Aftermath: Federal grand jury indicts Mack, Whiteside
Spearhead in VTR revolution: BBDO converts live to tape
Craven warns broadcasters to keep guard up on spectrum
Bullish about radio: Sales upswing seen for last half

Batting average (share of audience) up five months in a row.
On any basis of measurable results—sales, cost-per-proof-of-purchase, or ratings—
WMGM scores for advertisers at the lowest cost of any radio station in the New York metropolitan area.

"All I hear is WMGM"
Territorial Governor of Alaska, Mike Stepovich, on the left, shown here accepting a film of Iowa's Governor Loveless welcoming Alaska to the Union. Presenting the film is Dick Compton, KVTV newsman, who was on hand, to record personally, this history-making event of Alaska's becoming the 49th state for KVTV viewers.

WHEN THE BIG NEWS WAS ALASKA A KVTV NEWSMAN WAS THERE

Dick Compton’s trip to Alaska is typical of the traveling KVTV newsmen do to record and film news as it happens. A team covered the “Peaceful Uses of Atomic Energy” conference in Geneva, Switzerland. Daily films were rushed back for use on KVTV. Channel 9 viewers saw last minute films of the Lebanon crisis. KVTV was in Beirut when the news was made. Another team will cover South American news next February.

Why this on-the-spot coverage of news? KVTV believes it has a responsibility to the people it serves. A duty to keep them intelligently informed on domestic and world affairs. This is best done by sending men to report and interpret the news as it happens, when it happens.

What does all this mean to you? People in the Sioux City area have come to depend on KVTV as the station with the important things first. That's why KVTV is the most watched station in Sioux City—why KVTV is your best buy in Sioux City.
Coverage that Counts!

WJIM-TV

Strategically located to exclusively serve

LANSING...FLINT...JACKSON

Basic

CBS

NBC...ABC

Covering the Nation's 38th Market

Represented by the P.G.W. Colonel
OUTSTANDING

Baseball's World Series, perennially capturing the enthusiasm and loyalty of millions of fans, is outstanding in the American calendar of sports. Equally outstanding in its field is WGAL-TV's unique **multi-city** coverage which costs you less by far than **single-city** coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown.

$6 2/3 billion income
$3 3/4 billion retail sales
942,661 TV sets

WGAL-TV
CHANNEL 8—Lancaster, Pa.

NBC and CBS
STEINMAN STATION - Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
END OF OVERSIGHT? • Rep. Oren Harris (D-Ark.), chairman of explosive Legislative Oversight Subcommittee, has notified staff that subcommittee expires Jan. 3, 1959. Rep. Harris, who would prefer that subcommittee activities be absorbed by parent Commerce Committee, said staffers were warned of expiration so they could look for new jobs. Several other members of subcommittee are known to favor subcommittee’s continuance in 86th Congress.

New owners of Mutual network are still in diversifying mood. Scranton Corp., whose Hal Roach Studios bought MBS two weeks ago for $2 million plus [LEAD STORY, Sept. 15], was reliably reported Friday to be negotiating for acquisition of Waterman Pen Co. Scranton is owned by F. L. Jacobs Co. of Detroit, whose various subsidiaries make several consumer products including lace, plastic shower curtains and hi-fi phonographs. Acquisition of Waterman could add to Mutual’s business opportunities: A. L. Guiterman, head of Jacobs company and president of MBS, has said companies’ various products “naturally” would give their radio business to Mutual.

LOSS OF AN ARM • Joseph M. Sitrick, FCC Chairman Doerfer’s right arm since he assumed FCC helm last year, shortly will resign as chief administrative-legislative assistant to return to private business. He is expected to remain at FCC until Nov. 1 to break in his successor and will join Blackburn & Co., station brokers, in executive capacity at Washington headquarters. It’s understood his successor, an FCC attorney for past 18 months, already has been selected.

Resignation of Mr. Sitrick should not be interpreted as indicating imminent departure of Chairman Doerfer, now in Europe as chairman of American delegation to international telephone-telegraph conference in Geneva. Chairman has confided he intends to complete his seven-year tenure which runs until June 30, 1961, barring unexpected. Mr. Sitrick joined FCC Aug. 26, 1957, after having served as special projects director of NAB. Previously his government experience included State Dept. and USAI informational and legislative activities. He has background in station news operations in Midwest and Washington.

MAYBE LATER • White House has already delayed beyond indicated date appointment of high level spectrum analysis commission, and nothing formally may be done until next session of Congress. Highly placed officials had predicted fortnight ago that Commission would be appointed “promptly” with instructions to report within six months. Assurances that legislation, along lines of blocked Potter Resolution at last session, providing for jointly appointed Commission believed responsible for delay, even though membership of commission had been tentatively selected.

If satisfactory commitments are not received on joint executive-congressional study group, it’s reported that President will name his own commission promptly. Additionally, there was thought that compromise “advisory committee”, operating on confidential level for President, would be named anyway so that time between now and convening of new Congress would not be lost.

MERGER? • Amalgamation of Broadcast Pioneers, originally organized in 1942, and Television Pioneers, formally created last year, will be explored by committee of former organization with officers of latter group. Older organization was Radio Pioneers but changed its name last year to make it all-enccompassing. President E. E. Pellegrin of Broadcast Pioneers has designated committee to initiate negotiations with W. D. (Dub) Rogers, prime mover and president of Television Pioneers.

Another Broadcast Pioneers project—creation of Hall of Fame and history project—may become all-industry enterprise. John F. Platt, last year’s president who spawned idea, has discussed project with NAB President Harold E. Fellows, and NAB Board has authorized latter to undertake overall study. Broadcast Pioneers already has authorized $1,000 “seed” money to explore project.

FM EXPANSION • If advertiser interest warrants, WQXR FM Network [NETWORKS, Aug. 11] may jump boundaries of New York state. Discussions are understood to have been held with fm operators as far south as Virginia, with consensus being, “let’s do it.” But New York Times, parent of WQXR New York and its network, isn’t yet set to invest in building large enough sales and programming staff to consolidate such loosely federated hookup. Meanwhile, it’s learned that network is thinking of adding WHFM (WHAM Rochester’s fm operation) to its 11-station network.

It’s still in planning stage, but Leo Burnett Co., Chicago, may set up station relations posts with view to keeping better apprised of what stations are doing. Plan is to name perhaps two field representatives who would travel about country and serve as kind of liaison with broadcasters in field. Prospects currently are being sounded out.

ROBOT D.J. • Officials of Muzak’s Programmatic Broadcasting Service Inc. are elated at reaction to first public showing of new automatic radio programming equipment and program package [PROGRAM SERVICES, Sept. 15], unveiled last week at Oklahoma City NAB meet. They say 26 stations already have asked to see contracts. Single unit ($2,745.75) can program for eight consecutive hours or, with clock unit, be set to cut off and on around local programming. Local commercials are taped and inserted automatically into programming at points desired, while new searching device reportedly can find any given commercial in 60 seconds if for substitution or other purposes it is needed. Taped programming is supplied for fee.

Indictment of former FCC Comr. Mack and friend Thurman Whiteside has no serious significance in Miami ch. 10 FCC proceedings, observers hold. Aside from question whether Mr. Mack should have voted or not in final decision (which may be answered by criminal trial) other issues relate to possible improprieties of applicants and other commissioners and whether grant to National Airlines should be voided. None of these are involved.

ONE OR TWO • Transfer of WCKR Miami by Biscayne Tv Corp. (jointly owned by principals in Miami Herald, Miami Daily News and Niles Trammell, its president and general manager) to Sun Ray Drug Co. (WPEN Philadelphia) for $800,000 has been considered several times in recent weeks by FCC but without action. Reason is FCC has been unable to make up its mind whether radio property is separable from ch. 7 WCKT (TV) since tv case is still in litigation. Sale, subject to usual FCC approval, was announced in late May. Ordinarily, routine transfer case takes six months or six weeks.

Richard E. (Dick) Jones, vice president-general manager of KXYL-AM-TV Spokane, has resigned and is disposing of his 10% interest in Spokane operations along with 20% interest in KEIP-AM-TV El Paso to principal stockholders Joseph Harris and Norman Alexander. Mr. Jones was formerly director of three DuMont owned and operated stations and has headed Storer Broadcasting Co. operations in Detroit.

SWEDEN ON MOVE • Swedish television, presently two years old, is contemplating $10 million investment in new plant and equipment in Stockholm. Preparatory to undertaking project. Per Eckerberg, chairman of the board, and Henrik Hahn, vice president, programs of Swedish Broadcasting Corp., visited installations in New York, Washington and Hollywood during past three weeks.
As the long-time leader in the South's #1 market, WAGA-TV is keeping pace with the amazing growth of Greater Atlanta, which has increased population 34% since 1950 (gaining 69,000 a year) and is booming with new industry and commerce.

- **More Top Movies**—New multi-million dollar purchases of 732 Warner Brothers first-run films and hundreds of Screen Gems, RKO, UA and 20th Century films for the new Early Show at 5:30 PM weekdays, and late evening Starlight Movies.

- **More News Coverage**—News shows at 7 and 11 nightly, plus mobile Newshound flashes on five Channel 5!

- **More Modern Equipment**—Atlanta's first videotape recorder!

- **More Merchandising**—A tremendous bonus that pays off in greater sales for your client.

- **More Coverage**—Our 0.1 millivolt contour reaches two million Georgians in 59 counties, 17.7% more than the second station!

See your KATZ man today

BBDO Goes Videotape—All major "live" nighttime network commercials have been on tape for past three months. Agency moves now to expand tape concept to live daytime network spots. Page 31.

Best Foods Best—That's what RAB says in releasing reports on food and grocery advertisers using spot radio in second quarter of this year. Page 35.

Rugs Don't Slip on TV—"Play's not the thing" for Chemstrand Corp., which finds silver lining in the acrilan it sells on network tv; Chemstrand official explains why company was happy with first network series—despite fact that it flopped after six-month run, being "done in" by low ratings. Page 36.

Bulova Ad Time—Pre-Christmas drive by watch company encompasses additional underwriting in NBC-TV shows, making it six shows on the network in which Bulova will participate at least until after Christmas shopping period. Page 37.

Winston Sweeps in July—Winston is top brand spender that month in network tv, followed by Anacin, Chevrolet and Tide. Procter & Gamble heads the tv network advertiser list. Page 38.

The Weather Story—A close look at the organization that is expanding so rapidly in world television. Page 44.

No Short Terms for Syndicated Film—CNP's Rettig tells why longer contracts are necessary to amortize investment, but cites placement flexibility for sponsors. He also comments on programming trends and videotape potential. Page 44.

Gray Flannel Isolation Booth—In face of current giveaway probe, veteran producer contends quizzes are honest but done for; details some safeguards that help to keep shows running straight. Page 48.

Tv News: Growing in Stature—Sig Mickelson, vice president-general manager of CBS News, asserts that tv news is maturing as an information service and attracting increasing advertiser interest. Page 48.

Craven Warns Against Apathy—Says broadcasters must fight for what they have or else other services could succeed in spectrum grab. Page 52.

Bowles Report Released—Senate Commerce Committee relays special study of tv spectrum to FCC without comment. There are several slaps taken at Commission. Page 54.

FCC Chastises Storer, Westinghouse—Commission renews broadcast licenses of two companies after warning them they violated rules in failing to identify National Assn. of Manufacturers as source of films telecast on controversial public issues. Page 55.

Jones' Efforts on the Hill—Former FCC commissioner tells of his work for Miami ch. 10 contestant. Page 60.

Court Denies Crosley Petition—Appeals Court refuses action on request that it rehear Indianapolis ch. 13 case. June 16 order vacating FCC grant stands. Page 62.

Advice From Advertisers—NAB Fall Conferences at Oklahoma City and Sun Valley told they must talk about profits when they are selling time; that search for profit is making companies stronger and America greater; that consumer benefits should be headlined in advertising copy. Conference series resumes at San Francisco. Page 68.

News Directors' Agenda Gathers More Glitter—NAB's Fellows and ARB's Seller are latest additions to RTNDA convention in Chicago Oct. 15-19, as industry speakers continue to gain access to agenda. Page 72.

AFTRA Proposes New Network Contract—Though seeking 10% basic hike, increase would be more with other concessions sought. Page 78.

Radio Stations Expect New Record—RAB study shows that am outlets expect business in second half of this year to top 1957's alltime record second half. Page 80.

The Triple Spot—H-R Representatives' Paul Weeks takes issue with critics of broadcast schedules loaded with commercials. He says it is the sound of the station not the number of commercials that counts. Doubts if three commercials placed back-to-back lulls listeners, anyway. Page 82.

The Giant in the Cornfield—The farmer offers a target that television has not fully utilized, says Alan Roberts of Western Advertising, Chicago. There are several problems to be overcome, he points out in this week's Monday Memo, and offers the suggestion that tv be used as a rifle, not a shot gun, in doing business with this farm market. Page 109.
Effective radio advertising sells goods, services, ideas. Bartell Family Radio has always believed that the big audience isn’t enough—that maximum buyership requires all age groups in its composition.

Eleven years of family programming has produced the ideal buying audience...men, women, youngsters. All are important, all included in the intriguing featurettes, copyright games for family fun, and complete local news with names and addresses.

This is the good-taste programming which builds station loyalty, lasting friendships.

That’s why products which depend upon volume sales depend upon Bartell Family Radio.

Bartell it—and sell it.
ANOTHER CHARGE OF QUIZ FIXING ERUPTS

New eruption in tv quiz controversy Friday—once again involving NBC-TV's Twenty-One—brought reaction of "surprise" and "unexpected" from network (which owns show), producer Barry-Enright and sponsor Pharmaceuticals Inc. New York Post story Friday said former program contestant James Snodgrass under oath told grand jury of being "rehearsed" and receiving answers to questions in advance.

New York district attorney told Broad-
casting he could confirm fact that Mr. Snodgrass testified before special grand jury investigating tv quiz shows Dorito and Twenty-One and would not discuss Post story. NBC-TV (Twenty-One) is on network Thursdays, 8:30-9 p.m. said "this comes as a complete surprise to us. We had absolutely no knowledge of it. As a result of the Post story, we intend to launch a prompt and thorough investigation of the charges." Pharmaceuticals said story was "unexpected development" and advertiser also was "looking into" situation. Barry & Enright (Jack Barry, m.c. of program and Dan Enright) issued following: "We have been advised by the district attorney that his office has not released to the press any information pertaining to the Twenty-One program. In view of this, our attorneys have advised us to release no statements at this time."

Post story was based on interview with Mr. Snodgrass, who appeared on program year ago. Mr. Snodgrass was portrayed as having delivered to grand jury three sealed letters containing answers and stage directions for his appearances on Twenty-One and which he was said to have sent via registered mail to himself but never opened. Former contestant (who lost to Hank Bloomgarden but received $4,000) was said to have held back letters and his "story" until he received routine subpoena from grand jury and decided to reveal details upon advice of attorney.

ABC Opposes, Meredith Backs FCC Proposal for Strike Bids

Final comments filed at Friday deadline on FCC proposal to change rules to dis-
courage mergers, "pay-off" and "strike applications" were divergent in nature and type of pleadings.

Among those filed, ABC said Commis-
sion approach is "unwarranted and un-
sound," although FCC policies in past may have been too lenient. Network said prior mergers in many instances have been in public interest, helping to speed ad-
titional tv service. Other means are available to curb misuse of FCC processes which will not destroy good with bad, ABC said.

Filing joint comments, very similar to those of ABC, were KTAG Assn. appli-
cant (for ch. 3 Lake Charles, La.), ch. 20 WJMR-TV New Orleans (applicant for ch. 12 there), Tampa Telecasters Inc. (seeking ch. 10 Largo, Fla.), Telecasting Inc. and WJB-TV Inc. (both applicants for ch. 5 Weston, W. Va.), TV Broadcasters Inc. (seeking ch. 12 Beaumont, Tex.) and Tele-
News Co., applicant for ch. 8 Moline, Ill.

Meredith stations and Washington attor-
eyes Harry J. Daley and Lenore G. Ehrig filed comments in "complete agreement" with stand of Federal Communications Bar Assn. [GOVERNMENT, Sept. 22].

UHF WVEC-TV Hampton, Va., took no position on proposed change but said if rule's amended, it should not be made retro-
active. WCEC-TV, applicant for ch. 13 Norfolk, already has merged with others seeking same facility. An am grantee in Anaheim, Calif., Radio Orange County Inc., took a similar position to that of WVEC-TV. Radio Orange sold stock to one competing applicant and paid "partial ex-
penses" to two other applicants who with-
drew.

Swezey Cites Lawyer Reluctance To Accept Radio-Tv in Courts

Broadcast coverage of court trials has demonstrated that proceedings can be brought to public without interfering with justice but legal profession is slow to rec-
ognize this progress, Robert D. Swezey, WDSU-AM-TV New Orleans, told Mis-
souri Bar Assn. in address prepared for delivery Saturday (Sept. 27). Mr. Swezey is chairman of NAB Freedom of Information Committee and member of American Bar Assn.

"Many lawyers regard broadcasters as purveyors of second-rate entertainment, with an eye out for a quick buck, rather than respectable members of the commu-

nity and an important factor in intellectual life," he said. NAB has called on state broadcast associations to conduct con-
trolled tests of radio-tv coverage of court proceedings.

Bartell Stresses Research

Future growth of radio will require ex-

panded research activity at individual sta-
tions, Gerald A. Bartell, president of Bartell Research Group Inc., said in address pre-
pared for Broadcasters Sales Management Conference, held Sept. 26-27 by Mississippi Broadcasters Assn. at Oxford. Rating ser-
ices should be used to "corroborate creative research rather than to supply the only method of programming judgment," he said in laying down formula for successful radio management.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVER-
TISERS & AGENCIES, page 31.

IRISH INVASION • Goodbody Ltd., Dub-
lin, Ireland, making U. S. debut in late October-early November with radio-tv spot drive on behalf of Goodbody's Irish Soda Bread Mix part of its advertising program. Fred Gardner & Co., N. Y., advertising agency, indicates initial broadcast push (budget as yet undetermined) will take place in New England and Mid-Atlantic states and then go national next year.

OVER HALF FOR TV • Northam-Warren Co. (Cutex, O-De-Ro-No), Stamford, Conn., reportedly considering tossing excess of 50% of yearly advertising budget into tele-
vision. Just arrived at Doyle Dane Bern-
bach from J. M. McCreary. N.W. is expected to approve agency recommendations. It's already stamped okay on radio test run for newly-refurbished deodorant package head-
ed for markets.

GETS SET FOR '59 • American Dairy Assn. has allocated $4.8 million to con-
sumer media, including radio-tv, for 1959 out of $5.38 million advertising-promotion budget. Bulk of ad budget goes to network tv (Perry Como on NBC-TV) with some to NBC Radio participating programs in spe-
cial drives during next July, August and November. Consumer advertising budget in 1958 totals $5.1 million. Agency: Camp-
bell-Mihan, Minneapolis.

TIME FOR DESSERT • Penick & Ford Ltd. (My-T-Fine desserts), N. Y., under-
stood to be launching six-week spot tv cam-
paign in about 25 markets in early Oc-
tober, using daytime minutes. Advertiser currently engaged in spot radio campaign in New England and New York state for its new Chiffon dessert, with coverage to be expanded as distribution increases. Agency: BBDO, N. Y.

BACKING NETWORK DRIVE • American Home Products (Chef Boyardee Italian foods), turning to spot radio-tv to supple-
ment network campaign in markets where it cannot get clearances. Starting Oct. 1, Young & Rubicam places 13-week cam-
paign in 12 tv, four radio markets, using daytime minutes. Boyardee is in ABC-TV's Operation Daybreak, CBS Radio's Young Dr. Malone and Ma Perkins daytime serials.

HITTING HARDER • E. F. Drew & Co., N. Y., hyping its Ohio and New England tv spot saturation campaign for Tri-Nut margarine with ID's. Now blanketeting mar-
kets with minutes and 20's, ID's will step up barrage starting shortly. Donahue & Co., N. Y., is agency.

September 29, 1958 • Page 9
At Deadline

Congressional Inquiries Blasted By FTC's Gwynne at Bar Meeting

FTC Chairman John W. Gwynne, in presence of Legislative Oversight Chairman Oren Harris (D-Ark.), Friday fired a scathing attack on congressional investigations. Addressing Federal Bar Assn. convention in Washington, Comr. Gwynne charged such inquiries often:

- **Fail to give cases objective and impartial hearings.**
- **Permit “slander by irresponsible witnesses, through hearsay or other inadmissible testimony.”**
- **Do not make use of “the greatest engine ever invented for the discovery of truth”—the right of cross-examination.**
- **Characterize opinions by “bitter and unfounded statements more useful for headlines than for establishing truth.”**

Comr. Gwynne said failure of congressional investigating committees to recognize the above principles “makes it difficult for an agency on trial to get its side of the story to the Congress and the public. The reference to Congress and its purpose preclude competition in press releases and statements designed to make headlines. As a consequence, the press does not always receive a fairly balanced presentation of the facts.”

He charged that instead of general, overall investigation, the question now seems to be: “Is the agency enforcing the law as some committee member or staff personnel think it should be enforced?”

“‘There seems to be,’ he said, “a growing tendency to look upon the commission as simply a creature of Congress to support the views of certain committees. This will eventually destroy the confidence of the people in the agency... This is having some bad results. These committees tend to become rallying points for disgruntled litigants...’

Comr. Gwynne’s FTC was blistered in summer investigation by both Rep. Harris’ committee and House Government Operations subcommittee. Asked, following his address, if he was referring to Legislative Oversight Subcommittee, Comr. Gwynne replied: “If the shoe fits.”

Rep. Harris immediately preceded Comr. Gwynne in speaker’s rostrum. Speaking of *ex parte* contacts, he said “it is difficult if not impossible to distinguish at certain stages between permissible status inquiries and improper *ex parte* contacts.” Citing recommendations in subcommittee interim report, he reiterated stand that all contacts should be made part of public record.

“Remove the veil of secrecy, and *ex parte* contacts may never be attempted,” he said, “and if attempted could probably do more harm than good to the party in whose interest the contact is made.”

Answering questions from panel mem-

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**PEOPLE**

**CHARLES F. ADAMS**, vice president, Cadillac account supervisor and executive assistant to president, MacManus, John & Adams, Friday made executive vice president. He succeeds **JOHN R. MACMANUS**, who becomes senior vice president.

**SAM SEROTA** resigned Friday as director of public relations and special events at Witt Corporation. His future plans were not announced.

**KATHRINE (KIT) FOX SHOUSE,** 45, died Friday at Christ Hospital, Cincinnati, following surgery for cerebral hemorrhage suffered earlier in week. She married James D. Shouse, chairman of Crosley Broadcasting Corp. two years ago, and for nearly two decades had been identified with Crosley, latterly with public service programming.

**DALE N. HARRIS,** Morey, Humm & Warwick, N. Y., account executive, elected to vice president.

**EDWARD J. CARNEY,** with RCA electron tube division since October 1957, to manager, advertising and sales promotion—semiconductors and components.

