New statistical tools go to work measuring tv dimensions
Second quarter's spot tv puts new record on the books
Changing Hands: New spurt of station sales activity
FCC shuns referee role in community television dispute

we’re keeping them up late in milwaukee

The BIG MOVIE on WISN-TV delivers a 19.9 rating
and a 53% share 10 P.M. to Midnight

These quarter hour averages from the July, 1958,
ARB report shows how WISN-TV dominates late
evening viewing in America's 14th market.

MONDAY-FRIDAY, 10 P.M. TO MIDNIGHT
WISN-TV ..................... 19.9
UHF STATION B ............. 7.2
VHF STATION C ............. 6.0
VHF STATION D ............. 5.2

Incidentally, WISN-TV has a 32.3% share, sign
on to sign off, Sunday through Saturday.
MORE NATIONAL SPOTS
WERE SCHEDULED ON
WINN

...IN THE PAST 30-DAYS THAN ANY OTHER
LOUISVILLE RADIO STATION!

There must be a Reason why... AND
WINN HAS FIVE-STAR REASONS:

NO. 1
INDEPENDENT

PERSUASIVE
DJ'S

TOP
MERCHANDISER

GOOD
POPULAR
MUSIC

SALES
RESULTS

We don't Rock 'em... We don't
Roll 'em... We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN
1240
LOUISVILLE'S
POPULAR
MUSIC STATION

SPECIAL NOTICE: You still have time to enter "the all expense paid trip to the 1959 KENTUCKY DERBY," so enter now... the deadline is midnight August 31, 1958.
Every Way You Look At It . . .

Des Moines prefers
KRNT-TV
The Cowles Operation in Iowa

New DEPTH STUDY proves it!

▷ The Station Most People Watch Most!
▷ The Station Most People, By Far, Depend on for Accurate News!
▷ The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

Call Your KATZ Man for These New Facts on Television Viewing in Des Moines, Iowa

OVER 50% Named KRNT-TV Personalities EXCLUSIVELY!

Compare this with the 6% naming only other stations' people!
From sign-on Monday to sign-off Sunday

MORE PEOPLE WATCH KRLD-TV than any other DALLAS-FORT WORTH STATION

— ARB FOUR-WEEK DALLAS-FORT WORTH METROPOLITAN REPORT — APRIL 28-MAY 25, 1958

And this is only in Dallas and Tarrant Counties. Remember, in addition, KRLD-TV Channel 4 covers more area, more people, more income and more retail sales than any other station in the southern United States between the Atlantic Seaboard and the Rocky Mountains because — KRLD-TV telecasts from Texas' tallest tower — KRLD-TV telecasts with maximum power — KRLD-TV operates on the lowest Dallas-Fort Worth Channel.

KRLD-TV Channel 4 is the television station of The Dallas Times Herald, owners and operators of KRLD Radio. KRLD is the only full-time 50,000 watt radio station in Dallas-Fort Worth.
SPECTRUM FUTURE • Special Spectrum Study Committee of Electronics Industry Assn. will hold extraordinary meeting in San Francisco, Sept. 17 at call of Chairman H. Leslie Hoffman, president of Hoffman Electronics, to determine future course of action on high-level spectrum allocation study as originally proposed in Potter Resolution. Potter measure lost out this session because of sweeping amendments proposed in House after Senate passage. In addition to regular committee of 15 members, largely representing manufacturers plus networks having manufacturing connections (NBC and CBS) NAB also has been invited to participate.

Pittsburgh's newest tv station, ch. 4 WTAE (TV), has set Sept. 14 as fmr date for beginning of regular operations, according to Leonard Kapner, executive vice president. Station has been program testing with excellent results. New $3 million plant will not be completed on target date but one studio and offices will be occupied. Station, Pittsburgh's third vhf, will be ABC affiliated and represented by Katz.

CBS-TV UNIFORMITY • Non-standard CBS-TV affiliation contracts (some in instances at higher than going rates, in others involving concessions on free hours), are being brought into conformity upon expiration of existing contracts, where possible. Latest standard affiliation is with WNAC-TV Boston. Among other new standard contracts negotiated are Storer Broadcasting Co.'s WAGA-TV Atlanta and WJW-TV Cleveland.

Walter J. Damm, who retires Sept. 27 as vice president and general manager of WTMJ-AM-TV Milwaukee after 42 years, may find himself identified with broadcasting on advisory basis even after he relinquishes Milwaukee post. NBC-TV Board of Delegates, representing affiliated stations on that network, reportedly has proposed to Mr. Damm that he continue his identity with group as consultant. Mr. Damm organized NBC-TV Affiliates. Mr. and Mrs. Damm will live in Naples, Fla.

MUTUAL AID • Disc jockeys are being circulated to buy stock in Rock Record Corp., launched by National Music Clearing Corp., Nashville. Promotion is based on theory stockholders are the ones who make hits out of company's product, publishers for sale of 4 million shares ($1 par) explains that record companies grossed $504 million last year, providing lucrative field for new project. Added lure is year-round resort to be built in Montana where d.j.'s and families could have two-week free vacations.

"We don't plan to pay all our profits into taxes," Rock Record prospectus states in describing company's plans. It adds that d.j.'s can collect 10% fee for stock they sell to fellow jockeys and in addition can get 10% refunds on money they pay for their own stock. National Music Clearing Corp. will subscribe to 3 million shares. D.J.'s buying stock can defer payment until April 1, 1959. "We do not have it in mind to try to buy spins and plays from you, but to try to give you a little something in return for the plays you will naturally give us," prospectus emphasizes.

SPACE SERVICE • New Congressional committees in House and Senate activated at this session on space and astronautics may become frequent meeting places for those identified with use of radio spectrum. While clear-cut lines of jurisdiction have not yet been established, authorities speculated upon ultimate requirements for outer space communication and who would legislate thereafter. Under existing assignments, Senate and House Commerce Committees are charged with legislation dealing with communications but this authority might be split with rapid growth of missiles and rockets field.

Though BBDO spokesman says otherwise, it is known agency only recently had acknowledged that its entire public relations department did not pay its own way and was one of reasons for BBDO closing up tv show handling (see story, page 44). Bulk of department, which continues, services clients on product promotion and publicity.

NEW ANSWERS • FCC thinking seriously of reissuing famed 1954 Q and A catechism on political broadcasting. New document would contain revised answers to some of the old questions but with additional Sec. 315 problems that have been raised by broadcasters and political candidates since then. Staff is whipping up proposed revisions and additions, will submit proposals to FCC after resumption of regular Commission meetings in September. First meeting is Sept. 3.

They're heating no drums to call attention to it, but CBS-TV Affiliates Assn. board of directors, headed by Howard Lane, KOIN-TV Portland, Ore., and network top brass will be meeting this week in Bermuda. Sessions Aug. 27-Sept. 1 will deal with mutual problems and plans and lay groundwork for general meeting of affiliates early next year. President Lou Cowan will head network delegation. Meanwhile, NBC-TV and NBC Radio affiliates are slated to meet in New York in October for annual get-together and CBS Radio affiliates will convene, also in New York, same month (Oct. 29-30).

LOOKS LIKE CBS-TV • Although all three tv networks have been interested in acquiring new series of videotape one-hour shows which Robert Saudek Assoc. will produce this fall from Thursday night Preview concerts by New York Philharmonic, it was learned Friday that CBS-TV will get business. Kenyon & Eckhardt is spending for Ford Motor Co.'s Lincoln and Continental cars. Series to go in November in Sunday afternoon time still to be worked out.

Senate Commerce Committee has returned report on allocations prepared by special ad hoc committee to its author, Prof. Edward L. Bowles. Report, which has not received endorsement of Senate body, was returned with comment Prof. Bowles could release to public if he is so inclined. Committee itself does not plan release. Several members of ad hoc group clashed with Prof. Bowles on recommendations and conclusions reached in report, refusing to add their approval.

BROADCAST BACKGROUNDS • Civil Service Commission, which supervises formidable government employment program, exclusive of military, now has two of its three members with station ownership and operation backgrounds. Harris Ellsworth, former Oregon Congressman, was part owner of KNRN Roseburg before becoming CSC chairman in April 1957. Mrs. Barbara Bates Gunderson, confirmed by Senate Aug. 16, formerly was continuity writer at WNAX Yankton, S. D., women's director and continuity chief of WOW Omaha and also worked at KOTA Rapid City, S. D., and in agency work in Kansas City.

Joseph K. Close, New England station owner (WKNE Keene; WKNY Kingston, N. Y.; WXXL Concord; WKVT Brattleboro, Vt.), has been in Washington in recent weeks as consultant to United States Information Agency on development of television as instrumentality in international programming of USIA. Mr. Close previously had consulted with Theodore W. Streibert during his incumbency as USIA head. His television recommendations are now in hands of George V. Allen, USIA director.

SPOT RADIO TEST • Block Drug Co., Jersey City, understood to be planning to use spot radio for first time in behalf of Nytool sleep-aid product. Medium will be tested via saturation campaign for several weeks, starting shortly, on two stations in Houston and two in Providence. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.
WCCO Radio delivers...

MORE ACCEPTANCE through the vitality of full-size programming that attracts and holds the audience you want to reach.

MORE ADULT LISTENERS than all other Minneapolis-St. Paul stations combined!

MORE MARKET 1,014,720 radio families in 114 basic area counties in Minnesota, Wisconsin, Iowa and South Dakota.

Call or write for full facts.

*Nothing sells like acceptance...

High Flying Spot—TVb reports advertisers spent nearly 10% more in spot tv for second quarter compared to same period year ago. Combined with network tv time charges, total gross figure for first half of this year: More than $332.4 million. Page 36.

Spot Tv Scaling New Heights—Second-quarter figures show 9.4% more was spent in spot tv than in second quarter 1957. Buying is paced by Froster & Gamble, Lever Bros. and Colgate-Palmolive, in that order. Page 36.

Dodge, Plymouth Fall Plans—Chrysler Corp. reported to be revamping its broadcast strategy but indications are that radio and television will still be used heavily. Page 39.

From Seeds to Flowers & Faith Healing—Keys, Madden & Jones, agency that grew out of former Russell M. Seeds, blossoms with two new accounts. Page 42.

D'Arcy Does It Again—Colgate-Palmolive awards Cashmere Bouquet soap-toiletry account to D'Arcy, further dramatizing agency's comeback story. Page 42.

BBDO & Tv Promotion—Agency folds up in-shop tv program promotion-publicity, appoints outside firm to do job for tv-oriented clients. Page 44.

NTA Plus NT—National Telefilm Assoc.'s board of directors approves merger offer made by National Theatres Inc. and plans to recommend proposal to NTA's stockholders. Page 52.

Entertainment Unlimited—Hal Roach Jr. announces major expansion program for Roach Studios, encompassing—in addition to tv and cinema production—new releasing organization, financing independent productions, film distribution abroad and maybe entry in radio, recording, merchandising and stage shows. Money from Scranton Corp., new owner of Hal Roach Studios, will make it possible. Page 52.

New Film Firm Names Key Officials—Month-old Independent Television Corp. fills sales and administrative posts, says it will be on par with any tv distributing organization within 30 days. Page 54.

Asks Republic Pictures Dissolution—Common stockholder petitions New York court to name receiver for film firm, charging President Herbert J. Yates and others with improper cut-rate sale of features to tv, nepotism and other management faults. Page 54.

Automation Era—Over 1,000 broadcasters are operating with remote transmitter control, Western Electronic Show at Los Angeles is told. Latest types of gear are shown at exhibit. Page 59.

'Present Tense' Ban Only—Court ruling which banned New York stations WOR, WVO and WINS from broadcasting Floyd Patterson-Roy Harris heavyweight championship bout "in the present tense" regarded as triumph for broadcasting and may pave way for "present tense recreation." Page 60.

'Voiced' News Service Formed—Radio Press will begin operations Oct. 6, providing at least an hour of news and features daily to independent stations and network outlets. Company is headed by George Hamilton Combs, news commentator. Page 62.

News-Gathering Costs May Go Up—AT&T and Western Union new tariffs for teletypewriter service to go into effect Oct. 1. Extra cost to heavy users, such as news wire services, undoubtly will be passed on to customers—and that means most radio and tv stations. Page 62.

Quiz Currencies—Dotto blotted off program schedule of two networks as sponsor Colgate-Palmolive, agency Ted Bates and networks CBS-TV and NBC-TV remain uncommunicative on report of contestant complaint. Page 64.

Witness Choir Ready—House Oversight Committee, although silent lately, is still in business. Public hearings begin again next month, with the FCC scheduled second in witness list. Page 72.

Stand on Translators, CATV—FCC feels that if people want choice of programs it must not balk in approving translators (or keeping hands off antenna cable companies) even though economic impact on a single existing station may be bad for station. Position indicated in response to Senate Commerce Committee questions. Page 72.

Sports Strategy—Celler says baseball "let the cat out of the bag" in Telemeter pitch for pay tv as salvation of sport. In Senate, Dirksen makes new play for sports exemption from antitrust laws with amendment to unrelated bill; proposes 75-mile tv blackout. Page 78.


Canadian Split—Government legislation would limit Canadian Broadcasting Corp. to operation of network and stations, vesting regulatory functions in new Board of Broadcast Governors. Page 86.

Who Buys the Bread?—It's not the small fry of the family, says David R. Hayes, radio-tv director of the W. E. Long Co.-Independent Bakers' Co-Op, who handles the Holsum broadcast budget. How his bakers got off the kidde kick and onto the trail of an almost "ideal" advertising subject is documented in MONDAY MEMO. Page 109.

DEPARTMENTS

NEWSPAPER ADS

INTERSTATE

ASSOCIATE DIRECTORS

ADVERTISERS & AGENCIES

AT DEADLINE

BUSINESS BRIEFLY

CHANGING HANDS

CHILLED CIRCUIT

COLORCASTING

EDITORIAL

FILM

FOR THE RECORD

GOVERNMENT

IN REVIEW

INTERNATIONAL

LEAD STORY

MANUFACTURING

MONDAY MEMO

NETWORKS

OPEN MIKE

OUR RESPECTS

PEOPLE

PROGRAMS & PROMOTIONS

PROGRAM SERVICES

STATIONS

TRADE ASSNS.

UPCOMING
"Business is Good in Omaha!"

Who says so?

Rand McNally says so! In its August issue of Business Trends, Rand McNally again places Omaha in the top 10 cities, business-wise.

Sales Management says so! S.M. names Omaha to its exclusive "Preferred-City-Of-The-Month" list in its July 4th issue.

TIME Magazine says so! FORTUNE says so! KIPLINGER'S WASHINGTON LETTER says so — The WALL STREET JOURNAL says so!

- All these publications have recently run stories about the wonderful business conditions in the Omaha area.

Get your share of the good business in Omaha, through schedules on WOW-TV, Omaha's Number One Sales Station!

WOW-TV Channel 6 Omaha

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager
BLAIR-TV Representatives

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines
L&N MERGER BOOSTS RADIO-TV BILLINGS

Lennen & Newell will operate next year with projected radio-TV billing of approximately $40 million, representing 52% of expected $77 million billing base, it was learned Friday. L&N last year registered about $24.5 million in broadcast media. New $77 million billing pace is seen as result of merger of L&N with C. L. Miller Co., which had about $8 million keyed to $6 million Corn Products Refining Co. account.

Miller also serviced Springs Cotton Mills, Kellogg Div. of IIT and Circle Line (sightseeing boats). President C. L. Miller will continue to direct new L&N division, while Miller's treasurer, Philip P. Hoffman, and Vice President William F. Mueller become L&N senior vice presidents.

Merger is effective Jan. 1, 1959. Top Lennen & Newell client strength in broadcast field: consolidated P. Lorillard account; Dromedary Div. of National Biscuit; American Airlines; Benrus Watch Co.; Consolidated Cigar Co.; Emerson Drug; Stokely-Van Camp Foods and Gunther Brewing, among others.

In disclosing new merger, Lennen & Newell President Adolph J. Toigo said details of its new division under Mr. Miller's direction would be announced at later date. Contracts between both agencies were signed Aug. 20 but word released later in week. Not mentioned was possibility of still new merger of Lennen & Newell with Buchanan & Co. Buchanan currently is deep in network television via its client Reynolds Metals Co. purchases on ABC-TV (Operation Daybreak, Walt Disney Presents and All-Star Golf).

Lennen & Newell's announcement pointed out Mr. Miller's reasons for picking L&N for its join-up, noted L&N's "extensive creative marketing research operation" and "scope and depth of operations."

Justice Dept. Told Networks Have Videotape Advantage

Networks have competitive advantage over independent producers in producing videotape commercials, Dept. of Justice was told Friday by Film Producers Assn. of New York. Three members of association conferred with Robert A. Bicks, first assistant in Antitrust Div., voicing fear networks might destroy competition in field through their strategic position. Preliminary meeting of Justice Dept. and networks may be next step.

Appearing for FPA were Nathan Zucker, president; Herbert Burstein, legal counsel, and Wally Ross, public relations counsel. Association represents 35 leading producers of tv commercials and industrial films.

Guild Votes FPA Strike

Screen Directors International Guild reported Friday its membership has voted unanimously to strike against members of Film Producers Assn. of New York Sept. 5 because attempt to enter into collective bargaining agreement with FPA SDIC, which represents about 300 directors of tv film commercials, industrial motion pictures and theatrical films in east, said FPA's negotiating committee had "worked out" proposed contract with union but membership of association rejected agreement.

Nestle Enters Daytime Tv

The Nestle Co., White Plains, N.Y., is providing new stimulant to daytime tv. Starting in second week of September, advertiser, for its Decaf coffee, through Dancer-Fitzgerald-Sample is running minimum 13-week spot tv campaign in 33 major markets (one-minute announcements all in daytime periods). Drive is seen as departure for Decaf in that other tv drives follow "dual audience" (men and women via nighttime or early evening spots) pattern in spot. Reason: Decaf wants to address message to women. Campaign will consist of at least three spots weekly.

Atlantic Buying 30 Markets

Atlantic Sales Corp. (French's instant potato), Rochester, N.Y., is breaking with new eight-week spot tv campaign early next month in about 30 major markets. Agency: J. Walter Thompson, N.Y.

SMITH'S DROPS

New cough drop called "Smoker's Drops" is being marketed by Smith Bros. (cough drops and cough syrup). Poughkeepsie, N.Y. Copy theme of advertising is to get over idea these mentholated drops are "to make your next smoke taste better." To push product, Smith, through Kastor, Hilton, Chesley & Clifford, N.Y., is running spot tv campaign (IDS, 20-seconds and minutes) in about 12 selected markets for eight weeks starting Sept. 15. Drops are intended to be "non-competitive" to tobacco products. Smith Bros. as rule is not too active in tv, bulk of its advertising is handled by Sullivan, Stauffer, Colwell & Bayles, N.Y.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 36.

GENERAL MILLS ADDS • Already in four ABC-TV shows, General Mills is adding fifth starting in fall. It's signed for alternate weeks of Law Man (Sun. 8:30-9 p.m.), through Dancer-Fitzgerald-Sample. Alternate sponsor is Reynolds Tobacco, through William Esty Co., which meanwhile has signed to keep Anybody Can Play, its summer replacement for unreturning Harbor Master and now in Sun. 8:30 p.m. spot. When Law Man comes on, Anybody moves to Mon., 9:30-10 p.m.

CHASE & SANBORN TV • Standard Brands (Chase & Sanborn coffee), N.Y., understood to be readying spot tv campaign to break in mid-September in major markets throughout country, using nighttime station breaks and IDS. Campaign set for 52 weeks. Agency: Compton Adv., N.Y.

BABY FOOD RADIO • Duffy-Mott Co. (Clapps baby food), N.Y., reported to be preparing spot radio effort in limited number of scattered markets in early October, continuing for 10 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.

MIDWEST CAMPAIGN • Ohio Oil Co., Findlay, Ohio, set to launch spot radio campaign in limited number of Midwest markets early next month and continuing for several months. Agency: N. W. Ayer & Son.

TOY PROMOTION • M&E Industries (toys), N.Y., placing heavy tv campaign in 22 markets during Dunay, Hirsh & Lewis, N.Y.

SILLY PUTTY BUYING • Marketing Inc. (Silly Putty play clay), N.Y., planning 13-week drive using one-minute spots in 15 markets beginning end of September. Agency: Birmingham, Castlemaine & Pierce, N.Y.

Allstate Expands Insurance

Allstate Insurance Co., Skokie, III., announced entrance into accident-health-hospitalization field, effective today (Aug. 25). Insurance to be offered initially in Texas and Oklahoma with regional advertising at outset and to expand gradually to other states. Though Allstate won't reveal agency, it's expected Leo Burnett Co. (which already handles automobile insurance) will be retained for new policies and also life insurance.

August 25, 1958 • Page 9
Independent vocations appropriations bill, including $8.9 million for FCC fiscal 1959 operation, cleared House for second time Friday afternoon. Senate had not acted on measure at 11 p.m. Friday night (Aug. 22), although approval was expected before Saturday's planned sine die adjournment. Bill originally was vetoed Aug. 4 by President because of objection to money earmarked for civil service retirement fund.

House bowed to White House in Friday action, deleting questioned $589 million item. FCC has been operating since June 30 (when current fiscal year began) under law permitting it to spend money at rate specified in pending bill.

Supplemental appropriation bill (HR 3450) went to White House Friday after both Congresses houses agreed on compromise for USIA money to build powerful Voice of America station in North Carolina. Senate, after first voting $15 million, agreed to smaller House figure of $10 million. President had requested $23.3 million for USIA facility. Supplemental bill also earmarks $142,000 for salaries and expenses at FCC.

Mack Hits St. Louis Shift

Rep. Peter Mack (D-III.) has issued new attack on FCC's shift of ch. 2 Springfield, Ill., to St. Louis. Speaking on floor of House, he said record developed before Legislative Oversight Subcommittee (of which he is member) "seems to present clear evidence that many irregularities were involved in the transfer. . . . Ch. 2 was taken from Springfield under the guise of deintermixture. Deintermixture does not exist today in Springfield, Ill., and undoubtedly the city will not be deintermixed."

Illinois Democrat, highly critical of shift during subcommittee hearings on matter, charged FCC violated Communications Act in moving lone Springfield v to St. Louis, which already had four vhf assignments. He also hit alleged ex parte contacts by principals of KTVI (TV) St. Louis, which was awarded ch. 2 in exchange for ch. 36, reallocated to Springfield.

Welch Favors Depth Newscasts

Delegates to American Hospital Assn. convention in Chicago Friday were told to reach beyond "five-minute newscasts" to keep abreast of public affairs and current events. Boston attorney Joseph Welch, who reached national prominence during televised Army McCarthy hearings, told AHA that "these days people get news on the surface rather than through thoughtful approach." He urged public to listen to news commentators who treat affairs in depth and to read extensively.

**ABC-TV PROMOTION**

Largest advertising-promotion campaign in its history planned this fall by ABC-TV, network affiliates executives were told at New York and Chicago meetings held last week. Estimated $1 million campaign described by Michael J. Foster, ABC press vice president told joint sessions. Similar conferences scheduled Aug. 25-26 in Dallas, Aug. 28-29 in San Francisco. At Chicago Friday (Aug. 22), proposal for formation of promotion managers advisory committee to consult with station management and ABC-TV Affiliates Advisory Assn. was endorsed.

Secret Service Probes Altering Of Dollars to Win Tv Prizes

Those cash prizes for dollar bills with right serial numbers have brought out amateur counterfeiters, according to Secret Service, but altered serial numbers have been mighty few—only five thus far. Information announced Friday (Aug. 22) by U.S. Baughman, Secret Service chief, in statement that producers of Top Dollar, CBS weekly show, which offers as much as $5,000 for right bill, had uncovered alteration attempts.

Merrill Heater, producer, Entertainment Productions Inc., packager of Top Dollar, confirmed receipt of doctored bills, said they had been turned over to Secret Service. Mr. Heater said no prizes paid on any of them. Top Dollar was picked to sub for Dotto when latter was jerked over weekend from Monday-Friday, 11:30 noon slot on CBS-TV (see story page 64). Mr. Heater said Top Dollar has had about 65 winners since show began end of March. Cash prizes for correct serial numbers on dollar bills, with numbers publicized over air, have been widely used station promotion activity in last year. WWDC Washington, which began similar promotion last November, estimated it has given away $30,000 in prizes to holders of lucky dollar bills.

Texas Daytimer Gets Nod

FCC Hearing Examiner Jay A. Kyle recommended Friday that new am on 1300 kc with 500 w, daytime, at Silsbee, Tex., be granted Hardin County Broadcasting Co. Hearing was held on interference issues with KXYZ Houston, Tex., and KIKS Sulphur, La. Hardin County company is equally owned by Harvard C. Bailes and Val D. Hickman. Mr. Bailes is licensee of KVLB Cleveland, Tex.

**PEOPLE**

STEPS H. RICHARDS, with Kudner Agency since 1941, to Communications Counselors Inc., N. Y., as manager of communications services dept.

NATHAN W. ARAM promoted from engineering staff to assistant vice president and chief engineer, Zenith Radio Corp., Chicago. He has been supervisor of tv receiver design.

MIKE MILLER, formerly NBC-TV staff writer, to Jacques Traubee Productions, N. Y., as chief writer and member of board of directors.

HARRY KINZIE JR. promoted from acting to copy chief at Tatham-Laird, Chicago, with responsibilities including radio, tv and all other media.

PETER J. SMITH, formerly NBC manager of Teleales, appointed producer in tv-radio dept. of Bryan Houston, N. Y., with creative responsibilities on programming and commercial production. Before NBC association, Mr. Smith was producer-director, Fuller & Smith & Ross. Also announced today (Aug. 25) at Bryan Houston: PETER KEVESON, formerly vice president-radio tv copy chief, Lennei & Newell, to creative supervisor of Houston's drug division, and CORAL EATON, who had been in charge of radio-tv research at McCann-Erickson's media research department, to Houston as associate director in charge of media analysis.

**WNAX Covers Butler-Alcorn**

WNAX Yankton, S. D., provided its listeners with on-the-spot, live coverage of political debate last Wednesday—held 340 miles from WNAX' home base. Occasion was open debate between Democratic National Chairman Paul Butler and his Republican counterpart Meade Alcorn, held in Aberdeen, S. D. Station flew engineer to Aberdeen in order to carry entire discussion live.

**SPECTRUM STUDY**

Congress should consider formation of joint committee on use of spectrum and allocation early in next session, Sen. Alexander Wiley (R-Wis.) said in introducing into Congressional Record test of editorial in Aug. 18, Broadcasting titled, "Let Congress Do It."

Sen. Wiley, noting editorial proposed joint committee to study spectrum, said "frank editorial . . voices sentiments of a great many thinking leaders of the industry." He said it is "small wonder that broadcasting industry should be rightly concerned about efficient spectrum use and about future possible military pre-emption of existing commercial frequencies." He added he is concerned "with the survival of this country in the atomic age" as member of Senate Foreign Relations Committee.
LOOK WHO GETS THE BIGGEST SLICE IN SACRAMENTO!

SHARE OF AUDIENCE
Sign-On to Sign-Off

KCRA·TV...52.5%

STATION "B"......38.1%
STATION "C"......12.7%

*ARB, May, 1958
Sacramento, California

If you want to sell merchandise, you have to have an audience. KCRA-TV gets a 52.5% share of the Sacramento, California audience, bigger share than two other competing stations combined.

Join the man who came to dinner. Call your Petry man now and check KCRA-TV's lush menu of availabilities.

Represented by
EDWARD PETRY & -CO.

KCRA·TV
Serving 468,370 TV Homes*
*N. C. S. 3 Spring 1958
SACRAMENTO, CALIFORNIA
BASIC 3 CLEAR
NBC AFFILIATE
HIGHWAY

ARB NATIONAL RATING

30.3

29,300,000 VIEWERS EVERY WEEK!

ARB SPECIAL 6-MONTH SURVEY, NOV. '57-APR. '58

BEATS 85% OF ALL NIGHT-TIME NETWORK SHOWS!

ARB NETWORK WEIGHTED AVERAGES NOV. '57-APR. '58
PATROL" STARRING BRODERICK CRAWFORD as head of the Highway Patrol

HISTORY MAKING 4th YEAR OF PRODUCTION!

THE UNQUESTIONED No. 1 SYNDICATED SHOW IN THE U. S. A.!

RATED #1 NATIONALLY 17 Consecutive Months!

PULSE MULTI-MARKET AVG., FEB. '57-JUNE '58

ZIV Television
**The $2.4 Billion WSMpire**

**DOMINANT FOR 33 YEARS**

**WSM**

...FIRST IN EVERY RATED QUARTER HOUR

...SHOWS A 6% INCREASE SINCE 1956

Here's what has happened in 103 County WSMpire in the 17 months since the last Pulse Study was made:

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<tr>
<td>Station B</td>
<td>17</td>
<td>14</td>
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<td>Station D</td>
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<td>Station E</td>
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<td>Station F</td>
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<td>WSM</td>
<td>61</td>
<td>52</td>
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<tr>
<td>Station B</td>
<td>13</td>
<td>18</td>
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<td>Station C</td>
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<td>Station F</td>
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</table>

In the largest single survey ever undertaken Pulse finds that WSM has increased its hold on the 103 County WSMpire by 6%...leads in every rated quarter hour with an average of well over twice the audience of the next Nashville station.

**There is a difference... it's WSM radio**

50,000 watts, Clear Channel, Nashville — Blair Represented, Bob Cooper, General Manager.
OPEN MIKE

Where Ivanov Works

EDITORS

If I had known you were doing the piece about Soviet television [INTERNATIONAL, Aug. 11], I would have sent you the enclosed print. It's a picture of the director of the Moscow Television Studio, Georgi Alexandrovich Ivanov. I took it when I toured the studios early in June.

Frank Stanton
President
CBS Inc., New York

RUSSIAN TV EXECUTIVE IN STUDIO

WTOL-TV, Not WTOD-TV

EDITOR:

AUG. 18 ISSUE CARRIED A STORY AT DEADLINE, WTOL-TV NAMES H-R. SHOULD BE WTOL-TV. ALSO, EDITOR'S NOTE CARRIES SAME MISTAKE. THERE IS A DAYTIMER IN TOLEDO WHOSE CALL LETTERS ARE WTOD.

ROBERT KRIEGHOFF
PROGRAM DIRECTOR
WTOL-AM-TV
TOLEDO

[EDITOR'S NOTE: We goofed at Deadline. Sorry.]

For the Record

EDITOR:

Your Aug. 11 story on the impending WQXR-New York intra-state fm network [NETWORKS, Aug. 11] was of great interest. However, since BROADCASTING is at all times concerned with the accurate transmission of news and other facts, we feel certain you will accept the following comments in the spirit in which they are offered.

1. The Concert Network is owned and operated by Concert Network Inc.

2. The Concert Network is every bit as much of a "full-time operation" as the new organization, in that neither operates around-the-clock (except for our WNCN [FM] New York).

The Concert Network and the new project will not be competitive. We are the only interstate fm network. They are intra-state. An fm advertiser wishing to include...

Bonus Bigger than ever now on Mobile's "one BIG one!"

Nielsen No. 3 Piles Up Still More Points for WKRG-TV in BILLION-PLUS Market

Even though WKRG-TV's new, taller tower had been in use only six weeks when the survey was made, it paid big dividends in the Nielsen Coverage Report (#3) just out.

WKRG-TV increased its lead in every major department. Whether you're buying spots or program time, now you can depend more than ever on WKRG-TV to do ONE BIG JOB for you in the Mid-Gulf Area.

Check these bonuses, and you'll see what we mean:

<table>
<thead>
<tr>
<th>STATION</th>
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<td>157,730</td>
<td>176,850</td>
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<td>Station &quot;A&quot;</td>
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<td>146,600</td>
<td></td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>84,610</td>
<td>104,050</td>
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For availabilities, or a further breakdown on the new Nielsen, call your Avery-Knodel man, or C. P. Persons, Jr., V-P & Gen'l Mgr. of WKRG-TV.

WKRG-TV CIRCULATION BONUSES

For further breakdown:

1. Whether you're buying spots or program time, now you can depend more than ever on WKRG-TV to do ONE BIG JOB for you in the Mid-Gulf Area.

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WHAM! That's the kind of impact the Dodgers have had on Los Angeles, where KMPC's baseball broadcasts reach as much as 20% of all Metropolitan radio homes in a single quarter hour...a big 66% of all sets in use! But KMPC's wide edge on all other Los Angeles stations—half again as much average quarter-hour audience as the next independent, 38% more than the top network outlet—is far more than baseball alone. Even in pre-season months, KMPC's lively combination of first-hand news reporting, mobile-fleet traffic bulletins and music gave the station the greatest number of listeners in Metropolitan Los Angeles. You can still get a selling share of Los Angeles' most effective station. Just call KMPC or AM Radio Sales now!
ZOOM! That’s the way KSFO’s ratings have soared in Metropolitan San Francisco. One reason: Major League Baseball. KSFO’s exclusive broadcasts of the games played by the San Francisco Giants capture as much as 73% of the listening audience...help put KSFO’s total tune-in ahead of the closest competitor by a whopping 58%! / And baseball is only one reason for KSFO’s long lead in audience. Each weekday morning, for example—hours before baseball—KSFO’s Don Sherwood leads off with the biggest audience in San Francisco radio. In fact, in-home or out-of-home, morning, afternoon or evening, weekdays or weekends, KSFO is by far the most listened-to station in the 6-county Bay Area. / For the biggest audience now...and an even better buy ahead, just call KSFO or AM Radio Sales.

KSFO
A GOLDEN WEST BROADCASTERS STATION
She's your favorite type...a high spender. And you're hers, through KOIN-TV on 6, her station in Portland and 30 surrounding Oregon and Washington counties. There are certain intimate details pertaining to her habits which you'd best learn from the enterprising gentlemen of CBS-TV Spot Sales. My, how they love to talk about KOIN-TV.

OPEN MIKE CONTINUED

the New York metropolitan market along with the northeastern portion of the United States (we get mail clear from Montreal) will buy the Concert Network. If he is interested only in New York State coverage, he may well consider the new network.

Lawrence Wynn
General Manager
Concert Network, Inc., Boston

WPOW's There, Too

EDITOR:
Your Aug. 11 issue, page 91, *Aquí Se Habla Ingles* [Programs & Promotions]:

This is to advise that WPOW New York, which programs 20 hours weekly in Spanish, presented *Let's Learn Spanish*—produced by Time and Life—last February three times weekly for 13 weeks, at 5:30 p.m. and *Let's Learn English*—produced by the Spanish-American Institute—five times weekly for 13 weeks at 6:30-6:45 a.m. Both programs were very successful and we plan a repeat in the fall.

In addition, I am enclosing the radio station program listings from El Diario de Nueva York to "set the record straight" on which "New York radio stations allocate a substantial amount of time to Spanish-language broadcasting."

Si Lewis
General Manager
WPOW New York

[EDITOR'S NOTE: Mr. Lewis refers to the story about the WRCA-TV New York English-instruction series. It mentioned WRAL, WHOM and WEVD, all New York, but failed to credit WPOW.]

Ad Touches a Nerve

EDITOR:
Your ad on the bottom of page 117 evokes the remark "It ain't funny, McGee!" If the broom were in the right place he'd still have one hand free.

John Fill
Duke Inn
Elizabeth City, N. C.

P.S. Don't think there aren't employers who expect that much, either.

[EDITOR'S NOTE: Reader Fill was prompted by Broadcasting's classified house ad in the July 28 issue, reproduced here.]
From Caesars Head Mountain, S.C.

WFBC-TV... A GIANT AMONG THE SOUTH’S GREAT MARKETS

WFBC-TV
Population: 2,783,100
Incomes: $3,163,844,000
Retail Sales: $2,337,504,000
Television Homes: 523,830

Population: 1,285,800
Incomes: $1,582,024,000
Retail Sales: $1,134,440,000

Population: 2,275,900
Incomes: $3,419,821,000
Retail Sales: $2,466,048,000

Population: 1,053,800
Incomes: $1,436,034,000
Retail Sales: $1,229,777,000

Population: 1,305,100
Incomes: $2,441,693,000
Retail Sales: $2,243,761,000

DOMINANT IN GREENVILLE, SPARTANBURG & ASHEVILLE

Here’s the new WFBC-TV market... with an increase of 48% in coverage area. Figures shown for Population, Incomes and Retail Sales for WFBC-TV are within its 100 UV/M contour (average radius approximately 100 miles). All other markets are measured within a 100-mile radius. WFBC-TV now dominates 3 metropolitan areas, Greenville and Spartanburg, S.C., and Asheville, N.C., and is truly “The Giant of Southern Skies.”

