WHO-TV delivers solid coverage of 46 counties in strategic Central Iowa—a $2 billion market!

This is the heart of America's leading agricultural market—where the average farm income is over $11,300 or 78% above the national average! Yet, it is also a rapidly expanding industrial market. For example, Des Moines, the shopping center for all of Central Iowa, has more than 400 diversified industries with a payroll of $100 million, an average family income of $6000, and retail sales of $343 million!

There are 392,700 TV families in this rich 46-county area—and you need only WHO-TV to cover them all!

The newest Metropolitan Des Moines ARB Survey (Feb. 8-March 7, 1958):

<table>
<thead>
<tr>
<th></th>
<th>FIRST PLACE QUARTER HOURS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NUMBER REPORTED</td>
<td>PERCENTAGE OF TOTAL</td>
</tr>
<tr>
<td></td>
<td>1 Week</td>
<td>4 Week</td>
</tr>
<tr>
<td>WHO-TV</td>
<td>256</td>
<td>232</td>
</tr>
<tr>
<td>STATION K</td>
<td>162</td>
<td>186</td>
</tr>
<tr>
<td>STATION W</td>
<td>47</td>
<td>51</td>
</tr>
<tr>
<td>TIES</td>
<td>8</td>
<td>4</td>
</tr>
</tbody>
</table>

Talk to PGW for more about a sure thing in Iowa—WHO-TV!
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

Represented by
AVERY-KNODEL INCORPORATED
NEW YORK • ATLANTA • CHICAGO • SAN FRANCISCO • LOS ANGELES • OHIO • NEW JERSEY
DESMOINES IN DEPTH

Highlights of Media Study by Central Surveys, Inc.

KRNT-TV

- 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!

KATZ Has the Facts for YOU!

The COWLES Operation in Iowa
Radio advertising that pays off in the Southwest must start with KRLD, basic CBS outlet for Dallas and Fort Worth. KRLD, Texas' oldest CBS affiliate, with a wide variety of the best in programming, holds a unique place in the hearts of listeners of all ages ... and especially those who hold the purse strings.

Over 70 varied programs of the best in radio reach more people, 24 hours a day, over KRLD than by any other Texas radio station (N.C.S. No. 2). Remember, too, that KRLD is the only full-time 50,000 watt station operating in the Dallas-Fort Worth area. More coverage ... higher ratings ... a wide variety of programming will get you more for your advertising dollar on KRLD Radio 1080 Dallas.
RATE RISE STAYED • Look for FCC this week to suspend interim increase in teleprinter rates proposed by AT&T and Western Union effective Oct. 1. FCC, at special meeting last Friday, considered volume of vigorous protests filed by press associations, American Newspaper Publishers Assn., NAB (in behalf of station subscribers to news services), stock brokers and other users. FCC will take up matter again this week, with suspension likely as prelude to hearing on proposed permanent rate increases.

Private line (teleprinter) rates would have been increased average of about 25% but up to 70% in some services under interim tariffs originally proposed. AT&T, it is learned, offered compromise schedule which would have increased its rate by approximately $15 (33c/year around 6%), rather than the $16 million (7%-plus) originally sought. Western Union has not filed new proposal. At weekend strong opposition still were reaching FCC.

SEAT WARMERS? • Insiders are terming last week’s election of officers and directors of National Theatres, which put John Bertero into president’s chair and moved present Elmer Rhode into post of board chairman (see story, page 78) as temporary measure. When NTA has completed its deal to acquire NTA, assuming its approval by NTA stockholders, NTA board chairman Ely A. Laudau and NTA president Oliver A. Unger are expected to assume important positions in NTA top management, story goes.

Expected in current updating of top executives at Kenyon & Eckhardt (see story, page 35) is promotion of John W. Murphy, in charge of radio-tv production in New York, who appears slated for vice presidency. Alfred Tennyson, who headquarters on West Coast, is vice president and commercial production director for K & E.

SPECTRUM STUDY • While White House has maintained strict silence on plan for five-man Presidential commission to undertake overall spectrum analysis, speculation has centered around appointment of Dr. Irvin (Ike) Stewart, one-time member of FCC (1934-1937) and recently retired president of U. of West Virginia (1957), as its head. Dr. Stewart (Democrat) headed somewhat similar commission (President’s Communications Policy Board) appointed by President Truman in 1950, which submitted report that was never implemented into law.

There’s speculation, too, about other members of five-man agency, which, if appointed, would be given six-month tenure to complete spectrum study. This would be undertaken in lieu of commission which would have been set up under Potter Resolution but died at last session after it had been drastically amended to shift burden to private rather than military users. Other names talked up: Lt. Gen. James D. O’Connell, Chief Signal Officer of Army; Rear Adm. Frank Virden, Director of Naval Communications, and either former FCC Comr. George E. Sterling or E. M. Webster, both engineers and allocation experts.

UNWELCOME BILL • One of the hotter topics at opening NAB Fall Conference in Biloxi, Miss., wasn’t on agenda. Topic—NBC-TV’s proposal to charge affiliates part of cost of VTR delayed networking during daylight time months. Stations complained there shouldn’t be any fee because southeastern quadrant of U. S. is solidly standard time. They charged network is making them underwrite costs in scheduling programs to suit network’s owned and operated stations. NBC-TV stations also claimed network is overgreedy in its own use of station break time, leaving less time for station use than CBS-TV affiliates are allowed.

It’s meeting season for ABC-TV affiliates too. In addition to CBS Radio and NBC Radio and TV affiliates sessions in New York next month, ABC-TV’s primary affiliates are now scheduled to convene in New York Nov. 19 for meetings with network brass. Agenda understood to be primarily study of full programming and results to date for CBS stations meet Oct. 29-30, NBC Oct. 22-24.

NEWS PRIZE • It’s better than good guess that top candidate for Radio Television News Directors Assn.’s 1958 Paul White award for distinguished contributions to electronic journalism will be Robert D. Swezy, WDSU-AM-TV New Orleans and chairman of NAB Freedom of Information Committee. While White award committee members aren’t talking officially, its consensus that Mr. Swezy will be honored for fight to remove barriers of Canon 35 restricting radio-tv access to courtroom. Hugh B. Terry, KLZ-AM-TV Denver, won award for similar service before Colorado Supreme Court in 1956. Dr. Frank Stanton, CBS Inc. president, was recipient last year. Winner this year will be announced at closing banquet of RTNDA convention in Chicago Oct. 15-18.

There’s strong sentiment in RTNDA circles for creation of radio-tv newsmen’s hall of fame. Structure and mechanics would follow baseball’s Hall of Fame at Cooperstown, N.Y., with annual balloting for nominations. It’s suggested that sportscasters also be included (like Graham McNamee, Ted Husing).

VINTAGE YEAR • TV film people are getting more conscious of passing years and continual run of “old” movies on stations. Associated Artists Productions can be expected soon to play up its Warner Bros. feature library (more than 700 features) as “pre-1930” rather than “pre-1948.” AAP points out it now offers more than 40 Warner Bros. pictures released in years 1948, 1949 and 1950 and since AAP’s 1956 purchase appropriate payments have been made to settle clearances outstanding.

Communications lawyers wrangled through three long, separate meetings before wording of Federal Communications Bar Assn. comment in “strike” applications rules proposal was finally cemented (see story, page 72). Many lawyers felt, it’s understood, that private settlement—urged in cases—is perfectly legal and ethical way to compromise differences, and that FCC proposal tors good with bad.

REUNION IN GENEVA • Commodore E. M. Webster, U. S. Coast Guard, retired, member of NAB (1947-1950), is attending International Telecommunications Conference, American delegation for which is headed by FCC Chairman John C. Doerfer. Commodore Webster, expert in international telecommunications, was assigned to conference by Western Union, for whom he acts as consultant, and acted in advisory capacity in preliminary sessions of American delegation, which sailed Sept. 12 on USS America.

Senate Commerce Committee communications expert Nick Zappelle currently is on a trip to West Coast where he will confer with Chairman Warren Magnuson (D.-Wash.) and special counsel Kenneth Cox, both of whom live in Seattle. Subject: upcoming committee report on tv allocations and community antenna problem. Report, originally planned for summer release, now is targeted for late fall. Mr. Zappelle also plans to attend NAB regional conference Thursday and Friday in Sun Valley, Idaho.

SECOND CHAPTER • Robert McMah- hon, House Legislative Oversight’s “communications expert,” this week will deliver second report on matters he says need correcting at FCC. Latest will deal with FCC’s authority to crack down on broadcasters who violate its regulations (i. e., forcing station off air at expense of public). Last spring, Mr. McMahon hit Commission “pro forma” sale approvals, “dissipating” grounds for original grant and stimulating “traffic-fying” in licenses [LEAD STORY, May 19].
10 Years Toledo’s Only Station

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

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

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

Represented nationally by the Katz Agency
The Week in Brief

Money Moving in TV Film—Independent Television Corp. pays TPA for $11.35 million, springs into full-blown TV film distribution competition. It's the latest of several portents of major film control shifts. Page 31.

Small Wheels in Radio-TV—They suddenly begin to roll as small-budgeted foreign car manufacturers taste once-forbidden fruits of air media. Renault is in a CBS-TV series; Jaguar is taking a short ride on CBS Radio; Simca, bolstered by Chrysler coin, will up its budget; Volkswagen funds headed for spot. Page 32.

Most Preferred in Spot Radio—It's the one-minute radio commercial. Study released by Radio Advertising Bureau shows that more than 82% of spot radio commercials on air are one-minute in length. Page 33.

Wholesale Changes at K&E—Miller resigns, six other executive promotions announced. Page 35.

Big Buy From the West—Contadina foods, through Cunningham & Walsh, will launch extensive spot radio campaign in areas covering 27 major cities. Page 36.

ABC-TV's Preview—President Treyz says network invests more than $40 million in brand new programming to add to the new season's schedule, reveals publicly "Operation Daybreak" to start Oct. 13. Page 43.

'Depression-Proof' Plan—Acquiring MBS is part of A. I. Guterman's blueprint for expansion in entertainment, a product people will always want. Other goods in the optimistic industrialist's portfolio: automotive parts, phonographs, lace, carpets, electronic components, film. Page 46.

Gowan on TV Programs, Costs, Criticism—CBS-TV network president says TV's future growth will be in better programs, not more homes; that advertisers must get their money's worth; that criticism should be responsible not loose. Page 43. On quiz "scandal": There's no room for dishonest or unfair programs. Page 48.

Probe's Effect on Quizzes—Trendex says special study finds few people are "disappointed and upset," biggest number "like quiz shows and will continue to watch them." NBC-TV examines reaction to its own programs, find no adverse effect. Page 48.

Laggards in the West—NBC-TV's Durgin says western firms are not using national TV as much as they should, but blames "poor communications" by agencies and networks. Page 50.

NAB Kicks Off in Biloxi—Fall conference series gets underway with deleges being reminded that legislative troubles still loom ahead. Report made on margins of profit at radio independents, network affiliates. Fitzgerald executive tells how agency is overhauling its timebuying methods. NAB reads promotional and instruction films. Page 54.

Next for NAB'ers—Fall conference series moves to Oklahoma City today, Sun Valley Thursday. Page 60.

Oversight to Re-open FCC Study—Hearsings on grant of ch. 4 Pittsburgh begin tomorrow (Tuesday) to be followed by a look at Commission decisions remanded by courts. Page 64.

Presidential Commission to Study Spectrum Expected—Action seen within fortnight following cabinet study of problems. EIA board again urges full-scale investigation, but suggests no course. Page 66.

Miami Ch. 10 Case Gets Hot—Baker-Porter in exchange. Baker calls Sen. Smathers "liar". Whiteside scheduled this week. Page 68.

Not True, Says WAKR—Akron station denies it is using affiliated Akron Beacon Journal to promote WAKR, hurts counter-charges at rivals, WHKJ becomes third Akron outlet to charge WAKR with falsifying listener data. Page 69.

Remand Rattles FCC Policy—Appeals Court remands Biloxi ch. 13 grant, finds FCC erred in deciding on financial qualifications of applicants before hearing. Page 70.

Atomic Physics on TV—NBC-TV, in cooperation with various foundations, educational groups and industry, will begin daily program on basic and nuclear physics to improve science education in high schools. Page 76.

Blamed for Strike—Local 1212, IBEW labor troubles continue as rank-and-file committee report, approved by membership, blames administrative staff for CBS strike and "deteriorating relationship" with IBEW headquarters and other broadcast unions. Page 82.

Station Images—Blair radio representation firm releases new qualitative research. Says to get and hold large shares of audience stations must appeal to all ages, all classes. Page 84.

Another Political Libel Rhubarb—North Dakota Farmers Union files $2.4 million libel suit against KFBO-Fargo for alleged libelous statements made on station by political candidate. Justice and FCC ask Supreme Court to review similar suit against WDAY-TV Fargo. Page 84.

Calculating the TV Risk—Picking a network TV show no longer has to be a crystal-ball affair, says Richard Lockman, vice president and general manager of Emil Mogul Co., New York. Videotape tryouts could make the choice of a live show as sure for an advertiser as his decision on a new product after limited-market trials, Mr. Lockman suggests in Monday Memo. Page 109.

Mr. Lockman

Departments

Advertising & Agencies 32 Networks 43
At Deadline 9 Open Mike 22
Awards 50 Our Respect 28
Business Briefly 34 People 90
Changing Hands 87 Personnel Rel. 82
Closed Circuit 5 Professional Services 82
Colorcasting 43 Programs & Promotions 88
Editorial 110 Program Services 81
Education 76 Ratings 39
Film 78 Stations 84
For the Record 97 Trade Assns. 54
Government 64
In Review 72
Internationals 72
In the Public Interest 20
Lead Story 31
Manufacturing 74
Monday Memo 109

Broadcasting

September 22, 1958 • Page 7
POSTCARDS...
we got postcards from listeners to Regional KRMG Tulsa
all we said was “drop us a card” and we got 87,312 postcards!

During our one week “Big Surprise” promotion July 1 through July 7, these KRMG personalities offered table model radios to lucky listeners. Despite the modest prizes, they received 87,312 postcards . . . proof of Regional KRMG’s big coverage, audience responsiveness and superior salesman-ship. These personalities can generate sales for you, too. Frank Lane, General Manager, or your nearest John Blair Representative can tell you how.

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

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines
Commission-Fee System
Here to Stay, Says Harper

Defense of commission-plus-fees system of agency compensation was entered by Marion Harper Jr., president of McCann-Erickson (New York City, Friday, Sept. 19) at marketing conference of National Industrial Conference Board in New York.

He appeared with Paul B. West, president of Associated National Advertisers, who urged case-by-case re-evaluation of commission-fees system.

"For the present, and overall," Mr. Harper said, "I am confident that individual negotiations [between agency and client] can provide both incentive and adequate compensation to the agency and value to the client—within the commission and fee system."

Mr. Harper said present system "appears to have a number of advantages that are appropriate to the advertiser-agency-medium relationship and to the services rendered by the agency. Among factors he cited: Agencies share responsibility with advertisers in end-result of marketing program; most agency services are on continuing rather than per-job basis; ideas, "the primary product of agencies, are virtually impossible to price;" agencies are providing increasing number of services for which no single price yardstick applies.

While not expecting "revolution" in commission system "for some years," he thought that "in the foreseeable future—if and when agencies make contributions that demonstrate and importantly help build a company’s growth—they may be compensated in the same way that major contributions of executives are compensated. In given situations, smaller advertisers may conceivably provide the incentive of stock options or some similar device." When that day comes, he thought, agencies may not be competing for clients so much as clients will be striving to retain their productive agencies.

FCC Refuses to Extend Daytimers’ On-Air Hours

FCC Friday issued order denying Daytime Broadcasters Assn. petition for extended hours of operation for daytime am stations (from 5 a.m. or local sunrise, whichever is earlier, to 7 p.m. or local sunset, whichever is later).

FCC said population which would gain service by extended daytimer hours is "vastly exceeded" by that which would lose service of existing stations through added interference to all but few of 107 frequencies if proposal were approved. Operation by daytimers during non-daytime hours would serve only fraction of their daytime areas and populations, "sharply limiting" gains in service, FCC said.

Additional interference created would limit service of clear channel, unlimited time Class II and III stations so they in many instances would not serve all communities to which they are assigned, order said, adding: "While a first nighttime primary service would be afforded to some population during these hours, and a first local service would be afforded to more than 900 communities in the nation, extensive 'white areas,' in which the population would lose all nighttime primary service, would be created." All secondary service on virtually all clear channels would be destroyed, FCC said, and service to rural areas would be lost because of destruction of secondary service (only service received by some 20 million persons in about half area of U.S.) and "vast impairment" of primary service during hours involved.

Severe interference to foreign stations would occur, inconsistent with "international understanding," FCC added. Overall degradation of service would necessarily create greater needs in emergencies than those proposals would fulfill, FCC continued.

Answering argument local service gained would be of value to local population while lost service from distant stations would be of little consequence to those who would lose it, FCC said "record shows" that service lost would not be "solely or principally" that of distant stations but also would occur close to communities where such stations are located. Besides, record shows many full-time stations, both clear and regional, program for outlying communities which would lose service, FCC said.

Order was issued by six-member Commission (Comr. Rosel Hyde acting as chairman in absence of John C. Doerfer). Comr. John S. Crotty issued concurring statements that sympathizing with daytimers and adding, "I reach this conclusion with regret."

BUSINESS BRIEFLY

FORD FOR FALL • Ford Div. of Ford Motor Corp., Dearborn, Mich., has completed its plan for broadcast support to introduction of 1959 models during second week of October. Ford, through J. Walter Thompson, New York, currently is purchasing substantial spot radio campaign for its passenger car that will break in major markets during that week. Surprise part of Ford buying: one-shots signed in programs on all three tv networks on behalf of complete line of trucks, for which Ford also is buying some spot radio. Network shows (for introduction period): participation in ABC-TV’s Sugarfoot and Cheyenne on Oct. 14 and Oct. 21 respectively; NBC-TV’s Dragnet Oct. 28, and on CBS-TV the following, one-third of Perry Mason Oct. 25 and one-half of Playhouse 90 Oct. 16 and three Douglas Edwards With the News programs, Oct. 15, 17, and 21. Ford’s regular network schedule includes full sponsorship on alternate weeks of Wagon Train and all of weekly half-hour Ford Show (Tennessee Ernie Ford), both NBC-TV, and weekend segments of Ford Roadshow on CBS Radio.

SILVER LINING • Sterling Silversmiths Guild of America, N. Y., which last quarter used only one network (NBC Radio), reportedly is seeking maximum audience impact by buying both NBC Radio and CBS Radio—segments in three programs on each network slotted opposite each other. Campaign on both networks kicks off end of October for eight weeks. Supplementing this strategy, Fulier & Smith & Ross, guild’s agency, is adding 10-week radio spot campaign in 22 markets starting Oct. 6. Purpose: To promote gift-giving of sterling silver at Christmas and other occasions.

PENETRATION • Lever Bros.’ new Handy Andy liquid all-purpose household detergent is close to achieving penetration south and west of Rockies. Buying out Kenyon & Eckhardt, N. Y., continues without letup (see story, page 35) for markets in Arizona, Oregon, Washington. Tv spot is basic medium.

BACK AGAIN • Monarch Wine Co. (Manischewitz), Brooklyn, N. Y., coming back to spot tv after summer hiatus with special drive for Manischewitz fruit wines. Reusing theme “everybody’s wine . . . because it tastes so good,” Monarch agency, Lawrence C. Gumbiner Advt., N. Y., now seeks long-range buys of about 60 million dollars in Far West, Midwest, East and South for pre-Christmas drive, beginning middle of

September 22, 1958 • Page 9
Harris Wants One Agency To Control Full Spectrum

Rep. Oren Harris (D-Ark.) said last week that he planned to re-introduce legislation in next session of Congress calling for study of utilization of radio spectrum (see story, page 66). Speaking last week before Arkansas Telephone Assn., House Commerce Committee chairman called for establishment of single agency to control both military and civilian use of spectrum.

"I regret the action of the [broadcast] industry in suddenly opposing the study and investigation . . ." of spectrum, Rep. Harris said. Such a proposal passed Senate in 85th Congress but was killed in House after Commerce Committee had accepted White House amendments [Government, Aug. 11].

Rep. Harris said he had "complete sympathy" for broadcasters' fears that military is after additional spectrum space. However, he expressed hope that establishment of single agency to control all of spectrum would make more frequencies available for civilian use. Rep. Harris stated: "As demand for spectrum space grows, the need for unified control over this valuable resource for civilian and military purposes has become more and more apparent."

Guild, Roach Sign VTR Pact

One-million dollar exclusive long-term pact between Guild Films and Hal Roach Studios was announced over weekend. Under agreement, Roach lot will be equipped with orthicon camera chains and videotape equipment to make it in effect "complete TV station without a transmitter," announcement by Hal Roach Jr., president, Hal Roach Studios, and John J. Cole, Guild president, said.

Guild has already obtained two Ampex machines, one installed at KCOP (TV) Los Angeles, other in New York, and is negotiating with Ampex for undisclosed number of videotaping units. "Four machines are in standby position, available to us Nov. 1," Mr. Cole said. He estimated that remodeling to equip Roach for videotaping as well as motion picture production would take about three months.

'Pravda' Accuses NBC

NBC Friday declined comment on Prav- da blast at network for "maliciously" violating agreement with Soviet that called foricky week and because it wanted to reach greater audience by moving Youth Wants to Know to later time period.

Why National Airlines Counsel Tried to Hire Mack's Friend

Purpose for which Paul R. Scott, general counsel of National Airlines, attempted to hire Miami attorney Thurman A. Whiteside was probed at Friday's session of Miami ch. 10 rehearing (see earlier story, page 68).

Mr. Scott maintained all he wanted was to have Mr. Whiteside's name entered as counsel so Comr. Richard A. Mack would be impressed with respectability of National Airlines principals. This, Mr. Scott averred, was like having noted constitutional lawyers John W. Davis or George Wharton Pepper appear as of counsel in U. S. Supreme Court brief. Mr. Whiteside and Mr. Mack were close friends. Mr. Whiteside is scheduled to testify today and tomorrow.

Mr. Scott stated he did not attempt to hire Mr. Whiteside to have him talk to Mr. Mack about case. There has been testimony that Mr. Whiteside did talk to Mr. Mack about Miami ch. 10 case while final decision was pending.

National Airlines general counsel related steps taken to hire Mr. Whiteside as "defensive" move to court purported "she-nanigans" by others. He said he had no recourse but to hire Mr. Whiteside for $10,000 was mentioned.

Mr. Whiteside said he would not accept fee or become counsel of record, Mr. Scott testified, but offered to help. Mr. Scott said he treated offer as nothing more than "graceful gesture."

Mr. Scott testified before House Legislative Oversight Committee that at another time. Mr. Whiteside called him and said there was so much pressure on Mr. Mack in ch. 10 case that he (Whiteside) would have to withdraw his offer to help.

Affiliates Like ABC-TV Plans

"Pleased and shocked—pleasantly shocked" were words used by head of ABC-TV Affiliates Assn. to describe reaction after network officials presented fall and future program and other plans to association's board in semi-annual meeting Monday in San Francisco.

Chairman Joe C. Drilling, KJEO-TV Fresno, said board members were "enthusiastic" about ABC-TV's plans and, with network getting into daytime on substantial basis, no longer considered themselves affiliated with "half a network."

He said that plans to become competitive in sports coverage also were well received. Friday afternoon session of board was to be devoted to affiliates' "problems" with ABC-TV but Mr. Drilling said no "basic" ones were left after morning presentation, when handling of what had been considered problems—such as product protection—was explained by network officials.

People

James T. Butler and William C. Goodnow appointed respective managers of WISN and WISN-TV Milwaukee effective today (Sept. 22). They replace John B. Soell, who resigned as general manager of both stations. Mr. Butler has been assistant manager of WISN-AM-TV since March, was station manager of WIRL-Orilla before then. Mr. Goodnow has been sales manager of WXIX (TV) Milwaukee.

Tristram Dunn, accountant vice-president, N. W. Ayer & Son, to Compton Adv., as vice president-account manager on Sterling Drug's Glenbrook Labs Div. (Fizbin and Instantine).

Charles Godwin, newly elected station vice president of Mutual, will represent that network on NAB board of directors.

Edmund Anderson, formerly with Ketchum, MacLeod & Grove, and John J. Macdonald, formerly with Sullivan, Stauffer, Colwell & Basley, join Dance-Fitzgerald-Sample, N. Y., as commercial producer and TV art director respectively.


Jack Price, formerly account executive with NBC Spot Sales, named to sales staff of WNEW-TV New York.

Leo Pilot, previously exploitation director of Rank Film Distributors of America, to ABC-TV to handle field exploitation on "Operation Daybreak," network's new daytime programming concept.

Business Briefly Continued

October. TV push will be supplemented with campaign on Negro radio stations.

Cold Wave • Chesbrough-Pond's (Per- tusin), through McCann-Erickson, N. Y., has bought 8-10 week spot-TV schedules in 50 markets, beginning Oct. 13. Approximately six spots per week will be used in each market.

Double Spot • Warwick & Legler Inc., whose spot activity this past summer quieted down to give clients hot-weather respite, is back again with two major fourth-quarter campaigns: Warner-Lambert Pharmaceutical's Bromo-Seltzer (Emerson Labs, Div., Baltimore) this week kicks off 75-market TV spot drive to last through end of year. This is to be followed by 15-market Ex-Lax (laxative) TV push to supplement Brooklyn firm's four radio network spread.

Going West • Olympia Brewing Co. through Botsford, Constantine & Gardner, Seattle, will sponsor Glencannon half-hour film series starring Thomas Mitchell, in over 40 western markets in 1959. Gross-Krasne is distributing series now being produced in Europe, with 20 programs completed of 39 to be included in first package.
Programing on Bartell Family Radio is pointed toward audience participation and response. That's why our continuous succession of copyright games for family fun... that's why our never-ending stream of response-producing featurettes... and the thorough local news coverage with names and addresses.

*bartell family radio* puts the audience into a "mental focus" which music and news alone cannot do.

And with mental focus comes RECEPTIVITY... "a disposition to receive suggestions" says Webster... a state of mind upon which an advertising message is most effective.

**Bartell It... and Sell It!**

AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.
IMMEDIATE ACCEPTANCE OF ZIV’S “MACKENZIE’S RAIDERS” PROVED BY SIGNING OF SPONSORS AND STATIONS IN OVER 100 CITIES. THIS THRILLING NEW TV SERIES STILL AVAILABLE IN FEW REMAINING MARKETS. CHECK YOURS NOW.

"MACKENZIE’S"
stariming RICHARD

OKLAHOMA CITY, LOUISVILLE SPONSORED BY LINCOLN LIFE INS. CO.

Baltimore, Washington, Pittsburgh, Milwaukee, Minneapolis - St. Paul and many other major markets sponsored by Brown & Williamson - Raleigh Cigarettes

BIRMINGHAM SPONSORED BY ZEIGLER PACKING

BOUGHT BY STATIONS

KTTV
WSB-TV
WLOS-TV
KFSD-TV
WSM-TV
KGUL-TV

NEW YORK SPONSORED GALLO WINE L & M CIGAR
America's leading advertisers are going to share in the tremendous impact of "Mackenzie's Raiders". Stories of hard-fighting, hard-riding heroes from the archives of the U.S. Cavalry—a fiery chapter in American History.

All the dramatic impact of action, adventure, and daring that means profitable programming for you.
This is the story of a big profit that didn't get away. Seems that when a run of fish develops anywhere in the country, men from miles around rush to buy rods, reels, hooks, everything. The fish won't wait, and fishermen can't. So an alert manufacturer casts his net in these moneymaking waters, and lands the business — with the help of Air Express. He speeds deliveries to stores, even thousands of miles away, no later than overnight.

If you, too, would like to land extra sales — no matter what you sell — call Air Express, the name with the "X" in it. For Air Express is the only complete door-to-door air shipping service to thousands of U.S. cities and towns. It multiplies your selling opportunities with 10,212 daily flights on America's scheduled airlines — plus fast pick-up with 13,500 trucks (many radio controlled) — plus a nationwide private wire system. Yet Air Express is inexpensive; a 15 lb. shipment from South Bend, Indiana to Grand Junction, Colorado costs only $8.03 with Air Express — $1.68 less than any other complete air shipping method. Explore all the facts. Call Air Express.

How to fish for men

with the help of Air EXPRESS and Extra-Fast Delivery.

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ...division of RAILWAY EXPRESS AGENCY
**Brains and Brawn**

A new quiz show is quite a novelty these scandalous days. And, in the case of NBC-TV's European import *Brains and Brawn*, it's the novelty of its approach to the business at hand that lifts it above the run-of-the-mill quizzer.

Two two-man teams, with a "brain" and a "brawn" on each, compete for the dangled loot, which has a top limit of $30,000 (the losers receiving autos for their time and trouble). The opening stanza had space-age expert Willy Ley and Vanguard rocket chief Kurt Stuhling attempting to answer studio questions about rockets, trips to planets, and astronomical names of satellites, while out on the links, golfers Sam Snead and Tommy Bolt were competing with their irons.

The "brains" didn't live up to advance billing on opening night as they answered only one of three questions asked. The "brawns" fared better, failing in only one feat: an attempt to duplicate a difficult shot made three decades ago by golf immortal Bobby Jones. To golfers, National Open champion Bolt's three iron shots straight down a 215-yd. fairway to within inches of the hole was a remarkable feat. Even non-golfers straightened up and took notice, especially since Sammy Snead managed to get only one of his three shots on the green.

If the studio portion can receive an injection of visual interest to match that of the remote segments, *Brains and Brawn* should prove a winner.

Chain-smoking mc's Jack Lescolle and Fred Davis handle their chores in a competent manner, though the viewing audience is usually a step ahead of Lescolle in determining the winning "brawn."

**Production Costs:** Approximately $32,000.

Sponsored by Liggett & Myers (L&M, Oasis cigarettes), through McConn-Erickson on NBC-TV Saturday, 10:30-11 p.m. EDT. Started Sept. 13.

**THE PLYMOUTH SHOW STARRING LAWRENCE WELK**

With a bit of cooperation from the television viewer (who was asked to tune the radio with his tv), the new Lawrence Welk program on Sept. 10 produced a musical treat: a definite stereophonic effect. The program was said to be the first tv-radio stereophonic broadcast on a coast-to-coast basis (it covered five cities). The result was one of richness, fullness and depth of sound. Even with the radio turned off, the music seemed richer and fuller.

The first program highlighted Mr. Welk's new "Little Band," composed of gifted teenage musicians. They were uniformly excellent. Outstanding perhaps were Chris Piazza on the chord organ; Sheryl Swint on the piano and Cubby O'Brien on the drums. The program was a musical delight, covering the range of classical selections, standard melodies and Dixieland jazz. Mr. Welk knows how to strike the popular chord.

**WANTED: DEAD OR ALIVE**

If a new western series starring an unknown named John Wayne and called *Stagecoach* appeared, there would be more than a few viewers to groan, "Oh, no, not another one!"

Keeping this in mind, it can be said that CBS-TV's newest entry, *Wanted: Dead or Alive*, neither fails nor exceeds the present western norm. It has a lean hero: Steve McQueen, who is of the John Wayne rather than the Maverick school. It has plenty of action: In the Sept. 13 episode, there were fights between men, between women and a gun duel ending with one dead villain. It adheres to the old-fashioned rules: The colonel's daughter kissed the hero for clearing her father's name, but he didn't kiss her back.

There is a simplicity and tautness about the entire production which may draw conservative fans alarmed by the subtle effeteess of the adult western. At the end of the Sept. 13 show, the hero mounted his horse and rode off down the dusty trail to round up them fake posters (around which the plot revolved). As Mr. McQueen put it: "A man's gotta make a livin.'"

It may be presumed that he will be making a fair living as a tv bounty hunter for the next 39 weeks anyway.

**Production Costs:** Approximately $39,000 weekly.

Sponsored by Brown & Williamson (Viceroy) through Ted Bates on CBS-TV Saturday, 8:30-9 p.m. EDT. Started Sept. 6. Producer: John Robinson; Directors: Thomas Carr and Donald McDougall.

**STEVE CANYON**

The drumbeaters for Milton Caniff's Pegasus Productions, have left no cliche unturned in driving home "the fact" that no newspaper comic strip has ever "successfully" been translated to television.

The premiere of Steve Canyon sought to reassure aficionados of the Sunday supplement that there's a mile-wide difference between the two Canyons. So much to the credit of newspapers. Taken for what it is — the makings of another tv trend, this time to the sky—Steve Canyon is interesting just so long as it remains in the air. With its landing flaps down, the series screeches into

**“D” became Dopey**

From too much confusion

Of gimmicked-up sound

In redundant profusion!

In these days of high prices and low boiling points, a lot of broadcasters are relying on all sorts of attention-getting devices. Unfortunately most of them serve only to distract and confuse.

KHJ Radio, Los Angeles, believes that the best attention-getter (and attention-holder) is solid, mature programming, designed to specifically meet the variety of tastes that make up America's 2nd Market.

Nobody ever built up a loyalty to a kazoo or a glockenspiel, but for 36 years Los Angeles listeners have been loyal to KHJ's Foreground Sound and to the personalities on our air.

Never underestimate the variety of tastes in the Greater Los Angeles area. Here is a medium programmed to satisfy them all.
famous on the local scene... yet known throughout the nation

More than any other institution, the local school establishes the integrity of its community. Because of this important contribution, it is recognized throughout the land as a symbol of the principles of an enlightened society... Storer Broadcasting, too, has become known nationally for integrity. Individual Storer stations' close community alliance and loyalty to the principles of responsible broadcasting have created this corporate image. And sales results show that a Storer Station is a Local Station.
IN REVIEW CONTINUED

a muddy field of implausible situations and jarring officer dialogue that would send straight-backed Pentagonsians scurrying for the Uniform Code of Military Conduct.

While Lt. Col. Stevenson B. Canyon USAF AO 041-044 is made of more believable stuff than some of his comic-strip predecessors, his tv counterpart suffers dreadfully from what apparently is a lack of oxygen. As portrayed by tight-lipped Dean Fredericks, this hero ought to feel more at home standing next to Sgt. Joe Friday at Madame Tussaud's Wax Works than at the wheel of a KB-50 fueling ship. The Pegasus promoters point out no little time nor effort has gone into securing a chap who looks the part of Col. Canyon. No doubt. Now all that remains is to find a chap who can also act.

The series opens with a pompous, Drag-net-like preamble that implies you've got to like this show or face the Un-American Activities Board. This is followed by a stirring 'up-we-go-into-the-wild-blue-etc.' theme by the late Walter Schumann. One senses danger. Somebody's going to get killed. Somebody dies.

After all is said and done and the heroes fly off happily ever after, flight shock sets in. The initial reaction is one of keen disappointment.

Production costs: Approximately $48,000. Sponsored by Liggett & Myers (Chesterfield) through McCann-Erickson on NBC-TV, Saturday, 9:30 p.m. EDT. Started Sept. 13.

Produced by Pegasus Productions Inc. (Milton Caniff); executive producer: Michael Meshekoff; producer: David Haft; director (initial program); Ted Post; story editor: Sidney Carroll; technical advisor: Lt. Col. Frank Ball, production manager: Ralph Nelson, teleplay (initial program): Joseph Landon, Shelly Colber; assistant director: Bruce Fowler Jr.; photography: Paul Ivano, ASC.

Cast: Dean Fredericks, Harry Towne, Susan Alexander, Paul Frees, Morgan Woodward, Sidney Clute, Don Barion, Ray Montgomery, Fred Ford, and others.

BOOKS


Madison Avenue habitues are finding out that there's a distinctly serious side to the many-faceted Shep Mead—until his retirement two years ago at age 41, radio-tv vice president at Benton & Bowles Inc.

Shep Mead used to liken himself to Francis Scott Key: he wrote by dawn's early light—and now he's written! Eight plays—satirical novels and a number of do-it-yourself manuals that made mince-meat out of old-fashioned ethics.

This time Mr. Mead has come up with something refreshing: a serious novel about admen and adwomen in which there are plenty demi-mondaines, but they're not terribly good at their knavery.

The entire action of this novel is confined to an 18-day period of trial-error-and-triumph at Branch Torrey Assoc., a middle-sized agency presided over by temperamental, hard-and-fast-driving Branch Torrey whose rough-shod tactics are nicely balanced by the bland diplomacy of Sherwood Ernst, his boyhood friend of dubious talents who plays Faust to Torrey's Mephistopheles. Orbiting around this twosome are copywriters given to sporadic bouts with alcoholism and sex; account executives who proclaim their rugged independence by standardizing their account to the nth degree; clients who delight in ridiculing the professionals and a chap named Chip—whose competition with Torrey goes as far as the conjugal couch.

This might read quite like the personnel dramas of any past-published advertising "expose." But Mr. Mead has stripped the characters of all artifice—here you'll find no talk about sincere tides or running it up the flagpole. Instead, you will spend those 18 days with Torrey's associates—as your shop loses a big rotisserie account, makes a frantic pitch for—and gets—a much bigger electric shaver account; you sit through a session of"grouptink" or "brainstorming" you will watch an overly-departmentalized client trample a perfectly decent ad to pieces by the "committee system."

Mr. Mead has spared us little; in many instances, not enough. Read The Admen and check your private "Glamour Counter." There'll be few clicks on the register.

THE BIG COMPANY LOOK—a novel by J. Harvey Howells. Published by Double- day & Co., Garden City, New York. 384 pages. $3.95.

The author is emerging as leader of a back-to-the-grass-roots movement. Last spring in this magazine he advanced the theory that all advertising is not concentrated on Madison Avenue [MONDAY MEMO, May 26]. Now from his New Orleans (Fitzgerald Adv.) vantage, the avenue fugitive takes a retrospective look at city-oriented big business and the professional managers.

It is obvious that the writer has covered the same ground as his hero, Jack Pollock, boy wonder of the food promotion world. In pursuit of the big-company "look" Jack Pollock steps out of college into the promotion department of a midwest-based food combine. From there on, it's a dizzying trip for the young man out of the ranks of one company and into the executive suite of another firm in New York. It reads much of the time like a case history from The Organization Man.

Many will feel they have read it before. It seems to be the story of the age—man caught up in the machine. Mr. Howells' version has an authentic sound, a frightening impact and some well drawn characters. Particularly amusing, in an ironic way, is the crusty head of one of the two food empires in Jackson Pollock's career. Mr. Pollock's boss is an ex-country boy, product of the American tradition—grown old and rich but preferring to retain the farm vernacular and give the executives their heads. But at a board meeting the old Pollock can still outwit them all, toppping the most ruthless tactics any of his young men in a hurry can offer. The Big Company Look ought to be of interest to workers in any size company.
This is an unusual kind of advertisement. It appeared in Broadcasting's issue of July 28, 1958. It offers $500 in cash prizes to bona fide timebuyers who (a) could name the top Louisville station in the forthcoming July-August Hooperating; and who (b) could come nearest to the daytime share-of-audience figure. It was "blind"—i.e., didn't identify the advertiser.

Here was the follow-up, announcing the names of timebuyers in New York, Chicago and Detroit who came closest to the official Hooperating score. (Top winner was only .5% low.) As you see, the advertiser is WAKY.

As contests go, this was quite a rousing one. A total of 286 qualified timebuyers mailed their predictions to Box 290 at Broadcasting. That's quite a passel of timebuyers. As a matter of fact, computed against Broadcasting's total PAID circulation of almost 6,000 agency-advertiser executives (biggest by far in the TV-radio field, incidentally), this is roughly one response for every 21 paid subscribers. Or, among advertising agency readers alone, it's about one in 11!

Small wonder that WAKY owner Gordon McLendon wrote the letter you see here. "Evidently," he concludes, "you can't bury anything in Broadcasting. Rest assured that we are delighted."

This sort of thing happens all the time. If you'd like to be delighted, too, we're happy to oblige. The only requirement in our contest is that you place your message in Broadcasting. No guesswork involved. After all, why shouldn't the far-away No. 1 business-weekly of television and radio be able to do the far-away No. 1 advertising job?
A NEW FORCE
WTVJ BUYS WLOS-TV

WTVJ-Miami, for 10 years decisively first in South Florida, proudly announces the purchase of WLOS-TV, Asheville-Greenville-Spartanburg.

The same skilled, aggressive, and experienced management developed at WTVJ will now add new dimensions of greatness to a station already offering formidable advantages:

- A giant market of 62 counties in 6 states with 425,360 TV homes.
- TREMENDOUS COVERAGE PROVIDED BY THE SOUTH'S HIGHEST TOWER, 6089 FEET ABOVE SEA LEVEL.
- The only unduplicated network coverage of Asheville-Greenville-Spartanburg... making WLOS-TV the market's only single-station buy.

(Data from NCS #3)

Ask our station representatives for the exciting story of the new WLOS-TV and its vast market today!

WLOS-TV

UNDUPLICATED ABC FOR
ASHEVILLE • GREENVILLE • SPARTANBURG

Represented by Venard, Rintoul & McConnell, Inc.
Southeastern Representative: James S. Ayers Co.
Supermarkets and appliances, transit service and banking...from the East Coast to Honolulu most Happy Sponsors and stations cheer for Lang-Worth Jingles!

KBUR, BURLINGTON, IA,
DAVID STEINLE REPORTING—
Lang-Worth Radio Huckster jingles complete a hard-hitting Radio package for Benner Tea Company’s 34 supermarkets, introducing the sponsor...reaching frequently into L-W’s bag of jingle tricks to push special store promotions.

K CBC, DES MOINES, IA,
DON PURDY REPORTING—
Radio Hucksters provided the right selling jingle for a famous national brand, Amana Air Conditioners. KCBC wrote and sang its own lyrics over a Lang-Worth instrumental theme, followed by hard sell copy.

Sponsor: Amana Distributors and Brack’s Radio & Appliance.

KGU, HONOLULU, H. I.,
BUD ZIMMERMAN REPORTING—
Honolulu Rapid Transit through Holst & Male, Inc. uses a smartly produced spot series on KGU based on L-W’s “You Don’t Need a Parking Space” Huckster plus persuasive live copy, tags and sound effects. KGU reports ad agencies using its production facilities more frequently since subscribing to the jingle service.