**GEORGE G. GALLANTZ,** Paramount Pictures executive and attorney, resigns to enter private practice of theatrical law. Mr. Gallantz was resident New York counsel for three Paramount subsidiaries on West Coast, Paramount Sunset Studios; KTLA (TV) Los Angeles and International Telemeter Corp., as well as director & officers of both KTLA and Sunset Studios.

**HENRY ABT,** president of Brand Names Foundation, N. Y., named to board of directors of Advertising Federation of America.

**ALBERT FELDMAN,** formerly with NBC-TV public affairs department, to Ide-De-France International Inc., N. Y., as associate producer of NBC-TV’s *Brains & Brawn*.

**PAUL MURRAY,** formerly with Gill-Perna and The Meeker Co., station representative firms, to McGavren-Quinn Corp., N. Y., as account executive.

**DONALD H. HANGEN,** with GE since 1957, to district sales manager in Cincinnati for General Electric tubes and components.

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**Crosley Asks Mandate Delay**

Request that federal appeals court in Washington stay issuance of mandate denying request for rehearing was filed Friday by Crosley Broadcasting Corp. in ch. 13 Indianapolis case (see early story page 62). Crosley told court it planned to ask U. S. Supreme Court to review case. Mandate will be held in abeyance for 30 days if Crosley request is granted. Meanwhile, WIBC Indianapolis, which had appealed Indianapolis grant to Crosley, filed second petition with FCC requesting establishment of joint trusteeship to run WLWI (TV) Indianapolis. WIBC filed first such request last June when court initially remanded case to FCC on question of Comr. T. A. M. Cranven’s participation in final decision.
WAKR 1st. by FAR!
PROOF POSITIVE ON AKRON LISTENING
TOPS IN AKRON!

MOST Adult Listeners
MOST TEEN-AGERS AND CHILDREN, TOO

HIGHER SHARE OF AUDIENCE THAN ALL OTHER LOCAL STATIONS COMBINED*+

† PULSE — July, 1958
6 a.m. — Midnight, Mon. thru Fri.

‡ C. E. HOOPER, INC. — June, 1958
7 a.m. — 10:30 p.m., Mon. thru Fri.

FIRST IN HOOPER*
WAKR
Leads in Every Index Period, Day and Night!

† June, 1958, Monday thru Friday

FIRST IN PULSE†
WAKR First in Adult and Total Audience in Every Time Period — Day and Night!

† July, 1958, Monday thru Friday

FIRST in NIELSEN**
WAKR Leads in Audience
And Coverage of The 5 County Surrounding Area!

** NCS #2 — Latest Available Area Survey

WAKR-TV • WAKR-RADIO
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio
BOB HOPE BUICK SHOW

For Bob Hope fans the 1958-59 tv season got underway at 7:30 p.m. Sept. 19 when the first Bob Hope Buick Show was telecast on NBC-TV. That the show was a musical comedy in place of the usual variety program didn't matter; what was important was that Bob Hope was back on the air in top wise-cracking form. He was and all was right with the world.

The Bob Hope Buick opener was "Robert," Jerome Kern-Otto Harbach musical whose original Broadway cast of 1933 included Bob Hope as "Huck Haines," leader of an American jazz band stranded in Paris. In the tv version Mr. Hope again portrayed the same role, updated to include such topical gags as "Is this Trujillo's rumpus room?" and expanded to let him emcee a fashion show of gorgeous gowns on gorgeous girls (terrific in color and easy viewing even in black-and-white) and to sing—and translate—"Volare."

Anna Maria Alberghetti was "Lovey to Look At" and delightful to hear as the designer-princess heroine, although her high pure soprano voice seemed ill-fitted to "Smoke Gets In Your Eyes," traditionally sung in a throaty contralto. Howard Keel was the big, handsome and bumbling football player hero. Janis Paige, as the impossibly sexy "Sharwenka," added an exuberantly bouncy and graceful note to proceedings, particularly in "I Won't Dance."

But, from start to finish, it was Mr. Hope's show and only a carping critic would complain with the fact that on camera, as in title, Roberti made up most of Roberta.

Production costs: Estimated $400,000.
Sponsored by Buick Div., General Motors Corp., through McCann-Erickson, on NBC-TV in color and black-and-white, Sept. 19, 7:30-9 p.m.
Star: Bob Hope; guest stars: Howard Keel, Anna Maria Alberghetti, Janis Paige.

HARVEY

Television can be beautiful. Art Carney reacquainted us with that summer-furloughed phenomenon last Monday (Sept. 22) via his delicious performance in "Harvey," DuPont's initial 1958-59 Show of the Month.

Adapted by Jacqueline Babbin and Audrey Gellen and produced by David Susskind's Talent Assoc., Mary Chase's 1945 Pulitzer Prize play made the transition to tv with impunity to say the least. Art Carney was Elwood P. Dowd and Elwood P. Dowd was Art Carney and all six-feet-one-and-one-half inches of that well known giant of imaginary ribaldness, Harvey, filled the nation's 21-inch screens.

Never was Elwood a more gentle, amiable imbibers. Never was his relationship with that unpredictable creature of his fancy a greater source of riotous chaos to those associates of Elwood (who remains calm and contented through it all) so determined to rid him of his beloved companion, headed by the indefatigable Marion Lorne as Elwood's charmingly scatter-brained, elderly sister, the supporting cast turned in a first-rate job.

Furthermore, the extraordinary challenge of keeping a camera-eye on an invisible character was most effectively met. If any viewer actually had doubts as to Harvey's existence, the camera-work must have dispelled them.

When the play drew to a close with Elwood and Harvey jauntily striding off, arms about each other's shoulders, who among the audience was not only thoroughly entertained but provided with something to think about in terms of his own values?

The summer is dead. Long live television.

Production costs: Approximately $175,000.
Series of live 90-minute specials sponsored by DuPont on CBS-TV through BBDO. Season's opener: Monday Sept. 22, 9:30-11 p.m. EDT.
Author: Mary Chase; adaptation: Jacqueline Babbin and Audrey Gellen; producer: Talent Assoc.; director: George Schaefer.

PETER GUNN

That favorite character of detective fiction, the young, handsome, debonair private eye, ready to risk his license and his neck for a fee or a friend, always with a suave cynicism, has another colleague on tv. He's Peter Gunn, hero of the new NBC-T series of that name, portrayed with full measure of devil-may-care debonairness by Craig Stevens, who looks the part as well as he plays it.

The first of the Peter Gunn series, telecast Sept. 22, opens with an attention-rioting sequence in which a limousine which belongs to a professional gambler is stolen and spirited to the curb by a police car whose uniformed occupants cold-bloodedly empty their revolvers into the limousine's passengers. In tracking down the killers and their employer, Peter Gunn tenderly eludes the sentimental advances of a young singer at his favorite night club, "Mother's," rashly attempts to intercede for Mother with the head of the gang that is shaking her down; brusquely tosses a pair of hooligans down a flight of stairs; masterfully forces the boss' henchman to force the boss into self-incriminating action and blithely wares off all attempts by the law to find out what he's up to.

As the love-struck nightclub thrush, Lola Albright is sweet, young and beautiful as well as tuneful. The club's owner, played by Hope Emerson, is appropriately hard and worldly-wise. Herschel Bernardi, as Lt. Jacobi of the police force, gives the role the feeling of dogged determination that is traditional for such roles and the trio will continue through the series as foils for the insouciant Mr. Gunn. Outstanding among the assorted characters of the initial program was Jack Weston as the terrified hoodlum whom Peter Gunn forces to defy the boss to save his life.

Simple plots, lots of action and a large
WREC-TV's superior local programming and news coverage is combined with a basic CBS Television affiliation to make certain that: "In Memphis there's more to see on Channel 3." Full power and highest antenna deliver complete coverage of the great Mid-South market. It's the right combination for your advertising message. See your Katz man for availabilities.

**First by All Surveys**

Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

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**WREC-TV**

Channel 3 Memphis

Represented Nationally by the Katz Agency

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IN REVIEW CONTINUED

pinch of sophisticated humor seems to be the formula adopted for Peter Gunn by the creator, Blake Edwards, who wrote, produced and directed the series opener. A major asset of the program is its background music, composed and conducted in the best jazz tradition by Henry Mancini, who uses his music to build the mood, emphasize the action or, on occasion, add a critical comment on what's going on in the drama.

Production costs: Approximately $40,000. Sponsored by Bristol-Myers Co. through Doherty, Clifford, Steers & Shenfeld on NBC-TV, Mon., 9-9:30 p.m. Started Sept. 22.


SAMMY KAYE

It's a nostalgic half-hour these 10 p.m. Saturdays on ABC-TV. In the Manhattan shirt department there is molecular memory, and in the music department there's the old swing-and-sway, sounding the same way it did all those years ago. It's reassuring in a world where atoms grow hotter and music grows cooler that Sammy Kaye should go on unchanged. He's even hung onto his "old and dusty, faded manuscripts." The show even looks as it is used to sound on the radio.

They've given the Kaye ensemble a decent production and the musicians all turn in reliable performances—whether it's a hot and authentic-sounding Hawaiian War Chant, or something to soothe the week's jangled nerves. It's a nice Saturday-night-type sound but too short-lived.

Production costs: Approximately $35,000. Sponsored by Manhattan Shirt Co. through Peck Adv. on ABC-TV Saturday, 10-10:30 EDT p.m. Started Sept. 20.

Starring Sammy Kaye and his orchestra and featuring Johnny Amoroso, Lynn Roberts, Ray Michaels, Susan Silo, Hank Kanui and the Kaydets.

Produced by: A Lawrence White Production Executive Producer: Lawrence White Associate Producer-Writer: George T. Simon Director: Cort Steen

COUNTY FAIR

County Fair, which NBC-TV premiered Sept. 22, as a title is too broad for this weekday afternoon frolic for housewives who are biding their time until hubby gets home from work. Bert Parks stars in this half-hour county fair sideshow. He apparently has his orders to attract the attention of midway strollers who are intent on getting to more exciting fair adventures, or even to household tasks. The Sept. 23 performance hardly delayed any dinner preparations.

Mr. Parks works nobly to hold his audience around him in the center ring with "fun, music and games." Primarily, the show emphasizes studio audience-participation. Barker-announcer Ken Williams intro-
On movin' pelves - and pizza

Nobody around WOOD-TV is stupid enough to recommend that old jazz of trying to sell refrigerators to Eskimos.

So — when our esteemed client, the Pizza Palace, declared a willingness to pop for a schedule, local salesman Dave McConnaughey pitched the one WOOD-TV show that is frankly Rock 'N' Roll — O'Hara's BOP HOP on Saturday afternoon.

The result was a sellout of all pizzas before the dinner hour had passed — not once, but twice! Other advertisers like Seven-Up, original and major sponsor; Seyfert's (Potato Chips); Eckrich (Hot Dogs); Leonard Distributing (Record Players); are also happy as gold bugs on the mother lode.

To these clients who have bought Bop Hop, cash register results are a lot more impressive than the show's top ARB rating.

For some products, teenagers are all-important — and WOOD-TV has the show and the personality to reach them. If you want to emulate the Pizza Palace, consider O'Hara's selling ability on Bop Hop the next time Katz advises there is an availability.

WOOD-TV is first—morning, noon, night, Monday through Sunday—May '58 ARB Grand Rapids
WOOD-AM is first—morning, noon, night, Monday through Sunday—April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher.

WOOD AM TV
WOODland Center, Grand Rapids, Michigan
WOOD-TV - NBC Basic for Western and Central Michigan; Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing, WOOD - Radio - NBC.
"Be sociable..."

"Be sociable, have a Pepsi." That theme earmarks one of the important advertising campaigns of broadcast history: Pepsi-Cola's current 14-week drive on all four radio networks at once. Pepsi tapped network radio for this promotion to reach and register with a total population. (Campaign magnitude: an estimated half-billion impressions.) As the company said, "...no other medium offers the speed, penetration, saturation and continuity; nor can any other medium reach so many people at a comparable cost per thousand impressions." So whether you need all four networks or one (we know one)—have network radio, and be sociable. Mix with people....

Circulate more!

CBS Radio Network
**Nielsen Shows....**

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

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area... more counties where circulation exceeds 50%... more circulation nighttime and daytime.

**...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.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 68.9% from noon to 6 P.M., Mon.-Fri.; 54.8% from 6 P.M. to 10 P.M., Mon.-Fri.; 71.8% from 10 P.M. to 6:30 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.

---

**“Notre Dame? Must be a breather. Never heard of the place myself...”**

**Saturday's gridiron heroes have long since learned that upsets are in store when information is not. The same is true (often with more permanent damage) in television and radio. That's why Broadcasting has the biggest cheering section of PAID subscribers (by far)... the most informative scouting reports of all... the most timely interception of news, trends, authoritative analyses in the whole business of broadcast advertising. With Broadcasting coaching latest facts, you have the background to call the plays. Right now you can make a first down by sending $3.50 for 26 introductory weeks of THE TV-radio businessweekly!**

**BROADCASTING**

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

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**IN REVIEW CONTINUED**

duced the star of the show, who immediately led off with the first of an array of stunts, all of which suffered from lack of time for adequate completion. Either shorter stunts should be arranged or a few commercials omitted.

When ringmaster Mr. Parks detects signs of restlessness in his audience he comes up with another crowd-pleaser—the "celebrity corner." The guest Sept. 23 was Jonathan Winters who was introduced, naturally, through a stunt. The audience had been given numbers upon entering the studio. Mr. Parks called number 134 for a prize. Turned out everyone had that number except Mr. Winters who was seated in the audience without a number. Thus setting the stage for conversation, Jack Paar's popular Tonight substitute entered the circle to tell fair-type anecdotes.

The only prize NBC-TV's County Fair can shoot for in this season of all-sized fairs is a possible ribbon for a "game try." Production costs: Approximately $27,000 a week.

Sponsored by Frigidaire Div., General Motors Corp.; Lever Brothers Co.; National Biscuit Co.; Sandora Co.; Sterling Drug Inc.; and General Foods on NBC-TV, Mon.-Fri., 4:30-5 p.m. EDT. Started Sept. 22.

Producer: Gale-Gernan Productions with NBC-TV. Director: Joe Durand.

**JIMMY DEAN SHOW**

In spite of a Brooks Brothers suit, in spite of a New York City locale, in spite of city-folk guest stars. Jimmy Dean remains a country boy. An attempt has been made to sophisticate the Texas-born singer on his daily CBS-TV show, but the Madison Avenue make-up is only skin deep.

On the Sept. 23 show of the afternoon series, Jimmy was as affable and easy-going as if he were back in Washington, D.C., emceeing Town & Country Jamboree. He didn't have his guitar, but when he stretched out on an hammock to sing (sort of) “It's My Lazy Day,” Percy Kilbride couldn't have been more folksy.

His "Girl of the Week" this last week was Gretchen Wyler, a talented dancer and personality, who presented a vivid contrast to Jimmy. But he worked well with her, not all non-plussed by the more mercurial Gretchen. Judging from this past Tuesday's easy performance, Jimmy can go on talking about his mother, his wife and Texas, and singing popular songs and hymns for the next 30 or 40 years. And he's got a message too: “Love Thy Neighbor.” It's an old line from the Bible, but when he says it, he sounds as though he means it.

Production costs: Approximately $35,000 weekly.

Sponsored by Lever Bros. (Sullivan, Stauffer, Colwell & Bayles); Gerber Baby Foods (D'Arcy Adv), Libby, McNeill & Libby (J. Walter Thompson); Eastman Kodak (JWT), Johnson & Johnson (Y&R) and Miles Labs (Geoffrey Wade Adv Chicago) on CBS-TV (Mon.-Fri., 2-2:30 p.m.). Started Sept. 15.

Producer: Barry Wood; directors: Jerry Shaw and Lee Tredanari; writers: Joe Bigelow and David Gregory.
The fact was well publicized last winter that Florida didn't play her usual stellar role of the warm, tropical temptress. We join with the critics in declaring it her worst performance in that role during the last 47 seasons.

Yet, even so, there were many qualities Florida afforded the vacationist which, in fairness, should not go unmentioned.

It is true that Florida's typically balmy tropical evenings were missing. But, her sun-time temperatures in the most popular resort centers provided ample comfort for out-of-door fun and vacation enjoyment.

A LOOK AT THE RECORD
For example, at five south Florida cities, Weather Bureau records show the daily range of December, January, February temperatures averaged a 54.1° low and a 69.6° high. This average range did not come up to usual June-like weather prevailing here in normal winter seasons. Particularly under par were the minimum readings which, on too many occasions, got uncomfortably close to freezing. But these lows occurred at nighttime when most tourists are warmly tucked into bed.

Practically every afternoon was ideal for golf, for tennis, for fishing, for seeing the sights, or visiting the race tracks.

As a matter of fact, there were swim-suited people out on the beaches sun-tanning, four days out of five throughout the winter. Surf temperatures, higher than air temperatures, were comfortable for bathing.

This may seem curious, even incredible, to those who have not experienced the power of subtropical sunshine. That's why we say again—regardless of nighttime lows, daytime is always playtime in Florida.

Florida Development Commission
515-M Caldwell Building
Tallahassee, Florida
Top Pulse in rich O'Neill Florida west league 5000 p. and Pulse. . ."Oggie" i 20 RADIO Don Jones. Hooper, morning, noon and night. Morn-afternoon. Morning sold news, music, sports and shows on these top-rated Hooper and Pulse stations.

Top Pulse, Manchester, Concord, Nashua markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Bekas and Dan Jones.

Sold nationally thru WEED & CO.

Joe Rahall, President "Oogie" Davies, Gen. Manager

---

**Open Mike**

**Katz Fan Club**

**EDITOR:**

I have always admired Joseph Katz as a business acquaintance and now my admiration for him soars even higher as I read his Monday Memo in your Sept. 15 issue. I have always felt the same as Mr. Katz regarding the phrasing and delivery of commercials. It flatters my ego no end to know that a man of his calibre has thoughts running in the same channel as mine regarding this particular phase of the business.

**Henry Hickman**

**WBFR Baltimore**

**EDITOR:**

Joseph Katz hit the nail squarely on the head. I have been wondering how long the agencies would permit their copy writers to continually misuse the poor, tired and now trite word "amazing." Hugh Barclay Manager

**WJDM-TV Panama City, Fla.**

**Wanted: Used Transmitter**

**EDITOR:**

The Christian Radio Mission is attempting to establish a radio station in Pusan, Korea. We are interested in producing educational, cultural and religious programs designed for the people of South Korea.

But we have a problem. We do not have funds to purchase a transmitter as quickly as we need to take advantage of the opportunity of broadcasting. Perhaps some station that has a used one could see its way clear to contribute it to this program. The U.S. government authorizes contributions made to this work to be deductible from income tax.

**V. Alex Bills, Field Director**

Christian Radio Mission

804 Mississippi St.

Amarillo, Tex.

**Want That Code**

**EDITOR:**

Please send me 160 copies of "A Code for Censorship in Time of War" [Lead Story, Aug. 4].

**C. Bruce Wright**

Deputy Director, Public Relations

Maine Civil Defense

Augusta, Me.

**EDITOR:**

Please send me 10 copies . . .

**Donald Lasser**

President

**WICH Norwich, Conn.**

**EDITOR:**

. . . 10 copies . . .

**Donald G. Coe**

Director, Special Events

**ABC, New York**

(EDITOR'S NOTE: The story and text about the government's stand-by censorship code were carried exclusively in Broadcasting Aug. & Sept. Reprints are available at cost, 10 cents per copy, minimum order 10 copies.)

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**No Proxies**

**EDITOR:**

I know that most papas are proud of pictures of their newly arrived offspring, and sometimes to the boredom of their friends. However, I thought the readers of Broadcasting might be amused by the enclosed for a particular reason. Each member of the group is a stockholder in John Poole Broadcasting Co. and shares an interest in KBIG Avalon and KBIF Fresno [both California].

Standing at the rear is John Poole, president of the company, and seated is Olivia A. Poole, vice president and director. The newest stockholder is Mark Edward Poole (age 10 days) . . .

**John H. Poole, president**

**John Poole Broadcasting Co.**

**Corona Del Mar, Calif.**

**One Left Out**

**EDITOR:**

Conspicuously absent from your listing of the markets and stations that will get "Bold Action" off the ground [Broadcasting, Sept. 8] was KLZ-TV. How come? In your own story Mr. Kohn paid special tribute to Bob Hart of KLZ-TV who did a great deal in setting up the whole thing.

**Hugh B. Terry**

**President & General Manager**

**KLZ-TV Denver**

(EDITOR'S NOTE: Through an error in transmission, KLZ-TV was inadvertently omitted from the Denver listing. Bold Action is a plan for extensive use of television by furniture stores.)

**Rebuttal**

**EDITOR:**

With reference to the letter "Matter of Deduction" from Mr. Heckman, news director of WIBC Indianapolis [Open Mike, Sept. 8], and WFIL's coverage of the Teal slaying: These are the facts we reported.

Shortly after Teal's murder was flashed on the wire, I spoke with a detective sergeant of the Indianapolis police force. We were on the air via beep phone, and he said on the air (and on tape) that "a love angle" was involved in the slaying. Our listeners heard this some 16 to 18 hours before wire service reports confirmed it. A transcript of the tape is available.

These are the facts. We stand by them. In sending the story to Broadcasting we attempted to show, once again, the many ways a news story can be gathered together by radio. No reflection on WIBC intended.

**John Raleigh**

**Director of news cruiser operations**

**WFIL Philadelphia**

---

**BROADCASTING**
in order to give more and better service to the stations we represent and the agencies we service...

The unprecedented growth and success of H-R is based only on the increases in national spot income of these stations. This record has been so outstanding that, for the third time in the eight years of its existence, H-R must move to larger quarters—more than twice as much room as our present space—the 21st floor of the Seagram Building. 375 Park Avenue, (PLaza 9-6800).

We are looking forward to welcoming you there beginning October 6, 1958. We pledge that from these spacious new quarters, with room for more people and more services, we "Working Partners" will continue to.

"Send a Man to Do a Man's Job."

H-R—*a decade of SALESMAINSHP and GROWTH*

H-R Representatives, Inc. Television, Inc.

Frank M. Headley, President
Dwight S. Reed, Vice President
Frank E. Pellegrin, Vice President
Paul R. Weeks, Vice President.
Fort Wayne's Network Radio Station

WANE
Fort Wayne

CBS
Represented by Percy *Pete, April, 1958

A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

IN PUBLIC INTEREST

ARTIFICIAL LEG • WSPB Sarasota, Fla., listeners donated over $1,300 for the purchase of an artificial leg for an eight-year-old Miami boy. The youngster's leg had to be amputated after he was attacked by a tiger shark while swimming. WSPB's Connie Rice called for donations on his daily Sarasota Speaks program.

TB-TV QUIZ • WTGM (TV) Washington conducted a public service quiz game, during the summer, to aid the local Tuberculosis Assn. The TB-TV Quiz drew over 6,700 entries during a six-week period. Essays were written by 25 finalists on "What I Learned About Tuberculosis During the TB-TV Quiz" with a 1958 auto as first prize. The Tuberculosis Assn. tabulated all daily entries, which contained answers to various questions about TB, to determine the weak areas in its educational program. Future educational efforts will be guided by results of the WTGM quiz.

