 117 qualified applicants paid $90 to enroll the first semester and WCBS-TV estimated some 120,000 persons in four states watched the show regularly. Kinescopes of the programs are being seen now throughout the U.S. on other stations. During the run of the series, booklets within the New York area reported surprisingly heavy sales of the books discussed on the show by Dr. Zulli and the program averaged about 100 letters a day.

Dr. John E. Ivey, executive vice president of NYU, said "we are moving toward a full four-year college program on television."

Although all of the required time probably could not be cleared by WCBS-TV for such an effort, NYU has not yet approached other stations for a similar arrangement, according to Warren A. Kraetz, director of NYU's Broadcasting.

The 1958-59 program, aside from providing four college credit courses, will present opportunity for a closer consulting relationship between the student and his instructor and optional discussion sessions on campus and in various suburban communities. Students will do quizzes and term papers at home, and go on campus for final exams. Special arrangements will be made for the physically handicapped.

New courses and professors include: classical civilization H 1, Dr. Casper J. Kraemer Jr. (M-W-F 6:30-7 a.m.); mathematics N 1, introductory course, Dr. Hollis R. Cooley (M-W-F 7-7:30 a.m.; English H 5, a great books course, Dr. David H.
Last week the Marines landed in the Middle East . . . and the world went on alert. So did Radio Station WERE. Every station facility was alerted to bring listeners this vital news first, fastest and with coverage in depth: WERE alone carried the actual United Nations deliberations in full; WERE had on-the-air interviews directly with key news sources in London, Moscow, Paris and Washington; WERE sent its mobile units to crowded downtown locations and piped the UN broadcasts to passers-by; WERE posted on-the-street bulletins as the news broke. Grateful listeners called to thank the station; responsible citizens wired. Wrote Jim Frankel, Cleveland Press TV-Radio Editor, in his column late last week, "WERE earns highest praise for its contribution to public enlightenment. That WERE is not a network affiliate makes the achievement all the more meritorious." This is no one-time effort . . . it is typical of the news coverage of WERE . . . the alertness of a station that cares about its listeners.
we're
in
business

national representatives for

WNEW
Division, Metropolitan Broadcasting Corporation
New York, New York

WHK
Division, Metropolitan Broadcasting Corporation
Cleveland, Ohio

WIL
The Balaban Stations... In tempo with the times
St. Louis, Missouri

WRIT
The Balaban Stations... In tempo with the times
Milwaukee, Wisconsin

KBOX
The Balaban Stations... In tempo with the times
Dallas, Texas

WSAV
Savannah's most powerful voice
Savannah, Georgia

WKLO
Louisville, Kentucky
Several good friends have asked, "Doesn't it feel good to be in business for yourself?" Strange, but it doesn't seem any different. Perhaps that's because we have been fortunate to work for the right people in the past.

Obligations now to customers and associates are closer to home. The thrill of the order is keener. The hours are longer, but seem shorter.

We have a good, warm feeling that men like Dick Buckley, John Box, Harben Daniel and Bill Spencer have placed their confidence in us! We'll do our very best to repay this confidence with orders.

We feel good that our associates have the right kind of faith in our company's future. Incentives are potent.

We feel good because it seems that all our friends at stations, agencies, clients -- and even competitors -- are pulling for us.

To each of you, our sincere thanks.

Best regards,

Robert E. Eastman
CHANGING HANDS

ANNOUNCED

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

WIP-AM-FM Philadelphia  •  Sold by Gimbel Bros., department store, to group headed by Benedict P. Gimbel Jr., president-general manager of station for past 30 years, for cash figure of $2.5 million. In group with Mr. Gimbel, who acquires control, are Edward Petry, president of station rep firm, Armand Hamm, president of Mutual, Bob Hope, and Philadelphia businessmen Robert M. Brown, William L. Butler, John P. Criscioni, Ralph Huberman, L. Parker Naidain and John G. Pew Jr. Station, established in 1922, operates on 610 kc with 5 kw, and is for affiliate sale. Sale to Mr. Gimbel and associates follows previous negotiations with Plough Inc. and Storz Broadcasting Co. and means no change in personnel or operating policy. Purchasing company is WIP Broadcasting Inc. of which Mr. Gimbel is president.

WDMF MT. DORA, Fla.  •  Sold by Francis Fitzgerald to Triangle Broadcasting headed by E. O. Roden for $30,250. Mr. Roden also operates WTUP Tupelo, WBOP Booneville, and WGCJ Gulfport, all Miss., KREL Baytown, Tex., and WBOP Pensacola, Fla. Co-brokers were Allen Kander & Co. and Paul Chapman Co. WDMF is on 1580 kc with 1 kw, day.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see FOR THE RECORD, page 93.

KYOD DENVER, COLO.  •  Sold to Western Broadcasting Enterprises Inc., (Robert L. Howsam, president; licensee of KINT El Paso, Tex.) for $300,000 plus employment deal by Colorado Radio Corp. KVOD is on 630 kc with 5 kw, and is affiliated with ABC.

WLOS-AM-FM-TV ASHEVILLE, N. C.  •  Granted acquisition of positive control by WTVI (TV) Miami through purchase of 35.2% interest from Charles A., Henry J. and Joe H. Britt, Julia L. Stamberger and Harold K. Bennett for $277,940, thereby increasing the WTVJ holdings to 72.1%. WLOS-TV is on ch. 13 and is affiliated with ABC. WLOS, also affiliated with ABC and Mutual, is on 1380 kc with 5 kw, day, 1 kw, night. WLOS-FM is on 104.3 mc with 9.2 kw.

KATT PITTSBURG, CALIF.  •  Sold to Contra Costa Broadcasting Corp. (interest in WONE Dayton, Ohio) by KECC Inc. for $225,000, plus employment deal. KATT is on 990 kc with 5 kw.

WWCO WATERBURY, CONN.  •  Sold to WWCO Inc. (Herbert Bloomberg, has minority interests in KPAR-TV Abilene, KDUB-AM-TV Lubbock and KEDY-TV Big Spring, all Texas), for $193,000 by New England Broadcasting Corp. WWCO is on 1240 kc with 250 w.

WLV-AM-FM GRAND RAPIDS, MICH.  •  Sold to Harmon L. Stevens and John F. Wismer as Stevens-Wismer Broadcasting Co. (WHLS Port Huron and WBSE Hillsdale, Mich., and interest in WLEW Bad Axe, Mich.) and Milton W. Bush by Versutis Radio & Television Inc. for $45,000 and assumption of $133,000 indebtedness to transferor, among other agreements. WLV is on 1340 kc with 250 w, and is affiliated with ABC. WLV-FM is on 96.9 mc with 1.75 kw.

KGEE Bakersfield, CALIF.  •  Sold to Marterto Productions Inc. (tv star Danny Thomas) and Seer Inc., 90% and 10%, respectively, for $145,850 and employment deal. KGEE operates on 1230 kc with 250 w.

KVII-TV AMARILLO, TEX.  •  Sold to Television Properties Inc., Jack C. Vaughn, president, with various officers having interests in KOSA-AM-TV Odessa, by Southwestern States Inc. for $136,052. KVII-TV is on ch. 7, and is an ABC affiliate.

WPLH HUNTINGTON, W. VA.  •  Sold to The Tierney Co. (WCHS-AM-TV Charleston, Hawthorne D. Battle, president) by Huntington Broadcasting Co. for $112,375. WPLH is on 1420 kc with 5 kw, and is affiliated with MBS.

KZEA SHERREPORT, LA.  •  Sold to John M. McLendon and Assoc. Inc. by Edward E. McLemore for $100,000, conditioned that assignment not be consummated until the McLendon interests dispose of KOKA Shreveport (see below). The McLendon Negro-programmed stations include KOKY Little Rock, Ark. WOKJ Jackson, Miss., and WBCO Bessemer, Ala. KEZA operates on 980 kc with 5 kw.

KOKA SHERREPORT, LA.  •  Sold to Southwest Broadcasters Inc. (KBSF Springhill, La.) by John McLendon and Assoc. for $85,000. KOKA is on 1050 kc with 250 w.

KBMY Tower Downed by Twister

While KBMY Billings, Mont., was broadcasting tornado warnings July 2 its tower received a direct hit from a twister that completely destroyed its antenna. By working throughout the night a temporary antenna was erected and the station went on the air on schedule at 6 a.m., losing altogether only eight hours broadcasting time. KBMY credits other stations in the area with being "extremely cooperative" in offering manpower and equipment. A permanent new antenna is expected to be in operation by July 20.
The revolution in 8 O'clock TV viewing is coming!

They're mad... mad... mad

The Three Stooges
Together With...

Edgar Kennedy Comedies
Never-been-equaled creator of the "Slow Burn"

WXYZ-TV... First station to offer America's top family comedies together in one great hour-long... laugh-making... audience-pulling show!

Beginning September 1st you're going to witness the biggest shakeup in the 6 pm rating and audience composition ever!

What's going to cause the revolution is a brand new, hour-long show called "Curtain Time".

It will feature two great family comedies daily and an entertaining live host.

Now is the time to ask us about availabilities!

WXYZ-TV Detroit Channel 7
American Broadcasting Co. Represented Nationally by Blair-TV
BEAT JUSTICE TO THE PUNCH, FCC TOLD

Deans Mayo, Barrow testify against option time, must buy practices

If the FCC refuses to outlaw the option time and must buy practices of the tv networks, the Justice Dept. "may feel compelled" to take action against these two practices and others, the Commission was told last week in hearings on the controversial Barrow Report.

Louis H. Mayo, assistant dean of the George Washington U. Law School and executive secretary of the Network Study Staff which prepared the report, issued this warning in testimony Monday (July 14).

Also testifying was Cincinnati U. Law School Dean Roscoe Barrow, director of the study staff. They'll both be back today (July 21) for questioning on additional statements submitted since they began testimony July 11 [at Deadline, July 14]. The staff's economics and antitrust expert, Princeton U. Prof. Jesse Markham, testified July 11 on network concentration in tv.

Dean Barrow's new statement covers multiple ownership, network national spot sales representation and direct FCC regulation of networks; Dean Mayo's covers proposed publication of affiliation criteria, network rate-making data and compensation to affiliates.

Dean Mayo, questioned by Robert Rawson, chief of the FCC Broadcast Facilities Div.'s Hearing Branch and acting as Commission attorney in the hearing, agreed that the question of antitrust law violations must be applied to individual facts of each case. He maintained, however, that option time is "extremely close" to the block-booking practices condemned in the 1948 Paramount case, because, he felt, the programs are separate and distinct. They become so because they are copyrighted, which makes them "limited" monopolies in themselves and thus "unique" and because of their practical treatment by affiliates in the distribution process, he said. He didn't feel the affiliate's exercise of "right of first call" is an antitrust violation.

He said if the FCC is convinced option time is essential it should ask congressional permission to retain the arrangement. If option time proved necessary after prohibition, he said, the FCC could restore the practice. But should it agree option time violates antitrust laws?

The difference in must buy and minimum buy (present ABC practice) is that the latter leaves an area for negotiation where must buy does not, he said.

Dean Barrow told Mr. Rawson that the network is dominant in an affiliation relationship because the affiliate must rely on the network; he is under leverage and depends on the network for his economic health; that networks are able to set rates to a great extent. He felt first call is necessary in affiliation because the network needs identification with a given station, wants the right of first call for this reason and gives it to the station to keep the station on its affiliate list.

Removal of option time is desirable even if this does not bring different results, Dean Barrow said, but added he thought removal of the option time "shield" would engender greater competition by networks with competitors. This would raise the quality of programs because non-network program sources then would try to compete with higher type (budget) programs, he argued.

Affiliates would not be encouraged to use cheaper programs upon removal of option time, he told Comr. John Cross, because of competing programming on other stations.

Dean Mayo felt a minimum buy policy could achieve as wide a national coverage as must buy and still give the advertiser a choice of markets.

Dean Barrow did not feel contracts stating "swimming in common carrier waters," he said.

He acknowledged that national spot has prospered under the present setup, but noted that the networks "have been permitted to carve out preferred hours for themselves."

Dean Mayo, asked by Comr. Frederick W. Ford if evidence might not be needed to show whether an affiliate wants or does not want the program, said the fact that the affiliate agrees to take all programs offered, a denial "on its face" of freedom of choice. He said he felt a minimum buy practice would be illegal per se, too, if buying habits became so crystallized that a minimum buy consistently included every one of the markets on present tv network must buy lists.

Dean Mayo acknowledged to Comr. Robert E. Lee that the present network contracts under option time enable the station to refuse a network program under certain circumstances (public interest grounds, etc.), but said present option time is still a restraint, no matter how leniently it is administered.

Dean Barrow told Comr. Lee that the FCC should consider the interests of affiliates in weighing their testimony on the Barrow Report because the network is of such great economic importance that the National representatives, in turn, also depend on these same stations for their existence, he said.

He told Comr. Robert T. Bartley that the source of network domination arises from the program and advertising revenues resulting from this system of national advertising, he felt, it still is a restraint, no matter how leniently it is administered.

Dean Barrow cited the radio networks as an example of the dominant position he feels option time and must buy gives the network. When networks were the only source of good programs, he said, option time kept them dominant, but when stations found themselves no longer dependent on network programming option time lost this power to dominate.

He said the study staff had not considered relaxation of antitrust laws so affiliates could combine to bolster their bargaining position with the networks.

Dean Barrow told Comr. Rosel H. Hyde the study staff would recommend removal of option time even if the staff did not feel it violated antitrust laws. The thrust of the Barrow Report, he said, was broader than the narrow standards involved in the antitrust laws. The staff felt, he said, that if option time is a violation of antitrust laws, then this should be "a flag" to the FCC on public interest grounds.

Dean Mayo, answering questions by Chairman John C. Doerfer, acknowledged that to hold to the per se doctrine regarding the illegality of option time and must buys would eliminate the necessity for "extensive..."
Milwaukee, Wisconsin
The Balaban Stations...
In tempo with the times
CBS Inc. in a legal memorandum filed in the Barrow Report proceedings has charged that conclusions by KTTV (TV) Los Angeles and the Network Study Staff that TV network option time and must buy practices are illegal, are “unjustified in antitrust law and unconscionable in the administrative process.”

The CBS document specifically answered a similar memorandum filed in April by KTTV during testimony on the Barrow Report. CBS said it is the “special responsibility” of the FCC to “give meaning to the ‘rule of reason’ sanctioned by antitrust law in the context of its determination of the public interest.”

KTTV and the Barrow Report, CBS said, hold option time and must buy (CBS used the words “basic required”) are illegal per se, comparing option time to “block-book ing” as prohibited in the 1948 Paramount Case and comparing must buy to the “non-permitted” practice condemned in the Northern Pacific Railway case earlier this year and the “refusal to deal” held unlawful in the Griffith-Paramount Case in 1948.

But they extend these rulings to “strike down every arrangement which can be termed a basic assumption of the catchwords like ‘block-booking,’ ‘tie in,’ or ‘refusal to deal,’” CBS charged, adding that KTTV goes even farther in such analogies.

The fallacies, CBS said, are a misapplication of the antitrust doctrine of per se illegality and a misconception of the proper role of the FCC in its rule-making capacity. The “rule of reason” should be the test to apply to both practices instead of per se illegality and it is the FCC’s primary responsibility to consider the reasonableness of both practices in the public interest, CBS said.

CBS said that unlike analogies cited in the Northern Pacific Railway case, option time and must buy are based on business considerations integral to the development and maintenance of nationwide network and for that reason their legality must be determined by the “rule of reason” and not automatically by the doctrine of per se illegality. CBS cited several other cases to illustrate its point.

Noting the Barrow Report considers networks necessary, CBS said the affiliation relationship is the “heart” of networking and that without option time there would be no reason for affiliation. To force networks to become interminent, piecework program suppliers would tend to force all national programming to filmed entertainment, CBS added.

CBS said the per se approach to the antitrust laws ignores the special function of the administrative agency and the administrative process itself. The CBS document cited an instance in which the Federal Trade Commission refused to be governed by a per se approach in saying in a decision that “if a particular competitive act is automatically to be presumed unlawful, the administrative process loses its purpose, and the justification for limiting the scope of judicial review and for exempting the Commission (FTC) from executive control no longer remain.”

The doctrine of primary jurisdiction makes it clear, CBS said, that the reasonableness of the challenged practices should be examined by the FCC in the first instance; that proper application of the “rule of reason” and primary jurisdiction demonstrates that the FCC’s task is to make a determination “as broad and searching as the public interest itself.”

CBS said it should not be assumed that competition is bound to be of advantage, citing the Supreme Court’s reversal of an FCC order based on this assumption. CBS questioned whether the network should be considered on a competitive basis with film syndication in view of the former’s “natural advantage accruing” by virtue of its “unique continuing contributions to broadcasting.” The informed judgment of the FCC is needed to answer so basic an antitrust question, CBS maintained.

The FCC must consider, CBS said, whether option time is a critical provision of the network-station affiliation relationship agreement. Without option time there would be no reasonable assurances of simultaneous clearances, CBS added, to make “a network a network.” Lack of such clearances would discourage live programs; programs of longer than the normal hour or half-hour; national public service programming (news, public affairs, cultural and religious programs), unjustified business-time unless woven into a regular affiliation relationship, and “inventive, imaginative programming” requiring an opportunity to prove itself against a conventional, “safe” program format.

CBS said it seems likely a damaging loss of simultaneous clearances would occur and this might be fatal to a network.

The FCC, CBS said, must consider that: (1) its objective is to maintain network service to all important segments of the country, preserving the network as a national medium; (2) that designation of key stations throughout the country is essential to that objective, both to serve all areas and to insure that the stations are conveniently available for consecutive national sponsors, and (3) that network service and especially its high level of programming could not be maintained if less than the required number of stations were included in most orders.

Accordingly, CBS said, the must buy practice “appears to be no more than a reasonable expression of the necessities of the network business.”

CBSthe conspiracy charges had nothing to do with the block-booking charges. He noted that the Justice Dept. has charged six TV film distributors with block-booking, but that no conspiracy is involved.

Dean Barrow, to a question by Chairman Doerfer, acknowledged that network affiliates did not complain in their testimony about being forced to accept undesirable programs. The staff, he added, “had trouble getting complaints about anything from anybody.”

Chairman Doerfer said it wasn’t clear that these were objections by witnesses in the hearings strenuous enough to encourage the FCC to “do away with option time. He thought an affiliate might prefer the “overall relationship” with the network in accepting a large share of network programs on the assumption that this would be better for the station, its viewers and the public.

Page 64 • July 21, 1958
WSPD-TV holds the key to 477,800 homes!

10 Years Toledo's Only Station

SPeeDy is celebrating its tenth year as Toledo’s only television station, reaching 477,800 homes in 24 counties of Ohio, Indiana and Michigan—a billion dollar market!