KAWL, YORK, NEB,
JERRY BRYAN REPORTING—
KAWL sold an additional 100 spots monthly to York State Bank for its new Charge Account Service. The secret: Radio Huckster jingle production plus a cut-in plan for participating merchants. By coincidence, the jingle title — “Everybody’s Happy!”

OPEN MIKE

On Access Issue
Editor:
CONGRATULATIONS ON YOUR EXCELLENT STORY ON DECISION OF OKLAHOMA CRIMINAL COURT OF APPEALS IN CURRENT ISSUE OF BROADCASTING [LEAD STORY, SEPT. 8]. YOU’VE DONE AN EXCELLENT JOB IN KEEPING THE INDUSTRY INFORMED ON DEVELOPMENTS IN CANON 35 CONTROVERSY.

Robert D. Swezey
Chairman
NAB Freedom of Information Committee

The Liquor Picture
Editor:
Got a big kick out of Sid Hix’s drawing in the Sept. 8 BROADCASTING [EDITORIALS]. Think Sid and your readers will get a bang out of this picture I took of my TV set about five years ago while watching CMQ-TV Havana from West Palm Beach. This snowy snapshot always causes me to ponder the millions in liquor advertising we force out of our cash registers every year.

Joseph S. Field Jr.
President
WIRK West Palm Beach, Fla.

Sideband Sideline
Editor:
We were pleased to note the write-up concerning the full-time single-sideband tests now being conducted over WGBB’s 250 w station in Freeport, Long Island [GOVERNMENT, Aug. 11].

Interference reduction is, as indicated, one of the principal advantages of CCSCB; however, we cannot agree that the system should be generally regarded as a means for opening up new channels. Without intelligent planning and moderation, such a trend would inevitably revert the broadcast spectrum to its presently overcrowded condition.

Preliminary results already obtained with the adapter purchased by WGBB are extremely encouraging. Audio fidelity is noticeably improved and reliable transmitter coverage has been extended to numerous areas not previously serviced. In the final analysis we believe these advantages, plus CSSB’s ability to reduce TV heterodyne interference, will prove to be of greater importance than even the spectrum economy factor.

Kenneth B. Boothe
Vice President, Sales
Kahn Research Labs
Freeport, N. Y.
Thaddeus sees Red

and covers the 11th largest TV market with one station!

Rhode Island Red impresses on time buyer Thaddeus O. Thistlethwaite the fact that WJAR-TV's primary coverage area includes, not just Providence but all southeastern New England, including Boston, Fall River, New Bedford, Worcester! Call your Petry man and let him show you just how much extra coverage you get with WJAR-TV in the Providence market!

In the Providence market...

WJAR-TV

is cock-of-the-walk
in station coverage!

CHANNEL 10 • PROVIDENCE, R.I. • NBC-ABC • REPRESENTED BY EDWARD PETRY & CO., INC.
First flash from Arbitron!

(A CLEAN SWEEP FOR WCBS-TV)

It's electronic! It's instantaneous! But the results are the same: WCBS-TV is New York's number one television station.

Minute by minute throughout the broadcast day, Arbitron, the exciting new electronic rating service, measures New York viewing instantaneously—and Channel 2 piles up impressive margins of leadership.

During the first week of continuous operation, Arbitron flashed this report:

WCBS-TV has the largest share by far of total audience viewing, with a 59% lead over the second-place station;

Every single one of WCBS-TV's continuing local commercial programs leads all of the competition in its time period;

The Early Show leads its nearest station competition by 113%...The Late Show leads by 89%...even The Late Late Show has a larger audience at 1:30 in the morning than the average audience of any other New York station throughout the daytime;

The highest-rated news programs—morning, afternoon, early evening and late evening—are all on WCBS-TV;

9 of the top 10 shows are on WCBS-TV.

The marvel of Arbitron is brand-new, but its findings are the same as from the other audience measurement services: clear-cut leadership for...
DAVENPORT, IOWA - ROCK ISLAND, ILLINOIS

47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

41 Albany-Schenectady-Troy
42 Nashville
43 Champaign
44 Miami
45 Sacramento-Stockton

46 Omaha
47 Davenport-Rock Island
48 Binghampton
49 Raleigh-Durham
50 Asheville

WOC-TV is No. 1 in coverage in all of Iowa and Illinois (Chicago excepted)

48 COUNTIES

Population* 1,727,100
Homes** 556,500
TV Homes* 469,890
Farm Homes** 97,101
TV Farm Homes** 54,912
Effective Buying Income* $2,852,363,000
Retail Sales* $2,076,120,000

*Sales Sample's Survey of Buying Power, 1958
**U. S. Census of Agriculture, 1954

INDEX

THE QUINT CITIES
Davenport
Bettendorf
Rock Island
Moline
East Moline

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

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting - Telecasting Bldg.,
1735 Desales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

EDITOR & PUBLISHER: S. Sol Taishoff
MANAGING EDITOR: Edwin H. James

SPECIAL PROJECTS EDITOR: David Glockman

ADVERTISING EDITORS: Harold Hopkins

ASSISTANT EDITORS: Edmond Hall, Jacqueline Eagle

STAFF WRITERS: Lee Edwards, Richard Erickson,
Myron Schindler, Benjamin Seft, Jim Thomas.

EDITORIAL ASSISTANTS: Rita Cournoyer, George Darrington

SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long

SALES MANAGER: Winfield R. Levi (New York)

SOUTHERN SALES MANAGER: Ed Sellers

PRODUCTION MANAGER: George L. Dant

TRAFFIC MANAGER: Harry Stevens

CLASSIFIED ADVERTISING: Doris Kelly

ADVERTISING ASSISTANT: Merlyn Dean, John Henner, Ada Michael

COMPOSITION: Irving C. Miller

ASSISTANT COMPOSITION: Emily Weston

SECRETARY TO GENERAL MANAGER: Eleanor Schald

CIRCULATION & READER'S SERVICE

MANAGER: John P. Congrove

SUBSCRIPTION MANAGER: Frank N. Gentile

CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageone, Charles Harpold, Dwight Nicholas, Marilyn Pizer

BUREAUX

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355

SENIOR EDITOR: Rufus Crafer

BUREAU NEWS MANAGER: Lawrence Christopher

ASSISTANT NEW YORK EDITOR: David W. Berlyn

NEW YORK FEATURES EDITOR: Rocchi Famiglietti

ASSISTANT EDITOR: Frank P. Mold

STAFF WRITER: Diane Schwartz

BUSINESS

SALES MANAGER: Winfield R. Levi

SALES SERVICE MANAGER: Eleanor R. Manning

EASTERN SALES MANAGER: Kenneth Cowan

ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO

360 N. Michigan Ave., Zone 1, Central 6-4115

MIDWEST NEWS EDITOR: John Coburn

MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD

6253 Hollywood Blvd., Zone 28, Hollywood 3-3148

SENIOR EDITOR: Bruce Robertson

WEST SALES MANAGER: Bill Merritt, Virginia Stricker

Toronto, 11 Burt Road, Zone 10, Hudson 9-2894

James Montagnes

SUBSCRIPTION PRICES: Annual subscription $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscription, renewal required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to Broadcasting Circulation Dept., 1735 Desales St., N. W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the name BROADCASTING—The News Magazine of the Fifth Element Broadcast Advertising* was acquired in 1922, Broadcast Reporter in 1932 and Telecasting* in 1932.

*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.
Integrity-track record-confidence—these are the cornerstones upon which the founders* of Independent Television Corporation have built a vital new force in television programming in the United States and abroad. ITC is dedicated to provide the television industry with dynamic properties, sales and service facilities without equal. Watch ITC—Independent Television Corporation.


INDEPENDENT TELEVISION CORPORATION
WALTER KINGSLEY, PRESIDENT
Temporary Headquarters: Hotel Roosevelt, New York
SOME three decades ago a 12-year-old caddy, Joe Higgins, had an important hunch. Listening to the conversation of businessmen-golfers at the Dayton, Ohio, golf course operated by the MacGregor golf equipment firm, he decided to parlay his own aptitude for the game into a commercial career.

The result—Joe Higgins is general manager of WTHI-AM-TV Terre Haute, Ind., and president of the Indiana Broadcasters Assn., and represents his district on the NAB Radio Board. Though golf is a spare-time pursuit, he has won countless tournaments and holds six low gross trophies won at the annual Broadcasting golf tournaments held at NAB conventions. One year he won both low gross and net.

Golfing contacts led to Mr. Higgins’ Terre Haute connection. A time salesman at WIBC Indianapolis in 1947, he played an exhibition match with Sammy Snead, Bobby Locke and Fred Wampler at the Indianapolis Speedway golf course for the benefit of the Police Athletic League. An interested spectator was Anton Hulman Jr., principal in the Speedway ownership and associated with Frank McKinney in radio and other properties.

A few days later Mr. McKinney offered him the managership of the new WTHI, soon to take the air. He’s still running WTHI as well as the tv station added in 1954.

Joe Higgins’ introduction to golf was on the rugged side. When he showed up at the MacGregor course to earn caddying money, the older caddies set up a rugged hazing for the 12-year-old. He was directed to fight five selected caddies. What the hazers didn’t know was that the Catholic fathers at St. Joseph’s Orphanage in Cincinnati had trained him to use his dukes. The hazing ceremony ended quickly, and caddy Higgins went right to work. Golf came easily to him and by 16 he was often shooting in the sixties.

Joe went to the orphanage at age 6 when his mother died. Some years later his father remarried and took him to Dayton. When financial tragedy struck the family in 1929, he entered Parker co-op high school where he worked two weeks and went to school two weeks, graduating in 1933. During his school years he worked in the advertising department of the Dayton Daily News, a Cox newspaper. After graduation he went to work fulltime.

GETTING restless in 1934, and perhaps contemplating the 12-month golfing in Florida, he signed on as an apprentice engraver at the Cox-owned Miami Daily News. Six months later the union voted to have no more apprentices. Jobless, he returned to Dayton and went to work at the Reynolds & Reynolds printing plant making offset plates.

His caddying career had included bag-carrying for E. B. Newill, now vice president of General Motors and then chief engineer of Frigidaire at Dayton. The Frigidaire advertising department normally hired only college graduates but Mr. Newill helped find him a spot in the mailroom and he soon shifted to advertising.

At Frigidaire he met Kathleen Helmig and they were married in 1938. They went to night sessions at U. of Dayton two years.

At age 24 he joined MacGregor Golf as advertising manager. The job gave him the chance to play the nation’s best golfers. He had won the Dayton city championship in 1937 and took it again in 1942. At Dayton he moved to Chrysler Aircemp division where he headed the price and order department and aided in postwar planning. When he took the Chrysler job he discovered from a birth certificate required by wartime rules that his name included a “Michael” and a “Jr.”

When the Indianapolis News bought WIBC in 1944 Joe was hired to help arrange a move from hillbilly to urban programming. He learned management and time-selling at WIBC, leading to the Terre Haute opportunity in 1947.

Joe Higgins runs WTHI-AM-TV by the committee system, discussing, planning, making changes and improvements. “It’s no problem when people make mistakes, but there must be action and lots of it,” he said, and added, “My owners have never second-guessed me.”

The whole Higgins family goes in for golf, including Mrs. Higgins and Sue, 19. Mike (II) 18, and Sharon, 11. Mrs. Higgins had emergency surgery by Michael Joseph Higgins Jr.
Marty McNeely steers you to BIGGER SALES in the rich Detroit market on WKMH

Anchors Aweigh! It's ANOTHER FIRST IN DETROIT for WKMH

Marty McNeely's recent shipboard program on the S.S. AQUARAMA was the first live, remote broadcast to originate from a seagoing ship while underway on the Great Lakes. It's typical of "MARTY'S MORNING BEAT" — the sparkling morning show from 6 to 10 a.m. Monday thru Saturday, geared to Detroit On The Move. Marty McNeely commands a big listening audience . . . is one of Detroit's most popular radio personalities. He's one more reason why WKMH is your best buy in the rich Detroit market.

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

 WKMH   WKMF   WELL   WSAM   WKHM

Use 4 or 5 stations...save 15%  Use any 3 stations...save 10%  Use any 2 stations...save 5%

KNORR BROADCASTING CORP  Fred A. Knorr, Pres.
Represented by Headley-Reed
THE WASH THAT STOPPED THE DRAIN

More than fifty years ago, U. S. Steel scientists found a way to reclaim the iron particles in low-grade ores by washing away the useless sandy particles. Thus they obtained a high grade ore from a low grade one—which early miners had pushed aside as worthless. In 1910, they built their first plant to handle this job of ore beneficiation, because they knew that even vast ore deposits like those of the Mesabi Range in Minnesota would soon be drained if only the richest ores were scooped out to feed our steel-hungry economy.

Today, more than 1/5 of all the iron ore shipped out of Minnesota is beneficiated ore. And U. S. Steel's research work on ore beneficiation is still going on to find even better ways to utilize and stretch our ore deposits.

USS United States Steel
MONEY ON THE MOVE IN TV FILM

Wrather’s $11.35 million TPA buy latest symptom in shifting business

The distribution of millions of dollars in annual television film sales appeared last week to be headed for major changes. Behind the speculation: the restless realignment of ownership interests evident over the past several weeks.

The changes being fashioned were pointed out most recently—and most dramatically—by last week’s announcement that Jack Wrather’s new and heavily endowed Independent Television Corp. had bought out Television Programs of America for $11.35 million.

While the ITC-TPA deal was the most spectacular, it actually was only one of many recent expansions, mergers and acquisitions that may in time rearrange big portions of the lineup of leading distributors.

Days after the ITC-TPA announcement, CBS Inc. let it be known—at least by implication—that it is out to get a bigger chunk of the foreign market. It announced the creation of two subsidiaries, CBS Europe Ltd. and CBS Ltd.—to handle licensing and distribution of tv films and properties in Britain and on the continent. This not only will permit greater concentration on the foreign market but will free CBS-TV Film Sales Inc., already one of the topmost distributors (and incidentally to be renamed CBS Films), for even more intense selling on the domestic front.

Even the sale of the Mutual radio network [Lead Story, Sept. 15] may in time have a measurable effect on tv film sales. A. L. Guterma, Mutual’s new president, reportedly assured staff members in a get-acquainted session last week that the company not only would acquire tv and radio stations up to the FCC-set limit, but also planned to get into film network operation. Mutual’s new owner: Hal Roach Studios, which a short time ago announced a $15 million production schedule of six tv series and 20 feature films, plus plans for formation of a releasing organization for both tv and theatrical films and the financing of outside productions [Film, Aug. 25].

The country’s only existing national film network, National Telefilm Assoc., meanwhile is continuing an expansion program of its own. This many-armed organization announced last week that it had acquired control of Telestudios Inc., New York, producer of videotaped commercials and programs. The move was attributed to NTA’s growing interest in tv tape. What effect tape will have on the film business is, of course, the question everybody in the business wants answered.

NTA also stands to gain from its planned merger with National Theatres Inc., the nation’s second largest theatre chain and, like NTA, also a station owner. The merger was approved by the NTA board a month ago and now awaits clearance by stockholders and certain government agencies [Film, Aug. 25]. National Theatres, incidentally, realigned its top echelon last week (see page 78).

Another move which could have strong bearing on the film picture came last week in United Artists Corp.’s bid to acquire full control of Associated Artists Productions, a major distributor which handles Warner Bros. feature product and other films. This move had been anticipated for months but was delayed by litigation finally settled out of court. It is still subject to stockholder and other approvals.

The rundown on last week’s principal developments follows below.

**ITC OFF TO FAST START WITH ACQUISITION OF TPA**

Jack Wrather, who last month told the world that his new Independent Television Corp. would be the equal of any in tv within 30 days [Film, Aug. 25], started making good on his promise last week. He did it the fast way, shelling out $11.35 million to take over all assets and subsidiaries of Television Programs of America. The result: a new power mover in the film industry, representing a total financial investment of approximately $25 million.

Mr. Wrather termed the TPA deal “the first of several expansion moves planned for ITC both here and abroad.” He was not specific about others he might have in mind. The purchase was announced jointly by Mr. Wrather and Milton Gordon, president of TPA.

These are the tv properties ITC picked up with TPA: Fury, Ranier of the Jungle, Private Secretary, Last of the Mohicans, Charlie Chan, Tugboat Annie, Count of Monte Cristo, Ellery Queen, Halls of Ivy, Stage 7, Cannonball and New York Confidential. The latter two are new series now in production. Also included: distribution rights to Jeff’s Collie (returns of the Lassie series, owned by the Jack Wrather Organization) and foreign distribution rights to Lassie, The Lone Ranger and Sergeant Preston of the Yukon (also owned by the Wrather firm).

TPA subsidiaries now under ITC include TPA Ltd. (British), TPA Films Ltd. (Canadian), TPA Music Co. (California), Normanandy Productions Ltd. (Canadian) and Donnell & Harmon Inc., a New York advertising agency.

Walter Kingsley, president of ITC, will continue as president of the enlarged company.

ITC itself was formed in July by the Jack Wrather Organization and Carl M. Loeb, Rhoads & Co. along with two British tv firms, Associated Television Ltd. and Incorporated Television Programme Co. Ltd. ATV is program contractor for British commercial tv stations in London and the Midlands. Incorporated Programme numbers among its assets the television series Robin Hood, William Tell and Invisible Man.

**UNITED ARTISTS MAKES BID TO ACQUIRE ASSOCIATED ARTISTS**

United Artists Corp., through its subsidiary United Artists Associated Inc., has made its first move to acquire all the assets of Associated Artists Productions Corp., a major distributor of feature films for television.

With litigation cleared away, UAA offers $11 in cash for each share of AAP stock plus 6% interest from July 1, 1958, until the closing date. The offer also includes $7 for each warrant that represents the right to buy four shares of stock. UAA proposes $1,186 and interest from July 1, for each $1,000 6% subordinated convertible sinking fund debenture. Offer expires at the close of business Oct. 16, although it can be extended beyond that date if circumstances warrant.

Holders of AAP debentures will meet Oct. 6 at Toronto (AAP traces its creation to Canadian interests) and stockholders will meet Oct. 16 in Wilmington, Del., to give consideration to the offer.

The full acquisition of AAP has been pending for some time—ever since UA first announced in late 1957 its purchase of 700,000 shares of AAP’s capital at $12 a...
FOREIGN CAR AIR BUDGETS GROW

- Importers still exploring in radio and television
- But they seem to like what they've seen so far

Foreign auto makers and distributors are beginning to rev up their interest in broadcast advertising.

Comments from various ad managers for the European auto makers indicate that what's kept them out of broadcasting up to now was the knowledge they could not match Detroit dollar-for-dollar. But with greater and more enthusiastic U. S. public acceptance for their product, this need to match ad dollars has become less important. Now, radio and tv are looked to by many not only for hard selling but as "security"—building consumer interest and spot schedules—against the day when the current foreign-car buying fever may subside.

The foreign car makers most active in broadcast usage are Simca, Renault, Jaguar and Volkswagen. The success or failure of their campaigns may have considerable bearing on the ad plans of a number of other foreign makers and importers. While some of them—such as Rootes Ltd. (Hillman Minx) and the Swedish-owned Volvo Distributing Co. (Volvo)—have been using radio on both network and spot basis, a number rely on print almost exclusively. Among them: S. A. Citroën, Facad Commercial Corp. (BWM Isotta), Fiat Motor Co., Hambro Automotive Corp. (Morris, MG, Riley, Austin-Haley) and Hambro Motor Car Co. (Alfa Romeo, Porsche).

This holds especially true of higher-ticketed cars such as the Rolls-Royce and Mercedes-Benz. Neither intends—right now—to go into "common denominator" media, their advertising strategists claim the price of the cars is too high to suit a mass medium. Jaguar—no cheap car—thinks otherwise.

An interesting sidelight is the fact that the U. S. "Big Three" now will use radio-tv in many instances to sell what in effect may be their competition: Chrysler for Simca, General Motors for Vauxhall, Ford for Taunus. American Motors Corp. (Rambler) has been placing its British-made Metropolitan in broadcasting for the past year—principally NBC Radio's Monitor. But, in a sense, the Metropolitan isn't regarded as a foreign make, as it bears an FOB Detroit tag.

Volkswagen of America Inc., Englewood Cliffs, N. J., wholly-owned subsidiary of Volkswagen G. m. b. H., Wolfsburg, West Germany, believes in "fixing the roof while the sun shines." Advertising manager Scott Stewart admits that "right now" the demand for the "beetle" car exceeds the supply. "But it's not always going to be this way," he says, casting an anxious eye at the French, Italian and British competition. So, Volkswagen seeks sales security with radio-tv spot. The word is it will speed ahead later this year and early next with $1 million in spot allocations.

Most Volkswagen buying will be done locally. "After all," says Mr. Stewart, "the dealers are in a better position to know their market potential." So, he feels, are local advertising agencies. Thus the 14 major Volkswagen distributors have been told to get themselves local ad agencies—and fast. Their jurisdiction over spot campaigns would cover wide areas. For example, the San Antonio-based distributor would place the buying order for the Denver market. Conversely, the Los Angeles distributor, Van Newman, does not have jurisdiction over the San Francisco area; Newman retains Compton Adv. there, whereas the San Francisco dis-
ing's future at Renault hinges on the success and/or failure of Small World.

Spot-wise, Renault defers to its 15 distributors and their 600 dealers coast-to-coast. The U.S. company does not provide co-op funds, but the distributors do. TV spot is used in New England surrounding local newscasts (since May 5); since March in the Southwest; "on and off" in the Far West and "very little" in the Midwest, Renault just having undergone a change in distributorship there. Spot radio presently figures in New York, Providence, Boston and Los Angeles.

Why did Renault gamble on network TV? Says Miss Notting: "The idea of sponsoring Ed Murrow and the international flavor of the series is wonderful for us." Renault's staple item for U.S. consumption is the Dauphine passenger car. Back in June, its agency, Needham, Louis & Brorby, Chicago-New York, began scouting up network availabilities. NL&LB took over the Renault account from Mann-Ellis this past April.

Jaguar has caught a slight broadcast fever. It is using radio for the first time in its history. Jaguar Cars Inc., New York (U.S. subsidiary of Jaguar Cars Ltd., Coventry, England), through Cunningham & Walsh, New York, has allocated about $50,000 to sponsor CBS Radio's coverage of America's Cup Races off Newport, R. I.

Although it's a small expenditure, the radio ad campaign may signal a departure in Jaguar's advertising policy. The company's luxury-priced automobiles appeal to a limited market and in the past Jaguar has used such magazines as New Yorker and Time. Now it is trying out the flexibility of radio and the ability of an advertiser to become associated with such specialty sports broadcasts as the yacht races.

Simca, whose total national ad budget (separate from the dealer and distributor allocation) is estimated at $20,000 this past year, will have the budget increased "quite considerably," according to Richard N. Melzer, president of the San Francisco agency bearing his name. The reason is simple: Simca Inc., wholly-owned U.S. subsidiary of Societe Industrielle de Mecanique et Carrosserie, will have its national advertising policies shaped by Chrysler Corp., no stranger to broadcast advertising.

Chrysler several months ago purchased "a substantial interest" in the French firm and will take over U.S. distribution. The announcement last June kicked off a flurry of major agency "pitchers" but Chrysler, satisfied with Melzer's work, retained that shop. Additionally, it handed Melzer the Simca portion of the budget that will be administered through Chrysler of Canada.

Melzer Adv., with offices also in Los Angeles and Denver, last week opened a Detroit office to handle Canadian time placement. U.S. time-buying probably won't start until next year, and will be done out of the San Francisco office. In addition to the national account, Melzer also serviced 8 out of 10 regional distributorships which now will be "completely revamped." Local distributors and dealers "in some instances" used spot, Mr. Melzer indicated. With Simca distribution to be handled through local Chrysler-Plymouth-DeSoto-Dodge dealers, Mr. Melzer said, "it's too early to predict just what percentage of the new budget will go into radio and tv spot." He said, however, that "we will go into TV for certain."

NTA recently ordered several Ampex tape recorders for use at its owned and operated WNTA-TV Newark and KMSP-TV Minneapolis-St. Paul. The acquisition of Telestudios, Mr. Landau said, will enable NTA to produce taped programs for distribution to TV stations throughout the country. The Telestudios stock acquired by NTA includes the shares held by George K. Gould, president and treasurer, and stock held by other members of the company's management. Mr. Gould will continue as president and operating head of Telestudios.

Mr. Landau said an offer to purchase all of the other outstanding common stock of Telestudios, at $1.75 per share, payable at the option of NTA in NTA common stock or debentures, will be made to other stockholders.

Mr. Landau said that Telestudios plans to develop mobile units to utilize videotape on location work.

Telestudios was organized by Mr. Gould two years ago. In recent months it has completed tape commercials for Grant Adv. (Fruit & Telegraph Delivery Asso.), Pilsbury (Campbell-Mithun) and the Democratic Party (Kastor, Hilton, Chesley & Clifford), among others.

Coincident with the announcement of Telestudios' purchase by NTA, the Radio & Television Executives' Society of New York held its production workshop at the studios last Tuesday. Mr. Gould was the principal speaker to an audience of more than 200 members of the society. He reviewed the history of videotape and presented a demonstration of VTR.

One Minute Preferred As Radio Spot Length

More than 92% of spot radio announcements on the air are one minute in length, according to a study released last week by the Radio Advertising Bureau. The bureau acknowledged that the popularity of the 60-second announcement among advertisers was known but the study sought to ascertain the extent to which the one-minute commercial was being bought in preference to commercials of other lengths. A breakdown of the study reveals that during the second quarter of 1958, 82.3% of spot radio announcements were 60-second; 6.2% were 10-second; 5.6% were less than 10 seconds; 3.3% were 20-second and 2.6% were 30-second.

The breakdown is based on the total number of announcements of each length bought, as reported to RAB by a one-third sample of the radio industry's buyers. It covers purchases made by more than 1,100 brand advertisers.

RAB also released the names of the five largest advertisers for each category of radio commercials, covering 17 companies. The bureau noted that the "less than 10 seconds in length" category represented primarily Sinclair Refining's extensive campaign of six-second "quickies" for its Sinclair gasoline.

The RAB list:


30-Second Announcements: (1) Carling Brewing, (2) Liggett & Myers Tobacco, (3) Morton Foods, (4) Pearl Brewing, (5) Fels & Co.


Less than 10-second: (1) Sinclair Refining Co.

Material for its new study of commercial preferences among advertisers was compiled by RAB from information used in its...
BROADCASTING

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

CLEAN FIGHT • Battle lines among all-purpose detergent makers [CLOSED CIRCUIT, Aug. 18]. An even score was drawn with reported shift by Adell Chemical Co. (Lestoil), Holyoke, Mass., into Canadian tv spot. As Lestoil heads north, little-known Texix Chemicals Inc., Greenville, S. C., is consolidating its grip on southland, and is undertaking a strong campaign to the southern regions. Texix, which is already in 45-50 markets on saturation basis.

So far, Lestoil hasn't gone south of Washington nor west of Evansville, Ind., thus leaving Southeast, Midwest and West to three giants—Colgate-Palmolive, Procter & Gamble and Lever Bros. Latter's Handy Andy (Kenyon & Eckhardt) is now in about 35 markets—Virginia, Missouri, Wisconsin, etc.; P&G's Mr. Clean (Tatham-Laird) is breaking in Pittsburgh, Syracuse and Springfield, Mo., and Colgate's Genie (McCann-Erickson) is testing on West Coast. Interesting aspect of Big Three intentions: test runs are kept at minimum so as not to "waste time."

GOOD AND BAD • Purchase by Harold F. Ritchie Inc. (Brykcreem, other hair preparations) of two ABC-TV properties [BUSINESS BRIEFLY, Sept. 8] comes as unhappy news to number of ABC-TV affiliates. Reason: Ritchie's said to be canceling extensive spot schedules in markets where ABC-TV has received clearance. Agency, Kenyon & Eckhardt, still is holding spot cancellations in abeyance, pending ABC clearances on stations where network shares time with either NBC-TV or CBS-TV. Should it fail to get either Cheyenne or 77 Sunset Strip in these markets—some 125 are on basic order—spot will stick. No change is contemplated in markets carrying neither show.

P&G PUSH • Procter & Gamble Co., Cincinnati, for Ivory and Cheer, stepping up spot tv activity this month. Through Compa- tion Adv., Ivory is going into over 100 markets on 52-week basis using 60- and 20-second announcements. Through Young & Rubicam, Cheer is lining up undecided number of stations.

CLEANING SEASON • Glomorene Inc. (carpet cleaner) Clifton, N. J., has set four-week spot tv schedules in 25 markets to start Oct. 1. Six to 12 spots per week will be used in each market, concentrated on one or two specific days of week. Jules Power, N. Y., is agency.

'SMALL WORLD' TEAM • In their first use of network television, Olin Mathieson Chemical Corp., N. Y., and Renault Inc. (see page 32), N. Y., have signed to spon- sor Edward R. Murrow's new Small World series of news and entertainment over CBS-TV (Sun., 6-6:30 p.m.), starting Oct. 12. Olin Mathieson, through D'Arcy Adv., St. Louis, and Renault, through Needham, Louis & Brobrly, Chicago and New York, will alternate in sponsorship for first 12 weeks, after which Olin Mathieson will continue on exclusive basis for next 14 weeks.

RIVAL BUYS SERIAL • Rival Packaging Co. Div., Associated Products Inc, Chicago, for Rival dog foods, has bought MCA-TV's If You Had a Million (run of The Milli- onaire) for 10 markets in Massachusetts, New York, Pennsylvania, Rhode Island, Michigan, Missouri and Ohio, for full year beginning early October. Agency is Guild, Bascom & Bonfigli, San Francisco.

TWO HALVES • RCA has signed for al- ternate sponsorship of two new NBC-TV color programs, Northwest Passage (Sun. 7:30-8 p.m.), effective Sept. 21, and The Further Adventures of Ellery Queen (Fri. 8-9 p.m.). Alternate weeks of both pro- grams have not yet been filled. Kenyon & Eckhardt, N. Y., is RCA's agency.

BACK WITH JACK • Polaroid Corp. and Bristol-Myers Co. (Bufferin) have renewed on NBC-TV's Jack Paar Show, representing total of about $1.8 million in gross revenues. B-M renewal of almost 200 participations begins in October and runs through end of 1959. Young & Rubicam, N. Y., is agency. Paar order, placed by Doyle Dane Bernbach, N. Y., calls for 40 partici- pations starting in January.

ROS RECIPE • Church & Dwight Co. (Arm & Hammer baking powder), N. Y., is launching seven-week spot tv campaign on 63 stations in 54 markets today (Sept. 22), using run-of-schedule ID announcements. Agency: J. Walter Thompson Co., N. Y.

IN THE NEWS • Six advertisers last week signed for NBC-TV's 15-minute weeknight newscast with Chet Huntley and Dave Brinkley (Mon.-Fri. 6:45-7 p.m.), effective immediately: Nestle Co. (Dancer-Fitzgerald-Sample Inc.) on alternate Wednesdays and Thursdays; effective today (Sept. 22): Kemper Insurance Co. (John W. Shaw Adv.) on various Mondays and Wednesdays; effective Wednesday (Sept. 24): Union Carbide's National Carbon Co. (William Esty Co.) on alternate Wednesdays and every Friday; starting Oct. 28, Bristol- Myers Co. for Bufferin (Young & Rubicam) on alternate Tuesdays and alternate Thurs- days for 52 weeks; effective Nov. 3: Bulova Watch Co. (McCann-Erickson) on alternate Mondays, and effective Nov. 7: Bell & Howell Co. (McCann-Erickson) on various Fridays.

TUESDAY TIME • Ford Div., Ford Motor Co., is buying publications in ABC-TV's Sugarfoot on Oct. 14 and in Cheyenne, with which it alternates (Tues., 7:30-8:30 p.m.) on Oct. 21. Agency: J. Walter Thompson Co., N. Y.

COOL $2 MILLION • Frigidaire Div. of General Motors Corp. has placed 52-week order of alternate-week quarter-hour seg- ments in five daytime programs on NBC-

Recessionwise It Pays
To Advertise—Buchen

It pays to advertise—during and im-
mediately after a recession.

That's the conclusion reached by The Buchen Co., Chicago advertising agency, in a study of the relationship between sales and advertising in over 130 industrial manu-
facturers of durable goods during the two periods—1947-51 and 1952-56. The agency
described the survey as a "new yardstick" for measuring sales and advertising ratios.

Buchen concluded generally that "any firm which makes advertising aggressiv-
ese a part of its marketing philosophy dur-
ing and following a recession will feel the
the recession less, and recover from it more
quickness, than its backward-looking competi-
tors."

Buchen selected basic industries, avoid-
ing "impulse-commodities." Taking a list
supplied by Associated Business Publica-
tions, it sent questionnaires to 1,200 in-
dustrial firms. Slightly more than 10% (133) responded and figures were con-
verted to basic index numbers. "Pivotal"
years were 1949 and 1954 in each of the
two economic periods. Respondents were
grouped into those (1) which did not cut
advertising budgets during the recession
year or the year following, (2) which did
cut budgets during the recession year
and (3) which reduced expenditures during the
year after the recession. The study was con-
ducted under the direction of J. Wesley
Rosberg, Buchen vice president and direc-
tor of research.

The finding showed that in 1949, the first
recession year, "continuous advertisers en-
joyed a big gain in sales, while the budget
cutters dropped below their 1948 sales fig-
ures. In 1950 firms which maintained
their advertising programs were still far ahead of
those who had cut their budgets in 1949 and
1950."

The 1952-56 study showed non-cutting
companies "consistently ahead in sales." Mary KayTC, which panned advertising in
1954 fell markedly behind others. In 1955
sales of the non-cutters were almost
ahead of 1952, while those which reduced
their outlays in 1954 or 1955 were not yet
back to their 1952 levels.
ONE OUT, SIX UP AT K&E

A series of executive changes—one a surprise announcement—was announced last week by Kenyon & Eckhardt, a major agency with a substantial radio-television billing.

The unexpected: the resignation effective Oct. 1 of Donald C. Miller, senior vice president and a director of the agency, who said he was leaving because of "basic disagreement on agency operating policies." Reported is his resignation was made known in the agency after an executive committee meeting Sept. 11 that also considered changes already in the making.

Executive promotions announced: David C. Stewart, treasurer and senior vice president in charge of corporate services, elected executive vice president, a post reestablished at K&E after nine years; G. T. C. Fry, vice president and account supervisor in New York, to vice president in charge of K&E in Detroit and also account supervisor (David J. Gillespie Jr., vice president, continues as senior account executive and will assist in administration of the Detroit office); Barrett Brady, senior vice president in charge of creative services, elected to the executive committee; W. Stephens Dietz, vice president and promotion director, elected to the board; Robert C. Barker, vice president and senior account executive, appointed acting account supervisor, and Kevin Kennedy, vice president and account executive, made acting senior account executive.

It was understood that still further appointments are in the works at K&E.

K&E President William B. Lewis issued a staff memorandum on Mr. Miller's resignation, noting his contributions to the progress and growth of the agency and wishing him well "in whatever he undertakes." Mr. Miller joined K&E in Detroit 10 years ago, was elected vice president a year later and a director in 1952. He was one of five vice presidents advanced to senior vice president in April 1957, was made a co-ordinator of account management and was elected last September to the executive committee. He was in charge of K&E's Detroit office until his move to New York two years ago.

TV—contract said to represent $2 million in gross billing. Agreement made with other sponsors of programs concerned to make Frigidaire at least one commercial message every day of the week. Programs include Treasure Hunt, Concentration, The Price Is Right, From These Roots, and Comedy Time. Dooer-Fitzgerald Sample, N. Y., is Frigidaire's agency.

OIL FIRM REGIONALS • Oklahoma Oil Co., Chicago, has increased broadcast advertising, with $1 million-plus schedule of new radio-television buys in three states through Needham, Louis & Brorby, Chicago. Schedule includes alternate-sponsorship of Citizen Soldier and Silent Service on WNBQ (TV) Chicago and Highway Patrol on WGN-TV, (with fourth under consideration); 56 newscasts weekly on WBWM-FM, others on WBWM-AM, and 25 per week on WIND, all Chicago; 70 insertions per week on WXW Newsmobile and 200 time signals weekly on WIRE, both Indianapolis, (with tv newscast also in negotiation); 20 spots weekly on stations in South Bend, Fort Wayne, Terre Haute and Logansport, Ind.; three daily newscasts on KSO and sports on KRNT, both Des Moines, Iowa. Oklahoma also co-sponsors White Sox baseball on WCFL Chicago. Firm now has retail outlets in three states (Illinois, Indiana, Iowa).

LIPTON CUP • Thomas J. Lipton Inc. (tea, soups, dessert mix) is sponsoring coverage of America's Cup Races on both NBC Radio and Mutual, beginning last Saturday (Sept. 20). Agency is Young & Rubicam. Sir Thomas Lipton, founder of Lipton company, was associated historically with races, making five attempts in vain to win cup.

DOZEN IN CLUB • Procter & Gamble Co., Cincinnati, through Compton Adv., N.Y., joins 11 other national participating advertisers— including Bristol-Myers, General Foods, General Mills, Nabisco, Miles Labs, among others— on ABC-TV's Mickey Mouse Club ( Tues. and Thurs. 5:30-6 p.m.) effective next Monday (Sept. 29). Product to be advertised: Big Top peanut butter.

14 FOR FOOTBALL • CBS-TV has signed total of 14 clients for its coverage of 64 National Football League games on ten regional networks, starting Sunday ( Sept. 28) and ending Dec. 14. Sponsors of games are Philip Morris Inc. (Marlboro, Philip Morris brands), P. Ballantine Sons, National Brewing Co., American Oil Co., Pan American Oil Co. (Amoco subsidiary), Falstaff Brewing Co., Duquesne Beer, Gobel Brewing Co., Speedway Petroleum, Carling Brewing Co., Standard Oil Co. of Indiana, Standard Oil Co. of Ohio, American Petrofinn and Hamm Brewing Co.

CHRYSLER SETS PACE • New business reported late Thursday ( Sept. 18) by CBS Radio was paced by purchase of Chrysler Div., Chrysler Corp., Detroit, through Young & Rubicam, N. Y. of Eric Severud With The News (Mon.-Fri., 9:25-9:30 p.m.) for two weeks, starting Oct. 27. Other sales covering CBS radio "Impact" segments were made to Dodge Div., Chrysler Corp., Detroit, through Grant Adv., N. Y., and Chicago, starting Oct. 9; Hudson Vitamin Products Corp., N. Y., through Pace Adv., N. Y., starting Sept. 27; Mennen Co. (Skin Bracer), Morristown, N. J., through Warrick & Legler, N. Y., for Dec. 12-14 period, and Clairol Inc., N. Y., through Foote, Cone & Belding, N. Y., starting Oct. 18.

'Omnibus' Loses Union Carbide As Sponsor for Coming Season

Robert Saudek, Assoc.'s Omnibus has lost one of its major wheels. The Union Carbide Corp., New York, "after considerable studying" has decided against renewing. It is dropping the institutional campaign waged on the show for two seasons—at a cost of $3 million—"because we have nothing to sell but a corporate symbol."

While its subsidiaries such as National Carbon Co. (Eveready batteries) through William Esty and Dynel through Anderson & Cairns Inc. continue to use spot, UC's Institutional TV campaign has been shelved "for the time being." The decision was made, it's understood, by the UC financial executive committee. J. M. Mathes Inc. is the "corporate" agency.

UC's pullout leaves the Saudek office with but one sponsor to carry the cost of 15 Omnibus shows; actually, Aluminum Ltd. (through J. Walter Thompson Co.) will sponsor only six of the 15. The series returns on NBC-TV Oct. 26.
Hecht, Foreman Debate Ad Antics, Semantics

Two authors met last week to do battle on the field of tv commercials. In one corner: Ben Hecht, controversial playwright ("Sceopter of The Rose," "The Front Page," "Child of the Century"), starring in his own WABC-TV New York interview program. In the other, BBDO Executive Vice President Robert L. Foreman, author of the just-published "inside tv" novel The Hot Half-Hour. The match was somewhat of a draw, Mr. Hecht's irreverence and skepticism being neutralized by his guest's calm and objective grey-flanell'd logic. Referee was Mike Wallace, whose Newsrawer Productions Inc. packages the new weekly-night programs for the ABC-TV stations.

Mr. Hecht felt admen ran a close second to politicians as the noisiest bunch of opinion molders in America today, that they have made people "turn off their senses... instead of their sets." and that they had put the mass viewer in an "automatic coma." His question: if people dislike commercials, claim they never watch them, why does American business spend millions of dollars in tv to bring "millions more" back? And why, Mr. Hecht said—saying on specific commercials he disliked—did commercials have to be ungrammatical? First case in point: BBDO's spot for Wildroot Cream Oil ("... The hair tonic for men that women like to be near"). Mr. Foreman, tongue in cheek, admitted he wasn't "bright enough to get the lack of good grammar involved. He felt "that" instead of "who" just "seemed a better way of expressing it... it would be a little more clearly understood."

Mr. Hecht on the Viceroy spots ("A thinking man's filter... a smoking man's taste") out of Ted Bates & Co.: "Is it the theory that the person who buys that cigarette will feel himself a thoughtful man?" Or is it the Libby's Frozen Orange Juice: "He doesn't buy." Mr. Foreman for the defense (although his agency services the competitive Hit Parade brand): "I can conceive very readily what the Viceroy people are driving at; that people who are thoughtful will turn to that brand... because of the effectiveness of the filter" and that the Viceroy prospect will be "thinking about the subject of smoking, which is on people's minds these days"—an allusion to tar and nicotine contest vis a vis the "cancer scare."

Mr. Hecht on Procter & Gamble's Zest spot ("For the first time in your life feel really clean") out of Benton & Bowles: "This is a very shocking statement... I can't understand how (they) can attack 99% of the people, saying they're naturally unclean if they hadn't used Zest, and expect to get their good will... their money. If you tell a person that because he hasn't done something before, he's an idiot, he feels he's been an idiot most of his life." Mr. Foreman for the defense (again): "You have to understand and have sympathy for the fact that advertising does tend to exaggerate to a degree only. I am always reminded of the fact that when you wanted people to

join the Navy before it was compulsory you'd say 'Join the Navy and see the world' not 'Swab the deck.'"