CONELRAD PROMOTION • WFFA Dallas made area residents conscious of Conelrad through a half-page newspaper ad. Telling the Conelrad story in simple, direct and easy to understand words, the WFFA ad not only explained the wartime-alert procedure, but also covered the system's operation in case of severe weather warnings. To aid listeners in remembering Conelrad frequencies, the ad offered a free sticker for placement on home radio sets.

BLIND SERIES • ABC Radio launched a new weekly dramatic series dealing with the experiences of sightless persons yesterday (Sept. 28) 8:05-8:30 p.m. The series, titled This Is the Challenge is being produced by ABC Radio in cooperation with the American Foundation for the Blind. The premiere program features Mrs. Helen Tullis, a Baltimore broadcaster who won McCull's 1953 "Golden Mike" award for the "outstanding radio woman of the year."

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois

ROCK - QUAD - TV
Network according to 47th
Represented now CORINTHIAN County,
CBS KOTV - TV
WAYBF -TV

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*B.C. U. Patent Office
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ARB and Nielsen agree! now 1st in the Twin Cities

MOVIE SPECTACULAR

PARAMOUNT
WARNER BROS.
MGM
UNITED ARTISTS

NOW 10:00 P.M.-12:00 M.
7 NIGHTS WEEKLY
WTCN-TV

"MOVIE SPECTACULAR" IS THE HIGHEST RATED
ENTERTAINMENT SHOW IN ITS TIME PERIOD.

"MOVIE SPECTACULAR" IS THE HIGHEST
RATED MULTI-WEEKLY ENTERTAINMENT
SHOW IN TWIN CITY NIGHTTIME TV.

"MOVIE SPECTACULAR" IS THE FIRST CHOICE
OF NATIONAL AND LOCAL TIME BUYERS FOR
MINUTE PARTICIPATION ANNOUNCEMENTS.

ASK BOB FRANSEN WTCN-TV NATIONAL SALES MANAGER OR YOUR KATZ MAN FOR
SALES INFORMATION, RATING DETAILS, AND THE FEW REMAINING AVAILABILITIES.

WTCN-TV
MINNEAPOLIS • ST. PAUL

Represented nationally by the Katz Agency
Affiliate ABC-Television Network

*ARB AND NIELSEN AUGUST 1958
AVERAGE OF ALL COMPETITIVE TIME PERIODS.
S EVEN YEARS AGO, when Dick Pinkham was manager of network planning at NBC-TV, Sylvester L. (Pat) Weaver had occasion—one bad day—to refer to his protege as “Frank Failure.” An ardent disciple of playwright Richard Brinsley Sheridan, Mr. Weaver not long after had cause to change his mind. Under the management of Mr. Pinkham—by then elevated to executive producer of Today, Home, and Tonight—NBC had tapped a new lode of advertiser revenue. Mr. Weaver waxed ecstatic, renamed him “Tom Triumph.”

The two had first met in 1940 when Mr. Pinkham was the Half & Half smoking tobacco account man at Lord & Thomas (now Foote, Cone & Belding) and Mr. Weaver the advertising manager of American Tobacco Co. After a long working relationship with Mr. Weaver (interrupted by a military interlude that saw naval officer Pinkham end as c. o. of a four-stacked World War I vintage destroyer), Mr. Pinkham has grounds to “plead special prejudice” for networking.

As vice president of tv-radio at Ted Bates & Co. since spring 1957, Mr. Pinkham has been subtly reshaping the image of Bates as “a spot agency.” Case in point: Brown & Williamson Tobacco Co., which last year spent most of its broadcast allocations ($9 million) in spot, now has $10 million tied up in network commitments (The Texan, Naked City, Wanted: Dead or Alive and The Wednesday Night Fights) in addition to a $5 million spot budget.

This kind of fervor is all the more significant when one considers that Dick Pinkham is relatively new to broadcasting, having begun in opposition media.

B ORN April 11, 1914, in New York City, he is a product of Choate (’32) and Yale U. (’36). After Yale, Dick Pinkham did the “proper thing”: He joined fellow Yaleman Henry R. Luce’s Time. Beginning as a cub copywriter, he quit in 1938 to join a friend in an ill-fated two-man out to copy venture. Afterward, out to confirm his credentials by “putting in exactly 366 days behind the other side of the counter” at James McCreery & Co. as the youngest (25) advertising manager in New York department store history. From there it was just a few city blocks to L&T—and Pat Weaver. In June 1941—a month or two after his marriage to the former Mary Struthers—naval reservist Pinkham was called to active duty.

After discharge, he considered three career possibilities. “I didn’t want to dedicate my life to selling tobacco,” he says, and this left him a choice of politics, teaching or journalism. The latter paid best of the three. After receiving “three equally appealing” offers from The New York Times, New York Herald Tribune, and Time Inc., Mr. Pinkham joined the Trib as a general business executive, two years later moved up to circulation manager and in 1948 became a member of the board of directors. As the Trib’s advertising revenue dropped and television’s shot up, Mr. Pinkham didn’t need to interpret the handwriting on the wall. He talked to his mentor, then vice president of NBC-TV, and asked him for some introductions at various agencies.

Mr. Weaver readily rebuffed the blank, instead offered him an executive assistantship. Mr. Pinkham quit the Trib to become, it was later put, “a dangling executive.” Management consultants, sniffing about for deadwood, paused ominously before his office; Mr. Weaver promptly assigned Pinkham to executive producer of Today.

There Mr. Pinkham, joined by Mort Wernert (another “Weaver boy,” now television head of Kaiser Industries Inc.) and Matthew J. Culligan (now NBC Radio executive vice president) manfully tried to make NBC’s cash registers jingle. But it wasn’t until—as Mr. Pinkham puts it—“I saw $20 million worth of revenue sitting in the NBC casting office waiting room” that Today became tomorrow.

What he actually saw that day across the hall from his office was a monkey named J. Fred Muggs. “That ape,” he recalls, “shot our ratings through the roof,” and changed Frank Failure to Tom Triumph. Mr. Weaver thereupon made Pinkham chief architect on Home; in the autumn of 1954, he became the darling of the somnambulists and of Steve Allen, whom Tonight catapulted out of near-obscurity.

For his efforts, Mr. Pinkham was rewarded with the participating programs vice presidency. In February 1956 he was named programming vice president—a job Mr. Pinkham now describes as an “absolute rock crusher.” There were no hours, he says, “just crises . . . you couldn’t get away from it.”

But he did, circuitously. Returning from Europe that Sept. 10, he was told his boss was “out”—permanently. Two months later Mr. Pinkham was named vice president of advertising. The next spring he quit to join Bates as radio-tv director.

Whenever anyone asks why he threw up his career at NBC, he’ll point to a gallery of photos lining his office wall. They’re of his youngsters—Penny, 15; Dickie, 13; David, 11, and Elizabeth, 8. Then, too, there’s “the little matter of leisure.” An avid yachtsman and golf and tennis player, he holds a “flush deck of membership cards” at Rye’s Apawamis. Manurs’; and American Yacht clubs.

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OUR RESPECTS

to Richard Alden Ray Pickham

BROADCAST
TO
Oakland County
PONTIAC
MICHIGAN
A CONCENTRATED
MICHIGAN AUDIENCE
WPON
serving
A Billion Dollar Market
1st IN PONTIAC HOOPER

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<th>7:00 A.M.—12:00 Noon</th>
<th>Monday-Thurs. Only</th>
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C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.
Associated with Lansing’s
WILS
The Goose and the Golden Eggs
(Aesop updated)

A certain man had a Goose which laid him a golden egg every day. But being a greedy man he was dissatisfied with just one golden egg a day, and thinking to seize the whole treasure at once, he killed the Goose, and cutting her open found her—just what any other Goose would be!
Much wants more and loses all.

So it is with many people—not content with concentrating on the one radio station in a market that delivers the golden egg on a silver platter, they kill their own goose!

Moral: pick a Plough Station

Radio Baltimore Radio Boston
WCAO WCOP
Radio Chicago Radio Memphis
WJJD WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.
KRON is TV in SF

San Franciscans are sold on KRON-TV

JUNE-JULY NIELSEN
Quarter Hour From
Class AA, Mon.-Fri.

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SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •
NEW TWIST TO FCC CASES: INDICTMENT

- Mack accused of selling his vote in Miami ch. 10 television grant
- Justice Dept., Congress committee at work on other disputed cases

One disputed FCC television case led to a criminal indictment last week and at least one other was under grand jury investigation.

A federal grand jury in Washington indicted former FCC Comr. Richard A. Mack and his longtime friend, Thurman Whiteside, on charges that Mr. Mack sold his vote in the Miami ch. 10 case.

The same jury has been hearing evidence in other television cases, including the grant of ch. 4 Pittsburgh. That case came under Congressional investigation as well last week (see below).

The jury was sworn in last Jan. 7. Its term is 18 months.

It returned its indictment last Thursday, two days after Mr. Whiteside had appeared as a witness in an FCC re-hearing of the Miami ch. 10 case (see page 60).

If convicted of the charges, Messrs. Mack and Whiteside face maximum fines of $15,000 and up to 10-year jail terms.

Washington Justice Dept. officials said last week that arraignment of both men would probably take place Friday, Oct. 3, before a federal district judge in Washington. Neither of the men would be arrested, it was explained; they both would make arrangements to appear through their lawyers.

Bail was expected to be nominal, it was understood. This might run between $1,000 and $1,500.

In Florida, Mr. Mack was reported terming the grand jury's action as "ridiculous." He was said to have added: "I haven't seen the papers yet and feel I shouldn't provide any more comment. I haven't been worried about it all along. The whole thing just makes me feel a little sad."

Mr. Whiteside was reported as commenting: "I am not responsible for results of Washington politics. At any trial my complete innocence will be proven."

Informed of the grand jury's indictment, Rep. Oren Harris (D-Ark.), chairman of the House Oversight committee—before whom the ch. 10 scandal was first made public—commented: "It was not unexpected." Mr. Harris also stated that the committee would hold in abeyance "for a reasonable time" further investigation of the Pittsburgh ch. 4 case to allow the grand jury time to act (see separate story, page 29).

It was the opinion of some observers that a trial is probably a year or more away. It was understood that under normal procedures, motions for dismissals are first argued, after which other motions regarding elements of the indictment are heard—all before the actual trial gets underway.

The Dept. of Justice entered the Miami ch. 10 case in February of this year when Attorney General William P. Rogers ordered the FBI to investigate the allegations made during the House committee's probe.

The Attorney General then ordered the Justice Dept.'s criminal division to present the case to the 1958 grand jury.

Mr. Mack, a 48-year-old Florida Demo-
Mack, Whiteside continued

... awarded to Public Service Television, that company would place its insurance with Stember-Shelden Insurance Agency Inc.; that Mr. Whiteside would direct that part of his ownership in that agency be transferred to William Y. Stember, "purportedly as trustee for the defendant Richard A. Mack ..."; that Mr. Whiteside would direct the insurance company to give certain sums of money to Mr. Mack "as though actually earned by the defendant Richard A. Mack for services rendered the Stember-Shelden Insurance Agency Inc. when in truth and in fact said sums of money would be the proceeds from the sale of the capital stock of Andar Inc. to Mr. Mack; that Mr. Whiteside would direct the Stember-Shelden agency to issue checks payable to Andar Inc. and that Mr. Whiteside would then direct Andar Inc. to issue checks payable to Mr. Mack.

The indictment charged that Mr. Mack would conceal the source of the Stember-Shelden checks by converting all or portion of them into cashiers or treasurer checks and depositing these sums in his own bank account.

One charge was that Mr. Whiteside obtained a loan for Mr. Mack from a bank in which Mr. Whiteside was a director and stockholder and that Mr. Whiteside repaid the loan himself.

The indictment listed 32 "overt" acts by both Mr. Mack and Mr. Whiteside in the "furtherance of said conspiracy ..." These took place between Sept. 6, 1955, and Nov. 4, 1957. The amounts listed add up to $11,360, and were:

$3,000 issued by Stember-Shelden company to Mr. Mack on or about Sept. 6, 1955.

$1,000 issued by Stember-Shelden company to Mr. Mack on or about Oct. 12, 1955.

$200 issued by Mr. Whiteside on the account of Yongs & Whiteside (Mr. White's law firm) to Mr. Mack on or about Jan. 27, 1956.

$750 issued by Stember-Shelden company to Mr. Mack on or about March 6, 1956.

$750 issued by Mr. Whiteside on the account of Kays Realty Corp. to Mr. Mack on or about April 11, 1956.

$700 issued by Mr. Whiteside to Mr. Mack on or about June 13, 1956.

$350 issued by Mr. Whiteside to Mr. Mack on or about Sept. 5, 1956.

$400 issued by Stember-Shelden agency to Mr. Whiteside which Mr. Whiteside transferred to Mr. Mack on or about Nov. 14, 1956.

$300 issued by Mr. Whiteside on his trust account to Mr. Mack on or about Jan. 7, 1957.

$200 issued by Mr. Whiteside on his trust account to Mr. Mack on or about March 1, 1957.

$1,000 issued by Mr. Whiteside to Mr. Mack on or about April 1, 1957.

$600 issued by Mr. Whiteside to Mr. Mack on or about June 17, 1957.

$1,600 issued by Andar Inc. at the direction of Mr. Whiteside to Mr. Mack on or about Sept. 10, 1957.

$510 issued by Andar Inc. at the direction of Mr. Whiteside to Mr. Mack on or about Sept. 28, 1957.

The second count of the indictment charged that Mr. Whiteside "did corruptly influence and corruptly endeavor to influence the said Horace Stern, that Mr. Mack would vote in favor of awarding to Public Service Television a permit to construct a new commercial television station in Miami, Fla., and, upon completion of such construction a license to operate such station on or about July 1, 1957, in the Miami, Fla., area, by privately approaching said Richard A. Mack and exerting personal influence upon said Richard A. Mack and making private arguments, personal pleas and offers of financial inducements to said Richard A. Mack, and by giving, directly and indirectly, sums of money and other things of value to the said Richard A. Mack ...".

The third count charged that Mr. Mack "in consideration of sums of money and other things of value given to him directly and indirectly by Thurman A. Whiteside, did corruptly take official action and vote in favor of Public Service Television Inc. in matters pertaining to the award of a permit for the construction of a new commercial television station to operate on ch. 10 in the Miami, Fla., area ... ."

The indictment charged violations of Secs. 317 and 1505 of Title 18, U. S. Code. Sec. 317 deals with conspiracy to defraud the U. S., while Sec. 1505 refers to attempts to corruptly influence the administration of U. S. laws.
THE EVENTS THAT TURNED THINGS BLACK FOR MACK

The Richard Mack-Thurman Whiteside saga was first publicized officially last Feb. 13. 10 days after the FCC awarded its first public broadcasting licenses, the former commissioners and influence peddlers played a prominent role in testimony of witnesses.

The same week the subcommittee hearings began, Attorney General William Rogers ordered an FBI-grand jury investigation on the strength of the Schwartz charges.

Last Thursday's indictments culminated this second investigation. Still to be heard from: Results of the same grand jury's investigation of the Pittsburgh subcommittee Feb. 25. He denied ever attempting to extract a "pledge" from Comr. Mack and said the checks in question were loans to a personal friend, which he had been repaid. Under extensive questioning, he admitted giving Comr. Mack a one-sixth ownership of Stemberl-Shelden Inc., a Miami insurance agency, and sole ownership of Andar Inc. He also admitted that many of the loans had been repaid through monies channeled to Comr. Mack from these two firms. Stemberl-Shelden holds the insurance for National Airlines Miami tv station, WPST-TV.

Comr. Mack followed his close friend as a witness before the subcommittee, appearing Feb. 25 and 26. He stoutly maintained his innocence of any wrongdoing and steadfastly denied any intention to resign. At the close of the commissioner's testimony, Subcommittee Chairman Oren Harris (D-Ark.) joined several others in calling for his resignation and threatened impeachment proceedings if Comr. Mack did not do so.

"I feel sorry for you," Rep. Harris told the visibly-shaken commissioner. "You are it can go. On Thursday, Rep. Harris qualified his own statement. He said the subcommittee would give the grand jury a "reasonable time" to act before resuming its own inquiry. He declined to explain what he would term "reasonable time".

However, he gave some indication that he had more than cursory awareness of the grand jury proceedings when he said it was "his understanding" it would complete its action in a few days. After a recess of several weeks, the jury was recalled early last week. A Justice Dept. spokesman said Thursday the jury is "actively considering" the bribery charges in the ch. 4 case but didn't say whether any action would be taken.

Mr. Eastland originally gave his testimony without mentioning any names. In relating specific charges, he simply referred to a former FCC commissioner, or a principal in one of the applicants, an attorney for one of the applicants, a high FCC official, a member of Congress, the mayor of a large city, etc. "An effort will be made to avoid disclosures which would unfairly reflect upon the reputation of any individual or firm involved," he said.

 Asked why names were omitted when the individuals Mr. Eastland referred to were common knowledge, Rep. Harris said that because of "past experiences of the subcommittee, there might be some justification for it."

In questioning Mr. Eastland Wednesday, to be pitted, in my opinion, because... you have been used as a tool in this unfortunate mess. It seems like the only possible service that you could render now as a member of the Federal Communications Commission would be to submit your resignation."

The following Tuesday, March 4, the commissioner did submit his resignation, after, according to reports from several sources, a healthy push by Presidential Assistant Sherman Adams. (It's ironic that this same Mr. Adams resigned last week [see page 66] as a result of disclosures by the same House subcommittee). President Eisenhower accepted Comr. Mack's resignation at once.

Comr. Mack, a Democrat appointed by President Eisenhower to replace Frieda Henock, served on the FCC just over 2½ years. Investigation by the subcommittee disclosed that his income while a commissioner exceeded his $20,000 a year salary by approximately $41,000. Rep. Harris said the source of all of this additional income has never been determined.

The FCC awarded ch. 10 to National Airlines in February 1957, reversing an initial decision which favored A. Frank Katzen's WKAT Miami. The vote was 4-1, with one commissioner favoring WKAT and one a third applicant, L.B. Wilson Inc. The fourth applicant, North Dade Video, received no votes.

McCONNAUGHEY 'PLOTS' ALLEGED

The House Legislative Oversight Subcommittee last Tuesday and Wednesday (Sept. 23-24) heard charges aired that former FCC Chairman George C. McConnaughey solicited "bribes" from two applicants for ch. 4 Pittsburgh, and in turn was offered a "bribe" in the form of future law clients. Oliver Eastland, subcommittee investigator, gave the testimony based on investigations made by himself and former Chief Investigator Baron Shacklette. The charges were aired as the House committee held its first public inquiry into ch. 4, granted July 25, 1957, following a merger of two of the five applicants.

A blanket denial of all the allegations in Mr. Eastland's testimony was issued almost immediately by practically all the principals involved, including Sen. George Smathers (D-Fla.) and Pittsburgh Mayor David Lawrence, Democratic candidate for governor of Pennsylvania.

Rep. Oren Harris (D-Ark.), subcommittee chairman, said at the close of Wednesday's hearing that the House group planned no further action in the Pittsburgh case. "I doubt that we will pursue the matter any further," he said, noting the same grand jury which Thursday indicted Richard Mack and Thurman Whiteside for their alleged actions in the Miami ch. 10 case also is investigating the Pittsburgh grant.

Because of this second investigation, he said, the subcommittee is limited in how far it can go. On Thursday, Rep. Harris qualified his previous statement. He said the subcommittee would give the grand jury a "reasonable time" to act before resuming its own inquiry. He declined to explain what he would term "reasonable time".

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Asked why names were omitted when the individuals Mr. Eastland referred to were common knowledge, Rep. Harris said that because of "past experiences of the subcommittee, there might be some justification for it."

In questioning Mr. Eastland Wednesday, however, Rep. John Moss (D-Calif.) and Rep. Joseph O'Hara (R-Minn.) brought out all the names of the principals involved. Rep. Moss said the committee now had a "skeleton" and he wanted to "put meat on the bones so there is no misunderstanding." Applicants for ch. 4 Pittsburgh included Tv City Inc., WCAE Inc. (owned by Hearst newspapers), Matta Enterprises, Wespen TV Inc. and Irwin Community TV Co. The grant went to merged-applicants Tv City and WCAE, with the other three contestants paid $50,000 each for "out-of-pocket" expenses.

Mr. Eastland's specific allegations:

- Earl F. Reed and Lee W. Eckels, principals in Tv City Inc., heard "rumors" from a source they could not remember that Mr. McConnaughey solicited $50,000 from one applicant for his vote and $20,000 a year for 10 years from another.

- Mr. McConnaughey told Mr. Shacklette that Mr. Reed promised to channel some business to the then FCC chairman's son's law firm in Columbus, Ohio.

- Pittsburgh Mayor David Lawrence wrote Comrs. Bartley and Mack on behalf of Tv City Inc., with the correspondence not a part of the official record.

- Multiple-station owner George B. Storer arranged a luncheon between Mr. Reed and Comr. McConnaughey in April 1957, six weeks prior to the ch. 4 oral argument.

- Sen. George Smathers (D-Fla.) arranged a meeting between Comr. Mack and Hearst executive Richard Berlin.

Information concerning proposed merg- September 29, 1958 • Page 29
ers between TV City Inc. and WCAE were sent to Comr. McConnaughey in a "personal" form without being made a part of the record.

- Several ex parte contacts were made between then FCC General Counsel Warren Baker and Washington attorney Raoul E. Desvenne, representing a steel company in which Messrs Reed and Eckels had a substantial interest. From these contacts, "valuable information was obtained to the exclusion of other applicants," Mr. Eastland charged.

- Examination of the expenses of Irwin "indicates that their disbursement accounts were padded" to reach $50,000 and the FCC made no effort to determine if these and the expenses of the other applicants were genuine.

- FCC Hearing Examiner Elizabeth Smith should be called to explain "certain inconsistencies" in two separate initial decisions she handed down in the Pittsburgh case, one favoring TV City and the second WCAE. He said a review of the decisions reveals "that the examiner made contradictory findings in several instances on the same set of facts."

- Members of the law firm of Pearson, Ball & Dowd, and attorney George Sutton, both of whom represented TV City Inc., made frequent visits to the office of Comr. McConnaughey while the ch. 4 case was pending.

- Mr. McConnaughey "appeared" to perjure himself in prior testimony before the subcommittee.

Mr. Reed was quoted as saying he would tell the investigators exactly what he told the grand jury in its investigation of the ch. 4 matter. He said his luncheon meeting with Mr. McConnaughey had been arranged by Mr. Storer. He said he did not discuss with the commissioner the merits of the ch. 4 case but did urge that oral argument be held as soon as possible. He said Mr. McConnaughey agreed to do this.

Mr. Reed denied that he promised to enter any business into the McConnaughey Columbus law firm.

When oral argument was held June 3, 1957, Mr. Reed said, he was annoyed because attorney Sutton was not present and could not understand why since it was a key proceeding and the culmination of their efforts. He said he heard a rumor that a tie vote had been taken by the FCC with Comr. McConnaughey voting against TV City.