WSPD-TV sells to almost two million people... News, entertainment and public interest programming have been consistently backed up by hard-selling merchandising and local promotion for SPeeDy’s advertisers. This policy will continue in even greater measure during the next ten years.

With Toledo’s accelerated importance as a key port to the sea upon the completion of the St. Lawrence seaway, SPeeDy’s unchallenged dominance is a “blue chip” buy!

Represented nationally by the Katz Agency

Storer Television

WSPD-TV Toledo WJW-TV Cleveland WJLK-TV Detroit WAGA-TV Atlanta WVUE-TV Wilmington-Philadelphia
"Doesn't he (station) realize that he can't sit a thousand percent?" he asked.

Dean Mayo replied that there is no necessity for this relationship because option time is responsible for it.

**Mayo statements defend study's legal findings**

Dean Mayo in his legal memorandum said events since the Barrow Report was issued have strengthened the staff's findings that option time is a per se violation of Section 4 of the Sherman Antitrust Act. The Supreme Court's decision in the Northern Pacific Railway case (March 10, 1958), supports the view that courts would find both option time and must-buys violations, he said.

He said the network position has shifted "radically" since the Northern Pacific Railway case and that the CBS legal memorandum (see page 64) appears to tacitly admit the analogy of option time to "block-booking" (prohibited by the Supreme Court in the 1948 Paramount case) is "extremely close." CBS, he said, asks that the FCC reject the whole "per se doctrine" and evaluate option time and must buy only in terms of the "rule of reason."

"It would be interesting to know what authority precludes the applicability of the per se doctrine to the television industry," he said.

Monopoly in the tv industry does not need to be shown, he said. If the network uses two copyrighted programs, both are limited monopolies and all that needs to be proved is that one program is tied to another.

Dean Mayo said he does not question the CBS claim that it uses option time in its own legitimate attempt to assure nationwide clearances, but added that similar reasons were cited in the Paramount case and were nevertheless rejected by the Supreme Court.

He said that just because the Barrow Report sanctioned the right of first call (by an affiliate) as a "reasonable restraint" it does not follow that the FCC should allow "all other the same restrictions and power to impose," adding that there are "numerous means" for satisfying "mutuality of obligation" in the affiliation relationship.

First call does not prevent a program from access to the market because the program normally can be offered to another station if the affiliate refuses it, he said. Prohibition of option time would not cause the "drastic upheavals" in a market which abolition of the right of first call would entail, Dean Mayo said.

On must buy, Dean Mayo said this practice is "on its face anticompetitive" and "fits squarely into the classic pattern of illegal tying arrangement," and said factual data cited in the Barrow Report shows that the must buy practice has forced national advertisers to accept one or more unwanted stations in return for using others which are wanted. Proof of this tying practice does not rely on the "monopoly" market concept (the network being affiliated with the only tv station in a given market and such station being desired by the advertiser), Dean Mayo said, charging that the effect of the must buy practice "is to do precisely what the Court . . . has explicitly condemned in the Northern Pacific case."

Dean Mayo, in his statement submitted at noon last Monday (July 14) on the Barrow Report's recommendations on affiliation criteria, rate-making procedures and compensation, said, "It is advocacy at its highest level to compare our proposals . . . with a system of common carrier regulation."

Common carrier regulation would require networks and stations to accept all timebuyers on a first-come-first-served basis with consequent loss by the network or station of control over its program structure, he said, and would be directly contrary to the aims of the report.

The report does not recommend that broadcast services be furnished at "reasonable charges upon reasonable request," he said, nor does it ask that rate schedules be made subject to review by the FCC.

The recommendations on rate disclosure may be compared to the new Automobile Information Disclosure Act, which requires dealers to list factory prices of new cars in this non-regulated industry. Comprehensive data required by the FCC of broadcast licensees at present has obviously not converted the stations into common carriers and the purpose is to minimize, not promote, governmental supervision "through self-regulation induced by public knowledge of the activities affected."

He cited the absence of prohibiting affiliate exclusivity by contract, reducing territorial exclusivity, limiting option time, preventing networks from setting or influencing affiliate non-network rates and the required split of NBC's Red and Blue networks as significant examples of "some measure" of supervision over network business arrangements to advance the public interest.

FCC authority and responsibility to regulate business decisions was settled by the Supreme Court when it upheld the Chain Broadcasting Rules in the NBC case, Dean Mayo said.

Publication of affiliation criteria, Dean Mayo said, would foster a continuing awareness that affiliation criteria and their application in specific cases are of public concern. Though the FCC should not establish or approve affiliation criteria, it clearly should not permit application of criteria which are contrary to the public interest, "as for example, the factor of multiple ownership." The FCC could prohibit criteria it considered contrary to the public interest through rule-making, he said.

Although rates set by networks have for the most part been based on objective criteria, Dean Mayo said, networks on occasions have tried to persuade affiliates to accept certain programs by conditioning rate increases on clearance; on others they have tried to influence affiliates to set non-network rates at levels which would provide less competition to the networks, he said.

Although the staff realizes that some central control of rates is probably necessary, it feels that publicity is the answer in advancing the public interest and would obviate the undesirable step of FCC regulation of rates in the public utility concept. Publicity would reduce the "dominant leverage" of the networks, he said.

Disclosure of compensation arrangements would probably serve to decrease differences in compensation arrangements among affiliates where they are not justified, Dean Mayo said.

He said it "seems more than a coincidence" that before the Barrow Report CBS included multiple ownership as an affiliation criterion, but that after the report "CBS states that 'the mere fact of multiple ownership will not be a decisional factor.'" He noted a "similar change" on the use of radio affiliation in tv affiliation decisions.

Dean Mayo said the report recommended retaining the two-year affiliation contract (instead of five years) so it would spur competition among stations for affiliation.

**Barrow answers attacks on other conclusions**

Dean Barrow's second statement, submitted at noon Monday (July 14), covered the report's recommendations on multiple ownership, national spot sales representation by networks and application of FCC rules directly to networks.

On multiple ownership, he said each time a station owner is awarded a station license by comparative hearing or transfer, other businessmen are deprived of an opportunity to make a contribution to telecasting. There are many who are well qualified to do so, he felt.

He noted that the report's recommendation that big multiple owners be reduced to three vhs in the top 25 markets would require divestiture by Westinghouse Broadcasting Co., which, he said, has an "excellent record of program performance."

But so have other single station owners, he said, and to "grandfather" such a multiple owner (exempt present multiple owners) seems unfair to potential station owners.

Since both single and multiple owners potentially can do an excellent job, the report's recommendations for diversification and local institutional concepts should be given effect, he thought.

To arguments that multiple ownership can provide both centralized coordination and local community identification through absentee ownership but with local management, he said, "If this be true, I suggest that the logic would require that the Commission consider multiple ownership as a plus, and not as a minus factor, in comparative proceedings."

He said that since the FCC grants a station not to the manager, the program director, or to the accountant, but to the licensee, the licensee is the person whose qualifications are at issue.

Multiple ownership, he said, does not assure any special resources not available to single station owners, especially in the larger markets where multiple owners "congregate." The single station owner in a large market normally has enough resources from profits and other sources to maintain good programming. Besides, he gets ideas and advice from his national spot representative, advertising agencies, independent program
WNEW
NEW YORK-Division, Metropolitan Broadcasting Corporation

robert e. eastman & co., inc.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
Plaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
Yukon 2-9780
producers and his network, Dean Barrow said. He felt that "no qualified station licensee has any difficulty in being current with the latest program ideas."

To arguments that multiple owners hire local management or management people who quickly integrate themselves with the community, he commented, "The ownership is functional." He said that in the Barrow Report hearing one multiple owner executive testified he would consult with the main office before turning down a network program offered in option time hours. Such centralized control leads to standardization of policies for a group of stations and may affect the decisions made by operating personnel in program selection suited to the needs of the individual community, he said. He didn't feel the owner of several stations could have the same "depth of interest" in several communities that a single station owner has in his own, and added:

"Some multiple owners have been known to sell stations in smaller markets in order to acquire stations in larger markets as opportunities arise. This suggests that profit may sometimes be a stronger motive than interest in the particular community."

He did not feel that limitation to threevhfs in the top 25 markets would result in less of revenue for programming purposes as claimed by opponents of the recommendation. These multiple owners have substantial revenues to devote to broadcasting and, besides, they may acquire substitute stations in markets below the top 25, he felt.

He might consider waiving the rule in the case of a future ranking change involving the top 25 markets.

He noted that CBS had developed into the top network while owning only three vhfs in the top 25 markets and felt both CBS and NBC would be able to continue operations at least as long as limited to three vhfs in the top 25 markets; adding that "a similar case can be made for the proposition that CBS and NBC can continue networking without any station ownership whatever."

In 1957, he said, 81% of NBC income from o&o stations came from the New York, Chicago and Los Angeles stations and that the 19% from its other two stations would not represent loss because NBC could sell the stations to recover capital investment and affiliate with the stations to continue obtaining a "large portion" of its revenue from network sales.

He didn't feel the recommendation would affect CBS and NBC radio service, noting that 95% and 97% of what is being made to reduce radio station ownership and that MBS still operates without either radio or tv stations. If it developed that radio networking was unlikely to survive because of inadequate financial support, he said, the FCC then could consider how many networks and what form, are needed for national defense, and what alternative means of financial assistance are needed to assure the forms of networking necessary for national defense.

To ABC's testimony that it couldn't survive as a network if it lost two of its vhfs, he said the ABC network itself makes a profit, though small, and that 87% of its total broadcast income in 1957 came from its o&o stations. Under the recommendations, ABC would keep its vhfs in New York, Chicago and Los Angeles (63% of o&o income) and the network would continue to get o&o support, plus a smaller profit from its network operation. Dean Barrow stated. The study staff does not feel, accordingly, that ABC would have to discontinue networking, he said.

He said that a network-owned station has little freedom to choose between network and network-free spot or other competitive programs and said owned stations are used as examples when the network is trying to sell affiliates an unpopular policy such as raising national spot rates.

The report's recommendation, Dean Barrow said, is designed mainly to prevent further growth of multiple ownership in the top 25 markets.

If the FCC decides the impact on multiple owners is too great to reduce their holdings, even with reasonable time for divestiture, then it should "grandfather" the present holders in adopting the recommendation. He said there were recommendations (in original applications) that rebuttable presumptions be established in favor of local applicants and those who own no other tv station are designed to "tip the scales" in favor of introducing "new blood" into tv.

Has FCC lost its grip?

He expressed "grave concern" that in the transfer procedure the FCC has lost control of the "licensee selection process" because of limitations imposed by statute.

With most original grants already made, this is especially serious, he said, because more than a third of the stations presently held by multiple owners have been acquired by transfer with statutory immunity from comparative hearing. He felt that eventually a majority of stations in major markets will be held by broadcasters who are required only to satisfy the statutory provisions.

The report seeks repeal of the statutory preclusion of comparative hearings in transfers so the "licensing function may be restored to the Commission, in fact as well as theory," he said.

Acknowledging that the problem is difficult, he said the McFarland Amendment limits the consideration of all parties interested in acquiring a station on transfer and should be repealed. The former Avco rule requiring this consideration posed problems, he said, in that (1) when a prospective buyer included real estate, stock, equity, etc., in his consideration it was difficult to determine whether other offers were comparable, and (2) when the seller extended credit arrangements to the buyer he could effectively select the purchaser by finding one applicant to be a better credit risk than the other.

The report recommended that the Avco procedure may be preserved "by effectively regulating the sales transactions to be required, the amounts made public and others given an opportunity to meet the price, with a comparative hearing among applicants."

Since the price could not be bid up, this would give the smaller broadcaster a better chance, he said. Though the smaller broadcaster might have more trouble borrowing money from a lending institution, it could reasonably be assumed he could borrow the necessary funds. This would mean the price might be lower than could otherwise be obtained, but the fundamental point is that the licensee is receiving substantial profit from the private sale of a "publicly-owned facility" (license) and it is "entirely appropriate" for the FCC to attach such conditions to the sale in the public interest, he said. He said the FCC might make an exception in the disposal of a TV station to pay estate taxes in the case of widows and orphans.

He said 58 (72%) of the 81 vhf stations in the top 25 markets today are held by multiple owners, with the number rising, and acknowledged that it will "require courage" for the FCC to effectuate its diversification and local ownership doctrines.

On network representation of stations in national spot sales, Dean Barrow said both NBC and CBS acknowledge this activity is not essential to their operations; that industry witnesses testified that national spot representation and networking are competitive, and that all applicants endorse the report's recommendation that networks be removed from the spot representation field except for their own stations.

To arguments that networks' spot sales and network divisions effectively compete, he cited the FCC's investigation of NBC's claim that the Red and Blue networks were competitive. The FCC at that time called the NBC claim "a time-worn argument of corporations facing charges of monopoly" with "the theory of competitive economy to an absurdity."

He noted that documents from network files indicated at least two networks tried to get affiliates to raise national spot rates and that the third was contemplating such action. He cited the FCC's letter to CBS charging the network with violating 36.58 (h) of the Chain Broadcasting Rules and said this dispels arguments by the networks that the networking and national spot division compete with each other.

Dean Barrow said claims that a network can give stations better national spot sales service because of the small list of stations it represents is without foundation since some non-network reps with bigger station lists also provide excellent national spot service. Although NBC ranks 13th and CBS 16th in number of stations represented, they are second and third, respectively, in volume of business, he said.

The reason the networks do not expand their lists is "obvious," he said, adding that if they pursued their business interest "as competitors would be expected to do" and expanded to the extent the dominant position of the network enabled them to do. it would be "demonstrated" that they (networks) could "readily dominate the national spot field."

The networks realize this dilemma and have rationalized that 15 clients is the optimum number, he said, adding that CBS and NBC have refrained from expanding
The Average "TEENER"
Is A Honey—

BUT
It’s ADULTS
That Have The
MONEY!

Somebody's got to be different! That's why we tailor our program schedule to the adult audience for the most part. We love the teenagers—every hair on their soft little heads—but we know and you know that the folks that have the money to buy your products are the ADULTS!

Our Listeners Are. . . . . . . . . . . . . 91%* ADULTS!

Not only does WHEC deliver more adult listeners than any of the other five radio stations in Rochester—but it is rated an outstanding No. 1 in all Rochester Metropolitan Area surveys! —A good thing to keep in mind when you seek the ears of BUYERS in the rich Rochester area.

*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data—March, 1958
"only because of the public attention focused on this problem."

To arguments that network spot sales representation has a unique value because it is limited to the network, he said if this were true the structure of national spot sales would have "developed in the same way. If it hasn't," he added, "It has brought out in Barrow Report hearings, he said, that the network's spot division does not sell the stations as a group and that the same programs are not carried simultaneously on all stations because of time zone and other differences. Besides, adjacency values are difficult to define," he added.

The shortcoming of regulating networks through stations is that while practices the report considers offensive are initiated by the network, the rules apply to the stations; that the only penalty the FCC has is to deny or revoke a license, a measure so drastic that it is never invoked.

It is impractical to apply some network practices to its affiliates in enforcing a rule, Dean Barrow said, because often the stations have no knowledge of whether a violation has occurred.

CBS network staff concluded that direct application of rules to networks would not deprive the Justice Dept. of antitrust jurisdiction, but that there would be some effect on successful prosecution of any case in which the reasonableness of the practice is at issue because the FCC is considered to be an expert body in the field, and its judgment would carry weight to reasonably Congress. Barrow said.

He said CBS voiced no objection to applying the present rules to networks instead of stations but opposed any addition to add substantive powers to the FCC.

To freeze regulation at this point and deny the FCC the authority to meet existing and future problems by regulating networks misuses the purpose of administrative agencies, Dean Barrow said.

He said witnesses visualize such "horrors" as censorship and requirements that only small advertisers be permitted to use networks. "Has the Commission tyrannized and oppressed stations?" he asked. He felt any FCC zeal could be restrained by constitutional pressure, the courts and by public opinion. "It seems only simple logic to conclude that if the Commission cannot be trusted to regulate networks, it cannot be trusted to regulate stations," he said. An agency must be given considerable latitude to meet problems as they arise, he said, and generalizations could not be conferred by Congress with reliance on the expertise of the agency to regulate in accordance with the legislative standards.

Sections 3(h) and 326 of the Communications Act would expressly forbid the FCC from converting broadcasting into a common carrier industry or censoring network programs, Dean Barrow said.

He said networks and affiliates oppose the report's proposed system of forfeitures for FCC violations because they know the FCC is unlikely to enforce a sanction so drastic as revocation of license but that it probably would be more disposed to enforce a more reasonable sanction.

**CHANCES NIL FOR ANTI-BMI BILL**

Proponents—principally ASCAP and the Songwriters Protective Assn.—of a Senate bill designed to divorce broadcasters from ownership in BMI made a final plea for its passage last Tuesday (July 15).

In so doing, their spokesman, John Schulman, attorney for SPA in a multi-million-dollar suit against BMI, heard Sen. John Pastore (D-R.I.) state the bill had no chance because it will hurt "4,000 little fellows."

Sen. Pastore, as chairman of the Communications Subcommittee of the Senate Commerce Committee, was opening his judgment on the pro and con testimony on the bill at various times since last March [GOVERNMENT, March 17].

The bill (S 2834) was introduced last summer by Sen. George Smathers (D-Fla.) [GOVERNMENT, Aug. 26, 1957]. It would prevent holders of FCC licenses from engaging in the business of publishing music or the manufacture and/or sale of phonograph records. Mr. Schulman's testimony last week was offered in rebuttal to statements made by opponents of the bill.

Sur-rebuttal testimony will be given Wednesday (July 23) by Samuel Rosenman, a spokesman for the Smathers, Rosenman, Goldmark, Colin & Kaye which represents BMI. The hearing will be held in Rm. G-16 of the Capitol.

In attempting to win the one-man subcommittee to his views, Mr. Schulman read a 24-page statement (with frequent interruptions by Sen. Pastore) that included into the record a 110-page printed supplement to his statement. "The argument of the adversaries of the bill that BMI has created competition and has opened the door to thousands of publishers and writers is entirely fictitious," he maintained.

"The BMI operation has stifled and suppressed any semblance of free competition. There is a small coterie of BMI affiliates who do very well but this is only because they feast on subsidies paid to obtain preferences for BMI music.

It is clear, Mr. Schulman stated, that proponents of the Smathers bill "advocate only a full and free opportunity for the public to hear music of every kind and that the public be permitted to choose freely what it likes from what it hears. We urge the enactment of a rule of conduct to eliminate those conditions which have provided an incentive to use the BMI label as a passport for priority in the broadcasting of music.

"The supporters of S 2834 have already demonstrated that the broadcasting industry has employed its licensing privilege to promote its BMI music and to relegate other music to a secondary position. . . . To say broadcasters had no motive to push BMI music is ridiculous. They pushed BMI music to force down the costs of other music."