Mr. Hecht thereupon asked, "You mean, fool the people?" Mr. Foreman replied: "No, just picking more pleasant aspects that people are interested in. The business of stating or implying that advertising is misleading is only done by people who don't know what we go through to be accurate in the advertisements." Mr. Foreman also pointed out that Mr. Hecht, in criticizing ads on a purely semantic basis, was seizing on the audio portion and ignoring the video part which often told most of the story.

Mr. Hecht on Libby, McNeill & Libby's Frozen Orange Juice ("Mmm, mmm, that was Libby's frozen Orange Juice. Just about the yummiest you can put in your tummy") out of Mr. Foreman's BBDO: expressed disbelief when Mr. Foreman noted the commercial to be angled to an audience age group up to 15, said "I have written many bad things but I have never used the word 'yum.'" Mr. Foreman for the defense: "I don't think it's misleading, because it is yum yum. I have tasted it."

The WABC-TV debate went on to other matters besides specific commercial examples such as "audience loyalty." Mr. Foreman felt "I think it is the smallest debt they (viewers) owe the advertiser who has spent so much to entertain (them) to give them the three minutes that's allotted out of a half-hour—six minutes out of an hour." He explained to author Hecht ("it seems much longer than that") that close industry policing kept violations of this rule to the barest of minimums. Mr. Hecht then asked "How do you account—if I'm vaguely correct—that the fact people don't pay any attention and buy everything it advertises?" Mr. Foreman said he didn't "account." He said "They must pay attention. For instance, we do a great deal of research that shows that people react about products that should be of some interest by purchasing that product."

Mr. Hecht had the last word. In fact he had many last words. One of them: The admen are "making schizophrenics out of people... They don't like the commercials, but buy the products."

Contadina Aims Across Country With Eight-Week Spot Barrage

Contadina Foods (tomato paste), San Jose, Calif., has purchased an extensive spot radio campaign in 12 basic marketing areas including 27 major cities.

The campaign, placed through Cunningham & Walsh, San Francisco, and described by the agency as one of the largest spot radio drives emanating from a western company, will run for eight weeks beginning Sept. 29. More than 11,000 commercials will be used. Frequencies will run as high as 180 per week in key cities such as New York, Chicago, Philadelphia, Detroit, Cleveland, Pittsburgh, St. Louis, Los Angeles and San Francisco.

At the same time, Contadina Foods will use spot tv in the New York market entailing 360 one-minute announcements during the identical eight weeks. Used in the drive will be radio and commercials produced by Freberg Ltd. and starring personality Stan Freberg. The spots will combine the serious with the bizarre.

C&W's senior vice president and account supervisor Bob Brischer noted that this was the fourth straight year that the bulk of Contadina's advertising budget has been concentrated in radio.

Also revealed by the agency:

- A merchandising drive has been set up for Contadina to alert buyers and retail store personnel on the spot radio campaign. Point-of-purchase material is part of the merchandising. More than 2,500 buyers across the nation will receive a recording of the commercials and a sales message.

- C&W currently is testing "several new" Contadina products in various cities. The products will be introduced nationally "market by market" next year.

Boeing Frowns on Agency Merger

The expected "marriage" between Calkins & Holden and Burke Downing Adams Inc. [ADVERTISERS & AGENCIES, Sept. 15] has run into some last-minute snags, it was learned—but unconfirmed—last week. One of the witnesses to the proposed wedding, Boeing Airplane Co., Seattle, apparently was unhappy with its objection match for what it feels are two "good reasons." Both involve BDA accounts. Boeing—which is a C & H client—is not too happy about the prospect of being under the same agency roof as two BDA clients who do business with Boeing's competitors. They are Scandinavian Airlines System, which has on order Douglas Aircraft Co.'s DC-8's and General Dynamics Corp.'s Convair 880's. Another BDA airline account, Delta Air-
lines, likewise has on order the Douglas planes. Additionally, BDA's major client, Curtiss-Wright Inc., makes certain aircraft parts not bought by Boeing. BDA executives admitted "some doubt" was in order
If you want your product sales to ascend in the Baltimore market, consider also:

★ W-I-T-H gives lowest cost per thousand listeners—by far—of any local station.
★ W-I-T-H gives complete, no-waste coverage of the purchasing area that counts.
★ W-I-T-H has imaginative programming for the whole family—24 hours a day.
★ W-I-T-H gives powerful merchandising to your product no other station can match.

Send up your "trial balloon"!

Contact Tom Tinsley, Pres.; R. C. Embry, Vice Pres.; or your nearest W-I-T-H national representative:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast
One-man bands are dandy... BUT

If you want to make music that'll move millions, you need more men. Not only musicians, but behind-the-scenes people, too. WJR has got 'em—well over a hundred—including musicians, singers, arrangers, directors, producers, writers and such. Now all these folks cost more to maintain than a couple of "disc jockeys," but when you cater to the musical whims of an audience as large as WJR's you find they're very necessary.

For instance—WJR's music motto is "Music for every taste"—and planning a musical menu for its many listeners requires experts in the classics, choral arrangements, folk songs, religious music, band music and other kinds, as well as the current favorites. And WJR's got the experts. Furthermore, WJR's audience appreciates the variety and quality of music that they get.

We know this by their letters—advertisers know it by the results they get. You can find it out by checking an Alfred Politz survey, which shows WJR as the No. 1 radio station in the Detroit-Great Lakes area. If you've got a product or service to sell, call your Henry I. Christal man, he'll show you how WJR can help you make music that will have your sales department dancing circles around competition.

WJR DETROIT
50,000 WATTS  CBS
Radio Programs with Adult Appeal

WJR's primary coverage area
—over 17,000,000 people
CONCERNING THE MERGER, BUT C & H BOARD CHAIRMAN J. SHERWOOD SMITH SAID THE MATTER WAS NOT DEAD. HE INDICATED THERE WOULD BE "ONE MORE MEETING" AT WHICH A "FINAL DECISION" WOULD BE ARRIVED AT.

SSC&B VOLUME AT $45 MILLION AS AGENCY LEASES LARGER SPACE

Sullivan, Stauffer, Colwell & Bayles, New York, is now billing in television at the rate of $24.3 million per year, it was revealed last week by the agency. Total billing was estimated at the yearly rate of $45 million.

The billing figures were contained in a special release from SSC&B noting it has completed its move to quarters at the new Gold Skyscraper Building at 575 Lexington Ave. SSC&B now has more than doubled its previous space at 477 Madison Ave., occupying four floors in the Lexington Ave. building. The new quarters have increased tv and radio facilities.

SSC&B started July 1, 1946, with a small staff in a 15-room apartment in the old Marguery apartment hotel. It then billed $3.5 million a year. Today, 20% of its employees own stock in the agency, and its client list includes blue-chip advertisers.

ALL 22 DIVISIONS OF KROGER CO. NOW HANDLED BY CAMPBELL-MITHUN

As anticipated, Campbell-Mithun Inc. has inherited the remaining half of Kroger Co. business (11 divisions) to be released by Campbell-Ewald Co. in Detroit Nov. 1 [ADVERTISERS & AGENCIES, Sept. 8].

Campbell-Mithun in Chicago will serve 22 divisions, plus the manufacturing unit of Kroger, giving it an estimated total of $3 million in national billings, it is estimated by W. J. Sanning, advertising manager. He estimates that radio-tv billings are running about $2.5 million.

Kroger first assigned one division to C-M in 1956 and later moved 10 others to that agency. Campbell-Ewald got its share of the 22 divisions from Ralph H. Jones Co., Cincinnati, in a July 1957 realignment.

AIRLINES FAVOR RADIO NEWS, NEW STUDY BY RAB CONCLUDES

An analysis of airline advertising strategy by the Radio Advertising Bureau indicates that radio news programs and adjacencies to such broadcasts are prime favorites of the nation's airlines.

The practices of the various airlines are contained in the second of RAB's new series of "Radio-Activity Reports," distributed to bureau members last week. The report is part of a continuing study of the radio advertising strategy of leading companies in specific categories of business (the first report was on brewers).

The latest report shows that airline advertisers lean to heavy announcement schedules in on-line cities; saturation coverage in early-morning and early-evening time periods and wide use of jingles and sound effects. Information on the practices of such companies as Delta Airlines, Trans World Airlines, Trans-World Airlines and North Central Airlines is provided, detailing the various programs in their radio advertising approaches.

LATEST RATINGS

<table>
<thead>
<tr>
<th>RANK</th>
<th>TV SHOW</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Wells Fargo</td>
<td>26.3</td>
</tr>
<tr>
<td>2</td>
<td>GE Theatre</td>
<td>26.3</td>
</tr>
<tr>
<td>3</td>
<td>Top Ten Lucy Shows</td>
<td>26.0</td>
</tr>
<tr>
<td>4</td>
<td>Price Is Right—10:00 p.m.</td>
<td>25.9</td>
</tr>
</tbody>
</table>

TOP 10 NETWORK PROGRAMS

**Tv Report for August**

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>NO. VIEWERS</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gunsmoke</td>
<td>44,900</td>
<td>42.6</td>
</tr>
<tr>
<td>2</td>
<td>Have Gun, Will Travel</td>
<td>34,630</td>
<td>37.4</td>
</tr>
<tr>
<td>3</td>
<td>77 Sunset Strip</td>
<td>30,900</td>
<td>36.8</td>
</tr>
<tr>
<td>4</td>
<td>Ed Sullivan Show</td>
<td>30,160</td>
<td>36.7</td>
</tr>
<tr>
<td>5</td>
<td>I Love Lucy</td>
<td>27,930</td>
<td>34.1</td>
</tr>
<tr>
<td>6</td>
<td>Real McCoys</td>
<td>27,630</td>
<td>33.8</td>
</tr>
<tr>
<td>7</td>
<td>Wells Fargo</td>
<td>26,840</td>
<td>32.9</td>
</tr>
<tr>
<td>8</td>
<td>Price Is Right</td>
<td>26,460</td>
<td>32.6</td>
</tr>
<tr>
<td>9</td>
<td>GE Theatre</td>
<td>26,010</td>
<td>32.4</td>
</tr>
<tr>
<td>10</td>
<td>Alfred Hitchcock Presents</td>
<td>23,260</td>
<td>31.8</td>
</tr>
</tbody>
</table>

**AVERAGE AUDIENCE**

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>NO. HOMES</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gunsmoke</td>
<td>14,577</td>
<td>15.5</td>
</tr>
<tr>
<td>2</td>
<td>I've Got a Secret</td>
<td>11,094</td>
<td>14.6</td>
</tr>
<tr>
<td>3</td>
<td>Backskinn</td>
<td>11,008</td>
<td>14.5</td>
</tr>
<tr>
<td>4</td>
<td>Have Gun, Will Travel</td>
<td>10,750</td>
<td>14.4</td>
</tr>
<tr>
<td>5</td>
<td>Alfred Hitchcock Presents</td>
<td>9,976</td>
<td>14.4</td>
</tr>
<tr>
<td>6</td>
<td>GE Theatre</td>
<td>9,847</td>
<td>14.4</td>
</tr>
<tr>
<td>7</td>
<td>Top Ten Lucy Shows</td>
<td>9,804</td>
<td>14.3</td>
</tr>
<tr>
<td>8</td>
<td>Wells Fargo</td>
<td>9,804</td>
<td>14.3</td>
</tr>
<tr>
<td>9</td>
<td>Price Is Right—10:00 p.m.</td>
<td>9,761</td>
<td>14.3</td>
</tr>
<tr>
<td>10</td>
<td>Wyatt Earp</td>
<td>9,374</td>
<td>14.1</td>
</tr>
</tbody>
</table>

TOP 10 NETWORK PROGRAMS

**Tv Report for July 27-Aug. 9**

**TOTAL AUDIENCE**

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>NO. HOMES</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gunsmoke</td>
<td>15,652</td>
<td>14.6</td>
</tr>
<tr>
<td>2</td>
<td>I've Got a Secret</td>
<td>12,470</td>
<td>13.3</td>
</tr>
<tr>
<td>3</td>
<td>Backskin</td>
<td>12,255</td>
<td>13.1</td>
</tr>
<tr>
<td>4</td>
<td>Ed Sullivan Show</td>
<td>11,825</td>
<td>13.0</td>
</tr>
<tr>
<td>5</td>
<td>Have Gun, Will Travel</td>
<td>11,655</td>
<td>12.9</td>
</tr>
<tr>
<td>6</td>
<td>Alfred Hitchcock Presents</td>
<td>11,438</td>
<td>12.8</td>
</tr>
<tr>
<td>7</td>
<td>Wells Fargo</td>
<td>11,051</td>
<td>12.7</td>
</tr>
<tr>
<td>8</td>
<td>GE Theatre</td>
<td>10,793</td>
<td>12.7</td>
</tr>
<tr>
<td>9</td>
<td>Top Ten Lucy Shows</td>
<td>10,793</td>
<td>12.7</td>
</tr>
<tr>
<td>10</td>
<td>Price Is Right—10:00 p.m.</td>
<td>10,750</td>
<td>12.6</td>
</tr>
</tbody>
</table>

**TOP 10 NETWORK PROGRAMS**

**Tv Report for August 1-7**

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gunsmoke</td>
<td>21.5</td>
</tr>
<tr>
<td>2</td>
<td>I've Got a Secret</td>
<td>21.3</td>
</tr>
<tr>
<td>3</td>
<td>Alfred Hitchcock</td>
<td>20.7</td>
</tr>
<tr>
<td>4</td>
<td>I Love Lucy</td>
<td>19.6</td>
</tr>
<tr>
<td>5</td>
<td>What's My Line</td>
<td>19.6</td>
</tr>
<tr>
<td>6</td>
<td>Decision</td>
<td>18.4</td>
</tr>
<tr>
<td>7</td>
<td>Price Is Right</td>
<td>18.4</td>
</tr>
<tr>
<td>8</td>
<td>GE Theatre</td>
<td>17.5</td>
</tr>
<tr>
<td>9</td>
<td>Wells Fargo</td>
<td>16.4</td>
</tr>
<tr>
<td>10</td>
<td>Have Gun, Will Travel</td>
<td>16.3</td>
</tr>
</tbody>
</table>

**TRENDEx**

**Copyright 1958 Trendex Int.**
B&B’s Lind Explains Uncertainties of Cost

What goes into the production of a television commercial? Raymond A. Lind, vice president and head of tv commercial production, Benton & Bowles, New York, last week spent a lunch-hour facing a roomful of stern critics, the agency controllers with whom he and his colleagues must do battle just about every working day. He wanted to get on the record “The Human Factor [In Tv Commercial Production] Versus Cost.”

Mr. Lind spoke before the 10th anniversary luncheon of the advertising agency financial management group of the New York Credit & Financial Management Assn. The group, representing about 60 advertising agencies, is comprised almost wholly of secretary-treasurers and controllers. Its newly-installed chairman is Irving J. Paulus, secretary-treasurer of Warwick & Legler Inc. He succeeded Clayton Huff, assistant treasurer, BBDO.

By means of illustrations, Mr. Lind explained how and why tv production affects costs, how costs are controlled and why the men with the ledgers ought to consider the “human element.”

Mr. Lind said the producer must wear two hats. He must be both a creator and an administrator. Regarding the latter, he must pre-determine costs, obtain competitive bids, recommend (to the client) the best buy for the money. He must adhere closely to the budget; he must coordinate every last detail, involve himself in set design, styling, casting, recording, screenings, printing and even jurisdictional union problems. Whatever he does, he must keep a fixed eye on “the 3 Rs” — rejection, revision and refinement.

Mr. Lind, in detailing the complexities of the producer’s craft, noted that a three second tropical sunset, for example, involves “location hunting, right trees and foliage, good weather conditions, right season of the year, travel problems of crew and gear, subsistence of personnel, etc.”

The company that shot the three-second sunset took a week and a half to do it properly. This, he said, was for an industrial film. But what of the tv commercial? “We have 20 seconds to a minute and a half, with up to 10 or 12 different scene changes, all to be shot in approximately two days. This is the reason decisions have to be made at the storyboard stage whether or not to include a particularly difficult or costly scene in a commercial.”

He concluded, “maybe, after a study, you decide that the expensive effect is worth it. But this must be decided before the shooting. Thus, the classic question, ‘how much does it cost to produce a one-minute commercial?’ has no answer . . . except in terms of a specific storyboard.”

Nearly Half of Citrus Budget Earmarked for CBS-TV Shows

A package deal involving three shows, and worked out in just a week with CBS-TV, was approved Tuesday (Sept. 16) by the Florida Citrus Commission as the backbone of its 1958-59 advertising program in behalf of the new orange and grapefruit crops.

The citrus commission, a 12-member state agency composed of industry leaders and headquartered in Lakeland, Fla., acted

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

CBS-TV
Colorcastings schedule suspended until Oct. 8.

NBC-TV
Sept. 22-26, 29, 30 (12:30-1 p.m.) It Could Be You, participating sponsors.
Sept. 22-26, 29, 30, Oct. 1 (2:30-3 p.m.) Haggis Baggis, participating sponsors.
Sept. 22, 29 (7:30-8 p.m.) Haggis Baggis, sustaining.
Sept. 23 (8-9 p.m.) George Gobel Show, RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.
Sept. 24, Oct. 1 (8:30-9 p.m.) The Price Is Right, Lever Bros. through J. Walter Thompson and Speidel through Norman, Craig & Kummel.
HERE'S HOW KTHS NEWS DEPARTMENT CAN CONTINUE TO FEED NEWS TO YOU ON "THE LITTLE ROCK STORIES"

During the past 3 weeks Bill Neel, News Director of KTHS, has received several hundred calls from stations all over the nation, asking for a news feed on the latest lead in "The Little Rock Story".

He and his staff have been working around the clock to oblige in every instance. As this ad is being written, it appears that "The Little Rock Story" will continue making news during the weeks and months ahead.

Since coverage of such an extended nature will literally swamp our news department, it is necessary that we make a nominal charge of $5.00 per minute to feed latest news breaks to stations desiring this service.

If you are interested in presenting this up-to-the-minute news coverage to your audience, please contact Bill Neel, direct. He will then provide you with the most complete local news coverage of "The Little Rock Story".

KTHS

50,000 watts

Great Voice of Arkansas

LITTLE ROCK

1090 KC

The television buy represents nearly half the $3 million budget set up by the commission for the fiscal year which began July 1. Already committed from this amount is $350,000 for the July-October period, all in magazines and newspapers. The major phase of the program, budgeted at $2,650,000, will begin Nov. 1. It was this part of the program which was outlined here Tuesday by Benton & Bowles and approved by the commission.

A. W. Hobler, chairman of the agency's executive committee, told the commission members that a heavy magazine schedule would have been presented this week for approval had the tv package not become available. As it is, magazines will get $580,000, or less than 20% of the $3 million budget.

Newspapers are slated for $590,000, plus another $76,000 for Sunday supplements. The remainder of the 12-month budget, nearly $300,000, will go for a Canadian campaign (approximately $100,000), trade paper advertising, a special drive in Florida for gift fruit shippers, and for production costs.

During the 1957-58 season, tv time accounted for $1,950,000, about two-thirds of the $2,890,000 consumer advertising program.

The television sponsorship will begin in December. From mid-December to late June, the commission will sponsor part of the Doug Edwards news show Friday evenings; in December and January the citrus board will be an alternate sponsor. Sunday nights on What's My Line?, and from February through most of June Perry Mason will carry citrus commercials on Saturday nights.

Trendex Expands Into Local Tv

Trendex Inc., New York, will produce local tv rating reports on a regular basis for the first time. The firm said last week its reports, using the telephone coincidental method, will cover 50 cities by the end of this year. The first group of 15 cities will be reported in October, 17 additional cities in November and another group of 19 in December. The reports will be divided into sections, one on the amount and distribution of the tv audience, station by station and program by program, and the other dealing with "brand share of the market" indexes covering 20 brand categories. Trendex up to this time has confined its regular reports to program popularity ratings based on telephone interviews in 20 cities.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,601,000 people in the U. S. over 12 years of age during the week Sept. 7-13. This is how they spent their time:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching Television</td>
<td>1,652.5 million hours†</td>
</tr>
<tr>
<td>Listening to Radio</td>
<td>1,077.8 million hours</td>
</tr>
<tr>
<td>Reading Newspapers</td>
<td>409.7 million hours</td>
</tr>
<tr>
<td>Reading Magazines</td>
<td>213.0 million hours</td>
</tr>
<tr>
<td>Watching Movies on TV</td>
<td>325.5 million hours</td>
</tr>
<tr>
<td>Attending Movies*</td>
<td>184.3 million hours</td>
</tr>
</tbody>
</table>

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by Broadcasting each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People-numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Sept. 1, Sindlinger data shows: (1) 110,650,000 people over 12 years of age see tv (88.1% of the people in that age group); (2) 42,847,000 households with tv; (3) 47,179,000 tv sets in use in U. S.

AGENCY APPOINTMENTS


Whitehall Labs appoints Street & Finney, N. Y., for its Speriti Ointment.

American Optical Co., Southbridge, Mass., for ophthalmic division and all national consumer advertising of company, appoints Fuller & Smith & Ross, N. Y.


ABC-TV PREVIEWS EXPANDED BILL

ABC-TV Wednesday (Sept. 17) previewed its 1958-59 season, revealing publicly for the first time its new "Operation Daybreak" and a strengthened nighttime lineup of scheduled shows.

Accent of the network's season beginning this fall will be on more live programs, additional hours of programming, more time sold and 10 different types of programming.

Participating in the preview program—a one-hour closed-circuit telecast to newsmen and affiliates in more than 80 cities—were ABC-TV President Oliver Treyz and Vice President Thomas W. Moore, who is in charge of programming.

Mr. Treyz said the network was backing its effort this season with "over $40 million invested in brand new programming to add to our continuing investment of the past season."

"Operation Daybreak" will add nearly 80 new quarter-hours of programming to the daytime schedule of ABC-TV. The projected program block gets underway Oct. 13.

The new daytime schedule will open network programming Monday-Friday at 11 a.m. with the half-hour Day in Court (dramatic recreations of court trials), and will follow with The Peter Lind Hayes Show, 11:30-12:30 p.m.; Mother's Day (panel show) 12:30-1 p.m.; The Liberace Show 1-1:30 p.m.; Chance for Romance 2:20-3 p.m., and picking up at 3 p.m. with the half-hour Beat the Clock audience participation program. A show to be slotted at 1:30-2 p.m. has not yet been announced.

Mr. Treyz said that ABC-TV's evening schedule now will be "more than 50% live ... that the third last year and the daytime schedule will be over 90% live." He said 10 of the 21 evening programming hours are new shows, with another 20 hours of new shows being supplied in the daytime.

Mr. Moore outlined ABC-TV's programming precept as including five approaches: re-programming of time periods where audiences were not up to expectations and of periods in which ABC-TV wanted the most desirable product, changing the format of several key nighttime shows to gain additional audience interest and impact, rescheduling certain programs to take advantage of competitive situations and a desire to become "for the first time a full-time network operation in the daytime."

ABPT President Leonard Goldenson, speaking in Hollywood where he is scouting program material for the 1959-60 season, pledged that ABC-TV will continue to pioneer in the development of new trends and new personalities in live tv as it has in the past few years with filmed programs. Now that the network has enough affiliates to reach 90% of U. S. tv homes live, he said, ABC-TV programming is swinging toward live rather than filmed shows.

Citing Encounter, a live dramatic series which ABC-TV is getting from CBC, Mr. Goldenson said, "we'll go to Canada, Europe or Japan—anywhere that good programs are available."

Stating that many program negotiations are underway for 1959-60, Mr. Goldenson declined to reveal any details at this time. He did say, however, that in place of the two or possible three special programs which Bing Crosby will do on ABC-TV in 1958-59, the following year should find many more special programs, perhaps one every three weeks.

Asked about color, he repeated what he has said many times before, that ABC-TV will get into color when the public has bought enough color receivers to provide a reasonable audience. Of the $1.5 million spent to modernize the WBKB (TV) studios in Chicago and the $4.5 million to rebuild WXYZ-TV Detroit, both network-owned, about half of the nogee has gone into preparations for colorcasting, he said. Two color studios will be completed in Los Angeles in the next six to nine months and two of the biggest color studios in New York will be constructed at St. Nick's Arena, which the network has acquired.

The 250,000 color sets out now are "for the birds" so far as tv circulation figures go, Mr. Goldenson stated, adding that ABC-TV will not go into color programming this year. "But we want to be prepared to move into color as soon as color starts to move."

ABC-TV has no present plans for editorializing, he said, but the network does plan to continue to present programs of special public interest, such as last season's Report Card, U. S. A. One such, now being prepared by Walt Disney, is Romance of Numbers with Donald Duck. The idea of the program, Mr. Goldenson said, is to encourage youngsters to gain the mathematical background they'll need to pursue careers in science to provide the number of scientists the nation needs.

COWAN SEES TV PROGRAM GROWTH

Television's future growth "will not be in reaching more homes" but in "providing the people in those homes with more exciting and better programming," Louis G. Cowan, president of the CBS-TV network, asserted last week.

Mr. Cowan ranged across programming, critics, tv costs and quiz shows (see page 48) in his first major speech since he became head of the network. He spoke before the Pittsburgh Ad Club last Tuesday.

He told the group that in his view "the next big step in television will be in its continued betterment of programs. It must continue to improve in quality and in stature if it is to be the vital force that all of us expect it to be."

Up to now, he said, television for the most part has borrowed from radio, the theatre, motion pictures and the lecture platform and its people have come mainly from these backgrounds. But for the future, he counseled, it "must more than ever develop its own new forms, new people, new creative talents, new techniques."

He continued: "By this I do not mean . . . that there no longer will be dramatic shows, variety programs, comedy and the like. These have always been with us. Story-telling is one of our oldest arts. What I mean to point out is that there will be fresh new forces, new ideas and new ways of informing and entertaining.

"This now gets to what I consider an absolute responsibility of the network broadcasters. I believe that the network must be a vital force in creating programs for the future. A network must be willing to experiment, to invest, to develop the programs that the viewers of this nation have every right to expect.

Mr. Cowan said CBS is spending "millions" in program development "this very year," that "only a tiny fraction of [CBS creative talent's] product ever reaches the screen." But, he explained, "ideas generate other ideas and skills pile on top of skills," with the result that "out of this whole building process great new products and personalities emerge."

He said tv prices could be the subject of a complete speech, but "let it suffice for me to point out that I am con-
"It's bigger than both of us!"
TERRYTOONS, long famous for its television and movie cartoons, is now making its biggest hit. Producing animated film commercials which combine creativity with salesmanship. Creating entertaining sales messages for some of the most successful agencies serving major national and regional advertisers.

Like Young & Rubicam for Piel Bros.; Benton & Bowles for General Foods; Marschalk & Pratt Division of McCann-Erickson for Mennen and Genesee; Ted Bates for Colgate-Palmolive; Campbell-Ewald for General Motors; Compton for Socony Mobil; Dancer-Fitzgerald-Sample for General Mills; William Esty for R. J. Reynolds and P. Ballantine; Wherry, Baker & Tilden for Quaker Oats.

It figures. For TERRYTOONS is the oldest (and second largest) animated film company in the nation. Its newly-modernized plant houses the very latest camera, sound and animation equipment, and a staff of nearly a hundred craftsmen and artists... the same experts who create cartoon favorites for the CBS Television Network and theatrical cartoons, in CinemaScope and Technicolor, distributed throughout the world by Twentieth Century-Fox Film Corporation.

Animate your sales picture with cartoon commercials from TERRYTOONS ©

325 Madison Ave., New York 22, or 32 Centre Ave., New Rochelle, N.Y.—A Division of CBS Teleision Film Sales, Inc.
New MBS owner Guterma: Optimist moving into a ‘depression-proof’ trade

A. L. Guterma, captain of diverse enterprises, has been for little more than a week a radio network president. After disclosure on the West Coast that Mr. Guterma’s F. L. Jacobs Co. had bought Mutual Broadcasting System [LEAD STORY, Sept. 15], he was interviewed at his Los Angeles hotel by Bruce Robertson, Broadcasting senior editor and west coast chief.

“I’m an unbounded optimist,” Alexander L. (for Leonard) Guterma declared last week, in an exclusive interview with Broadcasting following his election as president of the Mutual Broadcasting System [LEAD STORY, Sept. 15].

And well might Mr. Guterma be optimistic. At 43, he commutes daily from a home in Greenwich, Conn., to an office on Madison Ave., from which he controls the destinies of the F. L. Jacobs Co. of Detroit, of which he is chairman of the board and president; the Scranton Corp. of Scranton, Pa., of which the Jacobs Co. is controlling stockholder, and a number of subsidiary companies including, since June, the motion picture and tv producing company, Hal Roach Studios, and, since Sept. 11, MBS.

F. L. Jacobs Co. manufactures automotive component parts for General Motors, Chrysler, Ford and American Motors. A wholly owned subsidiary, Symphonie Electronic Corp., Mr. Guterma described as the world’s largest manufacturer of phonographs, for Columbia, Capitol, Decca, Westinghouse and Western Auto as well as under its own label, Scranton Corp., a lace producing organization before Mr. Guterma and his associates took it over, now manufactures yarn, carpets, plastic products and electronic components as well as lace. A Scranton subsidiary, Storm Vulcan Corp., of Dallas, manufactures machinery for rebuilding automotive engines.

Scranton also owns 100% of Hal Roach Studios, which last month announced plans for expanding beyond the production of films for tv and theatrical exhibition into live theatrical productions for the Broadway stage, radio, recording and “any phase of the entertainment business in which we feel we can be successful” [FILM, Aug. 25]. Acquisition by Roach of MBS is the first major move in this expansion program.

The head of this far-flung industrial empire was born April 24, 1915, in Irkutsk, Siberia. His original education was obtained at a missionary school in China. His business career began in the Philippines, where he dealt chiefly in sugar and coconut oil, but also was interested in such diverse enterprises as shipping, soap, and cosmetics manufacturing and gold mining. He established the first jute manufacturing plants in the Philippines and also operated jute mills in India.

When Mr. Guterma came to the U. S. in 1930, he became a Florida farmer. “I was the first to plant kenaf in Florida,” he said, explaining that kenaf is a substitute for jute and that this was a good thing to plant in 1950, “when India and Pakistan were not on speaking terms and so jute was hard to get.” He also had a few diversified business interests in New York.

Today, with more than a few diversified interests to keep him occupied, he said that when considering the addition of a new company into the Jacobs-Scranton empire it’s not the type of business that concerns him, but the challenge it offers.

“I look at any business as a challenge,” he stated. “I don’t profess to know much about anything, but I’ve learned to buy when others are selling. The secret of success is management. In acquiring a new business property, we take over the management that’s there, if it is there, and if it isn’t, we bring it in. The Jacobs company had been losing money for several years before we took it over, so we turned it completely around.”

The acquisition of Hal Roach and Mutual are based on Mr. Guterma’s conviction that the field of entertainment is depression-proof. “As long as humans are here on earth they’ll either buy entertainment or they will get it free at someone else’s expense as they do now by radio and television,” he declared.

Mr. Guterma believes that radio, as a vital part of the nation’s entertainment, has a bright future, and that Mutual, as the world’s largest radio network, is going to enjoy a bountiful share of that brightness.

“Mutual has a newscasting staff that can’t be improved on,” he stated. “It has good management. What it needs is strong guidance, the kind of guidance that NBC and CBS have. That’s what we intend to provide.”

Negotiations for Mutual were underway for five months before the deal was consummated, he reported, noting that these were well along before the acquisition of the Hal Roach Studios in June [FILM, June 2].

“We came with certified checks three times.” A tall, balding man whose speech and

ALEXANDER L. GUTERMA

Page 46 • September 22, 1958
Man has always loved the glories of Nature, for here is home-base; touching it, he feels safe. Standing in forested mountains, near tumbling waters, close to the wonder of living things, his heart is lifted and his hopes nurtured.

Thoreau, who found all life’s meanings beside Walden Pond, would have loved Wisconsin’s wonderful parks and forests. And you will, too, for wise conservation has kept the sylvan beauty that entranced Joliet and Marquette in 1673. You can study ancient Indian rock-carvings, or watch exciting Indian ceremonials, or perhaps find arrowheads to bring back home. There are eight thousand lakes for you to swim in, bass, pike and muskie to catch, and wild life to watch. There’s camping, and hiking, and a million trees to sit under and watch the grass grow.

All men hunger for peace. It is still to be found in Nature. In the inspiration of cloud and forest, blossom and star, you will find testimony to the essential goodness of life—and the dignity of man.

FREE TOUR INFORMATION If you would like to visit Wisconsin’s parks and forests, or drive anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N.Y.

ANOTHER IN SINCLAIR’S AMERICAN CONSERVATION SERIES

SINCLAIR SALUTES THE NATIONAL RECREATION ASSOCIATION
for leading drives throughout the nation to provide parks and playgrounds to help citizens of all ages make wise use of leisure time. As the foremost source of recreation information and guidance, the Association has enriched the nation by showing the community how to conserve mental and physical health, win the rewards of worth-while recreation indoors and out, and gain the values of creative living that uplift the spiritual well-being of all Americans.

SINCLAIR
A Great Name in Oil
NBC, TRENDEX STILL LIKE QUIZZES

NBC-TV has come to the conclusion that the current investigation of quiz programs and the attendant publicity have not adversely affected the network's quiz shows. And Trendex polled the public last week and found few viewers who said they were "disappointed and now suspicious" of quiz shows as a result of the charges and counter-charges.

The two signs of optimism were noteworthy in a week when the New York district attorney's office, as predicted [AT DEADLINE, Sept 5], impaneled a special grand jury to take testimony on the quiz furor under oath.

A report issued by the network last Thursday (Sept. 18) said that an analysis by NBC-TV shows that "on the contrary, all the evidence to date points to the fact that the quiz shows are running at about the same audience level since the Dotto trial as they were prior to it." The initial announcement on cancellation of Dotto was made Aug. 16 [NETWORKS, Aug. 25] and, the network said, its computations were based on the September Trendex and Nielsen. The network report added:

"A mention should be made of Twenty-One's audience share. In the months before Elfrida Von Nardroff started, Twenty-One's share had been running in the high 30's. Elfrida climbed to a 44. In August, after she had gone off, Twenty-One's share dropped to a 34; in September, after the quiz racket broke, there was 32 and a week later, it was back to the same level as August despite the fact it faced increasing competition from the premiere performance of Voice of Firestone [ABC-TV], which had doubled its share from about 8 to 18. Twenty-One also followed a similar pattern after Charles Van Doren lost.

The network pointed out that all of NBC-TV's quiz shows maintained or increased their share of audience levels according to the latest nighttime Nielsen report for the two-week period ending Aug. 23 as compared with the previous period, with only one exception.

Jack Boyle, director of Trendex News Poll, which produces a weekly television column sold through McClure Newspaper Syndicate, reported in a column for release Saturday (Sept. 20) that a special survey showed these reactions to the quiz investigation:

Like quiz shows and will continue to watch them 43.4%
Never liked or watched them 24.9%
Always thought they were fixed 14.3%
Disappointed and now suspicious 7.4%
Haven't paid much attention to shows or accusations 6.3%
Other 3.7%

The Trendex study coincides with the special analysis by NBC of before-and-after audiences of its own quiz programs. Both studies came out in a week when quiz-probe developments got probably the fewest and smallest newspaper headlines since the "scandal" broke with the summary dropping of Dotto in mid-August.

Trendex said it asked all its interviewees to give reasons for their answers and that "perhaps the most startling explanations came from the scattered few who said that now there was evidence that the shows were fixed—they wanted to become contestants and make money.

The report offered this "sampling of the reasons given by the 43.4% who said they like quiz shows and will continue to watch them."

"A Utah woman: 'I prefer to think the stories I've heard are not true and that people are basically honest.' A New Mexico male: 'Someone is simply jealous.' A Seattlem: 'As soon as we read about the fixes we became more interested. Now we are watching them closer than ever.' An Indiana woman: 'It hasn't been proved that the shows are fixed.' A California woman: 'I enjoy watching quiz shows. If they are fixed, it is no money out of my pocket.'"

Among those who were disappointed and now suspicious of all quizzes Trendex said the replies included: "I always thought they were on the up and up and when you find out they aren't, it kinda hurts"; "it had the same effect on me as hearing that wrestling is fixed; I still enjoy them"; "I feel cheated; I don't think I'll watch them any more."

Trendex found "little interest" in the answers given by those who never watched quizzes, but said those who reported that they had always suspected rigging were often amusing: "I knew they were all crooked, but I still enjoyed them." "It was very foolish to let the public know they were fixed;" "all shows are rehearsed; if they weren't they would be dull entertainment."

Among people whose answers didn't fall clearly into the other categories Trendex found answers: 'Somebody always has to spoil everybody else's fun.' 'I'm glad the shows were exposed; now I don't feel so ignorant myself.'

SHOWS MUST BE HONEST, COwan Tells Ad Club

Programs that are not fair and honest have no place in television, Louis G. Cowan, president of the CBS-TV network and sometimes called the father of the big-money quiz show, declared last week.

Breaking the official silence that network top officials have kept during the current quiz probe, Mr. Cowan Tuesday told the Pittsburgh Advertising Club (see page 43): "I think it should be made abundantly clear that no program should be on the air—quiz or otherwise—that does not meet the standards of integrity and fairness." "There have been many accusations made about quiz programs, and it is an index of the important role of television in our society that these accusations and stories have found their place on the front pages of our newspapers. "No responsible person or organization can or does act on accusation alone. In the instance of the quiz shows, these properties
MEMO: to Timebuyers with an eye toward aggressive audience-building stations

During the past year, WFAA-TV, Dallas, has increased its share of viewers in every 3-hour time segment from 10% to 40%
(A.C. Nielson Summer '57 vs. '58)

Ask your PETRYMAN to show you the details

WFAA-TV  CHANNEL  8
DALLAS
Basic ABC for North Texas
usually are not owned by a network. Since these programs represent property values that may well be worth hundreds of thousands or millions of dollars to other people, we are obliged to act in utter fairness to the owners.

"When, however, in our opinion, there is sufficient evidence supporting such accusations, we have taken, and will continue to take, action to remove such programs from the air promptly. There can be no compromise."

Certainly, as broadcasters, we know and will continue to exercise our responsibility to the American people. In this I know I express the sentiment not only of our company, but of the other networks and the individual station owners throughout the country as well."

At the time Mr. Cowan spoke, two quiz shows had been dropped. Dotto, on CBS-TV daytime and NBC-TV in a nighttime version, was abandoned abruptly by Colgate-Palmolive and the networks on the heels of "fix" charges that touched off the current investigation [Networks, Aug. 25]. The $44,000 Question, which was moved from CBS-TV to NBC-TV last week, was dropped by P. Lorillard and its last performance on CBS was "pre-empted" for a special news show presented by the network without a sponsor [At Deadline, Sept. 15].

Lorillard was known to have been concerned about charges made against Challenge, which were quickly denied by the producer. The tobacco company attributed its move to a desire for wider audience appeal, pointing out that Challenge attracts the same type audience as $64,000 Question, which it co-sponsored.

Mr. Cowan has been credited with starting the big-money quiz trend with Question. He launched this program in 1955 when he headed his own production firm, now Entertainment Productions Inc., which packages both Question and Challenge.

ROBINSON BECOMES 'D.P.'

An NBC newsman, pointing out in a tv network program that Generalisimo Chiang Kai-shek had declined to answer 8 out of 15 questions submitted in advance, has been accused by the Taiwan government of being "unfriendly" to the nationalists. Result: visa cancellation and automatic expulsion. Cancellation came as the newsman, Jim Robinson, was en route to New York from Taipei to appear on a special NBC-TV report on the Que- møy crisis Thursday night. Thus, NBC News Vice President William R. McAndrew Thursday said his office would "protest in the strongest possible terms" to this action by the nationalists, defended Mr. Robinson his conduct and work as "fair and objective . . . highly responsible" and noted his expulsion was "an affront to all honest reporters."

WESTERN NATIONAL FIRMS

LAG IN TV USE—DURGIN

National advertisers located in the Western states are behind their fellows in other sections of the land in the use of tv advertising. Don Durgin, NBC-TV vice president and national sales manager, said Tuesday (Sept. 16),

Addressing the Los Angeles Advertising Club, Mr. Durgin reported that of the 798 national advertisers who spent $250,000 or more last year in network and spot tv, newspapers, newspaper supplements and magazines, Pacific Coast advertisers contributed only 5% of the five-media total. In the first six months of 1958, these Pacific Coast advertisers put up only 4% of the time billings of the tv networks and only 2% of the billings of NBC-TV.

Citing the recent Fortune list of the nation's top 500 companies, Mr. Durgin said that there are 22 companies with head- quarters in the West Coast spending at least $250,000 for national advertising last year. These firms, he stated, divided their advertising expenditures this way: Network tv: 15%; spot tv: 9%; magazines: 44%; sup- plements: 18%; newspapers: 14%. The combined network-spot allotment of 24% of these advertising budgets compares unfavorably with the more than 50% devoted to tv by the nation's top 50 advertisers, he declared.

He attributes this underrepresentation of West Coast advertisers in tv to "poor communications—or maybe I should say poor selling—on the part of the networks and the agencies, who, after all, are the real salesmen of any medium."

Focussing on foods and institutional or industrial accounts, which he termed "the two principal product categories located in the West," Mr. Durgin said:

"There are so many examples of food advertisers using network tv to tremendous advantage that I believe the failure of west coast national food accounts to use network television as importantly cannot help but restrict their growth or the speed with which they realize their potential. In this connection, the remarkable advance of daytime tv is especially significant for food companies who are using this medium more than ever.

"We have just received substantial orders from Pillsbury, General Mills, Heinz, Armour, National Biscuit, Sunshine Biscuit—all new business to NBC-TV—which underscores the sales success of daytime tv. We are 70% sold out this year vs. 60% a year ago. Our daytime business alone will run to $6 million in time and talent this season. The other networks have also recorded significant sales gains in daytime vs. a year ago."

PAAR WANTS TIME SHORTENED

Jack Paar, who has lifted NBC-TV's late-evening Jack Paar Show to success, is at odds with the network over whether the show should be cut and he reportedly has warned that unless it's shortened by a half-hour effective next July. An NBC spokesman said, "We're sympathetic with Jack's problem but it is not feasible at this time to reduce his schedule."