Mr. Reed said he returned to Pittsburgh "mad" and the evening of June 3 first learned that Mr. McConnaughey and Mr. Sutton planned to establish a law firm together as soon as the former left the Commission. He said this disturbed him so much that he called Mr. Eckels and told him to return to Washington as soon as possible and take whatever steps were necessary to protect the interests of TV City.

Mr. Reed also said he told the grand jury that he had heard rumors Comr. McConnaughey wanted a $50,000 fee in return for his vote in the ch. 4 case.

Looking back upon his May 1957 luncheon with Mr. McConnaughey, Mr. Reed said, it now appears to him that the commissioner was attempting to make an arrangement with TV City in the event he was not successful in delivering the majority vote to Hearst.

Mr. Eckels told FBI agents Thomas J. Doody and Russell M. Gwynne that he returned to Washington June 4, 1957, the day following the ch. 4 oral argument, on the instruction of Mr. Reed to "put out the fire." He said he told Mr. Sutton that TV City was not interested in buying the vote of any member of the FCC and positively would not do so.

He said he first learned of the proposed Sutton-McConnaughey partnership at this time. "I then informed Sutton that because of these circumstances and in order to forestall any later accusation of collusion," Mr. Eckels stated, "TV City did not want Comr. McConnaughey to vote for the deal and the culmination of their decision was split 3-3." Mr. Eckels said he did not remember if he informed Mr. Sutton that he would no longer represent TV City in efforts to secure ch. 4.

Mr. Eckels also told of hearing rumors that Comr. McConnaughey was attempting to solicit $50,000 from TV City for his ch. 4 vote, as well as $20,000 a year for 10 years from Hearst. He said he did not remember the source of the rumors.

Mr. McConnaughey was interviewed in his Columbus office last May 8 by Mr. Shocklette, since resigned as the subcommittee's chief investigator. The ex-commissioner was quoted as saying he voted consistently for Hearst because he thought the Hearst proposal was meritorious. He said he has not received a retainer from Hearst nor did he ever solicit or receive an offer of same.

Mr. McConnaughey said he did have lunch with Mr. Reed at the latter's invitation. He said Mr. Reed insisted on discussing the ch. 4 case and told of representing clients with substantial business in Ohio.

Mr. McConnaughey related the ch. 4 applicant then said he could steer their legal business into the McConnaughey Columbus law firm and the commissioner said he rejected this offer.

Mr. Shocklette then asked Mr. McConnaughey if this offer was made with the intention of inducing a favorable attitude towards TV City in the pending ch. 4 case.

"I don't know what else he could have had in mind," Mr. McConnaughey was quoted as responding. He said he did not ask Mr. Reed for any law business or any other favor but that he did tell his luncheon companion that he planned to enter private practice the following July.

From his Columbus home last Thursday evening, Mr. McConnaughey labeled Mr. Eastland's testimony "just not true," except for his (McConnaughey) statement to Mr. Shocklette read into the record.

Mr. Eastland testified that Mr. Sutton refused subcommittee investigators access to his books, records and clients nor would he allow his secretary to be interviewed. Mr. Sutton cited as grounds for the refusal, Mr. Eastland said, the fact that he had appeared before the grand jury and was still under its subpoena.

John L. FitzGerald, new FCC general counsel, was present at the hearings as the Commission's representative. He said all the details in the Eastland testimony were new to the FCC and that he had no comment. Mr. FitzGerald did explain one point which the subcommittee's witness had questioned.

This contained a penciled notation on an FCC memorandum, in Mr. FitzGerald's handwriting that the Commission was split 3-3 on the Pittsburgh grant. He said this was not a formal vote but his "impression" of how he thought the commissioners stood after listening to their deliberations. He did not remember when he had made the notation.

Mr. Eastland testified that immediately after the oral argument, principals in TV City and their attorneys went to a Washington hotel where they immediately received word the Commission had split 3-3 on a vote. It was then alleged, after the information came from Mr. FitzGerald that he relayed such information, as did Mr. McConnaughey.

Hearing Examiner Smith declined comment Thursday on Mr. Eastland's attack on her two initial decisions, but others were quick to rationalize her defense. The first decision, released April 23, 1956, favored TV City Inc. Immediately after this decision, a TV City lawyer asked the record was opened and the record was reopened. The modified decision, released April 1, 1957, favored WCAE.

Mr. Baker said last Thursday that the information he gave Mr. Desvenne was no different than the information he has given many others—including senators, congressmen, newsmen, etc.

On Thursday, Rep. Harris corrected the record to show that Mayor Lawrence actually had not written Comr. McConnaughey regarding the ch. 4 case. "I feel that no implication of improper action can be made from the action either of Mayor Lawrence or Sen. Smathers," he said. Both of the public officials defended their actions in statements to news media and the managers of Pittsburgh's four TV stations afterward in a letter lauding Mr. Lawrence for his efforts on behalf of television in Pittsburgh.

Rep. Harris opened Tuesday's hearing with a short statement regarding several TV decisions the Washington Court of Appeals has remanded to the FCC. He entered into the record a FCC letter listing the cases [Government, Sept. 22] and said the subcommittee's staff is studying the Commission's authority in the matter.

After this is done, he said, the subcommittee will ask the FCC for its comments with the view in mind corrective legislation may be needed. The chairman said the subcommittee plans for further investigations into TV grants in Boston and Indianapolis because they are included in the court-returned cases.

The subcommittee will meet tomorrow (Sept. 30) to take statements from the Federal Bar Assn. and American Bar Assn. on proposed codes of ethics for the FCC and other regulatory agencies.

Present for last week's interim hearings, in addition to Reps. Harris, O'Hara and Moss, were Reps. John Bell Williams (D-Miss.) and Morgan Moulder (D-Mo.).
AT BBDO: 100% CONVERSION TO TAPE

Agency switches live commercials to VTR, but not without problems

The age of television tape has arrived at BBDO. With a couple of exceptions, every major "live" commercial the agency has produced for nighttime network showing in the last three months has been done on tape. Now the agency is in the process of converting its live daytime network commercials to tape.

A hint of the magnitude of the live-to-tape move may be drawn from estimates that in 1957 BBDO, fourth-ranking TV spender among all agencies, spent $71 million into television—$46 million of this in network purchases. About 40% of its program commercials are live and 60% on film.

BBDO is by no means alone among agencies using tape. Many others are working actively in the new process (see separate story). But BBDO is the only one of the major agencies known to be converting so heavily from live to tape at this point.

Aside from the obvious advantages of immediate playback and economy of operation, BBDO authorities feel videotape allows more ambitious live type commercials. The producers, knowing a second take is always possible if the first goes wrong, are inclined to undertake extra effects that would be too risky if done live.

Al Cantwell, head of radio and live TV production for BBDO and therefore leader of the parade from live to tape, summarizes his views on what tape is and isn't, and how it should and should not be used, in this way:

"What it is today—and new developments are still coming fast—is a tremendously useful new method of extending the uses of live TV. It is not a substitute for film. Tape's real advantages can be realized only by using it as a means of recording in the live technique.

"If advertisers and agencies begin to think of it in terms of film and strive for the technical perfection of film by shooting scene by scene and taking by take, many of the advantages of tape in terms of economy will be eliminated. At some future date this may not be true. But the only handicaps to tape are the psychological implications of being able to strive for technical perfection and thus losing the spontaneity and 'liveness' of live commercials. The entusiasm of its friends may be tape's undoing unless they are aware of this problem."

One rule-of-thumb BBDO uses in deciding whether a live studio-type commercial should be on tape or on film is whether or not the commercial is to be re-used. If re-use is planned, then it is put on film. In the present unsettled status of videotape in relation to unions, re-use of tapes is not permitted. Animated commercials and those made on location are as yet impractical.

BBDO's nighttime network clients who are now using videotape for their commercials or who will swing to tape when their fall productions appear are: Armstrong Cork and U. S. Steel (Armstrong Circle Theatre, alternating with U. S. Steel Hour, CBS-TV, Wednesdays, 10-11 p.m. EDT); Philco (Miss America Pageant on CBS-TV earlier this month and any additional network purchases); Rexall (Swiss Family Robinson hour-long special to be presented by NBC-TV Oct. 12; Sheaffe Pen (Little Women on CBS-TV Oct. 16 and Gift of the Magi in December); Westclox (Wonderful Town on CBS-TV Nov. 30).

In addition to these, DuPont used videotaped inserts in specials on CBS-TV last year and plans to do the same this season. Its commercials, however, are on film.

Among daytime clients, General Mills already is using some tape commercials to the agency's daytime network. BBDO has used tape to get the production for its nighttime network shows. It will be used to accommodate rehearsals and then live production.

In this case tape solved two problems: cost and time. Filming would have been unfeasible because there simply weren't enough hours in the day to accommodate live production, but BBDO, and "live would have been impossible because there simply weren't enough hours in the day to accommodate rehearsals and then live production," Mr. Cantwell noted. So a week before the pageant, the cast was assembled and all eight commercials for the two-hour program were put on tape.

The economy of videotape stems in large part from the ability to tape a number of commercials in one session. This way six or eight can be completed in one session, and many of the below-the-line costs—trucking, scenery, props, etc.—can be amortized over the entire group. Mr. Cantwell estimates that producing a tape or live commercial costs about one-third as much as a film commercial and that, when several are made at one session, each tape commercial costs even less than it would live.

BBDO's experience has amassed evidence to support Mr. Cantwell's fear that "it's best friends may be tape's undoing" if they try to use it like film and re-do sequences constantly in search of perfection. In seven inserts taped for an otherwise live DuPont Show of the Month, it was recalled, the director repeated reshoots to correct

MAN AND METHOD

Al Cantwell (left), head of radio and live TV production at BBDO, has been in charge of converting the agency's live commercials to videotape. At right is picture of taped shooting of a commercial for Philco used on the special "Miss America Pageant" show. Note that it is live technique with live image orthicon camera in use.
WHERE OTHER AGENCIES ARE TAPING

The taped "live" commercial—getting a big impetus from BBDO clients—this fall is beginning to "invasive" most major advertising agency precincts.

The three tv networks, checked last week as to the extent of taped live commercials in New York, reported:

CBS-TV has been doing so for at least the following agencies, aside from BBDO: Gerbermann, Craig & Kummel; Lennen & Newell; McCann-Erickson; Grey; Warwick & Legler; Emil Mogul, Young & Rubicam; Dancer-Fitzgerald-Sample; Grant; Ogilvy, Benson & Mather; Parkinson; Knox Reeves; Kenyon & Eckhardt.

NBC-TV's tape activity in commercials this fall includes the following agencies: McCann-Erickson, MacManus, John & Adams; Lennen & Newell; J. Walter Thompson; Dancer-Fitzgerald-Sample. On Wednesday (Sept. 24) the network taped another 15 commercials for Bayer Aspirin (Sterling Drug, through D-F-S). On behalf of Sealtest (JWT), six commercials were taped Wednesday and four Thursday (Sept. 25). Another heavy tape user is Nabisco, via M-E, which taped six commercials on Sept. 17 and another 12 on Sept. 22.

Within the next two weeks, eight advertisers are slated to tape commercials at NBC-TV—aside from agencies already mentioned are Doyle Dane Bernbach, Foote, Cone & Belding, and N. W. Ayer & Son.

At ABC-TV, only commercials "currently" being taped: P. Lorillard, via Lennen & Newell, and Oldsmobile, through D. P. Brother.

THE IMPACT ON AMPLEX STOCK

Ampex Corp. of Redwood City, Calif., principal manufacturer of the magnetic tape recording system that is booming in tv, has caused some electronic shocks in sensitive Wall Street.

The company was formed in 1946 to exploit pioneering magnetic recording work conducted by Germans. It was not until 11 years later that Ampex attracted Wall Street attention. In the fiscal year ended April 1957, the company's sales had expanded 84% from fiscal 1956.

Reflecting this growth, Ampex's stock—traded over the counter but expected to be listed in the near future on the American Stock Exchange—has had a phenomenal rise.

In 1953, when the stock first was traded, price ranged from $6 to $8. By the following year it was in the $77- $141/2 range. In 1955, the stock was traded between a fraction above $14 to a high of $20. The next year the stock jumped from a low of $17 to a high of $43. In 1957, the year VTR premiered, the stock "range" had shot up to $30- $60. This year, the stock has jockeyed in the 44 to 57 range, reportedly was near 100 when a stock split (25% shares for each share of stock) was effected this summer, increasing the number of shares outstanding to 1,695,663. On Thursday (Sept. 25), the range of the stock—already split—was $40.25-$41.

No dividends have been paid Ampex stockholders.

imperfections that "he wouldn't have given a second thought to if he were doing them live." One 20-second insert, for example, was shot eight times.

The average commercial for the Miss America Pageant was shot five times.

What stretches the tape sessions out is that for union reasons CBS-TV, where BBDO has done virtually all of its New York tape work to date, requires that all taping be done in the live technique, not in bits and pieces. Thus if one scene in a commercial needs re-doing, the entire commercial must be re-done.

Mr. Cantwell's first personal brush with tape was enough to frighten him away for life. It was The Red Mill, a special on CBS-TV. Then came the CBS-TV technicians' strike.

The Red Mill was much too complicated a production to be handled live by executives who suddenly found themselves manning cameras, boom and lights. So it was taped in place—this time the live-technique requirement did not apply—and then edited together, a thing "never done before or since," according to Mr. Cantwell.

Among other complications, the program would up 7½ minutes too long ("Harpo Marx became the face on the cutting room floor") and at each point where sequences were edited together there were seven seconds of black. The alternate to the black was "roll-over" on the home screen, and although ways were found to shorten the black period somewhat, it was decided to eliminate the black altogether and take the roll-over. (This was before Ampex perfected its tape splicer. (Special Report, Sept. 8.)

BBDO also claims to have been the first to tape an entire half-hour show. An experimental run, this was "Young and Scared" in the General Electric Theatre series and was done last May. In that case it was decided to make two and if necessary three takes—the dress rehearsal, the "air show" and, if neither of those was satisfactory, a third run-through.

The dress rehearsal was unsatisfactory and before doing the next take "we made the mistake of telling the cast we would do it still another time if necessary." Consequently the actors weren't on their toes and the third shooting had to be made. This produced satisfactory results, and in the sequence BBDO had added to its edu- cation in the usage of tape: "If we hadn't told the cast we would do it again if we had to—if the performers had been psychologically ready as for an air-performance—the third take would not have been necessary."

BBDO in New York has worked primarily with CBS on tape because, until recently, CBS had the most tape facilities in New York (14 amps). NBC has been concentrating its facilities primarily in Hollywood (12 units), now reportedly has two RCA color recorders and two Ampex black-and-white units in New York and is adding one more of each shortly. ABC has six in New York, six in Chicago and six in Hollywood.

Chesebrough-Pond's Agencies Likely to Absorb New Lines

Another account was up for grabs last week—but chances were it would land at one of three agencies now retained by Chesebrough-Pond's Inc.

The account: the cosmetics line bearing various trade names such as Prince Matchabelli; Simonetta, Seaforth, Black Watch and Sofskin. It has just been sold by Vick Chemical Co., New York, to Chesebrough-Pond's for "an undisclosed amount of cash," thus taking Vick out of the toiletries business and leaving it clear to concentrate on expanding its drug activity. In fact, Vick's president, H. S. Richardson Jr., stated that Vick will reinvist the proceeds of this sale in its acquisition program which in the past four months has resulted in Vick's entering the vitamin and mouth wash fields.

On July 1, Vick acquired Walker Labs, Mt. Vernon, N. Y., makers of vitamins and other pharmaceuticals. Its agency, Sudler & Hennessey Inc., New York, was retained by Vick. Several weeks ago, Vick acquired the Lavoris Co., Minneapolis, mouthwash manufacturers—an acquisition that will become a legal fact this week (Oct. 1). Its agency, Savage-Lewis Inc., Minneapolis, will be retained for the present.

As of last week, Chesebrough-Pond's had not decided whether to offer the newly-acquired perfume and deodorant line to its agencies-of-record or to award it to a fourth. J. Walter Thompson Co. is the agency for the Pond line; McCann-Erickson services Vaseline, and Compton Adv. represents the Valcreem and other C-P billing. Agencies surrendering the accounts are Morse International (Matchabelli, Simonetta, Seaforth, Black Watch) and Ellington & Co. (Sofskin).

While no definite agency appointments were talked of, C-P's president J. A. Straka offered a straw in the wind. He said that Seaforth men's products would be classified internally as another C-P man's line (along with Vaseline) and that Sofskin handcreams would join the Pond's products; conceivably Seaforth might be handled by McCann-Erickson or its subsidiary, Marschalk & Pratt (which recently lost the Mennen Co. men's line account) and Sofskin might go to JWT.
CONSISTENT LEADERSHIP . . .
in Baltimore's 3 STATION Market!

According to NIELSEN*, WMAR-TV IS the Established Leader in Baltimore's 3 Station Market!

. . . And Baltimore, the 6th largest city in the U.S. Is the Heart of the Baltimore Metro Area, (white area only on map) Ranking 12th ** in (A) Population!

(B) Consumer Spendable Incomes

(C) Total Retail Sales

In addition to Metropolitan Baltimore, representing only Baltimore City, Baltimore County and Anne Arundel County, WMAR-TV's coverage embraces 40 "outside" counties. (See above map.) In the past six months fan mail has been received from 337 different Post Offices outside of Baltimore.

*Aggregate of Quarter-Hour "Total Homes" (Total Area), 7:00 A.M. to Midnight, Sunday thru Saturday

**S.R.D.S.

In Maryland, most people watch WMAR-TV

SUNRAPERS TELEVISION BALTIMORE, MARYLAND

Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

September 29, 1958 * Page 33
The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV
Channel 8 • Lancaster, Pa. • NBC and CBS
Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
RAB Finds Best Foods Best in Its Category

Best Foods Inc., New York, is the top spender among 200 food and grocery advertisers which used spot radio during the second quarter of 1958, the Radio Advertising Bureau reported last week.

Best Foods headed a list of top 20 spot radio advertisers in the food and grocery category (see chart, below), compiled by RAB from a one-third sample of radio's time sellers. RAB noted that a full 25% of spot radio time bought during the second quarter was used to sell food and grocery products, followed by gasoline and lubricants, 11.5%.

Among food and grocery advertisers, RAB ascertained, almost 91% of the announcements bought were the one-minute commercial. Two companies in the "top 20"—Thomas J. Lipton Inc. and Eskimo Pie Corp.—used 10-second spot heavily but their mainstay was the minute announcement.

The report of food and grocery spot advertisers is contained in a 75-page booklet compiled by RAB for the second quarter, covering radio clients in various categories. It is available to advertisers and agencies on request.

The leaders among food and grocery advertisers are:

11 BBDO Regional Heads Confer With Agency Executive Committee

BBDO, New York, held the first of a planned semi-annual series of regional office manager meetings of the company Sept. 20-21 when vice presidents in charge of 11 offices of the agency in the U. S. and Canada met at Shawnee-on-Delaware, Pa., with members of BBDO's executive committee. Charles H. Brower, president, presided.

Following the sessions, Mr. Brower observed that "an exchange of views between our regional management and those in the New York office has contributed a great deal toward forming the policy which will guide our moves during 1959." He pointed out that since advertising trends vary with the sections of the country, it is "necessary both for our national and regional clients that we take advantage of the experience of our branch offices."

Regional BBDO officers at the discussions included: Richard O. Howe, Boston; Dale G. Casto, Buffalo; Jack M. Bristow, Cleveland; William R. Gillen, Chicago; Robert E. Anderson, Detroit; Wayne, Hollywood; Thomas Dillon, Los Angeles; Bobb Chaney, Minneapolis; Burton E. Vaughan, Pittsburgh; J. G. Motheral, San Francisco; Leslie F. Chitty, Toronto. Not in attendance were these regional managers: T. F. Hashbrouck, Dallas; William C. Montgomery, Atlanta, and Walter G. Fitzsimmons, Seattle.

**New Benton & Bowles Techniques Explained at New York Seminar**

A seminar for 250 Benton & Bowles key executives was held Sept. 25-26 at the Savoy-Hilton in New York to acquaint account and key staff people of every department with "new techniques being introduced in all phases of operation within the agency." B&B has been "spending $100 million," according to President Robert E. Lusk.

Mr. Lusk told the meeting late Thursday that changes in the agency's methods of operation have been introduced to meet the "growing client marketing requirements." He cited as an example B&B's reorganization of its media and copy staffs, both shifting from specialists trained in either print or broadcasting to ones that "functioned and created advertising materials for all media."

He pointed to B&B's activity in introducing new products as a compelling factor in the growth of the agency, reporting that 60% of the agency's billing today comes from products that B&B helped introduce in the past decade. These, he said, include Tide, Maxwell House coffee, Liquid Prell, Crest, Pepperell striped sheets, Glade, Zest and Pledge.

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**LATEST RATINGS**

**TOP 10 NETWORK PROGRAMS**

Tv Report for Aug. 10-23

<table>
<thead>
<tr>
<th>Rank</th>
<th>No. Homes</th>
<th>% Homes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gunsmoke</td>
<td>39.0</td>
</tr>
<tr>
<td>2.</td>
<td>Have Gun, Will Travel</td>
<td>32.2</td>
</tr>
<tr>
<td>3.</td>
<td>I've Got A Secret</td>
<td>31.4</td>
</tr>
<tr>
<td>4.</td>
<td>Ed Sullivan</td>
<td>61.6</td>
</tr>
<tr>
<td>5.</td>
<td>All Star Football Game</td>
<td>31.0</td>
</tr>
<tr>
<td>6.</td>
<td>Top Ten Lucy Shows</td>
<td>28.5</td>
</tr>
<tr>
<td>7.</td>
<td>Alfred Hitchcock Presents</td>
<td>28.2</td>
</tr>
<tr>
<td>8.</td>
<td>Buckskin</td>
<td>27.4</td>
</tr>
<tr>
<td>9.</td>
<td>Wells Fargo</td>
<td>26.5</td>
</tr>
<tr>
<td>10.</td>
<td>GE Theatre</td>
<td>26.4</td>
</tr>
</tbody>
</table>

**AVERAGE AUDIENCE $**

<table>
<thead>
<tr>
<th>Rank</th>
<th>No. Homes</th>
<th>% Homes*</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gunsmoke</td>
<td>15,566</td>
</tr>
<tr>
<td>2.</td>
<td>Have Gun, Will Travel</td>
<td>12,513</td>
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<tr>
<td>3.</td>
<td>I've Got A Secret</td>
<td>11,567</td>
</tr>
<tr>
<td>4.</td>
<td>Top Ten Lucy Shows</td>
<td>10,837</td>
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<tr>
<td>5.</td>
<td>Buckskin</td>
<td>10,578</td>
</tr>
<tr>
<td>6.</td>
<td>Alfred Hitchcock Presents</td>
<td>10,062</td>
</tr>
<tr>
<td>7.</td>
<td>The Ford</td>
<td>9,976</td>
</tr>
</tbody>
</table>

**BACKGROUND:** The following programs, in alphabetical order, appear in this week's ratings by ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day, and time.