Mr. Schulman maintained that his printed supplement, based he said on promotions, booklets and policy statements of BMI, the networks and broadcasters, offered documentary proof of broadcasters' plans to push BMI music. "It demonstrates that the broadcasting industry through BMI dominates the recording as well as publishing phases of the music industry and that the network ownership of recording companies looms large in this domination," he said. "It discloses that the broadcasters proceed on the theory that 'the public selects its favorites from the music which it hears and does not mass music which it does not want.' This latter statement was made in a 1940 BMI booklet, Mr. Schulman said, as he passed the booklet up to Sen. Pastore.

He also cited this resolution passed by the NAB New England district several years ago: "Be it resolved that the broadcasters of the First District urge upon its members further audit of BMI operations to promote the popularity of BMI music by all means at their command." "In the light of the evidence, the statements by representatives of the networks and of the broadcasting stations that they are totally indifferent to the question whether music is labelled BMI or ASCAP, or that they have no incentive to push BMI music, is incredible," Mr. Schulman said.

Sen. Pastore took strong issue with Mr. Schulman's repeated blanket charges that all broadcasters push BMI at the expense of ASCAP. The senator pointed out that 4,000 broadcasters support the BMI stock. "If you talk of the influence of BMI over the networks and their stations that they own, I can understand that. If you talk to me about BMI and the people who own the stock in BMI, I can understand that," the Rhode Island Democrat said.

"But, what has that got to do with the hundreds upon hundreds of these small stations who have no connections with BMI? This bill reaches them. . . . You are putting the compulsion upon broadcasters who have no connection . . . the senator continued.

"Now, I know what you are trying to get after. You are trying to get after NBC and CBS and the stations they own. But you are throwing every little Tom, Dick and Harry into this soup. That is the thing that disturbs me." "Senator, every little Tom, Dick and Harry has thrown himself into the soup," the witness countered in complaining he was not being given a chance to answer.

"No, he has not," Sen. Pastore emphasized. "The little fellow in Rhode Island is trying to make a living. . . . You are making him an awful, mean, nasty man because he belongs to the broadcasters association. . . . You are amusing. . . . Let us be practical about it. Your bill is reaching out to 4,000 little guys, 4,000 little fellows. . . ."

"I know what your problem is and I think I know what you are getting at, but this bill that is in here is not doing it," Mr. Schulman countered. "These people come in and they say that [no pressure to play BMI music] and then they go out and they vote to support
Cleveland, Ohio
Division, Metropolitan Broadcasting Corporation

Robert E. Eastman & Co., Inc.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
Plaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg — Room 1043
San Francisco, Cal.
YUkon 2-9760
BMI. Now, at which time are they telling the truth?"

Sen. Pastore and the witness agreed wholeheartedly on one point—the need for an overhaul of the Communications Act and its “whole administration.”

Mr. Schulman completed his testimony by putting the broadcaster in a “unique category” with “trustees and other fiduciaries who may not deal solely in their own interests.” As licensees enjoying the privilege of operating a radio station, they cannot insist upon participating in any enterprise they may desire, he said.

House Committee Airs Federal Aid for ETV

Two days of hearings were held last week by the Communications Subcommittee of the House Commerce Committee on a Senate-passed measure which would appropriate up to $1 million to each state and territory for educational television.

The bill, S 2119, introduced by Sen. Warren Magnuson (D-Wash.) and co-sponsored by Sen. John W. Bricker (R-Ohio), was given unanimous Senate approval late in May (At Deadline, June 21). A member of the House committee predicted it also would receive approval by that body before the 85th session of Congress adjourns.

Hearings by the House group were strikingly similar to those held by the Senate Commerce Committee [GOVERNMENT, April 28], with only the Dept. of Health, Education & Welfare and the Budget Bureau again expressing opposition. In a June 30 letter to the House committee, HEW maintained that ETV is doing very well on its own while still in the developmental stage.

“We have no indication that a federal program is necessary to assure continuing development of educational television, or that there is an inability to finance...” the present ETV system, HEW wrote. The department claimed the government could best assist ETV by continuing the reservation of ETV channels, by encouraging uhf and through study and research.

Just as he had earlier told the Senate committee, FCC Comr. T.A.M. Craven said the Commission has no “special competence” as to whether federal money should be used for ETV. “The competence of this Commission goes to the allocation of television channels for educational broadcasting,” he said.

Rep. Stewart Udall (R-Ariz.) and Rep. Hale Boggs (D-La.), both authors of House bills (HR 12177 and HR 13297, respectively) similar to the Magnuson measure, testified on behalf of the proposed federal ETV subsidy. A third House bill (HR 13407) accomplishing the same purpose was introduced Tuesday (July 15) by Rep. Torbert H. MacDonald (D-Mass.).

Other witnesses who testified last week in favor of the Magnuson bill were Raymond D. Hurbert, general manager of the Alabama Educational TV Commission; Leonard H. Marks, counsel for the National Assn. of Educational Broadcasters; Frank Schooley, NAEB president; Dr. William Brish, Hagerstown, Md., superintendent of schools; Robert W. Pharr, executive secretary, Tennessee Educational TV Commission; Paul W. McLennan, secretary, Greater New Orleans Educational TV Foundation, and Dr. William Tudor, Southern Illinois U.

Statements by Frank Rose, U. of Alabama president, and Franklin Bouwman, executive secretary of Detroit Educational TV Foundation (WTVS TV), were entered into the record. Many of last week’s witnesses also testified during the Senate hearings in April.

Celler Assails Ban On Hard Liquor Ads

The self-imposed ban of hard liquor advertising by the broadcasting industry has been termed “timid, pusillanimous and myopic” by Rep. Emanuel Celler (D-N.Y.). The congressman never one to mince words in the past, gave his views on the subject in a recent exchange of letters with Harold Fellows, NAB president.

Mr. Fellows began the exchange, as a matter of routine course, when he sent a copy of the fourth edition of the NAB TV Code to all members of Congress. “How can television deny the advertising of a legal product which is carried in the newspapers and magazines?” Rep. Celler asked in reply. “Our magazines and newspapers are brought into so-called dry territory. Thus, if you offer the argument that tele-

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KMJ-TV Has More Quarter Hour Firsts Than All Other TV Stations Covering the Fresno Area Combined.

The May ’58 ARB reports—From Sign-on to Sign-off Sunday through Saturday KMJ-TV leads with 227 quarter hour firsts while Station B has 122, and Station C has 85.

There were 21 ties. Results involve quarter hour periods when KMJ-TV and Station B and/or Station C were on-the-air.

KMJ-TV • FRESNO, CALIFORNIA • McClATCHY BROADCASTING COMPANY • The Katz Agency, National Representative

Page 72 • July 21, 1958
How WSB-TV tower was modified for new TF-12AL antenna

1. Existing tower inspected, damaged members replaced, all bolts tightened.
2. New guy pulloffs installed, diagonals and girts reinforced.
3. New guy anchor material installed.
4. New guys installed and tensioned.
5. Existing 14-layer channel 2 super-gain antenna and AM antenna removed, all tower steel above 796' level removed.
6. New steel installed above 796' level.
7. New RCA TF-12AL antenna and new side-mounted Collins FM antenna installed.
8. New transmission lines installed where required.
9. All guys retensioned.
10. All areas affected by modification repainted.

The antenna up there is brand new - but we've transmitted from this Dresser-Ideco tower since 1951

'I'm Bob Holbrook, Chief Engineer for WSB-TV, Atlanta. Recently we decided to replace our original antenna with a new RCA TF-12AL and increase our overall tower height 17'.

"As a result of these changes, we have noted not only the increase in coverage radius anticipated and improved fill-in of the entire area, but a marked improvement in the quality of the transmitted picture. We feel that this installation has made full use of the advanced technology in antenna and transmission line design.

"The change-over was a complex job and required extensive modification of the tower Dresser-Ideco built for us in 1951. To assure a structurally-sound installation, we called in Dresser-Ideco to plan the changes. They calculated the alterations in the tower and guys necessary to support the new equipment and designed and fabricated the new tower members needed. Then Dresser-Ideco supplied the erection contractor with detailed drawings and instructions for making the modifications and installing the new equipment.

"Dresser-Ideco worked from the original drawings and design calculations for our tower and gave the modification job the same careful attention that impressed us when they built the original tower. The new antenna installation moved along at a fast pace, with completion on schedule."

Dresser-Ideco's unique tower modification service is available to all Dresser-Ideco tower owners. A permanent file is maintained of all tower drawings and design calculations. This modification service is another of the many exclusive extras you get when you specify Dresser-Ideco, the nation's most experienced tower builder. Call your broadcast equipment representative, or contact us direct. Write for Tower Catalog T-57.

Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-84, 875 MICHIGAN AVE., COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.
**HERE'S YOUR MARKET**

78,025 FARMS WITH 200 NEW MILLIONS TO SPEND

Just harvested: one of this area's BIGGEST WHEAT CROPS IN HISTORY, plus bumper oat and barley crops. Total value: $200 million in KWFT'S NCS #2 area of Texas and Oklahoma!

**HERE'S YOUR MAN**

KWFT FARM-Service Director EARL SARGENT — this area's ONLY full-time farm radio newsmen!

**CALL YOUR H-R MAN**

for availabilities

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***EXTRACTED CONTENTS***

**KWFT COVERAGE**

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<tr>
<th>No. of Counties</th>
<th>Total Radio Homes</th>
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**KWFT PENETRATION**

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**KWFT PENETRATION**

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**United Press International Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings**

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**GOVERNMENT CONTINUED**

casts or broadcasts would seep into dry areas, your argument will not wash.

"You demand good taste and discretion in beer and wine advertising. . . . There is an unwarranted implication that beer and wine are apart from all other products and must therefore be handled gingerly. It is very difficult for me to follow your reasoning and, for one, wish to protest."

Mr. Fellows answered that historically a distinction has been made between beer and wine advertising on the one hand, and hard liquors on the other. "Personally, I would agree that such a distinction is not based entirely on logic," the NAB president replied. "Broadcasting . . . merely adopted the mores already established."


"In any event, mores change and broadcasting and telecasting must change with the change in mores. Otherwise, your industry puts the dead hand on progress."

Mr. Fellows promised the congressman his views on liquor advertising would be brought to the attention of NAB's board of directors and TV Code Board.

[In an Oct. 28, 1957, editorial, Broadcasting pointed out the problems in liquor advertising and called on radio-tv to recognize their legal rights and accept hard liquor advertising. A follow-up editorial was printed by Broadcasting Dec. 23, 1957.]

**Congress Is Exhorted to Curb 'Reckless' Toothpaste Claims**

An official of the American Dental Assn. last week urged Congress to extract "reckless claims" made by toothpaste manufacturers in advertisements.

Testifying before the Legal & Monetary Affairs Subcommittee of the House Government Operations Committee, Dr. Sholom Pearlman charged the public is being "grossly misled and flitily deceived" by dentifrice ads claiming the product will prevent tooth decay. Dr. Pearlman is with ADA's Council on Dental Therapeutics.

"The brushing is what counts," he said. "No dentifrice available today has been demonstrated to be of significant value in preventing oral disease." Dr. Pearlman and other dental experts asked Congress to pass legislation which would strengthen the FTC's control of reckless claims in advertising.

The subcommittee, headed by Rep. John A. Blatnik (D-Minn.), has been examining the advertising of dentifrices and actions by regulatory agencies to protect the public.

**KCFI Still Faces Hearing**

The FCC last week denied a petition by Mass Communicators Inc. for reconsideration of an earlier Commission action which had granted the application of Jane A. Roberts, Cedar Falls, Iowa, to replace the expired construction permit for new KCFI Cedar Falls and which simultaneously returned Mass Communicators' application for
the same facilities. KCFI is to operate on 1250 kc with 500 w, directional antenna, day.

At the same time the FCC denied a motion by Jane Roberts to dismiss the petition of Mass Communicators. KCFI was advised that its application for a license must be designated for hearing. Mass Communicators had alleged that the Jane Roberts’ signature on the KCFI application was not genuine. The Commission feels this and other possible issues are as yet unresolved. Comr. John S. Cross dissented, judging that the Roberts’ signature was, as the applicant claimed, her own.

**WSOC-TV Draws FCC Frown For Programs on Toll Tv Issue**

The FCC last week again slapped the wrists of a tv station for allegedly presenting an "entirely one-sided view" of the pay tv controversy. Recipient of the latest letter for anti-toll tv editorials and programming broadcast was WSOC-TV Charlotte, N. C. However, the Commission said, a review of the station’s past performance record does not indicate WSOC-TV has been otherwise remiss in over-all programming and no further redress is contemplated. Earlier, the Commission had called to task several other radio and tv stations for their handling of the pay tv question [Government, June 23, 16, 9].

Comr. T. A. M. Craven dissented to the FCC’s action on the grounds the Commission has no jurisdiction over programming.

**Programmed all day long to an adult buying audience**

**WISH Indianapolis CBS** Represented by Bolling

**'Item' Buyer Agrees To Give Up Radio-Tv**

The New Orleans Times-Picayune and States—licensee of WTPS New Orleans and unsuccessful applicant for ch. 4 there in a case still in litigation—has contracted to buy the rival New Orleans Item for $3.4 million in a transaction conditioned on the Times-Picayune divesting itself of WTPS and giving up its claim to ch. 4.

The proposed sale was revealed by the Justice Dept. last week after the department had given a qualified go-ahead to the sale, submitted to Justice last month for a study of possible antitrust implications. Justice said it does not “presently intend” to take action on the basis of the sale plan described, but reserved the right to act in future if “other evidence or subsequent developments warrant it.” The Times-Picayune is a morning newspaper and the States and Item both afternoon.

The Times-Picayune applied for ch. 4 in 1952, along with other applicants, and was favored in an initial decision in 1955 [Government, July 11, 1955], but the FCC reversed the examiner and awarded ch. 4 to Loyola U. (WWL-AM-TV [At Deadline, July 16, 1956]. The Times-Picayune and WNOE New Orleans, another losing applicant, protested and later appealed when their protests were denied. Their appeals were argued before the U. S. Court of Appeals for the District of Columbia last month [Government, June 9]. WWL-TV went on the air last year.

WTPS is on 940 kc with 1 kw day and 500 w night, with directional antenna at night.

Under the proposed terms of the sale, the Times-Picayune would offer to resell Item for sale to anyone for the same price ($3.4 million, plus $75,000 expenses) for 60 days before assuming permanent ownership.

The buyer also agreed not to re-enter radio or tv broadcasting unless it finds itself under a “substantial competitive handicap,” in which case Justice could go to court to determine whether re-entry is justified.

**FCC Asked to Modify Proposal For Moves into 942-952 Mc**

Broadcasters and others filed comments at deadline Wednesday on the FCC’s proposed rulemaking to move certain fixed stations and other services from the 890-942 mc band into the same frequency band (942-952 mc) now occupied by studio transmitter links (STLs) for standard broadcasts, fm broadcasts and television audio broadcasts [At Deadline, April 21].

NAB voiced concern that the FCC in its proposal has not made any reference to whether the additional services and fixed stations will be assigned so as not to interfere with STL circuits. NAB noted that broadcasters volunteered to move STLs to 942-952 mc from previous assignments in 890-911 mc, 925-943 mc and 942-952 mc for greater utilization of the frequencies vacated, and asked first priority for STLs on a non-interference basis.

The FCC has allocated 890-942 to the government for national defense. STLs operating in deleted bands are permitted to remain, subject to interference from government usage.

WGBH-FM Boston, which has an STL on 941.5 mc, asked the FCC to provide that fm STL stations may transfer from 890-942 mc to 942-952 mc “without satisfying any conditions.” WSYA-TV Harrisonburg, Va., which has an STL on 890.5 mc, made the same request.

The U. S. Independent Telephone Assn. said the 942-952 mc band is not enough for its common carrier fixed stations and asked for 840-890 mc (50 mc of the uhf broadcast band) for common carriers except for possible continued use by uhf stations.

Lenkurt Electric Co. asked for 840-890 mc, with a period for amortization.

Lenkurt said tv translator stations and common carriers could share the 840-890 mc band for five years, with only uhf chs. 75-83 affected. Thence uhf translator chs. 70-74 would always be available to broadcasters on a non-interference basis, while common carriers and translator difficulties could be worked out at points where interference would result. In case of interference chs. 75-83 could be switched to one of uhf chs. 50-69, Lenkurt said.

**WQED (TV) Gets Second Grant; Ch. 33 Shifted to Youngstown**

Pittsburgh became the first city to be allocated two educational tv channels last week, as the FCC amended the tv table of assignments to shift ch. 22 from Clarksburg, W. Va., to Pittsburgh for educational use. The Commission, at the same time, substituted ch. 33 for ch. 73 in Youngstown, Ohio, and ch. 73 for ch. 47 in Pittsburgh. It was agreed that WXTV (TV) Youngstown, which now operates on ch. 33 instead of ch. 73, conditioned on issuance of a modified construction permit.

Ch. 13 WQED (TV) Pittsburgh, grantee of a second channel effective Aug. 25, now programs almost 12 hours daily of educational tv and has been on the air since the spring of 1954. WQED requested an additional tv channel, the Commission said, in order to “enlarge its educational program for both classroom and home instruction and for specialized educational service to industries and professions in the Pittsburgh area.” There is no bar to a licensee operating two educational stations in the same area and the FCC “feels that a second educational tv channel in Pittsburgh is warranted.”

Last month [Government, June 23] WQED asked that ch. 16 be reserved for educational use in Pittsburgh instead of ch. 22 and dark WENS (TV) be ordered to show cause why it should not operate on either ch. 22 or 47 instead of ch. 16 in Pittsburgh, to which WENS consented. The Commission has invited comments by Aug. 25 to proposed rule-making which would put into effect the WQED request. WXTV was instructed to proceed with its plans to inaugurate a fourth uhf in Youngstown on ch. 33.

Comr. Frederick Ford dissented in the Commission action.
leadership is a tradition at Gates... IN FM, TOO

Five distinctive and entirely new FM transmitters, 10 and 50 watts, 250 watts, 1000 and 5000 watts, are now available from Gates. These top-quality precision transmitters, built for greater reliability and higher than ever performance standards, include multiplexing equipment as an optional accessory.

Advancing the art of FM broadcasting has been a continuous process at Gates for more than a decade. During this period, the Gates leadership line of FM transmitters has become noted for dependable operation and superior workmanship. Pictured above is the new Gates FM-5B 5 kilowatt FM transmitter, representing the industry's finest FM equipment.

Write today for Gates Transmitter Guide, giving detailed specifications on each FM transmitter. Yours for the asking.
**LARGEST AUDIENCE**

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)


**WOC-TV Coverage Data**

<table>
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<th>Population</th>
<th>Families</th>
<th>Retail Sales</th>
<th>Effective Buying Income</th>
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<td>908,800</td>
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</table>

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

*The Quad-Cities Sta- tion*-Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

**WOC TV**

Channel 6 Maximum Power Basic NBC

**Cincinnati’s Most Powerful Independent Radio Station**

50,000 watts of SALES POWER

**WCKY**

CINCINNATI, OHIO

THE L.B. WILSON STATION

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

**GOVERNMENT CONTINUED**

**Economic Considerations Noted By FCC Following Court Edict**

The FCC has lost no time in applying to its decisions the precedent-setting new philosophy of economic injury embodied in a July 10 court order.