Post-Labor Day Rush of Orders

Nets $5 Million for NBC-Radio

NBC Radio since Labor Day has racked up over $5 million net in orders to be executed during the next two months. In fact, this year, the network reported last week. NBC Radio Executive Vice President Matthew J. Culligan said: "This volume of post-Labor Day business is the greatest in well over five years." The allocations are spread over campaigns running between Sept. 1 and Dec. 31 and do not cover drives slated for 1959. Forty-one advertisers and 26 agencies are involved in this placement. Among them: the previously-reported $1 million order from Mogen David Wine Corp. (2,184 Monitor announcements) through Edward H. Weiss & Co. Among other NBC Radio advertisers showing up in this last quarter of 1958: Morton Salt Co., California Packing Corp., General Foods Corp., Lewis Lowe Co., Warner-Lambert Pharmaceutical Co., Groves Labs., Bristol-Myers Co., General Motors Corp., Chrysler Corp., Pepsi-Cola Co., Readers' Digest Assn., and Brown & Williamson Tobacco Corp.

Radio Networks Operate

In Storm Warning Service

Cooperation by the four radio networks has been enlisted in a project that enables about 140 stations in Florida to receive the first time detailed instantaneous advisories of hurricane warning information three times a day on a regular basis. Agreement on the plan was reached by officials of Mutual, ABC, NBC, CBS, AT&T and a representative of the Florida Assn. of Broadcasters, James L. Howe, president of WIRA Fort Pierce. FAB is absorbing the cost of a short loop from the Miami Weather Bureau to WKAT Miami Beach, MBS affiliate. MBS, which maintains a reversible telephone line between Miami Beach and Jacksonville, Fla., is making the line available to detailed hurricane information which are fed each day at 8 a.m., 12 noon and 4 p.m. (EST), when warranted, to Jacksonville, which is an AT&T distribution center for all networks. In turn, the advisories are distributed to all network stations and to independents.

Network TV House Still Growing

Network viewership continues to grow, Television Bureau of Advertising reported Thursday (Sept. 18). In TVB's January-August (1958) study, the first eight months showed a 9% increase in average nighttime audiences and 13% in average daytime audiences. This year so far has seen an additional 689,000 homes added to nighttime audiences and 389,000 homes added to daytime audiences. In nighttime audience terms, 5.7 million homes were watching in 1955; 6.8 million in 1956; 8.1 million in 1957 and 8.8 million this year. In daytime audience terms, 2.2 million were watching in 1955; 2.7 million in 1956; 3.0 million in 1957 and 3.4 million this year. TVB's figures are based on A. C. Nielsen & Co. audience statistics.
America's Most Fruitful Market...

Fresno is in the heart of the lushly fertile San Joaquin Valley, abounding in prolific vineyards, cotton fields, livestock, fruits and vegetables. Fresno is top U.S. county in gross cash farm income! There's industry, too.

KJEO-TV
Fresno, Calif.
announces the appointment of

H-R
TELEVISION, INC.
as national sales representatives
effective October 1, 1958
Peters, Griffin, Woodward, Inc.
Pioneer Radio Station Representatives Since 1932

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

ATLANTA
Glenn Bldg.
Murray 8-5667

DALLAS
335 Merchandise Mart
Riverside 7-2398

FT. WORTH
406 W. Seventh St.
Edison 6-3349

SAN FRANCISCO
Russ Building
Yukon 2-9188

Pioneer Station Representatives Since 1932
That's the PGW Spot Radio Guide

Accurate answers to questions about cost and coverage potentials with national SPOT RADIO are at your fingertips with the PGW Spot Radio Guide. Leading advertisers and agencies agree that it is an infallible yardstick for "on-the-spot" planning of national advertising campaigns.

Here in ONE compact volume are answers about costs and coverage of 50 to 168 markets. And increased sales keep rolling in from national Spot Radio Campaigns.

Call PGW for a copy of the Spot Radio Guide and for helpful market information.

THE CALL LETTERS OF THE SALES GETTERS

Midwest

West

KBOI—Boise ........... 5,000
KOMB-KHBC—Honolulu-Hilo 5,000
KEX—Portland ........... 50,000
KIRO—Seattle ........... 50,000

WHO—Des Moines ........... 50,000
WDC—Davenport ........... 5,000
WDZ—Decatur ........... 1,000
WDSM—Duluth-Superior 5,000
WDAY—Fargo ........... 5,000
WOWO—Fort Wayne ........... 50,000
WIRE—Indianapolis ........... 5,000
KMBC-KFIR—Kansas City 5,000
WISC-Madison, Wis. 1,000
WMBD—Peoria ........... 5,000

East

WBZ+WBZA—Boston and Springfield 51,000
WGR—Buffalo ........... 5,000
KYW—Cleveland ........... 50,000
WWJ—Detroit ........... 5,000
WJIM—Lansing 250
KDKA—Pittsburgh ........... 50,000

Southwest

KFDM—Beaumont ........... 5,000
KRTS—Corpus Christi ........... 1,000
WBAP—Fort Worth-Dallas 50,000
KTRH—Houston ........... 50,000
KENS—San Antonio ........... 50,000

Southeast

WCSC—Charleston, S. C. 5,000
WIST—Charlotte ........... 5,000
WIS—Columbia, S. C. ........... 5,000
WSVA—Harrisonburg, Va. 5,000
WPTF—Raleigh-Durham ........... 50,000
WDBJ—Roanoke ........... 5,000

Woodward, Inc.

D I O
KICKOFF NAB CONFERENCE MULLS LEGISLATIVE THREATS, ECONOMICS

● Biloxi sessions open full series of eight meetings

Fellows outlines new areas of NAB concentration

NAB's series of eight fall conferences opened last week at Biloxi, Miss., with two days of meetings devoted to station management problems and ways of increasing operating efficiency. The series resumes today (Sept. 22) at Oklahoma City and continues Sept. 25-26 at Sun Valley, Idaho (story, page 60).

The first conference drew an attendance of 150, comprising delegates from Arkansas-Tennessee on the north and Eastern Texas on the west. NAB President Harold E. Fellows was accompanied by nine headquarters executives, a smaller staff group than usual.

NAB has been directing its heaviest attention to three fundamental activities, Mr. Fellows said, listing them as government relations, public relations and economic relations.

Highlighting the trends brought out during the Sept. 18-19 Biloxi meeting were:

- Broadcasting escaped the wildest congressional year in memory without passage of any crippling legislation, but the 1959 session promises to be even worse.
- The profit position of broadcast stations is becoming more dependent, year by year, on efficient management rather than outside competitive factors (story page 56).
- Agency timebuying methods are due for an overhaul (story page 60).
- Station editorializing is slowly but steadily increasing.
- TV broadcasters privately voiced concern over threats to TV allocations through spectrum juggling as a result of government and manufacturing industry studies of military and civilian services.

In shifting NAB's emphasis to government, public and economic relations, Mr. Fellows described the three as inseparable and overlapping in modern Washington and the nation as a whole.

He observed that legislators can't be expected to understand "the intricate challenges of broadcasting" unless their constituents also understand them, a point where the objectives of NAB government and public relations run parallel. But if economic considerations should bankrupt the broadcasting business, he went on, "there would be no funds for carrying on in the vital arenas of government and public relations."

NAB started building its economic relations a decade ago, Mr. Fellows said, tracing the growth of this activity. Next came stepped-up government relations in the last five or six years and the recent public relations expansion. He voiced concern that NAB is not geared even now to handle the job, particularly in government relations.

He backed the legislative gloominess with the prediction there will be more bills and hearings involving pay TV, community antennas, network regulation, restricted ownership (by multiples and by categories), allocations, international treaties, freedom of access to cover public events, advertising controls, music licensing, copyright and many other subjects of interest to radio-tv.

Arrival of the space age, Mr. Fellows said, will pose new and pressing challenges for broadcasters and require "freedom in which to perform" broadcast functions. Here, he said, is another reason for unified broadcaster action.

"We cannot be sure that the whole system of retransmitting signals may not be changed by the existence of stationary or moving space objects in the foreseeable tomorrow," he said, adding: "Surely, as pioneers in the field of electronic communication, we must be prepared to do our part in utilizing the equipment of communication for the good of international and intrapeople relations."

In a greeting to broadcasters at the opening Fall Conference session Mr. Fellows explained the new 1 1/2-day agenda with its emphasis on management problems, association activities and station administration. This change was made by NAB board directive, the current series being programmed as a transition from past autumn meetings to operational phases of station management.

The 1959 meetings will be strictly operational and will be located at eight central metropolitan points.

Vincent T. Wasilewski, NAB manager of government relations, said 1958 had been "a successful year for broadcasters" despite the flood of hearings and the swarms of legislation. "No legislation was adopted contrary to the best interests of broadcasters during the 85th congress," he said, describing some of the excitement on Capitol Hill.

Copyright will be in the spotlight next year, he predicted. Any revision of copyright law, he added, should remove the $250 minimum damages for infringement even if innocent. He reminded that the present law has no requirement to reveal on labels where ownership has been transferred.

Often it is impossible for a broadcaster to determine ownership, he said. In a discussion of political broadcasters, he said stations with local and national rates can't charge the national rate in the case of candidates for local office.

In line with the association's stepped up public relations activity, Donald N. Martin, public relations assistant to President Fellows, described a guide to be distributed to members. It is designed to help stations win goodwill in their own areas and to encourage participation in industry-wide public relations efforts. He said NAB will circulate a questionnaire to obtain a library of individual practical experiences that will help other broadcasters.

In heading the discussion of editorializing, Daniel W. Kops, WAVZ New Haven, Conn., cited a survey by Broadcasting [Trade Associations, Sept. 15] showing that 36% of a.m. and 25.8% of tv stations carry editorials, with the airtime given occasionally. He said WAVZ has been running two-minute editorials, each repeated six times, on an average of two or three times a week.

"We've never lost an advertiser because of our editorials," he said, adding, "and we've actually gained many advertisers because of our identification with community growth." On a showing of hands approximately one out of eight stations represented at the meeting indicated they editorialize. Mr. Kops argued that the problem of equal time for reply isn't serious. Mr. Wasilewski said the FCC is mainly interested in seeing if a station is trying to be fair in its equal-time policies.

At a radio panel Mr. Kops introduced NAB's new handbook, Broadcasting The News, and called on stations to measure up to the journalistic standards required of "the primary medium of spot news."

Robert T. Mason, WMNR Marion, Ohio, chairman of the association radio music license committee, said the committee will soon be ready to start negotiations with ASCAP, BMI and possibly other copyright groups. ASCAP contracts expire at the end of 1958 and BMI contracts in the spring of 1959. Mr. Mason called on all stations to support the committee's group led negotiations with ASCAP a year ago.

William MacRae, station relations director for the Television Bureau of Advertising, presented "The House That Television Built"—Lestol's success story—and TVB's updated "E-Motion" film, showing "profiles" of four major media "in occasion of the personal values people take from media, the ability of the media to communicate, and the manner in which people use the media."

The media studied, through 90-minute personal interviews with some 300 adults selected to be broadly representative of the media are television, radio, newspapers and magazines. The study is described as "an exploratory." Results dealing with use of the four media for advertising are pointed out in the film.

E-Motion is introduced, via recording, by Dr. Lyndon Brown, vice president and director of media, merchandising and research for Dancer-Fitzgerald-Sample, and TVB President Norman E. Cash.

"This study is different from many media
Nielsen Shows....

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

No matter how you look at it, the 1958 Nielsen study gives WSYR-TV a dramatic margin of superiority in the Central New York market. WSYR-TV delivers a vastly greater coverage area... more counties where circulation exceeds 50%... more circulation nighttime and daytime. Examples:

<table>
<thead>
<tr>
<th></th>
<th>WSYR-TV</th>
<th>Station B</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Homes Reached Weekly</td>
<td>342,490</td>
<td>303,320</td>
</tr>
<tr>
<td>Weekly Circulation, Nighttime</td>
<td>340,440</td>
<td>299,870</td>
</tr>
<tr>
<td>Weekly Circulation, Daytime</td>
<td>274,140</td>
<td>247,190</td>
</tr>
<tr>
<td>Daily Circulation, Nighttime</td>
<td>274,960</td>
<td>247,950</td>
</tr>
<tr>
<td>Daily Circulation, Daytime</td>
<td>199,860</td>
<td>176,420</td>
</tr>
</tbody>
</table>

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira, with a weekly circulation of 28,180 homes.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC Affiliate

Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.
Which Radio Stations Make Better Profits?

Independent radio stations show a better profit margin (revenues vs. expenses) than network affiliates but the latter show a higher dollar profit, according to an NAB analysis given delegates at the opening Fall Conference at Biloxi, Miss.

In outlining the results of a sample survey, representing a cross-section of the radio industry, Charles H. Tower, NAB's economist and labor relations manager, found that efficient management is the most important factor in a station's profit position.

Mr. Tower found that such “external factors” as power, affiliation, market size and years on the air make some difference but he added, “Management push can overcome competition and other external elements.”

Total station revenue runs about the same whether there are two stations in a market, or seven or more, he said. On the other hand, the dollar profit goes down sharply as the number of stations in a market increases.

The study included 128 stations (both profit and loss outlets) in various sizes of markets.

In comparing network affiliates (NBC, CBS only), Mr. Tower found:
- Affiliates—5.3% profit margin; $12-100 profit.
- NAB affiliates—7.3% profit margin; $50,000 profit.
- All others (independent)—9.2% profit margin; $10,500 profit.

These are median figures.

Stations 30 or more years old showed the highest profit margin, the radio analysis revealed. The breakdown by age of stations follows:
- 30 years or older—11.4% profit margin; $22,430 profit yearly.
- 20-30 years—9.9% profit margin. $12,800 profit yearly.
- 10-20 years—6.2% profit margin, $8,930 profit yearly.
- 1-10 years—6.1% profit margin, $6,640 profit yearly.

Profit margin as shown by station power varied sharply, with 10 kw and 50 kw outlets easily leading the field. The average power breakdown follows:
- 250-500 w—9.9% profit margin, $11,360 profit yearly.
- 1 kw—1.9% profit margin, $1,100 profit.
- 5 kw—6.3% profit margin, $13,400 profit.
- 10-50 kw—11.1% profit margin, $40,700 profit.

During separate radio and tv sessions at the Biloxi meeting Mr. Tower led discussions of administrative and management problems. He suggested a schedule for purchase of new equipment and explained technological advances. To some extent “the rate of technological change is the measure of the rate of progress of the firm,” he said.

NAB Plans Heavy Film Use For Promotion, Orientation

NAB is going into the film-producing business on an extensive basis to promote public understanding of broadcasting.

An 18-minute radio film titled “Hear and Now” was previewed Thursday at the opening NAB Fall Conference in Biloxi, Miss. The documentary traces growth of radio from the crystal set days, recounts memorable moments in radio history such as King Edward VII’s abdication speech, the Hindenburg crash and President Roosevelt’s “Day of Infamy” address.

The film shows how radio participates in community life and describes warning services. Donald N. Martin, NAB public relations assistant to the president, was in overall charge of the project. United Press Movietone News produced and Stan Raiff, of the NAB public relations service, was supervisor. NAB members can buy the film for $35 plus shipping charges, or rent it 10 days for $10 plus shipping charges. John F. Meagher, NAB radio vice president, will show the film at all eight NAB fall conferences.

A film presentation including “The House That Television Built” and “E-Motion” was supervised at Biloxi by Television Bureau of Advertising (see page 54).

NAB’s Tv Code staff produced a 16-minute “what-not-to-do” film, a fictional dramatic program including such departures from code standards as illicit sex, undue violence, suicide, eye-opening costuming, cruelty to animals, profanity and many types of advertising abuses. Charles S. Cady, NAB assistant code di-
"THE GIANT" MOVES UP TO
CAESARS HEAD

- with Maximum Height—2000 Ft. above Average Terrain
- with Maximum Power—100 Kilowatts
- with Increased Coverage in the

GREENVILLE-SPARTANBURG-
ASHEVILLE MARKET

WFBC-TV has moved its transmitter atop Caesars Head Mountain, where a huge 888-ft. tower gives "The Giant of Southern Skies" a far greater coverage area . . . a greatly expanded market for its advertisers . . . and better reception to additional thousands of viewers in the Station's 4-state coverage area. WFBC-TV's service area is increased by 48% in this move. The tower at Caesars Head is 3,000 ft. above Greenville and Spartanburg, and 1,000 ft. above Asheville. Height above average terrain is now 2,000 ft. (formerly 1,140 ft.). WFBC-TV now has Grade-A coverage in Greenville, Spartanburg and Asheville.

WFBC-TV MARKET DATA
From New Caesars Head Location
(within 100 UV/M Contour)

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Incomes</th>
<th>Retail Sales</th>
<th>Television Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,783,100</td>
<td>$3,163,844,000</td>
<td>$2,337,504,000</td>
<td>523,830</td>
</tr>
</tbody>
</table>

Let us tell you the advantages of our new Caesars Head location, . . . more viewers, better reception, greater dominance in this great 4-state market in the Southeast.

Represented By
WEED TELEVISION CORP.
PARAMOUNT PICTURES
RATING POWER-MCA TV

"WAKE ISLAND"

59.0%

WBZ-TV 22.7  STATION C 7.9
RATING**

"THIS GUN FOR HIRE"

57.7%

WBZ-TV 22.7  STATION C 7.9
RATING**

WBZ-TV BOSTON
SEPT. 7 THROUGH II

*ARB COINCIDENTAL, SEPTEMBER 7, 1:00 PM
**TRENDEX RECALL, SEPTEMBER 7, 10-10:30 PM, SEPTEMBER 11, 11:15 PM
The methods of buying broadcast time are due for an overhaul, according to William H. Thomas, radio-tv director of Fitzgerald Adv. Agency, New Orleans. One of the largest agencies in the South, Fitzgerald is developing a new, more scientific technique called "automatic time buying." He said the opening NAB Fall Conference at its Sept. 19 luncheon in Biloxi Miss.

The answer to weakness in the use of rating reports can be found in reliance on long-range studies. Fitzgerald said, "if you don't change the buying methods, the advantage of using the big spotter is lost.

At the Sun Valley meeting a radio music programming session will be addressed by Gordon B. McLendon, KLIF Dallas. Members of the radio sales panel will be Lewis H. Avery, of Avery-Knodel; James B. Brady, KIFJ Idaho Falls, Idaho; R. W. Burden, KWKJ Pocatello, Idaho, and W. Kimball, KGXE Ogden, Utah. Henry F. Fletcher, KSEI Pocatello, Idaho, will discuss news and J. Allen Jensen, KSL Salt Lake City, will review music copyright negotiations.

Panel members at a discussion of staff problems will be Ken Kilmer, KFKD Nampa, Idaho; Del Leeson, KDYL Salt Lake City, and Ken Nybo, KMBY Billings, Mont. Don L. Heller, of Charles Bruning Co., will speak on internal efficiency.


Tv station administration will be reviewed. Participants in the program include J. W. Wright, KSL-TV Salt Lake City, and Ralph Radetsky, KOA-TV Denver. Douglas A. Anello, NAB chief attorney, will make his first appearance at the fall series, discussing community antenna developments.

Guest speakers at the balance of the regional conferences: William Nis Cann, general manager, Pacific Trailways Co., Bend, Ore.; Sept. 30, San Francisco, Charles Stuart Jr., advertising manager, Bank of America, San Francisco; Oct. 17, Minnesota...
To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY delivers both — AT A 10% SAVINGS!

YOU NEED TWO GUNS in Indiana!

Here, where hunting's the hobby, sharpshooting advertisers bag two traditional test markets — Fort Wayne and South Bend-Elkhart — with one combination buy which saves 10%. They thus draw a bead on 340,000 TV homes — a bigger target than T.A.'s 43rd market!* Over 1,688,000 total population — more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly $3 Billion — and it's yours with just one buy!


call your H-R man now!

wsjv 28
South Bend-Elkhart

wkjk 33
Fort Wayne

September 22, 1958 • Page 61
BPA Announces 10 New Members

Broadcasters Promotion Assn. added 10 new stations during August, giving it a total of nearly 250 members in 35 states, the District of Columbia and in Canada.

Elliott W. Henry Jr., press and promotion director of ABC Chicago and BPA president, expressed hope that BPA would be represented in all 48 states by the time of the third annual convention-seminar at the Chase Hotel Nov. 16-19. Howard W. Meagle, WWVA Wheeling, W. Va., is working with regional membership chairmen in the current membership drive.

New BPA members are Stan Noyes WOPA Oak Park, III.; Bud Wallick, KOLN-TV Lincoln, Neb.; D. J. Maitlen, WESH-TV Daytona Beach, Fla.; George C. Biggar, WLKB De Kalb, Ill.; Richard Stahlberger, WCBS New York; James T. Briggs, KWKH Shreveport, La.; Robert Harris, WSTV Steubenville, Ohio; Melvin L. Stone, WLOB Portland, Ore.; Bob Meister, WRAY Green Bay, Wis.; Charles W. Fenton, Canadian Assn. of Radio & Television Broadcasters, Toronto.

UPCOMING

September


Sept. 22-28: Louisiana Assn. of Broadcasters, Townhouse Hotel, Lafayette.


Sept. 26: Washington Assn. of Broadcasters, Winthrop Hotel, Washington, D. C.


Sept. 28: UPI Broadcasters of Iowa, Hotel Roosevelt, Cedar Rapids.


Sept. 28-29: RAB, fall meeting, Drake Hotel, Chicago.


Oct. 3-4: North Dakota Assn. of Broadcasters, Bismarck.

Oct. 3-4: North Dakota AP Broadcasters Assn., annual meeting, Bismarck.

Oct. 3-4: AWRT, national board meeting, Waldorf-Astoria Hotel, New York City.

Oct. 3-4: Texas Assn. of Broadcasters, fall conference, Texas Hotel, Fort Worth.

Oct. 4-7: Central Canada Broadcasters Assn., Alpine Inn, St. Marguerite, Que.

Oct. 5-7: Advertising Federation of America, seventh district convention, Whitley Hotel, Montgomery, Ala.

Oct. 8-10: IIR, Canadian convention, Exhibition Hotel, Toronto.

Oct. 8: Connecticut AP Broadcasters Assn., annual meeting, Waverly Inn, Cheshire.

Oct. 9-10: AAAA, central region's annual meeting, Drake Hotel, Chicago.


Oct. 11-12: Missouri AP Broadcasters Assn., annual meeting, Jefferson City.


Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Fontenelle Hotel, Omaha, Neb.

Oct. 15: Massachusetts Assn. of Broadcasters, University Club, Boston.


Oct. 22-25: AWRT, fall meeting, conference, Erie.

Oct. 25-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.


NAB FALL CONFERENCES

Sept. 22-23: Oklahoma, Oklahoma City, Okla.

Sept. 28-30: Cherry River Inns, Sun Valley, Idaho.

Sept. 29-30: Mark Hopkins Hotel, San Francisco.

Oct. 13-14: Schroeder Hotel, Milwaukee.

Oct. 16-17: Radisson Hotel, Minneapolis.

Oct. 20-31: Statler Hilton Hotel, Boston.

CARE

Meticulous attention to detail... essential in our field, too.

That's why when we submit availabilities, ratings, market data we strive for thoroughness as well as accuracy.

Reputations are built on care. We value ours.

AVERY-KNODEL INCORPORATED

NEW YORK  ATLANTA  DALLAS  DETROIT  SAN FRANCISCO  LOS ANGELES  CHICAGO  SEATTLE
OVERSIGHT COMMITTEE GETS BACK TO FCC'S BROADCAST DECISIONS

- Pittsburgh ch. 4 grant first on tap at hearing Tuesday
- Harris wants more information on eight remanded cases

The House Legislative Oversight Sub-committee will be back in the broadcast business again this week with public hearings beginning tomorrow (Tuesday) on the Pittsburgh (WTVJ) TV station.

Originally, five applicants were vying for the coveted facility (Pittsburgh's third commercial vhf). However, by the time the FCC made a final grant, only one applicant remained after a merger between Television City Inc., and the Hearst Corp. [Government, July 29, 1957]. The other three applicants withdrew from the race and were paid $50,000 each by the merged firm for "expenses."

WTAE-TV, which was awarded the channel, went on the air Sept. 14. Affiliated with ABC-TV, the station operates with 100 kw visual and 50 kw aural.

A subcommittee source said the congresional investigation is interested in the role played in the case by former FCC Chairman George C. McConnaughey, both before and after he left the Commission. Mr. McConnaughey left the FCC July 1, 1957, and immediately joined into a law partnership with the Sutton, co-counsel for TV City Inc. Mr. McConnaughey subsequently discontinued his Washington practice to devote full time to his law partnership in Columbus, Ohio.

Rep. Oren Harris (D-Ark.), chairman, said this week he also would look into the problem of several contested cases remanded to the Commission. At the request of the subcommittee the FCC furnished a list of eight such cases remanded since Jan. 1—some of them in effect telling the Commission to investigate itself, a committee spokesman said. He related that a thorough study had failed to reveal a single statute conflict, such as a tax one.

The subcommittee will ask the FCC for recommendations on legislation required to cover such remanded cases. The investigators also are interested in determining what the FCC has done and is doing with the returned grants. However, Rep. Harris stressed, no attempt will be made to go into the merits of any of the cases.

The eight cases—all remanded since Jan. 23 of this year—were discussed "briefly" by the Commission in its summary to the committee include (1) an am grant in Bradenton, Fla.; (2) the grant of Miami ch. 10 to National Airlines (remand prompted by disclosures made in earlier subcommittee hearings); (3) authority to ch. 20 WJMR-TV New Orleans for experimental operation on New Orleans ch. 12; (4) authorization of a shift in transmitter site by ch. 7 WSFA-AM Montgomery, Ala.; also (5) Renewal of license of NBC's WRCV-AM-TV Philadelphia (on a protest raised by Philo Corp.), acquired in a swap of the network's stations in Cleveland for Westinghouse Broadcasting Co.'s Philadelphia outlets; (6) grant of ch. 13 Indianapolis to Crosley Broadcasting Co. (on a protest lodged by losing applicant WIBC Indianapolis); (7) an am grant in Bremerton, Ga. (Carroll Case) (in its remand, the court told the FCC it must consider the effect of competition in making a grant), and (8) the grant of ch. 5 Boston to WHDH-Herald Traveler (the subject of brief committee hearings last spring).

Other applicants for Pittsburgh ch. 4 were Mata Enterprise (WLOA Braddock, Pa.), Wespen Television Inc. and Irwin Community Television Co. Subcommittee investigators Oliver Eastland and Baron Shacklette spent several weeks looking into the case last spring.

Mr. Eastland will lead off Tuesday's hearing with a report on his investigation (Mr. Shacklette has resigned as the committee's chief investigator). Rep. Harris said it has not been determined what other witnesses would be asked to testify following Mr. Eastland.

He did not rule out the possibility that some of the principals in the Pittsburgh proceedings would testify. The chairman said there are no plans for additional testimony from Mr. McConnaughey, who left the FCC three weeks prior to the ch. 4 grant.

In testimony before the subcommittee last spring, Mr. McConnaughey told of having lunch with Earl F. Reed, president and 15% owner of TV City Inc., while the ch. 4 case was before the Commission [Government, April 7]. He said he changed the subject of conversation from the contest "as soon as I heard about it."

When the subcommittee announced its schedule of interim hearings last month, it was not expected to reach FCC matters until November [closed circuit, Sept. 8]. However, matters concerning the Securities & Exchange Commission were disposed of in hearings last week, leaving this week open for the FCC. The sessions will be held in the Public Works Committee hearing room in Room 1304 of the New House Office Bldg.

New Orleans Ch. 12 Applicants Still Stymied on Antenna Rules

Applicants for ch. 12 New Orleans found themselves stymied last week when the FCC denied a joint petition by Oklahoma Television Corp. and Coastal Television Corp. for permission to site their proposed antennas at less than the required maximum distances from co-channel and adjacent channel stations.

The denial leaves the two applicants at the mercy of a ruling by the Washington Airspace Panel, objecting to an antenna taller than 308 ft. above mean sea level in a narrow segment southeast of New Orleans, which the applicants say would not deliver a city-grade signal to all of New Orleans, as required by FCC regulations.

The applicants originally had asked airspace for approval of antennas ranging from 1,300-1,500 ft. above sea level using full powers in the area to which the applicants were granted permission by earlier separation maximums. Airspace turned down these requests in December 1957, suggesting a 308-ft. height in that sector, or a taller tower in the New Orleans "antenna farm" (east-southeast of New Orleans).

The applicants asked the FCC to approve this site with 500-ft. antennas, even though it would be almost 30 miles short of the required 190-mile co-channel separation, and about 4.5 miles short of the required 60-mile adjacent channel separation. It was this request that the Commission denied last week.

Objecting to any waiver of mileage requirements were ch. 12 WTVJ (TV) Jackson, Miss., the FCC's Broadcast Bureau and the Assn. of Maximum Service Telecasters.

In other actions in the New Orleans ch. 12 case, the Commission denied a petition by WJMR-TV New Orleans for permission to change from ch. 20 to ch. 12 and a joint petition by WJMR-TV and Oklahoma Television Corp. to defer action on the application of St. Andrews Television Corp. for ch. 11 in Houma, La. The 60-mile adjacent channel separation factor for New Orleans' ch. 12 grantees must be figured from the proposed ch. 11 Houma site.

Amortization of TV Film Costs Discussed in Talks With IRS

A group representing the Alliance of Independent TV Film Producers has met with Internal Revenue Service officials to discuss tax problems connected with film making for television. The meeting took place Sept. 9 with Harold T. Swartz, director of the IRS' tax ruling division.

The IRS has already conferred with CBS tax experts, it was understood, and has scheduled a meeting with Screen Gems Inc. officials.

The major question is whether tv film costs should be amortized over a period of years or whether the present practice of cost-recovery should be continued. Under the cost-recovery practice, a film producer reports no income until after the costs of the film are met through rentals. Theatrical film producers use a two-year amortization period.

Several meetings have been for the purpose of exploring various facets of the problem and the gathering of information for IRS consideration.

Last July, IRS issued a public notice asking for comments on this question [Government, July 28].

Representing the Alliance at last week's meeting were Maurice Morton, McCadden Productions (who is president of the tv-film organization); Dean F. Johnson, Los Angeles attorney (general counsel to the Alliance); Robert A. Schulman, Washington tax counsel; William Miller, Los Angeles accountant; Julius Lefkowitz, New York accountant; and Adrian W. Dewind, New York attorney.

Page 64 • September 22, 1958
Weather is news in Eastern Iowa, where frost bites bank accounts as well as fingers, and snow clogs feeding troughs as well as roads. “Rain by afternoon” means send the kids to the morning school bus complete with rain gear... and make hay in the north forty while the WMT stations shine.

Our recently completed Collins weather radar installation permits WMT-TV camera viewing of storms in the making; in addition, it permits continual monitoring of the weather situation by weather-trained staffers. A direct wire to the Des Moines Weather Bureau serves us and our audiences with complete information on all conditions important to Eastern Iowans. We subscribe to a private weather reporting service whose details are WMTeed six times a day, seven days a week. Special news correspondents throughout Iowa (more than a hundred) frequently call in important or unusual weather news. Three wire services and two picture services provide our News Center with complete national and international coverage which of course includes weather.

Weather reporting is one of the reasons for WMT-TV's dominance of three of Iowa's six largest cities, plus coverage of well over half the tv families in Iowa—and one of the reasons that WMT Radio averages more audience than the combined total of all other radio stations located in our Pulse area.

The WMT Stations
CBS Radio and Television for Eastern Iowa
Mail Address: Cedar Rapids
National Representatives: The Katz Agency
IKE CONSIDERS SPECTRUM STUDY

The thorny problem of frequency spectrum allocations—invoking civilian-military use and what to do about divided control—was being given the highest level consideration by the President and his cabinet.

It was ascertained authoritatively last week that President Eisenhower had the allocations issue presented to the cabinet prior to his Newport vacation. It was at this meeting that the decision presumably was reached to appoint a five-man presidential commission to undertake a spectrum analysis, along with recommendations as to a solution of the divided control problem.

Under existing law, the President allocates spectrum space to government services, with the military the preponderant user, while the FCC handles all other allocations. The only coordination between the two is through the Interdepartmental Radio Advisory Committee, made up entirely of government personnel and dominated by the military.

Simultaneously, the board of the Electronic Industries Assn., meeting in San Francisco last week, adopted a resolution affirming its previous position advocating a study of the radio spectrum and the appointment of a commission to do so. The board instructed its Special Spectrum Study Committee to notify all federal agencies of its resolution. This committee is chaired by H. Leslie Hoffman, Hoffman Electronics Inc., Los Angeles, and a former EIA president.

It was learned that the spectrum committee had met with representatives of the broadcast industry earlier in the week to exchange views. Representing broadcasters were Thad H. Brown and A. Prose Walker, William Lodge, ABC; Philip Siling, NBC-RCA, and Harry Jacobs, ABC.

Although EIA made no reference to just how the study should be made, or who should appoint a commission, it feels that a study should be initiated under any auspices, David R. Hull, EIA president said last week. He said the meeting with broadcast representatives had been fruitful and that both broadcasters and manufacturers now understood their respective positions. Mr. Hull is a vice president of Raytheon Manufacturing Corp.

EIA originally urged a high level spectrum study, but this was sidetracked when the Senate adopted the Potter Resolution (S Res 106) prior to adjournment last month. With the adjournment of Congress without taking final action on this resolution, interest in the presidential commission was revived.

While confidence was expressed in certain industry quarters that the presidential commission would be convened probably within the next fortnight, there developed last weekend the report that no formal announcement of action would be made. Instead there was the view from usually well-informed quarters that the President would designate a committee of both civilian and military experts to conduct a study and submit recommendations to the President within six months.

Presumably the latter approach would placate Congress, which had manifested interest in an overall spectrum study and which feels that allocations constitute a legislative rather than an executive problem.

The Potter Resolution was killed in the House largely because of protests from television broadcasters after the measure had been radically revised to shift the study from a pure analysis of usage to one going into the administration of the spectrum and with emphasis on use being made by private rather than government agencies. The military had strenuously opposed the Potter Resolution in its original form but offered no objection to the revised measure, amendments to which were suggested by the Office of Civil Defense and Mobilization with the endorsement of President Eisenhower [GOVERNMENT, Aug. 4].

It is expected that the Potter Resolution will be revived at the new session of Congress convening in January. This may be in amended form. Suggestions that the study be undertaken by a joint congressional committee, because of its importance, have been well received by members of both Senate and House identified with communications legislation.

“[You Keep Saturday For Sunday?”

. . . That's a question often asked of Seventh-day Adventists because they observe the seventh day of the week, Saturday, as the Christian Sabbath, or the Lord's Day.

To help you in interpreting this practice to your listeners on occasion, here are some useful facts:

1. Adventists do not observe the Sabbath “in place of Sunday” but rather as “the original,” following what they believe to be the example and precept of Christ and the apostles. It is also the specific admonition of the fourth commandment, was instituted in the beginning as a memorial of God's creativenesship of this world.

2. Adventists point out that Sunday observance became a church practice only after apostolic times, and thus has the sanction of tradition but not of Scripture.

3. Adventists sincerely respect the right of others to choose to observe Sunday, asking only that this religious practice not be imposed on the general community by law or economic pressures.

4. Observed from sunset Friday to sunset Saturday, the Sabbath involves more than church attendance. All its hours are reserved for Christian devotion and service, laying routine employment aside.

5. Emphasizing obedience to divine law as the result of divine grace in the heart, observance of the Sabbath is a weekly reminder of essential attributes of good citizenship—respect for law and order, dedication to the service of fellow man, etc.

For a free booklet entitled “You Keep Saturday For Sunday,” or for other information about Seventh-day Adventists, write:

Seventh-day Adventist Information Services

- WORLD HEADQUARTERS:
  Washington 12, D.C.
  RANDOLPH 3-0800 • H. B. Weeks

- NEW YORK OFFICE:
  227 W. 46th Street
  JUDSON 6-2336 • Helen F. Smith

Page 66 • September 22, 1958
YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE KOLN-TV!

Have you noticed how much
the Nielsen NCS No. 2 has
expanded Lincoln-Land?

No matter how you slice it in Nebraska, you’ll still
come up with only two big TV markets. One is
Omaha, the other is Lincoln-Land.

To cover Omaha, obviously, you need an Omaha
TV station. To cover Lincoln-Land – 232,397 TV
families and 69 counties – you need KOLN-TV.
No other station fully covers the area.

Ask Avery-Knodel for all the facts on KOLN-TV—
the Official Basic CBS Outlet for South Central
Nebraska and Northern Kansas.

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA’S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives
Baker, Porter Tilt at Hearing

- Stern bans exchange from ch. 10 rehearing record.
- Whiteside set to appear in proceeding's third week.

A truculent G. T. Baker, president of National Airlines, traded verbal blows last Thursday with Paul A. Porter, attorney for Andar Inc., and his colleague, Alan Katzentine of the (WKAT Miami), one of the losers in the Miami ch. 10 hearing and whose affidavit is acknowledged to have triggered the Miami scandal.

The encounter took place when Mr. Porter was cross-examining Mr. Baker in the rehearing. Mr. Porter was attempting to elicit from Mr. Baker why he went to see Thurman A. Whiteside, Miami attorney, in an attempt to retain him in the tv case although the FCC record was closed.

Bristling at Mr. Porter's questions, Mr. Baker lashed out by stating he went to see Mr. Whiteside because he couldn't get Mr. Porter. He asserted he thought of Mr. Porter because the Washington lawyer and former FCC chairman solicited National Airlines' business. When Mr. Porter began to remonstrate, Mr. Baker rushed on saying Mr. Porter had taken him to lunch—at the Colony (Washington) and the Little Palm Club (presumably in Miami).

The by now furious Mr. Porter demanded that Mr. Baker's remarks be "expunged" from the record as "gratuitous and false." Judge Horace Stern, retired Pennsylvania Supreme Court chief justice and presiding at the reheared trial as a special FCC hearing examiner, ordered the remarks stricken from the record.

The flareup occurred within a few minutes after another encounter between the witness and the attorney for WKAT Inc. This was when Mr. Porter read from a statement by George A. Smathers (D-Fla.) to the House Legislative Oversight Committee. This recounted that Mr. Baker had been a "observer" in his office that the senator had ordered him to leave.

"There's a lie," Mr. Baker shouted. The National Airlines' president said Sen. Smathers "put out" the statement after he, Mr. Baker, had said that the senator was afraid to appear before the House committee and should resign because of his "conniving" in the Miami ch. 10 case.

Mr. Porter denounced the statement as "shotgun, blunderbuss dissemination of general rumors." Judge Stern ordered this angry colloquy also stricken from the record.

Mr. Baker was the third of four witnesses for the second week of the Miami ch. 10 rehearing. Earlier in the week Judge Robert H. Anderson and Charles F. Shelden testified.

On Friday, Paul R. Scott, general counsel for National Airlines, was scheduled to testify.

The key witness—Thurman A. Whiteside—was scheduled to appear today (Sept. 22) and tomorrow.

The hearings are being held after the Miami ch. 10 case was remanded by the U.S. Court of Appeals to determine whether former Comr. Richard A. Mack should have voted in the final decision and whether there were improprieties by any applicants in making private representations to FCC commissioners.

Mr. Mack resigned after the House committee disclosed that Mr. Whiteside had made loans to Mr. Mack over the years. It was also developed that Mr. Whiteside had been approached by National Airlines, but had refused to become an attorney of record. He had also been approached by National by seeing his long-time friend, Mr. Mack. It was shown also that Mr. Mack was approached in behalf of Mr. Katzentine.

As the hearings resumed last Tuesday, Judge Stern asked counsel what their feelings were about their relationship to Henry J. Friends, vice president and general counsel of Pan American World Airways. Pan American and National Airlines announced a stock exchange transaction two weeks ago and the fact that Mr. Friendly was Judge Stern's son-in-law had formally made part of the record [GOVERNMENT, Sept. 15].

Edgar W. Holtz, associate FCC general counsel, read a statement in behalf of all counsel and parties entering Judge Stern to continue and expressing the "most complete confidence" in the judge's integrity. Visibly moved, Judge Stern acquiesced.

Judge Anderson testified that he had been asked by his law partner, Mr. Scott, to recommend a Miami lawyer who knew Mr. Mack. Judge Anderson (he is now judge of the Dade County circuit court), said he suggested Mr. Whiteside. Mr. Anderson said Mr. Scott told him that other applicants, notably Mr. Katzentine, were trying to bring political pressures to bear. The Miami judge said he understood that Mr. Whiteside's retainer was to be in the form of a "defensive" move. He said he was in formation that Mr. Whiteside declared he could not serve as counsel of record, but that he would be glad to do anything he could out of friendship for Judge Anderson.

Judge Anderson also said he had the impression that it was not improper for a third party to see an administrative agency commissioner.

Mr. Shelden, a Miami insurance executive, told the story as he knew it of Mr. Mack's one-sixth interest in the Stembler-Shelden Insurance Agency. This came about in 1954, Mr. Shelden testified, when the G. C. Stembler agency was merged with Mr. Shelden's firm. The Stembler firm was controlled by Mr. Whiteside, he said—who owned one-third of it outright and was trustee for the other two-thirds. After the merger, the Stembler-Shelden firm was owned by Mr. Shelden, Mr. Whiteside and W. Y. Stembler, son of the deceased G. C. Stembler. However, one-half of W. Y. Stembler's stock was owned by Mr. Mack, Mr. Shelden said.

He also recounted that disbursements amounting to over $10,000 had been paid to Mr. Mack on orders of Mr. Whiteside. Mr. Whiteside controlled certain accounts, Mr. Shelden said, and instructed that 50% of the commission on these accounts be paid to Mr. Mack.

Later on Andar Inc. was established, with Mr. Mack as sole stockholder. The money was therefore sent directly to Mr. Mack were transmitted to Andar Inc., Mr. Shelden said.

At one point, when asked what benefit Mr. Mack brought to the firm, Mr. Shelden said he helped bring some accounts in. He also stated that there was talk then of some day running Mr. Mack for governor of Florida.

Mr. Shelden also testified that when Mr. Whiteside entered his firm, Mr. Katzentine threatened to cancel his business insurance with Mr. Whiteside on the ground that Mr. Whiteside was intervening on National Airlines' behalf in the Miami ch. 10 case. Mr. Shelden said he told Mr. Whiteside this and Mr. Whiteside told him to "mind your own business." Mr. Katzentine subsequently canceled his insurance with the Shelden firm.