Ask for Facts About The New WFBC-TV MARKET. Call or write the station or WEED for additional information about WFBC-TV’s great 4-state market in the Southeast.
FLIGHT is aviation’s own saga—authentically dramatized exploits of human achievement in the sky. Each episode is presented by Gen. George Kenney, cooperation of the Air Force. FLIGHT is the dramatic series for which the coming
ordinary men suddenly summoned to super-U. S. A. F., Ret., and produced with the full television season will long be remembered.
Perfect fall programming...

SESAC's BACK-TO-SCHOOL PACKAGE

it's Sandy Bear in Melody Land

26 quarter-hour, sales-boosting children's shows that are both educational and adventure-filled. 150 selections of "the best music in America" from the SESAC Transcribed Library. Special dealer aids available for sponsors. Tops in value and programming for kids of all ages.

only $49.50 complete
SESAC INC.
The Coliseum Tower
10 Columbus Circle
New York 19, N.Y.

"You make a wonderful martini, Lucretia."

IT PAYS TO KNOW THE ANSWERS

BROADCASTING

1735 DeSales Street, N.W., Washington 6, D.C.

IN REVIEW

SHIRLEY TEMPLE'S STORYBOOK

This presentation of Shirley Temple's Storybook had as many elements of the fairy tale possible within the limits of an hour of evening time, less time for the Sealtest commercials. Even so, the story seemed played out by the time the usual ending—and they lived happily ever after—came about.

The "Magic Fishbone" was based on an original story by Charles Dickens. There was no doubting that fact. Inevitably, there was the commercial-house and childless baron in Londontown who fired his aging clerk just before Christmas—and the "clark" with seven children to care for and a widower at that. The fantasy was rather harmless story with the obvious moral tacked on (faith or "wishing" will make it so; nobody gets anything for "nothing" etc. etc.)

This rather pleasant deviation for the viewer into the world of make-believe was full of Dickens-tested ingredients: the fishmonger's boy who loved the princess and went to China in the tea trade to make his fortune, the good fairy "Grand Marina," the seven children all wearing crowns, and good "Papa"—He would not trade his seven children for all the riches of the world. The children's good for one with only said the Grand Marina. A plot well paced but apparently padded, a process, it seems, film can do so easily.

Production costs: Approximately $150,000. Sponsored by John H. Breck Inc., Hill Bros. Coffee Inc. and Sealtest Div. of National Dairy Products Corp., all through N.W. Ayer & Son, on NBC-TV Tuesday, Aug. 19, 8-9 p.m., pre-empting The Investigator.

Production: Henry Jaffe Enterprises Inc., in association with Screen Gems Inc.; producer: Alvin Cooperman; director: Oscar Rudolph; teleplay: Margaret Fitts, based on original story by Charles Dickens; associate producers: Norman Lessing and Shelly Nul; executive consultant: Mitchell Leisen.


SEEN AND HEARD

NBC-TV made the airwaves crackle one morning last week when it let a viewer talk back over the Today show. The viewer was former Congressman F.A. Hartley (R-N.J.), co-author of the Taft-Hartley Act. He called to answer comments on labor legislation made on the program by Robert Kennedy, Senate labor rackets committee counsel. The producers telecast the impromptu debate as it developed between Mr. Kennedy on camera and Mr. Hartley on the telephone line, a bit made possible by the Today format which from 8-9 a.m. does a re-take of the 7-8 a.m. segment. The Kennedy-Hartley debate was a good news job and worthy of the show that consistently makes mornings such an interesting ramble around the world of ideas and matter.
It's the matchless experience in camera tube design that puts RCA-5820's...AHEAD IN LIFE

This is an "inside look" at the famous RCA-5820 Image Orthicon. The design is backed by 25 years of research and manufacturing experience in television camera tubes. RCA originated it. And RCA continues to make improvements in this famous camera tube in accordance with the best tube engineering practice known.

Consider, for example, just a few of the important advantages now incorporated in RCA-5820's MICRO-MESH and SUPER-DYNODE design. These two innovations alone (1) do away with dynode burn, (2) eliminate the need for defocusing to stop mesh pattern and moiré, (3) improve picture-signal output, (4) reduce tube cost per hour of camera operation.

Leader in camera tube development ever since the early days of electronic television, RCA today offers a complete line of TV camera tubes. Your RCA Electron Tube Distributor is "headquarters" for the entire RCA line of camera tubes.
K-NUZ and only K-NUZ delivers the largest purchasing power*

or Adult Spendable Income

Audience in the Houston Market!

* SPECIAL PULSE SURVEY (Apr.-May, 1958) proves
K-NUZ delivers the largest audience with spendable income
or purchasing power in Houston.

NIelsen (June, 1958) proves K-NUZ has the largest adult
audience from 6 AM to 6 PM Monday thru Friday.

Send for a copy of SPECIAL PULSE (Purchasing Power Delivered by
Houston Radio Stations-Apr.-May, 1958)

TO REACH THE PEOPLE WHO BUY IN HOUSTON—

IT'S K-NUZ—

STILL THE LOWEST COST
PER THOUSAND BUY!

National Reps.:
FORJOE & Co. —
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston: Call Dave Morris
JA 3-2551

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TELECASTING

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reporter in 1933 and telecasting® in 1933.

*Reg. U. S. Patent Office
Copyright 1958 by Broadcasting Publications Inc.
We have nothing to hide

The statisticians who work for WMT look like croquet hoops from bending over backwards. It's the relaxed sell we practice, the narrow-shouldered Ivy model statistic we quote. Always whisper, never shout is our modus operandi.

Anytime we mention a figure, we first have our head examined, then clear it with our national reps, the Katz Agency (the statistic, we mean).

It's too hot for writing letters to New York so we're just going to rare back and promulgate this one on our own:

Iowa farm cash receipts are up 17% for the first five months of this year (over a very good 1957). On July 1, Iowa farmers had 1,189,000 head of cattle on feed, up 14% over last year. Cattle prices are high. Hog prices are high. The industrial side of our balanced economy is equally heady. Farm machinery is clanking happily; food processing plants are loosening their belts. Local building construction is running at a new all-time high.

Forsooth, this is verily a hot market, and WMT-TV (mail address Cedar Rapids) (CBS Television for Eastern Iowa) is its cynosure.

* Acknowledgments of orders are different.
17.8 A.R.B.?
Yes, and fifth

Other Official Films available for strip programming: Star Performance, formerly Four Star Playhouse - 153 programs
Cross Current/Dateline Europe/Overseas Adventure/formerly Foreign Intrigue - 156 programs
American Legend - 80 programs
TROUBLE WITH FATHER

Still out-rating top network, local and syndicated shows—even in fourth and fifth runs—Stu Erwin’s “TROUBLE WITH FATHER” proves strip programming is successful programming. 109 stations in every type of market have run these 130 films for leading national and regional sponsors.

Ratings prove “Trouble With Father” is still Number 1.

In Indianapolis, “TROUBLE WITH FATHER”, in its fifth run, seen at 4:30 PM, pulled a rating of 17.8 against “Do You Trust Your Wife?” with 4.9 and “Movie Time” with 4.8. In Huntington-Charleston, West Virginia, seen at 9:30 AM, “TROUBLE WITH FATHER”, in its third run, chalked up a rating of 12.3 against “The Morning Show” with 5.1.

Sponsors prove “Trouble With Father” is a Number 1 Buy!

High ratings and tremendous appeal for every member of the family have made “TROUBLE WITH FATHER” a resounding success. These are some typical sponsors:

- Beech-Nut Life Savers, Inc.
- The Bon Ami Company
- Brown and Williamson Tobacco Corp.
- Continental Baking Co., Inc.
- The Procter and Gamble Co.
- Standard Brands Incorporated
- Whitehall Pharmacal Company

Produced by Hal Roach, Jr. • A Roland Reed Production
OUR RESPECTS

to Edwin Kirk Wheeler

Spring brought a new perspective on living and learning this year to Edwin K. Wheeler, general manager of radio and television for the Detroit News. A privileged broadcaster, he had been chosen by his organization to participate in the Harvard Advanced Management Program. He studied with 150 other management representatives on the three-month "sabbatical study leave."

The routine became a familiar one—up at 7 a.m., first class at 8:45, a 45-minute coffee break, more classes, lunch, group discussions in the late afternoon and early evening and then dinner—six days a week, for 13 weeks, from February through May. And maybe explore the Boston area on weekends, or home to Detroit for a brief visit.

"It gave him an opportunity to meet and talk with management men in varied other fields and he feels it was most helpful in rounding his abilities as a broadcast administrator," Don DeGroot, assistant general manager of WWJ and WWJ-TV reports in discussing the boss' return to the stations. What's more, Mr. DeGroot adds, it gave Ed Wheeler more ammunition for his personal "believability" concept that has become the trademark of the stations' operation.

No one who knows Mr. Wheeler at all would doubt he'd carry this same approach—described by one colleague as "intensive drive and brisk accomplishment of goals." An acknowledged specialist in labor relations, he took courses on business policy, business and society, cost and financial administration, marketing administration, administrative practices and labor relations.

Mr. Wheeler's personal credo of advertising, according to business associates and staff members, encompasses integrity of the advertiser, quality of product, value of services and validity of client claims and is acknowledged to run through the whole organization of WWJ and WWJ-TV. It's a philosophy that has worn well during a managerial tenure that started 16 years ago at WWJ, became fused into the newspaper side and spilled back over into tv. Last November Ed Wheeler was "old-enough" (20 years in radio) to become eligible for the Broadcast Pioneers Club.

A native Detroider (born Nov. 23, 1908), young Ed attended local public schools and recalls an early identification with the Detroit News as a delivery boy. He advanced his education with night extension courses at Wayne U. and the U. of Michigan in speech, semantics, journalism, advertising and radio.

Edwin Kirk Wheeler started his business career in sales promotion at the U.S. Rubber Co. in 1926 and 11 years later joined the sales department of WWJ (via a classified advertisement in the Detroit News). He was appointed manager of W45D, now WWJ-FM, and was among the first to become active in industry fm affairs. He became assistant general manager of WWJ in 1942. During World War II he served as liaison with government agencies and civic groups, supervised programming and handled station promotion, public relations and publicity.

Television came to Detroit March 4, 1947, and Mr. Wheeler added WWJ-TV to his responsibilities as assistant general manager. He also was assigned by the News to handle labor relations and contract negotiations for WWJ and WWJ-TV. His achievements proved so valuable the News pulled him over to the print side as business manager in 1949 ("The newspaper had twice as many unions as the broadcast properties," he recalls). He returned to WWJ and WWJ-TV as general manager in 1952.

Mr. Wheeler's growing stature in the industry won him other assignments: membership on NAB's labor relations advisory committee, a two-year term as secretary-treasurer of the NBC-TV Affiliates Committee and membership on the NBC Radio Affiliates program committee.

In this highly-competitive market, national spot is up 20% on WWJ-TV and radio is more than holding its own, says Ed Wheeler, who cites this as a vindication of certain convictions: (1) "We have strongly insisted on publishing and maintaining rate cards; (2) we've shunned a rubber stamp for an acquaintance specialist in labor relations; (3) we've adopted a more secure policy of triple-spotting...we tell them we have never done it anyway."

Mr. Wheeler "raided" NBC on Aug. 10, 1953, for the hand of Mary Jo Peterson, a network actress from New York and Madison, Wis. Mr. Wheeler is a non-resident member of the New York Radio & Television Executives Club and charter member of the Society of Television Pioneers. In community affairs, he is a director of the Detroit Airdock Club and belongs to the Detroit Economic Club's advisory board, Detroit United Foundation's board, Detroit Housing Center's board, Junior Achievement of Southeastern Michigan's advisory board and the mayor's Detroit Tomorrow Committee. He likes spectator sports and is a voracious reader.
To call your signals for BIGGEST results in Detroit...
this ALL-AMERICAN BACKFIELD will make you a winner on

WKMH
DETOUR'S DOMINANT SPORTS STATION

Van Patrick
WKMH Sports Director
"Van" is known coast to coast for his play-by-play coverage of all Detroit Tiger and Detroit Lions games plus the University of Michigan football games. Does 15 minute Sports Show Monday through Saturday, 6:30 p.m.

Robin Seymour
"Bobbin with Robin"
One of Michigan's most popular D.J.'s., ROBIN programs music weekdays 3 to 7 p.m., Sundays 3 to 6 p.m. Has a tremendous and loyal following.

Marty McNeely
"Marty's Morning Beat"
This brand new show from 6 to 10 a.m. Mon. thru Sat. features sparkling wake-up music... interviews with famous stars... is geared to Detroit on the move.

"Trader Bob"
Globe Trotting Raconteur
Originating nightly from the penthouse of the Sheraton-Cadillac, 8 p.m. to 1 a.m. "Trader Bob" intersperses his music with entertaining remarks about his travels.

New faces... new features... a new studio atop the Sheraton-Cadillac Hotel in downtown Detroit... give a new look to Detroit's dominant sports station. Advertisers who KNOW use the KNORR network. It's your best buy in the rich Detroit market.

Save up to 15% by using 2 or more of these powerful stations

Knorr Broadcasting Corp.
Fred A. Knorr, Pres.
Represented by Headley-Reed
In the Syracuse Market

WSYR COVERS

*80% MORE RADIO HOMES

Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds $2½ billion annually. There's another . . . even more important . . . reason why WSYR is far and away the leading station in one of America's truly important markets:

Quality Programming Delivers

The Responsive Audience

WSYR attracts the adult, able-to-buy audience by maintaining a high standard of quality performance, by professional performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

*Nielsen Coverage Service No. 2

Represented Nationally By

THE HENRY I. CHRISTAL COMPANY

NBC in Central New York

WSYR

5 KW • SYRACUSE, N. Y. • 570 KC
MEASURING TV, A MASSIVE MEDIUM

- Its mass is weighed by new Nielsen Coverage Service
- Its heartbeats will be recorded by new Arbitron
- Its uhf struggles are described in special analysis

Television is getting a new payload of statistical selling and buying tools and a new program-ratings system this week.

The new buying and selling implements consist of the massive results of Nielsen Coverage Service No. 3—the first nationwide, county-by-county updating of U. S. television station coverage since 1956. It shows whopping growth.

The new tv ratings service is American Research Bureau's Arbitron instant-ratings system. Hampered by technical installation problems that delayed its scheduled January start, Arbitron is now set to go in New York. Officials say free sample reports, initiated a week ago, will continue this week and commercial operation will start next Monday (Sept. 1). They say their seven-city network report via the instantaneous technique will follow shortly.

The NCS 3 reports, final tabulations of which were to be mailed to subscribers last week and this, spell out average daily, weekly and monthly coverage of all "reportable" stations, daytime and nighttime separately. Releasing highlights last week, Nielsen officials called it their "largest coverage service."

The highlights showed marked advances in such areas as gross monthly circulation of U. S. stations, number of stations available to and used by television audiences, set saturation and number of "reportable" stations.

In a companion study, prepared especially for Broadcasting, the Nielsen organization also analyzed uhf audience developments in a number of sample markets—some mixed, some uhf-only. Although growth patterns varied from market to market, it showed a noticeable failure of uhf home usage to keep pace with overall tv growth in most of the mixed markets studied.

What NCS 3 shows

A steady pattern of growth was shown for television in new facts and figures released by the A. C. Nielsen Co. last week.

Made public as the firm started distribution of final tabulations of Nielsen Coverage Service No. 3 to its subscribers, highlights of that study included:

- Gross monthly circulation of U. S. television stations is 152,840,000 homes—up more than 10.4 million in two years.
- The average tv home tunes three to four stations regularly. The one-channel market is "a thing of the past."
- "Reportable" tv stations—those tuned at least once a month by at least 10% of all homes in a county—have increased by 14% since 1956, rising from 441 to 505. If stations that have changed channels are counted as new stations the increase is 17%, from 431 to 505.
- The 505 stations serve 42.4 million different tv homes.
- Tv set saturation has risen from 72.8% of all homes in 1956 to 83.9% in 1958.
- A total of 36 stations have monthly circulations exceeding one million homes, as compared to 29 such stations in 1956. The number with circulations below 250,000 is higher now than then (349 vs. 324), but as a percentage of all tv stations it is smaller (69% against 73%).
- A total of 45 states have gained new television service since 1956. Average gain per state: 3.5 stations. The average state gets service from 22 stations, up 19% since 1956, with more than half of this service originating at out-of-state stations.
- These highlights from NCS 3 were released by John K. Churchill, vice president, and other Nielsen officials at a news conference in New York last Wednesday. The 1958-vs.-1956 comparisons relate to NCS 3, conducted last spring, and NCS 2, conducted in spring 1956.

Mr. Churchill said final tabulations of NCS 3 were being mailed to subscribers last week and this. He said agency subscribers would receive their material this week.

The 152.8 million gross monthly circulation for U. S. tv stations reflects a total monthly reach of 10.4 million homes for post-1956 stations. But total circulation has gained a lot more than 10.4 million since 1956. In the 1956 NCS 2 study no total gross circulation figures were computed. Therefore the measurement of 1956 stations' circulation in 1958—totaling 142,386,000 homes—gives those stations the benefit of almost seven million homes that have acquired tv since 1956. The 1956 stations' circulation has grown a lot more than 10.4 million since 1956.

- Arbitron in action.... page 32
- The uhf audience.... page 34
Instant ratings—ready to go

The Arbitron tv instant-ratings service is all set to go commercial in New York Sept. 1 [CLOSED CIRCUIT, Aug. 18]. Director James W. Seiler of American Research Bureau, initiator and operator of the Arbitron system, said the New York sample should be at the commercial level this week and that free copies will be distributed until Sept. 1.

He also expected the Arbitron seven-city network ratings—called the multi-market network report—to be in operation about a week later. This will compile ratings on network programs simultaneously in Chicago, Philadelphia, Detroit, Cleveland, Baltimore and Washington in addition to New York. The Arbitron local service in Chicago is expected to be ready within a few weeks and local service in Los Angeles in about three months, Mr. Seiler reported.

Specialty equipped home sets are linked to a central office by telephone lines permit the instantaneous recording of ratings, via electronic computers, in the Arbitron system [ADVERTISERS & AGENCIES, Dec. 23, 9, 1957]. In the New York central office the local ratings are shown continuously in lights on a huge board (see pictures), as well as in permanent form as recorded every 90 seconds.

The New York service, originally set to start last January, has been delayed by difficulties in getting the telephone-line arrangements working satisfactorily. Officials said last week, however, that the New York sample would be up to commercial level this week—about 225 homes linked out of an sample of 300.

They said the seven-city service would eventually have 600 homes linked and probably would go commercial when the sample reaches 500. The Chicago local installation now has about one-half of the planned 225 homes connected and plans are to be put on a commercial basis when the figure passes 150.

The Arbitron homes, ARB officials report, were selected by the most accurate statistical method possible. They have estimated, for example, that in New York an Arbitron rating of 10 would come within 1% of the actual tune-in for the entire New York area.

In New York, samples of the local service were distributed free last week to some 1,000 to 1,200 advertiser, agency and station executives. The free distribution will continue until Sept. 1; then reports will go only to subscribers.

Agency subscribers—who officials said include 44 of the top 50 agencies—will get the daily reports as a substitute for the ARB diary reports at no additional charge for the present. Station subscription prices will range from $2,700 a month for the station with the highest hourly rate, down to about $800 a month for the station with the lowest rate. ARB officials said a number of stations had wanted to subscribe earlier but that ARB did not want to sign any until the service was set to go commercial.

What NCS 3 shows continued

The study also showed that 67.8% of the homes in rural counties own television sets. These represent 13.1% of all tv homes. In 1956, 51.4% of rural-county homes were tv equipped, representing 11.8% of all tv homes.

In metropolitan counties tv ownership has gone from 83.9% to 90.9% since 1956. In other large counties it has risen from 77.9% to 87.9%, and in medium counties from 63.1% to 78.6%.

Texas leads all the other states in terms of increased service since 1956. Twelve additional stations now are seen in the state, bringing its total to 52 (of which 41 are located in Texas). Pennsylvania picked up only one new service, but ranks next to Texas in total services available—51 (of which 21, three fewer than in 1956, originate within its borders).

Delaware, Louisiana and New Jersey lost one service apiece between 1956 and 1958, while Michigan and the District of Columbia showed no change. New Jersey remains the only state without a television transmitter within its borders (but it receives service from 11 outside stations).

The 505 “reportable” stations found in the survey compare with 508 shown by FCC records to be on the air the first of March, at approximately the same time the Nielsen survey was made. This would indicate that three stations were not tuned at least once a month by as many as 10% of all the homes in any county.

In releasing data from NCS 3, Mr. Churchill called the study the most extensive tv coverage measurement yet conducted. He said information was compiled from more than 200,000 homes—some 50,000 more than the Nielsen company's original minimum goal. The study was sponsored by the three tv networks, more than 40 top agencies and advertisers and approximately 125 stations.

Unlike NCS 2, the new project did not cover radio. But Mr. Churchill said he could not really disagree with radio broadcasters generally in their feeling they were not "ready" for another nationwide coverage study at this time, only two years after the
8:06 p.m.: Station break is past, new programs have started and Sugarfoot, going into its second half-hour, takes commanding lead. WRCA-TV has lost ground with Shirley Temple Storybook, WCBS-TV is holding its own with Mr. Adams and Eve.

8:20 p.m.: Sugarfoot has lost its big edge but still leads. WOR-TV, whose 90-minute Million Dollar Movie ("Five Came Back") is now 50 minutes along, is maintaining improvement it showed earlier, and WPIX (TV) is holding its Yankee baseball audience.

8:27 p.m.: WABC-TV and WRCA-TV are almost neck and neck, WCBS-TV has dropped back slightly. WOR-TV's Million Dollar Movie although in mid-picture, is beginning to move up. WPIX has added a few baseball fans, WNTA-TV, showing Wrestling from Texas, 8-9 p.m., varied little in rating.

8:33 p.m.: Programs have changed, and it's a new picture again. WCBS-TV is out front with Keep Talking, WRCA-TV and Shirley Temple are close second, WABC-TV is third with Wyatt Earp. WPIX's baseball audience is still growing. WABD (TV) is moving up with City Assignment. WNTA-TV holds own.

last one. He pointed out that tv, a much newer medium, had grown rapidly in two years while radio, older and more entrenched, could not expect such big strides.

Mr. Churchill also stressed that NCS coverage figures "can be used with, but do not replace Nielsen's market-by-market Station Index ratings. Ratings and coverage are related very much the way that weather and climate are related.

"Weather is the specific condition hour by hour and day by day, like a rating, it changes. Climate is the sum total of all the weather over long time periods. Like coverage it's the composite of many days, weeks and months.

"Coverage is an appraisal of daily, weekly or monthly tune-ins (daytime vs. nighttime) to a station, based upon county-by-county samplings. Coverage is similar to the circulation of magazines and newspapers and does not pinpoint station or network audiences at a specific quarter-hour or for a particular program as does a rating."

He cited eight "primary uses" of coverage data:

1. By stations and networks, for aid in determining equitable rates—related to audience circulations.

2. By stations and networks, in determining selection of affiliations with major extension of territory served.

3. By agencies and advertisers, to select facilities capable of matching their product distribution needs or dealer territorial requirements.

4. By agencies and advertisers, to allocate facilities costs against sales or other areas in proportion to overall reach of facilities used.

5. By buyers and sellers alike in determining areas for productive promotion and/or tie-in advertising.

6. By audience researchers, to determine productive areas for additional research—by programs or audience characteristics.

7. By all subscribers to determine areas of relative strength or weakness within a station coverage pattern or between competitive patterns.

8. By engineers (and others) to analyze co-channel and adjacent channel interference or interference-free areas."

How uhf circulation is affected by vhf or uhf-only competition

What happens to the uhf audience when a vhf station moves into what had been an all-u market? Does it continue to grow, or does it level off—or slide back? How does its movement—whatever the direction—stack up against uhf viewing in markets that remain all-u?

These questions have bothered advertisers and agencies, along with station operators, since the beginning of intermittence. In terms of specific programs they have been answered by ratings, but now—for the first time—it is possible to answer them on the broader basis of overall station coverage and levels of actual usage.

These answers become available through a comparison of A. C. Nielsen Co.'s NCS 3 data, now being released to subscribers (see page 31), with similar findings in NCS 2, conducted in 1956.

To give a before-and-after glimpse of uhf, Henry Rahmel, general manager of the Nielsen Television Index Division, released to Broadcasting the 1958-1956 findings in a number of sample markets, some mixed and some uhf-only.

These sample shows one reasonably clear trend in long-range audience reaction to the introduction of a v into a u market: When a non-uhf was mixed, the growth in uhf user homes—homes watching uhf at least once a month—does not keep pace with the growth in total tv homes.

Even this conclusion must be stated as a generalization, because in one mixed market "uhf user homes" increased just a bit more (on a percentage basis, not numerically) than total tv homes—and in one uhf-only market the percentage rate of uhf growth lagged a bit behind the growth in all tv homes. (Among the sample markets, even those without a vhf station can receive some vhf signals from "outside." In only one of six instances, however, did the gain in uhf user homes exceed the gain in tv homes on a numerical basis. The exception: Springfield-Greenfield, Mass. This is possible because Nielsen measures uhf usage, not uhf ownership; thus it would be possible for uhf usage to show an increase even if no new sets were installed.

Despite the failure of uhf to grow pace with tv generally, it should be noted that in every market in the sample that Nielsen provided to Broadcasting, uhf user homes were substantially higher than in 1956. This is not true in the U. S. as a whole, where the total number of uhf stations has fallen off since 1956. Nielsen released figures a fortnight ago showing that the nation's uhf user homes had dropped 8%, from 3,864,560 in 1956 to 3,563,960 in 1958 [ Stations, Aug. 11].

A market by market, here is how uhf has fared since 1956 in the sample markets. Coverage data is from Nielsen; station information from Broadcasting's records. (For details, see accompanying tables.)

Fresno, Calif. This market has three stations, two uhf and one v. The u's, ch. 47 KJEO and ch. 24 KMJ-TV, started in 1953. The v, ch. 12 KFRE-TV, started in May 1956, too late for the NCS measurement that year. Thus the Fresno data presents the picture of a market which for two years now has been mixed. In these two years, what has happened?

The number of "reportable" uhf counties (those where at least 10% of all homes watch uhf at least once a month) is unchanged, seven. The number of counties where home usage is maximum—that is, where 80 to 100% of all homes use uhf at least once a month—has dropped from six to five, but there is one new county in the 50.79% bracket and one in the minimum 10-24% group. The number of television homes in these seven counties has risen 34.9%, while the number of uhf user homes has gained almost one-third less, or 24.9%. Yet the number of homes using uhf has increased by almost 50,000 (Total tv homes have increased 70,000.)

Hartford-New Britain, Conn. Here again there are two pre-1956 uhf stations (ch. 18 WHCT, started in 1954, and ch. 30 WNBC, started in 1953) and one post-1956 v, ch. 3 WTIC-TV, started in 1957). The u's are both network-owned.

In this case the number of reportable uhf counties has increased from six to seven, with three in each year having 80 to 100% of their respective homes classified as uhf users. The only difference in the county classification is that in 1958 two counties instead of one fall into the 10-24% group.

The number of uhf user homes in the area has increased from 256,400 to 318,230, but this 24.1% gain in uhf is only half as large as the 48.8% increase in tv homes generally (up from 252,790 to 484,860).

Norfolk, Va. Here two v's are battling two v's, but once more the u's were there first. Ch. 15 WVEC-TV and ch. 27 WTVT-TV started within a few weeks of each other in 1953. Ch. 3 WTER-TV and ch. 10 WAVY-TV both commenced since the 1956 NCS study.

In this case the number of reportable uhf counties has dropped from 11 to 8—but the number of uhf user homes not only has increased, but has done so at a faster rate—percentage wise, not numerically—than total tv homes. UHF user homes have gone from 85,670 to 99,970 for a gain of 16.7%, while total tv homes have risen from 175,890 to 203,210 for a gain of 15.5%. Just under half of all tv homes in the area are classified as uhf users.

Elkhart-South Bend, Ind. This is a market where the only vhf service comes from outside. At the uhf stations dates back before the NCS 2 survey, but two of them were using other channels then. WSBT-TV and WSJV (TV) have both moved to chs. 22 and 28 since 1956.

WNDU-TV has been on the air on ch. 16 since mid-1955.

Although the market has no uhf station, the number of reportable uhf counties has dropped from 14 to 12. The two lost counties, however, were just above minimum reporting standards in 1956, so this loss cannot be considered significant. The number of uhf user homes has climbed 11.8% from 128,870 to 144,130 while total tv homes have increased 10% (180,510 to 198,530.)

Springfield-Greenfield, Mass. This market study shows the effect (at least in this one instance) of adding a uhf satellite to an all-u market. Ch. 22 WWLP (TV) and ch. 40 WHYN-TV commenced operations in 1959; WWLP added a satellite on ch. 32 in mid-1957.

The number of reportable uhf counties has not changed—six in each survey. One county has slipped in its home-usage level. Even so, the number of uhf user homes has grown by 17.5% (from 327,790 to 392,860) as compared to a 12.4% increase in total tv homes (309,780 to 349,900).

Fort Wayne, Ind. Here is a three-station uhf market. Ch. 15 WANE-TV and ch. 33 WKJG-TV have been competing since pre-1956, and ch. 21 WPTA (TV) has come on in nearby Roanoke., Ind., since 1956. The uhf counties has grown from 23 to 24, but the number of uhf user homes has not quite kept pace with the growth in total homes. Total tv homes are up 21.2% (206,740 to 250,630) while uhf user homes are up 20.6% (173,850 to 209,580).

Signal isn't everything

It takes more than signal strength to build a television audience. To make this point, A. C. Nielsen Co. cited a case taken from its new NCS 3 studies.

Without naming stations involved, Nielsen vice president John Churchill said: "A new and an established uhf station both serve several counties in common. Much of their programming is identical, and their signal enters the common counties from different directions—a differential of 90 degrees.

"Engineers would say that both stations have equal and adequate signals in both counties, but to make full use of the uhf station, the typical tv home in these areas would have to do some, or perhaps all, of the following:

"Discover the new station accidentally, or as a result of promotion, at a point on the drive randomly. 'Old friend' and stop viewing the established station; rotate their antenna 90 degrees to face the new station rather than the established one; increase the high-band efficiency of their antenna, since all television stations in the area prior to the new station used the lower channels."

"By spring of 1958, after almost a year of operation, in county A the new station had three-quarters of the coverage of the established station. In county B it reached less than one-quarter as many homes as are served by the established station."

This example demonstrates that the ability to serve a home with reportable signal is often but the first step in building an audience."
### Gross monthly circulation of all reportable stations

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Stations</th>
<th>U.S. TV Home</th>
<th>1958 “Homes Reached”</th>
<th>Per U.S. TV Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956 Reportable Stations</td>
<td>142,386,000</td>
<td>3.38</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newly Reportable Stations ('58)</td>
<td>10,456,000</td>
<td>.23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1958 Total</td>
<td>152,840,000</td>
<td>3.61</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Number of stations by size of monthly circulation

<table>
<thead>
<tr>
<th>Size of Monthly Circulation</th>
<th>Number of Counties</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 1,000,000 circ.</td>
<td>29</td>
<td>7</td>
<td>26</td>
<td>14</td>
<td>51</td>
</tr>
<tr>
<td>500,000-1,000,000</td>
<td>27</td>
<td>6</td>
<td>34</td>
<td>14</td>
<td>51</td>
</tr>
<tr>
<td>250,000-500,000</td>
<td>61</td>
<td>14</td>
<td>86</td>
<td>17</td>
<td>100</td>
</tr>
<tr>
<td>Under 250,000</td>
<td>324</td>
<td>73</td>
<td>249</td>
<td>69</td>
<td>100</td>
</tr>
<tr>
<td>Total reportable stations</td>
<td>441</td>
<td>100%</td>
<td>505</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

### Penetration of TV in average counties of various sizes

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Counties</th>
<th>Size</th>
<th>Reportable Stations</th>
<th>Stations Used Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>1958</td>
<td>77</td>
<td>240</td>
<td>4.7</td>
<td>3.9 1.9 2.2 2.2</td>
</tr>
<tr>
<td></td>
<td>317</td>
<td>508</td>
<td>4.2</td>
<td>4.1 1.7 1.7 2.4</td>
</tr>
<tr>
<td></td>
<td>2,248</td>
<td>673</td>
<td>3.9</td>
<td>1.1 1.2 2.4 3.5</td>
</tr>
<tr>
<td></td>
<td>3,073</td>
<td>1,027</td>
<td>4.0</td>
<td>3.5 2.4 2.7 3.5</td>
</tr>
</tbody>
</table>

Note: The above table is based on the average county situation, not the average home weighted by population. Thus, these figures need not check out with the average home data from NTI. This is deliberate.

### The UHF Audience: Two-Year History

#### Fresno, Calif.

**Reportable UHF Counties**
- Total by UHF home usage
  - 10-25-50-80: 24% 49% 79% 100%
  - 12
  - 9
  - 6
  - 4

**Reportable UHF Audience**
- Total TV homes
  - UHF homes in user area
  - UHF homes in total
  - 201,020 172,330 51.9
  - +34.9 +24.9

- % Change
  - 52%

**Note:** Counties where at least 10% of total homes are UHF user-homes.

#### Hartford, Conn.

**Reportable UHF Counties**
- Total by UHF home usage
  - 10-25-50-80: 24% 49% 79% 100%
  - 9
  - 6
  - 2
  - 1

**Reportable UHF Audience**
- Total TV homes
  - UHF homes in user area
  - UHF homes in total
  - 325,790 256,400 78.2
  - +48.9 +24.9

- % Change
  - 10%

**Note:** Counties where at least 10% of total homes are UHF user-homes.

#### Norfolk, Va.

**Reportable UHF Counties**
- Total by UHF home usage
  - 10-25-50-80: 24% 49% 79% 100%
  - 9
  - 4
  - 8
  - 2

**Reportable UHF Audience**
- Total TV homes
  - UHF homes in user area
  - UHF homes in total
  - 175,890 103,670 59.4
  - +41.5 +16.7

- % Change
  - 10%

**Note:** Counties where at least 10% of total homes are UHF user-homes.

#### South Bend, Ind.

**Reportable UHF Counties**
- Total by UHF home usage
  - 10-25-50-80: 24% 49% 79% 100%
  - 5
  - 4
  - 3
  - 1

**Reportable UHF Audience**
- Total TV homes
  - UHF homes in user area
  - UHF homes in total
  - 180,510 128,870 71.5
  - +10.0 +11.8

- % Change
  - 52%

**Note:** Counties where at least 10% of total homes are UHF user-homes.

#### Springfield, Mass.

**Reportable UHF Counties**
- Total by UHF home usage
  - 10-25-50-80: 24% 49% 79% 100%
  - 6
  - 4
  - 3
  - 1

**Reportable UHF Audience**
- Total TV homes
  - UHF homes in user area
  - UHF homes in total
  - 309,780 257,900 82.6
  - +12.4 +17.5

- % Change
  - 52%

**Note:** Counties where at least 10% of total homes are UHF user-homes.

#### Fort Wayne, Ind.

**Reportable UHF Counties**
- Total by UHF home usage
  - 10-25-50-80: 24% 49% 79% 100%
  - 7
  - 6
  - 3
  - 2

**Reportable UHF Audience**
- Total TV homes
  - UHF homes in user area
  - UHF homes in total
  - 106,740 74,850 69.4
  - +21.2 +9.5

- % Change
  - 52%

**Note:** Counties where at least 10% of total homes are UHF user-homes.

---

**Source:** Broadcasting, August 25, 1958, Page 35
SPOT TV SOARS TO NEW RECORD

- Gain of 9.4% recorded during second quarter, Tvb finds
- Procter & Gamble far in lead with Lever ranking next

Advertisers spent $130,353,000 for spot television time during the second quarter of 1958, nearly 10% more than the same period in 1957.

The gain is shown in compilations of spot totals released today (Aug. 25) by Television Bureau of Advertising. Tvb President Norman E. Cash said the total represented the highest quarterly figure in spot tv history.

A week ago, Tvb released the total network tv time expenditures of advertisers for the second quarter. That total was $139,338,596 (Advertisers & Agencies, Aug. 18). First quarter tv network and spot total was $262,766,116, bringing the combined network-spot total for the first six months to $532,457,712.

The network figures are compiled for Tvb by Leading National Advertisers and Broadcast Advertisers Report; the spot figures by N. C. Rorbaugh Co. All figures are gross time expenditures.

Mr. Cash said the analysis of the 275 stations reporting in the second quarters of last year and this year showed an increase of 9.4% in spot tv expenditures for those stations. (The estimated advertiser expenditure for the first quarter of this year reflected reports from 29 stations and represented a 9.7% increase over the same period last year.)