- All Star Football (ABC-148): Standard Oil of Indiana (D'Arcy), Carling Brewing (Long-Flother-Stauffer), Mennen (M-E), Liggett & Myers (D-P-S).
- Buckskin (NBC-181): Ford (J.W.T.), Thurs. 9:20-10:20 p.m.
- DeSoto (NBC-144): Procter & Gamble (BBK), Sun., 10-10:30 p.m.
- Frontier Justice (CBS-185): General Foods (BBK), Wed., 10:30-11:30 p.m.
- GE Theatre (CBS-128): General Electric (BBK), Mon., 9:30-10:30 p.m.
- Gunsmoke (CBS-172): Liggett & Myers (D-P-S), Tue., 8-9 p.m.
- Have Gun, Will Travel (CBS-148): Lever (J.W.T.), Sat., 10-10:30 p.m.
- Home Grown, Will Travel (CBS-148): Lever (J.W.T.), Sat., 10-10:30 p.m.
- Howdy, Pardner (NBC-181): & Bantam Pets, Mon., 9-9:30 p.m.
- House Grown, Will Travel (CBS-148): Lever (J.W.T.), Sat., 9:30-10 p.m.
- I Love Lucy (CBS-146): General Foods (BBK), Mon., 9-9:30 p.m.

**TRENDEX**

**TOP 10 NETWORK PROGRAMS**

Tv Report for Sept. 1-7

<table>
<thead>
<tr>
<th>Rank</th>
<th>Rating</th>
<th>No. Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Miss America Pageant</td>
<td>40.6</td>
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<tr>
<td>2.</td>
<td>Have Gun, Will Travel</td>
<td>27.5</td>
</tr>
<tr>
<td>3.</td>
<td>Alfred Hitchcock Presents</td>
<td>27.2</td>
</tr>
<tr>
<td>4.</td>
<td>I've Got A Secret</td>
<td>22.0</td>
</tr>
<tr>
<td>5.</td>
<td>Ed Sullivan</td>
<td>22.0</td>
</tr>
<tr>
<td>6.</td>
<td>I Love Lucy</td>
<td>21.9</td>
</tr>
<tr>
<td>7.</td>
<td>Phil Silvers Show</td>
<td>20.7</td>
</tr>
<tr>
<td>8.</td>
<td>Frontier Justice</td>
<td>20.5</td>
</tr>
<tr>
<td>9.</td>
<td>Decision</td>
<td>20.4</td>
</tr>
<tr>
<td>10.</td>
<td>What's My Line</td>
<td>20.4</td>
</tr>
</tbody>
</table>

Copyright 1958 Trendex Inc.

* I Love Lucy (CBS-146): General Foods (BBK), Mon., 9-9:30 p.m.
* Miss America Pageant (CBS-185): Philyco (BBDO), Sat. Sept. 6, 10 p.m.-midnight.
* Price Is Right (CBS-185): 75% (J-L), DeSoto (BBDO), Thurs. 8-9:30 p.m.
* Phil Silvers Show (CBS-147): Procter & Gamble (Burnett), R. J. Reynolds (Easy), Fri. 8-9 p.m.
* Gun Smoke (CBS-123): Nestle (Bryan Houston), Sat., 8-9:30 p.m.
* Ed Sullivan (CBS-188): Mercury (K&E), 75% (J-L), Eastman-Kodak (JW), Sun., 8-9 p.m.
* Top Ten Lucy Shows (CBS-185): General Foods (BBK), Mon., 9-9:30 p.m.
* Wally Brown (CBS-185): Lewis Howe (M-R), Dickey (Y&R), Edsel (CBS), Wed., 10-10:30 p.m.
* Wells Fargo (NBC-181):Butck (M-E), Reynolds Tobacco (BBK), Mon., 8-9:30 p.m.
* What's My Line (CBS-101): Stelene Chest (M-R), alternating with Kellogg (Burnett), Sun. 10-11 p.m.
SQUEEZING DOLLARS FROM A LEMON

How Chemstrand rang up sales with a 'flop' TV show

The play's not the thing for Chemstrand Corp., relatively new to network television. It's found "outstanding results" in TV despite the fact that its dramatic vehicle was not a hit and its ratings were unimpressive. The show: Frank Ross and Joan Caulfield's Sally—a situation comedy that lasted for a relatively short run on NBC-TV Sunday nights at 7:30-8 p.m. last winter.

Chemstrand, explains marketing vice president William G. Lutte, wanted to get into the soft floor covering, or rug, business, with a new synthetic acrylic fiber. The rug industry was ripe for such a move. Having to contend with "wildly fluctuating" wool prices (34 cents/lb. in 1947, $2.25/lb. in 1951, 70 cents/lb. in 1952, 90 cents/lb. in 1956), its members were seeking a material that would remain at a more or less constant price. So Chemstrand in 1956 went after the rug-makers with its acrilan and beat the wool out of the competition. By fall 1957 it was ready to talk to the consumer.

Mr. Lutte, addressing the sixth marketing conference of the National Industrial Conference Board in New York 10 days ago, confessed that the soft goods industry "has traditionally been considered somewhat less advanced than other industries in the application of advertising techniques." Chemstrand set out to change that.

It ordered its agency, Doyle Dane Bernbach, New York, to buy a network show. It was an unprecedented move. DDB produced three commercials for Chemstrand's portion of the series (the other half was picked up by Royal McBee type-writers) which were shuffled in between other Chemstrand announcements.

While the ratings were low, Mr. Lutte points out, audience reaction was high. Its early Sunday evening time period guaranteed a family audience; family audiences meant discussions; discussions often led to decisions to buy. In this case, acrilan-made rugs. Audience count averaged 5.5 million homes or 16 million viewers, reached 19 times between September 1957 and March 1958. DDB's cost-per-thousand estimate was $5.31.

"From an immediate cost standpoint," Mr. Lutte said, "this is not normally satisfactory. However, the fact remains that these commercials and the merchandising behind them produced sales. This, in the final analysis, is the true goal of all advertising and merchandising. For when you determine who decides or most strongly influence the purchase of your goods...it is obvious that the sheer magnitude of an audience can make nice statistics without ever reflecting itself proportionately in sales. This was not the case with Sally.

"Despite the show's deficiencies rating-wise, some rather impressive progress was made. When the program started...two manufacturers were using acrilan. Six months later, it was well on its way to being used by every important carpet mill in the business. Sales to this field have increased at a very gratifying rate. They actually ran ahead of the most optimistic estimates. To date Chemstrand says that yarn buyers say that acrilan carpet is a must. They attribute its success, in great degree, to the television advertising...Sally as a show was not a hit. However, the results it produced for Chemstrand in terms of sales and sales promotion were outstanding. This was no mere stroke of luck. On the contrary, it was the inevitable result of all the other things that were done to get the most out of Chemstrand's advertising."

In 1956, acrilan was not a factor in the carpet field. Today it accounts for more than 5% of total fibers used in carpets. Says Mr. Lutte: "This is not an altogether fair picture, because acrilan is either price-wise or price-wise with the rayon and cotton sections of the industry. Nevertheless, it is the equivalent of introducing a new automobile and achieving a sales rate of 250,000 units per year in two years' time. This is well above the sales rate of Cadillac, which has been in the market a good many years. We think the comparison is pertinent inasmuch as acrilan is aimed at the Cadillac end of the carpet industry." (Other comparisons offered by Chemstrand's Lutte: acrilan's 5% share can be compared to Mercury's 4.5% share of the auto market, Cadillac's 2.5%, Pontiac's 5.6%, Rinso's 5% share of the detergent market, Lever's All and its 6%).

So pleased was Chemstrand with Sally that it's stuck to networking ever since. In early May it returned to NBC-TV as alternate week sponsor of Goodson-Todman's Jefferson Drum Friday nights at 8 p.m. It has been shifted to Saturday nights, now that the Perry Como Show, picking up "occasional" half hour strips. Its Como contract runs through next June.

Mary Martin Wants to Bypass December Pontiac Spectacular

Pontiac Motors Div., General Motors Corp., committed to sponsor a Dec. 12 spectacular on CBS-TV, now finds itself minus its star. Mary Martin, through her husband-manager Richard Halliday, let it be known that she'd like "out" of the deal, at least for a little while. Miss Martin, who is touring 80 U. S. and Canadian cities with a "one-woman show," would prefer a break from her present arduous schedule in December.

MacManus, John & Adams, Pontiac's agency, plans to go ahead with the show, as does CBS-TV. Both agency and network are trying to keep out of what "obviously is a problem between Producer Leland Hayward and Miss Martin," says one CBS spokesman. The agency has no
intention to disrupt its cycle of monthly specials (planned at the sacrifice of its multimillion dollar TV spot drive). Another factor enters into this "sticky situation," to quote one M&A official. Miss Martin is set to appear on NBC-TV shortly after ending her transcontinental tour. "If she's to do the show at some later date, we just don't know when—and how."

**Bulova Watch Ready For Holiday Season**

What does the approach of the pre-Christmas period mean to advertisers?

To Bulova Watch Co., the shopping-for-gifts season means additional advertising money to spend. In its plans, the watch company will spend more on media, including network TV.

Bulova, via its president and chief executive officer, John H. Ballard, announced last week it will participate in three additional programs in its fall network schedule. The programs are all on NBC-TV, the same network to which the company already had allocated a $7.5 million budget for three shows, Ed Wynne Show, M-Squad and Dragnet [ADVERTISERS & AGENCIES, Aug. 4].

The new shows are Today, the Jack Paar Show and the Chet Huntley-Dave Brinkley weekday evening newscasts.

Bulova, through McCann-Erickson, will be investing in network TV at the rate of approximately $2.5 million for the fourth quarter. Not settled as yet in Bulova's budget: exact use in network TV of $5 million or more to be spent in the medium the nine months after Christmas.

Bulova's strategy, at least in network TV, appears to be strong lineups and heavy expenditures along with merchandising push in the fall (for Christmas), an ease-off after the Yuletide, renewal of strength in the spring and then a weaker effort during the summer.

The original three-show purchase by Bulova was consummated earlier in the year by Mr. Ballard, Robert E. Kintner, NBC-TV president, and C. Terence Clyne, vice president of McCann-Erickson, agency for Bulova.

At one time, Bulova had been directing its monies to spot television, then suddenly switched horses and starting this fall has entered an advertising pattern oriented toward network TV.

**Three Name New Agencies**

The shifting of three advertiser accounts to new agencies was reported last week with Emerson Radio & Phonograph Corp. moving to Friend-Reiss Adv., New York; Du Barry cosmetics and Sportsmen toiletries to Lambert & Feasby, New York, and Magic Chef Inc. (gas ranges) St. Louis, to D'Arcy Adv., St. Louis.

Media plans of the three accounts are now being determined. It is anticipated that Du Barry and Sportsman will use spot radio and TV. Magic Chef in the past has not been active in consumer advertising but D'Arcy is expected to reshape its approach toward the consumer market. Emerson Radio will disclose its media plans within two weeks.

**BUSINESS BRIEFLY**

**MENNEIN CHANGE** • No announcement has been made, but the Mennein Co., Morris-town, N. J.—which recently quit McCann-Erickson and Marschak & Pratt subsidiary and switched to Warwick & Legler and Grey Adv.—might be revising its broadcast strategy on the programming level. It has let its option on ABC-TV's Wednesday Night Fights drop—into the hands of another (willing) advertiser. Brown & Williamson Tobacco Co., Louisville, already with three major network properties under its belt [see RESPECTS, p. 24], will sponsor the fights through next June. Ted Bates & Co. is B&W's agency.

**SHIRT SPOTS** • Manhattan Shirt Co., N. Y., failing to clear ABC-TV affiliates in Syracuse, Louisville and Buffalo for the new Sammy Kaye Music From Manhattan series [ADVERTISERS & AGENCIES, Sept. 15], has bought spot availabilities in these three markets to carry the ABC-TV show on delayed basis Sundays. Added as of yesterday (Sept. 28): WHEN-TV Syracuse; effective Oct. 5, WHAS-TV Louisville; effective Oct. 11: WGR-TV Buffalo. Manhattan also is understood to be considering KULA-TV Honolulu. Peck Adv., N. Y., is agency.

**IN STARTING GATE** • Greyhound Corp., Chicago, newcomer in car rental business, intends to advertise on radio-TV. Having participated on few occasions in parent company's portion of NBC-TV's Steve Allen Show, Greyhound's Rent-A-Car Services Inc. is understood to be calling representatives of its agency, Grey Adv., to Windy City to work out spot broadcast program.

**SIX MARKET KICKOFF** • Ralston Purina Co., St. Louis, is launching an intensive spot-radio TV campaign this week in six scattered markets to introduce its new Corn Chex breakfast cereal. The initial spot radio-TV effort will spread to all major markets. The campaign, through Guild, Bascom & Bonfigli, S. F., will utilize from 240 to 897 radio spots during a 13-week campaign and between 30 and 40 TV spots in each market during the 13 weeks. Corn Chex also will be advertised on Ralston Purina's Bold Journey on ABC-TV (Mon., 8:30-9 p.m.). Introductory markets are Spokane, San Diego, Denver, Wichita, Albany, N. Y., and Columbus, Ohio.

**TIME FOR SNACK** • King Kone Corp. (Old London food products, melba toast etc.), N. Y., is introducing in New York City a new snack product, a corn chip called Dipsy Doodles for which King Kone is advertising spot TV schedule on three stations. Company is expected to expand the introduction to other markets in a few months. Richard K. Manoff Inc., N. Y., is agency.

**INSTANT SPOTS** • Standard Brands Inc. (instant Chase & Sanborn coffee), N. Y., buying list of unspecified number of markets for 52-week spot TV campaign beginning late this month. Agency, Compton Adv., N. Y., declines details.

**INSURANCE POLICY** • Nationwide Insurance Co., Columbus, Ohio, understood to be resuming sponsorship of half-hour Mاما filmed series for 13 weeks, starting end of September, in 25 markets and also launching four-week spot radio campaign this week in 13 Ohio and Vermont markets. Agency: Ben Sackheim Inc., N. Y.
TV NETWORKS' TOP BRAND: WINSTON

- Displaces Tide as leading product customer in July
- But P&G remains biggest company client with $4.1 million

R. J. Reynolds' Winston cigarettes placed top money among the network TV brand advertisers in July. To do it, Winston spent about $200,000 more for time on the TV networks that month compared to June when it ranked No. 3.

Tide, a Procter & Gamble product, moved from the top spot to fourth place; the second and third places were held down respectively by Whitehall's Anacin and General Motors' Chevrolet passenger car.

These Television Bureau of Advertising figures are based on a report by Leading National Advertisers and Broadcast Advertising Reports.

Procter & Gamble again led the list of top 15 network advertisers for July as it had in June. Second place went to Colgate-Palmolive which moved up from third, and displaced General Foods which dropped to the fourth slot in July.

In the breakdown into day parts of network TV billings: nighttime gross charges rose 9.0% to almost $30 million in July, as compared with nearly $27.5 million in July 1957, while the January-July 1958 nighttime gross charges increased to almost $231 million, as against nearly $202.5 million in the comparable period last year. Daytime grosses in July dipped by 1.7% over July 1957 but the January-July total this year was 7.4% over the figure for the comparable period in 1957. Total gross billings (both nighttime and daytime) were up 5.9% for the July period and 14% for the January-July period, as compared with last year.

In product classifications, toiletries and toilet goods once again this year is giving the foods category (the perennial No. 1 spender among all classifications) a run for its money in network TV investment.

Toiletries in July racked up $8.6 million in gross time charges in network TV compared to foods' $8.3 million, though foods advertisers were still outspending toiletries for the January-July period by some $3.7 million.

There were 11 advertisers in the top 15 list which spent at least $1 million in July, seven which spent at least $1.4 million, five which invested at least $1.5 million and three with $1.8 million or more.

Top advertisers in terms of the number of brands listed in the top 15: Procter & Gamble for Tide and Lilt Home Permanent; R. J. Reynolds for brand leaders Winston and Salem cigarettes, and Colgate-Palmolive for its regular and Aerosol dental cream and for Fab detergent. Of the 15 brand leaders, six are cigarettes—Winston, American Tobacco's Lucky Strike, Salem, Brown & Williamson's Viceroy, P. Lorillard's Kent and Liggett & Myers' L&M Filter Tips.

Of interest is the jockeying from month to month by network TV's brand leaders. Whitehall's Anacin, for example, which had been fourth in June rose to second in July, while Tide, No. 1 in June, was No. 4 in July. Eastman Kodak, No. 11 in June, had slipped to No. 15 in July, and Salem, which had not appeared in June, was 10th in July.

In the compilation, network gross time billings for July were $41,059,274, an increase of 5.9% over the same month 1957.

### NETWORK SPENDING By Product Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>JULY 1958</th>
<th>JANUARY-JULY 1958</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
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<tr>
<td>APPAREL, FOOTWEAR &amp; ACCESSORIES</td>
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<td>AUTOMOTIVE, AUTO. ACCESSORIES &amp; EQUIP.</td>
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<td>32,675,664</td>
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<td>BEER, WINE &amp; LIQUOR</td>
<td>474,450</td>
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<td>BUILDING MATERIALS, EQUIPMENT &amp; FIXTURES</td>
<td>138,322</td>
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<td>CONFECTIONERY &amp; SOFT DRINKS</td>
<td>681,227</td>
<td>5,257,445</td>
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<td>CONSUMER SERVICES</td>
<td>136,536</td>
<td>1,844,697</td>
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<td>ENTERTAINMENT &amp; AMUSEMENT</td>
<td>10,656</td>
<td>249,209</td>
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<tr>
<td>FOOD &amp; FOOD PRODUCTS</td>
<td>8,363,653</td>
<td>61,567,897</td>
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<td>GASOLINE, LUBRICANTS &amp; OTHER FUELS</td>
<td>132,240</td>
<td>1,453,624</td>
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<td>HORTICULTURE</td>
<td>114,000</td>
<td>830,295</td>
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<td>HOUSEHOLD EQUIPMENT &amp; SUPPLIES</td>
<td>2,028,332</td>
<td>13,759,364</td>
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<td>HOUSEHOLD FURNISHINGS</td>
<td>257,398</td>
<td>1,832,874</td>
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<td>INDUSTRIAL MATERIALS</td>
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<td>10,695,455</td>
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<td>INSURANCE</td>
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<td>JEWELRY, OPTICAL GOODS &amp; CAMERAS</td>
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<td>6,229,319</td>
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<td>MEDICINES &amp; PROPRIETARY REMEDIES</td>
<td>3,845,749</td>
<td>31,529,057</td>
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<td>OFFICE EQUIP., STATIONERY &amp; WRITING SUPPLIES</td>
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<td>POLITICAL</td>
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<td>66,174</td>
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<td>PUBLISHING &amp; MEDIA</td>
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<td>827,833</td>
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<td>RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS &amp; ACCESS.</td>
<td>476,420</td>
<td>4,201,992</td>
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<td>SMOKING MATERIALS</td>
<td>4,550,451</td>
<td>33,690,995</td>
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<td>SOAPS, CLEANERS &amp; POLISHES</td>
<td>4,378,210</td>
<td>36,630,496</td>
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<td>SPORTING GOODS &amp; TOYS</td>
<td>51,255</td>
<td>809,722</td>
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<td>TOILETRIES &amp; TOILET GOODS</td>
<td>8,680,110</td>
<td>57,857,682</td>
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<td>TRAVEL, HOTELS &amp; RESORTS</td>
<td>135,948</td>
<td>1,569,351</td>
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<td>MISCELLANEOUS</td>
<td>698,498</td>
<td>4,818,054</td>
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<tr>
<td>TOTAL</td>
<td>41,059,274</td>
<td>324,130,723</td>
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LNA-BAR: Gross Time Costs Only

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### TOP 15 By Company

<table>
<thead>
<tr>
<th>Brand</th>
<th>JULY 1958</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. PROCTOR &amp; GAMBLE CO.</td>
<td>$4,163,487</td>
</tr>
<tr>
<td>2. COLGATE-PALMOLIVE CO.</td>
<td>2,172,654</td>
</tr>
<tr>
<td>3. LEVER BROTHERS CO.</td>
<td>1,803,845</td>
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<tr>
<td>4. GENERAL FOODS CORP.</td>
<td>1,579,650</td>
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<tr>
<td>5. R. J. REYNOLDS TOBACCO CO.</td>
<td>1,525,158</td>
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<tr>
<td>6. AMERICAN HOME PRODUCTS CORP.</td>
<td>1,495,819</td>
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<tr>
<td>7. GILLETTE CO.</td>
<td>1,409,690</td>
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<td>8. BRISTOL-MYERS CO.</td>
<td>1,188,220</td>
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<tr>
<td>9. GENERAL MOTORS CORP.</td>
<td>1,111,976</td>
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<tr>
<td>10. FORD MOTOR CO.</td>
<td>1,067,308</td>
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<tr>
<td>11. GENERAL MILLS, INC.</td>
<td>1,022,134</td>
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<tr>
<td>12. AMERICAN TOBACCO CO.</td>
<td>841,338</td>
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<tr>
<td>13. KELLOGG CO.</td>
<td>817,187</td>
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<tr>
<td>14. PHARMACEUTICALS, INC.</td>
<td>754,221</td>
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<tr>
<td>15. P. LORILLARD CO.</td>
<td>693,033</td>
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LNA-BAR: Gross Time Costs Only

### TOP 15 By Brand

<table>
<thead>
<tr>
<th>Brand</th>
<th>JULY 1958</th>
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</thead>
<tbody>
<tr>
<td>1. WINSTON CIGARETTES</td>
<td>$834,485</td>
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<tr>
<td>2. ANACIN TABLETS</td>
<td>687,715</td>
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<td>3. CHEVROLET PASSENGER CARS</td>
<td>641,914</td>
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<td>4. TIDE</td>
<td>522,427</td>
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<td>5. FORD PASSENGER CARS</td>
<td>473,418</td>
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<td>6. BUFFERIN</td>
<td>432,603</td>
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<tr>
<td>7. COLGATE REGULAR &amp; AEROSOL DENTAL CREAM</td>
<td>422,822</td>
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<td>8. LILT HOME PERMANENT</td>
<td>421,067</td>
</tr>
<tr>
<td>9. LUCKY STRIKE CIGARETTES</td>
<td>413,686</td>
</tr>
<tr>
<td>10. SALEM CIGARETTES</td>
<td>398,214</td>
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<tr>
<td>11. VICEROY CIGARETTES</td>
<td>380,899</td>
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<tr>
<td>12. KENT CIGARETTES</td>
<td>365,412</td>
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<tr>
<td>13. FAB DETERGENT</td>
<td>355,425</td>
</tr>
<tr>
<td>14. L &amp; M FILTER TIP CIGARETTES</td>
<td>354,222</td>
</tr>
<tr>
<td>15. EASTMAN KODAK CAMERAS</td>
<td>349,422</td>
</tr>
</tbody>
</table>

LNA-BAR: Gross Time Costs Only
They're All Listening to AP News
Six months ago, Channel 4 in St. Louis became a CBS Owned station. Natural reaction: today, it's first! In fact, KMOX-TV has the largest share of the St. Louis television audience according to all three audience measurement services...Nielsen, Pulse, and ARB.

Nielsen, for example, shows that KMOX-TV is ahead of competing stations for all three periods of the broadcast day—morning, afternoon and night!