Mr. Shelden said he had a hazy recollection that he had arranged a luncheon for himself, Mr. Whiteside and Mr. Baker at the Miami Club in Miami. He said he had searched the guest list of the club and had failed to find any signatures indicating that the luncheon had taken place.

During cross-examination, Mr. Shelden testified that he had his company's books were in the hands of the grand jury and impounded by the court. Robert A. Bicks, Dept. of Justice representative at the hearing, informed the presiding officer that Mr. Shelden had made copies of this material. Mr. Shelden acknowledged that this was so.

At the present time the Stembler-Shelden agency carries the National Airlines' tv station insurance, amounting to about $15,000 yearly in premiums. Mr. Shelden explained that he was a close friend of Mr. Baker and that he had bid against "billion" other insurance agents for the business.

Mr. Baker, an impatient and brusque witness, testified that Mr. Scott suggested that National Airlines employ a local attorney to lend "local flavor" to its application and so Mr. Mack knew that "we're all right people," Mr. Scott testified that Judge Anderson recommended Mr. Whiteside, Mr. Baker stated, and when Mr. Scott reported that Mr. Whiteside declined to become associated, that he himself went to see the Miami attorney. Mr. Whiteside said on the stand that he was too busy. Mr. Baker said, and that was the end of that as far as he (Mr. Baker) was concerned. He added that he didn't know "Mack from Adam."

Faced with the purported offer of Mr. Whiteside to help, Mr. Baker said he brushed off this offer. "I've been told by thousands of Florida folks that they'll help, but they never do. They hide behind stumps ...", Mr. Baker interjected. Anything Mr. Whiteside did, Mr. Baker said, he did on his own, not at National's direction. Mr. Baker emphatically refused to agree that he had had lunch with Mr. Whiteside and Mr. Shelden at the Miami Club.

Mr. Baker expressed surprise when shown
a handwritten note from a Paul Goldsborough, then with Aeronautical Radio Inc., to former Comr. Edward M. Webster, praising Mr. Baker and National and urging consideration for National's application. He said he had not known about this. The letter bore a penciled notation that it had been associated with the public docket in the case.

Another wrangle developed among attorneys when Mr. Porter, A. Harry Becker, representing North Dakota Video Inc., and Paul M. Segal, representing L. B. Wilson Inc., urged that a "Fact Sheet" issued by Communications Counselors Inc., a McCann-Erickson public relations subsidiary, be placed in the record and that its distribution be also placed on record. Norman A. Jorgensen, attorney for National Airlines, objected. Mr. Baker said McCann-Erickson handled National Airlines' publicity, but said he knew nothing about the so-called "Fact Sheet." Judge Stern ruled that the matter was not relevant to the issues in the case.

Two Terre Haute Applications Put in Consolidated Hearing

The existing license of an Indiana television station was designated by the FCC last week for consolidated hearing along with a new application for the station's ch. 10 facility.

Both WTHI-TV Terre Haute, Ind., and Livesay Broadcasting Co., the new applicant, waived their rights to object to each other's applications so the hearing may be expedited.

WTHI-TV, although now on ch. 10, is an applicant for Terre Haute ch. 2 in contest with Illiana Telecasting Corp. The FCC several times has continued proceedings in the ch. 2 contest at the joint requests of WTHI-TV and Illiana while the two discussed such things as the possibility of a merger for operation of ch. 2, the effect of the Livesay application for ch. 10 on both ch. 2 contestants and the fact that Illiana, according to the latest request made Sept. 2, is considering amending to specify an area of primary interest instead of ch. 2.

J. R. Livesay, president of WLBH-AM-FM Mattoon and WHOW Clinton, both Illinois, and other principals in the stations, are principals in Livesay Broadcasting.

1550 kc Applicant Asks Hearing

Mitchell Melof last Monday asked the FCC to set a comparative hearing for the application under consideration which he is applying for at Smyrna, Ga. (1550 kc, 10 kw day), with the pending, uncontested application of Robert A. Corley for 1570 kc, 1 kw, at College Park, Ga.

Mr. Melof said the FCC effective last week (Sept. 15) lifted the ban on Class II stations on 1550 kc after nearly eight years during which it has been considering the Daytime Skywave proceedings. Since interference will result from grants both to him and to Mr. Corley, Mr. Melof said, he feels the FCC's regular cutoff date should not be applied to the Corley application because of the lifting of the FCC ban on Class II stations.

WAKR Akron Denies Rival Outlets' Charge

WAKR Akron last week formally replied to charges by competitors WCUE and WADC Akron that WAKR used the columns of the Akron Beacon Journal, with which it is affiliated, to circulate "false and misleading information" about its listenership in comparison with other Akron stations (Stations, Sept. 15, 18). Charges made to the FCC by WCUE and WADC are "entirely unfounded and are in no way substantiated by the true facts," WAKR told the Commission.

The WAKR reply followed a third and similar complaint to the FCC by WHKK Akron.

WAKR said the controversial report on WAKR'sטון in the Beacon Journal was "basically correct" and charges that the station received favorable treatment from the newspaper were unfounded. The station merely reported WAKR's "recently announced lead in share of audience in the nation, also on its popularity in Akron, as shown by the latest Pulse and Hooper surveys," WAKR said.

WAKR said if the complaining stations "disparaged," the "leading position of WAKR" as shown by rating service surveys. The station acknowledged that the newspaper writer inadvertent-ly misrepresented a "small portion" of the survey data and that a Nielsen survey was erroneously included as a statistical source when it should not have been. The Beacon Journal ran a correction two days later, WAKR said.

Charges that the Beacon Journal uses its facilities to promote WAKR are "untrue and unfounded," WAKR said, and though the Beacon Journal owns stock in WAKR, it is a minority holding, and the newspaper in no way controls WAKR, the station said.

WAKR questioned the "good faith" of the WCUE and WADC complaints, saying they were publicized before they were received by the FCC, and said there also is a question of whether the two stations are trying to create doubt about the Hooper and Pulse surveys.

WAKR submitted what it claimed to be transcripts from communications on WCUE which were "damaging" to WAKR and the survey companies. The station charged WCUE with circulating "falsified" facts to advertisers and listeners on its audience.

WAKR also enclosed reproductions of letters from Pulse stating that the station had the highest share-of-audience for Monday-Friday in the top 50 markets; a higher share of audience from 6 a.m. to midnight than all other Akron stations combined, and the largest adult audience of Akron radio stations. A similar Hooper letter claimed a special June survey showed WAKR with 53% of the audience from 7 a.m.-10:30 p.m. and 80% of the audience during one early morning newscast in the 6:30-7 a.m. Monday-Friday period. The Hooper letter also claimed WAKR had a higher share of audience Monday-Friday from 7 a.m.-noon, noon-6 p.m. and 6-10:30 p.m. than the other three Akron stations combined.

WAKR President S. Bernard Berk also took notice of WHKK's complaint, charging the WHKK letter was written after the newspaper had corrected its story and that WHKK must have known of the corrected article.

WHKK in its complaint said WAKR and the Beacon Journal share equally in promulgating "false and misleading information" and questioned whether WAKR, by thus "derogating" the three other Akron stations, "is operating in the public interest by doing so." WHKK, in a letter to Hooper, pointed out what it felt were "deliberate" falsities of Hooper data and demanded that Hooper "indicate the falsity of the WAKR claims, and their misuse of your service."

FCC Employees Given Awards

Six FCC employees in the Los Angeles area have received citations and cash from the government for their work in locating a hidden transmitter which three men used to perpetrate a hoax last December.

The transmitter was on the same frequency as that occupied by a Russian sputnik and messages were transmitted which we claimed to be from the satellite. The men spent "every waking hour" during the Christmas holidays monitoring the transmitter and finally located it in nearby Angeles National Forest. Three electronics engineers operating it were arrested and fined.

The men honored: Bernard H. Linden, engineer in charge of the 11th FCC District; Robert J. Stratton, assistant engineer in charge; Walter W. Wallace, John P. Kemper and Harry F. Barnard, electronics engineers, and George E. Dillon, engineering aide at the FCC's Santa Ana monitoring station.

Tv Cancellation Made Final

The FCC last week gave notice that a June 26 initial decision—denying Wather-Alvarez Broadcasting Inc. (now Marietta Investment Corp.) extension of time to construct KYAT (TV) Yuma, Ariz. (ch. 13)—became effective Aug. 15 under FCC rules and a joint initial decision was issued by FCC Hearing Examiners James D. Cunningham and Herbert Sharffman [Gov-ernment, July 7].

No exceptions were filed to the initial decision and its effect was not delayed, but the FCC did not issue its notice until last week because of the volume of other business to be handled upon its return from August vacation. The hearing examiners had opined that the permittee (which received its construction permit Jan. 25, 1956) appeared to have been engaged in "holding operations" awaiting the outcome of rule-making to move ch. 13 to El Centro, Calif.

WCIA (TV) Cautioned on Opinion

The FCC wrote WCIA (TV) Champaign, Ill., last week that the station violated the Commission's standards for editorializing in reporting on the subscription tv question last January and February. As the FCC has written other tv stations, the station was told that it has not been otherwise remiss and that no action against WCIA is warranted.
Pre-Hearing Findings Questioned by Court

The FCC's post-war policy of determining the financial qualifications of applicants in a comparative case before the hearing is held was shaken last week in a decision by the U. S. Appeals Court for the District of Columbia which remanded the grant of ch. 13 at Biloxi, Miss., to Radio Associates Inc.

The court agreed with an appeal by the losing applicant for ch. 13, WLOX Biloxi, that a minority stockholder (1½%) in Radio Associates actually is a "principal" in the firm because it is dependent on a loan from him for financing construction and first year's operation. Edward Ball, the stockholder, is a principal, the court said, because he agreed to make the necessary loan for maturity in two years and with 55% of the firm's stock as collateral. Mr. Ball, the court said, not only would be able to dictate the manner of operating the proposed station, but also "can and probably will" gain control of Radio Associates because of the large amount of the loan and the shortness of maturity (two years).

In an unsolicited opinion, the court said the FCC erred in finding Radio Associates financially qualified, even though WLOX neither pointed out nor relied on the error.

The court criticized the FCC's finding, before hearing, that both applicants were financially qualified, and said: "We think the issue should have been added, heard, considered and determined, despite the Commission's prehearing finding that each applicant was financially qualified."

The order added that the FCC made no findings of basic fact from which it concluded Radio Associates was financially qualified. The appeals court decided in a case in 1938 that the FCC should make such findings to enable the reviewing court to determine whether its conclusion is supported sufficiently, the court said, adding: "We should not have to comb the record, as we have done here, to attempt to learn the basic facts." Besides setting aside the FCC's August 1957 grant of ch. 13, the court also set aside the FCC's order of January 1954 finding the applicants financially qualified.

The court's decision's immediate effect last week was to raise the question of whether the FCC will have to overhaul its policy of deciding beforehand on legal, financial or technical qualifications to expedite the hearing procedure.

Appeals Backs FCC at Norfolk

The U. S. Court of appeals last week upheld the FCC's grant of ch. 10 in Norfolk, Va., to WAVY-TV, denying an appeal by losing applicant Beachview Broadcasting Corp.

Educators Want Savannah Ch. 9

The Georgia Board of Education last week informed the FCC it is applying for reserved educational ch. 9 at Savannah, specifying a transmitter site 30 miles west and slightly north of the city. The board said the proposed site would conflict with the minimum 190-mile separation requirement set by the FCC.

CRUCIAL DATES

The FCC last week announced the dates which will make up the composite week for its program log analyses for renewal applications of all am, fm and tv stations whose licenses expire in 1959. All dates are in 1958 except Sunday, which is in 1957. Licensees also were reminded that they may submit additional program data if they wish or if they feel statistics for the FCC composite week do not fairly reflect program service rendered. The dates: Monday, Jan. 20, 1958; Tuesday, March 16, 1958; Wednesday, April 9, 1958; Thursday, May 15, 1958; Friday, July 25, 1958; Saturday, Sept. 13, 1958; Sunday, Nov. 17, 1957.

"JAXIE" WELCOMES PABST BREWING

The Pabst Brewing Company has joined the Honor Roll of Prestige Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter million Florida-Georgia TV homes. "Highway Patrol", with Broderick Crawford, is being sponsored by Pabst from 9:00 to 9:30 PM on Wednesdays. This top rated show in prime time—combined with WFGA-TV coverage of 64 counties—provides Pabst Brewing Company with unbeatable selling power.

WFGA-TV

Channel 12

Jacksonville, Florida

FLORIDA'S COLORFUL STATION

Better take another look at the highly competitive Jacksonville television market. Jacksonville is no longer a One Station market, and the April, 1958, Pulse named WFGA-TV Jacksonville's Number One Station. For more information, call Ralph Nimmons in Jacksonville at Elgin 6-3381, or contact your nearest P.G.W. representative. NBC—ABC.

Represented nationally by

Peters, Griffin, Woodward, Inc.

U.S.-Mexican uhf Limits Set

A formal agreement between the U.S. and Mexico on the allocation of uhf channels within 200 miles of the U.S.-Mexican border has been signed and began effective July 16, the FCC said this month. Negotiations were held last November in Washington. The plan was inaugurated to eliminate possibility of interference in the use of uhfs and contains uhf channel assignments (chs. 14-83) for 60 Mexican and 83 U.S. communities, but will not affect any existing uhf operation in the U.S. Mexico heretofore has had no specific plan for uhf. The two countries agreed on a uhf allocation plan for the border in 1952.

Keep U Radiation Limit—EIA

Electronics Industries Assn. has asked the FCC to continue indefinitely its present authorized field strength limits for oscillator radiation from uhf tv receivers. Reduction of intensity in uhf sets from 1000 uv/meter at 100 feet to 500 uv/meter is scheduled to go into effect next Jan. 1. EIA
"I have but one lamp by which my feet are guided, and that is the lamp of experience."

There can never be another station in Tidewater, Va., with the length of priceless experience that WTAR can give you. For WTAR is the oldest radio station in the nation's oldest state. This is one of the reasons why the voice of WTAR is the most influential voice in Tidewater.*

Our 35th Anniversary

WTAR RADIO
790 Kilocycles • CBS Network

*TIDEWTAR is a better way to spell it... and sell it— the great Norfolk-Newport News market, largest metro area population in state, 6th in South, 27th in U. S.
said the present standard cannot be improved on a realistic basis until economics allow the use of a tuned RF stage in uhf tuners. To raise the standard may result in increased cost of uhf sets or discontinuance of their manufacture by some set makers, EIA said.

FCBA Says FCC Should Seek Laws Against 'Strike' Filings

The Federal Communications Bar Assn. told the FCC last week that if it really wanted to correct the abuses that have become apparent because of "strike" applications resulting in pay offs it ought to ask Congress to legislate the practice as a felony. Congress should provide that any applicant who files without a "bona fide intention of building and operating the facility" for which application is made would be liable to prosecution.

The FCC last July issued a notice of proposed rule-making proposing to change its rules to provide that where a case is designated for hearing and one or more applicants drop out after being compensated for expenses or after a merger agreement is reached all such applications will be dismissed with prejudice. The FCBA said it was in "complete" accord with objectives of the FCC, but felt that the proposals do not strike at the root of the abuses. They are not sufficiently drastic, FCBA said, and they are not applicable to situations other than adversary proceedings or where private agreements are made before designation of hearing. FCBA also said that they would prevent settlement of litigation involving no abuses.

Comments on the FCC's proposal are due Sept. 26.

Examiner Proposes Dismissal Of Insurance Ad Charges

A Federal Trade Commission examiner has issued an initial decision which would dismiss false advertising charges against six health and accident insurance companies.

He said that the FTC had no jurisdiction since the U.S. Supreme Court on June 30 ruled that FTC is prohibited from regulating insurance companies within states having statutes for insurance regulation.


Three More Oppose WU Rate Hike

The FCC was asked last week by NAB, American Newspaper Publishers Assn. and United Press International to suspend increases in rates for leased teleprinter service by the Eastern Union and American Telephone & Telegraph Co. to go into effect Oct. 1. Both NAB and ANPA asked for hearings, holding that the rate boosts averaging 25% might cause many small radio stations and small daily newspapers, respectively, to eliminate or curtail their news services.

INTERNATIONAL

RADIO-TV REFORM ON BONN AGENDA

The multi-corporate structure of German radio-tv apparently has given way to intra-state battling for federal support, causing many an anxious moment among Bonn parliamentarians, it has been reported in the West German capital.

The trouble, Bonn says, can be traced to the reorganization under Allied Powers of the former Third Reich broadcasting properties. French officials set up in their zone S.W. German Radio in Baden-Baden; the British in Hamburg established N.W. German Radio which later was split up into N. German Radio (Hamburg) and W. German Radio (Cologne); in Bavaria, the American forces set up Radio Bavaria (Munich) and later the Russian Network (Frankfurt) and S. German Radio (Stuttgart). Still later, the American occupation enclave in Bremen-Bremervaren turned over Radio Bremen to Bonn; in Berlin, Radio in the American Sector (RIAS) likewise was turned over to German authorities and with the return of the Saar to the W. German government, Radio Saarland went on the air at Saarbrucken.

After the post-war Wave Length Conference in Copenhagen, these groups were more or less forced to engage in costly uhf development, complicated further still by the introduction of television. The 15 million radio sets in West Germany are distributed among coverage areas this way: W. German, 4.2 million; N. German, 2.9 million; Bavaria, 2.4 million; S.W. German, 1.5 million; Hessian, 1.3 million; S. German, 1.2 million; Berlin, 825,000; Saarland, 250,000, and Bremen, 200,000.

Comments a Bonn official: "In view of the different sizes [of broadcasting corporations] it is not to be wondered that the smaller among them have for some time now endeavored to obtain subsidies from the larger ones. Such subsidies were, in fact, granted, but proved inadequate, and this is one of the reasons for a growing feeling of the present kind of collaboration among the nine groups." Only not, says this government spokesman, have the nine organizations failed to integrate radio and tv programming through "adequate coordination and exchange," but they have failed to collaborate programming for "listeners with high quality demands."

The dilemma is that the separate German states claim jurisdiction over both "organizational and cultural aspects of broadcasting. However, the Bonn source notes, there's a growing feeling that reorganization of broadcasting within the Republic will probably have to be achieved by the present federal parliament, in any case before the summer of 1961.

Frenchmen Hungry for Tvy News, Dempsey of KPIX (TV) Reports

Television programming in France is more sophisticated than in America, but Frenchmen are being short-changed on news, William Dempsey, program manager of KPIX (TV) San Francisco, reports on his return from Europe. Mr. Dempsey led a three-man team from KPIX participating in a grass-roots cultural exchange with Radiodiffusion Television Francaise.

Mr. Dempsey observed that French television, "equivalent in scope to one of our major networks," is noncommercial, being supported solely by an $11 annual set tax. The tax is based on 800,000 licensed tv sets in France—"fewer than in a city the size of St. Louis." With the tax revenue, RTF telecasts major dramatic shows, panel programs, quizzes, news and sportscasts. Mr. Dempsey found that many French broadcasters believe subscription tv to be the answer to their financial problems. Reporters interviewing Mr. Dempsey were surprised to learn the failure of the Bartlesville wire tv experiment [Program Services, May 26].

French tv programming tends toward classical drama, Mr. Dempsey reports, resulting in more sophisticated offerings than found on American channels. But a system whereby Frenchmen can dial a telephone number to hear a sponsored news capsule, plus the fact that crowds gather around tv sets in appliance stores showing newscasts, leads Mr. Dempsey to the conclusion that French radio-tv is not adequately supplying the public with news.

A French-dubbed episode of Adventures in Numbers and Space from Westinghouse's public service series featuring Bil Baird's marionettes was presented to the French and Belgian government-owned tv systems by the KPIX staff.

Mr. Dempsey was accompanied on his tour by Al Baccari Jr., publicity-public relations director; and Pete Abenheim, children's talent director.

Total Radio Homes Almost Doubled In 12 Years—Canadian BAB Study

A study of Canadian radio rate and circulation trends on independent radio stations for the period 1946 to 1958 shows that the number of radio homes has increased in this period from 2,214,300 to 3,955,000. The number of radio stations has increased from 99 to 174. The average cost of one minute spot announcements on all stations has increased from $7.04 to $10.94.

The study, made by the Broadcast Advertising Bureau of the Canadian Assn. of Radio and Television Broadcasters, has dropped the comparison in rates for one hour (which increased from $60.88 in 1946 to $83.81 in 1957) as an average for all Canadian independent stations. The BAB study now starts with a quarter-hour average for all stations, which this year is $30.14.

Microwave Network Boosts Tv Sets

Extension of the microwave network across Canada on July 1 has boosted sales of television receivers in the Atlantic coast and prairie provinces in recent months. Figures of the Electronic Industries Associa-
The Big difference in Philadelphia radio is TALENT

WPEN PLAYBILL

Jack O'Reilly
5:00-9:00 AM
Pat & Jack
9:00-10:00 AM
Red Benson
10:00 AM-1:00 PM
Mac McGuire
The 950 Club 1:00-3:00 PM
Sundays 1:00-7:00 PM
Larry Brown
The 950 Club 3:00-7:00 PM
Monday thru Saturday
Bud Brees
7:00-11:00 PM
Frank Ford
11:00 PM-2:00 AM
Art Raymond
2:00-5:00 AM

PLAYING DAILY ON WPEN

Represented nationally by Gill Perna, Inc.
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
tion of Canada show that in the first half of the year sales in the four Atlantic coast provinces totalled 12,986 sets compared with 12,389 sets in the same period last year. In the prairie provinces of Manitoba, Saskatchewan and Alberta, first-half sales totalled 32,744 sets as against 27,206 sets a year earlier.

Total tv sets sold in Canada in the January-June period numbered 159,693 as compared with 164,305 in the 1957 period. In Ontario, sales dropped from 63,869 in the 1957 period to 60,331 this year, and in Quebec from 51,051 in the 1957 period to 39,772 sets in the first half of this year.

Radio set sales dropped from 323,365 units the first half of last year to 289,391 this year.

Canadian TV Sets Gain on '57

Television receiver sales in Canada are increasing, being almost equal in the first seven months of this year compared to last year. In the January-July 1958 period, the Electronic Industries Assn. of Canada reported sales of 191,884 sets, compared with 194,155 in the same period last year. July sales were up this year, 27,477 sets as against 23,483 a year earlier.

Of total sales, Ontario accounted for 73,228 sets in the first seven months of the year, Quebec province 48,075 sets, Alberta 15,577, British Columbia 15,567, Manitoba 12,593, Saskatchewan 9,885, Nova Scotia 8,781, New Brunswick-Prince Edward Island 6,361 and Newfoundland 1,817 sets.

In the first seven months of 1958 a total of 269,956 radio receivers were sold, compared with 293,261 in the same period last year.

CBC, Union Make Interim Pact

Canadian Broadcasting Corp. and the Canadian Council of Authors and Artists (CCCA) averted a strike Sept. 14 with an agreement to study for six months a union request for Canadian understudies when CBC hires non-Canadian star performers. The agreement, which "offered a basis for further negotiations," was reported seen as a "good step toward the establishment of an agreed national plan of "featherbedding" but was trying to establish in tv "a recognized theatrical practice."

A joint committee is being set up to "explore all aspects of greater encourage- ment and development of Canadian per- formers and writers." CBC and the union have agreed to extend the present agreement to Oct. 14 to allow for membership ratification of new agreement.

New Winnipeg Tv Station Sought

Clifford Sifton, Toronto lawyer and owner of CKRC Winnipeg, Man., and CKCK Regina, Sask., and the daily Regina Leader-Post, along with 13 other western Canadian businessmen has formed Red River Television Assn. to apply for a television station license at Winnipeg. There is only one tv station at present at Winnipeg, CBWT (TV) owned by the government's Canadian Broadcasting Corp. The group is understood to be ready to raise $1.5 million to finance a station and has acquired 170-acre site close to the city limits for a transmitter. Among the group is William A. Speers, manager of CKRC Winnipeg, Victor Sifton, publisher of the daily Winnipeg Free Press, and Philip A. Chester, managing director of the Hudson's Bay Co., oldest concern in Canada founded in 1672.

U.S. Representation Increasing In CARTB-Franchised Agencies

A total of 90 advertising agencies have been franchised to do national business with Canadian radio and television stations for the fiscal year ending May 31, 1959, by the Canadian Assn. of Radio and Television Broadcasters, Ottawa. Of the franchised agencies, 15 are Canadian offices of United States advertising agencies. The number of such agencies with offices in Canada has been growing. Those franchised to date do not account for all U.S. agencies with offices in Canada.

U.S. agencies, with offices in Canada, enfranchised by the CARTB are: Atherton & Currier Inc., Toronto; BBDO Inc., Toronto; Leo Burnett Co. of Canada Ltd., Toronto; Dancer-Fitzgerald-Sample Adv. (Canada) Ltd., Toronto; Ellis Adv. Co., Toronto; Foote, Cone & Belding Canada Ltd., Toronto; Canada Ltd., Toronto; Kenyon & Eckhardt Ltd., Toronto and Montreal; McCann-Erickson (Canada) Ltd., Montreal and Toronto; Robert Otto & Co. (Canada) Ltd., Toronto; Ross Roy of Canada Ltd., Windsor, Ont.; J. Walter Thompson Co. Ltd., Toronto and Montreal; Taylor & Rubalc B Ltd., Toronto and Montreal; Needham, Louis & Brorby of Canada Ltd., Toronto; and Erwin Wasey, Ruthrauff & Ryan Ltd., Toronto.

INTERNATIONAL SHORTS

Northern Broadcasting Ltd., Toronto, has shifted from 44 King St. W. to 160 Bay St.

VOCM St. John's, Nfld., has increased power from 1 kw to 10 kw.

CKDH Amherst, N. S., has appointed Jos. A. Hardy & Co. Ltd., Toronto and Montreal.

CFCJ-TV2 Elk Lake, Ont., went into service in mid-August as satellite of CFCJ-TV Timmins, Ont. Station is licensed for 3.52 kw video and 1.76 kw audio power on channel 2. Antenna is eight element Andrews antenna mounted on 400 foot tower. Satellite covers mining towns of Elk Lake, Haileybury, New Liskeard and Cobalt in northern Ontario.

Canadian Westminster Ltd., Hamilton, Ont., has appointed McCann-Erickson (Canada) Ltd., Toronto, Ont., to handle its television advertising replacing S. W. Caldwell Ltd., Toronto.

ELWA Monrovia, Liberia, is recipient of an HF-50 50 kw high frequency transmitter purchased from Gates Radio Co., Quincy, Ill. Completing negotiations with Stan Whitman, Gates sales representative, was Rev. A. G. Thiessen, deputation secretary for ELWA as non-denominational missionary Sudan Interior Mission, which operates station.

MANUFACTURING

Television-Radio Set Output Continues Below 1957—EIA

Production of tv and radio sets at factories continues to run below 1957 figures, according to recent Electronic Industries Assn. reports.

Total tv production for the six months of 1958 amounted to 2,442,929 receivers compared to 3,082,799 a year ago. July tv output totaled 274,999 sets compared to 360,660 in the same 1957 month.

Of the tv sets produced this year, 232,931 contained uhf tuning circuits compared to 259,900 with uhf in 1957. The difference in seven months a year ago. July's tv output included 23,205 sets with uhf tuners.

Radio production totaled 5,582,834 in the first seven months of 1958 compared to 7,799,882 in the same period last year. Of the 1958 radios, 1,650,898 were auto radio models. July radio output totaled 621,541 sets of which 186,379 were auto models. Radio production in July 1957 totaled 612,588 sets of which 256,279 were auto models.

July radio output included 11,816 radios with fm tuning, EIA said in announcing a new statistical service by its marketing research department. Production of fm receivers after World War II, were discontinued several years ago. They have been resumed to meet many requests for information on fm production. EIA plans to release fm production data back to Jan. 1, 1958, within a month.

Shipments of tv receivers by manufacturers in July exceeded those of the previous month, but fell below those of July last year. Total shipment for the first seven months of this year was less than that for the same 1957 period. EIA's shipments totals: 334,200 sets this July; 220,912 this June; 235,188 in the first seven months this year; 2,969,251 the same period last year.

Retail sales of tv sets totaled 279,010 units in July compared to 426,334 in July 1957. Seven-month tv sales totaled 2,456,662 sets compared to 3,236,737 in the same period last year. Auto sales for the same period last year (not including auto models) totaled 488,495 in July compared to 597,484 a year ago; 3,452,833 in seven months of 1958 compared to 4,236,453 in the same 1957 period.

Sarnoff Recovered From Illness

Brig. Gen. David Sarnoff, chairman of the board of RCA, last week was reported recovered from a slight illness, which orig- inated with a cold. It had kept him from his office since his return from a European trip early in September.

RCA Marketing New Transmitters

RCA has announced a pair of new radio broadcast transmitters which "offer high fidelity performance with built-in pro- vision for remote control," according to E. C. Tracy, manager of the RCA broadcast and television equipment department. The 1 kw BTA-1R and the 500 w BTA-500R also feature a variety of color schemes, simplified one-knob tuning and provision for remote Conelrad switching in conjunc-
here's added insurance for those remote broadcasts . . .
your choice of eight modern and dependable

REMOTE AMPLIFIERS from GATES

complete descriptive information found in new 1958 Gates catalog—page numbers shown below.

1 AUTOMOTE SINGLE CHANNEL REMOTE AMPLIFIER, page 158. PRICE $195.00
2 M-5530 ALL PURPOSE UTILITY AMPLIFIER, page 156. PRICE $82.35
3 TWINSISTOR 2-CHANNEL REMOTE AMPLIFIER, page 161. PRICE $199.95
4 MONOMOTE 2-MICROPHONE REMOTE AMPLIFIER, page 154. PRICE $165.00
5 TRANSMOTE SINGLE CHANNEL REMOTE AMPLIFIER, page 160. PRICE $145.00
6 UNIMOTE SINGLE CHANNEL REMOTE AMPLIFIER, page 155. PRICE $105.00
7 BIAMOTE 2-CHANNEL REMOTE AMPLIFIER, page 153. PRICE $215.00
8 DYNAMOTE 4-CHANNEL REMOTE AMPLIFIER, page 151. PRICE $359.00

ALL ITEMS IN STOCK FOR IMMEDIATE DELIVERY

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

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

QUINCY, ILLINOIS
tion with the nation’s air alert system. Mr. Tracy reported.

Both transmitters have three-temperature-controlled crystals in the oscillator unit, intended for main, standby and Conelrad use. Mr. Tracy said that both have fewer tubes than forerunners, while maintaining the same power output capability, thus reducing operating and maintenance costs.

DuMont Cuts Picture Tube Line

Allen B. DuMont Labs., Clifton, N. J., has “temporarily” stopped production of TV picture tubes for the original equipment market, it has been announced by Board Chairman Allen B. DuMont. The production line, which can turn out 4,000 tubes daily, could be restored to operation within 30 days, he said. DuMont continues to supply about 600 picture tubes daily for the replacement market. DuMont’s consumer products division, which had used about 25% of the tube output, was sold last July to Emerson Radio & Phonograph Co.

Webcor Sales Down $3 Million

A decrease in both sales and net income for the first six months of 1958 has been reported by Webcor Inc., Chicago-based electronics firm. Sales fell off from $15,638,000 to $12,630,000, and net income from $504,043 (78 cents a share) to $7,917 (or one cent a share on common stock) for the period ended June 30, according to Webcor (tape recorders, phonographs, record-changers). Webcor blames the dips on “economic conditions of the country and intensive competition.”

MANUFACTURING SHORTS

CBS Labs has made arrangements to purchase tract of over 12 acres adjoining 11-acre site of new research center on High Ridge Road, Stamford, Conn., according to Dr. Peter G. Goldmark, president.

Sylvania Electric Products Inc. has declared dividend of 50 cents per share on common stock, payable Oct. 1 to stockholders of record at close of business Sept. 10.

Ling Systems Inc. (formerly American Microwave Corp. and Electronic Wire & Cable Co.) has opened new plant at 11949 Vose St., North Hollywood, Calif.

Emerson Radio & Phonograph Corp., and subsidiaries, Jersey City, N. J., has reported consolidated net profit for 39-week period ended August 2, 1958, of $954,214 before provision for federal income tax, equal to 20 cents per share on $1,950,887 shares outstanding. During same period last year firm’s consolidated net profit, after provision for federal income taxes, amounted to $54,753 equal to three cents per share.

Magnasync Mfg. Co., North Hollywood, Calif., introduces new Type G-801 Program Equalizer at cost of $159. Instrument requires only 3½ inches of rack space, weighs 6½ lbs.

EDUCATION

Daily Physics Class Announced by NBC-TV

As part of an effort to improve science education in the country’s high schools, NBC-TV will telecast a college course in basic and nuclear physics coast to coast, beginning Oct. 6 (Mon.-Fri., 6:30-7 a.m.), and continuing through June 5.

The course will be offered for credit by more than 300 colleges and universities and is designed primarily to update the knowledge of current teachers in the high schools. The project is being jointly sponsored by NBC-TV, the American Assn. of Colleges for Teacher Education, the Ford Foundation and the Fund for the Advancement of Education.

Details of the project were made known at a news conference in New York last Tuesday (Sept. 16). No figures on the overall cost of the project were disclosed. It was revealed that NBC-TV will donate the time; the Ford Foundation and the Fund for the Advancement of Education will underwrite the production costs. Line costs will be defrayed from donations from corporations, including AT&T, International Business Machines Corp., Pittsburgh Plate Glass Co., and United States Steel Corp.

More than 50 NBC-TV stations already have cleared for the program, which is titled Continental Classroom, according to Edward Stanley, NBC director of public service. He indicated approximately 100 stations will present the program. The telecasts will be taped in NBC’s New York studios.

It was estimated that the program will provide college credits in physics to about 15,000 high school teachers. It is anticipated that, in addition to teachers in service, the course will be viewed by college students, high school pupils, engineers and others interested in increasing their knowledge of physics.

Dr. Harvey E. White, professor of physics at the U. of California, in Berkeley, will be the principal teacher. Other internationally-known AT&T, International Business Machines Corp., Pittsburgh Plate Glass Co., and United States Steel Corp.

Robert W. Sarnoff, board chairman of NBC, commented that the company “is enlisting the NBC Television Network to meet an emergency in American education. the kind of emergency on which our national security may ultimately hinge.” He added: “To tackle this job through network television on a continental basis is not just a good way to do it, or even an especially ingenious way. It is the only way.”

Mr. Stanley is supervising the project. Dorothy Culbertson will be the producer; Robert Rippen, the associate producer and Martin D. Einhorn, the director.

Survival Series by NBC, ETRC

A 10-week TV series, Ten for Survival, which will examine the problem of survival in the nuclear age, will be produced by NBC-TV in association with the Educational Television & Radio Center, Ann Arbor, Mich., and carried on interconnected educational stations (Tuesday, 10:30-11 p.m.), starting Oct. 28.

The program will be telecast live to educational outlets over NBC-TV’s regular network facilities, and carried on many of the network’s affiliated stations on a delayed basis. The series is a continuation of the ETRC project first undertaken in 1957.

Jones Scheduled to Be Speaker

At NAEB Convention in Omaha

Merle Jones, president of CBS Television Stations Div., will address the National Assn. of Educational Broadcasters’ 35th annual convention in Omaha, it was announced by NAEB

The program planning moved forward last week for the convention, to be held at the Hotel Sheraton-Fontenelle, Oct. 14-17. Among additional speakers who have been invited to attend are Donald McGann, president of Westinghouse Broadcasting Co.; Robert Saudek, Robert Saudek Assoc. and executive producer of Omnibus; Sen. Warren E. Magnuson (D-WA) chairmen of the Senate Interstate & Foreign Commerce Committee, and C. Scott Fletcher, president, The Fund for Adult Education. Mr. Jones will address a Wednesday (Oct. 15) evening session.

The convention agenda includes radio-TV clinics for broadcast problems, briefing sessions on major radio-TV projects country-wide, discussions of videotape recording, regional and committee meetings, NAEB network tape and kinescope auditions, a tour of Strategic Air Command Headquarters and underground rooms with color tv communication systems at Offutt Air Force Base, broadcast equipment displays and a “What’s Your Problem” question-and-answer clinic. NAEB board and various committees will meet in advance of the convention as will affiliates of Educational Television & Radio Center, Ann Arbor, and members of the Assn. for Professional Broadcasting Education and American Women in Radio and Television. Jack McBride, eft director, KUON-TV Lincoln, Neb., and NAEB vice president, is convention chairman. Members of the steering committee are Dr. Aldrich Paul, U. of Omaha, and Rev. R. C. Williams, S.J., communications arts director, Creighton U., Omaha.

Two New Educational Outlets

Aided by Commercial Brethren

Commercial television is lending a helping hand to two of its educational counterparts. WFKP-TV, Louisville, Ky., and WJCT (TV) Jacksonville, Fla.—which began operations this month.

WFKP-TV broadcasts originate from the studios of WAVE-TV Louisville with the help of WAVE-TV production personnel.

WJCT, with a staff of three and only one transmitter and an antenna to call its own, utilizes the equipment of WMBR-TV and WFGA-TV, both Jacksonville, even while those commercial stations are on the air. When WMBR-TV is on network or running a film, its studio is available for WJCT.

WFGA-TV arranges to operate with only one transmitter chain during the approximately two hours per day WJCT needs its other film equipment.

Broadcasting
buy St. Louis à la card*

*KTVI rate card... your lowest cost per thousand TV buy in St. Louis

Represented nationally by

KTVI 2 abc
CHANNEL 2 ST. LOUIS
Bertero Elected NTI President; Glett Promoted to V.P. for TV

John B. Bertero, vice president and general counsel of National Theatres Inc., was elected president and chief executive officer of the company, effective Oct. 1 at a board meeting held Wednesday in Los Angeles. He succeeds Elmer C. Rhoden, who has reached retirement age. Mr. Rhoden becomes chairman of the board. Mr. Bertero, 54, is also president of Fox West Coast Theatres Corp., principal subsidiary of National Theatres.

Charles L. Glett, president of National Television Investments, an NTI subsidiary, was elected vice president of National Theatres in charge of tv operations. The company last spring became owner of WDAF-AM-TV Kansas City and is in the process of acquiring National Telefilm Assoc. [Film, Aug. 25]. Primarily a holding company, NTI operates the country's second largest theatre chain of about half of them on the Pacific Coast and the rest in the Rocky Mountain and Midwest areas. It has recently developed a three-panel large screen motion picture process, "Cinemiracle" and is also an investor in Pacific Ocean Park in Santa Monica, Calif.

B. Gerald Cantor, president of the investment banking firm of Cantor, Fitzgerald & Co., was elected chairman of the executive committee. Spencer Leve, Southern California Div. manager, was elected vice president in charge of theatre operations for National Theatres Amusement Co., National Theatres operating subsidiary.

NT board members, in addition to Mssrs. Bertero, Cantor, Glett and Rhoden, are: Samuel Firka, president, Consolidated Builders; Willard W. Keltie, president, Marsh & McLennan-Cosgrove & Co., insurance firm; Ulan May, vice president and treasurer; Richard W. Miller, managing partner, William R. Staats & Co., investment firm; Jack M. Ostrow, certified public accountant and attorney; Graham L. Sterling, Jr., partner in the legal firm of O'Melveny & Myers.

ABC Film Arm Changes Name

A change in the name of ABC Film Syndication Inc. to ABC Film Inc., effective Sept. 12, was announced by George T. Shupert, president. ABC Films Inc. is a wholly-owned subsidiary of American Broadcasting-Paramount Theatres Inc. The new name is said to reflect the company's expansion into areas other than syndication.

Continental Keeping 'Oakley'

The Continental Baking Co. (Wonder bread, Hostess cake), Rye, N. Y., has renewed the CBS Television Film Sales' Annie Oakley, in 76 markets for two years. Contract represents about $3 million in time and talent. Syndication of the program, which now comprises 81 episodes, began in January 1954, was purchased first nationally by Continental in January 1956.

Ziv Reassigns Division Heads, Makes Additions to Sales Staff

An expansion in the sales staff and reassignment of key executives of Ziv Television Programs, New York, were announced last week by Len Firestone, syndication sales manager.

Jerry Kirby, a member of the national sales staff in Chicago, has been promoted to sales manager of the Chicago division of sales syndication; Jack Gregory, sales manager of the eastern division, has been shifted to Los Angeles as head of the western division.

Alan Martini, manager of the western division, has been moved to New York as head of the eastern division and Jack Gainey, a spot sales manager in the eastern division, has been assigned to the western division, Los Angeles, in a similar post. New staffers include Othar V. Oliver, formerly with the Crosley Broadcasting Co. and Joseph L. Moscati, previously with KYW-TV Cleveland, who have been appointed account executives in the north central division, and Ed Uhler, formerly with Adelman & Montgomery Adv., Philadelphia, who has been named account executive in the eastern division.

Harmon-Ticktin to Make 'Bozo'

Larry Harmon-Ted Ticktin Productions Inc., headquartered at California Studios, Hollywood, has scheduled 312 animated cartoons for tv distribution by Reub Kaufman's Jayark Films Corp., New York. Highlighting the series will be "Bozo, the Clown" who was originally portrayed on Capitol Records, which organization has transferred worldwide rights to the character to Harmon-Ticktin. January 1959 is the target date for beginning to show the first 26 of the six-minute, 35mm, full color Bozo chapters in 50 markets.
in

SCRANTON-WILKES BARRE

expect

something

more

from

WDAU-TV!

It's a fact... when you buy WDAU-TV, you buy consistent ARB leadership and extraordinary coverage that includes not only Scranton-Wilkes Barre, but in addition, 52 communities, each with a population of 5000 or more!

But there's more to a WDAU-TV buy... not facts which you can measure specifically, but a feeling of community acceptance... for WDAU-TV represents the pulse of Scranton-Wilkes Barre community life.

It's a station image firmly entrenched in the minds of the market's television audience, who look to WDAU-TV for every facet of local activity.

It's the something more that means larger and more attentive audiences... audiences which not only watch, but respond!

WDAU-TV... towering over Northeastern Pennsylvania

CBS-TV in Scranton-Wilkes Barre • Call H-R Television
Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

*In AMPLEX Corp.

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

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

Whitehead is Victor & Richards Adv., N. Y.