In the spot tv breakdown for the quarter, Procter & Gamble was in first place with $8,454,700 (for that quarter in network, P & G had hit $13,057,882). Lever Bros. was in second place in the spot tv listing for the quarter, moving up from $2,011,200 spent in the second quarter last year to $4,636,800 in the second quarter of 1958, Colgate-Palmolive moved up from $4,180,400. Eighteen advertisers spent over $1 million in spot tv during the second quarter.

There were eight advertisers in the top 10 spot spenders for the first time in any quarter: Blatz Brewing Co., Canada Dry Co., Bottlers, Frenchette Co., Gulf Oil Corp., Hoffman Beverage Co., Bottlers, S. C. Johnson & Son, Jacob Ruppert Brewery and Sun Oil Co.

Categories showing percentage increases the second quarter of this year compared with the same period of a year ago: ale, beer and wine up 15%; dental products 173%; houseware and dinnerware, 128%; hardware, 23%; foods, 128%; furniture, 15%; household laundry products 78%; sporting goods, bicycles, toys 179%.

Among the spot advertisers appearing in the top 100 in the second quarter of 1958 which increased their expenditures materially compared to the same quarter 1957 were: Adell Palmolive, which increased its spending $732,500; American Home Products from $850,000 to $1,880,500; Bristol-Myers Co., from $409,400 to $732,500; Colgate-Palmolive Co., from $1,777,800 to $4,180,400; Drug Research Corp., from $8,800 to $717,200; General Mills, from $119,200 to $713,800; Andrew Jergens Co., from $45,600 to $965,200; Lever Brothers Co., from $2,011,200 to $4,636,800; Parker Pen Co., from $109,600 to $404,500; Procter & Gamble Co., from $5,189,900 to $8,454,700; Safeway Stores, Inc., from $243,100 to $336,000; Salada-Shirreff-Horsey from $155,900 to $404,500; Standard Brands, Inc., from $286,700 to $967,600; Ward Baking Co., from $21,000 to $484,600.

PRODUCT SPENDING

2nd QUARTER 1958—Estimated Expenditures of National and Regional Spot Television Advertisers by Product Classification:

AGRICULTURE $289,000
FEEDS, MEALS 169,000
MISCELLANEOUS 120,000

A. C. E. & WINE 11,603,000
BEER & ALE 10,746,000
WINE 857,000

AMUSEMENTS, ENTERTAINMENT 168,000
AUTOMOTIVE 1,915,000
ANTI-FREEZE —
BATTERIES —
CARS 917,000
CARS & TRUCKS 541,000
TRUCKS & TRAILERS 37,000
MISCELLANEOUS ACCESSORIES & SUPPLIES 420,000

CONTINUED on page 39
They’re All Listening to AP News

(Mats are available to AP members on request)
The United States of America has never won a war with professional soldiers.

When the call to arms is sounded, it is answered by the butcher, the baker, the errand boy, the teacher, the advertising executive—the CITIZEN SOLDIER.

Now for the first time, a new television series glorifying the heroic exploits of the American soldier has been filmed on actual battle fields in Europe, with the full cooperation of the Department of Defense and the Department of the Army.

Your audience? The more than 22,000,000 CITIZEN SOLDIERS of world war I and II and the 170,000,000 relatives and friends—the CITIZEN BUYERS.

ALREADY SOLD TO SUCH BLUE-CHIP ADVERTISERS AS . . .

Joseph Schlitz Brewing Company • Conoco Oil Company • Midland Federal Savings & Loan Assn.

and in addition . . .

WNIB Chicago • WTCN Minneapolis • KONO San Antonio • WZEA Denver

WNDE Boston • WLW1 Indianapolis • WTAE Pittsburgh • KLOP Salt Lake City

WISN Milwaukee • WCVT Miami • WBAL Baltimore • KOAT Albuquerque

WTCI Hartford • WPAA Dallas • WTOP Washington • KOLD Tucson

KING Seattle • KELP El Paso • WBRE Wilkes-Barre • KPHO Phoenix

KRMY Spokane • KVII Amarillo • KTNT Los Angeles • KRRE Fresno

FLAMINGO TELEFILM SALES CO. 509 Madison Ave., N.Y.C. • MU-8-4800
1,130,000
1,277,000
175,000
712,000
6,000
72,000
2,984,000
2,377,000
552,000
50,000
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7,648,000
7,145,000
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3,771,000
26,000
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232,000
12,545,000
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1,141,000
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1,650,000
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3,479,000
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32,255,000
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6,893,000
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1,908,000
1,280,000
1,717,000
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1,409,000
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2,357,000
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8,177,000
623,000
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278,000
220,000
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$130,353,000

**Dodge, Plymouth Plan To Continue Radio, TV**

Though the Chrysler Corp. is revamping its broadcast strategy for Dodge and Plymouth automobiles for the 1958-59 season, indications last week were that radio-tv would not suffer in the process.

The major change, it was learned, centers around the dropping by Dodge of half-sponsorship of the one-hour Monday night program carried on ABC-TV last season under the title of *Top Tunes and New Talents*, featuring Lawrence Welk. Dodge will continue with the one-hour *Lawrence Welk Show* on Saturday night on ABC-TV. Spokesmen for the company's agency, Grant Adv., Detroit, declined to list media plans at this time but another source said Dodge plans to step up its radio-tv spot effort to take up the slack caused by the withdrawal from *Top Tunes and New Talent* thus obviating a cut in the radio-tv budget.

For 1957-58, Dodge had allocated about $21 million to all media, with tv and radio garnering about 53% of the budget. It has been acknowledged by the agency that since unit sales did not approach a pre-determined figure, the allocation was reduced. It is estimated that Dodge will spend about $20 million for the coming year, with the exact figure raised or reduced, depending on unit sales.

There will be a heavy concentration of spot radio-tv advertising in two weeks preceding the introduction of 1959 models in early October and a similar effort in a subsequent two-week period. A continuous spot radio campaign will be conducted in selected markets throughout the year and spot tv will be on an "in-and-out" basis.

As part of the change in strategy, Plymouth in 1958-59 will sponsor fully the one-hour ABC-TV program it shared last season with Dodge. It will be re-titled *The Plymouth Show* and again will feature Lawrence Welk but the format will be altered.
...by any survey in Cleveland!
slightly and a new time and date are being discussed. It was reported that one reason for the change is that Plymouth officials felt that last year the company suffered in comparison with Dodge, because the latter gained impetus from sponsoring Mr. Welk's Saturday night program. The Plymouth thinking is that sole association with a Welk tv program this season will build up a stronger viewer identification with the product.

Plymouth, however, will not have the network television saturation of last season. It has dropped its sponsorship of the Betty White Show on ABC-TV and one-week-out-of-four sponsorship of Climax on CBS-TV. It is believed, however, that its investment on the Plymouth Show will almost approximate its expenditures on the three shows of last season, and, moreover, Plymouth will increase its radio-tv spot budget over last year. Of an approximate $23 million advertising budget in 1957-58, Plymouth earmarked about 35-40% to radio-tv and this ratio is expected to be continued.

Final announcement of Dodge and Plymouth's advertising plans is expected in September.

**Keyes, Madden & Jones Gets Florists Account**

Florists' Telegraph Delivery Assn., Detroit, tossed a new business bouquet to Keyes, Madden & Jones Wednesday (Aug. 20): its advertising budget worth about $2.8 million in billing.

KM&J's appointment came as the agency picked up still another account, the $1,750,000 radio-tv budget of Oral Roberts Evangelistic Assn., Tulsa, formerly handled by C. L. Miller Co., New York. Radio-tv make-up more than one-half of Oral Roberts' ad budget.

The agency for some time has set its mark at a $20 million billing and reportedly is nearer that mark with the addition of last week's new business. About half its billing is in broadcast media.

KM&J is a new agency in name and actually is the outgrowth of the former Russel M. Seeds Co., Chicago. It has main offices in Chicago, New York and Hollywood. Principals of KM&J, formed nearly a year ago: Board Chairman Freeman Keyes, who was in that capacity with the Seeds agency; President Edward D. Madden, former International Latex and NBC-TV executive; Howard A. Jones, once executive vice president, Grant Adv., and now in that post with KM&J in charge of creative activity, and David Hale Halpern, senior vice president and manager of the agency's New York office (he held similar title with Joseph Katz Co.), now KM&J's executive vice president. Its more active broadcast accounts include Bond Clothes, Brown & Williamson Tobacco (Raleigh cigarettes and Sir Walter Raleigh tobacco; Viceroy and Kool cigarettes are handled by Ted Bates), W. A. Sheaffer Pen and Pinex Co. (cough syrups).

KM&J, which with its former agency, Grant, held the FTDA account for 16 years, apparently will supervise the account directly from the Chicago office of the agency. Osten sibly, the move appointing MI&A was a "surprise" but a faction of the FTDA membership has been anxious to see the association's headquarters moved from Detroit to Chicago (MI&A has no Detroit office) [AT DEADLINE, Aug. 18].

This situation played a part in the client's decision. MI&A was one of four contending "finalists" among agencies heard by the advertiser. The others were Cunningham & Walsh; MacManus, John & Adams, and N. W. Ayer & Son.

As expected, the public relations portion of the account has been separated from the advertising and will be awarded later to a public relations firm.

When the FTDA account was pulled from Grant early in July with 60-day notice of cancellation [ADVERTISERS & AGENCIES, July 7], tv was said to have figured in the background of the FTDA-Grant fallout. FTDA had earmarked more than 90% of its budget in 1958-59 to alternate-week sponsorship of Grant's tv show (Fri., 10:30-11 p.m.). It was learned authoritatively that FTDA at present is not of a mind to continue in network tv, though agency officials commented that media plans are not set.

It had been reported that FTDA's heavy investment in tv was virtual exclusion of other media may have contributed to the disassociation with Grant. Some members of the association have been unhappy about the heavy concentration in tv. Up to this year, the association's budget, supported by 11,000 florist members here and in Canada, largely was in newspapers and some local florists at the polling of local newspapers apparently had complained to FTDA when the organization went into tv last spring.

The Oral Roberts change from C. L. Miller to MI&A may presage a more ambitious use of the broadcast media in which the evangelical group traditionally has placed faith and money.

**Cashmere Bouquet: New One for D'Arcy**

Fast-stepping D'Arcy Adv., St. Louis, continued its brisk pace of new business acquisition last week, when Colgate-Palmolive Co. selected D'Arcy as the agency for the $2 million business of Cashmere Bouquet soap and Cashmere Bouquet beauty preparations.

The Cashmere account follows the Studебaker-Packard and Nehi Corp. business into the D'Arcy shop in 1956. D'Arcy's bidding to about $59 million [ADVERTISERS & AGENCIES, Aug. 4 et seq]. The agency now is said to be ahead of the 1956 peak of $57 million, which was decimated in 1957 when D'Arcy lost the $15 million Coca-Cola business to McCann-Erickson.

Cashmere was assigned several weeks ago by York [Advertising & Market ing, Aug. 10]. The agency continued to service The Big Payoff on CBS-Tv, in which the products participate, until Oct. 22.

Media plans for Cashmere were not available from D'Arcy last week, but the account has been traditional in its placing. Nearly all of the Cashmere billing during the past year has been in the broadcast media (most of it in tv).

Last January, as part of D'Arcy's business upsurge, the agency landed the $2 million Halo business from Colgate-Palmolive. It was reported that C. L. Miller was "highly satisfied" with the handling of Halo and that it decided to place Cashmere with D'Arcy.

Though it was known for several weeks, Studebaker-Packard Corp. last week formally announced that D'Arcy had been selected as the company's new advertising agency, replacing Burke Dowling Adams Inc., New York [Advertising & Marketing, Aug. 16]. The appointment placed the billing of S-P at about $7 million.

Though media plans were not disclosed, indications are that radio and television will obtain a larger share of the budget than in recent years. S-P has been under the stewardship of the Curtis-Wright Co., Fall River, N. J., during the past two years but the company is now is the midst of a re-financing program that would exclude Curtis-Wright, which trimmed radio-iv allocations and increased newspaper space.

D'Arcy will open a new branch office in South Bend, Ind., to help serve their new account. F. C. Weber, vice president and a member of D'Arcy's board of directors, will assume account supervision.

**AAAN Has 21st Annual Meeting**

Some 100 agency men attended the Affiliated Advertising Agencies Network's 21st annual conference at the Lord Baltimore Hotel, Baltimore, Aug. 12-16. They represented all 53 member agencies in the United States and several foreign countries.

Donald M. Alexander, AAAN executive secretary, described the group's just completed 20th year as "a booming, bustling, busy period in the network's development," in which 14 new members were added including agencies in South America and Australia.

At the concluding banquet of the four-

**Commercial Popularity**

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<td>23. KAISER ALUMINUM</td>
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**Broadcasting**
from the heart of Pittsburgh to the entire tri-state area!

REPRESENTED BY BLAIR-TV

CHANNEL 11

BASIC NBC AFFILIATE

WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700  TWX: PG 16
BUSY FOR BUICK

Producers of the Buick commercials soon to be seen on tv are working on a close schedule. This picture was taken on set in New York. At right (1 to r): writer Bernie Lubur; newscaster Clete Roberts, who is Buick’s air “spokesman,” for its 1959 model, and McCann-Erickson senior tv producer Bob Dall’Acqua.

The trio were at MPO Television Films’ studios for scenes featuring Mr. Roberts which will be inserted into a package of 10 tv commercials which will help launch the new model Buick (set for a Sept. 17 unveiling). Buick (division of General Motors) will be one of the earliest automakers to unveil its new car. It will place a substantial budget in broadcast media through M-E offices in Detroit and New York [ADVERTISERS & AGENCIES, Aug. 18].

Bulk of the photography was taken by MPO in the Detroit area a few weeks ago. The New York segment required about three days. Last week Buick and the agency were producing a package of radio commercials (Buick will place additional emphasis on radio for its model introduction). The tv commercials are headed for exposure on Bob Hope Buick Show and Tales of Wells Fargo on NBC-TV and Action Theatre on ABC-TV.

Out-of-Shop Tv Promotion Unit Formed in New York by BBDO

One of the top four tv agencies—BBDO—late last week announced it would discontinue its in-shop television program promotion and publicity unit, announcing a “new and enlarged tv publicity setup to service clients.”

BBDO said a new company, Advance Public Relations Inc., has been organized in New York. It will be supervised as an inde-

ADVERTISERS & AGENCIES CONTINUED

Gunter, Jackson Given Posts

Gunter, Jackson Given Posts

In Ted Bates Radio-Tv Unit

The turnover in top public relations posts at leading agencies is substantial, judging by developments in Chicago. As always, when agencies lose clients, become economy-minded or for whatever other reasons, PR and publicity functions seem tenuous. As an example, Needham, Louis & Brorby Inc. is abolishing its public relations department as such but incorporating some functions into radio and television for “more efficient handling.” As a result, William Minar has resigned and will announce future plans later.

On another front, Grant Adv. Inc., Chicago, was reportedly seeking a new public relations manager to succeed John O’Reilly, who resigned over a fortnight ago. Mr. O’Reilly worked primarily on the Dodge account (set up within Grant as the Dodge News Bureau).

Thefts and elimination of executives at other agencies also have been substantial since the first of year.

as a specialized area of public relations and specialized services for BBDO clients.” Mr. Konopak had serviced BBDO clients on such shows as Armstrong Circle Theatre (NBC-TV) and Rexall’s Specialties (NBC-TV). The new unit will handle promotion on Westclox’ Wonderful Town on CBS-TV; Swiss Family Robinson (Rexall) on NBC-TV; Little Women and Gift of the Mogi (Sanner Pen) on CBS-TV; regional tv activity (See the Prost) and Steve Allen on NBC-TV on behalf of DuPont for its Zerex and Zerone.

Among other top tv agencies McCann-Erickson and Young & Rubicam service clients with tv publicity through their respective subsidiary public relations units—Communications Counsellors and Bureau of Industrial Services. J. Walter Thompson Co. continues to handle this activity within the agency as had BBDO.

More FC&B Staffers Shifted

To Chicago for Edsel Account

Foote, Cone & Belding last week announced a further shift of key Edsel account personnel including the return of Charles S. Winston Jr. from Detroit to Chicago as vice president and account supervisor, effective this fall.

As a result, all dealer advertising along with national business for Edsel will be prepared in the Chicago office, according to Fairfax M. Cone, chairman of FC&B’s executive committee. “A number of creative and production people is involved in the office realignment, Mr. Cone added, with the total understood to be about 18.

Mr. Winston originally was transferred to Detroit in 1956 to head the Edsel account. Two account executives, Albert F. Remington and David Jenkins, will remain in Detroit to represent the agency locally. All media activity, including radio and television, is being handled in Chicago. The new moves represent culmination of a realignment started by Foote, Cone & Belding last February following formation of Ford Motor Co.’s new Mercury-Edsel-Lincoln Div. At that time, a wholesale transfer of creative and other key personnel to Chicago was effected by the agency, numbering perhaps 40 of the previously assigned 60 people on the Edsel account. The move was described as a “streamlining process” prompted by the new M-E-L division [ADVERTISERS & AGENCIES, March 10].

How to, How Not to Sell Tires

In New Tire Dealers Assn. Guide

The National Tire Dealers & Retreaders Assn., Washington, is releasing Wednesday (Aug. 27) “A Guide to Tire Advertising” in an effort directed toward “restoring integrity to the marketing practices of the rubber tire industry.”

Based on Federal Trade Commission data, the guide illustrates the 12 most-used deceptive tire-ad claims and shows tire dealers how to avoid violating the FTC’s standards of practice. The book is obtainable from: National Tire Dealers & Retreaders Assn., 1012 14th St. N. W., Washington 5, D. C. Price: $1.
When a big-leaguer picks out a glove...

...you can bet it's the best. It's got to be.

It's the same with big-league newsmen, like the people at Time & Life. They know what a draw news is, and that it's a bigger one today than ever—in broadcasting as well as in publishing. And they'll have only the best.

So it means something that for their 11 broadcasting stations they've picked United Press International: newswire, Unifax facsimile newspictures, UP Movietone newsfilm—everything for news for the air, which only UPI has.

Take a tip from the pros.

United Press International
NORGE INTO SPOT • Spot tv will get more than quarter of some $1.5 million to be spent by Norge Div. of Borg-Warner Corp. on national advertising starting next month. Norge has been active in broadcast media. Campaign, which will run $4 million with local newspaper cooperative advertising, includes two-month saturation spot drive in about 85 major and secondary markets, effective in mid-September, for its Dispensomat automatic washer. After $400,000 for spot, remainder will go into newspapers and magazines, according to Gordon G. Hurt, Norge advertising-merchandising director. Business was placed through Donahue & Coe, Chicago.

THINKING MAN'S WESTERN • Brown & Williamson Tobacco Corp., Louisville, Ky., for Viceroy and Kool cigarettes, will sponsor CBS-TV's "Wanteds—Dead or Alive," half-hour western, in Saturday 8:30-9 p.m. spot effective Sept. 6, in place of The Texan, which was scheduled to be seen at that time. The Texan, also new western series, will be sponsored by B&W on CBS-TV Monday 8-8:30 p.m., debuting Sept. 29, agency is Ted Bates & Co., N. Y.

THREE-WEEK TAKE • New orders and renewals totaling $3.8 million in net revenues were taken by NBC Radio in three-week period ending in mid-August. Warner-Lambert for Ananist, through Ted Bates & Co., has ordered quarter-sponsorship of NBC's "News on the Hour" effective Sept. 15 for 52 weeks. Mogen David Wine Corp. through Edward H. Weiss & Co., signed for 52-week schedule of 42 one-minute and 30-second announcements weekly. Network claims Mogen David schedule. totalline 2.184

Today feature, plus five 20-second and five eight-second announcements per week. Campaign was set for 13 weeks through Norman Craig & Kummel, N. Y.

'SABER' STAYS • Sterling Drug Inc., N. Y., has renewed sponsorship of "Saber of London" on NBC-TV (Sun. 7-7:30 p.m.), starting Oct. 19. Agency: Dancer-Fitzgerald-Sample, N. Y.

SIX-MONTH STRETCH • New business reported last week by CBS radio was highlighted by purchase of Charles Pfizer & Co. (Drugs), New York, of weekly quarter-hour segment of "Arthur Godfrey Time" for 26 weeks, starting Sept. 15. Agency is J. M. Mathes Inc., N. Y. Other advertisers signed are Pepsi-Cola Co., N. Y., through Kenyon & Eckhardt, N. Y.; for 11 weekly "Impact" segments for 14 weeks, starting Sept. 19; Congoleum-Nairn Inc., Kearney, N. J., through Keyes, Madden & Jones, N. Y.; for five 10-minute units of CBS Radio's daytime dramas and 10 "Impact" segments on four alternate weeks, already underway, and Sterling Silversmiths Guild of America, N. Y.; through Fuller & Smith & Ross, N. Y., for three-week "Impact" segments for eight weeks, beginning Oct. 25.

RETURN TRIP • Aluminium Ltd., through J. Walter Thompson, N. Y., has renewed NBC-TV's "Omnibus" for the 1958-59 season. Co-sponsor Union Carbon & Carbide Corp., haven't yet announced renewal plans. Series will again be produced by Robert Saudek Assoc.

TV TIME SOUGHT • Famous Artists Schools, Westport, Conn., which specializes in mail-order art instruction, seeking 15-minute availabilities in top 50 tv markets. Time would be used to place quarter-hour filmed documentary talking about school and courses. Kickoff date for campaign is early fall. Agency: Maxwell B. Sackheim Co., N. Y.

TV SPOT SERIES • E. F. Drew & Co., (Tri-Nut margarine), N. Y., placing saturation tv spot drive (minutes and 20's) in 12 New England and Ohio markets for 13 weeks starting next month. Agency: Donahue & Coe, N. Y.

JUICE BUYING • Minute Maid Corp. (frozen juices), Orlando, Fla., reportedly set to launch a spot-radio tv campaign throughout country and currently lining up markets. Agency: Ted Bates & Co., N. Y.

FOOD PURCHASES • Savarin Coffee (Footes, Cone & Belding, N. Y.) and Ronzoni Macaroni (Emig Mogul Co., N. Y.) have purchased MCA-TV's "If You Had A Million" for 52 weeks on WRCA-TV New York, WRCV-TV Philadelphia and WNHC-TV New Haven. Sponsors also signed to co-sponsor MCA-TV's "Hollywood Star Playhouse" on WRCA-TV for 52 weeks.

IN THE BAGGIS • NBC-TV's "Haggis Baggis" (Mon.-Fri., 2:30-3 p.m.) has been renewed for fall with signing of six participating advertisers for alternate week quarter-hours. Fifty-two week orders were placed by Alberto-Culver, effective last week through Geoffrey Wade Adv., Chicago; Brillo, starting Sept. 17, Pond's, starting...
Time & Life Stations:

DENVER — KLZ, KLZ-TV
GRAND RAPIDS — WOOD, WOOD-TV
INDIANAPOLIS — WFMB, WFMB-TV
MINNEAPOLIS — WTCN, WTCN-TV
SALT LAKE CITY — KDYL, KDYL-FM, KTVT

When a big-leaguer picks out a glove...

...you can bet it's the best. It's got to be.

It's the same with big-league newsmen, like the people at Time & Life. They know what a draw news is, and that it's a bigger one today than ever—in broadcasting as well as in publishing. And they'll have only the best.

So it means something that for their 11 broadcasting stations they've picked United Press International: newswire, Unifax facsimile newpictures, UP Movietone newsfilm—everything for news for the air, which only UPI has.

Take a tip from the pros.
WHO'S BUYING WHAT, WHERE

NORGE INTO SPOT • Spot tv will get more than quarter of some $1.5 million to be spent by Norge Div. of Borg-Warner Corp., on national advertising starting next month. Norge has been inactive in broadcast media. Campaign, which will run $4 million with local newspaper cooperative advertising, includes two-month saturation spot drive in about 85 major and secondary markets, effective in mid-September, for its Dependomat automatic washer. After $1,000 for spot, remainder will go into newspapers and magazines, according to Gordon G. Hurt, Norge advertising-merchandising director. Business was placed through Donahue & Co., Chicago.

THINKING MAN'S WESTERN • Brown & Williamson Tobacco Corp., Louisville, Ky., for Viceroy and Kool cigarettes, will sponsor CBS-TV's WANTED—Dead or Alive, half-hour western, in Saturday 8:30-9 p.m. spot effective Sept. 6, in place of The Texan, which was scheduled to be seen at that time. The Texan, also new western series, will be sponsored by B&W on CBS-TV Monday 8:30-9 p.m., debuting Sept. 29. Agency is Ted Bates & Co., N. Y.

THREE-WEEK TAKE • New orders and renewals totaling $3.8 million in net revenues were taken by NBC Radio in three-week period ending in mid-August. Warner-Lambert for Anahtar through Ted Bates & Co., has ordered quarter-sponsered by NBC News on the Hour effective Sept. 15 for 52 weeks. Mogen David Wine Corp. through Edward H. Weiss & Co., signed for 52-week schedule of 42 one-minute and 30-second announcements weekly. Network claims Mogen David schedule, totaling 2,184 participations, represents largest annual total of commercials ever contracted for on network radio by wine manufacturer.

Renewals were registered by Lewis-Howe Co. through McCann-Erickson, Brown & Williamson Tobacco through Bates and Gillette Safety Razor Co. for its Gillette Cavalcade of Sports through Maxon Inc. Other new orders were placed by Clinton Engine Corp. and Hygrade Food Products Corp., both through W. B. Doner & Co.; Morton Salt Co., placed by Needham, Louis & Brorby; Chrysler Corp., through Leo Burnett; AP Parts Corp., through Gray & Rogers; GMC Truck Div., placed by Kudner; Lever Bros., through Foote, Cone & Belding; U.S. Steel, through BBDO; Carter Products, placed by Kastor, Hilton, Chesley & Clifford; and Andrew Arkin Inc., through Hockaday Assoc.

TOY TIME • Maco Toys Inc., Brooklyn, will enter tv spot Sept. 15 with 13-week campaign in 10 markets using time around children's shows mainly. Orders are being placed through newly-appointed Friend Reis Adv., N. Y.

SAVORY SIGNS ON • Seeman Bros., N. Y., has launched radio campaign on Mutual to introduce its new muscle car shampoo, buying 15 one-minute announcements per week on network newscasts and The World

Today feature, plus five 20-second and five eight-second announcements per week. Campaign was set for 13 weeks through Norman, Craig & Kummel, N. Y.

SABER STAYS • Sterling Drug Inc., N. Y., has renewed sponsorship of Saber of London on NBC-TV (Sun. 7-7:30 p.m.), starting Oct. 19. Agency: Dancer-Fitzgerald-Sample, N. Y.

SIX-MONTH STRETCH • New business reported last week by CBS radio was highlighted by purchase of Charles Pfizer & Co. (Drugs), New York, of weekly quarter-hour segment of Arthur Godfrey Time for 26 weeks, starting Sept. 15. Agency is J. M. Mathes Inc., N. Y. Other advertisers signed are Pepsi-Cola Co., N. Y., through Kenyon & Eckhardt, N. Y., for 11 week “Impact” segments for 14 weeks, starting Sept. 19; Congoleum-Nairn Inc., Kearney, N. J., through Keyes, Madden & Jones, N. Y., for 10 five-minute units of CBS Radio’s daytime dramas and 10 “Impact” segments on four alternate weeks, already underway, and Sterling Silversmiths Guild of America, N. Y., through Fuller & Smith & Ross, N. Y., for three weekly “Impact” segments for eight weeks, beginning Oct. 25.

RETURN TRIP • Aluminum Ltd., through J. Walter Thompson, N. Y., has renewed NBC-TV’s Omnibus for the 1958-59 season. Co-sponsor Union Carbon & Carbide Corp., has’t yet announced renewal plans. Series will again be produced by Robert Saudek Assoc.

TV TIME SOUGHT • Famous Artists Schools, Westport, Conn., which specializes in mail-order art instruction, seeking 15-minute availability in top 50 tv markets. Time would be used to place quarter-hour filmed documentary telling about school and courses. Kickoff date for campaign is early fall. Agency: Maxwell B. Sackheim Co., N. Y.


JUICE BUYING • Minute Maid Corp. (frozen juices), Orlando, Fla., reportedly set to launch a spot-radio tv campaign throughout country and currently lining up markets. Agency: Ted Bates & Co., N. Y.

FOOD PURCHASES • Savarin Coffee (Foote, Cone & Belding, N. Y.) and Ronzoni Macaroni (Emil Mogul Co., N. Y.) have purchased MCA-TV’s If You Had a Million for 52 weeks on WRCA-TV New York, WRCV-TV Philadelphia and WHNC-TV New Haven. Sponsors also signed to co-sponsor MCA-TV’s Hollywood Star Playhouse on WRC-TV for 52 weeks.

IN THE BAGGIS • NBC-TV’s Haggis Baggis (Mon.-Fri., 2:30-3 p.m.) has been renewed for fall with signing of six participating advertisers for alternate week quarter-hours. Fifty-two week orders were placed by Alberto-Culver, effective last week through Geoffrey Wade Adv., Chicago; Brillo, starting Sept. 17, Pond’s, starting Oct. 17, Lever Bros., starting Sept. 12; all through J. Walter Thompson Co., N. Y., and General Mills, starting Sept. 12, through Tatham-Laird, Chicago. Mentholatum Co., through J. Walter Thompson Co., N. Y., starts similar 26-week campaign Sept. 29.

DOUBLE DuPONT BUY • DuPont Co., for promotion of carpets made of DuPont nylon, has purchased total of 181 spots on NBC-TV’s Today and Jack Paar Show as well as participation campaign on CBS Radio’s Arthur Godfrey Show beginning in mid-September for year. BBDO, New York, is agency.

MISSION IN THE MARKET • Mission Pak (candied fruits), L. A., has allocated $250,000 for three-week saturation campaign on radio-tv beginning mid-November, it has been announced by Stanley Pfluem Assoc., Beverly Hills, Calif., agency for Mission Pak. Campaign will center in Los Angeles and Bay areas, but additional smaller buys will be made in secondary California markets. Broadcast schedule is part of holliday campaign.

ALCOA BOAT SHOWS • Aluminum Co. of America has signed to sponsor NBC Radio broadcasts from New York and Chicago motor boat shows early next year. Contract

COCKTAILS and commercials were on the agenda at the party given by Eversharp-Schick and Michael Todd Co. to announce the former’s acquisition of the rights to the characters and music of “Around the World in 80 Days” for E-S commercials [ADVERTISERS & AGENCIES, Aug. 4]. Pictured in a presidential conclave (1 to r): Patrick J. Frawley Jr., president, E-S; Barton A. Cummings, president, Compton Adv. Inc. (E-S agency), and Michael Todd Jr., president, Michael Todd Co. At the cocktail party newsmen were shown two commercials in the razor company’s $4 million ad campaign.
THREE MEN IN A TUB... is a pretty outmoded way of getting anywhere in our estimation. And the same holds true for three spots on a break. While some TV stations are still at sea about the situation, we have a firm policy that we will not sell more than two spots on any station break.

KSLA-TV is also a strict subscriber to the NAB Television Code of Good Practice. No pitches...no PI's...and equally as important to the TV industry as a whole, no rate cutting.

So please don't ask us to triple spot. Our Captain's a stickler for keeping his log up-to-date.
JULY ARB SHOWS
WTVJ HAS TOP
SOUTH FLORIDA AUDIENCE!

WTVJ captures
48.4% share
of audience
sign-on to sign-off
Monday thru Sunday

- In addition, ARB reports that WTVJ is the most dominant station in the nation in share of audience among all the 3-V cities surveyed by ARB in July! Measure WTVJ's audience in South Florida. Compare WTVJ's standing with stations in other major markets. More than ever, WTVJ is a key buy in your TV planning!

WTVJ • MIAMI
CHANNEL 4

Represented by Peters, Griffin, Woodward
NCS #3 SHOWS
WTVJ IS FLORIDA'S #1 STATION!

WTVJ's TOTAL* COVERAGE PROVED AGAIN!
Daytime, nighttime, anytime, WTVJ delivers more coverage, more circulation than any other Florida TV station!

STARTLING RESULTS OF NCS #3: Among all Florida TV Stations WTVJ is
- first in monthly coverage
- first in weekly coverage
- first in daytime circulation, weekly
- first in daytime circulation, daily
- first in nighttime circulation, weekly
- first in nighttime circulation, daily

See your PGW colonel for all the facts that prove Total* Coverage makes WTVJ your first Florida TV buy!

WTVJ - MIAMI
CH 4 CHANNEL 4

Represented by Peters, Griffin, Woodward

* Dictionary defines TOTAL as ‘whole, amount, complete, entire’.
calls for sponsorship of a 50-minute variety broadcast featuring Guy Lombardo and his orchestra at opening of New York show (Jan. 16, 9:05-9:55 p.m.); series of five-minute pickups from New York show Jan. 17 and 18, and similar pickups from the Chicago show, Feb. 7 and 8. Fuller & Smith & Ross, N. Y., is Alcoa's agency.

GULF COMPLETES LINEUP • Gulf Oil Corp., through Young & Rubicam, has picked up remaining unsold quarter of NBC-TV’s 1958 schedule of NCAA collegiate football games set for telecast on nine dates this fall beginning Sept. 20. Three advertisers—Sunbeam, Libbey-Owens-Ford and Bayuk—already have signed [BUSINESS BRIEFLY, Aug. 18]. Schedule is now sold out. Kemper Insurance Co., via John W. Shaw, will sponsor NBC Football Schedule on five Saturdays following NCAA games.

IN FOR THE QUARTER • General Petroleum Corp. of Los Angeles has taken quarter-sponsorship of four Pacific Coast Conference football games over NBC-TV network in California, Nevada, Oregon and Washington, network sales department has announced. Order, placed through Stromberger, LaVene McKenzie Adv. Agency, L. A., is for Saturday games on Oct. 18 and 25 and Nov. 8 and 15. Games are to be selected as season progresses.

PEPSI TAKES OFF • Pepsi-Cola Bottling Co. of Los Angeles last week launched what it calls “the most razzle-dazzle promotion in soft-drink history.” Sky Game, sort of skywriting bingo created by Donahue & Co., L. A., newly appointed agency for bottling company. Each Saturday afternoon for 13 weeks, starting Aug. 23, two pilots will lay out six identical nine-square patterns, each visible for 20 miles, to cover Los Angeles, Riverside and San Bernardino counties. Watchers on ground will play Sky Game on cards obtainable anywhere Pepsi-Cola is sold. To promote game, D&C is spending $200,000 for radio-time and newspaper space, using approximately 200 spots a week on eight radio stations: KBIG Avalon; KABC, KFAC, KBFW, KLAC, KMPC and KNX all Los Angeles, KWKW Pasadena (Spanish language station) and 15 announcements weekly on KNXT (TV) and KRCA (TV), both Los Angeles.

ANSWERS’ ON MUTUAL • Christian Herald Assn. Christian Herald magazine, N. Y., has signed with MBS to sponsor Dr. Poling Answers (Sun. 6:15-6:30 p.m.), starting Aug. 31, and featuring well-known minister in discussion program. Agency: Bertram Hauser Inc., N. Y.

SINDLINGER’S SET COUNT: As of Aug. 1, Sindlinger data shows: (1) 110,071,000 people over 12 years of age see tv (87.8% of the people in that age group); (2) 42,656,000 U. S. households with tv; (3) 46,965,000 tv sets in use in U. S.

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AGENCY APPOINTMENTS • Clark Oil & Refining Corp. (Clark’s Super 100 gasoline), Milwaukee, Wis., appoints Tatham-Laird Inc., Chicago, to handle its $1 million-plus account effective Sept. 1. Advertising previously was handled by Mathisson & Assoc., Milwaukee.

Bryan Houston Inc., N. Y., appoints Evelyn Konrad, Public Relations, N. Y., new service specializing in advertising agency corporate public relations.

A&A SHORTS • Corbett Adv. Inc. has been formed in Columbus, Ohio, with offices at 40 S. Third St., announced President John W. Corbett Jr. Mr. Corbett will direct advertising of such firms as WBNS-TV Columbus, Diamond Milk Products and Buckeye Land Cleaners.

Meyers Adv. Agency has been organized in Akron, Ohio, with offices at 675 Dorchester Rd., announced President Phil Meyers. Mr. Meyers was most recently sales representative for WHKX and previously with WCUE, both Akron. Meyers Adv. will specialize in local area radio and tv advertising plus market research and radio monitor service for other agencies. Telephone: Franklin 6-5696.

Charles Bowes Inc. has moved to new offices in the Bowes Building, 1010 S. Flower St., L. A. 15. Calif. Telephone: Richmond 7-0543.

Advertising Club of New York announces 35th annual advertising and selling course of 28 lectures and six clinics will begin Oct. 6 through March 2. Classes are held Mon. and Thurs., 6:15-7:45 p.m.
the first one, is of course . . .