For KMOX-TV, leadership was inevitable. Because CBS ownership, in St. Louis as elsewhere, means a full schedule of top-rated programs from the CBS Television Network, the very best local live programming and the finest feature films from Hollywood's major studios.

It follows that month-in, month-out more and more advertisers are finding Mid-America's most sales-productive medium is KMOX-TV. You will too...naturally.
Calkins & Holden Merger
With BDA Officially Off

"The deal is definitely off." That's the official word from J. Sherwood Smith, board chairman of Calkins & Holden Inc., regarding the proposed merger of his agency with Burke Dowling Adams Inc. [ADVERTISERS & AGENCIES, Sept. 15, et seq.].

Mr. Smith, representing the "groom" in the ill-defined "wedding," confirmed earlier reports that his major account, Boeing Airplane Co., had voiced objections to the match due to reasons of "client conflict of interests" [ADVERTISERS & AGENCIES, Sept. 22] and indicated there were "other reasons" as well. He would not enlarge upon them.

James H. Cobb, vice president and general manager of the "bride" agency, Burke Dowling Adams, declined to comment. He indicated, however, that the agency was not "so burned" that it would not consider overtures to merge with another agency.

False Concepts of Advertising's Influence on Voters Assailed

Democratic politicians are to blame for encouraging the belief "that advertising agencies can somehow mesmerize voters into electing candidates who wouldn't otherwise stand a chance," Draper Daniels, vice president and creative director of Leo Burnett Co., told the Chicago Art Directors Club. "Advertising agencies have always been loath to dispel this impression," he felt. "After all, don't they want their clients to believe in the power of advertising?"

Mr. Daniels asserted that advertising is in trouble with the public because "we have been guilty of bad taste, shoddy practices and sneaky half-truths too often." He also accused critics of advertising of "using emotion and half-truths to build a case against advertising that has strong appeal to the masses." While advertising always has had its "critics," he pointed out, they never had so large an audience as now.

Mr. Daniels attributed a growing "strong bias against advertising" to the "heavy and continual publicity given to motivational research, subliminal advertising and the new influence of advertising upon the national political scene."

A Burnett study earlier this year, according to Mr. Daniels, brought the conclusion that a "considerable portion of the public whom we hope to get to buy the goods we advertise is becoming emotionally hostile to advertising."

Among correctives Mr. Daniels suggested was that advertising executives should create advertising that is honest and believable. He continued:

"Every time we okay a commercial where an announcer shakes his fist at the tv audience and bellows with fake excitement, 'Friends, the only way to prevent tooth decay is with the real toothpaste made to guard against teeth decay,' we contribute to a public impression of advertising as a world peopled by boors and dull-witted frauds.

Mr. Daniels is a former chairman of the Lake County Democratic Committee in Illinois.

Lorillard Picks 'Masquerade'

P. Lorillard Co., through Lennen & Newell, came up with its replacement show for its The $64,000 Challenge dropped as the tv quiz probe in New York threw an unfavorable light on the program [AT DEADLINE, Sept. 15]. The new program, which will go on NBC-TV, Thursday (Oct. 2) in the 10:30-11 p.m. period: Masquerade Party, a veteran tv panel show. Bert Parks probably will be master of ceremonies. The Challenge would have moved to the Thursday nighttime slot on Sept. 18 after its run on CBS-TV, but was dropped suddenly by the cigarette advertiser. With no new program ready to fill, NBC-TV put on a sustaining news special, "China: War or Peace?" and last Thursday (Sept. 25) aired another news program—"Man Against the Senate" (about Jimmy Hoffa of Teamsters fame)—also sustaining.

K&B at Par Again

The recession's over—at least for Kenyon & Eckhardt executives. Last May 1, all making more than $10,000 a year took, in a recession move, salary cuts ranging from 10 to 20%. News was better last week. They were notified that the pay cuts would be lifted Sept 1 and on Friday (Sept. 26) they would receive in full the money that had been deducted as a result of the cut.

GB&B Strengthens Marketing, Buys Crisp Consultancy Firm

As part of an expansion at Guild, Bascomb & Bonfigli, San Francisco, the agency has bought the marketing consultant firm of Richard D. Crisp & Assoc., Chicago, and has appointed Richard Crisp as director of marketing.

In announcing the move last week, Walter Guild, president, said the growth of GB&B necessitates "additional marketing strength." He noted that the agency began business nine years ago with $200,000 in annual billing and the total now has grown to more than $12 million.

The agency, he said, will open a Chicago office at 105 West Adams St. in the quarters formerly used by the marketing firm. No accounts will be serviced there for the present but other branch offices of GB&B—in New York, Hollywood and Seattle—may utilize the marketing facilities of the Chicago office.

Before he started his own company in 1955, Mr. Crisp was director of marketing research, a member of the executive committee and one of the owners of Tatham-Laird Inc., Chicago. Earlier he had been manager of the marketing department of Foote, Cone & Belding, Chicago.

AGENCY APPOINTMENTS

Revlon Inc., N. Y., expected to name Heineman, Kleinfeld, Shaw & Joseph, N. Y., for That Man men's cologne, newest product of Revlon's line of male toiletries.

Burlington Industries Inc., largest U. S. textile organization, has shrunk its agency list from 9 to 8 with appointment of J. M. Mathes Inc., N. Y.—one of 9—to handle all divisions serviced by Daniel & Charles Inc., N. Y. Mathes was named Burlington parent agency on Jan. 8 this year.

Manhattan Coffee Co., St. Louis, names Rutledge & Lilienfeld Inc. for Manhattan coffee. Agency will continue to handle company's other product, Dining Car coffee.

Swanson Cooke Co. (Archway cookies), Battle Creek, Mich., appoints Grant Adv. to handle its advertising. Firm has been using tv.

Allen Duncan Assoc., Panama City, Fla., will handle advertising for Panama City Chamber of Commerce. Advertising Committee, which administers funds appropriated through annual tax of $1 million, is considering use of tv in certain markets.

Quicke Products Inc., Yonkers, N. Y., appoints Schneider-Stogel Co., N. Y.


Channel Master Corp. (manufacturers of tv antennas), Ellenville, N. Y., names S. R. Leon Co., N. Y.

This microphone is a uniting force for 312,830 Carolina families who listen weekly during daytime to one of America's all-time great stations. WBT families constitute the nation's 24th largest radio market — make a WBT buy your 24th step to national radio coverage.
The Jack Wrather story: oil, stations, programs—and now world television

Television abroad, in the opinion of Jack D. Wrather, is today just about where television in the U. S. was in 1950. At any one time it can explode with the kind of force that made U. S. tv a major business in a couple of years.

When it does, Mr. Wrather expects to take a long joyride on a soaring world market in television, with no interruptions except frequent stops at the deposit windows of his several banks. He has already tuned up for the trip.

In July, his Jack Wrather Organization and the Wall Street investment house of Carl M. Loeb, Rhoades & Co. joined forces with Associated Television Ltd., British program contractor for commercial tv stations in London and the Midlands, and Incorporated Television Programme Co. Ltd. of London to form Independent Television Corp. as a worldwide purveyor of tv entertainment. A $12.5 million concern, ITC started out with six tv programs series: JWO's Lassie, Lone Ranger and Sgt. Preston, Associated Television Ltd.; ITC's Robin Hood, William Tell and Invisible Man, and with promises that this was only the beginning.

Less than two weeks ago, ITC, made what Mr. Wrather termed "the first of several expansion moves planned for ITC both here and abroad" by acquiring two television companies in the French-speaking area and syndication at home and abroad for another $1.3 million. This transaction beefed up ITC's program stock immediately with TPA's Fury, Ramar 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. (LEAD STORY, Sept. 22.)

ITC also is developing several new programs, Mr. Wrather revealed last week, including The Adventures of Tom Swift in this country and two co-producing deals in England. In one, ITCP with J. Arthur Rank and Four Just Men, based on the Edgar Wallace stories, with ATV. Hannah Weinstein, adapter-producer of the Robin Hood series, is acting in the same capacity for Four Just Men.

Last week, ATV on its own bought Broadcasting Assoc. Pty. of Sydney, Australia, obtaining a part interest in a Sydney tv station, ownership of six radio stations and a newly equipped studio for producing programs and commercials for tv and radio. "We've tried to make such operations pay off financially, but there seems no doubt that ITC now has a waiting Australian outlet for its programs.

"ITC brings together a group of companies with affiliated interests in a sort of hands together relationship that gives each of us the right to participate in another's deals," Mr. Wrather explained, pointing out that ATV had an operating profit of $11.5 million last year and that its stockholders include Pye Ltd., "The GE of England," and Moss Empire Ltd., largest theatre owner in England. He said that the alliance of the Wrather organization with ATV, the first merger of this magnitude and a very important thing for worldwide television.

"Television is already underway in such countries as Italy, West Germany and Japan, as well as Great Britain and Australia," Mr. Wrather stated. "Its spread is inevitable, and we expect to get about 40% of our gross program revenue from the foreign market."

A native Texan, born 40 years ago in Dallas, Mr. Wrather followed in his father's footsteps and entered the oil business after his graduation from the U. of Texas in 1940. After the war, in which he spent five years in the Marine Corps, being discharged with the rank of major, he visited Southern California for a couple months of rest and change of scene, but friends in the motion picture business got him interested and he formed a company to produce tv programs. This induced him to move into the theatrical picture field. (Later, in 1952, he also produced a tv series, Boss Lady, for Procter & Gamble.)

"Now I had to make a decision," he recalls, "whether to get out of the oil business or work into it, so it was back to Texas and oil. But by that time entertainment had gotten to be a major interest and tv was also rearing its ugly—or should I say lovely—head, so I began looking for stations. In a year I got options on three stations—in Dallas, Los Angeles and San Francisco—at prices that make me want to kick myself when I see how well they're doing now, because I didn't take up even one of the options.

"The way I got my first tv station was by running into George Cameron, an oil man too, at the Racquet Club in Palm Springs. He invited me home for a drink and when I saw his desk littered with papers and commented that Palm Springs was for play, not work, he said that the paper work was in connection with his tv station, KOTV in Tulsa, and he'd sell it if it wasn't making so much money. I asked him how much he was making; he answered $20,000 a month. But added that I was right and he ought to sell it. Again I asked him how much; he said $2 million and I said, 'if it's built right and if it's really making $20,000 a month you've got yourself a deal.'"

It was; he had, and Jack Wrather was started on a broadcasting career that has to date also included the acquisition of KFMB-AM-TV San Diego (for $3.15 million in 1953), The Lone Ranger (for $3 million in 1954), Lassie (for $3.5 million in 1955), The Count of Monte Cristo (for $1.5 million in 1955) and KERO-TV Bakersfield, Calif. (also in 1957, for $2.15 million).

In 1956, Mr. Wrather headed a syndicate which bought WNEW New York for $4 million. "We can point with pride to this deal as having brought to the people in radio a true appreciation of their medium," he stated. "Radio was still in the depths then, but we had faith in the future and we planned to get five major market radio stations. But when we bought WNEW for the top price ever paid for a radio station to that time, we gave the industry a shot in the arm."

Syndicated Film Value Underscored by Rettig

Short-term contracts of 13 weeks or 26 weeks may be okay for live network tv programs, but they won't work in syndication, Earl Rettig, president of California National Productions, NBC's tv film subsidiary, said last week in Hollywood, where he is looking for profitable new properties.

"In live programming you can call up the people and say 'you're through tomorrow,' but with a film show for syndication there is too much original investment to be amortized and too many options to make 13-week contracts feasible," Mr. Rettig stated. CNP is selling on the traditional pattern of 52-week schedule of 39 original films, 13 reissues.

He commented that the local or regional advertiser buying a syndicated film program can pick his own markets and stations with which he is completely familiar and does not have to take unwanted coverage to comply with a network's must-buy list.

"Therefore, a long-term contract is less risky for him than it might be for a national advertiser at this time."

Aviation may be the next popular subject for tv programming, Mr. Rettig said, reporting that Flight, which Airborne Productions is now producing for CNP with Al Simon as executive producer, has already been sold in more than 85 markets, including a 20-market purchase by Schlitz. WPX (TV) New York will start telecasting Flight tonight (Sept. 29), with other stations to start it through the fall.

"Because programs like this are made in cooperation with the Air Force and use Air Force films for much of their action footage, the tagline he can sell is real and therefore the stories are real too and that realism comes over the audience in a way that was not always true of westerns or other tv programs."

Science fiction might also be a fruitful field for tv programming, Mr. Rettig said. CNP would be interested in looking at science fiction programs, either for production and syndication or for syndication only, he stated, adding that this is an intriguing but tricky subject.

Asked about videotape, Mr. Rettig said that it has provided the networks with an ideal solution to their time zone problems because the present time sharing system is very practical for syndication purposes, as too few stations are equipped with reproducers to make syndication via tape alone practical on a national scale. The day may come, he added, when most stations do have tape equipment and then, with its production economies, the medium will find major use as a means of program distribution. "We're watching tape," he said, "and when the..."
Jack D. Wrather and Three of His Profitable Properties

the arm that caused station owners to boost their prices to a point where we were no longer interested. It was a case of being done in by good publicity. If we'd reported the price of WNEW as $2 million, we'd probably be operating a string of radio stations today."

As it was, the Wrather group wasn't interested in owning just one radio station. So in 1957 it sold WNEW for another record amount, $7.5 million, giving another boost to radio morale, as well as to radio station prices.

When Jack Wrather bought KOTV (TV), the station was managed by Helen Alvarez, who owned 15% of the stock. "I needed someone to handle the day-to-day operations so I asked her to continue as manager and gave her the chance to build her interest up to 50% as an incentive. When we bought KFMB, we went into that on the same basis, only Edward Petry was also in on this purchase with 22%, leaving Mrs. Alvarez and me 39% each. When we sold KOTV (to J. H. Whitney in 1954 for $4 million) we made a large sum of money and needed a place to put it, so we acquired the Disneyland Hotel."

Later the Wrather-Alvarez relationship became stormy; there were suits and counter-suits and last spring Mr. Wrather bought out Mrs. Alvarez for an undisclosed price estimated at more than $2 million [At Deadline, May 12]. A new corporation named Marietta (for the secretary of the attorney preparing the papers) now is licensee of the KFMB and KERO properties, owned 64% by Mr. Wrather, 36% by Mr. Petry. In all other ventures Mr. Wrather is associated with John Loeb, senior partner in Carl Loeb, Rhoades & Co.

A year ago Messrs. Wrather and Loeb bought Muzak, pioneer background music service, from William Benton, former U. S. Senator from Connecticut, for $4.35 million, acquiring WBFD (FM) New York in the transaction [Program Services, Sept. 23, 1957]. "We will undoubtedly acquire other fm stations," Mr. Wrather says, "as part of our overall plan to build up a group of complementary companies—tape, electronics and the like."

Muzak's now programmatic device to provide automatic program operation for radio stations [Program Services, Sept. 17] is going so well "we've run out of contracts," he reports. On the international scene, Muzak has just completed an agreement with ATV to handle the distribution of Muzak services in the United Kingdom and Australia, which Mr. Wrather expects in a few years to produce revenue amounting to "about 40% of what Muzak now gets in the United States, although of course this domestic income will continue to grow."

Tell (just under 6 feet), heavy-set ("I'm about five pounds overweight right now, despite trying to diet"), Mr. Wrather is a far cry from the boastful Texan of contemporary gagdom. Courteous and affable, answering questions directly (or declining to answer with a smile that robs the refusal of any sting), he looks like the successful businessman he is.

On the wall of his office on the top floor of the Beverly Hills, Calif., building that houses all of the Wrather enterprises hangs an oil painting of an oil field. This is not a symbol of Mr. Wrather's past. He is still active in the oil business, which is a distinct operation, with headquarters in Dallas. "We've drilled some 200 wells in the past six years," he says, "and brought in about 100 producing wells, including perhaps 8 or 10 discoveries. The rest are development wells from fields brought in previously."

Mr. Wrather also emphasized that, unlike some other oil operators, he and his associates were not merely investors in other fields but an operating group, taking an active part in the management of whatever they go into.

Time comes we'll be in it with both feet."

Mr. Rettig said he sees no threat to CNP or other tv film syndicators in the plans of many stations to utilize their tape machines to put their most popular local programs into syndication. "If these local programs are good enough to go national, why haven't they come to the fore before this?" he asked. "Why haven't they gone network ready? Many local programs were put on the networks in the early days of television, programs like Ding Dong School and Kukla, Fran and Ollie. They did well for a while, but when tv became more professional and more competitive they fell by the wayside."

Film Sales

MCA TV Film Syndication Div. announces Paramount Pictures' library of 700 feature films has been sold to four tv stations, including WBFFM-TV and WTTV (TV) in Indianapolis on shared basis by two outlets. Other station sales were made to WTCN-TV Minneapolis and KUTV (TV) Salt Lake City.

MGMT-TV reports additional $100,000 in sales of its short subjects in past 30 days, figure representing films being placed in another 12 markets. Total number of stations programming shorts now is 34. Included are Our Gang Comedies, Passing Parade and Crime Does Not Pay. Latest sales were to WNBQ (TV) Chicago; KVAR-TV Phoenix; WHIO-TV Dayton, Ohio; WPTA (TV) Fort Wayne, Ind.; WEHT (TV) Evansville, Ind.; KVI-TV Amarillo, Tex., and WHTN (TV) Huntington, W. Va., all buying Our Gang, and KING-TV Seattle, KCNC (TV) Amarillo and KATV (TV) Little Rock, Ark., purchasing Passing Parade.

Associated Artists Productions, N. Y., has sold more than 300 films of Warner Bros. feature library (about half) to Television Interamericana, S. A., for release in Cuba. Pictures will be aired over CMQ and CMFB TV net networks.

Television Programs of America, N. Y., reports that Drewrys Ltd., USA Inc. (brewery), South Bend, has bought New York Confidential, half-hour tv film series, in 15 midwest markets, starting shortly. Agency is MacFarland, Aveyard & Co., Chicago.

Victor & Richards, New York, announces sales of its syndicated live package Top Ten Dance Party, to KSL-TV Salt Lake City, for use as once-a-week program; WSL-TV Roanoke, Va., for expansion of programming to six-days-a-week; and renewals by WHEN-TV Syracuse; WITN (TV) Albany; WDXI-TV Jackson, Tenn.; and WXEX-TV Richmond, Va.
This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc., Spot Television
IS MR. WEATHERWATCHER...

...who plays the law of averages — average temperatures that is — because his sales peaks are set by the weather. He holds his fire until the weather is right, then he lets go with both barrels — sight and sound!

Market-by-market his Spot Television advertising moves in when the selling is good...moves in with great power — and no waste.

To help you plan your strategy we've prepared a booklet we call "SPOT TELEVISION COST YARDSTICKS" which shows average temperatures month-by-month, and Spot Television costs regionally, seasonally and market-by-market. We'd like to send it to you.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.
Cates: quiz shows were already waning, current hubbub only greased the skids

The current "scandal" has put the whammy on quiz shows, but it merely speaks rather than initiated their exodus from high popularity—and they'll be back, sooner or later, in new forms and new favor.

This not altogether unique view is held by Joe Cates, original producer and director of $64,000 Question, generally acknowledged as the quiz show that started the trend in big-money giveaways. Mr. Cates also has produced $64,000 Challenge, Stop the Music and other quizzes, and currently has the Haggis Baggis quiz on NBC, where in the past two years he has produced a number of major specials (Ethel Merman Chevy Show, The Bachelor, High Button Shoes, Salute to Baseball, among others).

Mr. Cates says he's convinced that quiz shows are and have been fundamentally honest.

"Look at it this way," he said. "People in our business are like everybody else—we're basically honest. There are a few queers and queers, and no doubt we have our share. But I don't think we have more than our share; most of us are honest.

"If this investigation has been able to turn up only a handful of contestants crying 'foul' out of all the thousands of contestants who've been on these shows, then you can be sure the shows have been fundamentally honest.

But the handful of charges that have been made—and displayed garishly in the newspapers—have cast suspicion on all quiz programs and, despite a number of studies to the contrary [Networks, Sept. 22, 15], in Mr. Cates' opinion, are bound to hurt all.

"If the district attorney announced today that all quiz shows had been cleared, if he announced that all of them had been investigated by the grand jury and all found to be honest without a question—it wouldn't change a thing. Public confidence has been undermined and they're done for."

He added quickly that they had begun to slump in popularity—because the vast number of the breed and the element of initiative was involved—before the scandal broke. In his view the scandal merely stepped up their decline by three to six months.

"But they won't be gone for good," he said. "Quizzes fit the three requirements for television programming."

To him the three requisites are: (1) It must be live, (2) It must be unhearsay and (3) It must involve real people. Congressional hearings, baseball and football games are among the programs which, along with quizzes, meet these requirements, Mr. Cates asserted.

"Quizzes are popular features," he said. "Newspapers and magazines have them in high sick. From now on, 20 years from now, somebody will come up with a new quiz show idea and they'll bounce back into the top-rated programs again."

"It goes in cycles. It happened before with Quiz Kids, again with Stop the Music, and the last cycle started with $64,000 Question. No doubt the next cycle will have additional built-in safeguards—we can't afford to not take lessons from experience."

Mr. Cates and his associates at Louis G. Cowan Inc. (now Entertainment Productions Inc.) initiated some safeguards of their own when they pioneered the big-money giveaway with $64,000 Question in 1955.

From the first, the producers kept "open house" for the press. Newsmen were free to come and go virtually at will—and did so. Being constantly under scrutiny in this way, Mr. Cates reported, was practically a guarantee that everything would be on the up and up—or that if anything was awry it would be exposed.

For another thing, in interviewing prospective contestants the producers were not as much interested in asking direct factual questions about a subject as they were in establishing generally that the prospects were truly experts. If an applicant's subject was history, for example, they didn't ask him what Napoleon did to whom in what year and on which battleground. Instead they asked the candidate about his schooling; they checked his college and his friends; they wanted to know the makeup of his personal library and what books he had read in the past year—all clues indicating just how scholarly he might be in affairs of history.

Mr. Cates conceded that in many cases it is possible that contestants can be partially "controlled," despite safeguards.

"You don't have to feed a contestant questions or answers in advance," he pointed out. "If he is truly expert in his field, all you need do is give him questions which—even though they sound difficult to the layman—are more or less fundamental in that field and therefore would be known by any expert.

"But there's nothing dishonest about this. The producer's job finally is to ascertain that (1) the contestants are experts and (2) the questions constitute a 'fair test.'"

But Mr. Cates denied that this technique was used on $64,000 Question—or could have been. The questions, he asserted, were made up independently by Bergen Evans, professor, lexicographer and tv panel moderator (The Last Word). More than that, he added, they are made up by Mr. Evans well in advance of the appearance of any contestant who would be asked to answer them.

Is it common practice to "regulate" the number of appearances a contestant makes by putting easier questions to those who demonstrate audience appeal and more difficult ones to those who don't?

Mr. Cates didn't consider control by this method to be possible with any degree of accuracy.

"If the questions are too simple," he said, "the audience becomes suspicious. Beyond that, you get into the area what's hard for one person may be easy for another. We've had some fairly long arguments saying 'this question is easy but that one is hard' and somebody else claiming the reverse. It gets to be a matter of opinion—or of how much any given person knows.