National Telefilm Assoc. has sold "Dream Package" of 85 feature films to 18 tv stations. Stations signed include WNAC-TV Boston, WFIL-TV Philadelphia, WISH-TV Indianapolis, WCKT (TV) Miami, WDAF-TV Kansas City, WNHC-TV New Haven, KHQ-TV Spokane, WBNS-TV Columbus, KTNT-TV Tacoma, WDAU-TV Scranton, KPHO-TV Phoenix, KVII (TV) Amarillo, WFBG-TV Altoona, Pa.; WLBR-TV Lebanon, Pa.; WNBF-TV Binghamton, N. Y.; KVOS-TV Binghamton, Wash.; KGHL-TV Billings, Mont., and KRTV (TV) Great Falls, Mont.

RANDOM SHOTS

CBS-TV and Globe TV Inc., Hollywood, have entered into co-production agreement for half-hour film series, Combat, for 1959 season. Series, which will deal with exploits of infantry sergeant, will be produced, directed and written by Samuel Fuller, president of Globe TV Inc.

Allied Artists Productions Inc., Hollywood, has loaned use of its studios to two tv companies. Advenco will do Bold Venture series and Filmmasters will shoot Have Gun, Will Travel.

Dee-Jay Film Service Corp. has moved into new offices at 408 W. 57th St., New York 19, N. Y. Telephone Circle 5-3684. Company, headed by President Leonard Weiner, specializes in production of motion pictures and film commercials and in editing commercials, industrial films and tv film programs. Dee-Jay and Television Programs of America have dissolved agreements whereby former had handled all staff editorial affairs of TPA, both domestic and foreign, by mutual consent.

Technicolor Inc., N. Y., has announced purchase Burbank (Calif.) and Brooklyn (N. Y.) film laboratories of Warner Bros. Pictures Corp., and will embark for first time on black-and-white processing.

Sandy Howard Productions Inc. (newly formed independent motion picture and telefilm producing firm) has established offices at Paramount Sunset lot, 1456 N. Bronson Ave., Hollywood 28. Telephone: Hollywood 2-6282.

Ziv Television Programs, N. Y., reports that Highway Patrol has been renewed in 132 of 197 markets which carried program last season. Regional renewals have been received from Kroger Stores, Weidemann Brewing and Household Finance Corp.

The Mirisch Co., independent film production company formed year ago by brothers Harold, Marvin and Walter Mirisch, plans to produce two tv series, Wichita Town, starring Joel McCrea, and The Iron Horseman, created by Leslie Stevens and to be produced in association with Louis Edelman and NBC. Company put six theatrical films into work last year and plans at least five more to begin after first of 1959. Production schedule for year ahead, totaling more than $20 million with two tv series, will go into production in spring for fall telecasting.

PROGRAM SERVICES

90 Stations Set to Broadcast Public Service Network Program

National Public Service Network, New York, last week previewed for newsmen two programs in the World Science Report weekly series. The program has been distributed to 90 radio stations throughout the country for broadcast, starting this week.

NPSW, which was formed by Hardy Burt, president, to provide independent and network radio stations with "quality" public service programming [PROGRAM SERVICES, July 14], is aiming to place its productions in the top 113 cities in the country. Mr. Burt told newsmen that he hopes to have the remaining 23 markets signed within the next few weeks.

Interviews with Prof. Willy Ley, pioneer rocket scientist and historian, and Dr. Paul Siple, authority on the Antarctic, were highlights of the initial 25-minute World Science Report programs. The format consists of a summary of up-to-the-minute science news, plus the interviews.

A cross-section of the stations associated with the National Public Service Network, Mr. Burt said, includes WCAR Detroit, WONE Dayton, WIBC Indianapolis, KYW Cleveland, WGDY Minneapolis; WMFS Chattanooga, Tenn.; KBK Sacramento, Calif.; WALA Mobile, Ala.; WMRF Flint, Mich.; WKBK Hattiesburg, Miss.; WIV Savannah, Ga.; WBUD Trenton, N. J., and WGBA Columbus, Ga.

Other public service programs Mr. Burt plans to release in the next few months are Mr. Ambassador, Cold War Challenge, State of the Nation and a series still untitled. Like World Science Report, these will be made available free to stations and will be underwritten by various foundations and societies. The science series is being underwritten by the American Rocket Society on a grant provided by America Bosch Arma Corp., Hempstead, N. Y., though no commercial messages will be included in the programs.

L. A. Rejects Pay Tv Plan

The Los Angeles County Board of Supervisors Thursday (Sept. 18) rejected the application of Homevision Inc. for a franchise to install a combination closed-circuit pay tv and community antenna system in the Antelope Valley district. The petition was vigorously opposed by representatives of the California Federation of Women's Clubs and the Citizens Committee Against Pay Tv [PROGRAM SERVICES, Sept. 8]. The supervisors, voting down the petition four to one, indicated that they would be receptive to an application for a community antenna service alone, without the toll tv adjunct.

Ruben Agency Enters Packaging

The Ruben Advertising Agency, Indianapolis, last week announced formation of G. A. Ruben Productions which will package radio and tv shows. The new organization's president, Gary Ruben, reported that two shows, a tv news program for children and a radio adventure series with an historical slant, were already sold, with several others in preparation.

We taped the weekend shows

Mr. Ken James, Program Director KENS-TV, San Antonio

"We videotaped the weekend shows on our 'Summer Food Festival,' featuring Connie Cook. Cut down operating costs -- featured 'live' guests who would not have been available without videotape!!"
PERSONNEL RELATIONS

N. Y. IBEW REPORT BURNS STAFF

The report of an evaluation committee of Local 1212 of the International Brotherhood of Electric Workers paints a damning picture of the local's administrative staff, blaming it largely for the costly 11-day strike against CBS, and the local's "deteriorating relationship" with CBS, IBEW's international headquarters and with other unions in the broadcast field [PERSONNEL RELATIONS, Sept. 15].

The report, which was approved by the local's membership, places responsibility for the deteriorating relationship with CBS on the local's administrative staff. At one point the report asserted:

"Unremitting conflict with the local union administration has made all efforts toward understanding appear hopeless. Sincere efforts in this direction (by CBS) have been persistently frustrated or misconstrued by the local. Your committee feels that considerable further study is needed in this area."

The report claimed that so-called "strike issues" raised by the administration were largely non-existent. It insisted there was little substance to the administration's claim that videotape jurisdiction, overtime refusal, dual operations and the status of the laboratory technicians were valid issues. The report stated that "the sole valid issue was a demand for money... and this was never clearly expressed."

On the question of the strike vote, the administration's view was assailed in the report. It claimed that the decision was made "on a questionable strike vote and before the membership was aware negotiations had broken down." On the course of the strike itself the report, point by point, accused the administration of "falling down" with respect to preparation, planning and strategy, public relations and morale, and execution of activities.

The report supported its contention that Local 1212's relationship with the international IBEW is "deteriorating." offering as evidence:

"An atmosphere of distrust fostered by the local union. A whole series of I.O. [international] reps used as whipping boys through constant distortions, to suit momentary conveniences." The report lists four international representatives, assigned to work with Local 1212, but who, it was charged, could not work harmoniously with the administrative staff.

Regarding Local 1212's relationship with other unions, authors of the report could find "no other local union favorably disposed to Local 1212" and counted "Seven other local unions individually critical of Local 1212 in Local 1212's conduct of its affairs."

The report noted that the evaluation committee sought the cooperation of the administration for the project but claimed that its requests for interviews and other information was ignored.

A spot check from a list of 50 unions holding contracts with CBS shows "their business relationship with CBS to be either 'good' or the very best of their experience," the report declares.

The report singles out Charles Calame, business manager of Local 1212, for the bulk of its criticism. It was reported last week that various members of the local are considering filing charges with the international against the local administration but no such action was taken at the week's end.

AFM International Board Starts Hearing on Dual Union Charge

A five-man committee of the international executive board of the American Federation of Musicians is to start hearings tomorrow morning (Sept. 23) concerning approximately 100 members of AFM Local 47, Hollywood, charged with becoming members of Musicians Guild of America. Dual unionism, which is prohibited in the AFM constitution and bylaws, carries a penalty of expulsion from the union.

MGA is filing a complaint asking for an injunction to stop AFM from expelling these musicians and from, in any way, interfering with their employment, Cecil F. Reider, MGA board chairman, said Thursday. "The basic issue," he said, "is whether AFM can enforce its dual union ban against a member who was forced to join the guild in order to work in motion pictures under a union contract which is valid according to the Taft-Hartley act. In other words, can one union deny employment opportunities in a field where it has exclusive contracts, as the AFM has in all fields of musical employment except motion pictures, to men who accept employment in another field, in this case motion pictures, under the aegis of another union which has jurisdiction there?"

Thursday (Sept. 18) saw the completion of the NLRB hearing in Los Angeles on the MGA petition for an election to determine bargaining agent for musicians in their employment by independent motion picture producers. AFM, which consented to the election at the major studios won by MGA [AT DEADLINE, July 14], is opposing an election in the independent picture field. Two associations, Society of Independent Motion Picture Producers and Independent Motion Picture Producers Assn., and two individual companies, Goldwyn and RKO, are the employers involved, although SIMPP, which is inactive, has attempted to withdraw.

Record of the hearing now goes to NLRB national headquarters in Washington, D. C. If the board rules that its election was proper, then answers must also be provided to such questions as: Should the election be nationwide or should it be restricted to Los Angeles County as was the election for the major studios? What criteria should be set up to determine which musicians shall be eligible to vote? What employers or employer-groups should be included?

SAG Spurned Merger—AFTRA

American Federation of Television & Radio Artists is releasing today (Sept. 22) the contents of a letter sent to its membership, apprising them the Screen Actors Guild
"has gone on record as being firmly opposed to merger with AFTRA in any form."

Signed by Clayton (Bud) Collyer, AFTRA president, the letter said a letter from SAG rejected earlier AFTRA proposals but, in turn, suggested joint negotiation on tape only. SAG and AFTRA have been at loggerheads over videotape commercials. SAG has obtained jurisdiction over VTR at film studios, but AFTRA called on the NLRB several months ago to hold an election among performers so that they could select a single union to represent them in tape (AFTRA holds jurisdiction at networks and stations). A hearing on AFTRA's petition is scheduled before the NLRB in New York Sept. 30.

**AFM Allocates $6.2 Million For Free Trust Fund Concerts**

An allocation of $6,225,000 for employment of musicians in non-profit performances during the fiscal year ending July 1, 1959, has been made by the American Federation of Musicians' music performance funds. Sources and disbursement of the monies are contained in a report just issued by Samuel R. Rosenbaum, trustee of the fund.

Funds were established in the mid-forties, with makers of recordings contributing to the AFM's Recording and Transcription Fund to compensate for loss of live musician employment that resulted from commercial use of phonograph records. In 1950 and subsequent years, similar agreements were reached covering use of television film, including tv jingles and commercials.

All funds received are re-used to provide live musical services throughout the U.S., its possessions and Canada. This is not restricted to AFM musicians.

As of June 30, there were 53 television signatories to the tv trust fund agreements. Record and electrical transcription makers totalled 3,214.

For the six month period prior to June 30, recording signatories paid $1,987,085.93 to the funds. TV signatories paid $507,733.26, bringing the combined total to $2,494,819.19.

The allocation of $6,225,000 for the current fiscal year compares with $4,850,000 set aside for the fiscal year ended June 30, 1958, and $3,900,000 for the year ended June 30, 1957.

**Keel Put Up for SAG Presidency**

Howard Keel, first vice president of Screen Actors Guild, has been nominated for the SAG presidency by the official nominating committee, to succeed Leon Ames who has declined to run for another term as president. Other official candidates are: first vice president, Macdonald Carey; second vice president, James Lydon; third vice president, Rosemary DeCamp; recording secretary, Robert Keith; treasurer, George Chandler. Miss DeCamp, Mr. Keith and Mr. Chandler now hold the posts for which they are nominated for another term. Election must be held before the SAG annual meeting, some time in November, according to the Guild's bylaws.
KFGO Fargo, N. D., is preparing its answer to a political libel suit asking $2.4 million damages on four counts, expected to be filed within two weeks. The station is the second Fargo outlet to be sued by the North Dakota Educational & Farmers Union as a result of statements broadcast in two different campaigns by candidate A. C. Townley.

The Farmers Union suit against KFGO was filed Aug. 29 in the federal court at Bismarck, N. D. It alleges candidate Townley, in political broadcasts over KFGO in April and June, made libelous statements and asks $600,000 in each instance. KFGO asked for and has been given an extension of time in which to file a reply.

Charles Burke, KFGO general manager, said last week that the station did not give Mr. Townley time until he had demanded it under Sec. 315 of the Communications Act. This section requires broadcasters to give all candidates for the same office equal opportunity to use their stations and prohibits broadcasters from censoring a candidate’s speech.

WDAY-TV-Fargo was sued by the Farmers Union following alleged libelous statements made over the station in the 1956 campaign by Mr. Townley. The North Dakota Supreme Court last April ruled that the station is not liable for statements made over its facilities by the candidate [GOVERNMENT, April 7]. Last month, the union asked the U.S. Supreme Court to review this decision [GOVERNMENT, Aug. 11].

FCC, Justice Want to Know

The FCC and Justice Dept. also have asked the high court to grant a review because “a definitive determination by this court of the meaning and significance of Sec. 315 of the Communications Act... insofar as it relates to the broadcast of possibly defamatory material by legally qualified candidates for public office will be of great value.”

The Justice request for a review continued: “This case squarely presents the questions of whether the statutory prohibition against censorship of uses of radio and television broadcast facilities by legally qualified candidates extends to libelous and slanderous language or language which might reasonably be thought to be defamatory and, if so, whether the licensee is thereby rendered immune from liability under applicable state law. Resolution by this court of these questions would dispel the uncertainties which have existed as the result of different interpretations by various state and lower federal courts.”

If licensee control over a candidate’s statements is not permitted, the pleading stated, “there undoubtedly will be cases such as the instant one in which third parties as well as opposing candidates will suffer from the effects of libelous or slanderous remarks by candidates....”

The union’s suit against WDAY-TV went through state courts, while the suit against KFGO was filed in federal court. In both the union claimed that it had been libeled as a third party. The NAB took part in the proceedings before the North Dakota Supreme Court as a friend of the court [TRADE ASS'N., Oct. 7, 1957].

North Dakota has a state law giving stations immunity from libelous or defamatory statements by other than station personnel.

Station Image, Vitality Measured in New Study

John Blair & Co. last week described what is referred to as a new approach to radio station research—exploring people’s attitudes toward stations.

A practical application of the approach has been made in Dallas, where Blair has a client station, Gordon McLendon’s KLIF.

To obtain a knowledge of the “station image” in people’s minds, researchers asked this question: “Here is a list of radio stations and here is another list of people from all walks of life. Would you please match the type of person you think is most likely to listen to each of these stations?”

The station list contained the calls of all major Dallas radio stations. The list of “people from all walks of life” contained these descriptions: high school and college students, young housewives, older women, business executives, male workers, female workers.

To obtain a measurement of “station vitality,” researchers asked this question: “Here is a list of descriptive terms. Which best fits the following stations?” The terms were: “modern,” “lively,” “interesting” and “old-fashioned.”

To obtain a measurement of the “believability” of stations, the researchers asked: “If you heard conflicting accounts of the same news story on different stations, which of the stations would you believe?”

The Dallas survey was conducted by the Eugene Gilbert research organization which employed college professors and postgraduate college students to do the field work. A total of 498 personal interviews was completed. Results were tabulated by sex and age groups. The results, as released last week, showed KLIF outscoring other stations in appeal to various all age groups.

Blair officials saw the results as a reflection of charges that “modern radio” stations appeal primarily to the teen-age audience.

John Blair, president of the station rep-
"SAYS JOHN D. SILVA, Chief Engineer, KTLA (Paramount Television Productions, Inc.), Hollywood, Cal."

"G-E camera tubes help us make TV headlines with 20 'remotes' a week!"

"News can break fast, and KTLA is geared to speed. We've started telecasting from the scene of an event in as little as five minutes from the time our mobile unit reached the spot.

"The microwave antenna of our mobile units takes only 15 seconds to elevate. KTLA's picture goes on the air in minutes after we brake to a stop. We couldn't do a fast, sure TV news job like that—many times a day, every day—without reliable camera tubes.

"Besides the fact we can count on them, G-E camera tubes are designed to handle changeable and difficult light conditions. We like the assurance they give us that our viewers are seeing clear pictures with good detail and contrast.

"News coverage is a team job—efficient men, methods, and equipment. G-E camera tubes play a key part in KTLA's mobile work that's broken records for high audience interest."


"Progress Is Our Most Important Product"
presentation firm, explained that the study was undertaken to document the company's previously-reached conclusions that "extremely successful radio stations must have created for themselves a well-defined personality, or an image that had some meaning for the audience."

"It also seemed reasonable to us," said Mr. Blair, "that a radio station which did create an image would have virtually universal appeal."

Arthur McCoy, head of the Blair radio company, said research of the Dallas type should prove valuable to media buyers. He recommended that stations make such studies every year.

Ward Dorrell, Blair vice president and research director, reported that the Blair company would encourage all its stations to go into qualitative studies.

WMGM Quiz Complaint Dropped

New York State Supreme Court Judge James C. Crane granted a WMGM New York motion to strike the complaint of Brooklyn quiz contestants seeking $1,000 special damages for "alleged physical and emotional despair and frustration" in a dispute with WMGM over the winner, WMGM has confirmed. Judge Crane, however, granted plaintiffs Mr. & Mrs. Donald Reid permission to inspect postcard returns to WMGM Name It & Claim It contest. The Reids contend they are the winner of the $1,300 prize instead of announced "woman in Jersey" [At Deadline, Sept. 1]. WMGM explained it did not tell the Reids it had not received their entry, rather "to the best of our knowledge" it did not receive the entry. WMGM also corrected earlier reports it had made $600 compromise with the Reids last year in another contest dispute. WMGM said the Reids and the announced winner at that time made a compromise between themselves to split prize money of $1,300.

Tv Classes Scheduled to Start

On Three Little Rock Stations

Classes for Little Rock, Ark., high school students, whose schools were closed by Gov. Orval E. Faubus, are expected to begin today (Monday) on the three Little Rock commercial television stations-KARK-TV, KATV (TV) and KTHV (TV).

As was planned last week in meetings between the stations and the Little Rock School Board, each station is assigned to handle the instruction of one of the three senior high school grades. Regular classroom teachers or department heads will conduct daily a total of two hours of classes from their assigned station studios. The time is divided into four 30-minute class periods. Only the basic subjects, such as English, history, mathematics and science (minus laboratory instruction), will be offered.

The plan was outlined by Douglas Romine, vice president and general manager of KARK-TV, who told BROADCASTING, "The students are getting very restless and are afraid of getting too far behind in their work. Especially concerned are those who planned to graduate this school year. The televised classes will help the students to catch up when the schools reopen." The TV classes are expected to continue at least until Sept. 27 when a city election will determine the basis for opening the schools.

Station directors of the emergency program, working directly with the school board and School Superintendent Virgil Blossom, are Fred Schmutz for KARK-TV, Joe Myers of KATV and Jack Bomar at KHTV.

DATELINES

NEWARK-Special news coverage of the Jersey Central commuter train accident last Monday (Sept. 15), which took estimated 40 lives, was provided by WNTA Newark to more than 40 radio stations throughout the country. Raymond E. Nelson, president and general manager of the station, reported that minutes after the disaster became known, telephone requests for on-the-scene coverage came from independent stations, ranging from Massachusetts to California and from Canada to Texas. WNTA provided reports up to two minutes by beep phones several times a day to many of the stations, Mr. Nelson said.

PHILADELPHIA—Two widely separated news stories last Monday (Sept. 15) received film coverage by WFIL-TV Philadelphia. Newsreel cameraman Harry Krause was flown 90 miles to film the crash of the New Jersey Central train into Newark Bay after the first report came on the news wire about 10 a.m. His films of the rescue work were flown back to WFIL-TV where Gunnar Back interrupted the local portion of Dick Clark's American Bandstand at 3:40 p.m. to show the films. At approxi- mately the same time, films made that morning by cameraman Harold Hodgeman, 1,600 miles away in Little Rock, Ark., arrived for use on the RCA Television Newsreel at 7 and 10:30 p.m. These films included interviews by WFIL-TV newscaster Allen Stone with officials involved in school integration proceedings.

MIAMI—Planning to get the fastest possible county results of the Sept. 9 primary elections in Florida, WTVJ (TV) Miami arranged with the Miami Junior Chamber of Commerce to station one reporter at each of the county's 145 precincts to telephone precinct totals to the WTVJ studios. The figures were put into the station's IBM machines, and totals were announced immediately on the air. Because of the fast reporting, a half-hour run-down planned for 10 p.m. instead was started at 9:30 p.m.

PITTSBURGH—Detectives working on the case of accused wife killer Chester Mauchline received unexpected assistance from news director Bill Burns, KDKA-TV Pittsburgh. Mr. Burns obtained permission to interview the accused man in his county jail cell where the previously reticent man divulged and explained murder details from beginning to end, and further, asked Mr. Burns to accompany him to the murder scene to take pictures. Following the interview telecast, Mauchline, who watched the newscast, cooperated with police and approved the use of the newsgfilm as evidence for the prosecution.

This is the Jingle Mill Record

$38

per Jingle on Contract

Compare Completely Made

Over 400 Stations Sold

98% of Stations Have Reordered

Over 7,000 Jingles Ordered and Written

Put This Record to Work For You

Completely custom made jingles for commercial accounts and station breaks—no open ends and no insert.

Jingle Mill

201 West 49th St., New York City

Page 86 • September 22, 1958

Broadcasting

VOICE FOR THE SILENT

Historic Liberty Bell received a voice for the first time in 123 years as CBS-TV did a special program from Independence Hall marking the turnover of WCAU-TV Philadelphia ownership to CBS.

A three minute narration by Edward R. Murrow, telling the meaning and the role of the bell, was presented to the National Park Service and the City of Philadelphia for permanent installation near the historic site.

The bell has not been rung since it cracked in 1835. Now all who visit the symbol of freedom may hear the Murrow narration by merely pushing a button which activates the recording.
CHANGING HANDS

ANNOUNCED

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

WINN LOUISVILLE, KY. • Sold by Emil J. Arnold, Robert E. Wasdon and Jack Siegel to Glenn A. Harmon, Oldham Clarke, French Eason, Charles M. Wheeler and Jesse L. Chambers for $266,500 plus relief of indebtedness of $74,000. Mr. Harmon already owned 16½%, now owns 45%. Mr. Eason is Chicago radio sales manager for H-R Reps. WINN is 250 w on 1240 kc.

KCMJ PALM SPRINGS, CALIF. • Sold by David Margolis to KCMJ Inc. (Robert Blashek, president; Louis Wasmer and Cole Wylie, principals) for $250,000. Mr. Margolis sold KRAM Las Vegas, Nev., last month to Misch Ellman for $275,000 [AT DEADLINE, Sept. 1]. KCMJ is 1 kw day, 500 w night, directional day and night, on 1010 kc, and is CBS affiliate. Transaction was handled by Blackburn & Co.

KBON OMAHA, NEB. • Sold by Paul R. Frey and associates to Morton Fleischl and Joseph H. Gratz for $170,000 cash. Mr. Fleischl is former WMCA New York general manager, and Mr. Gratz is a New York advertising executive. KBON is 250 w on 1490 kc. Sale was handled through Blackburn & Co.

KUSN ST. JOSEPH, MO. • Sold by W. N. Schnepp, Fred P. Reynolds and associates to Charles H. Norman (St. Louis radio disc jockey) for $90,000 including assumption of liabilities. KUSN is 1 kw day on 1270 kc. Transaction was handled by Blackburn & Co.

WHBG HARRISBURG, VA. • Sold by Robert C. Currick of WXEX-TV Petersburg, Va., and George O. Griffith, WJAR Providence, R. I., co-owners, to Charles Dillon, vice president of WOL Washington, D. C., for $80,000. WHBG is 5 kw day on 1360 kc. Sale was handled by Blackburn & Co.

KPKW PASCO, WASH. • Sold by V. B. Kenworthy (owner of KODL The Dalles, Ore.) to Robin Hill and John Wages for $38,500. Mr. Wages former stockholder in KWG Stockton, Calif. KPKW is 250 w on 1340 kc. Sale was handled by Allen Kander & Co.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see FOR THE RECORD, page 97.

WIP-AM-FM PHILADELPHIA, PA. • Sold by Philadelphia Broadcasting Co. (Gimbels Bros. department store) to WIP Broadcasting Inc. for $2.5 million. WIP Broadcasting includes Ben Gimbels 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 former MBS President Armand Hammer and Philadelphia businessmen Robert M. Brown, William L. Butler, John P. Criscioni, Ralph Huberman, L. E. Parker, and John L. V. F. Jr. Mr. Gimbels has been president of WIP stations since 1948 and Mr. Bilderback vice president since 1953 [CHANGING HANDS, Aug. 25]. WIP is 5 kw, directional antenna day and night, on 610 kc and is MBS affiliate. WIP-FM is 20 kw on 93.3 mc.

WHCB CHARLOTTEVILLE, VA. • Sold by Charles Barham and wife Emmalou to Nash L. Tatum Jr. for $200,000. Mr. Tatum is an announcer at the station. WHCB is 5 kw day, 1 kw night, on 1260 kc, and is ABC affiliate. Blackburn & Co. handled the sale.

WHLB VIRGINIA, WMFG HIBBING, BOTH MINNESOTA. • Sold by Morgan Murphy-Walter C. Bridges interests to Harold J. Parise, general manager of stations, and Frank P. Befera ( vending machines, realty, wholesale merchandising) for $169,000. WHLB is 250 w on 1400 kc and is NBC affiliate; WMFG is 250 w on 1240 kc and is NBC affiliate.

KNXT (TV) Opposes Death Penalty
In Its First, Lauded Editorial

The response to the first editorial broadcast of KNXT (TV) Los Angeles gives at least a partial answer to the controversial question of whether editorializing is a proper function of a tv station. Only 25% of the more than 500 U.S. tv stations now broadcast editorials, a broadcasting survey revealed [TRADE ASSNS. Sept. 13]. An editorial in the Los Angeles Times, normally a severe critic of electronic journalism, found the program to be "an achievement of which any journalist could be proud." In a letter to Bill Stout, the program's narrator, Los Angeles Times Chief Editorial Writer Irving Ramsdell called it "the most impressive performance in electronic journalism I have ever seen."

Entitled "Though Shalt Not Kill" the broadcast took place on Sept. 10 (10:30-11 p.m.). Written by Irwin Rosten and narrated by KNXT newsmen Bill Stout, the special documentary examined capital punishment and concluded that capital punishment should be abolished in California.

By phone and by mail the KNXT audience has responded in hundreds, and the verdict is overwhelmingly in favor of the broadcast. Among those who expressed approval: Norman Cornin, writer of radio documentaries 15-20 years ago; Robert Guthrie, director of delinquency control at the U. of Southern Calif., and Byron M. Light, associate minister of the First Congregational Church of Riverside, Calif.
WIP Releases 'Search for Peace' As Public Service to Stations

WIP Philadelphia, which has been programming since January a public service series entitled 'Search for Peace,' has announced the availability of 30 programs in the series for use by other radio stations.

The objective of the programming service, according to Benedict Gimbel Jr., president and general manager of WIP, is to start a free interchange of programs between stations. "There are many great programs being created on a local level by outstanding radio stations. These programs must not be confined to the coverage limits of the stations producing them," Mr. Gimbel said.

'Search for Peace' is a WIP project for further interest in world peace, with a view toward seeking possible solutions. The series includes articles, such as 'Look' magazine's series, "Three Roads to Peace." WIP invited leading thinkers and authors to contribute to its series, as well as accepting articles and suggestions from listeners.

Speakers have included Arnold Toynbee, Rev. Martin Niemoller, George Fielding Eliot, Pearl Buck and Eugene Lyons. The series has aired the audio portion of Marian Anderson's 'A New Day Has Come,' as well as parts of 'Seven Days to Peace,' sponsored by the Chicago Peace Assn., with a view to convincing commercials.

Circulations standing radio stations. These programs must not be confined to the coverage limits of the stations producing them," Mr. Gimbel said.

'WIP Invited Leading Thinkers' WIP Philadelphia, which has received inquiries from Voice of America, WHPL Chicago, WVOS Liberty, N. Y., WRTI Philadelphia and a Melbourne, Australia, independent station inquiring in behalf of 110 stations in that country.

WNEP-TV Picks 'Sweet Sixteens' WNEP-TV Scranton, Pa., is conducting a contest to select the teenager in its coverage area who most closely resembles the station's "Sweet Sixteen" symbol, a teenager attired in hat and shirtwaist dress holding a hatbox emblazoned with "Channel 16." The first representative contestant was chosen at a teenage dancing party on the roof of the Boston Store in Wilkes-Barre, Pa. Representatives will be chosen also from Bloomsburg, Scranton, Carbondale, Berwick, Sunbury, Hazleton and Williamsport, Pa. At a later date one girl will be chosen to represent WNEP-TV throughout the year in Pennsylvania.

WHOO Spots Ownership Change

To celebrate its change in ownership WHOO Orlando, Fla., attracted listeners' attention by playing Sheb Wooley's "Monkey Jive" record for 24 hours. The marathon build-up to the announcement the following day of six different promotions, three new disc jockeys and the station's "New WHOO" programming concept. Listeners were lured by girls who distributed free orchids in downtown Orlando. The station's changes were heralded through newspaper ads, billboards, taxi placards and airplane balloon drops. More than $4,000 in cash prizes was awarded during WHOO's celebration week.

WNBQ Points out there are an estimated 100,000 deaf televiewers in northern Illinois and has programmed the newscast at 3:40 p.m. next to NBC-NCAA football, regarded as popular fare for the hard-of-hearing. Newscast will be sponsored by Zenith Radio Corp.'s hearing aid division, through MacFarland, Averyard Co., Chicago.

WLW Mails 'Key to Barn Door'

WLW Cincinnati is advertising its farm audience coverage with a mailing piece shaped like a doorknob with a gold metal key attached. Above the keyhole is written, "Lock the barn door before the horse is gone!" On the inside of the "barn door" is the station report that "87% of the farmers in the Midwest listen to WLW—four times as much as the next radio station—according to a complete new radio farm survey, which you'll soon receive."

WJW-TV Viewers 'Watch to Win'

In a cash giveaway promotion for home viewers called "Watch and Win" WJW-TV Cleveland, Ohio, is cooperating with the Ice Capades of 1958. The joint stunt, which requires no postcard entries or answers to questions, calls for the viewer to look for his own identification on the screen during...
What do the people think ABOUT THE RAILROADS?

Editorial comment in the nation's press serves a dual purpose. It reflects public interest and it stimulates public thinking. On this basis, it can be said Americans are taking a healthy interest in the welfare of the railroads — still the most efficient, economical and dependable form of transportation. From March to June, 1958, 4,537 newspaper editorials discussed various phases of the railroad situation. Here is what they said:

Are railroads overregulated? Are today's regulations outmoded?
Of 1,448 editorials on this subject, 1,434, or 99% — said, “Yes!”
14 editorials, or 1%, said, “No.”

Does subsidized competition place an unfair burden on the railroads?
Of 522 editorials on this subject, 509, or 97% — said, “Yes!”
13 editorials, or 2%, said, “No.”

Are the railroads unfairly taxed?
Of 608 editorials on this subject, 603, or 99% — said, “Yes!”
3 editorials said, “No.” 2 editorials said, “Don’t know.”

Should the railroads be free to dispense with deficit operations?
Of 1,301 editorials on this subject, 1,151, or 89% — said, “Yes!”
111 editorials, or 8.5%, said, “No.” 39 editorials, or 3%, said, “Don’t know.”

Should wartime Federal excise taxes on transportation be removed?
Of 987 editorials on this subject, 984, or 99% — said, “Yes!”
2 editorials said, “No.” 1 editorial said, “Don’t know.”

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON, D.C.
the movies shown on the station's Big Show. The identification clues include a first name, a house number and part of a phone number. If for example, a viewer can identify himself as John at 9100 and phone TO 1-2 he can win at least $100. The money accumulates each night there is no claimant.

KDKA-AM-TV Race at County Fair
As a wrap-up stunt for their summer promotion campaigns, KDKA-AM-TV Pittsburgh featured their personalities in a "race between Texas and Alaska" before the grandstand crowds at the Allegheny County Fair on Labor Day.

Dressed in the legendary costumes of the Old West, Ed Schaugheeny and Jim Williams, KDKA newscaster and disc jockey, respectively, represented Texas in a pony-drawn cart. The Alaskan team included Hank Stohl and Carl Ide of KDKA-TV in a sled-with-wheels, pulled by six Alaskan huskies. Before reaching the starting line the rivalry was marked with a "ripe tomato and pie-throwing fight. The Alaskans then pulled the KDKA-TV team off to victory.

KOLN-TV Hosts N. Y. Timebuyers
Some 400 Madison Ave. timebuyersunched in New York Sept. 12 as guests of KOLN-TV Lincoln, Neb. They were greeted at the door by appropriately-garbed models who handed them cards reading "Don't be half-covered, call Judson 6-5536." Those who did call were greeted by KOLN-TV's representative, Avery-Knoedl, with the latest basic information on the "best buy of Lincolnland." At the luncheon presentation, station vice president-general manager A. James Ebel and sales manager Les Rau showed kinescope clips of KOLN-TV personalities in selling episodes.

WGTM Holds Tobacco Sale Contest
WGTM Wilson, N. C., and the Wilson Tobacco Market awarded $100 to the winner of WGTM's annual Brightleaf Sweepstakes contest. Contestants were asked to guess the number of pounds of tobacco that would be sold on opening day of the tobacco market. A Snow Hill, N. C., man came closest to the actual total of 1,554,722 pounds sold.

Cincinnati's Most Powerful Independent Radio Station
50,000 watts of SALES POWER

On the Air everywhere 24 hours a day—seven days a week
TELLING THE MISSILE WHERE TO GO

... and how to get there!
The button is pushed. The missile rises from the launching pad—slowly—then roars into space.

But the problem has just begun! Now the "brain" inside the missile takes over. This is the crucial part of missile warfare.

The target must be found—or met head-on—or overtaken. The missile must be steered. It must change course, double back if necessary. It must “think” its way to the enemy.

What ITT is doing about it
Since 1949, top scientists in ITT laboratories have been deeply engaged in missile guidance and control. They are deeply engaged now—playing a big role in national defense—working with the Navy, the Air Force, the Army, universities and associated laboratories, and other manufacturers.

They developed the complete airborne guidance for TALOS, the Navy’s deadly “flying fish” launched from guided-missile cruisers. They developed the complete guidance for the Army’s LACROSSE, including ground, air, tracking, and computing equipment. They helped with RASCAL, an Air Force air-to-surface missile. They developed the launching and firing controls and test equipment for the Air Force’s BOMARC missile. They are designing and building communication networks for the ATLAS intercontinental ballistic missile.

Experience—where it counts
ITT is especially qualified for missile guidance development—because of long experience and special skills in air navigation and radar.

Other skills count heavily too—in infrared detection and homing, direction finders, inertial systems, computers, semi-conductors. ITT is also rich in these skills, and has the research laboratories and expanding manufacturing plants to carry the work forward.

Depend upon it—when the missile is launched, it will know where to go... and how to get there.

... the largest American-owned world-wide electronic and telecommunication enterprise, with 90 research and manufacturing units, 14 operating companies and 128,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N.Y.
FARNSWORTH ELECTRONICS COMPANY • FEDERAL ELECTRIC CORPORATION • FEDERAL TELEPHONE AND RADIO COMPANY • ITT COMPONENTS DIVISION • ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEK SYSTEMS, INC. • INTERNATIONAL STANDARD ELECTRIC CORPORATION • KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • AMERICAN CABLE & RADIO CORPORATION • LABORATORIES AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES
"IS THAT BEAM STRAIGHT?" "Here comes more cement!" Such remarks likely are heard from the trio peering through outsized knot holes (top picture) as they watch construction progress of new facilities for KGB-AM-FM San Diego, Calif. The "inspectors" include (l to r) Bob Regan, station manager, President Marion Harris, and Herb Wixon, sales manager. These founders of the "KGB Sidewalk Superintendents Club" enrolled more than 100 San Diego advertising agency executives and business leaders into the club as lifetime charter members. Invitations to a luncheon meeting followed. The new members donned appropriate headgear (lower left) as they lined up for their regulation workmen's lunch pails, containing fried chicken and thermos bottles of martinis. In the lower right picture President Harris welcomes the members to "headquarters" and the building preview. Located on San Diego's Pacific Highway, the 4,400 sq. ft. Broadcast Center is scheduled to have its formal opening in November.

Knuz D. J. Sets Underwater Mark

Arch Yancey, d.j. at Knuz Houston, Tex., laid claim to an underwater endurance record of 42 hours and two minutes after spending the better part of the Labor Day weekend in a plastic bubble on the bottom of a Houston swimming pool. Mr. Yancey conducted broadcasts from the pool bottom, and Knuz newscasters kept listeners advised of his endurance progress. A compressor hose attached to the bubble replenished Mr. Yancey's air supply. He emerged at 12:02 a.m. Sept. 2, and checked into a hospital for rest and a physical check-up.

Birth Telecast on Kbtv (Tv)

Viewers of Kbtv (TV) Denver Sept. 8 witnessed the birth of a child by Caesarean section telecast from Denver's Presbyterian Hospital in a program produced by Kbtv and the Colorado State Medical Society. Sponsored by Ling Closed-Circuit Television Cameras, the program showed the preparation of the operating room, explanation of why a Caesarean section is performed, the delivery and care of the baby and the cleanup procedure in the operating room after the operation. Talks with the doctor and the pediatrician concluded the telecast.

Wcco Winners Must Lose Prize

Only women are eligible to enter the contest on the Randy Merriman Matinee at Wcco Minneapolis, Minn., but only men get the prizes, according to Wcco. Each afternoon Mr. Merriman broadcasts a new clue to the name of the wild animal of the week. Sportscaster Halsey Hall follows up with additional clue comment on his evening sports show. Women listeners write their answers on postcards and one winner is selected each week. The prizes are hunting trips to Wyoming this fall—for men only.

CBS Delinquency Report Studied

The verbatim transcript of the CBS Radio broadcast on juvenile delinquency, "Who Killed Michael Farmer?", has been sent to more than 6,000 science writers, editors and public health officials by the medical department of Ross Labs., Columbus, Ohio. The transcript was published in full in the July-August issue of "Developments in Infant and Child Care," a newsletter regularly distributed by Ross Labs., and sent to its mailing list. The documentary broadcast was carried on CBS Radio on April 21, 1958 and rebroadcast on April 30.

Star Stations Host Luncheon

A color slide presentation depicting the role of Koi Omaha and Kmyr Denver in their respective communities was made during the luncheon in New York Sept. 9 for 128 agency account executives, timebuyers and media supervisors. The hosts were officials of the Star Stations, owner of the outlets. Charles S. Crabtree, general manager of Klyrn, narrated the presentation. Don Burden is president of the Star Stations.

Motorcades Parade NBC-TV Shows

As part of the network's plan to publicize the 1958-59 tv program schedule, a series of motorcades has been set by the NBC exploitation Dept. in more than 22 major NBC-TV affiliates' cities. The first motorcade was held in New York last Tuesday (Sept. 16) with a 24-vehicle "Caravadele of Shows," with each of the vehicles carrying banners naming the programs and sponsors.

"Fluff" Loser to Get Homework

Wkny Kingston, N. Y., is offering as the prize in its contest for listeners the station announcer who commits the most "fluffs" as detected by listeners. The winner will get the losing announcer for three hours during which he will do the shopping, mow the lawn, baby sit, or any other household task asked of him.
ROBERT H. SCHAFER, former Postmaster of New York, elected chairman of board of Lawrence Kane & Artley Inc., New York, advertising agency. Mr. Schaffer, postmaster from 1954 to 1957, had been chairman of plans board of Lawrence Kane & Artley Inc. and its director of public relations.


ROY PASMAN, appointed manager of radio- and TV department at Bryson House Inc., N.Y. He reports to William B. Templeton, who is v.p. and radio- and TV director of the agency. Mr. Pasman most recently was manager of NBC-TV network program administration and previously was assistant TV network program manager. Other positions held by Mr. Pasman include operations manager for DuMont Television Network; program manager of WOL Washington and production manager of WTOP Washington.

CARLTON KNAU resigns as account executive for Purina broadcast advertising at Gardner Adv. Co., St. Louis, to open Knau Feed and Farm Service at Iowa City. He is succeeded by Kenneth Heronimus, assistant account executive in the firm's program department. The 44-year-old Mr. Knaus moves with his wife, Mary, and dog, Bruno, to a home in the St. Louis area.

HOWARD J. ANDERSEN, v.p. and senior art director at Leo Burnett Co., Chicago, appointed v.p. in charge of agency's art department. He succeeds James Yates, resigned to rejoin J. Walter Thompson Co., N.Y.

FRANK CLARK, v.p. and production manager of Ewing, Nye Advertising Co., New York, was elected assistant manager of the agency. He is succeeded by John R. Stokely, production manager.

LEONARD V. COLLINS resigns as Menken Co. advertising director to join Warnecke & Legler Inc., N.Y., as v.p. and member of the agency's planning board. He will concentrate on agency's marketing activities.

JAMES LUCE, associate media director at J. Walter Thompson Co., N.Y., has been acquiring an interest in Ford account at JWT, including Ford Div., Ford dealers and English-built Ford car.

GENE MARTEL has announced that he will join the agency's New York headquarters where he was producer of film commercials.

CHARLES E. DILL, formerly southern division sales manager, Tile Tex div. of Pfizlke Co., became sales manager for Tile-Tex and Industrial Products div. of company, headquartered in New York area.


JEROME KEMP, former account executive with Kudner Agency, N.Y., to Shaller-Rubin Co., N.Y., as media director.

THOMAS SCHILLER, previously manager, technical services, Market Planning Corp., affiliate of McCann-Erickson Inc., New York, was elected director of technical services for marketing and social research division of The Psychological Corp., N.Y.


ARMELLA SELSON, previously with Henri, Hurst & Co., Chicago, formerly with Scott Paper Co., N.Y., appointed to assistant media director of North Adv., Chicago. Promoted to media supervisor was Elaine Pappas, Barbara Swedeen named assistant media buyer.