On July 9 the FCC announced its decision affirming grants of ch. 12 to WJRT (TV) Flint, Mich., and permitting WJRT to modify its construction permit [GOVERNMENT, July 14]. The next day the U. S. Court of Appeals for the District of Columbia issued its order remanding to the FCC that agency’s grant of a new am station (WWCC Bremen, Ga.) despite a protest on economic injury grounds by WLBB Carrollton, Ga., 12 miles away [LEAD STORY, July 14]. In its order the court held the FCC must consider whether the economic impact of a proposed new station on an existing competing station would impair service to the public.

When the FCC released its decision on the WJRT modification grant last Wednesday (July 16), it amended its decision in the light of the court ruling. But the consideration did not affect the ultimate FCC decision, the Commission saying that even if two protesting tv stations would have to leave the air as they claimed, “we believe the net effect on the public interest would not be adverse.” The FCC, however, changed its mind about denying a petition by WWTV (TV) Cadillac for limited reopening of the record and accepted more data by WWTV on its operation before disposing of the case.

**Witnesses in 25-890 Mc Case Must File at FCC by Oct. 1**

Witnesses seeking to testify before the FCC in a reappraisal of all spectrum allocations between 25-890 mc must file a notice of appearance and detailed outline of testimony by Oct. 1, the Commission announced last week.

The inquiry was begun over a year ago [AT DEADLINE, April 8, 1957] to obtain data of assistance in future allocations of non-government services operating in that band. This includes fm and tv broadcasting, auxiliary broadcast services, marine, aeronautical, public safety, industrial, amateur, transportation and other users.

The Commission said a large number of comments have been filed with a large majority of those making comments also wanting to testify in person. Individual industries were asked, wherever possible, to consolidate their testimony into a minimum number of witnesses. Dates for the hearings will be announced as soon as possible after Oct. 1, the Commission said.

**FCBA Asks Comment Extension**

The Federal Communications Bar Assn. last week asked the FCC to extend to Sept. 26 its deadline for comments on proposed rulemaking which would place surviving applicant after merger or payment back into processing line [AT DEADLINE, June 30]. Comments currently are due July 28. Under present rules, surviving applicant following merger is provided protection against other applicants applying for the same facility.
...in the New America, where the wheels that go everywhere enable you to live, shop and do business wherever you please!

*"Today 70 percent of our post offices can not be reached directly by train connections."—Postmaster General, before the 1957 Annual Meeting, U. S. Chamber of Commerce.

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Inc., Washington 6, D. C.
THE SHORTEST DISTANCE BETWEEN TWO POINTS IS A TRUCK LINE
Fund for Republic Earmarks
$4 Million for Six-Ply Study

The Fund for The Republic will spend $4 million over the next three years starting last June 1 in its study of six major institutions (one of which is mass media, television for now) and their impact on individual freedoms in this country.

The fund’s president, Robert M. Hutchins, in announcing the allocation today (July 21) said that at the end of the three years the fund expects it will have spent all of the $15 million in grants from the Ford Foundation since the fund’s formation in 1952.

Mr. Hutchins’ announcement was made concurrent with release of a report covering two years of fund activity ending May 31 of this year and a cumulative balance sheet since 1952.

In effect, the Hutchins’ announcement extends the study into the six institutions and its probing of television’s effect on the American society. A year ago, the fund’s board of directors, after a year of discussions, consultations and committee reports, decided to concentrate for a year on the “basic issues underlying civil liberties and civil rights.”

A 10-member committee of consultants on the basic issues [title of group] has been directing this study.

The mass media study was announced late last year [GOVERNMENT, Dec. 23, 1957], and in April a broadcasting status report on the fund’s activity in the study of the tv medium pointed out that among the subjects to be explored were these: a governmental study (particularly in reference to FCC policies), a study of toll television, an examination of audience rating systems, a review of tv advertising acceptance policies, and still others covering aspects of the broadcast structure.

First result of the fund’s enterprise in tv was a report—written by Herbert Mitgang of the New York Times as corollary to the mass media project—on the Khrushchev telecast by CBS-TV, treating the issue as one of “freedom to see.” (NETWORKS, April 21).

This was followed by sponsorship with ABC-TV of a special 13-week series, Survival and Freedom, featuring interviews by Mike Wallace with prominent Americans. The tv series has been covering various aspects of the six institution project.

Disclosed in the report was the fund’s observation that it was ABC that “asked the fund to join with it in presenting discussions of the basic issues on television.”

The report noted that in addition to the pay tv report, an analysis of the effects of audience rating systems on tv programming is being prepared by a Business Week staff writer, J. E. Patterson.

In its study, views of executives of all the networks were sought on the role of tv in a free society. Meetings also have been held with newspaper critics, tv producers, lawyers and “others interested in this field.”

Among the newsworthy projects touching on tv since the fund’s six-year existence was a study of blacklisting in the motion picture, tv and radio fields for which $139,090 was appropriated; the Robert E. Sherwood Television Awards, an annual event, for which $215,062 has been appropriated and $39,074 remains.

Specific sum allocated for the mass media study is $245,000, of which $225,579 remains.

Non-Appearance of Competitor Brightens Corwin Uhf Chances

A hearing was held and the record closed last week in the contest for ch. 34 in Los Angeles, with only one of the two contestants, multiple station owner Sherill C. Corwin, appearing for the hearing. The indications are that Mr. Corwin will thus be awarded the uhf facility by default, it was understood.

The other party, partners Frederick Bassett and William E. Sullivan, failed to show up in person for hearing. They submitted written statements, only part of which Examiner Basil F. Cooper allowed to be entered in the record, thus leaving the record incomplete in their behalf on a number of issues.

Mr. Corwin owns KBAY-TV San Francisco and KPAX (FM) San Bernardino, both California; 15% of KAKE-TV Wichita, Kan.; 10% of KPRO Riverside, KROP Blythe, KYGR Brawley and KREO Indio, all California.

Mr. Sullivan, former announcer at several midwestern radio stations, a few weeks ago asked the FCC to deal more harshly with uhf permittees who are reluctant to build their stations [GOVERNMENT, June 2].

KGMS Asks Ch. 12 Switch

KGMS Sacramento, Calif., has proposed to the FCC that ch. 11 be assigned to Chico, Calif., in lieu of ch. 12 (held by KHSL-TV) so that ch. 12 can be utilized as the third commercial vhf outlet in Sacramento. The FCC recently deleted a construction permit held by KGMS for ch. 46 in Sacramento. In a petition to the Commission, reports KGMS, the station had stated that plans to build a tv station on ch. 46 “had to be abandoned when it became obvious that a uhf station cannot compete in the same area with vastly superior vhf channels.”

KRAK, WIBG Powers Boosted

The FCC has adopted an initial decision granting KRAK Stockton, Calif., a power increase from 5 kw to 50 kw with its night-only directional antenna to be changed to one with a different pattern for day and night. KRAK is on 1140 kc.

The Commission also granted an increase of daytime power to WIBG Philadelphia, from 10 kw to 50 kw. WIBG is on 990 kc with 10 kw, night, and a directional antenna with a different pattern for day and night.

KOBY Wants KOFY Changed

KOBY San Francisco last week repeated a request made last April asking the FCC to require that the call letters of KOFY San Mateo, Calif., be changed because of confusion of the call letters among listeners and others. KOBY submitted copies of three misaddressed envelopes as proof.
reasons why Mitchell is the world's leading source for motion picture cameras

For over 35 years, Mitchell has held a unique reputation as the world's leading source for the finest in motion picture equipment. The reason — only Mitchell designs and manufactures a line of cameras to meet such a broad range of demanding professional filming requirements. Today Mitchell produces 35mm and 16mm cameras; 70mm 2¼ x 2¼ high speed cameras; and 70mm, 65mm and double frame aperture 35mm cameras.

There's a Mitchell camera designed to meet your requirements — write for information today.

2 35mm NC Mitchell

3 35mm Hi-Speed Mitchell

4 16mm Professional Mitchell

5 70mm 2¼ x 2¼ High Speed Mitchell

6 65mm and 70mm Mitchells

7 35mm Vista-Vision Mitchell

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Glendale 4, California
Cable Address: "MUTACMO"
National Advertisers Again
To Be Featured at RAB Clinic

The profitable use of radio by national advertisers will be the theme highlighted for the fourth straight year when Radio Advertising Bureau presents its annual National Radio Advertising Clinic at the Waldorf-Astoria in New York, Nov. 18-19.

Use of radio and the results obtained will be discussed by eight top level executives of important national advertisers, a procedure followed in the past four years.

Tentative plans for the clinic were announced last week by RAB President Kevin B. Sweeney who estimated more than 500 business executives from advertising agencies and advertiser firms will attend.

The schedule also includes a luncheon meeting and a prominent speaker on opening day and a talk by the executive producers of several advertising agencies. A breakfast meeting on the next day (Nov. 19) will be designed to brief time-buyers and radio station people on new developments in radio and the strength of its position among competing media. The single social event will be a cocktail party on opening night.

Tv Crime Hits All-Time High
NABFRAT L. A. Survey Claims

There were 223 killings in tv programs on the seven Los Angeles tv stations before 9 p.m. May 3-9, the National Assn. for Better Radio & Tv there reports.

The figure is part of the NABFRAT evaluation committee's computation for its eighth annual study of children's radio-\tv programs. "More crime and brutality is being televised today than ever before," the study says. Tabulations of tv crimes for the survey week as monitored by the evaluation committee include 161 murders, 60 "justifiable" killings, 2 suicides, 192 attempted murders, 83 robberies, 15 kidnappings, 24 conspiracies to commit murder, 21 jailbreaks, 7 attempted lynchings, 6 dynamitings, 1 jailbreak attempt, 2 arson cases and 2 instances of physical torture.

In comparing its May 1952 survey with the current one, NABFRAT reports that the NBC Los Angeles outlet televised nine killings as against this year's 45. NABFRAT adds that "The three network stations account for 61% of the deaths tabulated by our survey for 1958 (compared with 39% for the four independent stations)."

BPA Committee Heads Named
15 Added to Association Roster

Key appointments and membership increases among the allied organizations were announced for the Broadcasters' Promotion Assn. Tuesday by Elliott W. Henry, promotion-press information director of ABC Central Div. and BPA president.

Robert Moran, WBEL Beloit, Wis., BPA board member, was chosen convention site chairman and will select a committee to consider bids for BPA 1959 and 1960 annual conventions. Byron Taggart, WFLA-TV Tampa, Fla., was named south-eastern membership chairman, and Dean Faulkner, KOA-AM-TV Denver, chairman of the Rocky Mountain regional membership drive. James G. Hanlon, publicity director of WGN-AM-TV Chicago, was named publicity director for BPA.

Mr. Henry also announced the addition of 11 new BPA U. S. and Canadian members since June 1, giving the organization an increase of 40 since Jan. 1. Joining are Mrs. Winona Portwood, WFAA-AM-TV Dallas, Tex.; Martin Olson, WDSM-AM-Duluth, Minn.; Mike Lannon, WRCAT-V New York; Charles E. Larkin, KTUL-AM Muskogee, Okla.; Don Davis, KMBG-TV Kansas City, Mo.; Al Knott, WLAC-TV Nashville, Tenn.; William S. Allen, CJVI Victoria, B. C., Canada; Phil Baldwin, CKWX Vancouver, B. C.; Kenneth C. Ardsden, CFRB Toronto; Bev Mannix, CFAC Calgary, Alta.; W. E. McNabb, CICA Edmonton, Alta., and Gordon N. Walker, CKRC Winnipeg. Others from allied groups are Marvin L. Saltzman, Media Agencies Clients, Los Angeles, Calif., and J. Jay Reiner, the S. Jay Reiner Co., N. Y.

The BPA membership roster, updated and revised to July 13, was being mailed to members last week. A full listing of state-by-state breakdowns of names and affiliations of voting, associate and affiliate members.

UPCOMING

July


August

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texoma Lodge, Lake Texoma State Park, Oklahoma

Aug. 4-23: Summer tv Workshop, College of Communication Arts and WEAK-TV, Michigan State University, East Lansing.


Aug. 22-28: Western Electronic Show and Convention, Ambassador Hotel, Los Angeles.

Aug. 28-30: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.


September

Sept. 4-5: RAB Regional Management Conference, Ponte Vedra Inn, Ponte Vedra Beach, Fla.

Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.

Sept. 5-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.

Sept. 6-8: RAB Regional Management Conference, Ricket's Studio Inn, Palm Alto, Calif.


Sept. 11-12: RAB Regional Management Conference, Western Hills Lodge, Squaw Peak, Okla.


NAB FALL CONFERENCES

Sept. 18-19: Buena Vista Hotel, Biloxi, Miss.

Sept. 23-25, Okla. Biltmore, Oklahoma City, Okla.

Sept. 25-26, Challenger Inn, Sun Valley, Idaho.

Sept. 28-Oct. 2: Mark Hopkins Hotel, San Francisco.

Oct. 13-14, Schroeder House, Milwaukee.

Oct. 16-17, Radisson Hotel, Minneapolis.

Oct. 20-21, Somerset Hotel, Boston.

Oct. 22-24, Sheraton Hotel, Washington, D. C.
"Ad Age is 'required reading' for broadcast-minded admen."

says PHILIP L. McHUGH
Vice-President/Television and Radio
Campbell-Ewald Company

"Ad Age's coverage of radio and television, a vital segment of the advertising profession, is 'required reading' for anyone keeping abreast of current radio and television activity."

Whether they look for close-ups of particular media, or long shots of marketing trends, admen know they'll find full coverage of both their special and general interests in Ad Age. That's why most of the executives of importance to you—those who influence as well as those who activate today's broadcast decisions—consider Ad Age "required reading."

The Campbell-Ewald Company, for example, ranks among the top fifteen agencies in broadcast advertising, with radio-tv billings totaling $25,000,000* in 1957—a $4,000,000 increase over the preceding year. Among its important broadcast accounts are Hertz Rent-A-Car System, The Kroger Company and such divisions of General Motors Corporation as Chevrolet Motor, Delco-Remy and United Motors Service.

Every Monday, 106 paid-subscription copies of Ad Age help Campbell-Ewald executives keep abreast of the news and developments affecting them. Further, 69 paid-subscription copies reach the offices and homes of advertising and marketing professionals of the companies mentioned.

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.

PHILIP L. McHUGH
A 20-year veteran of broadcasting, Mr. McHugh's background includes both network and agency experience. His first taste of radio came while a student at Notre Dame University, where he wrote, directed and announced programs for the campus station. In 1938, he joined the Columbia Broadcasting System in New York as an apprentice, and within a few months was promoted to associate director on the network's staff. From 1939 until he accepted a commission in the U. S. Navy in September, 1941, he was the director for a score of sustaining radio shows, and also was assigned as associate director on several commercial programs.

After World War II, Mr. McHugh returned to CBS, but in 1950 he switched to the agency business as a radio-tv director at the Tracy Locke Co. in Dallas. He joined the Campbell-Ewald Co. (Detroit) in 1954, as head of that agency's tv-radio department, and within four months was advanced to vice-president. Outside the broadcasting field, Mr. McHugh's interests include flying and horseback riding.
PERSONNEL RELATIONS

New York TV City Plan Offered By Stark at AFTRA Session

A proposal to build a Television City in New York as part of a Title I slum clearance project was made last Thursday by the New York City Council President Abe Stark at the opening of the 21st annual convention of the American Federation of Television & Radio Artists in New York. He cited the employment that would be provided thousands of New Yorkers by such a project.

Mr. Stark's remarks, delivered at the outset of AFTRA's four-day meeting of more than 150 delegates throughout the country, were reported to embody the first reference to the establishment of a Television City in New York under Title I of the National Housing Act of 1949.

A spokesman for Mr. Stark later explained to Broadcasting that in the past a television city has been hampered because of the inability to acquire ample space in New York. Under Title I, he said, the city could acquire slum land, sell it to a private developer at a lower price, with the federal government absorbing two-thirds of the loss and the city one-third. As part of the slum clearance project, the spokesman said, certain light industry can be incorporated into the residential development. He cited as examples such realty developments in New York as the Coliseum, the Lincoln Square Center and a projected Bowery housing-light industry project.

Mr. Stark called upon a committee of the broadcasting industry to meet with city officials on his proposal.

Aside from Mr. Stark's talk, the opening day of AFTRA's convention was devoted to closed-door meetings, a dinner and a session of the union's national board. An open session was scheduled for Friday for discussions of various industry developments, including videotape, pay television, educational TV and foreign usage of kinescopes.

At Saturday's session, delegates were expected to forward their suggestions on conditions to be included in AFTRA's upcoming contract negotiations with radio-TV networks, transcription companies and advertising agencies. These pacts expire Nov. 18. The annual election of officers was slated for Saturday. Presiding at the convention was Clayton (Bud) Collyer, president.

SAG, AFTRA Exchange More Salvos on Videotape

The tug-of-war between the American Federation of Television & Radio Artists and the Screen Actors Guild over videotape jurisdiction continued last week as the unions issued memoranda to members and the newsmen on their positions.

SAG stated "the real argument" lies in new "solely tape" studios, as SAG, by contract, has jurisdiction over film studios and AFTRA over networks and stations. SAG claimed it has offered to settle "this narrow area of disagreement" by committee talks between the two unions or by submitting it to arbitration to the AFL-CIO [PERSONNEL RELATIONS, May 26]. SAG charged AFTRA rejected both proposals.

SAG's statement brought a prompt rejoinder from Clayton (Bud) Collyer, AFTRA president. He contradicted SAG's claim that agreement existed between the two unions in all but a part of the videotape field. He pointed out that AFTRA has "protested strongly to the National Labor Relations Board the unilateral action taken by the guild in negotiating videotape commercial contracts with film producers and advertising agencies."

Mr. Collyer added that the actors themselves should decide which union should represent them in all videotape work.

AFTRA has petitioned the NLRB to hold an election among actors for a single union to represent them in videotape. SAG, networks and advertising agencies have voiced opposition to the petition. An NLRB examiner currently is studying briefs from both AFTRA and SAG and is expected to make a ruling within the next few weeks.

MGA to Renew Battle With AFM In Vote on Independent Studios

Musicians Guild of America, winner of the right to represent musicians employed by the major motion picture studios in an NLRB election in which this new union was opposed by the veteran American Federation of Musicians [PERSONNEL RELATIONS, July 14], tangles with AFM again tomorrow (July 22) at an NLRB hearing on MGA's petitions for an election among musicians employed by independent motion picture companies.