"On 64 we developed the 'multi-part' question, which eliminated the need to grade questions according to their difficulty. We used the same basic question for all money levels, but as the money increased we added more parts."

Summing up in Mr. Cates' book (and words): to rig a program "would be dishonest—and even worse, it would be downright stupid."

Mickelson Cites Value Of Tv News to Sponsors

Television news is maturing as an information service and its growing stature is leading to increasing advertiser support, says Mickelson, vice president of CBS Inc. and general manager of CBS News, told a meeting of the Poor Richard Club in Philadelphia last Tuesday (Sept. 23).

Mr. Mickelson told advertising executives that the evolution of television news over the past ten years has been from a limited service provided largely by newsmen organizations to a world-wide news operation started by CBS-TV itself. With this growth has come the development of new techniques by the network, he said, covering the "specials" on specific issues in the news, and full-length documentaries which provide background to today's problems.

He pointed out to the advertising executives that news and public affairs offer "a most favorable framework" for advertising messages.

He singled out the Prudential Insurance Co. of America as one of CBS-TV's "most valuable sponsors." He explained that Prudential sponsors one of CBS-TV's news documentaries, Twentieth Century, which in the last year has covered such subjects as..."
Outstanding farm programming is one reason the Beeline delivers the largest audience in the nation's richest and most diversified farm area. Each of the five Beeline stations has its own farm editor working closely with McClatchy newspaper editors to give listeners the most complete coverage in the inland valley. Result: top-rated farm programs in each area.

Taken as a group, these mountain-ringed radio stations deliver more radio homes than any combination of competitive stations... at by far the lowest cost-per-thousand. (Nielsen & SR&D)
Winston Churchill, guided missiles, brainwashing, the atomic age, and this season will explore Soviet propaganda methods, drug addiction, space flight, Woodrow Wilson and Knute Rockne.

Mr. Mickelson noted that Prudential already has invested about $4 million in the program because of "its dignity, prestige and dedication." But the company, he said, also is merchandising the show in "a most energetic and imaginative way," using some 22,000 agents throughout the country. Agents distribute brochures on the program to policy holders and prospects. In addition, a detailed teaching aid on each program is distributed to 60,000 teachers in 12,000 schools.

Mr. Mickelson also paid tribute to other sponsors of CBS-TV specials, saying, "It is advertisers such as these who are helping to provide the sound economic base for television news and public affairs."

Mr. Mickelson conceded there are two areas in which television news executives must be particularly vigilant: they must not succumb to the lure of the picture when the picture, in fact, may be a distraction from the main theme of a story; secondly, they must master the use of graphics.

Mr. Mickelson noted that television news and public affairs are costly undertakings. In 1957, he reported, CBS News' losses ran to about $10 million for radio and television. He expressed the hope that these losses will be cut in the future with the assistance of national advertisers.

ABC-TV SHIFTS EXECUTIVE LINEUP

New executive assignments at ABC-TV were announced last week by President Oliver Treyz. The reorganization, according to ABC-TV, has been effected in part to free Mr. Treyz for top management work by reducing the number of key executives who report directly to him.

In the changes:
Donald W. Coyle, a vice president and director of sales and development and research, becomes vice president and general sales manager, reporting to William P. Mullen, vice president in charge of tv network sales. Mr. Coyle continues direction of sales development and research.

Slocum Chapin, vice president in charge of ABC-TV client relations, is assigned as vice president for the western division.

Harold Day, manager, western division, reports to Mr. Chapin as will the Chicago, Detroit and West Coast network sales offices.

Michael Minahan, budget officer, becomes administrative officer, acting also as assistant to Mr. Treyz on general administrative matters. Other managerial personnel in tv sales now reporting to Mr. Mullen will report to Mr. Coyle. tv station clearance will become part of the sales department with Donald Shaw, director of tv station clearance, reporting to Mr. Coyle.

In effect, noted Mr. Treyz, the change combines the function of sales, sales development, research and station clearance "to allow for greater concentration on all facets of marketing services."

Mr. Mullen joined ABC-TV's sales department as an account executive two years ago, last year was promoted to sales manager for the Detroit division and this year was elected vice president and general sales manager. His associations before ABC-TV included John W. Loveton Productions, Trans-Film Inc., Cappel MacDonald & Co., William Morris Agency and CBS-TV.

Mr. Coyle was a research writer with ABC-TV in 1950, was promoted successive- ly to director of research, took over sales development two years ago and was elected a vice president a year ago.

Mr. Chapin in 1942 joined WJZ New York (now WABC), two years later was with radio network sales and in 1948 became eastern sales manager for ABC-TV when the department was created. In 1951 he became vice president in charge of o&o stations for ABC, three years later vice president in charge of ABC-TV's sales and a year ago vice president in charge of ABC-TV client relations.

Mr. Minahan has been with the network nearly two years, joining as systems specialists in the internal audit and systems department, moved up to business manager of ABC Radio nearly a year ago and to budget officer of ABC-TV in June 1958. His previous experience was with industrial companies in Canada.

As a result of the consolidation these key executives continue to report to Mr. Treyz: Thomas W. Moore, vice president in charge of tv programming; Mr. Mullen; Dean Liner, director of advertising and promotion, and Alfred R. Beckman, vice president in charge of tv station relations.

Hayes, Perkins, Close Elected To CBS Radio Affiliates Board

John S. Hayes, WTOP Washington; George M. Perkins, WROW Albany and Joseph K. Close, WKNE Keene, N.H., have been elected to the board of directors of CBS Radio Affiliates Assn., for three-year terms, according to Charles C. Caley, WMBD Peoria, Ill., chairman of the board. New members will take office at the association's fifth annual convention in New York Oct. 29-30.

Mr. Hayes, who will serve as vice chairman, was elected to the board from District 3, he had been filling the unexpired term of Donald W. Thornburgh, WCAU Philadelphia; Mr. Perkins, to represent District 2, replaces C. Glover Delaney, WHEC Rochester, N.Y., and Mr. Close, representing District 1, replaces J. Maxim Ryder, WBRY Waterbury, Conn., former secretary-treasurer of the association.

A chairman, vice chairman, secretary-treasurer and three new directors-at-large to serve for 1958-59 will be named at the start of the annual convention.

Remainder of membership of the board follows:

Harold Danforth, WBDO Orlando, Fla., District 4; Hoyt B. Wooten, WREC Memphis, Tenn., District 5; Joseph M. Higgins, WTHI Terre Haute, Ind., District 6; Frank Fogarty, WOW Omaha, Neb., District 7; J. C. Kellam, KTBC Austin, Tex., District 8; Westernman Whillock, KBOI Boise, Idaho, District 9; Worth Kramer, WJR Detroit, director-at-large; Lee B. Wales, Storer Broadcasting Co., Miami Beach, director-at-large; and John M. Rivers, WSCC Charleston, S.C., ex officio member.
background for sales...

The Working Partners who started H-R were all well rehearsed for the part we play in the continuing performance of the service we render our stations and buyers of time. While the scene has shifted in radio and TV, the basic script remains the same. The original cast of Working Partners still make personal appearances at time buyers' desks, still continue to direct the operations of this firm. The supporting cast are all seasoned professionals. Over the years we have continued to proceed on the thesis that the only performance for which we can expect applause is the one which is climaxed by sales.

"We always send a man to do a man's job"
FCC's Craven Hoists Warnings on Indifference to Allocations

- Tells IRE that other services could succeed in spectrum grab
- Urges own plan to ensure adequate outlets in major markets

FCC Comr. T. A. M. Craven, the Commission’s only engineering member, raised hurricane warnings for broadcasters last Friday (Sept. 26) in a speech before IRE engineers in Washington.

Mr. Craven said television broadcasters must give more serious thought to the allocations problem or they will find other services making good better claims to unused portions of the tv bands.

He took occasion to plump for his integrated plan of tv allocations—a contiguous band of 25 to 30 channels running from the present ch. 7 (174 mc) to 324 mc [Lead Story, June 2]. He also urged consideration to “short range” plans to ensure three or four outlets in all major markets.

“While my suggestion has some of the disadvantages of going to all uhf,” Comr. Craven stated, “it appears to me to possess advantages of significant importance...”

He termed these as better propagation than uhf, easier receiver design, continuity of the usefulness of present vhf receivers (since seven existing channels would be continued), and the opening up of desirable portions of the radio spectrum to other services.

“While 25 or 30 television channels would not provide for idealistic competition,” Mr. Craven said, “there would be at least a sufficient number of channels to offset the present monopolistic trends in television broadcasting.”

He called on the technical staffs of stations to impress on management that action “could be damaging to your industry’s business, and that blind resistance in the face of technological progress could be contrary to his best interest.” Failure to furnish the FCC with constructive suggestions, he said, “could result in an assignment which may be far from satisfactory to the broadcast industry.”

Mr. Craven called attention to the fact that 59.5% of the radio spectrum between 25 mc and 890 mc is allocated to broadcasting (education and entertainment), while the federal government uses 25.7%, and the remainder by such services as public safety, travel safety, commercial research and development, public correspondence and personal convenience. New services which will be seeking spectrum space in this area, Mr. Craven said, include forward scatter, astronomical organizations, air navigation and traffic control, land mobile, marine, safety, common carrier, public telephone to and from airplanes and industrial, scientific and medical services.

These demands for more space has been met by broadcasters by “resistance to change”, Mr. Craven stated.

Television in the uhf band has not been utilized efficiently, Mr. Craven said, because of its inferior performance compared to vhf. This in turn results in the reluctance of advertisers to use uhf stations, he stated. Also, he added, the wide range of frequencies between ch. 2 and ch. 83 places “such a burden upon the receiver designer that efficient, all-channel receivers have not been produced at market prices comparable with the cost of vhf receiver installations.”

Referring to a 12-channel only tv system, Mr. Craven warned that “some persons already envisage radical regulatory measures, possibly more stringent than those now imposed on common carriers...”

The suggestion that tv be moved entirely to the uhf band must await the results of the investigation by the Television Allocations Study Organization, Mr. Craven stated. But, he continued, unless more selective and better uhf receiver performance is achieved, uhf will never provide the service rendered by vhf today. And, he added, if such an improved uhf receiver can be achieved, would it not be far more expensive than present vhf models prices?

Proposals to increase the utilization of the 12 vhf channels—through directional antennas, precise offset carriers, vertical and horizontal polarization, increasing video-audio ratios and other techniques—would not alleviate the “monopolistic” aspects. Comr. Craven said, and “might well lead inevitably to such a deterioration in the quality of reception in rural areas as to result in significant costs to the public, and consequently, public resentment.”

Deintermixture has not been successful, he pointed out, because it has not been tried on a large enough scale. But, he continued, such a move would create much the same problems as going all out to uhf.

The FCC commissioner spoke at the annual broadcast symposium banquet of the Professional Group on Broadcast Transmission Systems.

The seminars included a forum and a panel discussion of black and white and color tv videotape systems, as well as views on very high frequency vhf-con performance, stereophonic broadcasting, weather radar and tv broadcasting, fm and multiplex operations and broadcast switching facilities.


Legislation to limit a study of spectrum allocations to mainly the use of frequency space will be re-introduced early in the 86th Congress by Rep. William G. Bray (R-Ind.)—if he is re-elected to the House.

Rep. Bray promised as much when he appeared before the Indiana Broadcasters Assn. meeting in Indianapolis [Trade Assns., Sept. 13]. He also said tv—probably five- or ten-minute programs—would play a vital part in his campaigning.

The Indiana congressman noted his previous measure (H J Res 381) died in the last session of the 85th Congress (in the House Commerce Committee) and told Broadcasting if re-elected, he plans to introduce a similar resolution next January calling for a study of frequency space allocated to the government, looking toward the assurance of efficient utilization of allocations to the government, specifically the military.


Congressman Bray reiterated his previous views about expanding the investigation to include all allocations and again questioned the military’s motive. He emphasized his belief such a study should be limited to the military alone, with industry leaders being permitted to testify in any investigatory hearings.

A member of the House Armed Services Committee, Rep. Bray also introduced bills in the 85th Congress to prohibit pay tv (HR 10562) and repeal the 10% excise tax on radio and tv sets (HR 12572).

New Deadline of Oct. 31 Set For 25-890 Mc Statements

The FCC last week suspended until Oct. 31 its deadline for filing of statements of proposed evidence to be presented in the Commission’s inquiry into the allocation of frequencies to non-government services in the 25-890 mc band of the spectrum.

NAB filed a statement saying it plans to (1) ask the continuance of fm broadcasting in the 88-108 mc band and will show the importance of fm; (2) urge the Commission to issue a license to one available station to clear the way for new fm's; (3) ask the continuance of the 85th Congress' motion to re-open the 100 mc band for fm services.

More TIME FOR REPLIES

The date for reply comments in the FCC's clear channel proceeding last week was extended from Sept. 29 to Oct. 29. The Commission made the extension following requests for such action.
CLUE #1 Compare ratings and costs. In the latest U. S. Telepulse, BADGE 714 outrates all syndicated drama shows...17 out of 18 comedies...12 out of 13 mysteries. Average cost/1000 viewers/commercial minute in the top 60 markets: $1.19!

CLUE #2 Scout the Northeast. In Boston, for example, BADGE 714 comes up with an 18.2 rating, a 44% share-of-audience, and a cost-per-thousand of only 76c!

CLUE #3 Scour the South. BADGE 714 rings up a resounding 17.7 rating in Atlanta, with a 36% share-of-audience, and a cost-per-thousand of just 88c!

CLUE #4 Travel the Midwest. Indianapolis, for instance, where BADGE 714 shows a 22.9 rating, a 43% share-of-audience, and a cost-per-thousand of 76c!

CLUE #5 Go West. Denver gives BADGE 714 a 25.2 rating, a 49% share-of-audience, and a cost-per-thousand of $1.16!

CLUE #6 Comb the Northwest. It's an 18.2 rating for BADGE 714 in the Seattle-Tacoma market, with a 40% share-of-audience, and a cost-per-thousand of 1.27!

Now, check these other arresting BADGE 714 clues:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>TELEPULSE RATING</th>
<th>SHARE OF AUDIENCE</th>
<th>COST IN VIEWERS PER COMM. MIN</th>
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<tr>
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<td>17.9</td>
<td>35%</td>
<td>$1.24</td>
</tr>
<tr>
<td>Dayton</td>
<td>31.3</td>
<td>64%</td>
<td>.85</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>14.2</td>
<td>44%</td>
<td>.75</td>
</tr>
<tr>
<td>Washington</td>
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<td>32%</td>
<td>.49</td>
</tr>
<tr>
<td>Wichita-Hutchinson</td>
<td>15.0</td>
<td>37%</td>
<td>.60</td>
</tr>
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<td>Houston-Galveston</td>
<td>12.5</td>
<td>31%</td>
<td>1.24</td>
</tr>
<tr>
<td>Kansas City</td>
<td>13.9</td>
<td>37%</td>
<td>1.47</td>
</tr>
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<td>15.5</td>
<td>25%</td>
<td>.94</td>
</tr>
<tr>
<td>Wheeling-Steubenville</td>
<td>25.3</td>
<td>42%</td>
<td>.56</td>
</tr>
<tr>
<td>Norfolk</td>
<td>17.9</td>
<td>41%</td>
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</tr>
</tbody>
</table>

The solution is clear. Turn your old clues into cash. Lock up BADGE 714 at once! NBC TELEVISION FILMS - A DIVISION OF CNP CALIFORNIA NATIONAL PRODUCTIONS, INC.
TV SPECTRUM REPORT RELEASED

- Senate Commerce Committee relays to FCC sans comment
- Bowles slaps at Commission's past allocation practices

An advisory committee on tv allocations to the Senate Commerce Committee last Thursday (Sept. 25) released its report—a document which failed to receive the sanction of the parent Senate body, plus several members of the technical group itself.
The study is the work of Edward L. Bowles, chairman of the special ad hoc committee and Massachusetts Institute of Technology professor, who obstinately had the demonstrable incapacity to deal with the problem without assistance while "piece-meal solution offers no more than an insidious panacea," Mr. Bowles' report maintains. It continues:

"There is need for a realistic evaluation of the economic, social and technical factors affecting the growth of commercial television broadcasting (including community tv) in order that national projections of growth may be made to guide the government, industry, and the public. To the extent that monopoly is inimical to the public interest, the government must insure that by the nature of its action or lack of action it does not engender the underlying causes."

"It is for these reasons that the ad hoc committee recommends that the Interstate & Foreign Commerce Committee take the formal steps necessary to underwrite and monitor for the Commission an independent audit of the tv allocations problem. The purpose of this audit would be to give the Commission a considered, comprehensive analysis of the national tv problem with detailed recommendations with respect to a nationwide allocation plan."
The report recommends the proposed audit be placed in the hands of a nationally recognized, professional institution and that "a minimum budget of $500,000 be immediately set aside to insure initiation of this project."

Housekeeping burdens obscure the Commission's more important functions, the report said in setting out reasons for the second recommendation. The FCC has given but passive notice to the section of the Communications Act enjoining it to study and encourage new uses of radio, the report stated. "One example is its reliance on interested industry, to the exclusion of independent study, for technical analysis involved in the allocations problem. It has no control over the scope or quality of this industrial source of information."

"This situation is not simply unhealthy; it is tantamount to an abdication of responsibility."

"Here is a vital matter needing examination. It is, therefore, recommended that a group be selected to examine the Commission's mandate under the Communications Act, its organization, budget and management."
The report found the current method of assigning civilian (by the FCC) and government (by the President) spectrum space is undesirable. "In ordinary circumstances, a lack of overall unity may be simply inconvenient; in times of emergency, it can prove disastrous," the report stated. Also, it said, because of the 1959 International radio conference, there is "an imperative need for a critical study of the radio spectrum in terms of governmental and non-governmental needs. Clearly, such a study should be made under classified authoritative aegis at Presidential level."

On the overall allocations problem, Mr. Bowles stated: "To argue that it is too late to take any corrective steps is but to condone the lack of decisive action by the Commission over the past five years and to endorse this pattern as a tradition."

Mr. Bowles told the Senate committee that the following ad hoc committee members endorsed the report: Allen B. DuMont, Allen B. DuMont Labs; Donald G. Fink, Philco Corp.; Haraden Pratt, IRE; and consulting engineer A. Earl Cullum Jr. C. M. Jansky Jr. and his alternate Stuart L. Bailey, partners in an engineering firm bearing their names, wanted it emphasized that the additional views and supporting brief are the opinions of Mr. Bowles and not the individual committee members. They also said that the recommended establishment of an Executive communications office should be re-evaluated in the light of present knowledge.

Committee member William S. Duttera of NBC said that any audit of the uhf-vhf situation should function only in an advisory capacity to the FCC and disagreed with the recommendation to the extent that it might in effect replace the FCC in policy development. Mr. Duttera vetoed the proposed investigation of the FCC, pointing out that congressional committees periodically review Commission authorization and operation.

Mr. Duttera also said that the third and fourth recommendations are outside the scope of the technical committee's purposes and directives.

CBS' William Lodge, in objecting to parts of the Bowles report, stated: "I feel that much of the criticism leveled at the FCC is directed at decisions which, with the benefit of hindsight, seem glaringly wrong, but which were based on reasonable assumptions at the time." He also disagreed with the recommendation for a uhf study and an investigation of the FCC.

Mr. Lodge asked that a committee meeting be held before the Bowles draft was submitted to the Senate Commerce Committee. "I believe that it is more forthright of me to state my position and to suggest that a committee meeting be held to dissociate myself from the committee's final action," he told the report's author.

Committee members Edward Kenehan, former chief of the FCC Broadcast Bureau and now with Haley, Wollenberg and Kenehan, and Ralph Harmon, Westinghouse Broadcasting Co. vice president, did not express their approval or disapproval of the report. Frank Marx of ABC and Comr. T. A. M. Craven, appointed to the Bowles group before he joined the Commission, both resigned from the special committee prior to the release of the report.

Mr. Bowles devoted a good portion of his "additional views" to a criticism of the FCC. Its operations, he charged, reflect "the insidious practice of meting out appointments as political favors. It would appear from recent appointments that there are no qualifications other than American citizenship and political acceptability."

Other additional views of the author:
- The FCC has not tried to make uhf work.
- Comparative cases are decided through an arbitrary set of criteria whose application is shaped to suit the instant case.
- The Commission should charge a fee to broadcasters for its service. "It seems strange that a tax should not be levied on the use of the radio highways," he said.
- A plea for pay television. "Can it be that there should be a dog-in-the-manger attitude when it comes to exploring subscription tv?" he asked. "This innovation could supply the incentive by which to give uhf a full opportunity to prove its worth,
later rebounding to the advantage of free tv."

* Put the FCC on a judicial plane with lifetime appointments and larger salaries.

* A more careful selection of future commissioners with particular attention to their qualifications. "More attention to professional comportment and experience are not legislated," Mr. Bowles said. "Inadequate legislation can admit the weak and encourage the corrupt. Easy access to an office where the temptations are great is the fault of executive and legislative function."

The special ad hoc committee was formed by the Senate Commerce Committee in June 1955 to examine the allocation of tv frequencies and to advise the senators on technical matters. A first draft of the report was submitted last fall and met immediate opposition from some members of the Senate committee.

The only action taken on the report by the Commerce Committee was the authorization given to have it printed last March.

Maryland Court of Appeals Asked To Reverse Decision on Ad Taxes

Reversal of a court ruling that upset Baltimore city taxes on advertisers and media [ADVERTISERS & AGENCIES. July 14] was asked by the city government Sept. 19 in an appeal to the Maryland Court of Appeals. Media counsel argued the taxes should not be imposed during 1958. The levies expire next Jan. 1, following the July court decision.

The court took the case under advisement. Joseph Sherbow, for WBAL-AM-TV and the Baltimore News-Post, argued repeal of the taxes (2% on gross advertising receipts, 4% on the advertiser) had resulted by public protest based on the fear basic freedoms would be lost. Richard F. Cleveland, for the Sunpapers, said loss to the newspapers would be $350,000 this year. Harrison L. Winter, WJZ-TV counsel, contended broadcasts can't be limited within the borders of a state.

Hugo A. Ricciuti, acting Baltimore city solicitor, held the issue before the court was whether the taxes impaired the ability of news media to disseminate news and information. He argued it had not been shown that the taxing power had been abused and the First Amendment did not apply.

Reprisals on Film Incident

Go With Storer, WBC Renewals

The FCC last week notified Storer Broadcasting Co. and Westinghouse Broadcasting Co. that they violated Commission rules last March in presenting excerpts of films "discussing a controversial public issue" without revealing that the films were furnished by National Assn. of Manufacturers.

The Commission so informed the two licensees after renewing the licenses of Storer's WJW-AM-FM-TV Cleveland, WJBK-AM-FM-TV Detroit and WSPD-AM-FM-TV Toledo, and of WBC's KYW-AM-FM-TV Cleveland. In renewing the station licenses, the FCC said it is taking no further action "at this time" in view of the stations' over-all operation in the public interest, but said the violations are being associated with FCC files for the stations for such future consideration as the operation of the stations may warrant.