WILLIAM W. ROSE, previously with Campbell-Ewald Co., Detroit and New York, to Grant Adv., Detroit, in radio-TV department.

DONALD COLEMAN, formerly advertising representative at Chicago Sun-Times, to Edward H. Weiss & Co., Chicago, as media supervisor.

WENDEL HOMLES, with D. P. Brother & Co., Detroit, for 15 years, appointed member of copy and technical group servicing AC Spark Plug account, division of General Motors.


FREDERICK J. NAKAY, formerly product manager in Foods Div. of Lever Brothers, N.Y., to Donohue & Co., N.Y., as account executive in agency's grocery products division.

RICHARD H. JACOBS, formerly with Rose Roy Inc., Chicago office, joins Noble-Dury & Assoc., Nashville, Tenn., as part of continued expansion of facilities and services at Noble-Dury operation in Memphis. Mr. Jacobs is first of series of additions to Memphis staff.

MORT REINER, media supervisor, Product Services Inc., to linebuyer, Hicks & Greist Inc., N.Y.

EARL COLE, formerly copy writer at Botzol & Jacob Inc., Chicago, to Tallam-Laird Inc., Chicago, in similar capacity.

WILLIAM G. HAMILTON, 44, formerly publicity supervisor at Young & Rubicam, Chicago, and on public relations staff of Hudson Motor Car Co., died Sept. 4 in New Haven, Conn. He also worked for United Press Assn. and Rockford (Ill.) Morning Star.

STAN SMITH, v.p. of Official Films Inc., N.Y., appointed to head company's sales department. His first assignment will be to expand depart.
NEWSMAN'S HOLIDAY

Newsmen Jim Watt of KSTT Davenport, Iowa, left the studio recently after a full day covering a man-hunt in Preampton, Ill., and the questioning of a bank-robbery suspect at Aledo, Ill.

Upon arriving home, Mr. Watt was sent to the supermarket by his spouse. When he got there the market was being held up by four desperadoes. He waited prudently and following their departure, hustled to a telephone with all pertinent information. KSTT broadcast a live beeper report 13 minutes after the robbery took place.

ORDINATOR in Hollywood, named to succeed JAMES MANDULEY, resigned as manager of production services in Hollywood. JAMES WASHBURN, with ABC-TV five years, appointed to assume Mr. Samman's former duties.

MARCIA DIXON, former production assistant, Kenyon & Eckhardt, N.Y., to ABC-TV's Dick Clark Show (Sat., 7:30-8 p.m.), as assistant to producer DEKE HEYWARD.

WARNER LAW, veteran writer for motion pictures, radio and tv, signed as west coast story editor of NBC-TV series, The Further Adventures of Ellery Queen, debuting Sept. 26. Mr. Law has written teleplays for late NBC Mystery Theater and stories, radio and television versions of Colosseum of America.

STATIONS

JOHN W. REMINGTON, president of Lincoln Rochester Trust Co., Rochester, N.Y., elected director of Simmons Foundation. Foundation, through ownership of most Class A common stock of Gannett Co., controls Gannett Group of 25 newspapers, four tv stations and four radio stations in New York, New Jersey, Illinois and California.

ALAN SIMMS, formerly of Chilton Publications and WIP Philadelphia, named audience promotion supervisor over WCAU-TV Philadelphia, Burke Henkiehl, formerly of Mel Adams & Assoc., New York public relations firm, named WCAU-TV press information supervisor. Mr. Simms was mistakenly described as press information supervisor in Sept. 15 issue of Broadcastings (Art Direction).

ROBERT LEMON, program manager of WRCV-TV Philadelphia, transferred to Chicago as general executive of NBC's Chicago stations, WNIB and WMAQ. WILLIAM DECKER named director of tv stations for WNBQ, replacing Russell Stebbins, who was appointed manager of sales. STEELEY BRIGHTWELL, WRCV-TV, appointed film coordinator of WBNG. HARRY WARD, NBC Chicago continuity acceptance manager, resigns to join NAB.

Mr. Carter appointed manager of WMAL-AM-FM Washington effective Sept. 15. Mr. Carter will fill vacancy created by resignation of ROBERT H. KESCHER in 1957. His appointment follows recent selection of RUPE WEBER) to WMAL-AM-FM Philadelphia, as station and promotion manager. Mr. Carter has served with WTH Baltimore as account executive, with WMAL Baltimore as commercial manager and in 1955 became v.p. and general manager of WAAM Baltimore. Re named in 1957 to former Carter, Lee & Associates, Baltimore, station relations firm.

DEL W. HOSTETLER, with WRCV-TV Philadelphia since 1949, named production manager, succeeding GEORGE W. CURT, promoted to director of tv programs.

GEORGE R. RATLIFF, previously radio-tv salesman for WBOX and WLBY Jackson, Miss., joins WQJS Jackson sales staff.

THOMAS E. MOORE JR., account executive for

ROY BACUS, WBP-AM-FM-TV Fort Worth, Tex., commercial manager, promoted to station manager, succeeding in Dick Cramton remaining as station consultant. Other WBP-AM-FM-TV changes: JACK ROGERS to commercial manager; C. F. CURRY to regional sales manager, and HERMAN CLARK to head of radio promotion and sales. RUPERT SOGAN promoted to chief engineer replacing RG FAY, remaining as engineering consultant. A. M. WOODFORD, formerly radio program director, to operations manager.

JOHN HARKRADER, assistant v.p. of Roanoke (Va.) Times-World Corp., named manager of WDBJ-TV Roanoke. Mr. Harkrader joined WDBJ as sales manager, FRANK E. DAVIES, former WDBJ-AM-FM sales manager, elevated to stations manager. Mr. Koehler will also handle duties of commercial manager. RAY P. JORDAN, v.p. of broadcasting of Times-World and formerly announced division of broadcast activities effective Oct. 1.

KENNETH L. TREADWELL JR., v.p. and managing director of WBTB (TV) Charlotte, named member of newly-created Presbytery Committee on Television and Audio-Vuuals.

Mr. Koehler

ROBERT D. BLASHEK will become president and general manager of KCJM Inc. (KCJM Palm Springs, Calif.) under FCC approval of station to sale to that corporation. KCJM had belonged to Phoenix Broadcasting Corp. Mr. Blashek has served as station executive v.p. for past four years. NORMAN W. LOFTUS, station manager, and former president, KCJM, sales manager, will continue in present positions.

STAN H. EDWARDS, account executive, WICC Philadelphia, and WLZI Bridgeport, to WTRY Troy as sales manager.

DENE SIMPSON, KCKO Tulare, Calif., sales manager for past three years, promoted to executive post of v.p. in charge of sales for KCKO. Mr. Simpson will have complete charge of sales planning and promotion. JACK STUBBS, formerly with KFSD-TV San Diego sales department, to KCKO sales staff.

WILLIAM B. MURPHY, owner of KPVW Camas, Wash., named general manager of XLVX Spokane, Wash. Mr. Murphy entered radio as announcer at KIT Yakima, Wash. in 1940.

Mr. Blashek

Mr. Simpson

Mr. Koehler

Mr. Harkrader

Mr. Carter

Mr. Carter

Mr. Carter

Mr. Bartus
NOT JUST ROCK 'n' ROLL . . . the fact is
K-NUZ is NO.1*
with the ADULT
HOUSTON AUDIENCE!
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 A.M. to 6 P.M. 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!

K-NuZ Radio Center Houston's 24-Hour Music and News

September 22, 1958 • Page 95
GEORGE STEPHENSON, formerly chief engineer with WEAK Peoria, Ill., and NBC Chicago, to KSTT Davenport, Iowa, in similar capacity. Other KSTT appointments: TOM ELKINS and STEVE DURAN, air personalities, formerly with WOC Davenport and WEAK; ALAN HELLER, account executive, formerly with WOC, and SUSI ZIKA, continuity director, former school teacher.

HARTWELL CONKIN, formerly with WFMF-TV Greensboro, N.C., named production manager of WLAF-TV Orlando, Fla.

JOSEPH CAVALIER, formerly director with Universal-International, to KTTLA (TV) Los Angeles as staff director.

JIM KICHART, formerly with KMYR Denver, Colo., as program director, to KZTV Phoenix, Ariz., in similar capacity. JOHN THOMPSON, previously with KHEV El Paso, Tex., as news director, to KZTV in same post.

TAYLOR JAMES, air personality at WGAR Cleveland, has joined KFRC San Francisco to conduct the Taylor James Show, Monday-Friday, 1-4 p.m., and Saturday, 10:45 a.m.-3:30 p.m.

BILL KENNEDY, previously with CBS Radio news as analyst and reporter, joins KTLA (TV) Los Angeles news bureau.

PAUL MONTAGUE and DERRICK TAYLOR join KTTR (TV) Houston, Tex., as art department. Mr. Montague was formerly with WTVN-TV Columbus, Ohio, and Mr. Taylor, born in London, born with KFRC-TV Houston.

IRA COOK, KNFC Los Angeles, d.j., signed by KHVF Honolulu, T.H., to do weekly 30-minute taped show on latest information of what is happening on Hollywood musical scene.

BOB MARTIN, previously with KMYR as program director, to KDEN both Denver, Colo., as air personality. BEN BENTON returns to KDEN as d.j.

BILL RICE, previously with WSAI Cincinnati as announcer-d.j., to WKRC-TV Cincinnati as announcer.

REX MILLER, formerly air personality on KIOA Des Moines, Iowa, to KOOL Omaha, Neb., in similar capacity.

PATRIC MYERS JR., recent Northwest Schools, Portland, Ore., graduate, to WEAT West Palm Beach, Fla., as project specialist. Other Northwest graduates and their placements: JAMES ODON, to XEM-TV Mexico, Mex., as announcing-sales-camera man; ELMER HEDRICK, formerly with KTFT (TV) Sioux City, Iowa, as film editor; LEON LEUHAU, to KXLF-TV Butte, Mont., as cameraman; RED BERN, to KWWL Albany, Ore., as announcer; KENNETH ANDERSON, to KFNL Klamath Falls, Ore., in announcing-sales position; LEWIS S. FARKAS, to KGAL Lebanon, Ore., as radio engineer; JERRY HARRIS, to KEIN Roseburg, Ore., as announcer; EDWARD GRAY, to KHRC Yakima, Calif.; TOM COLVIN, to KXFM Fairbanks, Alaska, as staff announcer, and IRYVING SOVANG, to KLO Ogden, Utah, as d.j.

PATTI SEARIGHT (second from left), program director of WTOP-AM-FM Washington, displays her peribellum gavel on the night of her inauguration as president of the Washington chapter of American Women in Radio and Television. Mary Lois Dramm (second from right), supervisor of sales traffic for WRC-AM-FM-TV, was inaugurated as AWRT vice-president. Retiring President Beryl D. Hines of Tv Digest presented the gavel which was given to the club in 1955 by Speaker of the House Sam Rayburn (D-Tex.). Also in picture (taken at the Sheraton-Carilton Hotel Sept. 11) are (1 to r) FCC Comr. Robert Bartley and John S. Hayes, president, Washington Post Broadcast Div.

ISABEL WILDER died Sept. 15 in Santa Barbara, Calif. Services were held at Palirch-Mendedel Mortuary, Encino, 6. p.m., Saturday, Sept. 16. Mrs. Wilder was wife of COL. HARRY L. WILDER, formerly majority owner of WTRY Troy and WTRI (TV) Albany, both New York. Col. Wilder was principal owner before that of WSBY Syracuse, which he sold to Newsweek newspaper group in 1959.

EDWARD T. CARSTENS, 61, engineer at WGN Chicago for past 32 years, died in Mercy Hospital Sept. 12.

REPRESENTATIVES

ALLAN S. KLAUS, broadcast media director of Management Assoc., in charge of radio and tv activities of Shinderella account, to Jack Maska & Co., N.Y.

BILL BAKER, formerly account executive at Forjoe & Co., Chicago, to The Bolling Co., Chicago, in similar capacity.

FRANK CARLSON, formerly with Forjoe & Co., N. Y., station representative, as account executive, to radio sales staff of Avery-Knodel, N.Y.

TRADE ASSNS.


PROGRAM SERVICES

MAL JAMES, previously v.p. in charge of radio and tv for Ellington & Co., N.Y., appointed director of national tv for Independent Television Corp. N.Y., recently formed tv film distributors. Mr. James has been added to the firm with Commodore-Walter Thompson and Needham, Louis & Brody.

GEORGE GABRIEL, director, non-radio licensing, Broadcast Music Inc., to fill head of department. He succeeds HARRY P. SOMERVILLE, v.p., retiring this month.

PROFESSIONAL SERVICES

CHARLES C. McCARTER, trial attorney in FCC's General Counsel's office, has resigned to join Wichita, Kan., law firm of DePeun, Stanley, Weigl and Hock & Curtman. Mr. McCarter joined FCC 18 months ago, having been State assistant attorney general before then. He was graduated from Yale U. Law School in 1954.

OSCAR GOODWIN, Hollywood radio-tv reporter for New York Times, has been moved back to New York. TOM MYERS, former picture reporter and head of Times Hollywood bureau, will cover also broadcast east.

HAROLD A. TEMERANI, formerly with press information division of NBC in Hollywood, has joined television department in southern California office of Communications Counselors Inc., N.Y., public relations firm.

MANUFACTURING

JOHN T. HICKEY, formerly general manager of Komena Inc.'s semiconductor production division in Phoenix, Ariz., appointed assistant to president of Motorola, ROBERT W. GARVIN, in Chicago. Mr. Hickey will be responsible for acquisition and merging activities involving companies allied with electronics.

HERBERT M. REEVES JR., previously director of mobile home sales office of Florence Stove Co., Elkhart, Ind., appointed manager of mobile home appliance sales of Norge home appliance division, Borg-Warner Corp., Chicago.

GEORGE E. THORNE, with DuMont since 1945, appointed manager for television products of international division, Allen B. DuMont Labs.

W. E. LASWELL promoted from western regional sales manager to national radio and phonograph as vice-president, consumer products division of Motorola Inc., Chicago.

CHARLES L. McCABE, staff assistant to v.p. in charge of sales at Shure Bros., Inc., Evanston, Ill., promoted to manufacturers sales manager. He will handle sales to original equipment manufacturers in electronics field.

EDUCATION

CHARLES CHRISTENSEN, previously producer-director for NBC-TV, to New York State Board of Regents' "Education Television Project," scheduled to begin today (Sept. 22), in similar capacity. Mr. Christensen joins LEN POLK and EDWARD KING, also project directors. JAMES F. MacANDREW, formerly in charge of radio-tv activities of New York City Board of Education, is project director.

INTERNATIONAL

J. LYMAN POTS, manager of CKSL London, Ont., has resigned. He organized the station in 1906 after resigning as assistant manager of CKOC Hamilton, Ont. He started in broadcasting at former CHWR Regina, Sask., in 1922, moved to CKCX Regina in 1956 and CKOC in 1960. CKSL London has recently completed a long- term agreement with Northern Broadcasting Co. Ltd., Toronto, which operates five Ontario radio stations. Successor to Mr. Pots has not yet been announced.

WILLARD KING, sales representative of CKFH Toronto, Ont., to radio sales representative of Canadian Broadcasting Corp., Toronto.
Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 11 through Sept. 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, and—antenna, aur.—aural, vis.—visual, kw—kilocycles, md.—modification, trans.—transmitter, un.—unlimited hours, kc.—kilocycles, RCA.—subsidary communications authorization, SBA.—special service authorization, STA.—special temporary authorization. ~—ed.

New TV Stations

APPLICATIONS

Wilmington, Del.—Rollins Bertz, Inc., ch. 12 (504-516 mc); ERP 375 kw, 100 kw aur; ant. height above average terrain 896 ft., above ground 328 ft. Estimated construction cost $828,285, first year operating cost $600,000, revenue $600,000. P.O. address 416 French St., Wilmington. Studio, trans. location intersection of Mt. Cuba and Owls Nest Rd. Geographic coordinates 38° 45' 12" N. Lat., 75° 37' 42" W. Long. Trans.-ant. RCA. Legal counsel Leonard Marks, Washington. Consulting engineer G. R. Chambers, Wilmington. Applicant is licensee of WAMS Wilmington. Announced Sept. 11.

Aguadilla, P. R.—Jose A. Bechara Jr., A. Gimenez-Aguayo and Raymond Barrieta, ch. 12 (204-215 mc); ERP 105.4 kw, 63.24 kw aur; ant. height above average terrain 774 ft., above ground 574 ft. Estimated construction cost $299,400, first year operating cost $150,000, revenue $175,000. P.O. address Box 1961, Mayaguez, Studio, trans. location Carretas Rd. Puntas. Geographic coordinates 18° 51' 33" N. Lat., 67° 14' 52" W. Long. Trans.-ant. RCA. Legal counsel Miller and Sabin, Philadelphia. Consulting engineer George C. Davis, Washington. Mr. Bechara (50%) owns WCJHL Mayaguez. Mr. Gimenez-Aguayo (25%) owns 41.4% of WPAB Ponce, P. R. Mr. Barrieta is liquor importer and exporter. Announced Sept. 11.

Existing TV Stations

APPLICATIONS BY FCC

WCIA (TV) Champaign, III.—By letter, is being reminded of requirements under Commission's editorializing report as result of complaint alleging unfair treatment of subscription tv issue. Announced Sept. 17.


CALL LETTERS ASSIGNED


WNEW-TV New York, N. Y.—Metropolitan Bcstrs. Corp., ch. 5. Changed from WABD.

Translators

APPLICATIONS

City of Douglas Translator Committee (% Paul Huber Jr., 845 F Avenue, Douglas, Ariz.)—Granted application for new tv translator station on ch. 70 to translate programs of KVOA-TV Tucson. Announced Sept. 17.

APPLICATIONS

Boothe and Philo, Calif.—Anderson Valley TV Inc., ch. 70, ERP 182 w. P.O. address Box 525, Boonville. Estimated construction cost $11,155, first year operating cost $1,100. Non-profit applicant seeks to translate programs of KTVG (TV) San Francisco. Announced Sept. 17.

Ukiah, Calif.—TV Improvement Assn., ch. 76, ERP 388 w. P.O. address % Al Barbero, 797 W. Standiley St., Ukiah. Estimated construction cost $5,400, first year operating cost $500. Applicant, non-profit organization, wishes to translate programs of KGO-TV San Francisco. Announced Sept. 15.

Spencer, Iowa—Spencer Area TV Inc., ch. 83, ERP 204 w. P.O. address Box 328, Spencer. Estimated construction cost $7,025, first year operating cost $500. To translate programs of KELO-TV Sioux Falls. R. D. Applicant is non-profit organization. Announced Sept. 15.

New Am Stations

APPLICATIONS BY FCC

Crescent City, Calif.—Norman C. Bayley—Granted 1310 kc, 1 kw D. P.O. address 1406 Cortez Ave., Burlingame, Calif. Estimated construction cost $27,219, first year operating cost $24,000, revenue $25,000. Mr. Bayley, sole owner, is in tools and supplies. Announced Sept. 17.

Allegan, Mich.—Allagan County Bcstrs.—Granted 1890 kc, 150 w D. P.O. address 4 Albert VandenBosch, Box 312, Rome City, Ind. Estimated construction cost $14,019, first year operating cost $9,400, revenue $40,000. Principals are equip. owners Lewis E. Grob, Kendallville, Ind.; Walter C. Krogger, Corunna, Ind.; Dr. Maurice L. Weldy, Wakarusa, Ind.; Keith E. Weldy, Wakarusa, and Mr. VandenBosch, Rome City, Ind. Mr. VandenBosch is agent for H. A. Richard, Ind., and Keith Weldy is WCMR announcer-salesman. Announced Sept. 17.

APPLICATIONS

Redwood City, Calif.—Hometown Bcstrs., 850 kc, 500 w unli. P.O. address 1513 Industrial Way, Belmont, Calif. Estimated construction cost $34,-

Today and tomorrow (22-23) Ray V. Hamilton and DeWitt “Judge” Landis will be attending the NAB Management Meeting at the Billmore Hotel, Oklahoma City.

On Thursday and Friday (25-26) be sure to meet W. R. "Ike" Twining at the Challenger Inn, in Sun Valley, and in San Francisco at the Mark Hopkins Hotel next Monday and Tuesday.
YOU CAN BRING THEM IN ALIVE!

with the P.T.S.L.N.

Lakewood, N. J.—Harlan Murrells and Assoc., 150 kw D.P.O. address 355, Pleasantville, N. J. First year operating cost $2,000, revenue $1,000. Estimated construction cost $13,000, second year operating cost $15,000, revenue $12,000.

Snyrma, Ga.—Mitchell Melof, 150 kw, 250 w. D.P.O. address 230 Lakeview Ave., N.E. Atlanta, Ga. Estimated construction cost $43,978, first year operating cost $9,000, revenue $5,000. Mr. Melof, sole owner, also owns WLAQ Home, Ga. Announced Sept. 15.


Black Mountain, N. C.—Mountain View Bstg. Co., 960 kw, 500 w. D.P.O. address 505 W. Dixon Blvd., Asheville, N. C. Estimated construction cost $13,685, first year operating cost $31,000, revenue $30,000. Eugene Blandin, former one-third owner of the station, now a partner in a new company, electric company supervisor, each own 33%. Announced Sept. 16.

KTU Turlock, Calif.—Announced Sept. 17.

KBTM Jonesboro, Ark.—Announced Sept. 16.

KBCR Clear Lake, Ia.—Announced Sept. 17.

WVAPI-FM Tense, Tenn.—Announced Sept. 17.

WGUS North Augusta, S. C.—Cp to increase time power from 250 to 500 and install new trans.

WGCA Greenville, N. C.—Mod. of license to change location from Moncks Corner to Charleston, S. C., effective Oct. 1.

KKIS Pittsburg, Calif.—Announced Sept. 17.

KZRS San Diego, Calif.—Announced Sept. 17.

WFCB Chicago, Ill.—Announced Sept. 17.

WAFM Minneapolis, Minn.—Announced Sept. 17.

KZIN Coeur d'Alene, Idaho—Announced Sept. 17.

WLOL Bowling Green, Ky.—Announced Sept. 17.

WFBG Harrisburg, Pa.—Estimated construction cost $14,000, first year operating cost $5,000, revenue $6,000.

WDCR Raleigh, N. C.—Grant of (1) cp to operate on 1630 kw, first 6 months pending completion of construction of authorized change in facilities from 1500 kw, one 24-hour period, to 1630 kw, two 24-hour periods, and (2) extension of 6 months time to construct. Announced Sept. 17.

WMMB Manitowoc, Wis.—Grant of new license to operation on 960 w. D. Announced Sept. 17.

WKBZ-AM&FM Chicago, Ill.—Announced Sept. 17.

WOCO Racine, Wis.—Grant of (1) renewal of license, by letter, letter petition by WBSD Terre Haute, to designate WBCD application for operating license as (2) extension of 6 months time to construct. Announced Sept. 17.

KBAG Lafayette, Ind.—Grant of license to operate on 1260 w. D. P.O. address 301 W. Main St., St. Joseph, Ind. Estimated construction cost $7,125. First year operating cost $7,100, revenue $8,500. Applicant is licensee of WEAV Evanston. Announced Sept. 17.

WAVM Atmore, Ala.—Grant of increase in power from 1,500 kw, to 3,000 kw, continuing operation on 1590 kw D. Announced Sept. 17.

WCBQ Anderson, Ind.—Grant of renewal of license, by letter, denied petition by WBOW Terre Haute, to designate WBCD application for operating license as (2) extension of 6 months time to construct. Announced Sept. 17.

KBAM Longview, Wash.—Announced Sept. 17.

WBAY Green Bay, Wis.—Announced Sept. 17.


KRXH Hollywood, Calif.—Announced Sept. 17.

KODI Anchorage, Alaska—Announced Sept. 17.

KAYT Yreka, Calif.—Announced Sept. 17.

WKGW Toledo, Ohio—Announced Sept. 17.


KZLS-AM & _FM Kokomo, Ind.—Announced Sept. 17.

WTOC Savannah, Ga.—Announced Sept. 17.


KZAW-AM&FM Pampa, Texas—Announced Sept. 17.

WNCI Columbus, Ohio—Announced Sept. 17.

WLAB Rockford, Ill.—Announced Sept. 17.

KTBX Corpus Christi, Texas—Announced Sept. 17.

KFWB Pullman, Wash.—Announced Sept. 17.

KBOO Portland, Ore.—Announced Sept. 17.


KVTW Corvallis, Ore.—Announced Sept. 17.


KBWJ Mattoon, Ill.—Announced Sept. 17.

WZMZ Jackson, Miss.—Announced Sept. 17.

KTDR Omaha, Neb.—Announced Sept. 17.

KWTC Minneapolis, Minn.—Announced Sept. 17.

KWLY-AM & FM Helena, Mont.—Announced Sept. 17.


KWNO-AM & FM Muskogee, Okla.—Announced Sept. 17.

Hoffman-Stark, Ia.—Announced Sept. 17.

WAPM-FM Birmingham, Ala.—Announced Sept. 17.


WIBL-AM & FM Mobile, Ala.—Announced Sept. 17.

WBLS Virginia, Minn.—Announced Sept. 17.


WCLB Waco, Texas—Announced Sept. 17.

WIXY-AM & FM York, Pa.—Announced Sept. 17.

WBCN Boston, Mass.—Announced Sept. 17.

WZFX Salt Lake City, Utah—Announced Sept. 17.

WHRH West Palm Beach, Fla.—Announced Sept. 17.

WNCN Dallas, Tex.—Announced Sept. 17.

WBMP Terre Haute, Ind.—Announced Sept. 17.

WJNO-AM & FM Easton, Md.—Announced Sept. 17.

WIFW Milwaukee, Wis.—Announced Sept. 17.

WCSR Detroit, Mich.—Announced Sept. 17.


WCKY Cleveland, Ohio—Announced Sept. 17.


WGBN Detroit, Mich.—Announced Sept. 17.

WFTV Orlando, Fla.—Announced Sept. 17.

KLOQ Yakima, Wash.—Seeks transfer of two-thirds of license (Yakima Bestg. Corp.) from Robert S. McCaw and Tom Olsen to William E. Shaw (15 shares) and Warren J. Durham (53 shares) for $24,000. Upon approval, Marsh, Shedd and Durham will each own 50%. Announced Sept. 12.

BROADCASTING

Hearing under
increase power
thirds

MIFFIELD

review

Miller, Milford, Conn., Orange County Bcstrs. Corp. (WGNY), ch. 22, to increase power to 15 kw, the station to operate on 1480 kc. Announced Sept. 12.

Did. Co. (WALLAM-AM-TV Marinetta, and 36% of WBBV New Haven, Conn., 20% of WBBR Rockford, Ill., and votes 7% of block of RCLN stock) to owns 1480 AM WBBB and 17.50% of WBBR. Announced Sept. 11.

Hearing Cases

FINAL DECISIONS

Commission made effective immediately May 1 initial decision, as modified by Commission, and granted applications and order, Commission for new am station to operate on 1580 kc. 250 w. D. in Allen, Texas, and Robert B. Backs to increase power of station WJWA South Bend, Ind., on ch. 12, to operate at 1580 kc. Announced Sept. 12.

By order, Commission gave final decision immediately Aug. 5 initial decision and granted applications of new am station, Co. to operate on 600 kc. 500 w. D. in Chases City, to increase power of engineering condition. Announced Sept. 17.

INITIAL DECISION

Hearing Examiner Herbert Sharman issued initial decision looking toward granting application of WGBK Sheboygan, Wis., seeking assignment of new Class B fm station to operate on 107.3 mc. Announced Sept. 15.

OTHER ACTIONS

Commission gave notice that June 26 initial decision looking toward granting application of WefI-AM Advanced Electronics, Inc., for extension of time to construct tv station, KVAT (ch. 13), Yuma, Ariz., became effective Aug. 15 pursuant to Sec. 1.133 of rules. Announced Sept. 17.


By memorandum opinion and order, Commission denied joint petition by Oklahoma Television System, Inc., and Oklahoma Broadcast Television Corp., to amend their applications for new tv stations to operate on ch. 12 in New Orleans, La., to specify conditions that of WMBJ, La., to operate on ch. 12 in New Orleans, La., in specification that of Supreme Bestg. Co., for mod. of cp of said broadcast signals, to operate on ch. 12 from Sept. 14 to Oct. 1. Announced Sept. 17.

By memorandum opinion and order, Commission denied joint petition by Supreme Bestg. Co., and Oklahoma Television System, Inc., to defer action on application of St. Anthony Television Corp. for new tv station to operate on ch. 11 in Houma, La., or, in alternative, to designate SMPM for hearing for hearing to be continued in consolidation with above-mentioned applications for new tv stations in New Orleans, La., Announced Sept. 17.

By memorandum opinion and order, Commission denied joint petition for new am station in Eastern States Bestg. Co., Hamden, Conn., to increase issues in proceeding on am applications of Eastern States Bestg. Co., Hamden, Conn., WMBJ, Milford, Conn., Orange County Bestg. Co., New York, N. Y., and De Laurentis Hamden, Conn., to determine whether William D. Wilkins has engaged in broadcasting in federal broadcasting authorities and, if so, whether he is thereby disqualified from holding license. Commission Craven dissented. By order, Commission Craven was in agreement with the Commission's decision and order. Announced Sept. 17.


Commission scheduled hearing for deciding application for proceedings on oral order for Oct. 19.

Walter A. Gaines (WGAU), Amsterdam, N. Y.; and Greenwich Bestg. Corp., Greenwich, Conn., WICO Salt Lake City, Utah.—Designated for hearing applications to increase power from 500 w to 1 kw. continuing operation on 1320 kc. D; made WGHF Newport News, Va.; and WILF Richmond, Va., parties to proceeding. Announced Sept. 17.


WKAN Danville, III.; WTHI-TV and Liveasy Bestg. Co., Terre Haute, Ind.—Designated for consolidated hearing applications of WTHI-TV for renewal of license and WECI for new license for station on ch. 17; applicants waived rights to 305(b) letter. Commission Leatherman and Duff, parties in proceeding. Announced Sept. 17.

Blue Island Community Bestg. Co., Blue Island, Ill.—Designated for hearing application for new am station to operate on ch. 2, to operate on ch. 2, to operate on ch. 2. Announced Sept. 17.

There were 101 applications made effective immediately Aug. 7 and Aug. 19, all pending decision of the Commission.

Routine Roundup

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion on September 16

Upon request by Clarence E. Wilson, Hobbs, N. M., ordered that following schedule for procedures will be observed: preliminary exchange of exhibits—Oct. 7; final exchange of exhibits—Oct. 13; notification of witnesses re cross-examination—Oct. 28; cross-examination of formal conference—Oct. 29 on Mr. Wilson's am application. Etc.

By Hearing Examiner Thomas H. Donahue on September 15

On own motion, continued to date to be determined later hearing scheduled for Sept. 24; and scheduled prehearing conference for Sept. 25 in proceeding on am applications of The KBB Stations Inc., Keene, N. H., and Kenneth E. Shaw, Newport, N. H. Etc.

By Hearing Examiner Basil P. Cooper on September 15

Issued order following prehearing conference in proceeding on am applications of Leavenworth Bestg. Co. (KCCO), Leavenworth, Kan., et al. time schedule previously outlined for exchange of engineering exhibits will be adhered to and evidentiary hearing will begin as presently scheduled for Oct. 15.

By Hearing Examiner Herbert Sharman on September 15

Granted motion by Pacific Bestg. (KUDE), Oceanside, Calif., for extension of time from Sept. 15 and 22, to Sept. 25 and Oct. 2 for exchanging exhibits and for further prehearing conference, and for continuance from Sept. 20 to Oct. 5 the date for hearing in proceeding on Pacific's am application and that of L & B Bestg. Co., Hemet, Calif.

By Hearing Examiner James S. Cunningham on September 15

Granted joint motion by Nick J. Chacona, Geithersburg, Md., and Allegan County Bestg. Co., Laurel, Md., to amend certain procedural dates hereinafter specified in proceeding on their am applications, et al. and to continue without date formal hearing now scheduled for Sept. 16.

LUMITRON

Division of METROPOLITAN ELECTRIC MFG. CO.
2210 Stairway Street • Long Island City 5, N. Y. • AS 8-3000

September 22, 1958 • Page 99
FOR THE RECORD

By Hearing Examiner Charles J. Frederick on September 12

Granted petition by Elltoway Television Inc., for leave to amend its application for new TV station to operate on Ch. 12 in Moline, Ill., to reflect additional financial data.


Rescheduled for Dec. 1 hearing now scheduled for Oct. 1, and scheduled further prehearing conference for Oct. 11 in Moline, Ill., Ch. 8 proceeding.

By Hearing Examiner Forrest L. McClintock on September 12


By Hearing Examiner Millard F. French on September 12

Granted petition by Grady M. Sinyard, New Boston, Ohio, for leave to amend its application to reflect offer of merger agreement.

By FCC

Commission on Sept. 11 granted petition by Sacramento Television Inc. (KHTV-TV), Sacramento, Golden Empire Bestg. Co. (KIRL-TV), Chico, and Television Diablo Inc. (KOVK-TV), Stockton, all California, for further extension of time from Sept. 10 to Sept. 15 for filing oppositions and responses to pleading further modification of petition for rule making involving Sacramento, filed by Capital Television Enterprises.

By Chief Hearing Examiner James D. Cunningham on September 11

Pending petitions by KBT Telecasting Co., Davenport, Iowa, and Public Service Bestg. Co., Moline, Ill., for elimination without prejudice of their applications for new TV stations to operate on Ch. 5, and remaining applications in this proceeding, are being held in hearing status.

Granted petition by Eastern States Bestg. Co., Hamden, Conn., for extension of time of seven days prior to date to be later specified for prehearing conference for commencement of formal hearing to file objections to direct cases, requests for additional information, and notices of witnesses desired in this proceeding.

By Hearing Examiner James D. Cunningham on September 12

Scheduled prehearing conference for Sept. 18 re application of The Spartan Radiocasting Co. (WSFA-TV), Huntsville, Ala.

By Hearing Examiner Millard F. French on September 11

On its own motion, scheduled prehearing conference for Sept. 12 at 9 a.m. on application of Grady M. Sinyard, New Boston, Ohio.

By Chief Hearing Examiner James D. Cunningham on September 11

Granted petition by Palm Springs Community Television Corp., for extension of time from Sept. 20 to Oct. 17 for filing proposed findings of fact and conclusions of law in matter of applications of Palm Springs Translating Station Inc., for new TV station in Palm Springs, Calif., et al.

By FCC

Commission on Sept. 11 denied requests of Crosby Laboratories Inc., and Multiplexer Development Corp., for extensions of time to file comments (in proceeding on application of Brown Corporation, New York, N. Y., in proceeding on new TV station in Utica, N. Y.) and time for filing comments on notice of new proceeding on applications of Paley Broadcasting Inc., (WNYN), New York, N. Y., for new FM station.


By Commissioner John S. Cross on September 10

Granted petition by Broadcast Bureau for extension of time of Sept. 24 to file exceptions to initial decision in proceeding on its AM application and that of Northern Bestg. Co., Jeffersonville.

By Hearing Examiner Charles J. Frederick on September 10

Scheduled for Nov. 6, further hearing in proceeding on its applications of Binder-Carrie-Durham Inc. (WAMM), Flint, Mich., et al.

By Hearing Examiner Elizabeth C. Smith on September 10

Scheduled prehearing conference for Oct. 1 in proceeding on applications of WJHT, Garden Grove, Calif., for new FM station.

By Hearing Examiner Millard F. French on September 10

Scheduled further prehearing conferences for Sept. 17 at 9 a.m., and Oct. 12 at 9 a.m., and continued date for exchange of exhibits from Sept. 24 to Nov. 1, hearing will be held as presently scheduled on Oct. 26, in Tampa-St. Petersburg, Fla., tv ch. 10 proceeding. Granted petition by Tampa Telecasters Inc. for leave to amend to submit supplemental engineering statement.

By Hearing Examiner Basil P. Cooper on September 10

Granted petition by Pasadena Presbyterian Church, Pasadena, Calif., for hearing on its application for extension of time from Sept. 11 to Oct. 14 from the date of the scheduled proceeding to be announced in proceeding on its application for new FM station.

Hearing Examiner Elizabeth C. Smith on September 9


By Chief Hearing Examiner James D. Cunningham on September 9

Granted request by Garrison-Huntley Enterprises and cancelled Co., for additional information, and for evidentiary hearing from petition by Sacramento Telecasters Inc., for dismissal of its application and its application to file notice of exception to initial decision.

Proceeding on its applications for new FM stations.

By Hearing Examiner James D. Cunningham on September 8

Continued hearing scheduled on Oct. 6-4600 Crestview Dr., by Hearing Examiner James D. Cunningham on September 8.

Continued hearing scheduled on Oct. 28, in Tampa-St. Petersburg, Fla., tv ch. 10 proceeding. Granted petition by Gulf Coast Telecasters Inc. for extension of time of Sept. 24 to file exceptions to initial decision in proceeding on its AM station and that of new FM station.

By Hearing Examiner James D. Cunningham on September 8

Continued hearing scheduled on Oct. 6.

By Hearing Examiner James D. Cunningham on September 9

Continued hearing scheduled on Oct. 28.

By Hearing Examiner James D. Cunningham on September 9

Continued hearing scheduled on Oct. 6.

Virginia

$175,000.00

A well-rated, profitable daytime station in one of Virginia's substantial markets. $50,000 cash required, with reasonable terms on the balance.

Exclusively with

Blackburn & Company

Negotiations • Financing • Appraisals

Washington, D. C.

Atlanta

Chicago

Midwest

$150,000.00

Profitable independent in solid 2-station market of over 50,000, $60,000 cash required with balance on terms which can easily be met from present earnings.

WASHINGTON D. C.

ATLANTA

CHICAGO

W. E. Blackburn

H. W. Cassill

C. S. Tompkins

Jock V. Horsey

William H. King

William H. King

Grainger H. Ryan

Ryan H. Ryan

Ryan H. Ryan

Stanley Whelan

Stanley Whelan

Stanley Whelan

Hailey Building

Hailey Building

Hailey Building

Jackson 5-1576

Jaxson 5-1576

Jaxson 5-1576

Handelsman 3-4213

Boulder 3-4213

Boulder 3-4213

N. B. Bank Build.

N. B. Bank Build.

N. B. Bank Build.

Virginia Avenue

Virginia Avenue

Virginia Avenue

Goodale Building

Goodale Building

Goodale Building

331 N. Michigan Ave.

331 N. Michigan Ave.

331 N. Michigan Ave.

Goodale Building

Goodale Building

Goodale Building

3-4213

3-4213

3-4213

1576

1576

1576

Burlington 4-0120

Burlington 4-0120

Burlington 4-0120

This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

For your free copy of this brochure, write to RCA, Dept. 13-21, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION OF AMERICA

Tinplated

Page 100 • September 22, 1958
FOR THE RECORD CONTINUED


By Hearing Examiner Millard F. French on September 9

Scheduled further prehearing conference for Sept. 15 in Tampa-Sarasota-Petersburg, Fla., at 9 a.m. proceeding (Florida Gulfcoast Bstns., et al.).

By Hearing Examiner Elizabeth C. Smith on dates shown


Scheduled prehearing conference for Sept. 25 at 9 a.m. on an application of Bay Area Electronic Associates and Sonoma County Bstns., Santa Rosa, Calif. Action Sept. 9.

By Hearing Examiner Herbert Sharman on September 9

Granted petition by James H. Duncan (KSIL), Silver City, N. M., for leave to amend application insofar as it would specify 1340 kc with increased power instead of 1430 kc and petition is otherwise denied: application as amended is removed from hearing.

By Hearing Examiner Charles J. Frederick on September 8

Granted petitions by Community Telecasting Corp., for leave to amend their application to reflect correct address of applicant, and by Midland Bstn. Co., to amend its application to reflect new financial data in Davenport, Iowa.

By Hearing Examiner James D. Bond on September 8

Scheduled prehearing conference for Sept. 16 on applications of Veterans Bstn. Co., and Capital Cities Television Corp., for new tv stations to operate on ch. 16 in Vail Mills, N. Y.

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of September 12

KCRV Caruthersville, Mo.—Granted involuntary assignment of license to J. E. Taylor, individually and J. T. Taylor, co-owners of estate of Walter Y. Cleveland, deceased, d/b under same name.

WIRF Tiltonsville, Fla.—Granted assignment of license to WLRM-T.

KPLC, KPLC-TV Lake Charles, La.—Granted assignment of license to T. B. Lanford, et al., d/b under same name.

WABS Nashville, Tenn.—Granted assignment of license to Indian River Radio Inc.

KORE Austin, Tex.—Granted license to change name to RADIO KORE Inc.

WLAV, WLAV-FM Grand Rapids, Mich.—Granted license to change name to Stevens-Wimper Bstn Inc.

WAFL Mayaguez, P. R.—Granted cp to install old main trans., composite aux. trans., original license covering new main, trans. and ground system.

WNBR Chicago, Ill.—Granted cp to change type of trans. and make other equipment changes (trans. & ant.); and cp to maintain licensed main, trans. and system at present location of main studio.

KFWC Hot Springs, Ark.—Granted cp to install a new trans. type, and new ant. and ground system for aux. purposes at present location of main studio.

KCBQ San Diego, Calif.—Granted cp to replace existing, which authorized increased power, change DA-N to DA-2, change location and install new trans. for day-time use.

KRMU (TV), Williston, N. Dak., & Chatsworth, Ill.—Granted cp to modify the vars. trans. (main trans. & ant.).

WLAW Lawrenceville, Ga.—Granted cp, of cp to change type trans. and ant., and ant. location.

KDBK (FM) Los Angeles, Calif.—Granted cp of cp to decrease ERP, change trans. and studio location (same as trans. location), type changes in antenna and increase ant. height.

WNST Valparaiso-Nickeville, Ill.—Granted extension of license to Sept. 30.

KCBQ-FM San Diego, Calif.—Granted extension of term of license to Sept. 30.

KVLF Alpine, Tex.—Granted authority to sign off at 9 p.m. for special events; economic reasons.

WNTB-FM Talladega, Ala.—Granted request to cancel license; calls deleted.

Actions of September 11

KREY-TV Montrose, Colo.—Granted assignment of license to Black Canon Bstn. Co.


KPRG-AM Great Falls, Mont.—Granted license for fm station.

WVEE Savannah, Ga.—Granted license covering installation new trans.