Cecil Read, MGA chairman, last week held preliminary conversations with Charles Boren, labor relations vice president of Association of Motion Picture Producers. Formal negotiations between MGA and AMPP are expected to begin this week, following NLRB's official certification of the election returns.

Mr. Read organized MGA after his attempts to reform the AFM trust fund policies led to his expulsion from that union (he had been vice president of AFM Local 47 in Hollywood) and in a court battle had encountered numerous delays [PERSONNEL RELATIONS, March 31]. Following MGA's success in winning the right to serve as bargaining agent for the major studio musicians Mr. Read plans to challenge AFM for representation of musicians employed by the radio and TV networks, phonograph recording companies and television film producers, all of whose AFM contracts expire around the first of next year. "We expect to obtain elections and to win them, first in Los Angeles and then in other parts of the country, wherever professional musicians are employed," he stated.
CBC IN HOLE $5 MILLION ON TV

Despite the highest commercial revenue in its history, the Canadian Broadcasting Corp. showed a deficit of almost $3 million in its report to the Canadian Parliament. The report showed radio broadcasting and integrated services operated at a profit of $180,201, while television had a deficit of $5,148,676, for the fiscal year ending March 31, 1958. The record total revenue was $28,410,514.

The CBC's income and expense account this year is shown on a gross rather than the net basis of previous years. The report points out that "in the opinion of the board of governors (of the CBC) and the auditor-general of Canada, the gross basis more properly reflects the manner in which income is derived and expenses—agency and network commissions, payments to private stations and direct production costs—are incurred.

Improved program fare, extended coverage in both English and French and the attendant higher payments to the growing number of private stations last year brought gross operating cost of the tv service to $58,070,145, compared with $46,581,000 in the 1956-57 fiscal year.

Income for the service totaled $54,762,745 in the 1957-58 fiscal year, consisting of grants from Canadian Parliament of $28,098,332, commercial revenue $26,380,672, broadcasting license fees from private stations $118,500, investments and miscellaneous income $360,658. In radio gross operating expenses increased to $15,188,827 from $14,814,000 in the previous fiscal year.

The grants from Parliament include statutory grants and revenue received by the Canadian government from the 15% excise tax on radio and tv receivers and tubes. The statutory grants were up $6,095,331, while the revenue from the excise tax was down $2,091,179, to $16,831,850. This was due to a near saturation of tv receivers in major markets, although radio set sales last year were the highest on record, with more than 720,000 sets sold by Canadian manufacturers.

In the expense statement for the combined radio and tv service, $4,790,221 went to agencies and networks as commissions as against $3,846,158 the previous fiscal year; private stations received for carrying commercial network shows $4,089,174 ($3,465,287 in the previous year), and the CBC commercial department cost $836,987 ($730,625 in 1956-57). The largest expense was programming, $22,491,864, $36,860,090 the previous year. Engineering cost $11,410,983, network transmissions $4,612,670, administration $2,760,427, information services $1,059,800, interest on loans and amortization $1,206,846.

The report pointed out the CBC's working capital dropped from $15,238,000 at March 31, 1957, to $5,320,000 at March 31, 1958, to meet operating and capital needs. As a result, day to day financing has become difficult "because the nature and size of CBC commitments require a larger working capital," the report states.

The CBC told the Canadian Parliament that "expenditures increased because of the larger number of stations to which service was provided; because of the improvement in the quality of programs; because of increased payments arising from collective bargaining agreements; extension of microwave service and the strengthening of the organization to meet the heavy demands upon it. Total costs are still well within range of the $15 per television family per year, four cents a day per family, on which the CBS originally stated that a national system could be set up and maintained."

The book-size report dealt in detail with radio-tyv programming in both English and French, the amount of live programming done at the main program centers of Toronto and Montreal, expansion of tv program production centers to Winnipeg, Vancouver and Halifax, election and political party convention coverage, the 20-hour coverage of last year's visit of Queen Elizabeth and Prince Philip to Ottawa which required four months of detailed planning, coverage of sporting events and development of the microwave network across Canada. Reference was also made to the export of CBC tv programs to the U. S., Australia, and Great Britain.

The report stated that "a number of advertisers supported Canadian television productions for national network distribution although in most cases it cost them a good deal more than if they had imported programs from the United States."

It also referred to CBC taking "some tentative and experimental steps toward gaining some non-network commercial business," in line with recommendations of the Royal Commission on Broadcasting of 1956. It emphasized that "despite the sustained rise of interest in television, the Canadian public was continuing to do a good deal of listening to radio, especially in the daytime hours."

Brown Becomes Director of RFE

Appointment of Thomas H. Brown Jr. as director of Radio Free Europe has been announced by RFE President Willis D. Crittenberger (Lt. Gen., USA, ret.). Mr. Brown has been with RFE since 1951 as assistant director. Formerly he had been with Dancer-Fitzgerald-Sample and was vice president of C. E. Hooper Inc. He succeeds the late J. Convery Egan. In another RFE appointment last week, Deputy European Director Erik Hazelhoff, former NBC-TV director of network sales and writer-producer, was named European director succeeding Richard J. Condon, resigned.

There's still time to score with
“TOUCHDOWN”
SESAC's
fast-moving, 13 week football package

$55.50

Featuring 13 quarter-hour shows packed with gridiron drama. Over 100 rousing band selections from the SESAC Transcribed Library on high-fidelity 16" E'T's. Music that fits all types of sports and news shows all year long. Order Now or send for sample script and audition disc.

SESAC, INC.

Sesac Inc.
10 Columbus Circle,
New York 19, N. Y.

☐ Send prepaid, SESAC's "Touchdown Package"
☐ Please send sample script and disc

Name & Title

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City

State

July 21, 1958 • Page 85
WKBW Gets July 4 Independence

On July 4, WKBW Buffalo, N. Y., celebrated its independence from NBC affiliation and began programming a music and news format that the station calls "Futura-Sonic Radio." Dick Lawrence, program and promotion director, announced that the change eliminates nearly all of the old network and local shows. Four new d.j.'s form the base of the new programming.

WKBW conducted a three-week promotion campaign to announce its approaching independence. Advance notice was given in fliers inserted in imitation giant firecrackers which read, "It's Hot Friday, July 4th, Is Independence Day, and WKBW Goes K-Boooommm!!" A "KB Preview Party" was broadcast July 4 to present in capsule form a typical new broadcast day and showcased the new personalities. Listeners now are searching for the WKBW $200 mystery telephone number. Clues are given every hour with the first person to dial the correct number to receive the cash prize.

Mills to Produce 'Patti Page'

Oldsmobile's Patti Page Show on ABC-TV will premiere Wed., 9:30-10 p.m., on Sept. 24, the network announced last week. Signed as producer was Ted Mills, producer of the Garroway-at-Large series that originated from WNBQ (TV) Chicago in early days of television.

D.J.'s Highlight KIMN Events

KIMN Denver is making a summer-long bid for the top rating in the 17-station Denver market with a series of promotion activities. Approximately $75,000 in cash and merchandise prizes from the station and sponsors will be awarded between June 1 and mid-October.

After 72 hours, 38 minutes and 20 seconds of continuous broadcasting from a special flagpole studio, the last of five KIMN d.j.'s came down to street level, thus ending the d.j. marathon contest in which listeners won $1,500 in cash by guessing individual and total times of the pole-perchers. A dollar bill was given to each of the first 1,000 persons to gather under the pole as the marathon ended. Five expense-paid vacations for two persons each in Las Vegas were awarded to agency personnel for their best estimates in the same contest. Other promotions and prizes included a $35,000 house, a $5,000 automobile and other prizes in a "Treasure Hunt" contest, and merchandise certificates totaling $10,000 dropped over the city in 5,000 balloons. The station has utilized television, newspapers, film trailers and billboards for publicity.

BFA Offers Salzburg Tapes

Taped programs from the 1958 Salzburg (Austria) Festival are being made available free of charge to U. S. radio stations by the Broadcasting Foundation of America. The programs, consisting of nearly 60 hours of classical music performed by some of the world's outstanding artists, may be broadcast between Sept. 15 and Dec. 31. Stations are required to send blank tape of sufficient quantity for their orders to the BFA, 342 Madison Ave., New York 17, N. Y.

WHCT (TV) Gives 'em a Ball

"Hartford's greatest sporting event—the Insurance City Open" was telecast live weekend of July 9-13 by ch. 18 WHCT (TV) Hartford, Conn., for the fourth consecutive year. The CBS-owned outlet proclaimed its coverage of the golf tournament by sending golf balls, imprinted with "WHCT-channel 18" to clients and agencies. Connecticut Bank & Trust Co., Hartford, sponsored the open telecasts.

WCBS-TV Sets Sunday Concerts

WCBS-TV New York, in conjunction with Young Audiences Inc., a non-profit organization dedicated to furthering good music tastes among high school students, this autumn and winter plans a series of six hour-long concerts to be aired Sunday afternoons. The schedule runs between Oct. 19-Dec. 14. Unlike the New York Philharmonic Symphony's Society's "Young People's Concerts" (aired on CBS-TV last season under the di-
reaction of Leonard Bernstein) the WCBS-TV teleconcerts will basically feature small ensembles from string trios to brass quintets. Of the 60 scheduled minutes, 40 will be devoted to just music; the remaining 20 will be utilized in "education."

Bonus Prize Reaps Big Harvest

More than 10,000 persons crowded a shopping center in Framingham, Mass., July 13 to see a family with eight children collect the grand prize in the "Cap'n Snow Super Bonanza Contest" conducted on WBZ-TV Boston. For writing a letter on why she wanted to win the bonanza, the mother was awarded a Plymouth station wagon, a Sumark boat with motor and trailer and a bonus prize of $10,000 in supermarket shopping for the entire family during which they could keep all the groceries they could carry out the door. WBZ-TV cameras followed the progress of the family as they removed groceries amounting to $1,500. Before the telecast, station personalities entertained the crowd with a variety show. The contest was sponsored by the F. H. Snow Canning Co., of Pine Point, Me.

KWIP Contest Prize Gets Lost

The "Hidden Bank Draft Contest" conducted by KWIP Merced, Calif., on a Sunday afternoon turned out to be just that for the station as well as approximately 5,000 people who were attracted to a local park where KWIP had hidden the $1,000 draft too well.

Joseph E. Gamble, KWIP owner-operator, hid the draft in a rifle shell under a park bush and broadcast clues to its location during the week before the search was to start. When the crowd gathered at the park to hear a final clue, they were informed by Mr. Gamble that park work crews had accidentally boed and raked the hiding area and another draft was being offered. Both would be paid if found. Within minutes a young boy and a city fireman discovered them.

Flag Contest Salutes New State

KETV (TV) Omaha, Neb., last week started a three-viewer contest offering awards to submitting the three best designs for a 49-state American flag. Eugene S. Thomas, vice president-general manager, said the contest calls for designs based on the entire flag rather than a mere rearrangement of stars into a cluster of 49. Winning designs will be sent to President Eisenhower, who is expected to name a committee to redesign the flag since admission of Alaska as a state. The three winners will receive large flags as soon as a new design is available.

KXYZ Reports Traffic From Air

As of last week, morning listeners of KXYZ Houston, Tex., can find out the best way to drive to work, from a helicopter the station is using for Operation Skycast. Each weekday from 7:15 to 8:15 a.m. KXYZ newsmen Bob Smith and Police Capt. Tom Sawyer follow the traffic routes and give direct reports of traffic conditions as seen from the helicopter. The Skycasts, sponsored by Houston's Texas National Bank, are aired six times during the hour.

Mishap Delays 'Copter Report

KABC Los Angeles got its Operation Airwatch back on the air last Monday (July 14) after having been grounded for almost a full week. Shortly after taking off for its after-noon patrol of Los Angeles freeways the previous Monday the Airwatch helicopter developed engine trouble. Pilot Max Schumacher started to set the machine down in an apparently vacant playground, but when a group of children started running toward the landing spot, he steered it away and into a tree, wrecking the helicopter. Mr. Schumacher suffered two broken vertebrae which kept him hospitalized last week but is recovering nicely and is expected to be back on the job inside of the month. Airwatch radio Donn Reed, scratched and bruised but not as seriously injured, will probably return to Airwatch in the near future. Bob Ferris of the KABC news staff is handling the daily 6:50-9 a.m. and 3:30-5:45 p.m. broadcasts at present.

The original helicopter was completely destroyed by the accident, a loss of approximately $50,000, Riley Jackson, package of the Airwatch program, said last week.

WSFA-TV Issues Spot TV Aid

The WSFA-TV Montgomery, Ala., program department has prepared a presentation for advertisers and agencies that serves as an aid to better selling of spot TV. Titled "So You Want to Sell Something," the pamphlet explains the reasons for effective spot television with typical case histories and includes photographs of actual commercial sets. Copy samples for the video and audio portions of spots for an automobile, a tractor and seeds also are enclosed. The presentation concludes with a glossary of television terms.

KDKA Seeks Future Sportscasters

KDKA Pittsburgh has opened its second annual "Junior Sportscaster Contest" for talented young men who could develop into leading play-by-play announcers. The finalist will be invited to announce a portion of the Pirates-Redlegs night game Aug. 8. En- trants must send biographical sketches and reasons for wanting to be a sportscaster. From these letters, a committee will select semi-finalists who will compete in tape-recorded interviews. This field will be narrowed to a finalist by giving one-inning accounts on tape of a game July 31. The competition is sponsored by the Pittsburgh Pirates, the Atlantic Refining Co., KDKA and the stations of the Pirates' radio network.

KFRU Awards Dollars for Safety

More than 8,500 motorized listeners to KFRU Columbia, Mo., are eligible for five-dollar cash awards in the station's 15-week "Slow Down and Live" safety promotion program which began June 2. Listeners participate by obtaining a free bumper strip off the slogan from one of 34 program sponsors. Six times each day at irregular intervals the studio announcer will open the program by giving a sponsor's name," . . . calling mobile cruiser KD-3324. It's time to back
PROGRAMS & PROMOTIONS Continued

the attack on accidents! Please check the next car in front of you for the safety crusade. While getting the cruiser in position, the operator talks about safety and describes the make, color and license number of the car in front. If the driver stops for the unit he wins a silver dollar, another dollar for knowing the slogan and three more dollars if his car has a bumper strip. The time required for a call averages three minutes but has gone as long as 10 minutes, the station reports. After a one-minute commercial regular programming is resumed.

Listeners ‘Name It & Claim It’

WMGM New York last week began a contest, “Name It & Claim It,” offering a cash booty to winning listeners. The giveaway starts with a prize of $500, with $50 added each day until a correct answer is received from a listener. The first participant who sends in the correct answer on a postcard wins that contest and a new one then picks up one of the clues aired throughout the broadcast day leading to the identity of person, place or object. To promote the contests, WMGM used a major campaign in newspapers, billboards, car cards, movie trailers in Loew’s theatres (station is owned by MGM) and a spot campaign on the station.

D.J.’s Play Exhibition Ball

In a benefit baseball game to promote interest in the last place New Orleans Pelicans the New Orleans Radio Broadcasters Assn. on July 1 sponsored a team of d.j.’s, representing all local stations, to play against former professional players. The game, played before the start of a regularly scheduled Pelican home game, was called by the umpire, Mayor Chep Morrison, in the middle of the second inning because of reported “disputes” and “injuries.” A return engagement will be scheduled for later in the season.

DuPont Names Six Fall ‘Specs’

E. I. DuPont de Nemours Co., Wilmington, Del., has selected six of the nine 90-minute productions to be presented on CBS-TV next fall. The special programs, all live, will include “Harvey,” “The Count of Monte Cristo,” “Victory,” “The Little World of Don Camillo,” “What Every Woman Knows” and “Hamlet.”

“Victory” and “Hamlet” will be produced by CBS-TV under the supervision of Richard Lewine, director of special programs. The other DuPont shows will be produced by David Susskind of Talent Assoc. Ltd. DuPont’s agency is BBDO, New York.

Joycees Compete in Quiz Game

KETV (TV) Omaha is programming with a new half-hour Saturday evening quiz that features members of the Omaha and Council Bluffs (Iowa) Junior Chambers of Commerce. Entitled “T’n” (the station’s channel number), the show utilizes a staff m.c. and four panelists from Omaha competing against a Council Bluffs quartette. The losing team is replaced each week.

The game begins with the m.c. reading a sentence which is interrupted by a bell before a “key-action” word, for example, “Dwight Eisenhower (bell) President.” The panelists, each holding a bell with the letters S, E, V and N, go to the spelling board after the word is pronounced and place their respective letters in their proper sequence in the word. Eight rounds of 10-second length are played. Each member is awarded a steak dinner at a local restaurant, an electric charcoal and log lighter and a set of men’s toiletries. The game ends Sept. 13 when the group having the most wins will have a television set presented in its name to a charity of its choice.

WSOC-TV Discovers ‘Child Star’

WSOC-TV Charlotte, N. C., has created a local tv celebrity in a 10-year-old freckle-faced boy named Johnny Hutchinson who was picked by the station to substitute for vacationing Brooks Lindsay as host of The Magic Forest show. The fluent fifth-grader has appeared every morning at nine the past two weeks to chat with “Mort, the Squirrel” in the magic forest setting and to introduce cartoons. The lad has achieved star status on the basis of phone calls and letters received, the station reports.

Search Starts for ‘Miss No-Cal’

WRCA-TV New York and sponsor Kirsch Beverage Co. last Wednesday (July 16) began a summer-long competition at Palisades Amusement Park to find “Miss No-Cal,” the girl with the most sparkling personality. Weekly competitions among both married and single girls will end in finals Aug. 27 with the winner receiving a $1,000 modeling contract from Kirsch and a Panagra Airways tour of Panama, Peru and Ecuador. Kirsch bottles low-calory “No-Cal” beverages.

A LUSTY CRY announced the arrival of this nine-pound, 13-ounce baby boy born by a Caesarian section operation televised on WCHS-TV Charleston, W. Va. (PROGRAMS & PROMOTIONS, July 14). The 70-minute telecast from Charleston Memorial Hospital was watched by an estimated one-million viewers, the station reports.

The telecast, narrated by a doctor, was one of a series presented with the cooperation of the Kanawha Medical Society. Closed-circuit showings of Caesarian sections have been made in the past, but the American Medical Assn. terms this a first for commercial television, WCHS-TV explains.
JAZZ spokesmen George Shearing and the Rev. Norman J. O'Connor demonstrate the importance of classical music to the jazz musician on Jazz Meets the Classics, a new series that began on WGBH-TV Boston educational channel yesterday (July 20) at 3 p.m. and will be repeated on Fridays at 8:30 p.m. Produced last summer in the WGBH-TV studios for distribution to other eTV stations, the programs are filled with the famous Shearing treatment of music common to both forms. Selections in the first program included "Late, Late Show," Beethoven's "Moonlight Sonata," "Changing With the Times" and "How High the Moon." Standing by Mr. Shearing's piano is Father O'Connor, Catholic chaplain at Boston U. At the bass is Al McKibbon; Percy Brice at drums; Jean Thielemans with guitar, and Emil Richards at vibraphone.