WTOL-TV, CHANNEL 11 which announces
AIR DATE NOV. 1958
the appointment of

TWO NEW CHANNELS FOR TOLEDO

H-R TELEVISION, INC.
AS NATIONAL REPRESENTATIVES

the other channel?
The St. Lawrence Seaway, which will make Toledo a deepwater port and trigger an explosive boost to its economy.

Frazier Reams - President

Thomas S. Bretherton - Vice President & Gen. Mgr.

Coffer Dam - at the heart of the St. Lawrence Seaway - is exploded to create a new lake which will permit ocean-going vessels to sail through former International Rapids to Toledo and other lake ports.

By a happy public-service coincidence, Frazier Reams also has a significant role in Toledo's second "channel" - he is vice chairman of Toledo-Lucas County Port Authority and is active in Seaway affairs.
ROACH MAPS BIG

Plans for a major expansion and diversification designed to make Hal Roach Studios "one of the largest, if not the largest entertainment enterprise in the country" were outlined by the company's president, Hal Roach Jr., last week at a news conference in Hollywood.

In addition to a production schedule of six TV series and 20 feature films that in total will call for an outlay of more than $15 million, the program entails formation of a national releasing organization for both TV and theatrical films, development of new talent, financing of outside independent productions, distribution abroad as well as in the U.S., and possibly entrance into the fields of radio, recording and merchandising.

"We'll go into any phase of the entertainment business in which we feel we can be successful," Mr. Roach stated. "We believe we can control TV and theatrical productions and the in-and-out show as well as TV programs for network or syndication and theatrical motion pictures are possibilities, he said. Recent acquisition of the studio by the Scrip- ton Corp. [FilM, June 2] has made available the funds needed for such expansion, he added.

Roach will continue to film the Gale Storm Show, now entering its third season on CBS-TV, Mr. Roach said, and in addition is planning production of five new series. Scheduled for immediate filming is The Veil, starring Boris Karloff. The series bearing the name of David Silverman and things that are incredible but true, will be produced by Frank Bibas and released through National Telefilm Assoc. with a starting date not later than Jan. 1, 1959.

A new adventure series, starring Guy Madison as a swashbuckling southerner in the early 19th century, will be before the cameras Sept. 22. Helen Ainsworth, vice president of Guy Madison Productions, will be producer and Sam Peckinpah the writer. Two or three programs will be filmed and studied before a decision is made whether the series should be aimed at a sale for network sponsorship by a national advertiser or for syndication.

Filming is scheduled to start in January on Landmark, created by Michael Baird and Lewis Foster and dramatizing factual stories of well-known landmarks around the globe. Jerry Stagg will produce. Roach's TV roster is completed with Man of Action, starring John Ireland and written by Stan Silverman from a story by Herbert Strock, who will produce and direct the series, and Cavally Surgeon, starring John Hudson, written by Peter Packer and also produced by Mr. Stagg.

Negotiations currently underway should see Roach's own TV distribution organization in operation not later than the first of next year, Mr. Roach said. He added that his TV distribution plans include England and the continent of Europe as well as the United States.

In the field of theatrical motion pictures, budgets will range from $125-$150,000 to over $1 million, Mr. Roach said. Two major productions planned are "Darm," based on a book by Murray Morgan, and a remake of "The Housekeeper's Daughter," by Donald Harrison Clarke, originally produced and directed by Hal Roach Sr. Before being filmed, "The Housekeeper's Daughter" may be produced as a musical on Broadway. NTA will distribute these two.

Mr. Roach expressed the feeling that the producer of TV programs ought to have more control over his product than he has had. "For 38 years," he noted, "we made pictures, took them to the theaters and to the public and the public either bought them or didn't buy them. We'd go out and spend $1 million or more to make a picture if we thought we had a good idea to go on. In TV, why shouldn't we do the same thing? Why stop with a pilot film or two if we think we have a series which would be successful?"

Motion picture studios developed their own stars, Mr. Roach said. Roach Studios plans do the same thing in TV, to develop not only actors, but writers and directors as well.

NTA BOARD OK'S NATIONAL'S OFFER

- Stockholder approval next
- Deal based on stock swap

The board of directors of National Telefilm Assoc., New York, last Tuesday (Aug. 19) approved an offer of a merger with National Theatres Inc., Los Angeles, and agreed to recommend acceptance of the proposal to NTA stockholders.

Under the proposal, National Theatres would offer to purchase all outstanding common shares of NTA—contingent first upon the acquisition of a controlling interest in NTA. The terms call for an exchange of $1 in 15-year, 5% sinking fund subordinated debentures for each share of NTA stock, plus a warrant for the purchase of one-quarter share of National Theatres' stock for every share of NTA stock.

The warrants may be exercised in the first year at a price per share of $1 less than the market value of National Theatres' stock quoted on the New York Stock Exchange on the day before National Theatres' offer to NTA stockholders will be made formally. The exercise price will increase at the rate of $1 a year for the next 10 years and will remain constant thereafter until the warrants expire.

National Theatres' stock closed Monday on the New York Stock Exchange at 9%. NTA stock closed Monday on the American Stock Exchange at 9.5%.

A joint announcement from Ely A. Landau, board chairman on NTA, and Einer C. Rhoden, president of National Theatres, said the proposal will be made to NTA stockholders in the latter part of 1958 or early 1959. They said the offer is subject to the approval of stockholders of National Theatres and cannot be made until certain governmental requirements have been completed with and certain consents obtained. This apparently refers to approval from the Securities & Exchange Commission, the FCC (both companies own stations) and possibly the Justice Dept. The latter may be needed because 20th Century-Fox Film Corp. owns 50% of the NTA Film Network and an association with National Theatres (once part of Fox and divorced from it under a consent decree) could be interpreted as placing Fox back in exhibition.

It is contemplated that NTA will continue in operation as a separate corporate entity functioning as a division of National Theatres. Mr. Landau and Oliver A. Unger, president of NTA, will continue in their present positions and in addition will be elected to the board of National Theatres.

National Theatres operates a chain of about 300 theaters principally on the Pacific Coast and in the Midwest and Rocky Mountain areas. The company recently embarked on a diversification program in the entertainment field. It developed the Cinemiracle process for motion picture production and a feature film utilizing the process, "Windjammer," recently was released to theaters. The company recently bought WDAF-AM-TV Kansas City, for $7.6 million and invested about $1 million in Pacific Ocean Park, Santa Monica.

National Theatres had a gross income for 1957 "in excess of $58 million." Its net worth is placed at more than $28 million. The company has some 7,000 employees and approximately 12,000 stockholders with 2,700,000 shares of stock outstanding.

NTA is one of the leading distributors of feature film programming and film serials to television. Together with Fox, it owns the NTA Film Network, it also owns and operates WNTA-AM-TV Newark and KMSF-TV Minneapolis-St. Paul. It is a co-producer with Fox and Desilu Productions in various half-hour TV film serials.

NTA's current cash assets are reported at slightly more than $5 million, as of July 31, 1957. Gross revenue from film rentals for the fiscal year, ended last July 31, amounted to almost $11 million. The company has more than 400 employees and approximately 4,000 shareholders with 1,082,000 shares of stock outstanding.

Schlitiz, Coors Buy 'Raiders' From Ziv for Total 23 Markets

In two multi-market purchases, the Schlitz Brewing Co., Milwaukee, and Adolph Coors Co. (beer), Golden, Colo., last week signed to sponsor Ziv Television

Page 52 • August 25, 1958
FOOTBALL!  BASKETBALL!  SPRING SPORTS!

San Francisco 49er and Los Angeles Rams Exhibition Games from Portland, Seattle and Los Angeles. 49er Highlights each week.

THE UNIVERSITY OF CALIFORNIA
AND STANFORD UNIVERSITY
HAVE MADE AN EXCLUSIVE ARRANGEMENT
WITH KTVU FOR
TELEVISION COVERAGE OF

• ALL COLLEGIATE FOOTBALL GAMES, BOTH AT HOME AND AWAY FROM HOME.
• LIVE BASKETBALL, EVERY SATURDAY EVENING DURING THE SEASON.
• SELECTED SPRING SPORTS.
• WEEKLY PROGRAM FEATURING COACHES OF BOTH UNIVERSITIES.

HERE IS THE GREATEST TELEVISION SPORTS PACKAGE EVER CREATED FOR ADVERTISERS SELLING THE SAN FRANCISCO-OAKLAND MARKET 39 WEEKS, SEPTEMBER THROUGH MAY

SEASON STARTS SEPTEMBER 20th. CALL KTVU OR H-R TELEVISION, INC. TODAY FOR COMPLETE DETAILS.
INDEPENDENT TV FILLS KEY POSTS

Associated Television Ltd. (ATV), program contractor for British commercial TV stations in London and the Midlands—were committed to a $10 million a year budget for ITC. Half of this will come from the Wrather organization and Loeb, Rhoades, and half from ATV. The Wrather Organization and ATV also are committed to supply film product.

Mr. Wrather said ITC not only will buy films but will produce, finance or make whatever arrangements are necessary for the production of properties in which it is interested.

And whether ITC might develop live programming, he said this was not anticipated in the first year, at least. In response to another question he said he was not sold on 90-minute lengths for programs, insofar as ITC was concerned.

Aside from its commitments to ITC, he said, the Wrather Organization has recently completed three deals for production—one on the West Coast and one in association with ATV and one with another British group. He said these would be announced shortly. He also said the organization has plans involving production in New York.

The Wrather Organization, he pointed out, has a new division which concentrates on developing properties, in addition to the firm's traditional interest in purchasing from others.

INDEPENDENT TV

Key administrative and sales appointments for the new Independent Television Corp. (FILM, July 14) were announced last week and officials said the company, now barely a month old, within 30 more days would be in distribution organization equal to any in the business.

Walt Kingsley, former Ziv Television Program general sales manager who is president of ITC, announced these selections:

John W. Kiernan, former administrative manager of NBC's special projects department, to be ITC business manager; William P. DuBois, formerly with Ziv Television, to be general sales manager of ITC's syndicated division; William Andrews, also formerly with Ziv, to be western division sales manager, with headquarters in Beverly Hills, Calif.; John Serrao, with the station representation firm of Peters, Griffin, Woodward for eight years, to work with Mr. Andrews in Los Angeles; Kirk Torney, formerly with MCA and Associated Artists Productions, as eastern division sales manager; Len Warager, formerly eastern division sales manager and manager of sales planning and development for NBC Film Sales, to serve with ITC's New York City sales division; John Ettelson, formerly of NBC Film Sales, to represent ITC in the Middle Atlantic states; Prem Kapur, also formerly with NBC Film Sales, to cover the St. Louis area.

In another organizational move ITC has named Wexton Co., New York, as its advertising agency. John H. Eckstein, Wexton director of broadcast accounts, is the account executive.

Both Mr. Kingsley and Jack Wrather, ITC board chairman, stressed that they were not "raiding" other companies for personnel but that they intended to get the best possible. Mr. Kiernan said that of the current appointees all but one had applied to ITC for the posts.

He said he was "delighted with the exceptional organizational progress we have made in the first six weeks of our operation and the formation of our company." He also stressed the "dominance of youth" among the executives and salesmen being selected, reporting that their average age is "well below 40."

Mr. Wrather, whose Jack Wrather Organization (Lastie, Lone Ranger, Sgt. Preston of the Yukon, etc.) is one of the owners of ITC, said ITC intends to be "in every facet of this [television] business eventually." He felt that ITC differed from other film distribution companies at their inception because, he said, ITC has no problems regarding either financing or product.

He did not identify specific properties but said the ITC sales force would be out selling within two weeks, with air dates to start the first of the year. He and Mr. Kingsley said ITC would have a sales force as large as that of any film firm—probably about 40 sales people.

Mr. Wrather said ITC's owners—Jack Wrather Organization, Carl M. Loeb, Rhoades & Co., investment firm associated in a number of Wrather enterprises, and

Unhappy Stockholder Sues Republic Pictures

Republic Pictures Corp. President Herbert J. Yates and 10 associates were charged last week with improper cut-rate sales of films to television, nepotism and other corporate acts for "personal enrichment." The allegations were made in a petition to the New York State Supreme Court at New York City calling for dissolution of the major film firm to prevent further "waste" of assets.

The complaint was filed by Abraham Meltzer, Madison Ave. accountant and one among several thousand common stockholders. Republic has not paid a common stock dividend since its formation in 1945 through a merger of several companies, although preferred stock dividends have been consistent.

Republic dropped out of feature film production earlier this year but continues as parent firm of several operating subsidiaries and film exchange operations. These include Hollywood Television Service, tv film distributor, and Consolidated Film Industries, one of the five largest negative-developing and film-printing firms in the U. S. serving the movie and tv film industries.

Also named defendants are Richard W. Altschuler, Albert W. Lind, Franklin A. McCarthy, Bernard E. Smith Jr., John Petruaskas Jr., Edwin Van Pelt, Douglas T. Yates, Ernest A. Hall, Harry C. Mills and John J. O'Donnell. All are members of the board or officers.

The complaint said Mr. Yates and his family for many years through preferred and common stockholdings, debentures, proxies and affiliated interests have held "working control" of Republic and have controlled virtually all of the board of directors and company offices. The petition charged Mr. Yates with operating "the business, affairs and policies of the corporation as though it were a private, family-owned business" and at the expense of other stockholders.

Page 54 • August 25, 1958
The building above, located high atop Seattle's tallest hill and adjacent to the tower, houses KIRO’s television facilities. For the first time, Western Washington is now being served with CBS programming from within the city limits of Seattle. Completely engineered and installed by General Electric, the contract specified equipment “Equal to or better in performance to any comparable commercially available competitive designs.”
It was two score years ago that Puget Sound and Western Washington first became acquainted with the 50,000 watt voice of KIRO radio on 710 kcs. Serving one of America’s major markets, KIRO reaches over 2,700,000 people in Western and Central Washington, Western Canada and Oregon.

Today, teamed with KIRO-TV, these two sister stations pledge themselves to a continuation of progressive broadcasting leadership.

KIRO's radio transmitter facilities are located on Vashon Island in Puget Sound, midway between Seattle and Tacoma.

This modern, new building, across Queen Anne Avenue from the television studios, houses KIRO's radio studios and executive offices of Queen City Broadcasting Company.
KIRO-TV and KIRO radio, guided by the counsel of an outstanding group of citizens, many of them stockholders, have always accepted their community and public service responsibilities and will continue to serve listeners and advertisers alike with broadcasting services dedicated to the highest principles of business integrity.

Of equal importance to facilities and affiliation is the character and trustworthiness of the people who guide the operational policies of a business. From our 64 stockholders, we list a representative sample of the calibre of people who are directors and stockholders of Queen City Broadcasting Company.

---

C. EDMONDS ALLEN  
Director of Special Services, United Press International.

*THOMAS BALMER  
Business and civic leader, Former President and present member of the Board of Regents, University of Washington. Vice-President, Great Northern Railway Co.

JAMES W. BATES  
Distributor, Tidewater Petroleum Products.

WILLIS L. CAMPBELL  
Business and civic leader, President, General Insurance Co. of America and related companies. Director, Seattle Chamber of Commerce. Director, Greater Seattle, Inc.

STANLY W. DONOGH  

JOEL E. FERRIS  

*Saul Haas  
President and General Manager, Queen City Broadcasting Co. Director, Washington State Association of Broadcasters. Former newspaper editor and publisher.

JOHN C. HAGEN  
Retired businessman. Owner with his sons of Troy Laundry, Seattle, and Crystal Laundry, Yakima and Spokane, Washington.

*Fred Haley  
Educator, business and civic leader. President of Brown and Haley Candy Co. Chairman of Tacoma, Washington School Board.

*GEORGE P. HARDGROVE  
Chairman, Queen City Broadcasting Co. Director, Puget Sound Navigation Co., Black Ball Lines, Ltd. Trustee, De LaSalle Institute, Co-founder, Ferris and Hardgrove, Investment Banking firm.

*CHARLES HOROWITZ  

RALPH C. JAMES, JR.  

*PAYNE L. KARR  

GRANT KEELH  
Civic leader and businessman. Director, Great Northern Railway Co. Executive Vice-President, First National Bank of City of New York. Trustee, Hamilton College. Director, Boys Clubs of America.

*John L. King  
Secretary-Treasurer, Community Service Director, Queen City Broadcasting Co. Regent, University of Washington, and former President of the Regents. Former President, Seattle-King County Safety Council. Member, Association of Governing Boards, of State Universities and Allied Institutions. Past President and member of Public Relations Roundtable. Member, Executive Committee, YMCA.

HARRY S. LEAR  
Active civic leader and businessman. Chairman of the Board, Pacific National Bank of Seattle.

WARREN G. MAGNUSON  
Senior United States Senator from State of Washington.

HUGH B. MITCHELL  

EDWARD R. MURROW  
Veteran newspaper commentator, Columbia Broadcasting System.

Dietrich Schmitz  

*Robert Sparks  
Executive Vice-President, Bowery Savings Bank, New York City.

WILLIAM STERN  
Director, Northwest Orient Airlines.

FRANK L. TAYLOR  
Newspaperman. Executive Vice-President, New York Herald Tribune. Director at Large, American Cancer Society. Former Managing Editor, Seattle Star.

*Directors.

KIRO-AM—50,000 watts—710 kcs.  
KIRO-FM—16,400 watts—100.7 mcs.  
KIRO-TV—316,000 watts—Channel 7

1530 Queen Anne Avenue, Seattle 9, Washington  
AtWater 3-9800  
National Representatives, Peters, Griffin, Woodward, Inc.
AUTOMATION FEATURES WESCO

- Over 1,000 stations using remote equipment
- Los Angeles exhibits include tv apparatus

The broadcast engineer came pretty close to being the forgotten man at the 1958 Western Television Show and Convention, held Aug. 18-22 in Los Angeles. Only one of the 42 technical sessions, Thursday afternoon's on "Radio and Television Broadcasting," had the word "broadcasting" in its title. Friday morning's session on "Advanced Television Techniques" dealt chiefly with receivers, although it included a paper on NBC-TV's Chroma-Key [NETWORKS, Dec. 30 1957].

The age of automation for broadcasting, if not already here, is on the verge of arriving. Charles Schaefer, president of Schaefer Custom Engineering, told the broadcast session. Economics and the lack of qualified engineers are the two factors which, he stated, reporting that more than 1,000 U.S. stations already are operating their transmitters by remote control.

Automatic programming has enabled stations to go into all-night operation which otherwise would be economically unfeasible, Mr. Schaefer said. He reported that three small tv stations in Arizona now have their own radio stations only because they can be automatically operated and programmed from a fourth station in a larger community [for a description of the Schaefer system of automatic programming, see MANUFACTURING, Feb. 17].

Robert W. Buyoff, of NBC's Facilities Engineering Dept., reported on the use of automatic gain control amplifiers, automatic cueing equipment and a delayed broadcast sequence control system with a timed pre-set that provides essentially automatic operation of the videotape equipment used by the knb and California stations delayed broadcasting. A battery of a dozen tape machines records network tv programs for broadcasting with delays of one or three hours to permit viewers in most parts of the country to receive them at the same local time as the New York telecasts, or with an hour delay to permit 3-hour blast.

The method by which stabilization needed for proper videotape recording of color tv programs is achieved was described by L. J. Cahell, research engineer at the videotape systems laboratory of Stanford Research Institute. The method, which employs a servo-loop that maintains a constant recording head to the color sub-carrier frequency and correcting the speed by means of an eddy current break, not only provides the precise timing necessary but also greatly reduces shimmer and other objectionables which sometimes appear in non-stabilized color recording systems, he said.

The broadcast engineer of the Kahn system of CSSB has been found reliable, stable and generally easier to operate than the conventional system with double-sideband broadcasting by am stations, he said. Mr. Kahn's paper supplemented a report made at the 1958 Broadcast Engineering Conference (NAB CONVENTION, May 5) when the KDKA tests had been in progress a little over a month.

Answering a question about stereophonic broadcasting, Mr. Kahn emphatically stated that an am channel should not be used for stereo. "It's not a question of phase but of noise, man-made noise," he declared.

The broadcast engineer's problem of maintaining his assigned broadcast frequency accurately has been aggravated as the commercial broadcast spectrum has extended upward to 1,000 mc, it was noted in a paper prepared by C. A. Cady and W. P. Buuck of General Radio Co., delivered by Mr. Buuck. "It is obvious," he said, "that a broadcast with a tolerance of plus or minus 1 kc at 600 mc requires 10 times the accuracy, percentage-wise, that he would need at 60 mc!"

Simple To Maintain Accuracy

To maintain the required accuracy, the broadcast engineer needs a simple field-type apparatus that will enable him to refer his frequency to the proper one. Such a device is WWV, the government time-signal station, Mr. Buuck said. He noted in passing that "all oscillators suffer from long-term drift," and that "even WWV requires periodic correction on the basis of star time measurement." This apparatus, he said, must have good resolution.

The broadcast engineer was also the neglected, if not completely forgotten, man at the 900 exhibits in Pan-Pacific Auditorium. Military and industrial electronics dominated the scene, with only an occasional piece of broadcast equipment among the $8 million worth of electronic gear on display.

Among the best of them were the Sylvania Electronics, which showed microwave relay equipment suitable for use in connecting tv stations, with full 1 w systems starting at $7,900. Ling also offered a complete mobile tv unit including a Volkswagen station wagon equipped with camera and all equipment needed to pick up the picture and relay it back to the transmitter, priced at $21,000 and available at $2,000 down and $499 a month.

A Ling subsidiary, Electron Corp., showed what was described as the lowest cost closed-circuit system on the market, priced at under $900. Electron Corp. President Mort Zimmerman late Wednesday was trying to figure out a prototype of the Lingmiller, a ham tv transmitter operating in the 420-450 mc band allocated to amateurs, into his exhibit without displacing his other equipment. Calling the Lingmiller the first ham tv equipment available commercially, Mr. Zimmerman said a complete package of camera, video monitor, transmitter, antenna and transmission line is being offered tv amateurs for $2,495 complete. He noted the amateur band is close enough to the beginning of the uhf broadcast part of the spectrum (starting with ch. 14, 470-476 mc) that set owners might be tempted to convert their receivers for uhf reception in order to tune in the amateurs and thus help in some small degree to building the uhf audience.

Gates Radio Co. showed a new 10 w fm transmitter for use at colleges and other confined coverage areas, priced at $1,195, and a dual-channel multiplex fm unit complete with the exciter for approximately $2,100.

Hallamore Electronics Co. displayed compact, lightweight tv cameras, including one model with all circuitry except the vidicon camera tube completely transistorized. Hallamore also showed an automatic sun-shutter designed to protect the tubes from inadvertent exposure to the sun or any other high-intensity light source. In addition, the company introduced the "vision" display unit, closed-circuit tv system for use in stores and other public places.

Eye-catcher at the International Telephone & Telegraph exhibit was a tv receiver surrounded by a storage display tube which was delayed. Also at the tv exhibit was a "stills" for studio use. Device is intended primarily for use in recording information received by radar or other electronic communications equipment, but could be used in television as well, a spokesman said—perhaps as an aid to editing. A new tape recorder announced at the exhibition was with a front-to-back measurement of only 10 1/4 inches. Reduction was achieved by a radically new gun design, Sylvania reported.

Adjacent to the displays of the latest in electronic gear was a historical exhibit of some of the earliest examples of the field, including replicas of the first vacuum tubes designed by Dr. Lee De Forest, the 5 w transmitter with which KNX Los Angeles went on the air in 1920 and the transmitter used by KFI Los Angeles at about the same date. KNX reported ravages of time made it necessary for the station to borrow two tubes and several meters from another antique collection, owned by KIEV Glendale, Calif., to complete its exhibit.

College Develops Color System

The Iowa State College, Ames, Iowa, has announced the showing on Sept. 17 of a color tv recording and reproducing system developed at the college.

The system puts color electronically on 35 mm black and white film so that film
COURT'S FIGHT DECISION HAILED

A decision handed down last Monday in New York's State Supreme Court, prohibiting three New York radio stations from broadcasting the Floyd Patterson-Roy Harris heavyweight championship bout "in the present tense" was interpreted by broadcasters as "a triumph" for the industry.

None of the three defendants—WOR, WOV and WINS—had claimed they intended to "recreate" the battle in the present tense but said they were testing a stand from the TelePrompTer Corp. that would ban any report of the fight until its conclusion. The ruling by Justice George Tilzer banned a present-tense account of the event but opened the way for a past tense description as the bout was in progress. This development is interpreted as a step forward from an earlier court ruling in 1953 which permitted a summary of the Rocky Marciano-Roland LaStarza bout at the end of each round.

TelePrompTer, which had radio-tv-motion picture rights to the Patterson-Harris fight, carried it only on closed-circuit tv to theaters. It sold the rights after reading announcements that the three stations intended to broadcast news of the championship contest, as provided by the news services [PROGRAM SERVICES, Aug. 18].

One significant point made by Justice Tilzer in this ruling was that a radio station has the same right to disseminate news as a newspaper. He asserted:

"The plaintiff has put at the disposal of the national press associations all the facilities necessary to enable them to transmit instantaneous reports of the bout to thousands of newspapers. The dissemination of news, however, is no longer the exclusive province of the newspaper. Once there has been a public dedication of news, radio broadcasters have the same rights of dissemination of news as do newspapers."

Such rights, nevertheless, do not extend to a blow-by-blow description of the fight nor to a broadcast of the bout phrased in the present tense. This the defendants in effect concede: that they will not simulate a 'live' broadcast nor will they make it appear that they are broadcasting a blow-by-blow description of the bout as distinguished from a report made after the event by a newspaper.

"Balancing all of the consequences and the equities therefore, and mindful of the protestations of the defendants, it is sufficient to say that the moving party has demonstrated its right that the report or broadcast of the fight be made in the past tense and that fair dealing dictates that it should not be a running account of the fight actually in progress."

"Accordingly, this motion for an injunction pendente lite is granted solely to the extent of restraining and enjoining defendants from broadcasting any report simulating or likely to be confused with a blow-by-blow or running account phrased in the present tense of the heavyweight boxing contest between Patterson and Harris scheduled for Aug. 18, 1958."

Counsel for the stations were Emanuel Dannett, WOR; Frederic A. Johnson, WINS, and Asher Lans, WINS. The main contention of the plaintiffs, as outlined in Mr. Dannett's brief, was: "Whatever common law rights the plaintiff [TelePrompTer] may have in broadcasts pertaining to the bout will be destroyed, when, with the plaintiff's permission, news reports of the bouts are given nation-wide circulation by press associations."

The brief claimed that restrictions upon broadcasting of the news of the bout, imposed by TelePrompTer upon press associations, "will not survive the publication of such news." The brief summarized the broadcasters' point this way:

"Plaintiff, by authorizing the national press associations to transmit to their subscribers summaries and blow-by-blow descriptions of the bout, for distribution to newspapers, will have published the news of the bout and broadcasters, who, under contract with the press associations, receive such news have the right to use such news without restriction or limitation."

"Such restrictions as the plaintiff has sought to impose upon the news cannot survive its publication, nor does the fact that the plaintiff may not intend an unlimited publication assist the plaintiff, since no matter what its intent, it has, in fact, allowed publication of the news upon the broadest scale."

WOR and WOV gave summaries of the bout's proceedings at the end of each round in the manner provided by the press associations, plus color background on the fight. WINS presented what it called "dramatized" coverage of the bout. Among the announcers was sportscaster Les Keiter delivering, in the past tense, an account that appeared to be virtually blow-by-blow.

GOOD SHOW

Officials of TelePrompTer Corp., New York, late last week termed its closed-circuit telecast of the Floyd Patterson-Roy Harris heavyweight bout a "financial and promotional success." Based on returns from 50% of 151 theatres in 132 cities that carried the bout, TelePrompTer estimated that more than 200,000 patrons paid "slightly less" than $1 million for admission. Company officials said they were "pleased" with the receipts, conceding that the bout was not a top-level attraction. Alfred N. Greenberg, director of advertising and publicity relations, said the telecast marked the first time that "not a single breakdown" had occurred in transmission. The company, he added, had set up what it called "a quality control network," manned by more than 1,000 engineers throughout the country, who moved immediately upon any disorder. The reports from exhibitors on picture transmission were "highly flattering," Mr. Greenberg said.
WOW! What a tower! What a signal! What great studios! What pro performance! You get it all on powerful new WTAE, Channel 4, in the important Pittsburgh market. Take TAE and see. But first see the Katz man.

ON-THE-AIR SEPTEMBER 14
BASIC ABC IN PITTSBURGH
AT&T, WU BIDDING TO HIKE NEWS WIRE

- Teletypewriter proposal in
- News users would feel costs

The cost of gathering and disseminating news may go up—and part if not all of this increase may be charged to radio and TV services and newspapers which use news wire service teleprinters.

This is the consensus of experts who have studied the new tariffs for interstate private line teletypewriter services, filed Aug. 15 with the FCC by AT&T and Western Union.

Principal users of teleprinter services are the news wire services (AP and UPI), government agencies, railroads, airlines, stock brokers and industrial companies with many plants or offices throughout the country.

If the wire news services are forced to pay more for teleprinter service, part or all of this increase will be passed on to their customers. Most radio and TV stations subscribe to one or both news services.

Radio and TV networks use private teletypewriter services extensively to link o&o stations and origination points. But, it is understood, this expense is minimal compared to what the networks spend for program lines. There are a few stations using private line teleprinters; these are mostly chains or, in some instances, station tie-in's to the AT&T Long Lines intercontinental weather bureau service.

The new tariffs become effective Oct. 1, unless the FCC postpones them pending an investigation.

The prospective increases were blasted last week by Rep. Emanuel Celler (D-N.Y.). Mr. Celler is chairman of the House Judiciary Committee and of its antitrust subcommittee. He warned that he intended to "maintain a watchful eye" on the FCC's action regarding the new charges. He said that any Commission inaction would "only compound the existing situation and lead to the conclusion that the Commission has largely abdicated its regulatory responsibility in the wire communications area."

Mr. Celler referred to the 1953 hike in long-distance charges approved by the FCC without a hearing and to testimony before the House subcommittee earlier this year which indicated that AT&T had earned more than the contemplated 64.6% return on book value in 1955-57. The New Yorker claimed this amounted to a $159 million overcharge to the American public.

He also called on the FCC and the Dept. of Justice to determine whether there was any collusion between AT&T and Western Union because they both filed their new teleprinter tariffs the same day.

AT&T estimated that the new charges averaged a 26% increase, Western Union 23%. AT&T figured that the new rates would bring in an additional $11 million a year, Western Union $7.7 million. Both claimed that returns on teleprinter service have been well below the historic 6%—AT&T said its teleprinter income averaged 1.7%; Western Union, 2.3% or 3.6% depending on how investment is figured.

Both communications companies stated that the proposed new tariffs constituted only interim relief, that they intended to ask for higher rates later.

Last June both AT&T and Western Union notified the FCC that they were considering asking for increases in rates for their teleprinter services. The announcements were contained in testimony before the Commission on private wire services. The tariffs filed two weeks ago are less drastic than was implied then. In Western Union's new tariff the increases apply to facsimile as well as teleprinter service.

Combs Radio Service Offers 'Voiced' News

The establishment of a "voiced" news service for independent and network radio stations was announced last week by George Hamilton Combs, news commentator and president of the newly-formed Radio Press, New York. Temporary headquarters have been set up at 415 Madison Ave., New York 17. Telephone is Plaza 4-1188.

Operations will begin Oct. 6, according to Mr. Combs. Radio Press will offer daily at least an hour of news and features, which the stations can divide into quarter-hours or 12 five-minute segments. News will be sent to am and fm independent outlets and network stations by wire, tape or fm relay.

Mr. Combs said Radio Press will pay for
in Omaha;  
the man who  
has everything;  
goatee,  
orange thunderbird,  
ancestry,  
and a gift for selling

He's Henry Busse, Jr., and in his own unique way he's typical of the personalities who have put KOWH at or near the top of Omaha radio for more than 8 years. Give yourself everything you need to succeed in Omaha radio: KOWH (good coverage too, on 660 kc).

Talk to a Young man, or KOWH General Manager, Virgil Sharpe.
line charges. Rates will be dependent upon the national spot billing of the station. He indicated that the company has signed up "several" stations but said he could not identify them at this time.

"Subscribers will receive 'voice' coverage of top overseas and national stories as well as full Washington coverage," Mr. Combs said. "To cover late-breaking news, the schedule will be kept flexible. The syndicated news service will furnish daily short-wave or telephones by correspondents in world capitals and trouble spots. Excerpts from Presidential, Cabinet and Pentagon news conferences are to be supplemented by reaction-interviews on Capitol Hill and verbatim highlights of congressional hearings. The Washington staff also will dig for important exclusives. Roving reporters and staffs of subscribing stations will cover major domestic stories." Mr. Combs said the service plans to have commentators who will come in pairs—for and against, conservative and liberal. We'll hit a balance, featuring short incisive commentaries."

Mr. Combs has been a radio foreign correspondent and news commentator in the New York area for 21 years, including service with WMGM, WHN and WABC New York. Until several weeks ago, he was associated with WABC. He reported that his contract with WABC ended earlier this month and was not renewed because the new management team "has decided not to use commentators." He said the termination of the contract was "amicable." Mr. Combs is a former Democratic congressman from Missouri.

Stewart Barthehremes, a former ABC executive, has been named general manager of Radio Press.

Emery Cuts Tv Air Freight Tab

Emery Air Freight Corp., New York, has adopted new low air freight rates for film and tape on shipments from New York, Chicago and Los Angeles to 43 key cities in U.S. The new rates, Emery says, will save from 10 cents to more than $40 as compared with old rates, on a shipment from one client to more than 214 tv stations. The saving varies with the weight and distance of shipment. The new minimum has been set at $3.40 as against $3.50 under old schedule.

Program Service Shorts

Cascade Pictures of California, Hollywood, has ordered Ampex videotaping equipment and will offer complete taping facilities to its clients within next 30 days. Cascade will be first independent producer of film commercials on coast to offer agencies and advertisers taping facilities on own sound stages, President Berney Carr commented. Mr. Carr pointed out Cascade will be able to provide taped commercials with optical and matting where needed by reverting to normal film procedures for these ingredients and going from film to tape to film to make master tape for tv use.

Gale-Gernatt Productions Inc., N.Y., tv packaging company, has opened offices at 55 W. 53rd St., New York, N. Y. Telephone: Circle 5-8333. Co-owners of company are orchestra leader Bill Gale and radio-tv package Bill Gernatt. Herb Landon, formerly publicity director of Kenyon & Eckhardt, N. Y., is general manager. Firm packages Country Fair, scheduled to be carried on NBC-TV this fall as weekday daytime program.

No Frills, Much Rumor Accompany 'Dotto' Exit

A popular tv quiz program, Dotto, was removed from the network scene over the Aug. 16 weekend with the "silence" of a thunderclap. Advertiser, agency, networks and packager quickly stomped the incident "top secret" and met all queries last week with a cryptic "no comment."

By plugging any suspected leaks, it was hoped that the matter would just evaporate.

The program had been riding high in the ratings, was destined to become a fixture on CBS-TV Monday-Friday in the 11:30 a.m.-noon slot and a nighttime quiz contender on NBC-TV Tuesday, 9-9:30 p.m. It was the tv quiz sweepstake entry of Colgate-Palmolive Co., through Ted Bates & Co., both New York; packaged and owned by Frank Cooper Assoc.; produced by Ed Jurist; directed by Jerry Schirn and engineered by Jack Narz [also see In Review, Aug. 4].

Although nobody would comment officially, the unofficial and widespread explanation was that an apparently disgruntled contestant filed a complaint with FCC and the sponsor alleging irregularities regarding the contest." Reportedly, the complaint charged that the show was rigged to favor another contestant.

An FCC source acknowledged that a complaint had been received and that the FCC had asked CBS-TV for an explanation. The network's reply had not been made at press time.

The Colgate decision to knock the show off the airwaves was first made known to "outsiders" on Friday, Aug. 15, when Entertainment Productions, packager of another quiz called Top Dollar (on Saturday nights, CBS-TV, sponsored by Brown & Williamson whose schedule runs out Aug. 30), was notified to stand by with a program for Monday. This order was confirmed the next day.

Colgate, through its agency, formally announced Saturday it had "discontinued effective immediately" its sponsorship of the program, that Top Dollar would substitute on CBS-TV and Colgate Theatre, a filmed drama series of pilots, would replace Dotto on NBC-TV Tuesday night. At the same time, CBS-TV announced it had notified both sponsor and agency that it would "no longer" telecast the show.

It was learned that an affidavit had been filed with the FCC and that the Commission brought the matter to the attention of the networks as a matter of course. The networks would not comment on this report.