WLFA Lafayette, Ga.—Granted license covering changes in ant. and ground system.

WNCG Mayfield, Ky.—Granted license covering installation of new trans.

KTKN Ketchikan, Alaska.—Granted license covering installation new trans.; conditions.

WPBD Laurel, Miss.—Granted license covering change in location.

WMSL Denver, Colo.—Granted license to increase ERP to 8.8 kw and change type trans.; conditions.

WLOF (FM) Cranston, R. I.—Granted mod. of cp to decrease ERP to 3 kw, change type trans. and studio and ant.-trans. location.

WCOM (FM) Royal Oak, Mich.—Granted mod. of cp to make changes in ant. system; conditions.

KGXM (FM) Riverside, Calif.—Granted extension of term of license.

Actions of September 8

WAVO Avendale Estates, Ga.—Granted license for main station.

WKWR Wheeling, W. Va.—Granted license to change location of station, utilizing combined am and fm tower (increase in height) and changes in ground system.

WALT Tampa, Fla.—Granted license covering installation of a new trans. and transmitter as aux. trans. at present location of main trans.

WPNN Pathé City, Ala.—Granted license to use old main trans. as aux. trans., present main trans. site.

WJAR Providence, R. I.—Granted license covering...
CLASIFIED 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. - HELP WANTED 25¢ per word—$2.00 minimum.
- All other classifications 30¢ per word—$2.00 minimum. - DISPLAY 30¢ per inch. Must reply to Box.

Applications: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transmissions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasters expressly repudiate any liability or responsibility for their custody or return.

RADIO

Help Wanted

Announcer for new Key West Independent. Must be totally referred. Also manager-engineer, announcer, sales manager. Box 808F, BROADCASTING.

SALES

Sales Manager. Must have background. Good salary, U.S. Station. Box 803F, BROADCASTING.

Salesman. Must have 3 years experience in advertising. Box 807F, BROADCASTING.

RADO

Help Wanted—(Cont'd)

Announcers

Opportunity for married staff announcer. Send resume, ABN Network. Texas. Box 846F, BROADCASTING.

Announcer, morning, staff, combo, net affiliate. Wisconsin. Ability determines starting salary. Send resume, tape immediately. Box 850F, BROADCASTING.

Negro programmed radio station, metropolitan market, one of the nation's outstanding operations, seeks negro announcer. No experience necessary. Send resume, tape and several photos. Box 851F, BROADCASTING.


Announcer-first phone by leading station eastern seaboard. Excellent working conditions. Top salary for right man. Good job, good future. Box 974F, BROADCASTING.

Free lance man to sell and announce nightly pop disc show over 5,000 watt. Am. Very productive market. For permanence and excellent commission, write Harold Gann. Radio KAREL, 7535 No. Van Ness, Fresno, California.

Wanted, an experienced radio announcer. Some familiarity with djs would be helpful. Box 872F, BROADCASTING.

Top California ladie wants happy enthusiastic announcer for morning show. Must have 3 years experience. Box 875F, BROADCASTING.

Announcer-engineered by southwest daytimer in very fine, progressive town. Pay scale $100 per week and up, depending on ability and experience, no commission please. Bill Bigley, KVMA, Magnolia, Arkansas.

Need experienced pop dj for central Kansas out- standing 1000 watt independent. Modern, friendly town of 40,000. Air conditioning, good sound, top photo, tape commercials, ad INDs and interesting nightshift. Box 889F, BROADCASTING.

Top right staff announcer now working in northwest, ready to step-up to position at WCHS Re- dmond, Oregon. Needs experienced news service—NBC. $6000. Check our reputation. We have a small market, but great people. If your current record won't stand it. Air mail tape, photo, resume, personal letter, and references. Box 890F, BROADCASTING.

Promotion from within organization leaves opening on announcing staff. Some experience com- mercial station essential. Good disc show, make news radio, write and compile news. Letter, and tape or photo Mait Morris, WCHS, Norwich, Conn.

Central Florida kijow has immediate opening for experienced announcer with first phone. Send tape and letter to WLEE, Leesburg-Kissimmee, Florida.

Technical

Engineer—Leading eastern independent needs man thoroughly experienced in maintenance or building of broadcast station. Will also do a minimum of air work. This is excellent opportunity with a progressive chain. Station is expanding and expects to build new studios within two years. Salary commensurate with ability. Must have audition tape, resume and recent photo. Box 762F, BROADCASTING.

Wanted—Chief engineer for 250 watt daytime station. Some experience preferred, permanent position. Good working conditions. Box 899F, BROADCASTING.

Chief engineer wanted. Good, old fashioned kind that is losty announcer but excellent technician. Please send resume and complete history, including supervision of installation 5 kw transmitter. Long established Miss. station. West. Rush details Box 866F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Man with pride, gives equipment finest care. Wants and gets cleanest signal in town. Sales man wanted. All replies to Box 935 DeSales St., N.W., Washington 6, D. C.

Chief engineer wanted immediately. Must be qualified for maintenance of new 2 kw trans- mitter. Some announcing. Send resume and tape to Gene Riesen, Manager, KLAD, Klamath Falls, Oregon.

First phone-announcer immediately. 250 watt station. $3500.00—$4100.00 start, WILD, Frankfurt, Indiana.

Have opening for chief engineer or announcer with first class station. Good salary, good working conditions. Station WOB, North Wilkesboro, N. C.

Assistant to chief engineer wanted. Young man with first phone desire, concentrated training. Prior experience not absolutely necessary. Con- fidential. Box 819F, BROADCASTING.

First class engineer, experienced in operating and repairing 1 kw. Starting salary $45 weekly. Communicate station WPRF, Mayaguez, Puerto Rico.

Production-Programming, Others

News director. Must be able to take full charge in department, write, produce and direct entire news schedule. Must be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading, north central regional, major market. Salary and benefits above average. Will only consider applicants with suitable background in similar position. Reply in detail, giving past experience, salary expected and attach small photo, which will not be returned. Confidential. Box 919F, BROADCASTING.

Newscaster. Southern California $60,000 watt independent, progressive news schedule, no author- itative newscaster. State qualifications and technical requirements. Box 907F, BROADCASTING.

Newscaster. Radio and television, capable leg and camera man with small market experience who can gather, write, and direct news material. Excellent opportunities with well-known company. Must be able to produce excellent results. Must be reliable, stable and dependable with good reference. Box 911F, BROADCASTING. We want a permanent berth in a new national network. Send your resume for con- fidential consideration. Scale starts at $65 for 40 hours. Supply name and possible schedule. Exceptional ability. Write or phone Sterling, Williams, WKEN, Youngstown, Ohio, Sterling 2-1146.

Immediate opening for radio-television cameraman. Camera familiarity, news writing and development required. Air presentation ability preferred. Address News Director, WQC-AM-FM-TV, Davenport, Iowa, including snapshot, resume, tape and requirements.

RADIO

Situation Wanted

Management

Highest industry sales records. Twenty years general operations management experience available for revenue expansion. Box 885F, BROADCASTING.

Mature agency exec., 20 years experience selling radio, seeks position as sales manager, or company proposition fully. Box 811F, BROADCASTING.

Well over $200,000 in local billing! Desire ad- vancement to commercial manager after top ex- pensive. Send full line, minimum and, know how to work. Prefer southern location. Available to start immediately. Box 854F, BROADCASTING.

September 22, 1958  •  Page 103
RADIO

Situations Wanted—(Cont’d)

Management

Experienced manager seeks opportunity to show his 6 years of experience plus comprehensive presentation of programming, promotion, sales, and operating ideas without necessarily taking the man. Would operate a radio station in any phase of radio, have first phone, will manage station in southern market. Box 958F, BROADCASTING.

General manager, sales, specialist, 12 years of sales management experience. Good personality. Good newsman, production and gimmicks. Wants first phone, 25 to 30, preferably Negro. Box 920F, BROADCASTING.

Frankly, I have a good job, but I’m not happy. If you have first phone, have top salary. Prefer mountain station. Good, sound staff. Prefer to run northeast. Box 966F, BROADCASTING.

Have sold interest in station and desire position as general manager in medium to small market. Prefer southeast. Ten years experience, managing, sales, programming. Know how to operate economics. Work well with all the answers. Just good solid radio. Married, 33, Top references. Box 968F, BROADCASTING.

Manager—Major market experience, young, aggressive executive. Sales, business, programming background. New York contacts. Box 974F, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal technique work. Can run own board. All around man—you’re looking for. Box 664F, BROADCASTING.


Announcers

Personality-dj strong commercials, rimicks, jingles, semipro, etc. Go anywhere. Box 685F, BROADCASTING.


Negro dee jay, good board man, fast patter, stronger personality. Prefer midwest. Box 697F, BROAD-CASTING.

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 699F, BROADCASTING.

Good, sound staff announcer with daily tv news- cast better than good. Prefer di-music university major, perfect pitch, 2 years same CBS station. Radio and tv. Stacky, dependable personality. Prefer midwest. Box 700F, BROADCASTING.

Good dj with radio-tv B.A. Am-veteran—have all knowledge of music, sales, know how to handle audience. Know music. Strong on commercials, understand vocal music. Tape and resume. Box 705F, BROADCASTING.

Conscientious, young, dependable, married. Four years same organization. $600. Announced. Good, dependable, promotion, programs. Know top 40. Good references. Box 707F, BROAD-CASTING.

Experienced pop music deejay available. Veteran, university graduate. $105 week. Box 801F, BROADCASTING.

First phone announcer. Seven years experience. All around talent. $160 start. Box 805F, BROADCASTING.

Responsible announcer, 7 years all around experience, seeking permanent position. Box 811F, BROADCASTING.

New England only. Dj-announcer, 6 years experience, good, dependable, draft exempt. $85 28: excellent references. Highest rates. Minimum $85. Box 816F, BROADCASTING.

All night deejay. $100 week. Box 924F, BROAD-CASTING.

Personality dj, fast pace, lively, 5 years experience, sales experience, college grad; age 25; excellent references. Highest rates. Minimum $85. Box 938F, BROADCASTING.

Good sell, promotion minded, dj experienced seeks midwest location. 26, married, steady. Small market station. Box 920F, BROADCASTING.

Situations Wanted—(Cont’d)

Announcers

Sports station: Top sports man. News and staff. Married, college, references. Box 815F, BROAD-CASTING.

Versatile newscaster, sports and staff. Eight years experience, married. Graduated. Box 819F, BROADCASTING.

Announcer—Strong news, commercial, sports record shows. Write well all copy. Operate board. No experience will suit. Creative, capable, reliable. Box 923F, BROADCASTING.

Announcer, 1st phone, no maintenance. Available now. $80. no car. Box 924F, BROADCASTING.

Held station’s best pay. Dee-jay, copy, good. Installs. Will work all phases. Dependable, young, capable. Box 928F, BROADCASTING.

Announcer-dj. Two years experience radio and tv, commercial film acting, live modeling, Detroit. Michigan. A job position immediate as top ten personality dj with potential personal appearances. Above average salary expected. Resume, pictures upon request. Box 933F, BROADCASTING.

Attention midwest. Seven years experience, with solid references. Veteran with college. Have headed news department. Single. Prefer night shift. Box 934F, BROADCASTING.

Announcer, strong on news, college radio major, good voice, personality. Working. Box 939F, BROADCASTING.

College graduate communications. Mature. Commercial, radio, tv shows board. Box 942F, BROADCASTING.

Chicago personality wants play-by-play. If your station can’t offer? Contact box. Box 950F, BROAD-CASTING.

Dependable young announcer with SRT training desires permanent position. Veteran—married, good potential. Box 951F, BROADCASTING.

Gal dj, Young New Yorker, experience, college, excellent voice. Occupational, communication. Very attractive. Box 945F, BROADCASTING.

Announcer, first phone two years experience. Married. Will work all phases for job with future. Box 946F, BROADCASTING.

Announcer-dj; experienced, ready for larger market. Music, news, commercials. Box 950F, BROADCASTING.


Chicago dj—mc wants tv or radio-tv. Box 956F, BROADCASTING.

Announcer, third class ticket. 10 years experience. Good voice. Married. Box 959F, BROADCASTING.

Staff announcer-first phone. Experienced studio operator, radio and tv. Announcing school graduate. 5 years experience. Desires permanent position. Box 961F, BROADCASTING.


Staff announcer—first phone. Experienced studio operator radio and tv. Announcing school graduate. 5 years experience. Desires permanent position. Box 967F, BROADCASTING.

Announcer, dj, 5 years experience, presently employed, excellent news-commercials, married, job security, good salary, travel, college, job future, no top forty. Write Box 968F, BROADCASTING.

Top southern rock n roll deejay desires permanent location in southern California. 5 years experience. Presently holds top time-later rating in market. Good sales pitch. Excellent newscaster. WDR, Concord, Eden, A. Box 969F, BROADCASTING.

M.S.U. graduate, 2 years commercial experience. Strongly interested in location in or near Michigan. Available now. Call or wire. Box 972F, BROADCASTING.


DJ, worked with top pros, sincerely wants to return to this area. Avid—stable, sober, reliable. Radio school experience, now in top ten; picture. Bill Montgomery, 4 Sage Ave., Lebanon, New Hampshire.

Have will move. Combo man, previously with WFUN-FM. Good references, tape and disc request. Box 975F, BROADCASTING.

First phone, 18 months experience. 18 years old. Dependable. Available immediately. Prefer Wins- ford, BROADCASTING.

Transmitter operator, well experienced, some tv, desires job good in southwest or far west. Box 852F, BROADCASTING.

Experienced dj with first phone and good announcing voice, but no announcing experience desired. Desires early position. What do you offer? Box 858F, BROADCASTING.

Nine years, commercial am and fm radio with solid references. Also five years electric experience. Single. Will travel with second program. Box 859F, BROADCASTING.

Production-Programming, Others

Program—production director with announcing, technical, will operate small station, independent. Experience—over ten years in large markets. Ready to move to west, southwest or northwest—one that offers opportunity for advancement. Married, 30 years, family. Box 867F, BROADCASTING.

Four years experience gathering, writing, pre- paring local and news national. Previously employed, like change, October 19th. References and resume on request. Box 868F, BROADCASTING.

Employed play-by-play sports director desires excellent references. Box 892F, BROAD- CASTING.

15 years experience seeking transfer from San Francisco into Los Angeles or its vicinity. Program director, half of station. Married, 33, desiring announcer and/or writer, news. Also agency, television, film experience. College degree, language, music. Box 950F, BROADCASTING.

FBI-MAN: (Far better idea) Showmanship, gun- nery, West coast preferred. Box 893F, BROAD-CASTING.


Unusual radio and tv commercials by top-light agency. Box 146, Grand Central Station, New York 17, N. Y.


TELEVISION

Help Wanted

Situations

Regional and local account executives. Refer- ences required. Must have production record. South. Box 668F, BROADCASTING.

California, small market, 3 network vhf station needs salem manager with proven record. Salary-draw against commission; sales, advertising, promotion, planning, and profit participation. Must be permanent and capable. Salary $2,000. Will consider experienced tv salesman for KSBW-TV Salinas. Send details, references, and recent and photograph to John Coham. KSBW-TV, P.O. Box 1021, Salinas, California. (Immediate response)

Experienced salesman, ample base pay plus commission, with expanding organization. Send complete resume and photo to Ray Carow, WALV-TV, Albany, Georgia.

Wanted: Experienced tv or radio account execu- tive for small NBC affiliated station in Florida's most beautiful city. Expand- ing station. Excellent environment with numerous opportunities for advancement. Must be an experienced professional and have previous sales and or on-camera experience. Desires sales position with responsibility. Salary top of scale, sales support. Roy Sipple, 353 Seaboard Ave., New Orleans, La.

Page 104 * September 22, 1958

BROADCASTING
HELP WANTED—(Cont'd)

TV Announcer-Director needed at central Pennsylvania station. Must have experience in TV, will train for director. Good salary for right man. Apply Box 890F, BROADCASTING.

Technical

New south vhf needs transmitter and/or studio man. Must have experience and experience. Must match Box 853F, BROADCASTING.

Need two experienced tv engineers first place position. Excellent opportunity. Good opportunity for aggressive young man large midwest vhf. Contact 970F, BROADCASTING.

Wanted: Man with first class license to work in television. No phone calls. Please send snap shot and references. WINK-TV, Fort Myers, Florida.

Production-Programming, Others

Wanted immediately, attractive tv weather girl. Must be experienced on camera personality and capable of handling other commercial spots and possible handle weather reports, weather maps. Prefer personal interview, but would consider kine or Sof clip. NBC affiliate in the Palm Beaches. Contact Robert Murphy, Operations Director, WPTV, Palm Beach, Florida.

TELEVISION

Situations Wanted

Attention—dry climate-southwest: 12 years experience as 615v studio director. Must match Box 890F, BROADCASTING.

Management


Sales

Industrious, personable, dependable man with record of successful sales and ability to travel. Must match Box 912F, BROADCASTING.

Announcer

Salesperson—announcer, at present small market commercial manager on national television. Established reputation, good local accounts. Same position personal newscast for TV or women's show. Prefer personal interview, but would consider kine or Sof clip. Please return all mail. Box 900F, BROADCASTING.

Announcer

Available immediately, top announcer/director. Prefer south or west. References. Degree. Sports. Box 928F, BROADCASTING.

Bingo at home producer-director. Six months experience. Box 913F, BROADCASTING.

Versatile newscaster, sports and staff. Eight years college. Graduated, married. Box 921F, BROADCASTING.


Technical

1st phone, 1½ years experience. Well rounded in all phases of operations. Wants in small operation. Prefer west coast or central states. Box 966F, BROADCASTING.

First class license and one half years experience in all phases of studio and remote operations. Including maintenance. Presently employed. Box 922F, BROADCASTING.

Ten years experience, all phases sm-fm-tv including studio and remote operations. Excellent maintenance experience. Permanent position with Florida station that will give you 2½ years experience and $7,000 minimum. Married, family, presently employed, resume. Box 919F, BROADCASTING.

Broadcast chief engineer with ten years vhf-uhf experience interested in position as chief, assistant chief, or any other position with reliable organization. Box 929F, BROADCASTING.

First phone, one year experience. Presently employed at local television station, having network feed. Desires studio work. Send offer to Box 930F, BROADCASTING.

Electrical engineer first class license. 6 years experience radio and television desires work North or South Carolina. Box 946F, BROADCASTING.

SITUATIONS WANTED—(Cont’d)

Technical

Have 1st phone, light project on and floor experience. Will travel. Box 844F, BROADCASTING.

TV broadcast technician. First phone. TV, workshop control, maintenance, 3 months experience. 25, vet. single. Box 921F, BROADCASTING.

Production-Programming, Others

Producer-director presently employed. Creative, responsible. Family. All phases production, Programming. References. Box 969F, BROADCASTING.

Director-photographer: three years in tv production. Experience with TV camera. Announcing. Radio-tv college major, southern. Married, presently employed, but want bigger station, one that is doing something. Box 999F, BROADCASTING.

News director: Now heading metropolitan tv newsroom. Consistently ahead on major regional, national news. Top references. Authoritative airworl. Box 948F, BROADCASTING.

Announcing and Director: $7,000.00 will be paid at first employment. Ten years experience. Must be experienced on camera personality and capable of handling other commercial spots and possible handle weather reports, weather maps. Prefer personal interview, but would consider kine or Sof clip. NBC affiliate in the Palm Beaches. Contact Robert Murphy, Operations Director, WPTV, Palm Beach, Florida.

FOR SALE

Stations

Midwest daytimer, medium market, has shown steady progress to break-even point. Now one owner, optimistic. $90,000 cash down on $300,600 price. Write owner, Box 712F, BROADCASTING.

Owners have other interests, 250 watt fulltime. Own land and modern building. One of the nation's best, mid-south markets. Quick sale $120,000. No brokers. Box 938F, BROADCASTING.

Gulf south small market stations, prices ranging from $2,000. Chapman Company, 1182 West Peachtree, Atlanta.


Georgia small market stations (2), $42,000. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv shows that we have throughout the United States. Jack L. Stoll & Associates, 5311 Hollywood Blvd., Los Angeles, Calif.

Southwest resort area television station, $277,000. $25,000 down payment. Chapman Company, 3 West Micheltorena, Santa Barbara, California.

Northeast small market stations, $70,000 to $95,000; medium market station, $250,000; large market station, $450,000 terms. Chapman Company, 1870 Avenue of the Americas, New York.

Equipment


Complete Federal 183-A 10 kw fm air cooled transmitter with transmitter console. Good condition. Low price. Send for complete description. Box 927F, BROADCASTING.

Practically new 1958 Volkswagen mobile studio. Complete with mobile transmitter and receiver. TT, contest, air cooler, now in use. 1650 actual miles. Price to sell at $2,300. Contact Box 960F, BROADCASTING.

Complete studio equipment worth $4,000 including Gates console, turntable, bimetro, Presto disc recorder etc. to the highest bidder. Box 972F, BROADCASTING.

For sale to the highest bidder, 1963 Trucson Steel 19, 50 kw radio tower. Self support condition. Bid to include dismantling and removal from site. Available and ready to go. For information and about October 18, Write Wilton, Huntington, Pa.

Lighter- amplifier, unused: Collins 356-E: Daven TY-2, and many others. Instructions. $45.00 to $50.00 for complete set. For Confidential Research. Box 7800, Washington, D. C.


WANTED TO BUY

Stations

Seasoned manager, monomarketer, desires invest with services; existing or proposed station. Prefer west; consider any good potential. Box 836F, BROADCASTING.

Responsible party wants to lease, with option to purchase, a radio station in the southwest area. Tenn., or Missouri. Small market station with pop 5,000 to 10,000. Party presently general manager of 1,000 watt station in southwest. All response to this ad kept in strict confidence. Box 869F, BROADCASTING.

Responsible party desires to purchase radio station, financially sound. Confidential. Write Box 894F, BROADCASTING.

Now ready to add a 2nd station. Up to $45,000 down. Prefer midwest, eastern or southern. Absolute confidence guaranteed. I know its importance. J. D. Hill, KWKD, Hutchinson, Kansas.

Equipment

Exciter unit minus power supply from Federal fm transmitter. Box 774F, BROADCASTING.

Transmission line dehydrator. State make, model, and price. WBA-TV, York, Pennsylvania.

Used transmitter, one and ten kilowatt, must be in good condition and complete. Contact John W. Saylor, 234 North Lake Avenue, Pasadena, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo game sheets for radio and television programs. P.O. Box 1811, Hollywood 38, California.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in person. Correspondence classes are located in Washington, Hollywood, and Seattle. For details, write: Continental School, 2811-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Q.L. approved. Phone Hazelwood 2-4162, Radio License Examination School, 3905 Regent Drive, Dallas, Texas.

Since 1946, the original course for FCC st phone license, 6 to 8 weeks. Reservations required. Call or write:

Robert S. Kieve

WBBF

339 East Avenue

Rochester, N. Y.

HAmilton 5-6920

ANNOUNCERS

DJ FOR CALIFORNIA

No staff announcers, please. If you produce a fast-paced show, have showman- ship, sales-ability, create talk about yourself, increase ratings; rush details, tape to Lee Ellis, KFSF Radio, P.O. Box 618, San Diego, California.

September 22, 1958 • Page 105
RADIO
Help Wanted—(Cont'd)
A new 250 watt fulltime station located in a town of 12,000 is looking for a complete top-flight staff due to complete change in programming.
Promotion Manager
Program Director
News Director
Girl DJ and Copywriter
Morning Man
All personnel must double in one or more jobs. Must be civic minded. Send picture, resume, tape and salary expected. All personnel will be selected within the next 30 days. Send replies to Box 958F, BROADCASTING

TELEVISION
Help Wanted—(Cont'd)
Sales
California Small Market
3 Network VHF Station
KSBY-TV
Needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced TV salesman for KSBW-TV Salinas. Send complete details, references, sales records, and photograph to John Cohen, KSBW-TV, P.O. Box 1451, Salinas, California.

FOR SALE
Equipment
Western Electric 3C D-84992 AM 5 KW
Broadcast transmitter (has been modified and kept up to date) complete with water cooling, power supplies and etc. Was operated until June, complied with FCC regulations as and. Very cheap. Also lots of other am, fm, and tv used equipment.
Empire Steel & Wire Corporation
1306 Wesley Avenue
Erie, Pennsylvania
Phone 465-42—Collect

WANTED TO BUY
Stations
WANTED TO BUY
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 UHF 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

INSTRUCTIONS
Want a TV or Radio Job? an announcer, writer, producer? The National Academy of Broadcasting
3330 16th St. N.W.
Washington, D.C.
Train and place men and women in TOP JOBS
New term starts Sept. 29. Send for folder and list of positions available. Call Décatur 2-5580
erating change of aux. trans. from DA-2 to DA-N, permitting radio controlled or non-directional antenna, CPA 1958.

WFKK Louisvville, KY.—Granted license covering change of ant. to 20 kw, and make changes in ant. system.

WDBT San Antonio, Texas.—Granted license covering change of ant.-trans. location, installation of new aux. trans. and increases of 50 kw. and specify studio location same as trans. loc. changes.

WEMI Lithfield, Minn.—Granted mod. of cp to increase ant. to 20 kw, and make changes in ant. system.

WBGC Chiliey, Fla.—Granted extension of authority to operate in locs. except for special events for period ending 1-1, 1959.

WTYJ Tyrone, N. C.—Granted authority to sign off at 6 p.m. for month of Sept. except for special events.

WYDL Vineland, N. J.—Granted extension of call sign to 10-41.

WYMI-TV-Ox, Ohio.—Granted extension of call sign to 10-44.

Actions of September 10

WKY-TV Oxnard, City, Ola.—Granted cp to install aux. ant. at main trans. site.

WJCA-TV-ED, Dallas, Mass.—Granted mod. of cp to change ELP to 125 kw. aux. 61.7 kw. at main. height 900 ft. and make changes in ant. system and equipment.

The following stations were granted extensions of call sign dates as shown: WRTV (TV) buffalo, Minn. to 2-49; WMVY-TV, Bloom, Ill. to 4-41; KCRN-TV Mitchell, S. D. to 1-13-49; WJAW (TV) Des Moines, Iowa—Granted control of remote authority.

NARBA Notications

MEXICO

Notification under the provisions of North American Regional Broadcasting Agreement

List of changes, proposed changes, and corrections modifying the appendix containing assign- ments of broadcast stations attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941.

Mexican List No. 213

Aug. 20, 1958

XEBL Culiacan, Sinaloa.—5 kw DA-N, unl. class II. 2-20-59. (Change from frequency in 1200 kc.)

860 kc

Tamanico, Tamaulipas, Mexico—5 kw ND, D class II. 2-20-59. New.

1150 kc

XETR Ciudad Valles, San Luis Potosi—1000 w ND, D class II. Upon commencement of operation on 1320 kc. (Late time assignment—vide 1329 kc.)

1170 kc

XEXS Coatzacoalcos, Veracruz—500 w D, 250 w N, unl. class D. 2-20-59. New.

1330 kc

XEBL Culiacan, Sinaloa.—8 kw D, 5.5 kw N, unl. class III. Upon commencement of operation on 710 kc. (Delete assignment—vide 719 kc.)

1330 kc

XETR Ciudad Valles, San Luis Potosi—1 kw D, 0.1 kw N, unl. class IV. 2-20-59. (Change in frequency from 1100 kc.)

1330 kc

XEVG Iguala, Guanajuato—250 w ND, D class IV. 2-20-59. New.

1349 kc

XEBK Nuevo Laredo, Tamaulipas—250 w ND, unl. class IV. 11-20-59. (Increase power.)

1370 kc

XEXO Nuevo Laredo, Tamaulipas—50 ND, unl. class IV. 6-20-59. (Change in call letters from XENXU.)

1460 kc

XESS Santa Barbara, Chihuahua—1 kw D, 250 w N. 2-20-59. (Increase in daytime power.)

1460 kc

XCRG Toluca, Mexico—500 w D, 250 w N ND, unl. class IV. 11-20-59. (Increase in daytime power.)

1550 kc


1550 kc

XEXU Nuevo Laredo, Tamaulipas—50 kw D, 1 kw N, DA-N, unl. class II. 2-20-59. (Change in call letters from XEXXO and in characteristics of operation.)

1600 kc

Los Mochis, Sinaloa—5 kw D, 500 w N ND, unl. class IV. 2-20-59. New.

License Renewals

Granted renewal of following station licenses:

WFKK Louisvville, KY (Call sign WFKK);

WDBT San Antonio, Texas (WDBT); NEWX-FM, and WDBT-AUX.

WBGI Chiliey, Florida—Granted license covering change of ant.-trans. location, installation of new aux. trans. and increases of 50 kw. and specify studio location same as trans. loc. changes.

WEMI Lithfield, Minn.—Granted mod. of cp to increase ant. to 20 kw, and make changes in ant. system.

WBGC Chiliey, Fla.—Granted extension of authority to operate in locs. except for special events for period ending 1-1, 1959.

WTYJ Tyrone, N. C.—Granted authority to sign off at 6 p.m. for month of Sept. except for special events.

WYDL Vineland, N. J.—Granted extension of call sign to 10-41.

WYMI-TV-Ox, Ohio.—Granted extension of call sign to 10-44.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by Broadcasting through Sept. 17

<table>
<thead>
<tr>
<th></th>
<th>Lic.</th>
<th>Cps</th>
<th>Not on air</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,251</td>
<td>36</td>
<td>105</td>
<td>544</td>
</tr>
<tr>
<td>FM</td>
<td>679</td>
<td>28</td>
<td>109</td>
<td>68</td>
</tr>
<tr>
<td>TV (Commercial)</td>
<td>411</td>
<td>79</td>
<td>115</td>
<td>108</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS

Compiled by Broadcasting through Sept. 17

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMERCIAL</td>
<td>426</td>
<td>84</td>
<td>0</td>
<td>510</td>
</tr>
<tr>
<td>NON-COMMERCIAL</td>
<td>27</td>
<td>8</td>
<td>0</td>
<td>34</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE

As reported by FCC through Aug. 31

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>LICENSED</td>
<td>3,251</td>
<td>534</td>
<td>429</td>
<td>561</td>
</tr>
<tr>
<td>CPS ON AIR</td>
<td>30</td>
<td>24</td>
<td>77</td>
<td>61</td>
</tr>
<tr>
<td>CPS NOT ON AIR</td>
<td>95</td>
<td>86</td>
<td>113</td>
<td>294</td>
</tr>
<tr>
<td>TOTAL AUTHORIZED STATIONS</td>
<td>3,346</td>
<td>620</td>
<td>545</td>
<td>4,511</td>
</tr>
<tr>
<td>APPLICATIONS FOR NEW STATIONS</td>
<td>424</td>
<td>43</td>
<td>48</td>
<td>475</td>
</tr>
<tr>
<td>APPLICATIONS FOR NEW STATIONS (not in hearing)</td>
<td>107</td>
<td>30</td>
<td>58</td>
<td>195</td>
</tr>
<tr>
<td>APPLICATIONS FOR MAJOR CHANGES (not in hearing)</td>
<td>359</td>
<td>26</td>
<td>39</td>
<td>424</td>
</tr>
<tr>
<td>APPLICATIONS FOR MAJOR CHANGES (in hearing)</td>
<td>41</td>
<td>0</td>
<td>16</td>
<td>57</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS FOR MAJOR CHANGES</td>
<td>400</td>
<td>26</td>
<td>55</td>
<td>481</td>
</tr>
</tbody>
</table>

LICENSES DELETED

|             | CPS DELETED | 0 | 0 | 0 |

| 1 There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
| 2 There are, in addition, 38 cp-tv holders which were on the air at one time but are no longer on the air.
| 3 There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
| 4 There has been, in addition, one uhf educational tv station granted but now deleted.
First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration—map shows county percentages measured by Nielsen Coverage Study No. 3, Spring 1958.

Where else...
- will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?
- 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—where WFBM-TV is first in Mid-Indiana—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 760,000 TV set owning families.
Why go for broke on television shows when tape trial runs can cut the risk?

Will the yawn of today spawn the deep sleep of tomorrow for the tv viewer?

Put another way, will today's play-it-safe tv programming drive tomorrow's viewers away from their sets in ever-increasing numbers?

If these queries reflect alarm, they're so intended. I am alarmed. As a principal in an agency whose clients spend millions yearly in what has been a superbly powerful selling medium, I am deeply concerned lest run-away audiences convert tv into a second-stringer for advertisers.

There's undoubtedly more than one reason why freshness and originality are so rare in tv programming these days, but I think the most decisive one is the unwillingness of broadcasters to take chances. They're playing it safe, sticking to what they think are sure-fire formulas. But in the process of betting on sure things, aren't they taking the biggest gamble of all—the risk that, in insuring today's program sponsorship, they'll lose tomorrow's?

In raising this question, I am not unmindful of the conservatism forced upon the broadcasting industry by operational economics. It doesn't take much unsold choice time to put a network in a financial hole. And the tv networks can point to a whole series of ventures into new and original programming which became costly flops.

But what puzzles me is why tv broadcasters, year after year, keep going all the way with untested shows—that is, untested as far as actual viewing conditions are concerned. Why don't they emulate other industries in the kind of pre-testing that drastically cuts down on the financial gamble?

What I have in mind is the type of full-scale testing of new products in selected markets which many industries, such as toilet goods, conduct all the time.

Just as tv has to maintain a continuous flow of interesting programs, the drug, cosmetics and toilet goods field has to keep coming up with new products, new styles, new colors and new merchandising ideas. You get some idea of the importance of this facet of the business when you realize that, according to a recent analysis, 40% of today's toiletty sales in drug stores are made up of products that weren't on the market five years ago.

You can be sure that toilet goods makers are going to go after the new markets with their historic zeal. But you can also be sure, on the basis of past performance, that they won't engage in a spree of reckless plunging.

What does the successful toilettry manufacturer do, in planning a new product, to cut down the risks? First, of course, there's research to determine if there's a potential market for it and, if there is, its possible size. Second, there's laboratory research—and plenty of it—to make sure the product is right. If a similar product is already on the market, the aim is to avoid making an outright copy and to find a new use, a new method of application, a significant differential. Then come packaging and endless consumer tests to develop the final product and the supporting advertising program.

Does the manufacturer then "shoot the works" and launch his product across the country—as the networks do with a new program? Far from it!

Before a manufacturer starts marketing a new product nationally it is sent into selected markets for thorough-going tests under actual marketing conditions. Every factor that could contribute to the product's success or failure is studied carefully—the advertising copy, media, displays, etc.

Two good examples are new Revlon products we've been working on for almost three years—Top Brass hair dressing for men and Hi and Dri roll-on deodorant. Both were launched nationally this summer with multi-million dollar advertising campaigns.

But national marketing, in each case, was preceded by carefully controlled tests in selected cities under actual selling conditions. These tests enabled Revlon to gauge the national market potential, to guide them in finalizing product features and packaging, distribution, promotions and advertising. Nothing was left to hunches, to "ivory tower" planning. Every element had to stand up in the field. As a result, both products are well on their way to being top Revlon successes.

There may be obstacles that I don't know about, but from where I sit I can see no valid reason why program tryouts can't be made regularly.

Good reasons for not subjecting new programs to advance, full-scale tests may have existed in the past. As live shows they were expensive. On film they were unsatisfactory.

But the advent of videotape, I believe, has removed these major hurdles. With videotape, networks can put on live-quality programs in a representative group of test cities—telescan on pre-empted choice time. The viewing public wouldn't even be aware that a test was going on. Just as toilettry makers do with new products, the programs could be examined from every angle under real broadcasting conditions. "Bugs" could be removed, improvements made, formats changed—or the whole program scrapped. Imagine how valuable such testing would have been for ESP!

With videotape, trial runs have become economically feasible, too. No need to send costly casts and producing teams on the road. Tape new shows in New York or Hollywood—possibly during auditions—and do three or four at a time for further economy so that the test can run a few successive weeks.

Tryouts in test cities may be no programming panacea for tv. But aren't they worth considering? If trial runs can work for toilettry makers, why not for tv broadcasters?
**Not for Dollars Alone**

The multi-million-dollar sales and mergers in basic branches of the radio-tv business during the last few weeks call attention to the vitality and also the room for growth that the broadcast media possess. The same deals also raise a point that should not be overlooked.

Jack Wrather's new Independent Television Corp. buys the properties of Television Programs of America for $11.35 million (see story this issue). An elaborate industrial complex pays more than $2 million for the Mutual network, which a year ago brought one-fourth that amount [LEAD STORY, Sept. 15]. Merger of National Telefilm Assn., itself a wide-ranging operation, with National Theatres Inc. awaits approval by the stockholders (and also, apparently, by certain government agencies).

Clearly, new faces are appearing on the broadcast scene and old hands are taking firmer grips on bigger chunks. This can be all to the good.

Mutual's new management says it will upgrade programming and also get into radio and tv station ownership—plus film network operation—on a full-scale basis. The new ITC acquires valuable properties to sell while it proceeds with its ambitious program of creating new series for television. Both NTA and NTI should be strengthened by their merger. So far, great.

It is obvious that broadcasting is getting to be a big business which more and more is attracting speculative investors. There is nothing wrong in this; to the contrary, broadcasting would be weak indeed if investors considered it unworthy of their interest.

But broadcasting is more than a way of making money. It is an art, not a factory. It is an instrument to inform as well as entertain the people, to broaden their knowledge and their interests as well as to amuse them. It must be operated creatively as well as realistically, and it should take a position of leadership among those whom it serves.

Over the years the investors who have come into broadcasting have, for the most part, recognized this responsibility and respected it. They have made important contributions to the art. Investors coming now and in the future must act with equal sincerity if broadcasting is to continue to prosper. It is in their own self-interest to do so, for it's a proven fact that broadcasting will not for long make money—if its operators make money their sole goal.

**Crash Program for Color?**

The newspaper boys are whooping it up for ROP (run-of-paper) color. The slick paper magazines are running handsome color schedules. Both are selling color, despite the vastly increased costs to the advertiser over black-and-white.

This is the answer of the print media to the inroads of black-and-white television. Magazines have had color for years, but newspaper color is a comparatively recent innovation. Only in the past few years have newspapers stepped up their color activity—generated largely by the competition of television.

Tv has had color, too, for a number of years. The quality is infinitely superior to that of newspaper color. But tv color is hardly off the ground. Only a few hundred thousand sets are in use, and only one network—NBC—today is aggressively promoting color.

Advertisers are interested in tv color. It is not only better, but cheaper than print media color. But advertisers also must have circulation. Tv circulation is reflected in the number of sets in use. Except for RCA, NBC's parent, there has been no concerted drive for color set sales.

It's a pity to see the color parade passing tv. More than half of the tv stations on the air (some 330) are equipped to carry network color. Some 100 are equipped for local color film or slides. And about half that number are equipped for local live color.

Color tv is not solely a station problem. It is perhaps primarily a question of what the manufacturers will do. Set manufacturers, after a rough business siege, are doing better. We think they could do lots better if they got behind color. This would stimulate more network color programming. And that, in turn, would develop more set sales. The circulation thus engendered would attract more advertisers. Both tv manufacturers and broadcasters should prosper.

Mass production of color sets in a competitive market must certainly would bring improvements in design and performance and reductions in prices. Servicing bugs would be reduced. That was the pattern in black and white only a decade ago. Inevitably it will be the pattern in color.

Given the circulation, color tv should move swiftly. If newspaper color can increase readership seven or eight times, as is claimed, what will faithfully-reproduced full color do for the tv advertiser? Think of the potential, not only through network color, but in national spot and in local. Retail and department stores would have working for them an unsurpassed merchandising and sales tool—the full color action commercial.

What is needed is a crash program for color tv. Newspaper color, lackluster and lifeless as it is, couldn't get going until the manufacturers produced color presses. Color tv can't get off the ground until the manufacturers produce and merchandise sets to pick up the miraculous color programs that will be available in increasing abundance—in tempo with increased "circulation".

**Non-Partisan Politics**

Politics isn't our dish of tea, particularly the partisan kind.

But politics is in the air, what with the Maine upsets and the upcoming bi-elections that will see all of the House and one-third of the Senate up for grabs, as the pundits say.

Politically, we're independent. It doesn't matter to us whether a candidate rides the GOP elephant or the Democratic donkey. We're interested in where he stands on this business of broadcasting, and whether his approach to things radio and television is healthy or simply headline-hunting.

So here goes:

We'd like to see Sen. Charles Potter of Michigan returned to the world's greatest deliberative body. We know where he stands, and that's for good broadcasting. We would like to see Arizona's governor and former Senator Ernest McFarland (he for whom the McFarland letters are named) returned to the Senate after a six-year lapse.

On the House side, we'll miss Reps. Wolverton of New Jersey and O'Hara of Minnesota, who have decided not to run. They're both members of the Legislative Oversight Committee. The defeat of Rep. Hale in the Maine elections last week (he's also an Oversight Committee member) isn't a loss we particularly mourn.

There are one or two other members of the Oversight Committee who, in our book, might just as well not return. As a matter of fact, we would relish seeing the Oversight Committee drop out of sight next Congress. It hasn't yet even hit close to the target we understood it was supposed to be shooting at.

We could go on, but, as we started to say, we don't like partisan politics anyway. And maybe that's the reason we neglected to identify the party affiliations of any of those legislators previously mentioned.

**Drawn for BROADCASTING by Sid Rix**

"They had a sore loser last night."
WSAZ-TV

... the winner in every race!

- CHARLESTON ARB Share of Audience
- HUNTINGTON ARB Share of Audience
- AREA ARB Share of Audience
- NCS # 3 total counties
- NCS # 3 daily circulation
- NCS # 3 weekly circulation
- ARB-TOP 10—In HUNTINGTON
- ARB-TOP 10—In CHARLESTON
- ARB METRO. PORTSMOUTH, OHIO
- ARB METRO. PARKERSBURG, W. VA.
- ARB Coincidental Nighttime NEWS

The details are more exciting than the America's Cup Race... Call your "KATZ" Man!
...number one in America's 37th TV market, reports Nielsen #3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination by WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

- over 200,000 more TV homes covered than its nearest competitor
- lowest cost-per-thousand, by far
- highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit $3,159,860,000. And only WSTV-TV offers FREE "Shopper-Topper" merchandising service—"promotion in motion" designed to move food store products in America's Steel and Coal Center. For more details, ask for our new "Shopper-Topper" brochure.