Tulsans Call for Explanations

Listeners to KVOO and KAKC, both Tulsa, Okla., over the Fourth of July weekend were surprised to hear entire commercials in French. Both stations reported that many persons called for an explanation but the stations' switchboard operators had been instructed to say that the commercials promoted the opening of the V. H. Graham Influential Homes which feature French Provincial as one of the styles available. Gibbons Advertising Agency, Tulsa handles the account.

Trip to Moon Ends in Tv Rescue

To create interest in its program, Spinach Playhouse (7:30-8:15 p.m.), WSAZ-TV Huntington, W. Va., sent program star Don Waggoner, the "Beachcomber," on a "rocket trip to the moon." On the return flight he "crashed" on an island in the Kanawha River, opposite Charleston, W. Va. The "crash" occurred at 8 p.m., July 8, and the "Beachcomber" spent the night shooting fireworks to draw attention. WSAZ-TV remote units arrived in the morning and televised the rescue operation during the regular program time. Several thousand Charleston residents witnessed the scene as a helicopter lifted Mr. Waggoner to shore, the station reports. WSAZ-TV hosted a press party at the Charleston Press Club later that evening.

WINS Grants News Tip Raise

As a means of improving its news coverage, WINS New York last week announced a new policy under which the station will pay $25 for each verified news tip. Previously, the station had paid $25 for the best news tip of the week. Under the present system, each $25 winner also will be eligible for an additional $25 for the best tip of the week.

MBS Schedules Service Games

The major football games of the nation's three service academies will be broadcast over Mutual next fall, with time of the 11 games on MBS' schedule featuring the Army, Air Force or Navy teams. The full schedule of Saturday games, starting Sept. 27 and ending Nov. 29 with the Army-Navy game, will be made available to Armed Forces Radio Service for beaming to military personnel abroad.

WVET Listeners Save T.V. Stamps

An arrangement has been negotiated between WVET Rochester, N. Y., and Top Value Stamp Enterprises to provide millions of stamps to listeners who send in the list of Top Value items aired throughout each week. The audience-participation game went into effect July 14. Entries are being sent to Box 1280, Rochester, coinciding with the station's frequency number.
A HAZARD THAT NEVER SLEEPS

A daily occurrence—Radio and TV Stations are accused of

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A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES


MACGLASHAN joined Geyer last year, having previously served with Maxon Inc. Knutten Agency, Gardner Co. and Brooke, Smith French & Dorrance. Mr. Nedine was with N. Star Bothwell when it merged with Geyer in 1930.

WALTER T. KADI, advertising-merchandising manager of Pate Oil Co., Milwaukee, also appointed advertising manager of Oklahoma Oil Co. Chicago.

NORMAN F. BEST, v.p. in account management for Erwin Wasey, Rutherfau & Ryan inc., L.A., re- signs to assume executive post with Campbell-Mithun, Minneapolis, Minn.


ROBERT AUDOFS, formerly in research post with C. J. LaRoche & Co., N.Y., and Young & Rubicam, N.Y., appointed research director of Erwin Wasey, Rutherfau & Ryan, N.Y.

EGON MERKER, formerly with Woman's Home Companion, to Monroe F. Dreher Inc., N.Y., as production manager, responsible for production and traffic coordination on all agency accounts.


ARNOLD BELASCO, formerly account executive at Albert Frank-Gunther Law, N.Y., promoted from assistant advertising manager to advertising manager of Mosler Safe Co., N.Y.

ALDEN GRIMES, v.p. in charge of agency research at Campbell-Mithun, named market- ing v.p. and sent to Chicago for primary assignment on American Dairy Assn. ISSUE BELD, research director for Minneapolis operations, pro- moted to director of research for entire agency.


IRVIN S. DOLK resigns as v.p. and treasurer at Lamport-Jox, Freil & Dolk Inc., South Bend, Ind. He will continue in consulting capacity.

WALTER A. RINK and J. WYNN SMITH named ac- count executives.


DAVID ALDRICH, formerly of Look and Neuesweek, to Ketchum, MacLeod & Grove Inc., N.Y., as public relations account executive on Westing- house Broadcasting Co. account.

MARY S. GUHR, former account executive for Heublein II, Donnely Co., Chicago, appointed public relations director for James B. Rogers Assoc., Baltimore, Md.

ARTHUR STAFFORD, account supervisor in San Juan, Puerto Rico, to McCann-Erickson, pro- moted to assistant manager.

SAMUEL R. GUARD, formerly with Chicago Tribune, as senior study director in consumer research department, joins Meineke-McIntosh, Chi- cago as senior analyst in research department.

STEPHEN LUKACS, assistant general office manager, MacManus, John & Adams, Bloomfield Hills, Mich., to general office manager.

CHESTER GOLDELL, formerly with Campbell- Mithun, Chicago, joins production department at Guild, Bascou & Bongiolo, S.F. Other additions include MARYLIN WILSON, Boston office; with Young & Rubicam, N.Y., to media staff; NORMAN EINZER, to copywriting department and CHARLES CHAMBERS to marketing department.

LAWRENCE R. O'NEILL, group copy supervisor for Van Sant, Dugdale & Co., Baltimore, Md., pro- moted to copy chief.


NORMAN ROSS, Chicago radio-TV personality, scheduled by Quaker Oats Co., to serve as m.c. for company's fifth annual Kel-L-Rayton Dog Hero award dinner at Palmer House that city Aug. 13.

CHESTER W. RUTH, formerly advertising director of Republic Steel Corp., died July 7 in Lakeside Hospital, Cleveland.

ZENAS L. POTTER, 71, former Benton & Bowles executive, died July 9 at his Carmel, Calif., home.

William H. Lampert, New York City, N.Y., resigns from the association.

JAMES A. MANNING, formerly copy chief at Weir & Tetlow, Chicago, appointed account executive for Telesudios Inc., N.Y.

CHARLES ADAMS, formerly v.p. in charge of tv commercials production for Loucks & Norling, N.Y., appointed to accounts department at Transfilm Inc., N.Y., producer of tv film com- mercials and industrial films.

L. V. SEICHNNAYDER, New Orleans representative, Republic Pictures, named Southwest representa- tive for Sterling Television Co.

BURT SLOANE, trade publicity manager, United Artists Corp., to assistant publicity manager suc- ceeding MAURICE SEGAL, transplanted to Holly- wood as West Coast publicity coordinator for UA and UA-TV. Mr. Sloan will be succeeded by JOHN KOKAS, moving up from assistant special events director.

CLAY V. HACE, formerly in charge of foreign sales and distribution of movie "The Ten Com- coms" of Republic Pictures, named as foreign representative to assist with organization of Telemeter developments in Canada.

SID BLUMENSTOCK, Paramount Pictures' advertis- ing manager since 1948, was elected v.p. of the Assn. 1. Mr. Blumenstock served as assistant head of Paramount advertising publicity and exploita- tion department.

PAUL A. HEISE, 57, veteran of 30 years with United Press Movietone and Movietone News, died in
PAUL O. O'RIEEL, former assistant to v.p. in Pittsburgh of Westinghouse Broadcasting Co., and acting general manager of KDIA Pittsburgh, appointed general manager of WBZ Boston and WZEA Springfield, Mass., both WBC outlets. Mr. O'RIEEL succeeds PAUL E. MILLS, named midwest television manager of WBC's Chicago office (At DEADLINE, July 14). Mr. Mills had been general manager of WBZ-WZBA since 1953.

ROY LA MERE, general manager of WCMS Norfolk, Va., appointed eastern division manager of Blumenthal radio stations. Mr. La Mere will continue as general manager of WCMS as well as assume position of WARR, Arlington, Va. Other WCMS promotions include AL LYNN, director of operations, JOHN MILLS, sales manager, and FRED HAMPTON, assistant to v.p. and general manager.

ELLEN STOUTENBERG, formerly program director at WITW Baltimore, joins WIP Philadelphia as assistant program director.

HARRY L. TRAVIS resigns as v.p. in charge of sales at WNEM-TV Bay City, Mich., to establish advertising agency in Bay City. RUSSELL GOHRING, who remains v.p. of WNEM-TV and Gerity Broadcasting Co., takes on Mr. Travis' previous duties.

JOHN L. McCAY, formerly assistant to v.p. at KYW-TV Cleveland, Ohio, appointed general manager (At DEADLINE, July 14).

JANICE J. OSBORN joins WCOL Columbus, Ohio, as director of new sales development and planning department.

NEIL CRAMER, staff director at WCBS-TV New York, promoted to assistant program director, succeeding SAM GALLAGHER, named program director following elevation of MAL NOUGH to executive programming post at CBS-TV Stations Div.

JAMES CLARK, formerly program director and commercial manager at WPMO Falmouth, N. C., named general manager of WJOT Lake City, S. C., succeeding RAY STARR, resigned.

PARKER WOOD, formerly executive producer of NBC-TV's Wide Wide World, who joined CBS-TV recently, has been assigned to produce new country music program featuring JIMMY DEAN, to be presented on CBS-TV, starting Sept. 15 (Mon.-Fri., 2-3 p.m.).

CRAG JENNINGS, sales promotion assistant for KNX Los Angeles and CBS Radio Pacific Network, appointed programmer and manager for CRPN, succeeding JIM FRANCIS, who joins Peters, Griffin & Woodward, station representatives.

RALPH HELSON, Emmy-award winning tv director, has been signed to new one-year contract with CBS-TV. Mr. Nelson won Academy "Emmy" award on Playhouse 90 series for direction of "Requiem for a Heavyweight" in 1956.

W. J. McDOWARD, formerly assistant media director in Chicago, appointed general manager and program director in Columbus, Ohio, named account executive and sales development and presentations assistant respectively in central division, NBC-TV.

DEBERT MANN, tv and film director and holder of "Oscar" for film version of " Marty," signed to direct third Playhouse 90 dramas next season.

JEAN CASTLES rejoins ABC-TV press information department as photo editor.

JOHN HORN, member of Persons-to-Person staff for several years, appointed feature editor in CBS-TV's press information department.
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Station Authorizations, Applications
As Compiled by BROADCASTING
July 10 through July 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna; cp—construction permit; ERP—effective radiated power; vhf—very high frequency; uhf—ultra high frequency; ant.—antenna; sur.—sural; vis.—visual; kw—kilowatts; w—watt; mc—megacycles. D—day.

New TV Stations

**ACTIONS BY FCC**


Fajardo, P. R.—Continental Broadcasting Corp.—Granted ch. 13 (216-216 me): ERP 851 kw vis., 427 kw aur.; ant. height above average terrain 424 ft., above ground 257 ft. Estimated construction cost $35,000, first year operating cost $50,000 revenue $60,000. P. O. address Fonce de Leon Ave. 668, Box 186, Hato Rey, Puerto Rico Studio location Fajardo, P. R. Trans. location Fajardo, P. R. Geographic coordinates 18° 19' 54" N. Lat., 63° 39' 64" W. Long. Trans. Adler, ant. RCA. Consulting engineer Keeley and Kennedy, Wash. D. C. Continental Broadcasting operates WHOA, San Juan, P. R., and is owned by William A. Anthony (74% and others) and Mr. Anthony is electronic engineer. Announced July 16.

**APPLICATION**

Jonesboro, Ark.—George Tannehill, ch. 8 (180-180 me): ERP 55.6 kw vis., 27.85 kw aur.; ant. height above average terrain 444 ft., above ground 339 ft. Estimated construction cost $212,164, first year operating cost $40,000 revenue $200,000. P. O. address 801 Garrison Ave., Fort Smith, Ark. Studio-Trans. location, Jonesboro.

**EXISTING TV STATIONS**

**ACTIONS BY FCC**

WXYZ-TV Detroit, Mich.—Waived Sect. 3.615 of rules and granted application to move trans. and studio location to about 1 1/4 miles outside city limits, increase ant. height from 480 to 1,000 ft. and change ant. system and other equipment.

KXLL-TV Helena, Mont.—Granted 90-day extension of special temporary authority from July 17 to operate to interfere relay system for off-the-air pick-up of programs of KXLJ-TV (ch. 4), Butte, without prejudice to whatever action Commission may take on pending application for regular operation.

WRST-TV New Castle, Pa.—Granted application for license to cover up ch. 50 which changed location of trans. from 3/4 mile southeast of New Castle to Youngstown, Ohio, following Commission’s realignment of ch. 50 to Youngstown-New Castle.

**TRANSLATORS**

**ACTIONS BY FCC**

Littleton, N. H.—Granted cp for new tv translator station on ch. 23 to translate programs of WCWH-TV (ch. 6), Portland, Maine.

Mid-Columbia Community TV Corp. The Dalles, Ore.—Granted cp for new tv translator station on ch. 71 to translate programs of KPTV (ch. 12), Portland, Ore.

**NEW AM STATIONS**

**ACTIONS BY FCC**

Lake City, Fla.—Gator Broadcasting Co.—Granted 1300 kc, 1 kw D. P. O. address 1830 E. Monroe St. Lake City. Estimated construction cost $14,896, first year operating cost $30,000, revenue $50,000. Equal partners are Parcel E. Deckers, Ray C. Joyner and Robert E. Dobelestein. Mr. Dobelestein is gas station owner and Mr. Joyner has grocery interests. Announced July 16.

Honolulu, Hawaii—Ala Moana Broadcasting Co.—Granted 1600 kc, 1 kw, D. P. O. address 150 S. School St., Honolulu. Estimated construction cost $32,570, first year operating cost $23,000, revenue $40,000. Owners are Robert N. Pearson (40%) and Mary X. Weng (40%). Mr. Pearson is naval engineer and Miss Weng is teacher. Announced July 16.


**APPLICATIONS**

Mobile, Ala.—Jemison Broadcasting Co. 1350 kc 5 kw D. P. O. address 55 S. Michael St. Mobile. Estimated construction cost $43,659, first year operating cost $79,000, revenue $80,000. Thomas B. Busche, town owner, has numerous broadcast interests, primarily in N. Y. and Pa. Announced July 16.

Boca Raton, Fla.—Thompson-Cassel, 740 kc, 1 kw, D. P. O. address Box 501, Gainesville, Fla. Estimated construction cost $14,500, first year operating cost $40,000, revenue $80,000. Mr. Cassel, sole owner, has numerous broadcast interests, primarily in N. Y. and Pa. Announced July 16.

Lawton, Kan.—Lawton Broadcasting Inc. 1470 kc, 500 w, D. P. O. address Box 435, Alva, Okla. Estimated construction cost $17,500, first year

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

**EASTERN**

NEW ENGLAND INDEPENDENT

$130,000


**CENTRAL**

WEST VIRGINIA FULLTIMER

$200,000

Profitable, long-established property serving over 125,000 people. Home county population over 65,000. 29% down.

**MIDWEST**

FULLTIME REGIONAL

$650,000

#1 station in metropolitan market. $100,000 in cash and account receivables to go along with deal.

**SOUTH**

REGIONAL DAYTIMER

$100,000

Excellent facility showing good profits. In growing secondary market with diversified income and above-average retail sales.

**SOUTHWEST**

MAJOR MARKET

$165,000

Daytimer located in one of the major cities of the South. Profitable operation. Financing available to right buyer.

**SOUTHWEST**

NORTHWEST REGIONAL

$175,000

5 kw serving independent market. Available on easy terms with long-term lease on real estate. Realistically priced.

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1727 DeSales St., N.W. 2414 Terminal Tower Tribune Tower DE 7-2754 Healey Bldg. JA 3-3431

EX 3-2545 TO 1-6727

Broadcasting July 21, 1958 • Page 93
operating cost $19,270, revenue $63,000. William Bowman Jr. (56.6% owner) is in radio television sales and service. Announced July 14.

Laramie, Wyo.—Laramie Hosp. 1400 kc, 100 w unl. P.O. address 22 Kiting Dr., Englewood, Colo. Estimated construction cost $14,777. First year operating cost $38,000, revenue $43,200. Owners are William Vogel (54%), Mr. and Mrs. Grady Maples, each 20%, and George Eitz (10%). Mr. Vogel owns 86% of KSCV, Loveland, Colo. Maples has applied for purchase of KTXC Big Spring and KRV's Post, both 7 kw. Mr. Eitz is KGMC Englewood, Colo., continuity chief. Announced July 19.

Existing Am Stations

ACTIONS BY FCC

WDMP Douglas, Ga.—Granted change of operation on 869 kc from 6 kw. D. to 5 kw WAXL, during critical hours daytime and 10 kw, DA, during non-critical hours daytime; engineering conditions.

KCFI Cedar Falls, Iowa.—A bill advised that application for license must be designated for hearing; afforded KCFI 20 days to reply. Comr. Cross dissented.

New Fm Stations

ACTIONS BY FCC

Athens Ala.—Athens Best, Co. Inc.—Granted 104.3 mc, 1,058 kw, P.O. address Box 386, Athens. Estimated construction cost $7,500, 1 kw, DA, U. Announced July 16.

Los Angeles, Calif.—Immaculate Heart College—Granted 88.1 mc, 1 kw. Address S. B. Levine, 6399 Wilsah Dr., Rm. 1007, Los Angeles. Estimated construction cost $16,000, first year operating cost $6,300. Announced July 16.


Lubbock, Tex.—Jack Blankenship—Granted 94.3 mc, 350 kw, P.O. address 603 Great Plains Life Inc. Blvd. Lubbock. Estimated construction cost $13,545, first year operating cost $13,000, revenue $15,000. Sole owner Blankenship is in commercial music and radio paging. Announced July 16.

APPLICATIONS

San Diego, Calif.—The Christion Best, Assn. (15.1 mc, 3.4 kw. P.O. address Box 2295. San Diego. Estimated construction cost $23,550, first year operating cost $4,000, revenue $26,000. Applicant is owned 51% by Bible Institute of Los Angeles (KHIG). Announced July 16.

Colorado Springs, Colo.—Fm Col. Co. 96.5 mc, 1 kw, P.O. address S. Tejon St., Colorado Springs. Estimated construction cost $10,450, first year operating cost $4,000, revenue $8,000. Applicant is owned 51% by Bible Institute of Los Angeles (KHIG). Announced July 16.

Fort Lauderdale, Fla.—Fm Air-Power Inc. (102.5 mc, 10 kw, P.O. address Box 399, Fort Lauderdale. Estimated construction cost $13,650, first year operating cost $6,000, revenue $9,000. Applicant is licensee of WWFL Ft. Lauderdale. Announced July 16.

Hazard, Ky.—Mountain Best, Service Inc. (55.5 mc, 15 kw. Address WYAF Hazard. Estimated construction cost $1,612, first year operating cost $6,000. Applicant is licensee of WKIC. Announced July 16.