A Ted Bates executive, who declined to comment, indicated the agency and client were taking this tight-lipped position in the hopes that the incident would remain closed.

According to one unconfirmed report, the network role in the Dotto story was being played at top levels only.

As stunned as anybody in the radio-tv business was m.c. Narz. He apparently had not been notified on the move until late Saturday and was planning to move his family from California to a newly
This is Albuquerque

Now KOB-TV serves 100,100 TV homes* in the nation's 78th market in total retail sales!

Just one year ago, Albuquerque, New Mexico was the nation’s 90th market in total retail sales. Today, with its business activity increasing at a rate three times above the national average, Albuquerque has jumped to 78th...the fastest-growing billion dollar market in the Southwest.

To sell the 100,100 television families (see footnote) in atomic Albuquerque, KOB-TV is your best bet. Latest ARB figures show that KOB-TV leads the competition by a handy 3-to-2 margin from sign-on to sign-off, seven days a week.

Under the progressive management of KSTP, Inc., broadcast leaders in Minneapolis-St. Paul, KOB-TV continues to extend its leadership in the important Albuquerque market.

For further information on this major market, contact a KOB-TV representative, or your nearest Petry office.

*This figure—from Television Magazine, August, 1958 is conservative. We believe the actual figure to be approximately 132,000 sets.
“B” is Benign
And not very deep.

Without stimulation, Radio puts him to sleep!

To keep listeners wide awake, radio must be programmed with stimulation and vitality plus appeal to the wide variety of individual tastes that make up any market.

In Greater Los Angeles, KHJ with FOREGROUND SOUND has been providing its listeners with this kind of programming for 36 years.

Through news, commentary, sports, quiz, dramatic and variety programs, KHJ delivers listeners who pay close attention to the programs of their choice and consequently to the commercials within and around it.

Never underestimate the variety of tastes that make up the Los Angeles market. Here is a medium programmed to satisfy them all.

Purchased house in New York. Commercials prepared for Doito and featuring Mr. Narz on film were shown on the program replacements.

Sarnoff Tells VFW
Of NBC Service Plan

NBC is projecting five years ahead to develop a broad range of public service programs that will “explore this nation’s heritage, achievements and problems,” Chairman Robert W. Sarnoff disclosed last Tuesday (Aug. 19) at the annual convention of Veterans of Foreign Wars, in New York (also see story, page 85). Mr. Sarnoff received the Gold Medal Award of the commander-in-chief of the VFW, Richard L. Roudeshul, at the convention’s opening session. The award is the highest honor the organization’s leader can bestow on an individual.

As an example of the network’s long-range projects, Mr. Sarnoff cited the scheduling of five 90-minute special programs marking the 100th anniversary of the Civil War (PROGRAMS & PROMOTIONS, Aug. 4), which will be produced by Dore Schary, former MGM production head. Another planned project, Democracy vs. Communism, was announced.

Mr. Sarnoff told the convention the network will continue its service to educational television stations in cooperation with the Educational Television and Radio Center—a project which had been singled out for special praise by Comdr. Roudeshul— including a new series titled Ten for Survival. This series, to be produced in association with the Office of Defense & Civilian Mobilization, will be devoted to the problems of man’s adaptation to the nuclear age, and will “attempt to combat misconceptions, allay groundless fears and bolster preparedness of Americans as individuals and as a nation,” Mr. Sarnoff said.

“The need for preparedness and a strong defense has become one of the grim facts of life in the 20th century,” he said, adding, “Here the nation’s broadcasters have a critical role to play beyond their programming effort. The radio and television networks that have been built and are maintained by competitive private enterprise can, if the need arises, be turned instantly into a vast communications complex vital to our national defense. Tied into our far-flung military communications, they can keep Americans at home only seconds removed from the warning message of the radar detector or the reconnaissance pilot on our defensive frontiers. No other means exists for doing this job so efficiently, so quickly, so graphically.”

ABC-TV Sets Disney Format;
Plymouth Shifts Lawrence Welk

ABC-TV last week announced it has scheduled a new Walt Disney Presents program in lieu of Disneyland and has set new times for The Plymouth Show, starring Lawrence Welk, and Man With A Camera. ABC-TV hopes it will be able to reach a large adult audience with the new Disney program in the Friday 8-9 p.m. period. The series will feature drama-adventure segments, a spokesman said. It begins Sept. 12 and will be sponsored by Reynolds Metals Co., Richmond, Va., through Buchanan & Co., New York, and Clinton E. Frank Inc., New York; Kellogg Co., Battle Creek, Mich., through Leo Burnett Co., Chicago; and Hill Bros. Coffee Inc., San Francisco, through N. W. Ayer & Son, Philadelphia.

Starting Wednesday, Sept. 10, The Plymouth Show will be scheduled 7:30-8:30 p.m. a switch from the Monday 9:30-10:30 p.m. period last season when the program was titled Lawrence Welk’s Top Tunes & New Talent (see Chrysler story, p. 39). The series is sponsored by Plymouth Div., Chrysler Corp. through Grant Adv.

The Man With a Camera adventure-mystery series will be presented Friday 9-9:30 p.m. under sponsorship of the Photo Lamp Dept., General Electric Co., Cleveland, through Grey Adv., New York. The program originally had been scheduled Friday 8-8:30 p.m.

SCOLDED BY VETS

Although honoring NBC Board Chairman Robert Sarnoff last week with a Gold Medal award for his broadcasting leadership, the 59th national convention of the Veterans of Foreign Wars fired a sharp blast at radio-tv generally for “providing a forum for the spreading” of Russian propaganda which has for its purpose defusing the American people as to the true purpose of the Soviet conspiracy.

The resolution said radio-tv facilities are being provided the new Soviet Ambassador to the U. S. and other Russian leaders.

ABC NEWS CONTINUED

Primarily Affiliation of WTOL

TV Toledo with CBS-TV was signed last week in New York. The 8 ch. 11 station—Toledo’s second vhf—is expected to go on the air Nov. 1. Representing WTOL-TV at the signing were Frazier Reams, president, and Thomas S. Bretherton, vice president (seated, 1-2). Edmund C. Bunker, CBS-TV vice president and director of affiliate relations (center), represented the network.

Networks continued

Primary Affiliation of WTOP

New York. The station—WTOP—signed Monday 9-9:30 p.m. period last season for the program was titled Lawrence Welk’s Top Tunes & New Talent (see Chrysler story, p. 39). The series is sponsored by Plymouth Div., Chrysler Corp. through Grant Adv.

The Man With a Camera adventure-mystery series will be presented Friday 9-9:30 p.m. under sponsorship of the Photo Lamp Dept., General Electric Co., Cleveland, through Grey Adv., New York. The program originally had been scheduled Friday 8-8:30 p.m.
IT PAYS TO HAVE THE FEEL OF THE MARKET!

There are places like this in America today, but you won't find them in North Texas. In fact, in the Dallas' hub you'll find the tallest skyscrapers west of the Mississippi...the greatest concentration of population and consumer spending within a 100-mile radius than any other major Southwestern city.

And — it's all under the powerful signal blanket of WFAA-TV!

DALLAS—America's most air-conditioned city! (And how they do stay indoors to watch TV!)

WFAA-TV

CHANNEL 8 BASIC ABC
316,000 Watts Video  •  158,000 Watts Audio
A Television Service Of The Dallas Morning News

NOW 682,610 TV SETS—based on
A.C. Nielsen's NCS /3 1958 TV Set Count
and previously substantiated coverage
for WFAA-TV (NCS /2) . . . over
70,000 more than credited before!
**STATIONS**

**CHANGING HANDS**

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

**WIP-AM-FM PHILADELPHIA, PA.** Application filed for FCC approval of sale by Philadelphia Broadcasting Co. (Gimbel Bros. department store) to WIP Broadcasting Inc. for $2.5 million. WIP Broadcasting includes Ben Gimbel Jr., 62.5% of Class B stock; Ralph S. Bilderback, 25% of Class B stock; Edward Petry & Co., 9.7% of Class A stock; Bob Hope, 2.4% of Class A stock and others including Armand Hammer, MBS president, and Philadelphia businessmen Robert M. Brown, William L. Butler, John P. Criscioni, Ralph Hubberman, L. Parker Naudain and John G. Pew Jr. Class B stockholders elect majority of seven-man board. The application indicated payment would be through bank loan of $1.2 million plus issuance of 6%, 15-year notes totaling $1.1 million. Mr. Gimbel has been president of WIP stations since 1948, Mr. Bilderback vice president of WIP outlets since 1953. Mr. Gimbel was a director of MBS from 1944 to 1957. Balance sheet for WIP stations for June 30, 1958, showed total assets of over $14 million with earned surplus of $1 million with net. Net profit Feb. 1 to date was listed at $67,901.53. WIP Broadcasting Inc. has 650,000 Class A and 100,000 Class B shares authorized, with 203,000 Class A and all Class B subscribed.

**KOMA OKLAHOMA CITY, OKLA.** Sold by Myer Feldman, Burton Levine and associates to Storz Broadcasting Co. for $600,000. Storz stations are WHB Kansas City, WTIX New Orleans, WDOG Minneapolis-St. Paul, WQAM Miami. FL. KOMA was bought by present owners in 1956 for $342,500 from John T. Griffin interests. The sale was handled by Blackburn & Co. KOMA is on 1520 kc with 5 kw.

**KNAC-TV FORT SMITH, ARK.** Substantial minority interest bought from Harry Pollock and Harry Newton Co. by Donald W. Reynolds for reportedly in excess of $500,000. Mr. Pollock remains as majority owner. Mr. Reynolds has surrendered his permit for ch. 22 KFSA-FTV Fort Smith, retaining KFSA-AM-FM there. Under FCC regulations, a single person or company may not have interests in more than one broadcast station in same community. KNAC-TV is on ch. 5 with CBS affiliation (KFOX-TV had NBC and ABC affiliations). Private breach of contract litigation is pending in Fort Smith against KNAC-TV and Mr. Pollock brought by George T. Heinrich, former 50% owner of ch. 5 station. Mr. Heinrich contends he had right of first refusal on station sale. Mr. Reynolds also owns KOLO-AM-TV Reno, KLJ-AM-FM Henderson and KORK Las Vegas, all Nev.; KHAD-TV Laredo, Tex.; KHBG Okmulgee, Okla.; KBRZ Springfield, Ark., and is publisher of newspapers in the Southwest. Mr. Reynolds last week also surrendered permit for ch. 10 KNDV-AM Elko, Nev.

**WKBK-AM-TV YOUNGSTOWN, OHIO**

- 40% interest held by Forest City Publishing Co. (Cleveland Plain Dealer) bought by WKBK Broadcasting Corp. (licensee of stations) for more than $250,000 and retired. Stations now owned 100% by Warren P. Williamson Jr. Forest City Publishing Co. sold WHK Cleveland to Metropolitan Broadcasting Co. (WNEW-AM-FM, WABD TV) New York and WTIG TV Washington, D.C.) earlier this year. WKBK is on 570 kc with 5 kw power. WKBK-TV on ch. 27, began operation in 1953. Both stations are CBS affiliates.

**KLAN RENTON (SEATTLE), WASH.**

Sold to Walter Nelskog by Interlake Broadcasting Corp. for $200,000. Mr. Nelskog owns KUTY Everett, Wash., KUDI Great Falls, Mont., KUDE Oceanside, Calif., and KUDY Minot, N. D. Allen Kander & Co. handled sale. KLAN is on 910 kc with 1 kw, directional antenna day and night. Mesabi Western Corp. earlier had agreed to buy KLAN for the same price but ran afoul of FCC interpretation that duopoly involving KLAN and an auxiliary station in the same community was not permitted. Pacific National Bank of Seattle holds 80% of Mesabi stock in trusteeship under will of William A. Boeing Sr. and stockholders of KING and KIRO Seattle, both competing against KLAN, are directors of bank. Both Interlake and Mesabi received FCC McFarland letters, but Interlake sold to Mr. Nelskog to obviate hearing.

**WDEH SWEETWATER, TENN.**

Sold by Arthur B. Smith Jr. and Frank Mullinax to William Bryan, former part owner of KGMO Cape Girardeau, Mo., and KCOB Newton, Iowa, for $75,000. Mr. Smith has interests in WOKE Oak Ridge, and WMTP Murfreesboro, both Tennessee. The sale was handled by Blackburn & Co. WDEH is on 800 kc with 1 kw, day.

**WBSE HILLSDALE, MICH.** Sold to Mrs. Ruth Keister and associates by Baw Beese Broadcasters Inc. for $60,000. Hamilton, Stubbfield, Twining & Associates handled sale. WBSE is on 1340 kc with 100 w.

**WMCP COLUMBIA, TENN.** One-fourth interest sold to Camden Broadcasting Co. (Michael R. Freeland), licensee of WFWL Camden, Tenn., by Maury County Boosters Corp. for $15,000. Chapman Co. handled sale. WMCP is on 1280 kc with 1 kw day.

**WTVJ (TV) Staffers in Move To WLDS as Wolfson Takes Over**

Mitchell Wolfson, president of WTVJ (TV) Miami, Fla., who last spring acquired majority ownership of WLDS-AM-FM-TV Asheville, N. C. [AT DEADLINE, March 10], last Wednesday (Aug. 20) officially took

**STRATEGIC WITHDRAWAL**

Sale of ch. 13 WREX-TV Rockford, Ill., to the Bob Hope-Albert Zugsmith syndicate for $2.85 million—approved by the FCC last October—has been canceled. After the sale was approved, Bob Hope interests had second thoughts, and Mr. Zugsmith's group sought new partners (at one time Mrs. Maria Helen Alvarez was mentioned). The FCC was notified last month that the sale agreement was canceled and has closed out the case.

The station is owned 90% by Bruce R. Gran and 10% by WROK-Rockford Star and Register-Republic.

**PRINCIPALS in the KOMA Oklahoma City station sale discuss details of the agreement. They are (l to r): George W. Armstrong, Herbert S. Doloff and Todd Storz, all Storz Broadcasting Co. which bought the O. C. station; Myer Feldman, representing owners of KOMA, and James W. Blackburn, broker in transaction.
Beeline stations provide complete sports coverage including live broadcasts of outstanding local events. Four of the Beeline stations carry San Francisco Giant baseball. Beeline stations also coordinate with Bee newspaper sports staffs to insure thorough coverage and keep the sports audience tuned to the Beeline in the Billion Dollar Valley of The Bees.

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

(Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative
over control of the Asheville outlets. Mr. Wolfson is president of Skywave Broadcasting Co. (the WLOS stations' owner), and has interests in WTVJ, WFGA-TV Jackson- ville, Fla., and WMTV (TV) Madison, Wis.

Louis Wolfson, formerly with WTVJ, has been named vice president of WLOS-AM TV. Other appointments to the WLOS stations include: Theodore A. Eliand, local sales manager, WTVJ, to vice president-general manager; Saul Rosenzweig, formerly with The Katz Agency, New York, to national sales manager; Ashe Dawes, formerly production manager of WTVJ, to program-production manager; Leo Willette, formerly with WBRC-TV Birmingham, Ala., to news director, and Dewey Long, formerly station manager of WABB Mobile, Ala., to station manager of WLOS.

Leder Put in Top WOR-TV Post As Gray Assumes Executive Job

Robert J. Leder, general manager of WOR New York, last week was appointed to the additional post of general manager of WOR-TV, assuming the duties being relinquished by Gordon Gray. Mr. Gray, a vice president of RKO Teleradio Pictures Inc., parent company, will fulfill "general executive assignments" for RKO Teleradio.

Thomas F. O'Neil, president, RKO Teleradio Inc., said they were "part of a program to benefit from closer coordination and consolidation of the company's radio and television operations in the New York market."

The realignment follows a study of the parent company's overall operations by Booz, Allen & Hamilton, management consultant, and a curtailment in the activities of the organization, including the planned sale of RKO Unique Records Co. and the virtual demise of RKO Television [Film, Aug. 11].

Mr. Leder, who is also a vice president of RKO Teleradio, joined WOR in 1956 following an association with WINS New York where he had been general manager for several years. Earlier, he had been with NBC in various executive capacities, including eastern sales manager, national sales manager for NBC Spot Sales and director of sales for the network-owned WRCA New York.

Mr. Gray's duties at RKO Teleradio were not defined. He served WOR-TV as general manager for almost five years.

Mr. Leder announced that all departments, except sales, are being consolidated. Burt Lambert, account executive for WOR has been appointed sales manager for WOR-TV, replacing William Dix, who has resigned. William McCormick continues as sales manager for WOR.

Robort Smith, program manager for WOR, has been promoted to director of programming for both stations, and Ivan Reiner continues as program manager for WOR-AM-TV and Slater Barkentin, formerly production supervisor for WOR, has been appointed program manager of the station.

Robert Hoffman continues as director of sales planning for WOR-AM-TV and Herbert Salzman, WOR merchandising manager, has been named merchandising director for both stations. Herbert Mayes, formerly assistant controller with RKO Teleradio Pictures, has been appointed controller of WOR-AM-TV.

McGredy to WBC Tv Sales Post

Robert M. McGredy, formerly vice president in charge of television sales, WCAU-TV Philadelphia, has been appointed national television sales manager of Westinghouse Broadcasting Co., it is being announced today (August 25) by Alexander W. Dannenbaum, WBC vice president in charge of sales. He succeeds Tom Judge, resigned. Mr. McGredy had been with WCAU-TV since 1950. Prior to that he was assistant director of Broadcast Advertising Bureau (now Radio Advertising Bureau) and sales manager of WPAT Paterson, N. J. At one time he was sales manager of WTOP Washington.

Petry Opens Dallas Office

Edward Petry & Co., station representative, opened a Dallas office Aug. 15 with Hugh O. Kerwin, head of Petry tv in St. Louis since 1955, in charge. David C. Milam, formerly with Avery-Knodel, will be in charge of radio in the Dallas office, which is temporarily located in the Adolphus Tower Bldg. Fred W. Johnson, Petry tv salesman in St. Louis since 1957, will be in charge of Petry Tv in Dallas. Permanent Dallas quarters are planned to be in new office building at 211 N. Ervay St., upon completion.

Norfolk Judge Bars WLOW Tape

George Dail, disc jockey, WLOW Portsmouth, Va., was detained in a Norfolk, Va., courtroom until Judge Walter E. Hoffman was convinced the tape recorder he had with him contained no record of the proceedings. Judge Hoffman was hearing a petition from 21 Negro pupils that he declare invalid the Norfolk School Board's pupil-assignment plan. The judge had a U. S. marshal detain Mr. Dail throughout the proceedings. The d.j. was allowed to
OVER 200,000 VIEWERS PER DAY ACCLAIM WBAL-TV'S

“TWILIGHT THEATRE” SMASH HIT!

AVERAGE DAILY RATING FOR FIRST WEEK IS 10.0!

Some skeptics asked, “Who needs another film show in the early evening?” We are the kind of folks who believe there’s always room for a better mousetrap—or in this case, “people trap”—so we launched Twilight Theatre at 5:00 P.M. on Channel 11 in Baltimore. We selected the 5:00 P.M. time very carefully to include in our audience the majority of Maryland’s large number of industrial workers who will already have gotten home and started relaxing for the evening—the thousands of office and plant workers who leave work for their nearby homes at 4:30 P.M.

We promoted Twilight Theatre with Ray Walker, its popular M.C., from every direction, including a big $20,000 contest built around the exciting action, adventure and suspense feature films. Results? Over 30,000 contest entries! Over 260 happy winners! Excitement all over town! And most important, a strong family audience of substantial listeners—the kind that buy things.

Shop the Maryland TV market inside and out and you won’t find a higher quality, lower cost audience buy. And remember, WBAL’s Twilight Theatre scoops every other television station in Maryland by hitting the air first every evening with a top caliber theatre program.

Twilight Theatre—a great buy on a great station.

WBAL-TV
CHANNEL 11
BALTIMORE
MARYLAND
NBC Affiliate • Nationally represented by Edward Petry & Co.
leave after the bench recessed, with a reminder that the court rules forbid cameras and tape recorders.

STATION SHORTS
WTAE (TV) Pittsburgh last Monday (Aug. 18) began transmitting test pattern on regular schedule in preparation for Sept. 15 target date. Schedule is 9½ hours of test transmission daily—both daytime and nighttime to permit TV servicemen and home viewers to check reception.

WFIL-AM-TV Philadelphia has introduced use of helicopter to speed stations' reporters and provided cameramen to scene of news stories. Helicopter will patrol 14,000 sq. miles stations cover.

REPRESENTATIVE SHORTS
Peters, Griffin, Woodward Inc., N. Y., has named Koehl, Lands & Landan, N. Y., to handle all advertising and allied services. H. Preston Peters, PGW president, said agency will develop new campaign for national spot radio as well as all future campaigns for both radio and TV. Mr. Peters also announced that Robert W. Bloch Public Relations, N. Y., will expand activities to include “station news center” and other services for both PGW and stations it represents. Bloch firm is in third year of serving PGW.

Jack Masla Inc. moves from 551 Fifth Ave., to 40 E. 49th St., N. Y. Telephone: Plaza 3-8571.

THE FCC DISCLAIMS REFEREE ROLE IN COMMUNITY ANTENNA ISSUE

- Despite damage to existing TV, it won’t stand in way
- Opinion contained in detailed answers to Senate queries

The FCC last week avowed its belief in giving the public a multiplicity of TV services even though they may put an existing TV station on a shaky footing.

This was the import of a discussion of community TV systems and translators contained in the Commission’s response to a series of questions submitted by Kenneth Cox, special counsel to the Senate Commerce Committee. The answers were transmitted to the Senate committee last week.

Early last month, following completion of the formal hearings before the Senate committee, Mr. Cox and Nicholas Zapple, committee communications specialist, met with FCC Chairman John C. Doerrfer and top staff aides to propound the questions [Government, July 7]. Last week’s 35-page documented answer.

Highlights of the report follow:
- In a long discussion of the effect of CATV systems on a small community’s only TV station, the Commission agreed that the competition for viewers might well be heightened by CATV systems and might threaten the loss of local TV service. The FCC continued:
  “However, there is often a conflict between the desires of the public to have a choice of TV programs, or for that matter, other forms of information and entertainment, and the effect of these desires on the economic well-being of a local TV station in a small market. The overall public interest results from giving due consideration to all relevant factors.”
- The FCC flatly stated it had no power to deny a request for common carrier facilities, even though the service to be provided might result in an injury to the general public interest. It would be improper and administratively “impracticable,” the FCC said, to act as a censor. The Commission continued:
  “To the extent that users are acting lawfully as here defined, and that there is a need or demand for service, it would appear that the pertinent public interest consideration has been satisfied.”
- No determination has yet been made, the Commission said, on any limit on the rate of return involving specialized community CATV systems. It also had not examined the contract between KGEZ-TV Kalispell and Montana Microwave and thus could not comment on a purported provision which forbade KGEZ-TV from making arrangements to have its signal picked up and rebroadcast or fed via CATV system lines elsewhere. It said that “any separate contract between the customer and the carrier which contains provisions in violation of our Act, or rules, or the tariff on file, would not be controlling in such case and we would look solely to the tariff for the conditions of service.”
- The Commission said that it is unaware of any provision of law which would give it authority to require the consent of TV stations to have their signals picked up and transmitted by a common carrier “in the context of this question.”
- The Commission indicated quite clearly that where a specialized common carrier was found to be serving otherwise “unprofitable” CATV system it would “consider appropriate action to terminate the common carrier authorization.” It emphasized that common carriers must hold themselves out to serve all eligible users “without discrimination and upon reasonable demand.”
- Translator service by date to date has been found “surprisingly good.” In the majority of cases, according to a survey by the Television Allocations Study Organization, reception was “good to excellent.” Most of the problems arise when one translator is used to serve several scattered communities.
- The Commission has proposed a boost in maximum translator power from 10 w to 100 w.
- The Commission authorized two translators in Lewiston, Idaho, even though in competition with KLEW-TV there, because it was felt the people wanted a choice of programming, the only one was competition from a local CATV system. And it was felt that competition from translators would be only for viewers, not advertising. The community antenna system and the translators were picking up Spokane VHF signals. KLEW-TV is a satellite of KIMA-TV Yakima, Wash., and offers only CBS programs. Only one translator—both day and night—was operating at present; the other was not put into operation when the Spokane NBC station (KHQ-TV) withdrew its assent for rebroadcast.
- In its discussion regarding the introduction of TV translators into Lewiston, in competition with KLEW-TV, the Commission said:
  “The existing single television service pointed up the need for the introduction of additional television service and pro-
EXPERIENCE

Behind the brow of the pilot, knowledge
won through years of experience...skill
born of doing.

In our business, too, 12 years experience
have given us a background that makes
the time buyer's job easier...lessens the
chance of costly errors.

Such experience must be earned. And
there's no substitute for it.

AVERY-KNODEL
INCORPORATED
gramming. This need was capable of immediate fulfillment by the authorization of television translator stations. In single station markets then, two factors enter into consideration in determining whether to authorize translator stations: (1) Whether other television services may reach the single station area, and the degree of coverage and quality of signal of such "outside" signals; and (2) whether there is any prospect that additional regular television service will be made available to the area in the foreseeable future.

- The FCC said it had 16 cases involving interference to direct reception by TV boosters or translators, and five cases involving interference to CATV operations.
- The FCC's attitude toward its responsibilities to an overall radio-television system was set out in these words:

"The Commission does have basic responsibilities. However, those responsibilities are spelled out in the statute and we are limited thereby. Our statutory authority does embrace certain enumerated conditions under which this Commission operates and the country's overall radio and television system can develop. However, the Commission's jurisdiction does not embrace all conditions or elements affecting the system. In line with this, the Commission is not given any power to require any particular system in a given area, we are given authority over the channels of interstate and foreign radio, and this Commission allocates the frequencies and channels and upon appropriate application by prospective licensees makes the assignments thereof..." [the Commission] has the power to foster some of the conditions that are likely to result in service to the people [but it] never has had authority over censorship, advertising, manufacturing of equipment, including receivers, programs, talent, etc. [and] the method of distribution, i.e., off-the-air pickups, microwave common carrier links, wire links, film, kinescope, etc. [nor such techniques for reception as] rabbit ears, outside individual antennas, master antennas.

- In summation, the Commission spelled out its concept of its jurisdiction. It said:

"This Commission does regulate the frequencies under its control to maintain the service areas insofar as interference between licensed stations is concerned. However, where a third party extends the service area of a licensee by the means of an instrumentality not in interstate commerce and not subject to regulation by the Commission and where in so doing he does not cause electrical interference to a Commission licensee, the Commission obviously has no jurisdiction."

**Examiner Turns Down Appeal Based on Influence Charge**

The issue of ex parte representation in hearing cases at the FCC—where one applicant sees the presiding officer without the other applicant being present—collapsed in the wake of an am initial decision. Hearing Examiner Jay A. Kyle decided in favor of Dan Richardson to construct a new AM outlet on 550 kc with 1 kw day, in Orange Park, Fla. He denied a competing application filed by Joseph M. Ripley Inc. for the same facilities in Jacksonville, Fla. Will O. Murrell Jr., Ripley attorney, had previously asked Mr. Kyle to disqualify himself as examiner [GOVERNMENT, Aug. 11] because of an incident in which Mr. Richardson had attempted to ask the examiner some questions and was advised by Mr. Kyle that he could not do so. Mr. Mur-

**TV's MILLION DOLLAR SIDELINE**

Based on data in the FCC's files, the 169 TV translator authorizations represent a total investment of $900,000, the FCC estimated in its memorandum to the Senate Commerce Committee last week. The 169 authorized translators cover 750,000 people, which figures out to $1.20 per person for installation and the $165,000 yearly operating cost to $22 per person for operating. They cover 140 different communities in 100 different areas, the FCC said.

As of July 31, there were 125 translators in operation. The smallest system (two translators) serves 10 TV receivers—in the Oxbow Power Plant Camp of the Idaho Power Co. on the Snake River, picking up and rebroadcasting KBOI-TV and KIDO-TV Boise, Idaho. The smallest communities served by translators are Likely, Calif., and Peach Springs, Ariz.
The BIG Difference in Philadelphia Radio is

TALENT

JACK O’REILLY

5:00 – 9:00 A.M. Daily

Talented entertainer — talented salesman.

WPEN programs believable local personalities 24 hours a day, 7 days a week.

TALENT — that’s why more local and more national advertisers buy WPEN than any other Philadelphia radio station.

Represented nationally by GILL-PERNA

New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
GOVERNMENT CONTINUED

rell also declared that Mr. Kyle had indulged in "preferential" treatment of Mr. Richardson.

Prior to his initial decision favoring the Richardson application, Examiner Kyle denied the Ripley petition to disqualify himself. Mr. Kyle cited the time lapse between the closing of the record in the case coupled with the relative simplicity of the issues involved as part of the reason behind his denial; but he also stated that the pleading for his disqualification was "void of any detailed facts that would constitute grounds" for such an action on his part and that it was "predicated upon ill-founded and illusory conclusions drawn by Ripley's counsel."

KIHO Sioux Falls Transfer Postponed by FCC Ruling

The FCC, by a board composed of Chairman John Doerfer and Comr. Robert Lee, last week granted the protest by KISD Sioux Falls, S. D., and postponed the effective date of the June 26 grant of the transfer of control of KIHO Sioux Falls from James A. Saunders to William F. Johns Jr., designating the application for hearing. It made KISD a party to the proceeding, and ordered Messrs. Johns and Saunders to reverse control, within 30 days, of the station as it existed prior to the sale.

Alabama Am Recommended; New Hampshire Shift Hit

Three initial decisions were issued by FCC examiners last week:

* Examiner Thomas Donahue would grant Jefferson Radio Co. a new am on 1480 kc with 5 kw, day, in Irondale, Ala., on condition the building built for the station not be used. The building was constructed, contrary to Commission rules, before the grant was made. Mr. Donahue would also deny WBBC Bestemer, Ala., changing from 1450 kc with 250 w, unlimited, to 1480 kc with 5 kw, day.

* Examiner Elizabeth Smith would deny WBKR Manchester, N. H., to change from Class IV on 1240 kc, 250 w, unlimited, to Class III-A on 1250 kc with 5 kw, directional antenna.

* Examiner Smith also would grant James A. McKechnie a new am on 1220 kc with 1 kw, day in North Syracuse, N. Y., on condition the permittee accept interference from an increase in power for WGNY Newburgh, N. Y.

Rep. Roosevelt Ready Bill to Boost FCC's Program Power

Rep. James Roosevelt (D-Calif.) is unhappy with the FCC's policing of station programming and plans to back legislation in the 86th Congress more clearly spelling out Commission and licensee responsibility in this field.

The congressman first queried the FCC last June on what it is doing to make sure radio stations fulfill their programming obligations [Government, June 16]. Rep. Roosevelt specifically asked the FCC if it has sufficient legislative authority to censure stations on programming imbalance and, if so, whether it is fulfilling this obligation and, if not, what additional legislation is necessary.

Chairman John Doerfer replied that over the past 18 months, the FCC has reviewed its authority over programming and has considered various proposals to revise the programming section of renewal forms. "At the present time the Commission's staff is considering revisions proposed by an industry committee of the Bureau of the Budget," he said, and a report should be made sometime this fall. Comr. Doerfer also cited testimony he gave before the Senate Antitrust Subcommittee on sports legislation in which he stated the FCC has no authority either to prevent a licensee from broadcasting a particular program or to require that certain programming be carried.

In making public Comr. Doerfer's letter, Rep. Roosevelt stated this question still remains: "Does the Commission need a more direct instruction that Congress feels the American public is entitled to reasonably balanced presentations from the radio stations? I think the answer is clearly yes."

Rep. Roosevelt has been especially critical of stations that "just play records for a 24-hour period" at the expense of public service programming.

He denied that what he proposes has any connotation of censorship and gave this example to refute such a claim: "Censorship implies a direction to take certain positions on public matters. What I propose is not censorship because, just as in the transportation business certain standards are required in the public interest, certain programming standards also are required in broadcasting. If this is not censorship in the one field, it is not in the other."

New Tax Certificate Bill Voted for Over-Limit Transfers

Congress has passed and will send to the White House a tax law amendment (HR 8381) under which sellers of station no longer will be given tax certificates when they buy another station beyond the maximum number permitted by Commission rules.

Enactment of the change had been asked of Congress in 1956 by FCC at the time of the ABC-Paramount transaction. If the bill becomes law, the tax will be postponed until the acquired facility is again sold.

Storer Broadcasting Co. last month asked FCC to review an order denying it a tax certificate for assignment of WBRC-AM-FM-TV Birmingham, Ala., which Storer sold to acquire WIBG-AM-FM Philadelphia and WPFP-TV (TV) Wilmington, Del. (now WVUE (TV)). The FCC tax certificate rule was adopted in the earlyforties after the network monopoly rules went into effect, relieving a seller of capital gain taxes when a station was sold under the maximum-ownership requirements.

Last year the Commission announced it would no longer issue tax certificates in such cases.
Now there are TWO!

Map marks some of the locations of WXYZ’s mobile studios during the past three years. Double coverage means double the kind of radio Detroiters prefer!

wxyz-radio doubles its coverage of Detroit with the addition of another mobile studio!

Three years ago WXYZ kicked off an entirely new concept of radio broadcasting...a studio on wheels...originating regularly scheduled programs from Detroit’s busiest intersections.

This dynamic broadcasting technique has become so much a part of the “listening life” of Detroit that WXYZ has added another studio on wheels...doubling its mobile coverage of the “City on Wheels.”

In addition to its two mobile studios, WXYZ broadcasts regularly scheduled programs from 9 permanent booths located at major suburban shopping centers. A total of 9 hours of broadcasting per day originate from these remote studios.

wxyz-radio/1270 Detroit

“DETROIT’S MOST MOBILE STATION”
American Broadcasting Co.
PAY TV-BASEBALL TIE-UP SEEN

- Telemeter says team owners want subscription tv
- New move made for baseball antitrust exemptions

Baseball and pay television were once again prominent on two Capitol Hill fronts last week as Congress intensified its drive for adjournment. These moves made news:

- Paul MacNamara, vice president of toll proponent International Telemeter, attempted to convince an outspoken pay TV opponent, Rep. Emanuel Celler (D-N. Y.), that making viewers pay for televised baseball would be the salvation of major and minor league baseball.
- Sen. Everett Dirksen (R-Ill.) attempted to attach the controversial sports antitrust bill to a completely unrelated food additive measure.

In a letter to Rep. Celler, Mr. MacNamara maintained pay TV is the only thing that can save baseball. Also, he said, he has talked to representatives of both leagues and they are all for blacking out TV on home screens—unless the viewer pays a price. He said free TV cannot afford baseball and that a Telemeter toll plan, whereby minor league teams would get a "take" from the till, is the "perfect solution."

Mr. MacNamara maintained that a comparison of attendance at Milwaukee and Los Angeles, where games are not televised, with attendance in cities where games are on TV gives the "true picture" of TV's effect on gate receipts.

Opponents of pay TV are stopping Telemeter's "perfect plan," Mr. MacNamara wrote the congressman. "Their slogan has been: 'Why pay for something you are now getting free?' To the person who doesn't understand the economics of baseball and TV, this argument has been effective."

He maintained that Baseball Comr. Ford Frick answered all these arguments when he told the Senate Antitrust Subcommittee that "Unless we handle the problem of free TV now, within 10 years there will be no TV problem... there will be no baseball."

Rep. Celler said the MacNamara letter confirms his fears that sports antitrust legislation, tabled by the Senate committee [AT DEADLINE, Aug. 4], will result in a complete blackout of baseball on free TV in favor of the toll system. "It is now clear that this is more than conjecture," he said, proven by Mr. MacNamara's statement that major league club owners are "agreeable and willing to have their games telecast only on pay TV. Mr. MacNamara let the cat out of the bag."

"Perhaps it is only coincidence that the Washington counsel [Paul Porter] for this concern happens also to be Washington counsel for the high commissioner of organized baseball." (In testimony before the Senate, Rep. Celler hit the powerful baseball lobby which he said was led by Mr. Porter [GOVERNMENT, July 28].)

Rep. Celler said the Senate committee "has rendered a signal public service by tabling the blank check sports bill. Its passage would have provided a green light to pay TV promoters and the club owners to agree among themselves to outlaw the free telecasting of major league baseball games."

Sen. Dirksen's move to place the sports antitrust bill before the Senate last Wednesday met with quick and decisive opposition. At the time, the Senate was considering HR 13254, a bill prohibiting the use in food of additives which have not been adequately tested to establish their safety.

The Illinois Republican threw the business at hand completely out of the ballpark when he offered his sports amendment, identical to the bill tabled by the Senate Antitrust Subcommittee in all respects except the clause relating to radio TV.