Existing Fm Stations

ACTIONS BY FCC

KXLU (FM) Los Angeles, Calif.—Granted up to change frequency from 91.7 to 91.1 mc and increase power from 10 kw to ERP of 630 w. Holds noncommercial authorization.

KXCI Pueblo, Colo.—Granted change of Class A to Class B; frequency from 94.3 mc to 94.9 mc; ERP of 12 kw to 6 kw; ant. from 190 ft. to 250 ft.; remote control permitted.

Ownership Changes

ACTIONS BY FCC

KTCH Berryville, Ark.—Granted assignment of license to Pat S. Goolsby and James B. Oliphant. Ownership; application for transfer of control.

KZONE Bakerfield, Calif.—Granted transfer of control to Mr. J. C. S. Best, Inc., (music publishers and tv producers) and WCR, Inc.; involves sale of 90% of stock to Mr. S. Best, and 10% to Mr. S. Best, for $13,650 and employment of Carl D. Brown for a year at $750 per month plus share of profit.

KAMP El Centro, Calif.—Granted assignment of license to KATY-FM El Centro Ltd., (H. A. Anderson, president and Ray Laptev, vice president); consideration involves Andretti paying $10,816 for 60% outstanding stock and corporation reimbursing Andretti.

KATT Pittsburgh, Calif.—Granted assignment of license and construction permit to Canal City Costa Best Corp. (Interest in WONE Dayton, Ohio) consideration $235,000 and employment of two of assignee's principals. Application for renewal of license, plus renewal of construction permit, granted.

KQFO Altoona, Colo.—Granted assignment of up to Almaun Alumni Association of School of Medicine of College of Evangelists Inc.; consideration $4,000 and payment of $12,500 in debentures.

KVOD Denver, Colo.—Granted assignment of licenses to Western Broadcasting, Inc. (Robert L. Howas, president; licensee of KINT El Paso, Tex.; consideration $50,000, plus employment of assignee as consultant for 3 years at $10,000 a year.

WWCO Waterbury, Colo.—Granted assignment of license to WWCO Inc. (Herbert Bollenbacher, minority interest in KPPV-TV Ahlbe, KUBS-AM, WPFF-FM, WPFF-TV Big Spring, all Texas; consideration $185,000.

WDWD Dawson, Ga.—Granted (1) renewal of license. and (2) transfer of negative control from Fulton National Bank as executor under will of Ed Stevans (deceased) to Mrs. Ed Stevans; consideration $15,000 to settle estate.

WNIB-AM Chicago, Ill.—Granted transfer of control to William C. Florian by purchase of 25 shares of stock from Edward L. Merritt Jr., for $500 to give Florian 52.5% control.

KOKK Oklahoma City, Okla.—Granted assignment of license to Southwest Bests Inc. (KBBS Spring Hill, La.) consideration $100,000.

KZEA Shreveport, La.—Granted assignment of license to John McDonough & Associates Inc. (interest in WBCM Bessemer, Ala.; WNLJ In- dianapolis, Ind.; KABC Los Angeles, Calif.; KEDY Big Spring, Tex.; KXLU Fort Worth, Tex.; KLUL Little Rock, Ark. and KOKA Shreveport, La.) consideration $100,000; conditions not assigned.

Radio-Television Financing

We now have expanded facilities available for broadcast financing. Sizeable capital can be provided often on a favorable tax basis. Call or write for a completely confidential discussion.

Blackburn & Company

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Washington Building
Sterling 3-4341

ATLANTA
Clifford B. Marshall
Stansley Whitaker
Healey Building
Jackson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460
CLASSIFIED ADS

RADIO

Help Wanted

Management

Sales

Established Michigan station seeking reliable salesman with ambition and some experience. Commission, Good opportunity. WBCK, Battle Creek, Michigan.

Good opportunity for right man. New station serving Augusta, Georgia, market. $70,000 week plus ten percent commission, other benefits. Send tape, background. Box 627B, North Augusta, S. Carolina.

ANNOUNCERS


Good want male and sincere desire to work and learn for $77 week to start. Send tape and full particulars. Box 983E, BROADCASTING.

Negro dj—southern only—religious or R&B—America’s highest audience rated negro group. Pictures. Box 981E, BROADCASTING.

Comma man—1st class station—Connecticut—independent daytimer. Good opportunity in growing community. Send resume. Box 151B, BROADCASTING.

Minimum two years commercial experience, at new WFLA, Clearwater, Florida. Send tape including news, music, commercials. Also include phone service and resume. Box 926B, BROADCASTING.

Central California coast full-time 1 kw needs music-news personality. Familiar with West Coast. Send resume. Box 953B, BROADCASTING.

Established, expanding daytimer prosperous east coast major. From four metropolitan centers. Need experienced daytimer, preferably first phone immediately. Salary open. Box 982E, BROADCASTING.

Good announcer wanted by top-rated N. C. daytimer. Must be versatile. Good play plus fringe benefits. Good opportunity with established station. Send resume. Will contact for audition. Box 150F, BROADCASTING.

Immediate opening for lively, fast-paced disc jockey who can double on news. Florida east coast needs music-news station. Box 150F, BROADCASTING.

Versatile announcer capable of newscasts and some voice work. Prefer man between thirty and forty, college background, can become program director. Salary $875 per month. Midwest. Box 155F, BROADCASTING.

Piedmont Indy needs two experienced announcers, 80 weekly. Tape, resume. Box 145F, BROADCASTING.

ANNOUNCERS

ANNOUNCER-First Phone: north central; new opportunity; $100. Box 152B, BROADCASTING.

Expanding chain with new Pittsburgh area station needs experienced announcers with executive potential. No prizing donuts or floaters. We are seeking an experienced man with a desire to settle permanently. Salary and benefits will be open. Personal interview must be approved before tape and resume is immediately. Box 14F, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director on limited opportunity. Immediate opening. Rush complete details. Box 692C, BROADCASTING.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets the surface story, without a dime going on. News in depth is our most important single item in our facilities. Write Box 1FBE, BROADCASTING.

Production-director modern radio. Top indie, top ten market. Stores. Barstow, Plouf, McKenzie, or experienced, as desired. Must be fired. Contact us. Rush complete details, including tape and photo. Box 693C, BROADCASTING.

WANTED


Announcer wanted. Good salary. DJ and news, announcing. Must have good voice. KTOR, Mankato, Minnesota.

Announcer experienced all phases needed immediately at five thousand watt NBC station city of 17,000. Permanent position with pleasant working conditions and excellent fringe benefits. No floaters. Prefer applicant from Kansas or adjacent states, but will consider all. Send tape or disc, references, and phone number or draft status, recent pay and salary requirements to Jim Heaton, KXBS, Ft. Worth, Texas.

Good pay and opportunity offered qualified staff announcer. Must be experienced, mature and settled. For interview, contact Bob Weber, KKJF, Fort Collins, Colorado.

Experience announcer wanted immediately for new voice of Augusta, Georgia, market. Must be good. Send tape, resume and tape to WNOA, Augusta, S. Carolina.

We’re tired of hotheads and green horns. If you’re a mature, experienced announcer who’s getting tired of the hurly-burly of big markets and competition, let us talk to you. We are a local network station. Comfortable university town. Cosmopolitan atmosphere. We will ask you to work but we’re willing to stretch the budget for the right man. Write for information, tape and a photo to WINA, Charlottesville, Va., or call 2-8177.

Central Florida needs two good announcers, one with 1st phone, one without. Progressive 1 kw in shirt sleeve climate, WABC, Leesburg, Florida.

Technical

Engineer-announcer position available with 9000 watt full-time daytimer. Immediate sta-
tion. Excellent opportunity. Excellent opportunity with established station.

Chief engineer for brand new directional daytimer in Pittsburgh area one of growing chain. All new equipment with excellent layout. Excellent salary and working conditions. No an-


WANTED

Mr. News Director, this attraction will run until we find the right man. We need an engineer who gets the surface story, without a dime going on. News in depth is our most important single item in our facilities. Write Box 1FBE, BROADCASTING.

Assistant Engineer: Top refinery market. Excellent opportunity at established independent station. Rush complete details. Box 692C, BROADCASTING.
Situations Wanted

Management

Manager—thoroughly experienced all phases. Advertising, traffic, continuity, booking, ten years in sales. Currently sales manager, Solid, young family man active in community life. Prefer small-medium market. Box 1217F, BROADCASTING.

Sales

Ge-getter, experienced, seeking good potential. Prefer medium market. Can run own board. All-around man—what you’re looking for. Box 863E, BROADCASTING.

Young executive with productive ideas and broad background in television, em and fm radio. Looking for opportunity with national or regional sales organization. Will travel or relocate. Box 1463F, BROADCASTING.

Want radio-tv sales. Experienced. Straight commission. Midwest, west, Florida. Box 107F, BROADCASTING.

Announcers

Terrific sportscaster. Also dj, announcer, news, sales. Box 302F, BROADCASTING.

Experienced announcer, excellent voice seeking permanent position. Prefer metropolitan area. Box 806F, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I’m the one you’re looking for. Have tape and resume. Box 808F, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc. run own board, steady, eager to please. Go anywhere. Box 807F, BROADCASTING.


Top midwestern sportscaster, deejay, program director ready for larger market. Football, basketball, baseball. Top contacts. Box 970E, BROADCASTING.

Assistant pd with B.S. in radio-tv. 1 year experience in production and sales. Box 109F, BROADCASTING.

Young, all around announcer, experience in sports, dj work. Box 110F, BROADCASTING.

Twelve years, ½ present employer. Adult dj, staff. Box 112F, BROADCASTING.

Texas or California. Need 14 years experience. Radio or tv sports, news, dj, etc. What’s your need? Present salary is $180 per week. Wife’s health dictates move. Box 180F, BROADCASTING.

NORTHWEST

1. Well established full time in excellent market. Gross $85,000. Down payment $30,000.
2. Exclusive. Full time. Good market. $12,000 down.
3. Good dial phone. Full time. Gross close to $125,000. $50,000 down.

—Ours is a Personal Service—

ROCKY MOUNTAIN

Exclusive. Daytimer. Very profitable. 90% of stock for $85,000 with 29% down.

—Ours is a Personal Service—

SOUTH

2. Exclusive. $40,000. 29% down.

—Ours is a Personal Service—

SOUTHWEST

Excellent daytimer. Gross $10,000 cash collected month. Control for $69,000 with 29% down.

—Ours is a Personal Service—

EAST

Top market. Daytimer. Full price $325,000. 29% down.

—Ours is a Personal Service—

JACK L. STOLL & ASSOCIATES
A NATIONAL ORGANIZATION for the sale of Radio & TV Stations 6381 HOLLYWOOD BLVD. LOS ANGELES 28, CALIF. Hollywood 4-7279

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**RADIO**

**Situation Wanted—(Cont'd)**

**Announcers**

Announcer-A. Married, 25, good voice, personal manner, 3 yrs. experience, Reliable 3 yrs. independent experience. Contact Bob Germain, Cobain, Mass. Tel.—National 4-5660.

**Technical**

Chief engineer/announcer, 18 years experience, wants to relocate. Good engineer—knows construction and maintenance. Good announcer, no hot temper. Box 1D2, BROADCASTING.

Engineer, 1st phone, 8 years experience am-fm-tv studio control zoomxmitter operation, routine maintenance. Box 142F, BROADCASTING.

First phone. No experience, willing to announce. Anywhere to learn. Available immediately. Glenn Knight, Box 721, Des Moines, Iowa.


Chief engineer—presently employed desires permanent position capable announcer. Directs and construction experience. 5 years in business. Walt Adams, Box 647, 805 Chicago St., Sheboygan, Wisconsin.

**TELEVISION**

**Help Wanted—(Cont'd)**

**Announcers**

 Experienced cameraman to shoot and edit 16mm film. Young, ambitious, good craftsman. Box 906E, BROADCASTING.

**Technical**

Technical director, with 1st class license. Actual engineering knowledge secondary; directing primary factor. Live in cool, comfortable Colorado. Send background information and present location. An interview desirable, if possible. Box 130F, BROADCASTING.

Staff openings for 3 first phone engineers with XPLW. Contact John Gort. KDLQ-TV, Garden City, South Dakota.

Television transmitter operator, first phone, for small station in northwest. Experience not as important as background and ability. KMVI-TV Weikau, Maui, Hawaii.

**Production-Programming, Others**

Experienced cameraman to shoot and edit 16mm film. Young, ambitious, good craftsman. Box 906E, BROADCASTING.

**Production manager**: Applications now being accepted. Must have proven experience in vhf, nbv, nbv affiliate serving over a quarter of a million tv homes. Excellent living and working conditions with good prospects for advancement. Applicant must be a qualified announcer-director with good back-ground in radio, tv, as a photo editor, director, production mind, and ready to move to the leading station located in an outstanding market. Tell all and enclose photo when you write to Box 121F, BROADCASTING.


We need a production manager with vitality, imagination, and creative ability. Excellent working conditions. Good salary. A successful network affiliate in a medium sized mid-western city. This man must be able to staff men in directing, production and all phases of television station production. If you are looking for an opportunity to grow, to give expression to your ideas, are willing to work hard, send complete details, resume and picture to Box 171F, BROADCASTING.

**TELEVISION**

**Situation Wanted**

**Management**

Manager—top tv station executive with proven record, now employed, seeks greater opportunity. His record shows a highly profitable management of unusually successful small market television station providing greater potential and/or more stimulating challenge. Prefers plan involving acquisition of part-ownership to be paid for out of earnings, in exchange for which he will assume management of your station and assure that you take charge of your property and insure its optimum quality. Write Box 158F, BROADCASTING.

Annunciator opportunity embryonic station. Excellent appearance delivery. Six months radio subscription. Washington, D.C. Box 121F, BROADCASTING.

TV announcer—fifteen years radio-tv. High professional quality on camera and on mike. Stable and experienced employed by one of the top stations in southwest market. Seeking more opportunity. Box 128F, BROADCASTING.

Radio background. Some tv announcer-news-caster-director experience available immediately. Box 141F, BROADCASTING.

**TELEVISION**

**Situation Wanted—(Cont'd)**

**Technical**

Chief or assistant—Nine years experience in all phases of telecasting construction, maintenance, operation, and personal management. Box 131F, BROADCASTING.

Economy move makes first phone available. Experienced salesman, desires also am-fm radio. Box 121F, BROADCASTING.

**Production-Programming, Others**

May I talk to you? Television news and public affairs director. Work nationally recognized this year. Desires executive position in medium to large market. Experienced, professional announcer and writer, plus special events. Some background in production. Brand new position in southern California, College graduate, honor student. Write best personal interview anywhere in August. Box 140F, BROADCASTING.

Young man with music background, age 26, single, wishes position of music librarian. Graduated from SRF, in S. California, in early August. Box 148F, BROADCASTING.

Director, well experienced in three station market seeks position as production manager or director in larger market. Box 149F, BROADCASTING.

Production manager, 3 years experience, desiring increased responsibilities. M. B. in theatre. Family man. Relocates for desirable position. Box 149F, BROADCASTING.

Top rated newsman, 11 years experience in all phases of TV news duty including producing. Would like news position, on one year contract. Box 156F, BROADCASTING.

Production assistant-assist program manager in larger market. Base $33,000, plus Bonuses, $700 minimum. Box 174F, BROADCASTING.


FOR SALE

**Stations**

Major market highly rated station $350,000.00 29% down, must prove financial ability before cash. Will be revealed. Box 47B, BROADCASTING.

Negro race station, medium market, $85,000 total, $25,000 down. Chapman Company, 1152 West Peachtree, Atlanta, Georgia.


Northwest single station market, $90,000, terms. Chapman Company, 33 West Michelotora, Santa Barbara, California.

Maine $125,000; Iowa $90,000; Minnesota $75,000; Florida $60,000; Michigan $100,000, Georgia $50,000; Iowa $60,000; Maryland $35,000; Arizona $80,000; Oklahoma $350,000; South Carolina $350,000; Pennsylvania $100,000; Michigan $450,000; Utah $200,000; New York $200,000; Pennsylvania $150,000; Michigan $70,000, etc.

Pleas write Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts.

Northeast medium markets (2), $275,000 and $200,000; single station market, $50,000. Chapman Company, 17 East 45th Street, New York.

Upper south single station market, $50,000, $15,000. Medium market, $50,000. Chapman Company, 1152 West Peachtree, Atlanta, Georgia.

**Equipment**

5 kw am transmitter, Gates model BC 5A, available in 30 days. Price $5,850.00. Box 128F, BROADCASTING.

Operating Western Electric line with instruction book. First reasonable bid takes our spare parts. Please write R. T. Gahr, P. O. Box 247, Yuba City, California.

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FOR SALE—(Cont’d)

Equipment

KOCE, Ontario, California will soon go 1 kw and has for sale self-supporting standard 300 foot tower above base complete with lighting. You dismantle, stave, and purchase at C.F.B. Ontario, California. Also G.E. fm and G.E. am 550 watt transmitters in good condition. Piked right in package or separate. Call, wire or write Ed Jansen, KOCE, Ontario, California.


1 kw Gates BC-17 transmitter like new—remote control. With new antenna coupler. Value $454.00—sell for $300.00 cash—FOB. Little Rock going to John McLendon Associates, 509 Lamar Building, Jackson, Miss.

Television monitors—broadcast and industrial—cabinet, rack, custom chassis models—8"-$165.00; 14"-$210.00; 21"-$325.00. Write Minitel, Inc., 1050 Doinne St., St. Paul 13, Minn.


One slightly used Ministudio portable studio. Shopper Stopper Co., Northwest Bank Building, Brookings, S. D. 500 ft. self-supporting Idico lighted tower with 75 ft. 8 bay Federal squar loop fm antenna 1250 ft. Used and first-class in all. Transmission line like new will sell cheap all or part. J. D. Williams, Box 2013, San Antonio 11, Texas. WA 2-5661.

196 foot self-supported Idico triangular tower with or without 8 bay Western Electric cloverleaf repeaters considered. 600 ft. type 452 Andrew 31/2 transmission line. Tower now for sale on Building. Also, 221 foot Tuscon triangular self-supporting tower with A-3 lighting and base insulators, disassembled and ready for immediate shipment. Also, Western Electric 5000 kw transmitter and associated equipment. Glenn Callison, Dir. of Eng., the McLendon Stations, 2104 Jackson St., Dallas, Texas.

WANTED TO BUY

Stations

Responsible broadcaster seeks station in small-to-large market in North or South Carolina or southern Virginia. Prefer Piedmont area. Desire fulltimer but will consider daytimer under right conditions. Broker or individual replies answered. Write Box 872E, BROADCASTING.

New England station, $100,000 or under. Give complete details. Box 108F, BROADCASTING.

Equipment

Wanted—Good mobile remote dJ and news unit. Specify equipment, condition and price. Reply Box 972E, BROADCASTING.

Educational station wants used tv mobile truck without video equipment at reasonable cost. KCTA-TV, St. Paul, Minnesota.

5 or 10 kw HP amplifier for fm broadcast band. Contact WKIC, Hazard, Ky.


Wanted: 7-V cameras and accessories. Gene O’Fallon & Sons, Industrial 7-V Specialists. 639 Grant Street, Denver 3.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Portland, Miami, and Seattle. For details, write; Grantham School, Desk 2, 818—1900 Iron St., Portland, Oregon.


Since 1946, the original course for F.C.C. 1st phone license. 4 to 6 weeks. Reservations required. Enroll in September classes starting September 3, October 28. For information, references and prices write; William E. Oden Radio Operational Engineering School, 1156 West Olive Avenue, Burbank, California.

BUSINESS OPPORTUNITY

Manager wanted willing to invest $20,000.00 in profitable Florida station and operate. Confidential. Box 945E, BROADCASTING.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television programs. We are also supplying 15 hr. bingo type film series, m/c’d by popular film personalities. P.O. Box 145, Hollywood 2, Calif. Tel; Hollywood 2-4038.

RADIO

Help Wanted

WANTED

By successful, network, AM-TV operation about to enlarge its plan for profit-sharing and stock-ownership on top of good present pay: 2 engineers 2 announcers 2 salesmen to take place of men who express opposition to a real incentive pay system. Interested parties may write in complete confidence. Send full details of education and experience in first letter. Station has union contract. Box 176F, BROADCASTING.

WANTED

3 radio-announcers for coast station. We’re looking for a real incentive pay system. Prefer announcer-continuums. Send all information and sales record to Box 186F, BROADCASTING.

WANTED

Experienced salesmen with minimum 2 years experience. Prefer announcer-continuums. Send all information and sales record to Box 186F, BROADCASTING.

RADIO

Situations Wanted

HOW'S THE CHANCES

Wanted: wide-open chance to capture faithful daytime audience with knowing record selection (no lists), live songs, interesting commercials. We’re husband and wife, two years self-programming, previous background strong. One good salary satisfies us. We can be loyal for $10,000-15,000, depending on area living costs. TV possible. All regards considered. Box 153F, BROADCASTING

RADIO

Situations Wanted—(Cont’d)

Announcers

NEED A D. J.?—R. C. A. Placement Service has them . . . with and without experience eager to please and make money! Best trained anywhere, run own boards. No phone dues. Thoroughly screened. Write or call collect immediately.

Milt Stillman, Placement Service Broadcast Coaching Associates 1629 Broadway, Capitol Theatre Bldg. N. Y. C. 19, N. Y.

Judson 6-1918. No charge for either party.

Production-Programming, Others

I want to be

PROGRAM DIRECTOR of your radio station . . . IF
* your station is in the black
* 13 years of experience will help you
* you want adult programming
* you need a leader

Please . . . no "top 40" replies.

Box 190F, BROADCASTING.

TELEVISION

Help Wanted

Sales

Production-Programming, Others

IMMEDIATE OPENING

PROMOTION-PUBLICITY MANAGER

Must be strong on creativity, sales presentations, promotion planning and, above all, initiative. Send resume, picture and salary requirements to: Ted Eiland, WLOS-TV, Asheville, N. C.

TELEVISION

Situations Wanted

Production-Programming, Others

PROGRAM EXECUTIVE

• Background includes: CBS-NBC Networks
• Net Owned Stations
• Credits include: O&O Program Manager Net Producer, Direct, Talent
• Extensive experience ALL phases station operation. Outstanding references.

Box 144F, BROADCASTING

July 21, 1958 • Page 99
FOR THE RECORD Continued from page 94

By memorandum opinion and order, Commissions demanded extraordinary petition to enlarge issues by Joseph H. Ford, Jacksonville, Fla., to include determinations of whether or not Dan Evans is acting for Mrs. S., nor whether such representations and/or omis- sions make it necessary for hereinafter referred to as the Danville-Orange Park proceeding.

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scheduled prehearing conference for Sept. 2, in proceeding on applications of Nick J. Chaconas, Galveston, Md., et al.

By Hearing Examiner Herbert Sharman on July 14

Granted motion by Capital Best, Corp. (WCAW), Charleston, W. Va. for an extension of time from July 14 to July 28 to file reply to proposed changes and objections in proceeding on its am application.

By Hearing Examiner Charles J. Frederick on the dates shown

Scheduled prehearing conference for Sept. 11 in Minneapolis, ch. 69, proceeding. Granted motion by applicants for extension of procedural dates and continued indefinitely dates for filing written briefs in direct cases for hearing (July 18 and July 21, respectively) in proceedings on am applications of Pompano Beach Best, Corp., Pompano Beach, Fla., et al. Action July 14.

By Hearing Examiner Millard F. French on the dates shown

Scheduled prehearing conference for 9 a.m. July 30, in proceeding on am application of WQMC Inc. (WLBE), Leesburg-Eustis, Fla. Action July 9.

Scheduled oral argument for July 18 on joint petition by Clyde L. Smith, et al. for an amendment to the proposed changes in ant. system, to continue hearing presently scheduled for July 28 to 3 p.m.; to be by subsequent order, and scheduled prehearing conference for July 19 on joint oral argument in proceeding on am applications of Tampco-St. Petersburg, ch. 10, proceeding. Action July 10.

By Hearing Examiner Anne Neal Hunting on July 10

Issued statement and order following first prehearing conference in proceeding on application of James S. Rivers Inc. (WJAZ), Albany, N. Y., to increase coverage area, and change type trans. in ant. system, ant. height 1,970 ft., and change type trans.; continued hearing.

KTES Nacogdoches, Tex.—Granted mod. of to change ERP to vis. 18.5 kw., aural 0.12 kw., ant. height 550 ft.; installation new trans.; ant. system and other equipment change.

KTEP Beaumont, Tex.—Granted mod. of to change ERP to vis. 31.7 kw., aural 6.8 kw., ant. height 1,200 ft.; installation new trans.; ant. system and other equipment change.

KTSL Longview, Tex.—Granted mod. of to change ERP to vis. 27 kw., aural 23 kw., ant. height 1,500 ft.; installation new trans.; ant. system and other equipment change.

KTEX Berlin, Tex.—Granted mod. of to change ERP to vis. 10.6 kw., aural 2.0 kw., ant. height 300 ft.; installation new trans.; ant. system and other equipment change.

KTXL Galveston, Tex.—Granted mod. of to change ERP to vis. 3.1 kw., aural 1.7 kw., ant. height 300 ft.; installation new trans.; ant. system and other equipment change.

KTVG Tinton Falls, N. J.—Granted mod. of to change ERP to vis. 4.1 kw., aural 2.2 kw., ant. height 200 ft.; installation new trans.; ant. system and other equipment change.

KTBC San Antonio, Tex.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KWY Houston, Tex.—Issued notice of proposed change to decrease ERP to 11 kw., ant. height 350 ft., and installation of new trans.; to remain silent.

KJKW Grove City, Ohio.—Granted mod. of to change type trans.; remote control permitted.

KJRZ Toledo, Ohio.—Granted mod. of to change type trans.; remote control permitted.

KJON Sioux City, Iowa.—Issued notice of proposed change to change number of hours of operation and installation of new trans.; to remain silent.

KJKW Duluth, Minn.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJMP Jackson, Miss.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJCK Oklahoma City, Okla.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJLF Chattanooga, Tenn.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZV Phoenix, Ariz.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJOE Twin Falls, Idaho.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJHS Oklahoma City, Okla.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJRA Bossier City, La.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJJO Fort Smith, Ark.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJQO Odessa, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJQW San Angelo, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJUW Abilene, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJUE Lubbock, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJBW Commerce, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJBC Dallas, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJBE Brownsville, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJBF Bryan, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJFX Oklahoma City, Okla.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJQQ Odessa, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJRL Oklahoma City, Okla.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJWZ Clovis, N. M.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJYX Kansas City, Mo.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZT Ft. Smith, Ark.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZU Shreveport, La.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZV Wichita Falls, Tex.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZC Abilene, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZK Odessa, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZL Odessa, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZM Odessa, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZP Odessa, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZQ Odessa, Texas.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.

KJZU Shreveport, La.—Issued notice of proposed change to decrease number of hours of operation and installation of new trans.; to remain silent.
This is the kind of hold our station has on people

How do you measure loyalty?
Not by the bare figure of our daily audience (747,640 TV homes). Not by the lines drawn on our coverage map (41 counties in 3 states). And not by a mere addition of their purchasing power ($3,361,973,000 last year). Here in the WHIO-TV area these figures are most impressive—but how, and to what extent, do they apply to you?

In full measure, we say, from the vantage point of living with our audience. Its loyalty is expressed through mail counts and ratings, in which we excel year after year. Our loyalty, through programming of many public service features—and through such details as no triple spots.

Let George P. Hollingbery tell you how these dual loyalties transfer in depth to sponsors' effort. He and his rate card mean exactly what they say.

ONE OF AMERICA'S GREAT AREA STATIONS
Reaching and Holding 2,881,420 People
EDITOR'S NOTE: Earlier this year Time ran an article on the origination of the Steve Allen Show from Havana. A section of that article reads as follows: "How About East Cupcake?"—When Marnie Van Doren slipped out of her evening gown behind a popside screen and reappeared in a bathing suit, an advertising-agency man with a sharp eye on rehearsals objected that the strapless suit looked too much like underwear. "This stuff may be O.K. for Havana," he said, "but how about East Cupcake, Iowa? That's where I'm from. I carry around up here in my head..."

The alert agency man to whom Time referred is the author of this week's MONDAY MEMO.

As the Time reporter picked up my remarks at the Steve Allen rehearsals (after I had pushed my eyes back in and insisted on modifying Marnie) East Cupcake, Iowa, is a "dream" town of mine that I carry about in my head. It is a place that I governmental on many occasions, particularly when some of those border-line decisions are required.

East Cupcake—or maybe you prefer San Strudel or New Gingerbread—typifies in my mind the atmosphere, the community, the people that we in this broadcasting industry shouldn't forget, rather we should aim toward as we select and build programs and commercials. But forget it we often do—or even brush it off.

Let's look a little closer at East Cupcake.

During the score or more years I have spent in the advertising whirl, I have thought of East Cupcake, Iowa, as "THE United States." It is sane, home-spun and fundamental, made up of doctors, lawyers, housewives, merchants, farmers—college grads and not.

Of course, East Cupcake is not only "in" Iowa. It can be many areas, a section of New York City, a suburb of Chicago, somewhere in Florida, or Oregon. Wherever, its broadness of perspective is what probably makes the difference.

The difference between what?

Between the relatively narrow little world in which much of the business of network television and radio is conducted. Where the top talent, creative and production people are gathered, saddled with the responsibility of producing the greater volume of programs and commercials.

Usually this group is working at a feverish pace, with little time for anything but their work. And, consequently, scurrying about in their own little world and society, it is not difficult to get so close to the cue cards that one loses sight of East Cupcake.

For instance?

Well, I am reminded of one of the truly great entertainers of our time, a star with outstanding talent and keen perception. After several highly-successful years on the air, his ratings steadily dropped when his satire often tended to over-exaggeration, his sketches poked fun at people and places that have come to be accepted in a sacred sort of way. But the audience, those who had become accustomed to the star's people—praised these performances as they expressed the likes and desires of their limited world, not the big, broad one beyond.

Unfortunately, the star listened to his cronies. He lengthened the skits, didn't realize when to stop. Some ran as long as 20 to 25 minutes. They became a major part of the show but not a generally-popular part since there was no mass appeal. East Cupcake had been forgotten.

Prostrams on the air today occasionally go off on a somewhat similar tangent. Particularly is this so of network tv variety shows, with their guest stars and consequent sketches. Gags and ads labs in-in-trade people and places, inside play to the studio audience lay a big-size egg in my hamlet. Sure, everybody in the business knows we shouldn't, but remember that forest and its trees.

Among drama productions, the psychological-type plays, oftentimes with an unhappy ending or no ending at all, never attract the response and ratings that say an anthology series does. The so-called heavier drama doesn't quite cut a swath, as evidenced by their disappearance from the networks.

Now let's look on the other side of the roster. Red Skelton rolls on and on with substantial audiences because the zany characters he portrays in his show, the skits he presents, are familiar to THE PEOPLE. The same is true of much of Jackie Gleason's material. Or most of the Bob Hope routines.

They have the common touch. So do shows like Father Knows Best and Ozzie and Harriet. Or the westerns, as is evidenced by their ratings.

And then there is the Ed Sullivan Show. You can't beat good juggling, tumbling and animal acts—plus name stars—for broad appeal. And, therefore, you can't beat the record Ed Sullivan has chalked up on tv.

On one occasion, I have read, Ed offered Bette Davis $10,000 to appear on his show. She was in a Broadway revue at the time, doing a take-off on Tallullah Bankhead, and Ed wanted Miss Davis to repeat it on his Sunday night program. But she absolutely refused. Bette Davis said that Tallulah was merely a New York name and not famous enough around the country!

Right or wrong, it looks as though Bette Davis also has an East Cupcake, Iowa!

And, as I mentioned earlier in this memo, that is an Utopia that all of us in broadcasting-advertising must have to reach the great majority of the public, if we want to attract them, keep them and sell them. Program and commercial content must be kept tasteful and tuned to the eye and ear of the people beyond the programming and production circles.

That is absolutely mandatory if we are going to keep this industry moving ahead, and in cases like Marnie Van Doren and her bathing suit—man that takes will-power!

James George Cominos, b. March 24, 1914, Chicago. After Northwestern U. to BBDO in 1936; handled copy, research, radio publicity and later production direction. After Marine service as Major, returned to BBDO N. Y. in 1946 as account executive. Following year became radio-tv director of LeValley Inc., later was vice president and general manager, pioneering in tv activity in 1950. Joined Needham, Louis & Brorby Inc., Chicago in 1951 as vice president and account supervisor and became director of radio-tv department in 1953. Promoted to vice president in charge of all radio-tv operations and elected to board of directors last May.
The Carroll Case

The Circuit Court of Appeals in Washington, which has installed itself as a super-FCC, many times has upset the FCC's regulatory applecart. But never before has it dealt a blow equaling that which is now tendered to the public. In so doing, it knocked out the time-honored concept of survival of the fittest. It opened Pandora's box of potential evils that threaten regulation of station rates and profits and could force program evaluation, which is tantamount to censorship.

It is almost impossible to exaggerate the turmoil that the three-man court's opinion will provoke. It is a clear case of overriding the will of Congress. It could make of broadcasting a public utility. Government protects public utilities against undue competition. In return it regulates the rates, specifies the service and limits the profits.

FCC Chairman Dorer says the decision introduces the "planned economy approach" to the regulation of broadcasting. That is tantamount to saying broadcasting must now be regulated as a public utility. To be protected against undue competition it must pay the price of liberty as a free medium.

The FCC, understandably, is in a dilemma. As things stand, any existing station, whether radio or tv, can oppose a new station in its market simply by citing the Carroll Case, implemented by the protest section of the law—309 (c). The FCC then must determine whether the station's service is different from the station's service is different from the station's service is different from the station's service is different.

So the FCC must become economist, marketing expert, accountant, program appraiser and efficiency expert. It hasn't the inclination, manpower, money or expertise to do these things. Meanwhile, the effect could be a freeze on all applicants where an existing station merely raises the economic issue.

The FCC cannot operate in a fog of uncertainty. It must appeal the Carroll Case to the Supreme Court and, in the interim, seek a stay of mandate.

If the Supreme Court should, perchance, sustain the lower tribunal, the only recourse then left would be for Congress to clearly restate that broadcasting is not a public utility and that it enjoys the privileges of the First Amendment. This procedure becomes necessary because at this late date the appellate court, in one short and obviously misguided opinion, has vitiated a body of law that has taken 30 years to build.

People

Broadcasting is electronic entertainment, and journalism and enlightenment. It is microphones and cameras and wires; studios, film, sets and music.

Broadcasting is all these things. But basically, broadcasting is people. People with talent, ideas and ideals. People who sell, manage and coordinate. People on the move.

At NBC, Robert W. Sarnoff moved up to the board chairmanship, continuing as chief executive officer. Robert E. Kintner moved from an executive vice presidency to the presidency, in recognition of the notable strides made by the NBC tv network since he took over operations 18 months ago. He learned network operations at ABC, after a brilliant career as a journalist and a wartime stint in Army public relations. At ABC, a bright young fellow, Ollie Treyz took over the general presidency a few months ago.

There was another significant move announced last week—this one into retirement. Walter J. Damm, after 36 years of remarkably active service in broadcasting, retires next September as vice president-general manager of WTMJ-AM-TV, the Milwaukee Journal stations. He was 65 last Saturday (July 19).

Walter Damm has been responsible for more innovations in the business of broadcasting from the station operation standpoint than perhaps any broadcaster in history. And, in his irascible, cantanker-
From 10:00 to 11:00 pm, Monday thru Sunday,

this KSTP-TV lineup reaches 73% more homes than the nearest competitor . . .

"The Man Who Was There" 10:15-10:30 p.m. Sunday
"Federal Men" 10:30-11:00 p.m. Monday
"Sheriff of Cochise" 10:30-11:00 p.m. Saturday
"Music Bingo" 10:30-11:00 p.m. Sunday

"Highway Patrol" 10:30-11:00 p.m. Thursday
"Waterfront" 10:30-11:00 p.m. Friday
"Badge 714" 10:30-11:00 p.m. Tuesday
"Mr. District Attorney" 10:30-11:00 p.m. Wednesday

45% of total viewers* in the 4-station Twin City Area of 748,000 TV homes!
Check availabilities in this period TODAY.

*ARB METROPOLITAN AREA REPORT, JUNE 1958.

KSTP
Basic NBC Affiliate
100,000 WATTS
MINNEAPOLIS • ST. PAUL
"The Northwest's Leading Station"
17,250 mail requests prove

KETV gets Action...

...in 97 counties of prosperous Eastern Nebraska and Western Iowa.

Here's Proof...

Advertisers sell all of Eastern Nebraska, Western Iowa and more when buying KETV. Audience response to a KETV seed offer came from 97 industrial and agricultural counties ... including the buying-power centers of Omaha, Council Bluffs, Iowa and Lincoln. This same vast, responsive audience is yours when you advertise on KETV.

**MARKET DATA**

<table>
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<th>Population</th>
<th>Retail Sales</th>
<th>Effective Buying Income</th>
<th>Families</th>
<th>Average Family Income</th>
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<td>Basic Market**</td>
<td>1,418,600</td>
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<td>Bonus Market***</td>
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*Sales Management, May, 1958
**Counts listed for Omaha area in Television Magazine, March, 1958
***29 additional counties responding to seed offer.

See your man for availabilities

Ben H. Cowdery, President
OMAHA WORLD-HERALD STATION
OMAHA, NEBRASKA

Eugene S. Thomas, V.P. & Gen. Mgr.

KETV channel 7