The tabled versions, HR 10378 and S 4070, would give baseball a blanket exemption from antitrust laws regarding radio TV blackouts. (Sen. Dirksen was one of two members of the subcommittee who voted in favor of the bill.) The amendment offered last week would permit baseball teams to black out TV "within 75 miles of the home community of another club on a date when such club is scheduled to play there a regularly scheduled league game in the same sport."

"Baseball needs this legislation if minor leagues are to survive," Sen. Dirksen said in offering his amendment. On Thursday he withdrew his proposal. However, he said privately he would again place it before the Senate if the opportunity presents itself.

Last Tuesday, an attack on the free telecasting of sporting events erupted on a new front when Gus D'Amato, manager of heavyweight boxing champion Floyd Patterson, launched an all-out war on "the little screen [home TV]." Mr. D'Amato made his statement following Monday night's championship fight between Mr. Patterson and Roy Harris, which was carried only on closed-circuit theatre TV.

He said the closed-circuit profits exceeded by better than 50% the best purse offered by advertisers for TV. Following the fight, full-page ads were printed in Houston papers opposing pay TV because Texans were not able to see, in their homes, fellow Texan Harris fight.

Mr. D'Amato said this was all part of a plan to ruin pay TV. "There is a big change taking place," he said. "The little screen is on the way out."

Multiplex Deadline Extended

The FCC last week extended the deadline for filing comments on a possible broadening of rules to permit more types of FM multiplexing service [AT DEADLINE, July 7]. The new cut-off date is Oct. 2; previously all comments had to be presented to the Commission by Sept. 2.
IN THE BINGHAMTON, N. Y. AREA!

That's right! WINR has the biggest share of audience in Binghamton! WINR daytime radio reaches more of the radio homes in this half billion dollar market more of the time than any other station in the Binghamton area!*

*PULSE June, 1958
Binghamton Metropolitan Area
In-Home & Out-of-Home

<table>
<thead>
<tr>
<th>Share of Audience</th>
<th>WINR</th>
<th>Station B</th>
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(10 ties) (10 ties)

Call your Everett-McKinney man for availabilities ... today!

WINR

NBC IN THE TRIPLE CITIES
BINGHAMTON • ENDICOTT • JOHNSON CITY

Member GANNETT Radio-TV Group • Broadcast Division of the Binghamton Press
The Adventures of

**WILLIAM TELL** delivers smashing impact that viewers and sales will feel. Action that stops you cold. Adventure that leaves you breathless. Excitement that bristles with tension and suspense.

You know how popular swashbucklers are these days. Well, WILLIAM TELL has everything they've got—and more. The beloved legends of the famous man who fought for his country's independence. Thrilling battles against injustice. A fight for a man's love for his wife and child.

All this set against the inspiring beauty of the Swiss Alps... where these 39 great half-hours were filmed... with gorgeous production values and superb photography. What more could you ask—except to see audition prints of this socko entertainment that's sure to produce sales haymakers—from...

**NTA**

National Telefilm Associates, Inc.
Coliseum Tower, 15 Columbus Circle
New York 19, N.Y. 2300 27900

Offices: Atlanta, Boston, Chicago, Dallas, Hollywood, Memphis, Minneapolis, Toronto, London
The investigating Harris committee, noticeably silent for several weeks, will reopen its doors for business with the resumption of public hearings Sept. 16.

Second on the griddle will be the FCC, with the subcommittee, formally known as the Subcommittee on Legislative Oversight of the House Interstate & Foreign Commerce Committee, seeking further information on certain television matters.

The committee, chaired by Rep. Oren Harris (D-Ark.), will be fortified by an extra $60,000 appropriated by the House and by a month’s hiatus from hearings during which its staff has been preparing the upcoming sessions. It will open with a further look-see into Boston industrialist Bernard Goldfine’s relations with the Securities & Exchange Commission. From there, the subcommittee plans to go into the status of television cases remanded to the FCC by the Court of Appeals as a result of hearings last spring. These include the Miami ch. 10 grant to National Airlines and the awarding of ch. 5 Boston to the Herald-Traveler-WWHD-TV. A Federal grand jury also has conducted its own investigation into the Miami case but no indictments have been returned.

A third tv court case Rep. Harris indicated the subcommittee would be interested in is ch. 7 Miami, granted to Biscayne TV Corp., consisting of former NBC President Niles Trammell and the Cox and Knight newspaper interests. Fourth tv case on the subcommittee’s hearing list is the grant of ch. 4 Pittsburgh, also the subject of a grand jury investigation following revelations in spring testimony before the congressional body.

This case has not been aired but subcommittee Chief Counsel Robert Lishman said there have been allegations of ex parte pressures and “pay-offs.” Former chief investigator Baron Shacklette conducted an investigation of the Pittsburgh case several months ago but none of his findings have been brought to light. (He later resigned under fire.) The FCC grant was made to merged applicants WTAE and Television City Inc.

The court remanded the Miami case to the Commission last April to determine whether former Comr. Richard A. Mack, forced to resign as a result of the subcommittee’s investigation, should have voted on the hotly-contested grant. Other subcommittee members involved allegations of undue influence on commissioners and other improprieties brought to light by the subcommittee. FCC hearings, before Judge Horace Stern, are scheduled to commence Sept. 8.

And, just a month ago, the Boston decision was returned on much the same grounds. One subcommittee member said last week that, since the cases were again before the FCC, there wasn’t much the subcommittee could do.

No schedule of witnesses has been determined for the renewed FCC hearings. Rep. Harris said it had not been decided if the Commission would be called to testify in person on any of the matters, but in any case, it would be asked for written statements.

The hearings beginning Sept. 16 are scheduled to adjourn early in October so that those subcommittee members with opponents in the November elections can campaign. They will be renewed following the elections, Rep. Harris stated, to run through November. In addition to the FCC and SEC, four other agencies are scheduled for investigation.

Demands for the hiring of a minority counsel, first raised when the subcommittee requested additional funds, will be renewed. Last week. Some Republican members had indicated they favored retaining a counsel but still another, Rep. John Bennett (Mich.), said this would be an unnecessary move.

BLATNICK PROBERS HIT FTC AGAIN

The Federal Trade Commission last week was hit by two more body blows, thrown by a House Government Operations Subcommittee conducting lengthy investigations into alleged false and misleading advertising.

Just two weeks ago, the same subcommittee blasted the FTC for its lack of prosecution of alleged false and misleading statements on behalf of weight-reducing compounds [Lead Story, Aug. 18]. Last Monday, two more reports were released criticizing the trade commission for its failure to prosecute alleged false claims made by dentifrice and tranquilizer drug manufacturers.

In 1957, the report on toothpastes noted, over $25 million was spent to advertise the 12 leading brands of toothpaste. However, rather than encouraging better dental hygiene, much of the advertising is "detrimental to the dental health and general health of the public," the report quoted from the American Dental Assn.

The subcommittee maintained the FTC has adequate authority to police dentifrice advertising, but has failed to do so at the expense of the American public. "Inadequate testing facilities and budgetary and manpower restrictions are recurrent FTC excuses for its failure to take action against false and misleading advertising," the report stated. The subcommittee, headed by Rep. John Blatnik (D-Minn.), made the following recommendations:

- The FTC should request scientific proof of advertised claims from dentifrice manufacturers as it is now doing with respect to cigarettes.

- Voluntary compliance with codes of fair advertising practices should be sought immediately by the FTC.

- Study of present laws to determine whether changes are required for more effective enforcement in the field of dentifrice advertising.

- Recommendations by the ADA that the burden of proof in advertising claims be shifted from the FTC to advertisers and that jurisdiction be transferred to the Food & Drug Administration were passed over by the subcommittee without comment.

- The subcommittee, Legal & Monetary Affairs, held hearings on dentifrice advertising last month [GOVERNMENT, July 21]. At that time, Reps. Blatnik and Martha W. Griffiths (D-Mich.) called for an immediate tightening of enforcement procedures by the FTC.

In its report on tranquilizers, the Blatnik report said "this is not a field to be completely ignored, as it has been by the FTC." This type of advertising, it noted, is based on an appeal to doctors primarily rather than the public and the principal responsibility of the FTC is to "protect the unwary rather than the wary." In the field of ethical drugs, the report said, "the public has a right to expect and demand a degree of responsibility as well as standards and practices different from those in the promotion of soap, television and automobiles."

"The subcommittee is pleased to note some awareness of this responsibility in the ethical drug field, evidenced in the recent promulgation by pharmaceutical manufacturers of advertising guides for ethical drug promotion."

The tranquilizer report made the same recommendations as those made regarding dentifrice advertising. | WCKY - Cincinnati's Most Powerful Independent Radio Station | 50,000 watts of SALES POWER | Cincinnati, Ohio | On the Air everywhere 24 hours a day—seven days a week | Broadcasting
AMERICAN RESEARCH BUREAU
MARCH 1958 REPORT
GRAND RAPIDS-KALAMAZOO

You Always Get Aces
In Kalamazoo-Grand Rapids!

It takes accuracy, plus a lot of luck, to score an ace in golf — but for a real winner in market coverage you need only WKZO-TV in Kalamazoo-Grand Rapids! The latest "scorecard" from ARB shows why — see left! WKZO-TV telecasts from Channel 3 with 100,000 watts from a 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids — serves over 600,000 television homes in one of America's top-20 TV markets!

*Chances of scoring an ace are 8,606-to-1 (Based on 20 years of play in New York World Telegram & Sun tournament).

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studies in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery Knodel, Inc., Exclusive National Representatives
Now, you say when

And how often too! For once programs and commercials are recorded on Videotape*, scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many “live” availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX CORPORATION
Professional Products Division
FELLOWS ASKS ACCESS 'SUMMIT'

- Top-level media, legal minds should meet, he says
- Canon 35 attacked before VFW; Swezey goes to ABA meet

A top-level meeting of representatives of the legal profession, broadcasting, press and other media to consider the role of news cameras and microphones in the courtroom was proposed Thursday by NAB President Harold E. Fellows.

Addressing the Veterans of Foreign Wars convention in New York (see other story page 66) Aug. 21, Mr. Fellows said the public's right to know generally has been hobbled by the American Bar Assn. Canon 35, banning news coverage of court trials by cameras and microphones.

Mr. Fellows called on ABA to delay action on a proposed slight revision of Canon 35. The ABA House of Delegates will meet today (Aug. 25) in Los Angeles to consider action on the canon [TRADE ASSNS., Aug. 11].

Twenty-three state and territorial broadcasting associations have offered to cooperate with state bar associations in conducting tests to demonstrate that radio and television do not disturb courts. Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NAB Freedom of Information Committee, is attending the ABA meeting in Los Angeles. With him are Howard Bell, NAB assistant to the president in charge of joint affairs, and Donald Martin, assistant to the president in charge of public relations.

ABA's House of Delegates will consider changes in the wording of Canon 35 that retain the original bans against electronic and visual reporting of trials. Mr. Swezey contends ABA should join with representatives of broadcasting, the press and other media in a scientific study of the problem, going farther than President Fellows' proposal for a legal-media meeting to discuss the question.

States and territories whose broadcast associations have offered to work with bar associations in testing radio-tv coverage of trials include Alabama, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Iowa, Kentucky, Mississippi, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Texas, Utah, Washington, West Virginia and Wisconsin.

In his address to the VFW convention in New York President Fellows reminded that the American public depends on the free news media as a kind of first line of defense in keeping an alert watch on the world. He said, "Because of its inherent advantage of immediacy, broadcasting brings us the news first, and by providing background and coverage in depth, also gives the dizzy dance of events form and perspective."

Discussing the public's need to know, he recalled that the industry voluntarily financed the equipment needed to take part in the Conelrad civil defense alert plan. "Even though the Conelrad plan was initiated in 1950," he said, "some broadcasters still haven't been informed where the Conelrad programs are to originate. In this area, government information, so profuse on many subjects, is alarmingly lacking."

Mr. Fellows said nearly a million persons in the government and involved in government contracts are authorized to classify material in secret categories but only a handful can declassify. He was critical of the U. S. House of Representatives, which refuses to allow radio or tv reporting of its proceedings or committee meetings. "I am fully confident that electronic journalism will receive full recognition and acceptance by public officials," he said.

"Today there are more than 3,800 radio stations and 556 tv stations on the air. More individual communities are served by local radio stations today than by local daily newspapers. Forty-two cities have three or more operating commercial tv stations while only 17 cities in this entire country have three or more daily newspapers. The broadcasting station in recent years has become the heartbeat of the community."

Canon 35, Politics

Top News Convention

Pros and cons of Canon 35 will be debated at the Radio Television News Directors Assn. annual convention to be held Oct. 16-19 in Chicago.

Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NAB's Freedom of Information Committee, and Charles S. Ryne, president of the American Bar Assn., will argue the right of broadcasters to cover court proceedings, according to William Small, WHAS-AM-TV Louisville, RTNDA program vice president.

They will speak Oct. 17 at a panel session that will include a question-answer period. Edward F. Ryan, WTOP Washington, chairman of RTNDA's own Freedom of Information Committee, will moderate the session. Radio-tv newsmen, acting through their association, have long been active in the fight with NAB for equal access to sources of information at court and government levels.

Progress of radio-tv news and problems encountered in obtaining "right now" coverage will be explored in a keynote address by Jim Bornmann, news and public affairs...
The long-awaited move to separate Canadian Broadcasting Corp. from its dual judge-and-jury control over the Dominion's radio and television service reached the legislative stage in Ottawa last week and now is moving through Parliament.

Revenue Minister Nowlan George introduced a bill in the House of Commons Aug. 19 which was given its first reading Aug. 21. It proposes a complete overhaul of Canadian regulation and is expected to bring major TV expansion in large markets.

This development came out of lengthy hearings that culminated in the spring of 1957 in a committee report calling for separation of government station-network operations and the regulatory functions of CBC. The bill was recommended by the Royal Commission on Broadcasting, which held it unfair for the CBC to regulate its competition [INTERNATIONAL, April 8, 1, 1957].

As recommended by the commission, the bill calls for the divorcing of CBC from regulation, limiting it to operation of publicly owned stations and networks.

A new Board of Broadcast Governors is provided in the bill. This board would regulate all phases of private and CBC broadcasting: set regulations for advertising content, use of Canadian talent, program standards and political broadcasts; and require all stations to use network programs of public significance.

The board would have three fulltime members appointed by the government to seven-year terms and 12 parttime members appointed for three years. No board member could have any connection with the broadcasting industry.

The CBC board would continue with a membership of 11, a fulltime president and vice president being appointed for seven years and nine members for three years, with reappointment permitted. Retirement at age 70 is specified.

While the end of the current session of Parliament is near, the legislation is believed to have a good chance of enactment since the Conservative party controls 200 of the 265 seats in the House of Commons. Government-sponsored bills move through the parliamentary process quickly as a rule. Final passage next month is predicted. Signature of the Governor General is described as practically automatic.

An important result of new regulatory system would be the opening of six major cities to competitive television. At present the CBC has a TV monopoly in Toronto, Montreal, Ottawa, Halifax, Vancouver and Winnipeg. Private broadcasters operate two score stations in other markets. They will be able to apply to the board for network permits.

The CBC would provide annual operating grants under the new plan. At present it has a $61 million budget. Provision is made for advance planning on a five-year basis. Both the CBC and governing boards would report annually to Parliament. The governing board would meet at least six times a year.

**INTERNATIONAL**

**CANADA BILL Splits CBC Control**

- Government-sponsored plan moving through Commons
- Opening of major cities to TV competition provided

**MOB VIOLENCE:** Attacks on Radio Mundial and Radio Deportes, both Managua, Nicaragua, reportedly by followers of the country's President, Luis Somozas, have been condemned by Raul Fontainea, president, Inter-American Radio Assn., Montevideo, Uruguay. Manuel Arana Valle, manager of Radio Mundial, was seriously injured and both stations badly damaged in a fire. They later were financed by Nicaraguan government action. Mr. Fontaine demanded "restoration of freedom of expression," in Nicaragua. He asked for support from the Inter-American Press Assn.

**PARISIAN BLUE PENCIL** The French National Assembly's radio and cinema committee has protested Information Minister Jacques Soustelle's "aggravation of the tendency for unlateral and partial information on radio-TV." The committee said, "Such a policy of directed information, if continued, risks discrediting the [government-operated] French radio-TV and depriving it of any audience.

**SWISS PUBLISHERS AGIN It:** Only 1,634 TV sets were sold in Switzerland during July. (Total registered receivers Aug. I were 42,793.) The slow rise in sets-in-use is attributed by observers to the absence of commercial TV. Swiss TV is financed by the monthly receiver tax and by voluntary contributions from publishers who maintain that advertising must be kept off TV.

**SPONSORS LOSE ONE**: Europe will lose a commercial TV station when Tele Monte Carlo, Monaco, starts carrying non-commercial programs from the official French Broadcasting Service. The outlet is being rented to the French for 20 years.

**RECEIVING END:** Northern West Germany's official broadcasting organization, North German Radio, received more than $13 million from receiver taxes over the current fiscal year. Set owners paid 88% of the total. NGR puts approximately $750,000 a year into local TV programming (excluding network production and technical facilities). The organization plans to add commercial segments in the near future.

**ARAB COVERAGE:** A radio outlet is under construction in Beirut, Lebanon, to cover the Near Eastern Arabi areas. The transmitter is about 25 miles from the city. A TV station also is planned, but no date has been announced for the start of construction. The radio work is being done by Siemens & Halske of West Germany.
SUCCESS STORIES

One of a series of salutes to successful TV stations across the nation... and to the Northwest School graduates who have contributed to their success.

ZANESVILLE, OHIO

N W graduate James DeBold, with WHIZ-TV since 1957, directs some of the station's top local programs. Says Mr. Land, "We feel his training must have been superior."

James Kenney's N W training has enabled him in just a few months to progress from floor work to directing live shows, and "quite capably" says Mr. Land.

Although WHIZ-TV operates in a relatively small market area, its management and staff think big... and ACT big, too. Now in its sixth year of direct competition with larger stations in surrounding cities, WHIZ-TV consistently draws and holds a larger audience than all of its competitors combined, pulse ratings show.

In explaining how WHIZ-TV has reached this enviable position, Mr. Land says: "We inculcate in our people the knowledge that television is a medium which entertains, informs and enlightens. It SELLS TOO! And everyone on the staff must be a salesman in his own right. The proper lighting, proper display, proper direction and proper training all play their part in making a success of the whole.

Of the two Northwest graduates on the WHIZ-TV team, Mr. Land states: "Both these men have had the training necessary to step into their jobs. While each television station has a different 'modus operandi,' there are operations in all which are basically similar. Both DeBold and Kenney demonstrate they have had the training which fits them for accepting the many challenges which are present. We're mighty glad to have them both aboard."

For further information on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CAPitol 3-7246
737 N. Michigan Avenue, Chicago • 1440 N. Highland, Hollywood
Stivers Not to Give Isle Away

After enjoying considerable consumer and trade publicity from his intention to give away Strom Island off the coast of Scotland as a prize on CBS-TV's Bid 'n' Buy, independent producer Robert Stivers last week announced he had decided not to purchase the island because of local civic protests. The small island is located in strategic Scapa Flow and the Caithness County Council has spent $100,000 to improve the island's harbor. "There is enough international complication without adding this incident to it. I yield to parliamentary pressure," Mr. Stivers said.

WGN to Underwrite Tractor Show

Plans of co-sponsorship of a Heart of America Tractorama farm-and-field event in downstate Illinois and for radio coverage, including an address by Secretary of Agriculture Ezra Benson, have been announced by WGN Chicago.

The station will underwrite the event at Colfax, Ill., Sept. 6-7, in cooperation with M & W Tractor Parts, Anchor, Ill., as a public service to farmers. The latest in farm equipment will be shown and several manufacturers have been invited to participate in the exhibits and demonstrations. WGN plans to originate four programs from the Tractorama site and several of its personalities will appear on variety programs.

Highlights of the event will be a world's championship tractor pulling contest, economy runs and safety demonstrations conducted through the cooperation of the U. of Illinois College of Agriculture, Future Farmers of America Illinois chapters and 4-H clubs.

KWTV (TV) Co-Sponsors Contest

Winners of the pig-feeding contest sponsored by KWTV (TV) Oklahoma City, and Evergreen Mills, Ada, both Oklahoma, were awarded a total $870 plus trophies and pig feeders. The awards were made on a market-desirability and weight gain basis. The contest attracted 330 entrants.

KETV (TV) Flagwaving for Midwest

A flag-designing contest was conducted by KETV (TV) Omaha, Neb., in an effort to name a midwesterner as the designer of the new American flag. A panel of three, the co-chairman of Omaha's American Legion Post 1, the chairman of the Omaha League of Women Voters and the owner of the area's largest flag store, chose the winning flag from the more than 700 designs submitted.

Hecht to be in WABC-TV Series

Author-playwright Ben Hecht will be featured in a WABC-TV New York series, The Ben Hecht Show (Mon.-Fri. 11:11-11:15 p.m.), starting Sept. 15, in which he will discuss past and present topics with well-known guests. The programs will be produced by Newsmaker Productions, New York, headed by Mike Wallace and Ted Yates.

Comparison is Sweet for KGW-TV

A rose was sent to advertisers and admen by KGW-TV Portland, Ore., to remind them of the city's annual Rose Festival—and the station's American Research Bureau ratings for covering the event. A note accompanying the rose, from Orchids of Hawaii Inc., New York, quoted ARB's figures in saying, "KGW-TV's festival audience was 26.4% greater than that of [another Portland tv outlet] which carried the same program. . . ."

KPHO D. J. Gets 'Em Guessing

Dave Steele, disc jockey with KPHO Phoenix, Ariz., offered the first nine listeners who telephoned in the correct guess at his weight a Better Homes & Gardens diet book. It took 237 listeners 21 minutes to win the nine books. Mr. Steele weighs 152 pounds.

The Bearded Butler From KGO

Buddy (The Beard) Webber, d.j., San Francisco, submitted to having the hairs in his beard counted on KGO-TV so that judges could award his services as a man-servant to a housewife for one day. The contest called for housewife-listeners to guess how many whiskers in Mr. Webber's beard and send in a sentence saying why she liked one of the products on his morning show. Prizes for the woman who made the closest guess included a vacuum cleaner and the d.j.'s services. Mr. Webber also aired his show from the winner's house.

Mad Money in KIOA Promotion

In connection with Des Moines city-wide "White Elephant Days" promotion KIOA there circulated more than 75,000 "mad money" discs. The cardboard discs were exchangeable on White Elephant Day for such things as a $2 savings account when presented with $1 at a local bank, merchandise, and records for teenagers attending the KIOA Teen Hop. The station plans to feature the mad money idea in future station promotions.

SARATOGA DAY was a lucky day for Jackie DaCosta of Ted Bates & Co., New York, as she won $551 on the Daily Double. Miss DaCosta, pictured being congratulated by Thomas S. Murphy, general manager, Capital Cities Television Corp., was one of 175 timebuyers who attended the fourth annual WTEN (TV)-WROW Albany-Schenectady-Troy "Day at Saratoga Races." Both stations are owned by Capital Cities. The advertising executives were flown from New York, Philadelphia and Boston.
KERG Promotes Ice Contest

Two tons of ice on a used-car lot melted in approximately 75 hours in an ice-melting contest promoted by KERG Eugene, Ore., and sponsored by the May & Mead Co., an Eugene automobile dealer. May & Mead purchased 150 half-minute spot announcements and shared 100 station promotion announcements with the entire sale made on a package basis, KERG reports. The auto dealer awarded $50 to the closest ice-melt guesser.

KIDO-TV Hops Wagon Train Trek

A rodeo in Caldwell, Idaho, provided the incentive for KIDO-TV Boise, Idaho, to promote the NBC-TV western series Wagon Train with the largest wagon train in years, the station reports. A proclamation of "Wagon Train Week" by Idaho's Governor Robert E. Smylie was the signal for 78 wagons to converge on Boise from all sections of the state for a 25-mile trip to the rodeo. KIDO-TV and NBC Producer Howard Christie arranged for Wagon Train's co-star Robert Horton to lead the train for Caldwell.

WBNC D.J. Sells Circus Tickets

To promote the appearance of Hunt Brothers Circus at Conway, N. H., sponsored by WBNC Conway, Jim Mac, d.j. at WBNC, remained locked in a vacant store for a full week in order to sell 1,000 tickets to the circus. The promotion campaign featured daily remote broadcasts from the store. With sponsor tie-ins on tickets the event was a complete sell-out, WBNC reports.

In another WBNC development, the station announces its selection as an official U. S. Weather Bureau station. Weather checking equipment was installed July 7 and reports now are sent each day to the Bureau's weather station in Portland, Me.

Two Mary Martin Musicals

Two color musicals in one day next Easter weekend will be performed by Mary Martin on NBC-TV, according to network President Robert E. Kinney. The contract calls for matinee musical for children and evening performance for adults, both patterned on "Music With Mary Martin." The stage star is going on a six-month U. S. tour starting next month. Her husband, Richard Halliday, signed as executive producer for the dual shows.

Troops to See KRON-TV Film

A special half-hour documentary film produced by KRON-TV San Francisco's News Dept. entitled "The Lonely War," has been selected as an official indoctrination film by the U. S. Army's Combat Development Experimentation Center at Fort Ord, Calif., where KRON-TV filmed the CDEC's story on location. CDEC is charged with determining the requirements of the army of the future on the atomic battlefield, the station reports. KRON-TV's film was initially telecast as a public service July 13.

WNTA-TV Invites Other Stations

WNTA-TV Newark is seeking documentaries or programs, film or kinescope, turned out by the staffs of other stations throughout the country, for programming on its Television: U.S.A. series. According to Robert B. McDoagall, WNTA-TV di-
rector of news and public affairs, the advantage to stations which created the programs, would be exposure of their work to audiences, critics and agencies in the New York area. So far, the station has telecast projects filmed by WBZ (TV) and WHDH (TV), both Boston, and a program submitted by WSB (TV) Atlanta, Ga., and plans to air a program created by KOOL (TV) Phoenix, Ariz., in the near future.

**WGAN-AM-TV Opens Up in Store**

Ceremonies for the opening of the WGAN-AM-TV Portland, Me., sidewalk studios were aired by the stations last Monday (Aug. 18). WGAN-AM-TV have taken over a store with large windows at the corner of High and Congress Sts. in downtown Portland and have fitted it with complete studio equipment. The stations' regularly broadcast-telescast programs from the new studios that reportedly afford Portlanders their first opportunity to see live broadcasts as they pass by on the sidewalk.

"Studio 13", as it is called, augments WGAN-AM-TV's previous facilities.

**WPEN Assists 'Key' Promotion**

A locked chest containing $1,000 in cash was the successful attention-getter in the promotion of the motion picture "The Key" by the Goldman Theatre chain on WPEN Philadelphia. WPEN arranged with the Sun Ray Drug chain, also in Philadelphia, to distribute 100,000 numbered cards which were to be taken to Goldman Theatre for matching with one of the 1,000 numbered keys displayed over the chest. If it opened the chest, the lucky person received the money. The campaign was promoted on-the-air, as well as in the Goldman theatres and newspaper ads. WPEN personalities also made personal appearances at the theatre to give away autographed pictures and help people with their keys.

**WQAM Trip for Single Girl**

Single girl listeners to WQAM Miami, Fla., had a chance to win a round trip to Nassau Aug. 1-7 when the station ran its "Miss Bachelor Girl" contest. Contestants were required to submit a useful household or office hint plus a photograph of themselves.

**Big Turn-Out on WAVE-TV Farm**

A record 1,000 farmers and farm officials attended the WAVE-TV Worthington, Ky., 350-acre farm for this year's demonstration by the International Harvester Tractor & Implement Co., Chicago. The demonstration includes mowing, raking, baling, plowing 60-acres and other farm work handled by IH tractors. The annual event was promoted on Farm, (Sat. noon-1 p.m.), one of WAVE-TV's weekly agricultural shows. Farm has been telescast each week since January, 1955.

**Welk Greeted by KMBC-TV Beauty**

A "Miss Champagne Music" was selected by KMBC-TV Kansas City, Mo., to act as hostess when Lawrence Welk and his ABC-TV troupe visited the city this month. As well as Miss Champagne, an 11-year-old girl who bears a resemblance to one of the Lennon sisters in Mr. Welk's show was crowned "Miss Half Pint" and served as assistant hostess. The KMBC-AM-TV promoted concert in the local Municipal Auditorium played before an audience of 10,000. The capacity house grossed $39,000, reportedly a record for a musical show in Kansas City.

**D.J.'s in WBAL, WISN Show Swap**

Disc jockeys Perry Andrews of WBAL Baltimore and Charlie Hanson of WISN Milwaukee swapped shows Aug. 16 as a goodwill gesture between the two cities. As well as originating the morning men's programs from each others' station, the exchange featured the presentation of gifts between the cities' respective mayors.

**WBTV (TV) Covers Two Courts**

For the second time in a month WBTW (TV) Charlotte, N. C., has been given permission to film local court proceedings. Charlotte Civil Service Commission's July 14 hearing on alleged misconduct of police Capt. L. W. Henkel was covered by the station with film and tape. This month WBTW sound-on-film cameras were on hand to shoot the return of a grand jury following an investigation of the affairs of Charlotte Recorders Court. Judge P. C. Fronenberger, who gave permission for the coverage, asked a solicitor to re-read a statement that had been missed by WBTW's cameras.

**Hourly Prizes in KLIF Giveaway**

Cash and merchandise, totaling $500,000, is being given away in a KLIF Dallas promotion. The 300 retail stores that are distributing numbered "KLIF Silver Dollar Derby" tickets report that 100,000 tickets have been sold.

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**Programs & Promotions continued**

**MISS WASHINGTON**, Lee Berkov and (1 to r) two of the judges who helped select her, Ed Tashjian, account executive, Emil Mogul Co., and John Canning, account executive, Sullivan, Stauffer, Colwell & Bayles, both New York, is pictured holding a mike of WWDC Washington, the station that organizes the annual beauty contest. Also admiring this year's winner: Robert Dwyer (c) and John W. Doscher (r) of John Blair & Co.
Come and get it...MONEY!

165 billion dollars—that's the staggering sum of all checks, yours included, cashed in the U.S. during one average month. And banks advance most of this money. Fact is, checks are only scraps of paper until delivered to the banks on which they are drawn, often hundreds of miles distant. Then the checks are paid or returned as unpaid. That's why banks, including Federal Reserve Banks, depend on the speed of Air Express to reduce collection time and help keep money working.

Air Express...symbolized by the big "X"...can multiply the speed of your deliveries, too, from bank notes to steel bolts. For Air Express gives you the only complete door-to-door air shipping service between thousands of U.S. cities and towns. Plus 10,212 scheduled flights every day. Result? Air Express combines extra speed on land and in the air! Yet it often costs dollars less than any other complete air shipping method.

CALL AIR EXPRESS...division of RAILWAY EXPRESS AGENCY
NIPPOANESE TAG

One Madison Ave. agency vice president for past couple of weeks has been enjoying service of cigarette lighter promotion sent to him by Chicago Federation of Labor's WCFI, Chicago. But Friday he had shock of surprise which jarred even his management bones: turning lighter upside down— it looks like familiar U.S. brand—he read, "Japan."

were given out the first day of the promotion. KLIF announces a winning number every hour and the listener with the corresponding ticket must hand it in at the station within two hours to win a prize.

12 Hours of Jazz From WHAT-FM

Jazz at Ninety-Six Point Five, a new format in which WHAT-FM Philadelphia programs 12 consecutive hours of modern jazz, started up on the station this month. Sid Mark has been engaged to do the major portion of the Monday-Friday 6 p.m.-6 a.m. stint. The new programming is in addition to WHAT-FM's duplication of WHAT's jazz program Sounds in the Night (1-6 a.m.).

Williams Wins Golf Tourney

The annual Dayton (Ohio) Retail Merchants golf tournament has been won this year by J. P. Williams, executive vice president of Air Trails Network (WING Dayton; WEZE Boston; WKLO Louisville; WCOL Columbus, and WIZE Springfield, both Ohio). A feature of the tourney is "WHAT's Hole-in-One" contest in which the station offers a $3,000 automobile to the first person making a hole-in-one on the par-3 holes. No winners have been reported in the contest's three years.

Pet Prize Goes to WDXI Man

Lawrence Dunne, promotion manager, WDXI Jackson, Tenn., won $500 and a bronze plaque from Pet Milk Co., for his entry in the company's Grand Ole Opry talent hunt contest.

Advertisement

Murray Carpenter

PEOPLE

ADVERTISERS & AGENCIES

C. J. HIBBARD, with Pet Milk Co., St. Louis, Mo., as director of advertising for 30 years, has been named director of newly-created Public Relations Dept. Mr. Hibbard is succeeded by ROBERT J. PIGGOTT, previously general advertising manager. Mr. Piggott joined Pet advertising department in 1957 after serving as advertising and sales promotion manager of grocery products department of Bailey's Purina Co., St. Louis.

JOHN A. THOMAS, v.p. and account supervisor in charge of General Foods Corp. Post Cereal account at Benton & Bowles, N.Y., to retire end of month. He will continue to work as consultant.

ROBERT W. BURNHAM named v.p. advertising director, Bevel Assoc., Fort Worth and Dallas. HOWARD L. KARP, formerly with Young & Rubicam and Benton & Bowles, both N.Y., named Bevel copy chief. ROY SOWDAY, with Bevel since last year, promoted to v.p. and director of communications and surveys.


D. M. MARSHMAN Jr., with C. J. LaRoche & Co. N.Y., for past five years as copywriter, account executive, and member of plants board, has been appointed v.p. to newly-created position of creative director.

JON WATTS, formerly director of marketing for C. J. LaRoche & Co. N.Y., to Lambert & Feasley Inc., N.Y., as v.p. and supervisor of cosmetic accounts.

EVERETT SARBECK, v.p. and art director, Reach, McClinton & Co. N.Y., named executive art director. JOSEPH ATTLEFORD, comptroller, adds corporate title of secretary.

THOMAS H. WYMAN, with Nestle Co., White Plains, N.Y., since 1955, named manager of new products department.

AUSTIN HAMEL, formerly with Charles Mathieu & Co., New York public relations firm, joins Ketchum, MacLeb & Gen. Inc., N.Y., as public relations account executive.

FRAZIER NOUHAIN, formerly public relations director of Campbell-Mithun Inc. Chicago, appointed director of public relations department of Clinton E. Frank Inc. N.Y.

R. BUSS BUCK JR., JAMES CHARLESWORTH and JAMES ROOS promoted from assistant account executive to account executives at Needham, Louis & Brophy, Chicago. DAVID WINTON, previously in traffic department, named assistant account executive.

HOWARD LEE LEONARD, formerly research assistant of Research Workshop of Sales Executives Club in New York, to Robert S. L. FAYE, research assistant.

RUTH MARRATI, formerly with WHIZ-AM-TV Zanesville, Ohio, as continuity director, to Corbett Adv. Inc., Columbus, Ohio, as copywriter.


FILM

MICHAEL GORDON, film director of such pictures as "Another Part of the Forest" and "Cyrano de Bergerac", named v.p. of Comet Distributing Corp., L.A., producer and distributor of tv and theatrical features.

HOWARD MAGWOOD, president of the Screen Directors Internation al Guild and formerly a vice president of Sound Masters Inc., N.Y., has been appointed production supervisor for Fontaine Films Inc., Fort Worth.

JOSEPH KOTLER, divisional sales manager of special properties for Ziv Television Programs in Cincinnati, named New York City sales manager, replacing LEN FIRESTONE, elevated to general sales manager for syndication of company. Mr. Kotler has been with Ziv for 15 years in various sales capacities. RICHARD HAMBERGER promoted to assistant to New York City sales manager from account executive in New York and JAMES PARKER advanced to spot sales manager for eastern sales division from account executive.

MORT BRISKIN has been assigned by Desilu Productions, Culver City, Calif., to re-influence Intelligence Squad as half-hour pilot for projected film series.


GILBERT WILLIAMS, for past seven years director and producer at Van Praag Productions, N.Y., to Robert Lawrence Production, N.Y., as staff director.

BUDDY HARRIS named chief cameraman on 20 Men tv series, succeeding BUDDY WEILER who died following a heart attack while on vacation at Monterey, Calif.

NETWORKS


BRUCE BRYANT, CBS-TV Spot Sales executive, resigned sales manager, promoted to general sales manager, succeeding JOHN SCHNEIDER, resigned to join WJZ-TV Philadelphia as general manager (STATIONS, Aug. 15). Mr. Bryant was formerly with Edward Petry & Co., Chicago.

BERENICE WEILER, formerly associated with Sid Caesar's tv productions, appointed casting director for NBC-TV's The Hallmark Hall of Fame. Miss Weiler joins staff upon return from

Page 92 • August 25, 1958
THE PHANTOM OF THE OPEN HEARTH

How would you like to build a $45 million open hearth furnace with only $10 million? You think it can't be done? At United States Steel, we know it can't be done. But under the existing tax laws on depreciation we're supposed to do it.

Because it cost only $10 million to build an open hearth furnace 25 years ago, that's all that the tax laws let us set up to replace it when it wears out—even though it costs $45 million to build one today. The additional $35 million has to come from profits. But profits we spend on replacement are only phantom profits. They can't be used for research, expansion, payments to our shareholders—the things profits should be used for. We have to use them just to stand still.

Last year, nearly ¼ of all the profits that United States Steel earned were phantom profits.

USS is a registered trademark

United States Steel
AL'S ALL OVER THE WASHINGTON LOT

There aren't many twins in broadcasting, but the nearest thing to indentical siblings are two attorneys named Al Cordon in the Washington end of the business.

Chief Al Cordon is a communications lawyer with the Washington law firm of Dow, Lohnes & Albertson. The other is the attorney handling translator applications in the TV branch of the broadcast facilities division of the FCC's Broadcast Bureau. They are not related, even remotely.

Both come from the West. Both have fathers who are lawyers. Both received their law degrees from George Washington U. in Washington. Both belong to the same fraternity (Delta Theta Phi). Both served as pilots in the Air Force during World War II (but in different theatres of operation). Both played in jazz combos during their youth. Both lived in the same apartment house in Washington for several years (Dorchester House). Both drive maroon Mercurys. And both are fair-haired.

Chief is Alfred C. Cordon Jr., 40, who is with the Dow, Lohnes & Albertson firm. He was born and raised in Pocatello, Idaho, played football in high school and college, flew in the Pacific during the war, got his law degree in 1951. The other is Allen Cordon, 38, who is the FCC Cordon. He was born and reared in Roseberg, Ore., was in radio for a number of years (announcing, sales with KRNR Roseburg and KYJC Medford, both Ore.), flew in the European Theatre during the war, received his law degree in 1955.

HERBERT REINICK resigns as WINE Kenmore, N.Y., sales manager and assistant manager to become WWOL Buffalo manager. Mr. Reinick started in radio in 1938 with KANS Wichita, Kan.

C. R. (Dick) WATTS, formerly with KROD-TV El Paso, Tex., as general sales manager, assistant general manager and executive director of sales, to KVII (TV) Amarillo, Tex., as general manager, effective Sept. 1. Mr. Watts succeeds MURRY WORMER, who resigned and has purchased WMMA Miami.

J. MAXIM RYDER, former general manager of WBMY Waterbury, Conn., moves to WQUA Moline, Ill., as v.p. and administrative assistant to WQUA president, G. Le VERNES LAW. Mr. Ryder will provide executive assistance in operation of WQUA required by Mr. Flammo's other interests in WQUB Galena, Ill., WQEL Eau Claire, Wis., and KIBZ Ottumwa, Iowa.

W. WALTER TISON, owner of WWTB Tampa, Fla., taken over duties as general manager, replacing CHARLES G. BASKERVILLE, resigned. RUBEN FABELL named assistant manager and will continue duties as director of WWTB's Spanish department.

JOSEPH T. CONNOLLY, v.p. in charge of WCAU Philadelphia, promoted to station general manager, effective Aug. 12. When CBS Inc. is scheduled to complete purchase of WCAU from Philadelphi Bulletin, Mr. Connolly has been associated with station since 1937, serving as director of news, advertising, special events, promotion and publicity.

JOE ROODY, formerly manager of KEPO El Paso, Tex., appointed general manager of KOKE Austin, Tex. KOKE (previously KTWN) started operations Aug. 12 with 1 kw on 1270 kc.
WHEEL WITHIN A WHEEL

for the ASSOCIATION OF AMERICAN RAILROADS
JAMES E. FESPERMAN, with KFSA Ft. Smith, Ark., local sales, promoted to commercial manager.

ALEX KOLENSKY, formerly on production staff of Fred Waring tv show in New York, appointed KOCO-TV Oklahoma City local sales manager, replacing ROSS BAKER, resigned.

MURRAY SECHER, formerly with Pyramid Productions, N.Y., to World Wide Broadcasting System and international station WRUL, N.Y., as sales and advertising manager.

BOB HICKS, KITSF Little Rock, Ark., chief announcer, promoted to program manager replacing GEORGE MOORE. Joining announcing staff of KITS is HERBERT M. CHAIN, formerly with WICH Richland, Va.


HARRY (HAPPY) FULLER, WRAD Radford, Va., d.j. for eight years, adds duties as station promotion manager.

ROBERT I. GUY named KNTV-TV Seattle-Tacoma, Wash., manager of operations, succeeding LAWRENCE M. CARINO, resigned to join WWII-TV New Orleans. EDWARD D. POODINISKY named KNTV-TV manager of sales.

KEN MANLEY, WHYE Roanoke, Va., operations manager, adds duties as director of programming for southern division of Tarlow Associates (WHYE and WWOK Charlotte, N.C.). ART LAWRENCE appointed program director at WHYE.

MEL QUINN, WIBN-AM-TV Milwaukee public service director, promoted to WIBN program director, PATT BARNESS succeeds Mr. Quinn, who will continue present duties as farm director of WIBN-AM-TV.

HOWARD R. RESER, former film director of WCCT-TV Minneapolis-St. Paul, to WTAE-TV Pittsburgh as film director. JOSEPH W. BOCH, previously with Pittsburgh Civic Light Opera, Adm., to WTAE-TV as art director.

WILLIAM J. MURPHY, WHLY-AM Kansas City, Mo., to WFLA-AM-Tampa, Fla., as sales manager. WAYNE MACK, WDKQ Cleveland personality, appointed program director for WDKQ-FM. Mr. Mack will continue his am duties.

HILLMAN TAYLOR, KELP-TV El Paso program director, promoted to commercial manager. Mr. Taylor was formerly with WFAA-TV Dallas.

CHEF TROUTEN, previously WHDK Akron, Ohio, news director, named WCUE Akron continuity-publicity director, replacing MICHAEL RUPPE Jr., resigned to join WKRP St. Louis as circulation director. Other WCUE appointments: CHUCK BINKMAN as d.j. and WAYNE M. SCHAEFL as afternoon news editor.

RICHARD D. HANNSMAN, chief engineer of WDLB Marshfield, Wis., elected to technical director of Clarkwood Best Corp. (WDLB and WWIS Black River Falls, Wis.)

MAX RAUER, formerly with KXDM Des Moines, Iowa, as sports announcer, to KSDK Des Moines as sports director.

ROBERT D. GORDON, previously with WTVW (TV) Tupelo, Miss., as program and production manager, to KTUL-TV Tulsa, Okla., as operations director, replacing HENRY J. DAVIS, resigned to join WAGA-TV Atlanta, Ga., as operations director.

WILLIAM H. BROWN JR., formerly director for CBS-TV New York (Studio One and Climax!) joins WBBM-TV Chicago, Ill., as staff director.

EUGENE M. McGOVERN to sales staff of WHCC Bridgeport, Conn.

WILLIAM J. EARY, previously with Dun and Bradstreet, Philadelphia, and Reuben H. Donnelley Corp., to Wilkes-Barre, Pa., as sales representative, to WDAU-TV Scranton, Pa., as account executive.

THOM ROBERTSON, formerly with WEZE Boston, joins WORL Boston as account executive.

BILL FALKNER, formerly with WISH-TV Indianapolis, joins WLW1 Indianapolis as account executive, replacing JACK JAWIS, who joins Paul H. Raymer Co., Chicago.

ARLEN APLANAIP, formerly sales manager for Rich Plan frozen foods, Dallas, Tex., to KTVT (TV) Salt Lake City, Utah, as account executive.

DAVID A. HARRIS, account executive and office manager, H-B Representatives Inc., N.Y., to WABC-TV New York, as sales account executive.

GEORGE L. CORNELL, former KPRO Riverside, Calif., general manager, joins KACE Riverside as news editor.

NORMAN MAUZEY joins KSDO San Diego as senior account executive.

GWAIN OWENS, Baltimore Evening Sun reporter, joins WJZ-TV Baltimore as program staff writer.

JACK O. JUREY and WILLIAM DAGO have joined WTOP Washington news staff. Mr. Jurey was news editor for WKBN Youngstown, Ohio. Mr. Dago has been newswoman for radio and television stations in Michigan and Montana. CHARLES LANSUS, former newsmen for INS and Chicago Defender, recently assigned to report WTOP news from Istanbul, Turkey.

DOGORE, formerly general manager of KARM Fresno, Calif., to KGO-TV San Francisco as sales representative.

FERN BUCKNER, formerly with Fred Waring and Pennsylvania, returns to KFI Los Angeles after 12 years to assist EDNA LEE COUCH, KFI music librarian.

R. D. (RUS) BAILEY, previously with KSOS Sioux Falls, S.D., as farm director, to WMAX Yakton, S.D., regional sales staff.

MAX BAER, former heavyweight champion, for past three years disc jockey in San Francisco, has started The Mac Barrow Show on KPRD-TV Los Angeles, Mon.-Fri., 11 p.m.-midnight.

JIM MAC, previously program director and d.j., at WBNF Conway, N.H., joins WHYE Roanoke, Va., as d.j.

GORDON OWEN, air personality, rejoins KSL Salt Lake City.

Denny Sullivan, formerly with WFLB Syracuse, N.Y., as air personality, joins WSVR-AM-FM-TV Syracuse as announcer.

AL RUSSELL, formerly with KRIC Beaumont, Tex., as announcer and d.j., to WGL Ft. Wayne, Ind., in similar capacity.

JERRY SCHWEIZER to WJR Detroit as announcer.

DAVE TYSON, Pittsburgh radio personality, to WAMP Pittsburgh in similar capacity.

BILL CALDER and CHUCK JOHNSON, both former d.j.'s on KBLX San Jose, Calif., to KGO San Francisco to host Calder-Johnson Show.

BOB O'HARA, previously with WLS Lansing, Mich., to WOOD Grand Rapids, Mich., as announcer and d.j.

CLARK KACE, formerly with WOKO Albany, N.Y., to KDKA Pittsburgh as d.j.

ROY E. MORGAN, executive v.p. of WILK Wilkes-Barre, Pa., has been selected to receive 1958 Benjamin Rush Award presented annually by Medical Society of Pennsylvania to lay individual who has contributed outstandingly to health of citizens of that state. Award will be made

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Storm warnings... and HIGH BLOOD PRESSURE

WHEN a sailor encounters rough seas, he will, if possible, seek refuge in the nearest sheltered cove... and stay there until the storm has spent its fury.

Those who have high blood pressure, or as doctors say, hypertension, should also steer away from "emotional storms" or upsetting situations. In fact, doctors advise their hypertensive patients to spend as much time as possible in calm and peaceful surroundings that help ease daily tensions and strains.

This is important because sustained tension tightens up or constricts the body's smallest blood vessels. As a result, the heart must exert a stronger force or pressure to pump blood throughout the body.

High blood pressure affects about five million people in our country today... and is a major cause of heart trouble in middle age and later years.

Fortunately, treatment for it has steadily improved. Several new drugs, for instance, are bringing relief to many thousands of patients today.

These drugs, however, do not cure the condition. They must be used under close medical supervision, as the doctor has to study each individual case... and decide which drug or combination of drugs can be used safely and effectively.

Control of high blood pressure depends, to a considerable extent, upon what patients do about their health. Most patients who are careful about weight control, diet, relaxation, rest—and who have periodic medical check-ups to guard against possible complications—can live long, comfortable and useful lives.

The best way to help avoid heart disease due to high blood pressure is to detect and treat hypertension when it first appears, often in the late 30's or early 40's.

So, everyone should have regular health examinations—especially those who are overweight and those who have a family history of hypertension.

Remember that everyone's blood pressure goes up and down depending on whether we're "keyed up" or relaxed. Don't worry if yours is temporarily high, especially during times of stress. Only when blood pressure frequently goes above normal, or stays there, is there cause for concern.
PEOPLE

Oct. 19 at state dinner during 100th annual session of medical society.


REPRESENTATIVES

ARTHUR C. ELLIOT, CBS-TV Spot Sales midwestern sales manager, named eastern sales manager effective today (Aug. 28); JACK WHITE, San Francisco sales manager, transferred to Chicago as midwestern sales manager, being replaced in San Francisco by RICHARD LOFTUS. Mr. Loftus, previously Detroit sales manager, is succeeded by HOWARD R. MARSH, who moves to Detroit from Chicago where he had been account executive.

PROGRAM SERVICES

GEORGE AVAKIAN, until recently director of popular album repertoire for Columbia Records, has been appointed to direct of artists and repertoire for Warner Bros. Records Inc.

THOMAS E. AREND, previously with NBC, Chicago, as associate producer, appointed production manager for Crayne Television Productions, Hollywood.

WALTER SCHWIMMER, head of Chicago packaging-distribution firm bearing his name, has married Mrs. FAYE D. GREENBERG. Mr. Schwimmer, author of advertising book, What Have You Done For Me Lately?, married Mrs. Greenberg in Chicago Aug. 1.

HARLOW M. CHURCH, 45, picture editor,UPI, died Aug. 13 in New York Hospital. N.Y. He joinedUPI in 1953 after long association with Acme Newspictures and NEA service.

SYLVIA BERGER, 44, free-lance script writer for documentary and dramatic radio-tv programs, died of cancer in Memorial Hospital in New York on Aug. 17. Funeral services for Miss Berger, who wrote scripts for such programs as Frontiers of Faith, Eternal Light, Studio One and Kraft Theatres, were held last Monday (Aug. 18) in New York.

PROFESSIONAL SERVICES

PATTIENSON MARZONI JR., OTTO TINKLEPAUGH and W. L. WEILBACHER appointed by Advertising Research Foundation, N.Y., members of its technical committee. Mr. Marzoni is v.p. and director of research, D'Arcy Adv. Co.; Mr. Tinklepaugh is v.p. of J. M. Mathis, Inc., and Mr. Weilbacher is v.p. and director of research of Dancer-Fitzgerald-Sample Inc. AIP is non-profit foundation dedicated to improvement of advertising and marketing.

MARVIN J. ROTENBERG, formerly senior associate of NBC research department, joins Seymor Smith Assoc., N.Y., as associate director.

BRUCE M. JOHNS, TV Guide mid-central regional promotion manager, named manager of new Utah-Idaho Division. Edition to debut Sept. 15, 1953, will have headquarters in Salt Lake City.

MANUFACTURING


ALFRED I. BACKUS and ROBERT E. PINCUS appointed directors of Mycalex Electronics Corp. and Mycalex Tube Socker Corp., affiliated companies of Mycalex Corp. of America, Clifton and Caldwell, N.J. Mr. Backus joined Mycalex in 1944 attaining position of acting general manager, post he will continue to hold. Mr. Pinkus has been with Mycalex since 1982 as controller and assistant treasurer.

B. V. DALE, chief engineer of former RCA Components division, appointed manager, modules engineering, of RCA Semiconductor and Materials Division, Somerville, N.J. D. H. VINAL, formerly manager, engineering department, named manager, semiconductor engineering, and D. H. WASHBAUGH, formerly manager, packaging department, appointed manager, semiconductor engineering, both in same division.

WILLIAM BROWN, formerly with Norden-Ketay as general manager, trans-ferred to the position of sales, joins Magnetics Research Corp. Hawthorne, Calif., as manager of sales.

KENNETH W. CONNOR, with Sylvania Home Electronics since 1935, appointed resident sales manager, Syracuse, for division of Sylvania Electric Products.

WILLIAM H. HERMAN, with Hoffman Electronics Corp., L.A., as assistant to corporate director of public relations, promoted to director of advertising and public relations for Hoffman Labs Div.

D. DUDLEY BLOOM, formerly with Atlantic Produc- tions Corp., Trenton, N.J., to American Metal Specialties Corp., Hatboro, Pa., toy manufacturer, as director of marketing.

ROBERT H. D'OTTOLE, formerly with Commercial Standard Corp., N.Y., to Olin Mathieson Chemical Corp., N.Y., as assistant sales manager for Pyro anti-freeze and Pyro radiator chemicals. AILAN J. LEMBERITZ, previously with Metropolitan Corp.'s Pries Instrument Div., Detroit, also to Olin Mathieson as automotive products advertising sales promotion assistant manager. Mathieson promotions: BERNARD A. BANNON to west coast field representative for Puritan line of automotive products and to western division field supervisor in Pyro sales, and ARNOELD F. POMMERNING to assistant sales manager of Puritan products.

PERSONNEL RELATIONS

NORA B. PADWAY, former tv contracts adminis-trator for Writers Guild of America, West, named executive secretary of Radio and Television Directors Guild (Hollywood local) succeeding ELIZABETH GOULD, resigned.

EDUCATION

LEE POLK and EDWARD KING appointed producer-director for Metropolitan Education tv project in New York City. Mr. Polk left WCBS-TV New York to accept assignment. Mr. King was re- cently associated with Educational Television Asso. (Canada) Limitée, Toronto, Ontario.


BRIG. GEN. MONRO MCCLOSKEY, USAF (Ret.) appointed special consultant to public relations division of Capitol Radio Engineering Institute, Washington.

GOVERNMENT

FRANK H. ORAM JR., assistant director in charge of Latin American activities with U.S. Information Agency, selected as agency's first representative to seizure officers' course newly set up by Dept. of State. ALBERT HARKNESS JR., former dep-uty director of planning for agency, named to represent Oram. Oram, assistant director of USIA far east operations, named as public affairs officer in Tokyo. WILLIAM W. COPE- land formerly public affairs man in Manila, appointed to succeed Mr. Hellyer.

S/SGT. DONALD (GUNNY) VON BEULIWITZ, drummer member of Marine Corp Four, instrumental group on KNXT (TV) Los Angeles show, Dress Blues, has been reassigned to U.S. Marine Corps HQ, in Washington. Sgt. Von Beulitz will assume duties of non-commissioned officer-in-charge of radio-tv division.

INTERNATIONAL

WILFRED SANDERS, v.p. of J. Walter Thompson Co. Ltd., Toronto, Ontario, to manager of Toronto office, succeeding MARK NAPIER who will devote his full time to creative work.

GERARD FECTEAU, Canadian journalist, to Televi-sion de Quebec (Canada) Limitée as director of news services. Mr. Fecteeu is president of Union Canadienne des Journalistes de Langue Fran-çaise.

J. GERALD M. GALES, formerly industrial advertising manager of Dominion Rubber Co. Toronto, to senior sales representative for national television network sales of Canadian Broadcasting Co. Toronto.

FRID SMAGBEATI, freelance sportscaster, to full-time sportscaster of CBL Toronto, Ont., key station of CBC Trans-Canada network.
Station Authorizations, Applications
As Compiled by BROADCASTING
Aug. 14 through Aug. 20

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, uhf—ultra high frequency, uhf—ultra high frequency, anl—antenna, aur—aural, vis—visual, kw—kilowatts, m—megacycles, b—day, n—night, LS—local Sunset, mod—modification, trans—transmitter, uni—unlimited hours, kc—kilocycles, BCA—subsidiary communications authorization, BSA—special service authorization, BTA—special temporary authorization.

Existing TV Stations
CALL LETTERS ASSIGNED
KUAT Tucson, Ariz.—U. and State Colleges of Ariz., Board of Regents, ch. 16.
KALF Alliance, Neb.—Western Neb. TV Inc., ch. 13.
KBRA-TV Dallas, Tex.—Area Educational TV Foundation, ch. 13.

New Am Stations
APPLICATIONS
Lenmore, Calif.—Radio Lenmore, 1220 kc, 1 kw D. F. O. address 605 N. Sunnyslope Ave., Phoenix, Calif. Estimated construction cost $33,100, first year operating cost $10,000, revenue $10,000. Principal owner, Joseph E. Gamble (95%) also owns KJOY Blockton, KWIP Merced, and 50% of cp for a station in Santa Rosa, Cal. Announced Aug. 19.
Laconia, N. H.—Lawrence Bstct. Co., 1480 kw, 250 w untl. P. O. address 9 Valley St., Lawrence, Mass. Estimated construction cost $25,950, first year operating cost $9,500, revenue $9,500. Applicant, owned by Mr. and Mrs. George E. Jasper, is licensee of WCCM Lawrence, and has CP for new fm outlet there. Announced Aug. 19.
Ellenville, N. Y.—Catskill Bstct. Co., 1270 kc, 500 w D. F. O. address 8 Seymourd D. Lubin, Highview Ave., Liberty, N. Y. Estimated construction cost $33,750, first year operating cost $13,750, revenue $13,750. Principals are Harry G. Horwich and Seymourd D. Lubin (38 1/3%) each, who own WVOS Liberty. Announced Aug. 18.

Translators
CALL LETTERS ASSIGNED
KBIAC Grangeville, Idaho—Central Idaho TV Inc.
W1BAAT Frostburg, Md.—Frostburg Community TV, Inc.
W2AB Littleton, N. H.—Littleton Community TV Assn.
W1BAA Hichest & Chenango Bridge, N. Y.—Binghamton Press Co.
W1BAB Johnson City & Vestal, N. Y.—Binghamton Press Co.
W1BA Cambrige, Ohio—Southeastern Ohio TV System.
W1LAB Coshocton, Ohio—Southeastern Ohio TV System.
WIAA Cow-Creek Area, Ore.—Calif.-Ore. TV Inc.
WIAK Cow-Creek Area, Ore.—Calif.-Ore. TV Inc.
KTIAK The Dales, Ore.—Mid-Columbia TV Corp.
KTVJ Ashco, Ore.—North Sherman TV Co-
KTSJ Wasco, Ore.—North Sherman TV Co-
KHYD Wasco, Ore.—North Sherman TV Co-

NATION-WIDE NEGOTIATIONS—FINANCING—APPRAISALS

East Coast . . . .

FULLTIME INDEPENDENT

$325,000

A choice property in semi-major market. Good real estate. Profits show good return on this investment. Some terms.

FULLTIME NETWORK

$125,000

Just the right property for an owner manager. Real estate included plus some working capital with deal. Either all cash or well secured notes.

HAMILTON, STUBBLEFIELD, THOM & ASSOCIATES

Washington, D. C.
Wm. T. Stubblefield
1727 DeSales St., N.W.
EX 3-3456

Cleveland
Jackson R. (Jack) Meurer
2414 Terminal Tower
TO 1-6737

Chicago
Ray V. Hamilton
135 South Dearborn
DE 7-2754

Dallas
Dawne (Judge) Longh
Fidelity Union Life Bldg.
RI 8-1175

San Francisco
W. R. (Ike) Twindle
111 Sutter St.
EX 2-5571

Broadcasting August 25, 1958 • Page 99
Planning a Radio Station?

Here's another aid to station planning—a brand new brochure describing transmitting equipment and building requirements for radio stations. It combines the practical knowledge of experienced station and equipment engineers and provides a check-list as a guide in transmitter selection.

For your free copy, write to RCA, Dept. J-22, Building 15-1, Camden 2, N.J.

RADIO CORPORATION
of AMERICA

FOR THE RECORD

CONTINUED

KVOG Ogden, Utah—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 15.

WINC Winchester, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 19.

CALL LETTERS ASSIGNED

KGEI Belmont, Calif.—Radio Station KGEI Inc., international broadcast service.

KJAX Santa Rosa, Calif.—Radio Santa Rosa.

KRSH Golden, Colo.—Golden Radio Inc., 1250 kc. Changed from KGOL.

WORC Green Cove Springs, Fla.—Ben Akerman, 1550 kc.

WORL Lake City, Fla.—George S. Walker Jr., 980 kc.

KQER Orofino, Idaho—Clearwater Bestg., Co., 950 kc.

WONA Winona, Miss.—Southern Electronics Co., 1310 kc.

KAOL Carrolton, Mo.—Homeland Enterprises Inc., 1430 kc.

WAGY Forest City, N. C.—TV-7 City Bestg., Co., 1250 kc.

WYRN Louisville, N. C.—Franklin Bestg., Co., 1480 kc.

WCPV Murphey, N. C.—Cherokee Bestg., Co, WCRE Cheraw, S. C.—Pee Dee Bestg., Co., 1420 kc. Changed from WATT.


WPLI Lookout Mountain, Tenn.—Lookout Bestg., 1070 kc.

KOKK Austin, Tex.—Jage Inc., 1370 kc. Changed from KTXK.

KTXK Shimer, Tex.—KXTAN Bestg., Co., 1500 kc. Changed from KTXK.

WLES Lawrenceville, Va.—Harry Epperson Sr., Changed from WLCN.

WCST Berkeley Springs, W. Va.—Berkeley Springs Radio Station Corp., 1460 kc.

WSAU Wausau, Wis.—Valley TV Corp., 590 kc. Changed from WORA.

WRIG Wausau, Wis.—WRIG Inc., 1400 kc. Changed from WSAIL.

New FM Stations

APPLICATION

Eugene, Ore.—Stuck Inc., 97.9 mc, 356 kw. P. O. address Eugene Medical Center. Estimated construction cost $10,619, first year operating cost $18,000, revenue $24,000. Principal owner, Lytle N. Young (1916), is in advertising. Announced Aug. 18.

Existing FM Stations

CALL LETTERS ASSIGNED


WECW Elmira, N. Y.—Elmira College, 98.1 mc.

WLHB Hicksville, N. Y.—High Fidelity Music Corp., 92.7 mc.


WIOF-FM Lancaster, Ohio—Hocking Valley Bestg. Corp., 90.5 mc.

WIOD Salem, Ohio—Russell C. Jones, 105.3 mc.

WFID Rio Piedras, P. R.—Fidelity Bestg. Corp., 95.8 mc.

KGAJ-FM Gainesville, Tex.—Gainesville Bestg., Co., 94.5 mc.

KDFM Lubbock, Tex.—Jack Blankenship, 96.3 mc.

Ownership Changes

APPLICATIONS

KCNO Alturas, Calif.—Seeks assignment of license from Interstate Bestg. Co. of Ore. to Stulier Corp. for $37,500. New owner, Stuart Willcox, is with KIWI Hollywood, Calif. Proposed call letters KHOK.

Klyth Falls, Ore., below. Announced Aug. 15.


WNXJ Detroit, Mich.—Seeks assignment of license from Mfs. Music Co. to Perry B. Crawford, tv/4 Alpha Bestg. Co. for $25,000. Mr. Crawford is head of Young People's Church of the Air. Announced Aug. 15.

WLCL Libby, Mont.—Seeks assignment of license from Frank Reardon to Robert R. Ripfier for $25,000. Mr. Ripfier has been in Libby without license. Announced Aug. 18.

WKXL Concord, N. H.—Seeks acquirement of positive control (100%) of licensee (Cabinet Radio Corp.) by Frank B. Kees through purchase of 50% from WKNE Corp. for $28,000. Announced Aug. 18.


KFWC Forest Grove, Ore.—Seeks assignment of license from Irving V. Schmidtke to equal partners F. Demcy Mylar and Robert M. Kline, Jr, as Christian Bestg. Co., for $50,000. Mr. Mylar has been KBGW manager; Dr. Kline is physician. Announced Aug. 20.

KFLW Klamath Falls, Ore.—Seeks assignment of license from Southern Ore. Pub. Co. to Stulier Corp. for $50,000. New owner, Stuart Wilson, is with KBIG Hollywood, Calif. See also Alturas, Calif., above. Announced Aug. 15.

KMMV McMinnville, Ore.—Seeks involuntary acquisition of positive control of licensee (Kenai Bestg. Corp.) by Philip N. Bladine as individual and as executor of estate of Jack R. Bladine, deceased. Philip Bladine increases ownership from 25.2 to 56.4%. Announced Aug. 19.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Joseph Richardson for new am station to operate on 550 kc, 1 kw D, in Orange Park, Fla., and denying application of Joseph M. Riley Inc., for same facilities in Jacksonville, Fla. Announced Aug. 18.

Hearing Examiner Elizabeth C. Smith issued modified initial decision looking toward reinstating and affirming Oct. 5, 1953 grant of application for new FM station (WARC) to operate on 880 mc, 1 kw D, in Milford, Pa., denial of protest of the Pennsylvania Public Service Commission, and granting WARC’s application for mod. of cp to authorize change in area of contour for station to use former site of WPRO. Announced Aug. 14.

Routine Roundup

Commission by memorandum opinion and order, denied protest and petition for reconsideration of WQW, Quincy, Mass., for voluntary surrender of its license to the Commission, and granting of application of Mosby’s Inc., (RMD-TP), Minneapolis, Minn., for mod. of its existing authorization for tv Inter-city relay station between

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn & Company to make accurate authoritative appraisals in minimum time.

Blackburn & Company

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
3000 R Street, N. W.
Washington Building
Sterling 3-4341

ATLANTA
Clifford B. Marshall
930 Peachtree St.
Healey Building
Jackson 5-1576

CHICAGO
H. W. Cassill
333 N. Michigan Avenue
William B. Ryan
Financial 5-6460
FOR THE RECORD


PETITIONS FOR RULE MAKING DENIED

Fayetteville Bestra, Inc., Station WFLB-TV Fayetteville, N. C., in application for construction permit to Fayetteville, N. C., as commercial assignment by substituting ch. 13 for ch. 8 in Florence, S. C., and by request of change educational station for Charleston, S. C. Further request issuance of WFLB-TV by order to show cause why its existing tv permit shall not be modified to specify ch. 8 rather than ch. 13 in Fayetteville, N. C.

Paul E. Johnson, Mount Airy, N. C.—Petition requesting amendment of rules so as to make following changes: (1) change ch. 2 in Greensboro, N. C. to ch. 1 as educational station; (2) change ch. 8 in Florence, S. C. to ch. 13: (3) assign ch. 8 to Charleston, S. C. as educational station, and (4) assign ch. 4 to Rocky Mount, N. C.

Eugene, Co., Inc., in application for Certificate of convenience and necessity to grant station WONA a construction permit to change from FM to AM, to granted.

N. S. C., Fayetteville, 15.

OPERATING TELEVISION STATIONS

Grants of licenses to: KDOF, Mt. Airy, N. C.; WONA, Charleston, S. C.; WFLB-TV, Fayetteville, N. C.

By Acting Chief Hearing Examiner Jay A. Kyle on August 12

On own motion, ordered that oral argument on petition to discontinue operation of station WFLB-TV, Fayetteville, N. C., be held at 9:30 a.m. Sept. 15 in am proceeding.

By Hearing Examiner Jay A. Kyle on August 15

Denied petition for withdrawal by Joseph M. Hay Inc., Jacksonville, Fla., requesting hearing examiner to disqualified himself and withdraw from am proceeding.

By Hearing Examiner H. Gifford Iron on dates shown

Granted July 29 petition by Radio Orange County Inv., Anaheim, Calif., to discontinue ch. 25 to May 20 petition for leave to amend its am station, and to grant permission for renewal of amendment and accepted amendment consisting of exhibits A to E, Aug. 15. ORDERED that record is closed in proceeding on an application for change of call sign to KDIS, Brea; Brea. Ark., and James N. Noe (KNOE), Monroe, La.

By Hearing Examiner Herbert Starman on dates shown

Ordered that prehearing conference scheduled for Sept. 3 is continued to Sept. 18 in proceeding on an application to assign KIDX, KKKI, and KISI.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Aug. 20

| AM | NEW | Total
<table>
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<tr>
<td>3,028</td>
<td>105</td>
<td>570</td>
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<tr>
<td>3,524</td>
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| FM | NEW | Total
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| TV (Commercial) | Total
<table>
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<tr>
<td>83</td>
<td>508</td>
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BROADCAST ACTIONS

By Broadcast Bureau

Applications of August 15


WBEN-FM Buffalo, N. Y.—Granted to install new type ant., increase ERP to 110 kw and increase ant. height to 1,330 ft.

WCBS-TV Newark, N. J.—Granted to change ant., station location, make changes in ant. system and other equipment; ant. height 1,000 ft.

WONA Winona, Minn.—Granted mod. of cp to correct geographic coordinates: conditions.

WREAL Cleveland, Ohio—Granted of cp to change from operation of trans. to alternate main operation.

KDOV Medford, Ore.—Granted of mod. of cp to make changes in ant. system.

KDPS-TV Des Moines, Iowa—Granted of mod. of cp to change ERP to vfa. 26.8 kw, aurr. 14.4 kw, ant. height 339 ft; change type trans., install new ant. system and other equipment: conditions.

KOFY San Mateo, Calif.—Granted change of remote control authority: conditions.

KWAB-TV Des Moines, Iowa—Granted change of of cp to change ant. and trans. of trans., and other equipment conditions.

Following stations were granted extensions of completion dates as shown: WETO Toledo, Ohio, to 11-27; WDKY6 Brattleboro, Vt., to 3-1-59; WAPE Jacksonville, Fla., to 10-27.

Applications of August 14

KHAD-TV Laredo, Tex.—Granted mod. of cp to change name to Southwestern Operating Co.

KCBM Kansas City, Kan.—Granted extension of completion date to 1-1-59.

Applications of August 15

WOSV Columbus, Ohio—Granted change of of cp to change ant. and trans., license covering change of of cp to change ant. and trans., license covering change of of cp to change ant. and trans., license.

Applications of August 16

KWRC-FM Long Beach, Calif.—Granted authority to remain silent for period of 30 days for installation of additional directional ant. WPTF Wilmington, Del.—Granted extension of completion date to 2-13-59 (main trans. and ant.).

Applications of August 17

KWUR Milwaukee, Wis.—Granted of license to M-L Radio Inc.

Applications of August 18

KALW Marlin, Tex.—Granted of license to M-L Radio Inc.

Applications of August 19

KSMY Ansburn, N. C.—Granted of license to M-L Radio Inc.

Applications of August 20

KMBM Kansas City, Mo.—Granted of license to M-L Radio Inc.

Applications of August 21

KMACB Los Angeles, Calif.—Granted of cp to change ERP ER to vfa. 23.8 kw, aurr. 14.4 kw, ant. height 339 ft, and change type ant.; remote control permitted.

KWVEW Milwaukee, Wis.—Granted of license to operate trans. by remote control using directional ant. and day and night conditions.

KWFT Dallas, Tex.—Granted of license to operate trans. by remote control using directional ant. and day and night conditions.

KWFL Philadelphia, Pa.—Granted of license to operate trans. by remote control using directional ant. and day and night conditions.

KWQL-FM Los Angeles, Calif.—Granted of cp to change ERP ER to vfa. 23.8 kw, aurr. 14.4 kw, ant. height 339 ft, and change type ant.; remote control permitted.

kwve Milwaukee, Wis.—Granted of license to operate trans. by remote control using directional ant. and day and night conditions.

kwvu Buffalo, N. Y.—Granted of license to operate trans. by remote control using directional ant. and day and night conditions.

kwvu Milwaukee, Wis.—Granted of license to operate trans. by remote control using directional ant. and day and night conditions.

kwvu Randleman, N. C.— Granted of license to M-L Radio Inc.

kwvu Wilmington, Del.—Granted of license to operate trans. by remote control using directional ant. and day and night conditions.

kwvu Milwaukee, Wis.—Granted of license to operate trans. by remote control using directional ant. and day and night conditions.

kwvu Milwaukee, Wis.—Granted of license to operate trans. by remote control using directional ant. and day and night conditions.
**Classified Advertisements**

**Payable in advance. Checks and money orders only.**

- **Deadline:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- **Situations Wanted 20¢ per word—$2.00 minimum** • **Hel.P Wanted 25¢ per word—$2.00 minimum.**
- **All other classifications 30¢ per word—$4.00 minimum.** • **Display ads $20.00 per inch.**
- **No charge for blind box number.** Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

**Announcements:** If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance network). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly reserves any liability or responsibility for their correctness or return.

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**Radio**

**Help Wanted**

**Openings for manager, salesmen, announcers and engineers:** Send replies to station indicated. All replies go, City, Tenn. Address F. O. Box 33, Jonesboro, Tenn.

**Management**

Owner of profitable fulltime single station southwest agricultural market wants to relax. Needs responsible man capable all phases including advertising. Own Site; all owner’s results. Substantial guarantee plus percent gross will exceed 10,000. Town is 20,000; 30-mile radius 100,000. Personal interview required. Send complete details first letter. Box 595F, BROADCASTING.

Manager to build outstanding independent local operation. Needs aggressive, capable, person of good character. Straight salary or salary plus commission. Daytimer,湖泊. Dayton Ohio market. Box 615F, BROADCASTING.

**Sales**

Opportunity radio salesman. Salary plus commission. Good market. ABC Texas station. Box 495F, BROADCASTING.

Young, aggressive sales manager needed at kilo- watt daytime in southeast coastal Louisiana. Rated top in area. New hard-working protected accounts. Market potential great for serious worker, 15% commission on future drawing accounts. Many sales aids, station heavily promoted—but little competition. Excellent personality and thousands of advertisements. Male or female considered. Strictly a working job, days, nights, and weekends. Send full details in first letter. Box 615F, BROADCASTING.

There’s a wonderful opportunity in cool Colorado for a salesmen willing to work. Guaranteed over $400 per week and an account list that can make real money for you. This is a permanent connection with the top station in town. Send full details first letter. Box 594F, BROADCASTING.

Kentucky station needs aggressive salesman. Send resumes of interested parties or if wanted, full details first letter. Box 594F, BROADCASTING.

New York state tv station wants an experienced radio salesman. Interested in moving into television and wants a chance to work with progressive plus commissions. Write giving full resume to Box 600F, BROADCASTING.

Experienced sales manager wanted in northwestern college town of 60,000, single station market of 150,000. Good salary and percentage of profits. Box 594F, BROADCASTING.

California, KCHJ, Delano. Serves 1,000,000, increasing sales staff.

Growing station group has good paying job open with top station in area for experienced, hard working salesman. Guarantee open depending on experience and sales plus advancement opportunity dependent on performance. Only solid, permanent salesman apply. Reply to Riley Gibson, Radio Station KCKO, El Centro, Calif.

Kentucky. Good sales opportunity with aggressive, growing organization. Send resume, references, earnings requirements. Radio WSLG, Box 1419, Lexington.

**Announcers**

Florida. Need experienced personality pop dj. Above average salary, Promotion minded station. Send tape, background. Box 7908, BROADCASTING.

Negro dj—southern only—religious or Rab. Good to best terms. New rays, radio. Picture. tape, letter Box 9002, BROADCASTING.

Girl, experienced staff announcer, Pauline Fre- deric, 20 years radio. Appear, write ads, televi- sion. Commercial Station, Box 331F, BROADCASTING.

Announcer-first phone—a wonderful opportunity for a young man seeking a good starting wage. Plus permanent location—500 watt South Georgia station. Box 346F, BROADCASTING.

**Classified Advertisements**

**Payable in advance. Checks and money orders only.**

- **Deadline:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- **Situations Wanted 20¢ per word—$2.00 minimum** • **Hel.P Wanted 25¢ per word—$2.00 minimum.**
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**Radio**

**Help Wanted**

Desire football announcer plus staff duties. Tell all. Texas station. Box 400F, BROADCASTING.

Newman—First phone for top-rated midwest station to start September 1, 1966. Duties are de- voted exclusively to news. Need resume, tape and photo at once. Box 400F, BROADCASTING.

Opening September 15 for stable experienced staff announcer, morning shift. Dignified news, friends, or evening announcing. For young, or funny men. Small market northern South Carolina. Box 479F, BROADCASTING.

California, KCHJ, Delano. Serves 1,000,000, increasing sales staff.

Growing station group has good paying job open with top station in area for experienced, hard working salesman. Guarantee open depending on experience and sales plus advancement opportunity dependent on performance. Only solid, permanent salesman apply. Reply to Riley Gibson, Radio Station KCKO, El Centro, Calif.

Kentucky. Good sales opportunity with aggressive, growing organization. Send resume, references, earnings requirements. Radio WSLG, Box 1419, Lexington.

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Announcer-first phone—a wonderful opportunity for a young man seeking a good starting wage. Plus permanent location—500 watt South Georgia station. Box 346F, BROADCASTING.
### RADIO

**Help Wanted—(Cont'd)**

**Technical**

First phone engineer. Contact Jerry Norman, W4ZJQ, 363 East Oak St., Beverly, Mass. A first class engineering position is available in a growing TV station. All engineers are assured of advancement.

Sales manager, capable of building up a busy sales office in a major market. Must have an excellent record in sales and management. Write GB5F, DOROTHY BROADCASTING.

Salaries will be commensurate with experience. Write WAC, ANCHOR RADIO.

**Situations Wanted—(Cont'd)**

**Sales**

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own account. All replies will be kept in strict confidence. Box 580F, DOROTHY BROADCASTING.

### RADIO

**Announcers**

One week only, announcer, newscaster, one year experience in TV or newspaper. Must have working knowledge of overall market. Box 501F, DOROTHY BROADCASTING.

Free sports-newsman, disc jockey. Solid experience preferred. Family, Box 604F, DOROTHY BROADCASTING.

Offer knowledge of good music plus 5 years experience. Currently employed. Box 508F, DOROTHY BROADCASTING.

Announcer-news; presently employed in large metropolitan area. Excellent opportunity for advancement. String in news, sports, announcing, good salary. Box 506F, DOROTHY BROADCASTING.

Musician, experienced in network and local disc jockey work, seeking permanent position. Box 507F, DOROTHY BROADCASTING.

First phone engineer. Contact GB5F, DOROTHY BROADCASTING.

Dramatic and news-announcer, top ten market. Salary $8000 to $10,000.

Good voice. Box 510F, DOROTHY BROADCASTING.

First phone engineer. Contact GB5F, DOROTHY BROADCASTING.

Boy announcer. Full time, permanent. Box 511F, DOROTHY BROADCASTING.

### RADIO

**Help Wanted—(Cont’d)**

**Production-Programming, Others**

Mr. News Director, this ad will run until we find the right man. We need a newsmen who gets behind the surface news; who knows what's going on. All replies will be kept in strict confidence. Write Box 179F, DOROTHY BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Im- mediates, but go on record for station. Box 602E, DOROTHY BROADCASTING.


$6000 per year for new director with know how to do a complete job. Established news minded station will provide working tools, you provide the knowledge and interest. Full details to Box 319F, DOROTHY BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly familiar with current reporting, have an authoritative style and able to direct other newsmen; must be a good newsman in major market. Salary and working conditions about $5,000. Will consider applicant with successful background in similar position. Reply in detail, giving experience, training and equipment. Box 318F, DOROTHY BROADCASTING.

Personality, 41, strong commercial, gimmicks, etc., run own board. Steady, easy to please. Anywhere. Box 315F, DOROTHY BROADCASTING.

Top top-ten morning man for a top ten market. We need a top rated morning man with a most impressive "top-ten" station track record. A change in the market. Here is your chance to work with a talented man in a creative straightjacket. You are looking for a salary, hardworking personality, we will put in a good word for him and he in return will get a straightjacket. Box 317F, DOROTHY BROADCASTING.

Versatile, experienced announcer available two weeks notice. Ohio, northern Kentucky area. Box 404F, DOROTHY BROADCASTING.

Midwestern sports announcer, three years experience, also staff and dj background. Presently employed. Will travel. Box 305F, DOROTHY BROADCASTING.

Sports-caster-staffer. Football, basketball, baseball, two years experience with 1000 watt daytimer. University of Alabama graduate. Prefer south. Box 512F, DOROTHY BROADCASTING.

Midwestern announcer, two years experience, also staff and dj background. Presently employed. Will travel. Box 305F, DOROTHY BROADCASTING.

1st phone. Announcer. 25, Married, children; currently employed, best references. Box 215F, DOROTHY BROADCASTING.

1st phone. Announcer. 27, Married, 2 children; currently employed, best references. Box 217F, DOROTHY BROADCASTING.

25 years experience. Married, two children. Currently employed, best references. Box 217F, DOROTHY BROADCASTING.

40 years experience in radio, programming, announcing, sales, engineering, announcing. Want purchase plan, some money, Family. Prefer location in New York. Box 312F, DOROTHY BROADCASTING.

Ten year veteran play-by-play man with experience in all phases of broadcasting including studio and live, on-air performance and production jobs. He has good future. Box 290F, DOROTHY BROADCASTING.

Announcer-dj, excellent news, offers 1½ years experience for good paying job medium or large market. northern Wisconsin, Pennsylvania. Box 511F, DOROTHY BROADCASTING.

We are hiring a floor director and a floor manager. Apply to us now. Box 628F, DOROTHY BROADCASTING.

Willing to work hard to build and keep audience. Currently employed, good references. Box 310F, DOROTHY BROADCASTING.

Give me from the unemployment lines. Announcer-dj, news, sports, operate board. Sales, family. Need any closer. Box 306F, DOROTHY BROADCASTING.

We are seeking a disc jockey with 6 years experience in radio. Good voice. Box 512F, DOROTHY BROADCASTING.

Ace sportscaster, salesman, announcer, newsmen. Call Basil DeSoto, Crestview 2-5692, 1801 Coldwater Canyon, Beverly Hills, California.


### RADIO

**Help Wanted—(Cont'd)**

**Manager**

Manager, assistant manager or sales manager, small to medium market. Box 576F, DOROTHY BROADCASTING.

Manager-experienced all phases, presently sales management. Family man, that desires perma-

### RADIO

**Help Wanted—(Cont'd)**

**Radio**

Help Wanted—(Cont'd)

**Technical**

First phone engineer. Contact Jerry Norman, W4ZJQ, 363 East Oak St., Beverly, Mass. A first class engineering position is available in a growing TV station. All engineers are assured of advancement.

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Salaries will be commensurate with experience. Write WAC, ANCHOR RADIO.
RADIO

Situations Wanted—(Cont'd)

Technical

Young veteran with first phone and studio training desires to break into tv or radio. Box 585F, BROADCASTING.

First phone, experienced, mature, astemious, married. Fair amount of good news delivered. Tape available. Please write Box 593F, BROADCASTING.

Experienced engineer-announcer-salesman first class license plus engineer degree. Box 596F, BROADCASTING.

Dear Employers: This will serve to introduce Mr. John Gonzales, who has been in our employ for the past two years. Due to a re-division of our broadcast day, which involved deletion of the 1:00 a.m. to 5:00 a.m. shift, it was with great reluctance and regret, we terminated the services of Mr. Gonzales. I wish to state without hesitation, re-engage him if future circumstances allow us to re-initiate all night programming and he were then disposed to return to this area. As an employee and more particularly, as an individual, we highly recommend Mr. Gonzales. His services with this station have been eminently satisfactory; his moral character and professional ability is of the highest caliber.

Contact John B. Gonzales, Radio Station WORC, Bancomer Hotel, Worcester 3, Mass.

Married. have first, will travel. have training. Need studio engineer. Excellent copywriter. Jean Pijanowski, 587 N. Oakland. Pasadena, California.

First phone—10 years radio, two tv in midwest. James Swanson. 1221 Peck, Muskegan, Michigan.

Production-Programming, Others

Production director, Bartell experience. If you can find a better one—hire him! Box 497F, BROADCASTING.

Woman copy director, single, moving southern California. September—thoroughly experienced, years southern independent. Box 500F, BROADCASTING.

Copywriter-male, two years college, broadcast school. A possible, experienced. Employers request solid sample, selling. Good resume. Select "first" copy. Samples, final "move it" right spot. Box 503F, BROADCASTING.

Girl secretary-S1, 5 years experience network and advertising. Recent assignments in Florida. Box 505F, BROADCASTING.

Newman for two years. Gather, write and read. Good voice and references, tape. Box 509F, BROADCASTING.

Trade 11 years radio-tv experience for regular 40 hours, future, no Sundays or holidays. Box 511F, BROADCASTING.

Girl copywriter, 25, single, car, 3 years experience. Box 512F, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Sales

Dominant CBS station in southeastern market of over 500,000 homes has rare opening for experienced local-area salesman. Our retail-area sales are an integral part of our business. Good base plus attractive commission plan, performance pays off. Write now to build your income. Present account list will be turned over. TV current sales record. Promotional work as local sales manager. Want family man with desire to work and make money. If your record will stand thorough investigation please write, enclosing complete details including sales record and picture first letter. Box 514F, BROADCASTING.

Announcers

Experienced tv announcer wanted. Send tape, picture, and complete information to Don Stone. KTVZ, Sioux City, Iowa.

TV news opportunity. VHFB network affiliate needs experienced newswoman for on-camera work. Outstanding opportunity. Send full particulars to KVWV-TV, Waterloo, Iowa.

Technical

Engineers for studio, transmitter or remote unit. Full power. well-equipped educational vhf midwest. Box 515F, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Two good first class engineers who can do maintenance have a year or two experience in tv. Want to improve themselves. Should be familiar with control room operations. Good salary for good man. If you are good, then send resume to Chief Engineer, KCKT-KGLD, Great Bend, Kansas.

Production-Programming, Others

Excellent opportunity for news director radio and tv, seven-man department equipped with Western Union weather, news wires, mobile unit, portable recorders and beepers. Photo department for still and film pics. Send resume, examples of work and salary requirements plus complete background. Box 461F, BROADCASTING.

An announcer and/or director for full power vhf. Experienced. Required references. South. Box 457F, BROADCASTING.

Experienced copywriter—selling copy with good mastery of tv technique. Two in department. Salary open. Send samples, resume. Program Manager, WFTF-TV, Evansville, Indiana.

TELEVISION

Situations Wanted

Announcers

2 years on camera commercial experience. Available immediately. Box 602F, BROADCASTING.

Need a tv staff announcer? Present employer, my wife and I say I'm good. Booth, on-camera news and commercials. 6 years radio, 1 1/2 years tv. 1 1/2 children. Somewhere East, Southeast. Box 603F, BROADCASTING.

Producer, director, tv, film, radio experience. News, sports, commercials, versatile. Box 604F, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

TELEVISION

FOR SALE

Stations

Northwest 1 kw daytimer, isolated market. Price, $75,000. Box 609F, BROADCASTING.

Nevada top-market kilowatt $49,500 down, Wilt Gunzendorf and Associates. 8500 W. Olympic, Los Angeles.

Carolinia medium market stations (2), $75,000, inclusive one or part interest in other for $25,000. Chapman Company, 1129 West Peachtree. Atlanta.

Have many buyers, and syndicates. 25% commission if you list exclusively with us. Lee Hoolingworth, 514 Hempstead Ave., W. Hemstead, N. Y.

California fm stations (2), $100,000. terms, or part interest. Chapman Company, 33 West Michigan, Detroit, Mich.


Southwest small market stations (2), $25,000, $50,000, terms. Chapman Company, 1122 West Peachtree, Atlanta.


FOR SALE

Pennsylvania radio station

Long and well-established 250 watt property

Full Time—major network affiliation

Profitable and sizable market

Write Box 635F, BROADCASTING

No Brokers Involved

Broadcasting

August 25, 1958  •  Page 105
FOR SALE—(Cont'd)

Stations
Florida profitable fm station, $20,000 down payment, $5,000, total; medium market station, $67,000 down payment, $256,250, total; small market, $7,800 down payment, $33,000, total. Chapman Company, 1182 West Peachtree, Atlanta.


Equipment
1 RCA fm transmitter, transformer 3D 3 kw with additional equipment to change to 5 kw. Like new. $5900 with modulator and modulation monitor. Write Box 489F, BROADCASTING.

Stainless G-38 N.I. tower, second hand. Box $285F, BROADCASTING.

409 foot and 181 foot pieces 3/4" air dielectric 70 ohm co-axial cable 65 foot with glass seals and pressure meter. Andrews pump with drying unit $18.00. Two Andrews heavy duty type 672 sampling loops at $18.00 each. Clarke 45B 1/2 kw two tower phasing monitor, clean $220.00. Box $625F, BROADCASTING.

1 kw Gates RC-17 transmitter, like new. KOKY, Box 1956, Little Rock, Arkansas.

Two Presto 19-B turntables complete with custom cabinets and Western Electric 8-A head and equalizers, $125.00 each. One Belokut RX 16 two-speed recording table with RCA 72C standard 557 rpm inside out cutting table equipped with a Presto 1-D cutter with good cabinet $350.00. Kerckhoff, Minnesota.

Brand new 20-50 megacycle MR-10 monitor radio. Will trade for more sensitive 40-50 megacycle receiver or sell for $50.00. F.O.B. KROX, Crookston, Minnesota.

Western Electric 23 C console in good operating condition. Has two spare GE turntable pre-amps for GE type cartridges. First check for 500$ delivering unit organized to your control room. WACL, Chicopee, Massachusetts.

RCA 76-B4 console with tubes, power supply, and complete inventory of spare parts. One RCA 70-D turntable with universal head and BA-2C booster amplifiers recently removed from service, clean and in good working order. $200.00. WLEC, Sandusky, Ohio.

5 kw Western Electric am transmitter, model 5c, modernized. Old but clean and dependable. Make offer. George P. Rankin, WMAZ, Macon, Georgia.


Television monitors. The most widely accepted in broadcasting and industrial applications. Delivered under carload trade names. Filled from plug-in construction. 8"—$105.00, 14"—$215.00, 17"—$215.00, 21"—$512.00. Miracet, Inc., 1080 Dione St., St. Paul, Minnesota.

1 kilowatt uhf transmitter, convertible to any channel. Any reasonable offer considered. Contact R. L. Stocklos, 10445 Imperial Drive, St. Louis 21, Missouri.

WANTED TO BUY

Equipment
Magnetech P74-B or J amplifier, Broadcast type, standard cabinet radio, 37 inch panel space, Chief Engineer, WAND, Canton, Ohio.

Will trade 3 kw modulation transformer for 1 kw, or want to buy at good price. WKEZ, Vero Beach, Florida.

Desiers for GE BY-4B antenna, write or call Bob Brown, WDWS, Champaign, Illinois.

Used WX-2D field intensity meter and 3 used 152 foot power, contact Chief Engineer, WFCB, Fairfax, Virginia.

Two used 240 foot radio towers complete with lighting equipment. State condition and price in reply. Contact Radio Station WJAZ, P.O. Box 811, Albany, Georgia.


Wanted: Broadcast/recording limiter, fm specifications. Give make, model and price. Sierra Records, Box 111, Sierra Madre, California.

INSTRUCTIONS


FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.J. approved. Phone FJ 3-1452, English Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946, the original course for FCC 1st phone license in 6 weeks. Reservations required. Enrolling new classes starting September 2nd, October 29, January 1, 1959 and March 4, 1959. For information, references, and reservations write William B. Ogden Radio Operational Engineering School, 1190 West Olive Avenue, Burbank, California.

WANTED TO BUY

MISCELLANEOUS

Bingo Time U.S.A., 1020-20 Equitable Building, Hollywood and Vine. Printers of personalized Bingo game sheets for radio and television programs. We also print in color, a patented and copyrighted Bingo game called Kardo in 3000 game sheet series, which has playing card symbols instead of just numbers. Permitting not only the playing of Bingo, but any Poker card hands etc. The announcer may call for. Prices are $5.00 per 1000 game sheets imprinted with your art copy, Terms one-third with order on delivery. Minimum of three weeks. Shipped F.O.B. Hollywood. Game sheets have I.R.M. control systems). Write P. O. Box 4121, Hollywood 30, Calif. Hollywood 4-4614.

TELEVISION

Situation Wanted

Announcers

WANT TO HELP

Two fine, versatile announcers who are being cut out in a reorganization. Can you use one or both? Call me collect.

Cecil M. Sandbury

WSETV

1320 Peach St.

Erie, Pa.

TELEVISION

Situation Wanted

Announcers

FOR SALE

Equipment

MAGNETIC TAPE RECORDER

ALL PROFESSIONAL MAKES

NEW—USED—TRADES

SUPPLIES—PARTS—ACCESSORIES

STEPHEN ELECTRO ART CO.

401 W. North Avenue

Milwaukee 8, Wisc.

Phone 1-810 TWX, MI-183 America's Tape Recorder Specialists

WANTED TO BUY

FOR SALE

LEASE OR MANAGE

STATIONS

PAY OUT BASIS

STRONG SALES & PUBLIC RELATIONS

EXECUTIVE, PROMOTIONAL BACKGROUND, with STAFF, former Owner Radio Station in the East and Executive Manager UFII Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential. Emanuel Lazarus Stone Planning & Public Relations 3220 Hudson Blvd., Jersey City 6, New Jersey Telephone Swarthmore 5-0201

WANTED TO BUY

OCCUPIED—OVERSEAS

KOREA

RADIO TRANSMITTER ENGINEERS, RADIO STUDIO ENGINEERS, RADIO PRODUCTION SPECIALISTS

Transmitter Engineer—8 to 10 years experience design, building, maintenance radio transmitting stations and networks, to advise the ROK Government in these matters and make concrete recommendations for future. Radio Studio Engineer—8 to 10 years experience acoustics, recorders and speech equipment. Radio Production Specialist not less than 10 years experience planning, development and production of radio programs—produce one or more prototype series of radio programs. Must remain in Korea about two years. Their and their families will be flown to Korea by first class commercial air routes. If you meet these qualifications send resume of experience to: Englemann & Co., Inc., 2480—16th Street, N. W., Washington 9, D. C.

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EMPLOYMENT SERVICES

A Specialized Service For
Managers Commercial Managers
Chief Engineer Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE

1234 Wisconsin Ave., N. W.
Washington, D. C.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

EMPLOYMENT FREE
Chief Engineer Program Managers
Managers Commercial Managers

New term starts
Want
NATIONWIDE SERVICE
Announcers Combo
Salesmen Engineers
of announcer, availabilities
458 INSTRUCTION
National men and
Dollar Dollar
3338 16th
Specialized for Washington,
Dollar
305
DEcatur
TOP JOBS
You
of positions available.
For
Service
places
2 N.W.
Film Editors

CONTACT SERVICES
C.
producer?
&
TV

For
for
Oct.
Oct.
Oct.
Oct.
Oct.
Oct.
Aug.
84th
August

annual meeting, Drake Hotel, Chicago.

meeting, Drake Hotel, Chicago.

Assn., St. Louis.

Regional conference, Ambassador Inn, Stowe, Vt.

ence,
velt
Greenbrier

tion,

NAB

of

Hotel, Tuscaloosa.

Hotel, Omaha, Neb. Oct.

Annual convention, Sheraton -Blackstone Hotel, Chicago.

Regional management conference, Staf ford Hotel, Sacramento.

Central region's annual meeting, Palomino Lodge, Hopkinsville.


International Sight and Sound Exposition, seventh annual high fidelity show and music festival, Palmer House, Chicago.


Louisiana Assn. of Broadcasters, Townhouse Hotel, Lafayette.

RAB, regional management conference, Hotel Morain-on-the-Lake, Highland Park, Ill.


Oregon Broadcasters Assn., station managers' meeting, Timberline Lodge, Mt. Shasta, Calif.

UPI Broadcasters of Iowa, Hotel Booneville, Cedar Rapids.

Mississippi Broadcasters Assn., management conference, U. of Mississippi, University.

IRE transmission systems professional group, annual symposium, Hotel Willard, Washington, D. C.

AWRT, southern area conference, Columbus, Ga.

UPI-U. of Iowa School of Journalism, symposium on good government, U. of Iowa, Iowa City.

AWRT, southwestern area's fall conference, Western Hills, Fort Worth, Tex.

RAB, regional management conference, Princeton Inn, Princeton, N. J.

NAB TV Code Review Board, Clift Hotel, San Francisco.

Advertising Research Foundation, fourth annual conference, Waldorf-Astoria Hotel, New York City.

AWRT, national board meeting, Waldorf-Astoria Hotel, New York City.

Texas Assn. of Broadcasters, fall conference, Texas Hotel, Fort Worth.

Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.

IRE, Canadian convention, Exhibition Park, Toronto.

AAA, central region's annual meeting, Drake Hotel, Chicago.

North Carolina Assn. of Broadcasters, Seaside Inn, Greensboro.

Alabama Assn. of Broadcasters, Stanford Hotel, Tampa, Fla.

Mutual Advertising Agency Network, fourth-quarter business meeting-workshop, Biarnock Hotel, Chicago.

AWRT, Heart of America conference, Kansas City, Mo.

AAA, western region's annual meeting, El Mirador, Palm Springs, Calif.

National Electronics Conference, Hotel Sherman, Chicago.

Kentucky Broadcasters Assn., fall meeting, Chemotrem Lodge, Hopkinsville.

National Assn. of Educational Broadcasters, annual convention, Sheraton-Foste telle Hotel, Omaha, Neb.

Radio Television News Directors Assn., annual convention, Sheraton-Blackstone Hotel, Chicago.

Missouri Broadcasters Assn., St. Louis.

Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Society of Motion Picture & Television Engineers, annual semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.

Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.

BROADCASTING

August 25, 1958 • Page 107

MAX M. LEON, President

Like Hundreds of Broadcasters...

President MAX M. LEON

of WDAS


Chief Engineer FRANK UNTERBERGER

Selected STAINLESS TOWERS

FRANK UNTERBERGER, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write

Stainless, inc.

NORTH WALES • PENNSYLVANIA
Aren't all of these dollars equally important to you?

Where else will you find satellite markets that outspend their entire central metropolitan trading zone by 5-to-4 in sales dollars? Or a universe that has such a big, rich central market! What an opportunity for you to increase your share of the total potential in this greater Indianapolis television area!

where else ...
- does a central market exert such an economic pull on so many specific areas that are retail trading centers in their own right?
- do you find such a widespread marketing area covered from one central point ... and by WFBM-TV!
- can you buy just one station with no overlapping penetration by basic affiliates of the same network?

only here — in Indianapolis on WFBM-TV — can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Now it will pay you to take another, longer, better look! We are proud of our current ARB.

The Nation's 13th Television Market ... with the only basic NBC coverage of 750,000 TV set owning families.

*Sales Management, Survey of Buying Power, 1958
Why pitch children (a fickle lot)
when it's mother who buys the bread?

Some years ago I read an article in which various advertising agency execu-
tives were asked to describe the ideal conditions under which an ad-
tising idea could be gotten across. Almost without exception this ideal
situation centered around a lone sub-
ject seeing or reading an ad in the
privacy of the home with a minimum
of distraction for the length of time
required to absorb the sales message.
Like most hypothetical questions, this
one seemed to have no practical
application, until I re-examined it. Sud-
denly I realized that this could very
well be a description of daytime tv.

Of course it isn't true in any one
home seven days a week, but over
a period of time our lone subject, the
housewife, has an opportunity to watch
television uninterrupted for a given
length of time. Sure, phones ring
and neighbors call and children cry, but,
considering the amount of daytime
viewing that Mrs. Housewife does each
week, there are times when she be-
comes the ideal advertising subject.

When I tried to sell this idea to our
clients, the Holsum Unified Bakers, I
ran into a good deal of apprehension.
The baking business has been plagued
for many years with the outmoded
concept that children buy all of the
bread. Historically, this dates to the
successful purchase of the Lone
Ranger by a midwestern baker in the
thirties, followed by a rash of chil-
dren's shows sponsored by bakeries for
many years afterwards. This continued
in television, particularly with westerns.
It became standard procedure with dis-
tributors of syndicated films to pitch
bakery accounts first with a kid show.

Our company followed this tradition.
We bought more than one kiddie show
and we followed through with con-
siderable merchandising. In several in-
stances, the star was brought to town
for a personal appearance, with all the
resultant publicity and excitement. We
gave away photos, six-guns, and all the
standard paraphernalia. Most of the
time, after the excitement died down,
a look at the sales chart showed that
there was no lasting value to this kind
of promotion. In a few cases there was
a noticeable increase but not enough
to warrant the expense of the show.

Gradually we shifted our money to
spot schedules. Naturally, our clients,
for whom we buy on a market-by-
market basis, wanted adjacencies to
top-rated shows. We were able to buy
some good spots, but we were com-
peting with the biggest advertisers in
the country and we found ourselves
unable to get the exposure we needed
with our limited budgets.

The first time I tried to sell daytime
television I got absolutely nowhere. It
was pointed out that, in the first place,
nobody watches it because the kids are
in school at that time and the house-
wives were much too busy doing house-
work. We finally compromised with
some early-morning spots together with
spots in and around the late afternoon
children shows. We began to get some
better results than before, but I was
convinced that we were missing our
best audience. During the next few
months our staff went on to work on
some research about this elusive housewife
who seems to watch daytime tv but
still convinces her husband she's been
slaving over a hot mop all day. We
also came up with some interesting
facts about this relationship of bread-
buying to children.

The Fleischmann Div. of Standard
Brands gave us our first promising sta-
tistic. In their yearly study of bread-
buying throughout the United States,
they reported that 75% of all bread
is purchased by the housewife and that
less than 10% is purchased by children.
Of course, this says nothing about who
influences bread purchases. We rea-
soned, however, that this must be a
small factor. After all, children are in-
undated day after day with requests to
"ask mommy to buy our product." They
must show a certain selectivity in
deciding what they are going to ask
mommy to buy for them, because they
can't ask for everything advertised on
tv. Therefore, since bread is not a
sweet, since it gives away no premiums
in the package, and since mommy buys
it all the time anyway, there's no point
in asking her to buy one brand over
another. There may be factors from
time to time that would influence a
child, but we feel that our target is the
housewife. If we have her on our side,
we're selling our bread.

After some study, we came to an-
other conclusion. Our morning house-
wife is not the same woman we talk
to at noon, nor is either one of them
the woman who watches the mid-day
movie. There are few women who can
spend all day in front of a tv set.
They must necessarily be attracted
only at certain times. And they are
very much governed by habit, as the
ratings will show. Therefore, we had
to divide our adjacencies into three gen-
eral time periods, allowing for a certain
amount of overlap. We could see, for
instance, that the audience for the soap
opera varies only by fractions, we had
one steady audience. Other
time periods vary greatly from day to
day, and we had to study the possible
reasons for this. Finally we had to con-
sider daily shopping habits by regions.

In analyzing this selective audience,
we had to re-design our commercial
films. Instead of the cartoony charac-
ters we had used in the past, we switched
to semi-abstraction, because
women are more imaginative than men
and react more to pattern and design.
Our live action was accentuated by more
elaborate sets and every scene was de-
signed to appeal to the more romantic
nature of the female. Our jingle was
written in the style of a love ballad.
The cumulative effect was to enter that
very special world in which women live
while their husbands are at work and
the children are at school.

Sound fanciful? Perhaps it is, but
it's getting results. The more we know
about daytime television, the more
we're convinced it's almost a medium
in itself, and everything we learn seems
to prove once again that this is the
audience we want.

David R. Hayes, b. Aug. 7, 1925, Chicago. Before and
after three years service U.S. Navy, attended DePaul
Academy, Chicago, receiving B.A. 1949; then graduate
study DePaul and Northwestern U., Evanston, Il.
Started professional career as writer for actor-announcer
Jim Ameche; writer-producer and later program di-
tector of WFIL Chicago. Joined W.E. Long Co. in
1953 as assistant radio-tv director; appointed director
1956 AFTRA negotiations; member of Chicago Unlim-
ited board of directors. Chicago Federated Advertising
Club and of Alpha Delta Gamma social fraternity.
**Editorials**

**Tv Topsy**

ANY way you look at it, television is growing. Month after month the evidence rolls in—growth in set ownership, growth in time spent viewing, growth in time sales.

Now comes fresh proof. The A. C. Nielsen Co., releasing highlights of its new NCS 3, issued figures showing that television’s monthly gross circulation in the U. S. has grown more than 10.4 million homes since 1956.

The fact is that the increase in much bigger than that. Nielsen authorities made no similar estimate at the time of their 1956 study, so to get a base figure they have counted the number of homes reached in 1958 by just those stations that were reported in 1956. The total is far more than it would have been in 1956 because almost seven million tv homes have been added since then. Taking into account both new sets and new stations, Nielsen estimates television’s 1958 monthly gross circulation at 152,840,000 homes.

That’s a lot of circulation—more than three times the total number of homes in the U. S. It’s the lump sum of all homes reached on a regular basis by all stations. It also means that the average television home tunes from three to four stations—3.61 to be precise—with reportable regularity.

The 3.61 figure is significant, too. It means that the day of the one-and-two-service market is passing. The public is getting a wider choice of service—getting and using it, too, as those boxcar circulation figures attest.

The Nielsen findings contain other significant information. Over the past two years, for example, the growth in television homes was almost four times as great as the growth in total homes. No non-broadcast medium can make that statement. Except for radio, no other advertising medium is even keeping up.

We’re no experts in that international game of abracadabra called diplomacy. But it should be evident to all that there can be no entente cordiale between the United States and the Soviet until the Russians stop jamming our shortwave broadcasts. We do not jam theirs. Yet even the “full text” pickups of the UN General Assembly, including the words of their own delegates, have been and are being interfered with.

If there is no good faith there can be no successful deliberations with the Soviet.

**Prescription for Congress**

As these lines are written, Congress is hell-bent for adjournment. But Congress will be back in January. There will be new faces, but preponderantly there will be the same old ones disposed to pick up where they left off and with broadcasting the prime whipping boy.

This session has been a nightmare. Everything from allocations and ASCAP to oversight and ratings was covered. A commissioner lost his job and others were spanked. Advertisers were given the Blatnick treatment, and pay tv, despite a somewhat defiant FCC, was shelved.

We have a simple prescription for Congress during this recess. Gentlemen, relax a little. And think about the blessings of radio and television. Ponder what the country would be like without broadcasting, or what it was like before radio and television. Or what it’s like in the Soviet Union and other dictatorships where the people see and hear only what the one-party or one-man governments dictate.

Mr. Senator and Representative, is the standard of living better back home since the advent of radio and television? Are your constituents better informed? Are you able to talk to your state or district without stumping the grass-roots? Is your farmer still a “rube” who knows nothing about city life or national and international affairs? Is the city cliff-dweller oblivious of the problems of the farmer? Is there greater zeal for education and enlightenment?

When you come back in January (if you make it) with your batteries recharged, think of these things. Instead of raising ned about advertising, keep in mind that the advertiser makes it possible for radio and television to provide this unsurpassed service to the nation (and free time for your reports to the folks back home).

**Cloudy Clear Channel Case**

NO one of sound mind can validly contend that a decision in the clear channel case is not long overdue. The case was initiated 13 years ago—in 1945—when there were about 900 am stations on the air as compared to more than 3,000 today.

Now the question is whether the FCC hasn’t waited too long. Are the circumstances that prevailed in 1945 (or 1947 when the hearings ended) of probative value today? Would a decision reached on that record and on the comments filed in response to the FCC’s current rule-making proceedings stand up on court review?

Among other things, the FCC proposes to duplicate half of the 24 Class I-A channels. It would presently hold the line on power at the long-prevailing 50,000 w limit on the others. From the shape of the obviously outdated record it would be difficult if not impossible to determine whether the proposed breakdowns would bring service to more people than the number that would lose service. There have been tremendous shifts in population in the last decade. But there are more than these physical factors to be considered. What would happen to our priorities on clear channels under the North American Regional Broadcasting Agreement (NARBA) which whacks up the radio spectrum among nations on this continent? What bearing would FCC action have on national defense and the dissemination of vital information in an emergency? The Conrad picture has changed since 1945 too.

We do not advocate undue delay or what the lawyers call a de novo (from the beginning) hearing. Rather, the FCC might schedule an updating proceeding running two or three days, and commit itself to revision of the rule-making proceeding within a specified period—possibly a month or two. Certainly more time would be saved in that manner than to proceed on the present antiquated record and thus run the risk of the court remanding the entire proceeding for updating and reconsideration.
N° 2 - BOIS DES GARDENIA SALES RESULTS - TEXAS LEATHER - N° 2

Eau de spot announcements: 35.00 to 250.00 - Participations: 90.00 to 250.00 - Programs: 90.00 to 1200.00

New N° 2 perfume "FOR THE CLIENT"

No 2

CHANNEL

The most treasured name in Houston television

KPRC-TV

Edward Petry & Co., National Representatives
# HOOPER RADIO AUDIENCE INDEX

**City: Salt Lake City**

**Month: June-July, 1958**

## Share of Radio Audience

<table>
<thead>
<tr>
<th>Time</th>
<th>Radio Sets In Use</th>
<th>KALL (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday thru Friday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 A.M.-12:00 NOON</td>
<td>13.4</td>
<td>23.7</td>
</tr>
<tr>
<td>12:00 NOON-6:00 P.M.</td>
<td>11.5</td>
<td>24.2</td>
</tr>
<tr>
<td><strong>Sunday Daytime</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 A.M.-6:00 P.M.</td>
<td>12.8</td>
<td>16.3</td>
</tr>
<tr>
<td><strong>Saturday Daytime</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 A.M.-6:00 P.M.</td>
<td>11.2</td>
<td>25.3</td>
</tr>
<tr>
<td><strong>Sunday thru Saturday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 P.M.-11:00 P.M.</td>
<td>9.2</td>
<td>31.3</td>
</tr>
</tbody>
</table>

The above measurements are adjusted to compensate for the fact that Radio Stations sign off at 8:00 P.M. in June and July.

---

**KALL**

Salt Lake City, Utah is...

![flash!]

PULSE NOW AGREES WITH HOOPER

PULSE JULY 1958 SAYS

**KALL is No. 1**

(Salt Lake County Survey average station share for all time periods)

KALL-Salt Lake City-910 on your dial 146 So. Main

KEY STATION OF THE INTERMOUNTAIN NETWORK

ASK YOUR AVERY-KNODEL MAN FOR YOUR HOOPER-PULSE FIGURES