Storer's WJBK-TV and WVUE-TV (TV) Philadelphia and WBC's KYW-TV ran excerpts of films made of the "Kohler hearings" held by a special Senate Labor-Management Committee last March. Storer denied knowing the films were furnished by NAM, while WBC said it did not believe its presentation of excerpts of the films with other material on news shows constituted a violation of FCC rules. Both denied violations.

The FCC said neither Storer nor WBC exercised the "diligence" required of a licensee, especially in view of the nature of the films ("public controversial issue"), and that although neither willfully violated FCC rules, the conduct of both fell "substantially short."

More than a score of other tv stations have been contacted by the FCC in regard to their presentation of the films [GOVERNMENT. April 21, et seq.]. The FCC action came after a complaint by AFL-CIO, whose United Auto Workers has been on strike against the Kohler Co. in Sheboygan, Wis.

Eisenhower Okays New Measure To Simplify Procedure on Appeals

President Eisenhower has signed a bill to permit the FCC to greatly reduce records and files sent to appellate courts in contested cases. The measure, HR 6788 (intro-duced by Rep. Emanuel Celler [D-N. Y.]), authorizes the courts to permit regulatory agencies to forward only those portions of the record pertinent to the appeal.

The bill provides that when appeals to the same decision are filed before more than one court, the court in which the first protest is lodged will hear the case. The court, however, may transfer jurisdiction to a second court if "the convenience of the parties and the interest of justice would be served." HR 6788 was passed by the House in July 1957. The measure was approved Aug. 14 by the Senate. It was forwarded to the White House Aug. 19.

FCC's Lack of Teeth Again Evokes Censure

A recurring question—whether the FCC should be given the power to impose penalties short of license removal—was up again last week. The forum: a post-hearing session of the House Legislative Oversight Sub-committee.

Chairman Oren Harris (D-Ark.) directed subcommittee staff member, Robert McMahon to read a memorandum he had prepared on the question of FCC sanctions. In it Mr. McMahon reviewed the history of the question, quoting both a Hoover Commission study and the FCC itself on the subject. The former (1) criticized the FCC for not formulating regulatory policy except that the requirement it regulated and (2) found that even when the FCC did try to impose regulatory sanc-tions it was "stymied by a lack of a tradi-tion of enforcement. Its chain broadcasting regulatons and its policies with respect to program content, for ex-ample, have been little more than pious statements of princi-ples unaccompanied by vigorous attempts to secure compliance."

The FCC was quoted from a Don Lee case in which it agreed that the licensee merited punishment, but not so drastic a punishment as license removal. Having no middle course, it elected not to punish at all.

"Consequently," found Mr. McMahon, "once an individual or corporation has 'gotten away' with an illegal act, their do-ing so sets the stage for others to follow suit and the statute becomes meaningless."

Little further light was shed on the subject at the hearing. Chairman Harris called FCC Chief Counsel John L. FitzGerald to testify on the matter, but he offered only the observation that the FCC could ex-ercise control at the time of license renewal. Comr. Rosel Hyde declined an offer to testify, saying he would prefer to reserve his remarks until after release of the pro-gramming portions of the Barrow (network) report.

Chairman Harris observed that if a li-censee disregards an FCC cease and desist order, it should have its license revoked.

Tube Maker Signs Consent Order

The Federal Trade Commission last week approved a consent order which prohibits Stanley Electronics Corp., Paterson, N. J., from selling radio and tv tubes without disclosing whether they are used or not of first quality. FTC issued a complaint last March charging that Stanley failed to disclose in its advertising and on cartons that the tubes were used, pull-outs, factory re-jects or surplus. The company and FTC's Bureau of Litigation agreed to the consent order.

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Wide-Swing Signal on Fm Mx Opposed by Northeast Radio

Stereo broadcasting using a wide-swing signal on an fm multiplex channel will make mx receivers available to the general public and allow legal “piracy” of background music services, according to Northeast Radio Corp., operating in the New York State region.

In a brief filed with the FCC in its multiplex case (Docket 12517), Northeast contended wide-swing fm stereo would prevent multiplex licensee users from having both background music and stereo on a multiplex basis.

The brief argued that FCC should only impose at this time the limitations necessary for protection of high-fidelity performance on the main channel. Northeast was described as the first multiple-program fm relay broadcast system, serving as the statewide outlet for the new WQXR Network (New York). High-fidelity programs broadcast by WQXR-FM are relayed over five o&ko stations and six affiliates. The network uses a sub-channel to furnish background music to subscribers of Magne-Tronics Inc.

A multiplex system, used by the network, is favored by Northeast. It is based on two high-quality program subchannels without degrading of main channel program transmission and reception. All fm stations now operating supplementary communications services would be eliminated from participation in the new stereo broadcast service, it is contended. The wideband adapter, using a subcarrier at a center frequency of 50 kc, would permit unauthorized listeners to receive communications, according to Northwest, and would force the network to suspend operations since the five basic network stations depend on superaudible remote-control signals and telemetering impulses in the super audible band.

The network says extensive tests show that high-quality program signals associated with two subchannels may be relayed over the network with no noticeable deterioration in quality, and without impairment of high-fidelity main-channel programs.

Proposed TWX Rate Hike Delayed 90 Days by FCC

The FCC last week granted a 90-day suspension of proposed increases in rates for private line teletypewriter services furnished by American Telephone & Telegraph Co. and Western Union to radio and tv stations, news services, newspapers and others. The increased charges were scheduled to go into effect Wednesday (Oct. 1), pending outcome of an FCC investigation of AT&T and WU rates for such services. The FCC action moves this date to Jan. 1, 1959.

FCC said the proposed increases raise questions as to their “propriety” and possible effects on competition. NAB and other groups which had asked suspension of the rates were given leave to intervene in the FCC investigation, upon filing of proper notice.
In the nation’s insurance capital, cagey advertisers insure results with WHCT, solid-as-a-rock leader among Greater Hartford’s television stations. WHCT has...

...largest share of audience, average sign-on to sign-off, throughout the broadcast week;
...greatest number of quarter-hour wins, sign-on to sign-off, throughout the broadcast week;
...highest-rated late evening news and weather show in the Hartford-New Britain market;
...audience leadership in premium Class AA time... with more quarter-hour wins than all three competing stations in the market combined!  

SOURCE: LATEST HARTFORD ARB (4-WEEK STUDY)

Throughout prosperous Hartford-New Britain, where average yearly family income tops the $8,000 mark (fourth highest in the United States), your best sales insurance is...
Don’t Buy Blind

EENIE—“Top 40” Station
MEENIE—“Give Away” Station
MINIE—“Rock and Roll” Station
MO—“Color Radio” Station
WCKY — completely covering the rich Cincinnati market, where you can buy a large, intelligent, responsive ADULT audience without gimmicks, souped-up ratings, or off-beat programming.

WCKY'S PROVED "Pleasure Programming"; its intelligent "in depth" newscasting, and its many service features, make it first choice with "eyes open" time buyers.

BUY THE CINCINNATI MARKET WITH YOUR EYES WIDE OPEN. REACH 80.2%* OF ALL THE RADIO FAMILIES IN THE CINCINNATI METROPOLITAN AREA, EACH WEEK.

*Pulse—CPA, Dec. '57
JONES RELATES EFFORTS ON HILL

- Former FCC member recites work for Miami ch. 10 contestant
- Attorney's buttonholing precipitated Celler probe, he says

Further behind-the-scenes efforts in the Miami ch. 10 case came to light last week when it developed that former Congress-man and FCC Comr. Robert F. Jones was instrumental in persuading Rep. Emanuel Celler (D-N.Y.), to look into the "public policy question" of whether an airline should be permitted to own a television station.

Mr. Jones was a witness in the rehearing on the Miami vhf grant being held before Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court. The hear-ings began Sept. 8 (Government, Sept. 15, 22).

The hearings resumed Wednesday, with John L. FitzGerald, newly appointed FCC general counsel and formerly chief of the Commission's Office of Opinions and Review, as witness. Mr. FitzGerald has been called by Paul A. Porter, attorney for Mr. Katzenine.

The first two days of last week's three-day hearings saw Thurman A. Whiteside, Miami attorney and friend of former Commr. Richard A. Mack, on the stand.

Mr. Jones said he was hired by Walter Compton, now an MBS newscaster but then a minority stockholder and proposed gen-eral manager of North Dade Video Inc., one of the three losing applicants. Mr. Jones said his mission was to "neutralize" the rumored political pressures allegedly being asserted on behalf of WKAT Inc. (A. Frank Katzenine), National Airlines and L. B. Wilson Inc. Mr. Jones was paid $2,000 for his work.

Mr. Jones said that his first recommendation was that North Dade file a petition for reconsideration and rehearing on the ground that the death of L. B. Wilson had changed the character of that application. The North Dade group vetoed that, he said.

He then considered the public policy question, he said, and spoke to the late Rep. Carl Hinshaw (R-Calif.), second ranking Republican on the House Commerce Committee, and Bert Wissman, minority clerk of the Senate Commerce Committee. Both informed him, he related, that their respective committees would not be interested in combating the grant to National Airlines.

It was only after he spoke to Rep. Celler, Mr. Jones said, that he got some action. The New Yorker, chairman of the House Judiciary Committee and of its antitrust subcommittee, injected the tv subject into an aviation hearing in May 1956.

He also told Judge Stern that a "critique" of the examiner's 1955 initial decision favoring WKAT Miami which was re-viewed by Mr. Jones to show North Dade as the most desirable of the four applicants was given to Comr. T. A. M. Craven only after the final decision was issued Feb. 7, 1957. Comr. Craven abstained in the Miami ch. 10 case, Mr. Jones pointed out. He also said that he understood North Dade was not contemplating any further action in the case, North Dade, however, filed a petition for reconsideration a few days after the final decision.

The Jones study was found in Comr. Craven's office files when House Legislative Oversight Committee investigators and FBI agents were investigating the Miami ch. 10 case. Mr. Jones' testimony was generally cor-roborated by Mr. Compton.

Earlier in the week, Mr. Whiteside re-lated his associations with Mr. Mack, going back to college days.
He told of assisting Mr. Mack financially, but averred he kept no records until Jan-uary 1956. From that time to June of 1957, Mr. Whiteside said, he loaned Mr. Mack varying amounts, totaling $3,185. He said all loans had been repaid to date, except for $250.

The Miami attorney related that he transfered one-sixth interest in G. C. Stember-planner agency to Mr. Mack out of friendship and as a place for Mr. Mack when and if he retired from public life. In 1954 this company was merged with an insurance firm headed by Charles F. Shelden to become the Stember-Shelden In-surance Agency Inc. During this time, Mr. Mack's "ownership participating" account was credited with $9,896.58, Mr. Whiteside said. These were from commissions collected on insurance he controlled, Mr. Whiteside said. In January 1956, Andar Inc. was "reactivated" and Mr. Whiteside turned over 100% stock interest to Mr. Mack. Mr. Mack's commission's were then paid to Andar Inc., Mr. Whiteside said, amounting to about $2,000 plus repayment of a $2,300 loan which Mr. Whiteside had made to Mr. Mack.

Mr. Whiteside said he was also-approached to help by applicants in the Miami ch. 7 case and in the Charlotte ch. 9 case. He identified these as Jack Stein, a princi-pal in South Florida TV Corp., an applicant for Miami ch. 7, and Mitchell Wolfsohn, a principal in Carolina's Television Corp. ap-ponent for Charlotte's ch. 9.

In both cases, Mr. Whiteside said jocular-ly, Mr. Mack voted against those he was trying to help.

Mr. Whiteside repeated the same story he had told the House Legislative Over-sight Committee; that his great and good friend Judge Robert H. Anderson of Na-tional Airlines' law firm in Miami asked him to become an attorney of record, that he refused because he was cutting down on his law practice, but that he promised to help as a personal favor.

Mr. Whiteside described his conversa-
INSTANT Coffee

INSTANT Tea

INSTANT Sales

with KTRK-TV

drop us in your fall budget and watch us go to work
Crosley Loses Appeal
On Indianapolis Ch. 13

The U. S. Appeals Court for the District of Columbia last week denied a petition by Crosley Broadcasting Corp. for rehearing by the full nine-member court of the judge's decision upholding the FCC's award of ch. 13 in Indianapolis (WLIW (TV)) to Crosley.

The court vacated the FCC's grant to Crosley after an appeal by WIBC Indianapolis, one of three losing applicants for ch. 13, in which WIBC said Comr. T. A. M. Craven should not have voted because he did not sit in for oral argument. Comr. Craven was not a member of the FCC at the time oral argument was heard.

In an opinion written by Judge Wilbur K. Miller, the court last week explained why it held in its decision last July 16 that Comr. Craven's participation in oral argument had not been "clearly waived." While it was argued that any absent commissioner might take part (in oral argument) in the absence of any objection, the court said last week, Comr. Craven at the time was not an "absent commissioner"—he was not a commissioner at all.

To Craven's petition that only three votes were necessary to control because four commissioners constitute a quorum and three votes would control the quorum, the court said that by this reasoning three votes would control no matter how many were present and voted.

"The truth of the matter is that when six voted, it took four to control," the court said. (The FCC vote was 3 for Crosley and 3 for others and Comr. Craven was asked by the other members to break the impasse.)

The two other contestants for ch. 13 were WRAY Indianapolis and Mid-West Corp.; the latter had received a favorable initial decision.


WLIW has been on the air since Oct. 30, 1957, and Crosley has been operating the ch. 13 outlet pending the outcome of its petition.

Am, Fm Allowed Tv Sound Use

KDYL-AM-FM Salt Lake City was authorized by the FCC last week to use the aural transmitter of its tv affiliate there, KTVT (TV), to transmit stereo programs of music in conjunction with KDYL and KDYL-FM. The FCC waived its rules to grant the 90-day temporary authorization for periods of the day when KTVT is not scheduled on the air (late evening and early morning). Under the experiment, a listener can use the aural facilities of its tv set, in conjunction with its am or fm set, to receive the stereophonic broadcasts. Comr. Frederick W. Ford dissented on grounds the stations did not make a sufficient showing in their request for waiver of rules.

USIA Establishes Tv Arm;
Romney Wheeler Named Director

The U. S. Information Agency announced Tuesday (Sept. 22) that it is establishing a separate tv service with NBC overseas. Romney Wheeler is named as director. Mr. Wheeler's appointment becomes effective Nov. 3, according to USIA Director George V. Allen. Mr. Wheeler, 47, joined NBC in 1950. He has been the network's director of European Operations, managing director of NBC International and general European representative. He formerly was with the Associated Press and two southern newspapers.

Mr. Allen said USIA is increasing its tv activities to supplement American commercial output to over 450 tv stations in Free World countries, excluding the U. S. and Canada. The new service will supply tv stations with documentary films, special events coverage and features which depict various aspects of American life. The agency's tv activities heretofore have been handled by Voice of America, its radio arm.

Kentucky Broadcasters Propose Substitute Plan for Conelrad

The Kentucky Broadcasters Assn. has recommended scrapping Conelrad. In a letter to Brig. Gen. J. Stephen, Kentucky civil defense administrator, they propose a substitute plan for broadcasting during enemy attack.

They would permit all am outlets to remain on the air at their regular frequency (fm and tv to go off if necessary) equipped for air-to-air pickup of signals from key stations. There would be one superpowered national station the signal of which could be relayed by every U. S. station. A similar arrangement would prevail on the regional and local level, with one key station conveying information to be relayed by the others.

The Kentuckians maintain this system would be less conducive to panic than Conelrad because it is in keeping with public habit. Under Conelrad, to prevent enemy aircraft from homing in on our stations, only participants in the system would remain on the air during attack, all using one of two frequencies. With all stations that remain on the air in a locality broadcasting on the same frequency and with the signal shifting rapidly from one transmitter to another, no one station could guide the enemy.
"You talking to me?"

You should be! Adults are the nation’s biggest customers. And in Boston radio you find the greatest concentration of adults on WEEI... 38 per cent more than tune to Station B, 53 per cent more than Station C, and 268 per cent more than Station D.* Moreover, these listeners pay greater attention to WEEI and believe more in your commercials.** You’re not just talking when you’re on WEEI; you’re selling!

WEEI RADIO
REPRESENTED BY CBS RADIO SPOT SALES

*NSI area audience—average quarter-hour, 7:00 am-7:00 pm, Monday-Friday  **Motivation Analysis, Inc. Study of Listener Attitudes
"272,000 more on its new

1109' Dresser-Ideco tower supports stacked antennas for Philadelphia stations WRCV-TV and WFIL-TV. Electronically controlled elevator assures speedy and safe service, inspection and maintenance.
Television homes watch WRCV-TV
1109' Dresser-Ideco tower

says William A. Howard
Manager of Technical Operations
WRCV/WRCV-TV, Philadelphia

“Maximum community service was WRCV-TV’s aim in erecting the tallest tower possible under the F.C.C. regulations,” says Mr. Howard, pictured (left) with Henry E. Rhea, Director of Engineering, Radio and Television Division, Triangle Publications, Inc., operating WFIL-TV which cooperated in the construction of this 1109' Dresser-Ideco tower supporting stacked antennas for WFIL-TV and WRCV-TV in Philadelphia.

“Philadelphia viewer orientation problems were eliminated by centralizing all TV transmitter antennas.

“To WRCV-TV advertisers, our new antenna means the addition of 272,000 television homes or approximately 770,000 viewers — more TV homes than the coverage areas of Knoxville, Tennessee or Lincoln, Nebraska or Mobile, Alabama! It’s almost as if Salt Lake City were moved into the WRCV-TV coverage area.

“WRCV-TV’s taller tower is another plus for advertisers when they use the NBC station in the nation’s fourth market!”

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

“Confidence in Dresser-Ideco, in their engineering ability and reputation, were our reasons for selecting a Dresser-Ideco tower,” said Mr. Howard.

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

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

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

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

Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-81, 675 MICHIGAN AVE., COLUMBUS 8, OHIO
The FCC last week granted license renewals to AB-F's owned Detroit stations (WXYZ-AM-FM-TV) and of an RCA experimental tv station in Camden, N.J. (KE2XNY), but noted the renewals were granted without prejudice to what the Commission may finally decide on recommendations of the Network Study (Barrow) Report, related FCC studies and inquiries now being conducted, and, in RCA's case, "pending antitrust matters relating to NBC and RCA."

The FCC action was a continuance of its cautious policy toward approval of broadcast facilities operated by networks pending the outcome of the Barrow proceeding and antitrust litigation concerning CBS and NBC. The first such instance was in the Commission's approval of the purchase of WCAU-AM-FM-TV Philadelphia by CBS Inc. [Government, July 28].

**Allen Explains USIA Plans**

Stepped-up broadcast activities by the U.S. Information Agency were outlined by its director, George V. Allen, in an address before the Overseas Press Club in New York last Tuesday (Sept. 23). Construction of a new transmitting facility on the U.S. East Coast, to begin soon, will strengthen our radio signal in response to ever-increasing communist jamming, on which they are spending an estimated $100 million a year, Mr. Allen said. He also described growing emphasis on television by his agency which is establishing a separate tv service headed by NBC executive, Romney Wheeler (see story, page 62).

**Industry Providing Programs for Soviet Exchange Project**

The American broadcasting industry has been "most cooperative" in its participation in the East-West (U.S.-Russian) Exchange Agreement, signed earlier this year [Government, Feb. 3], according to Ambassador William S. B. Lacy of the State Dept. All radio-tv networks as well as a dozen independent companies have submitted "comprehensive lists of programs for sale or exchange," on film and tape, to the Soviet Embassy as part of the U.S. end of the agreement, Mr. Lacy announced. Programs involved are of a purely entertainment nature. The State Dept. has also delivered documentaries on tv film for selection by Russian authorities. The East-West pact covers cultural, educational and technical exchanges over a two-year period and will conform "to the principles of reciprocity."

**Bowron Suit to Trial Nov. 12**

The million dollar damage suit by Los Angeles Superior Court Judge Fletcher Bowron against ABC, Philip Morris, N. W. Ayer & Son and Mike Wallace has been set for trial Nov. 12 in federal court in Los Angeles. The action, filed in January [At Deadline, Jan. 20], is one of four suits against network, sponsor and agency charging defamation of character by Mickey Cohen, ex-gambler, on May 19, 1957, when Mr. Cohen was guest on the Mike Wallace Interview program on ABC-TV. Suits of William H. Parker, Los Angeles chief of police, and Capt. James Hamilton of the city's police intelligence squad were settled out of court [Networks, Jan. 20]. Suit of C. B. Horrell, former Los Angeles police chief, is not ready for trial.

**Adams Radio-Tv Appearance Sparks Equal Time Demands**

Embellished Sherman Adams chose radio and television to announce to the nation his decision to resign as President Eisenhower's No. 1 aide [Editorial, Page 110]. Under fire from members of his own Republican Party and his State's Democratic party, Mr. Adams asked for reconsideration by the House Legislative Oversight Subcommitteee, Mr. Adams asked for and was given time early Monday evening (Sept. 22) on all three radio-tv networks and Mutual Radio to announce his decision.

Democratic National Chairman Paul Butler immediately asked for equal time on all networks to reply to Mr. Adams. CBS, NBC and Mutual granted the Democratic request, putting Mr. Butler on the air Tuesday in the same time period granted the Presidential assistant. ABC, however, declared the request not valid and instead gave Rep. Oren Harris (D-Ark.), chairman of the subcommittee, air time to reply.

John C. Daly, ABC vice president in charge of news, special events and public affairs, said "the only controversial issue to warrant application of the FCC requirements [for equal time]... was the single reference in Mr. Adams' statement to a congressional committee whose membership is comprised of both major political parties." Accordingly, he said, the network offered time to Rep. Harris.

**Flint Grant to Appeals Court**

W.S. Butterfield Inc. and Trebit Corp. took their cases to the U.S. Appeals Court for the District of Columbia last week following the FCC's refusal earlier this month to reconsider its July 9 decision affirming its 1954 grant of ch. 12 at Flint, Mich., to WJR Detroit [Government, Sept. 15]. The FCC had denied petitions for rehearing by losing applicants Butterfield and Trebit and dismissed two actions against decision by WKNN-TV Saginaw, Mich. (ch. 57).

**Pembina, N. D., Assigned Ch. 12**

Allocation of ch. 12 to Pembina, N.D., was carried out by the FCC last week in response to a petition by KNOX-TV Grand Forks, N. D. (ch. 10), which has said it would apply for and build a tv station in the area upon such allocation. The allocation was made on condition that radiation of the station toward Winnipeg, Manitoba, be limited. KNOX-TV claims the station would bring a first tv service to a farming and trading area of 30,000 people.
And the fourth "R"—Radio—is strong, too!

It's a very healthy educational picture in Metropolitan Washington. 409 elementary schools. 88 secondary public schools. Well over 100 parochial and private preparatory schools. 21 universities and colleges. And more impressive than statistics on structures is the individual attention given the student. Current expense per public school pupil is $322—compared to the U.S. average of $300.* It's not that Metropolitan Washington sets a higher value on education. It's just that the efforts of officials and citizens alike seem to head the class.

Washington's fourth "R"—Radio—gets high marks as well, especially when you use Station WWDC. The July PULSE showed us with an average weekly audience share of 19.8%—almost two full points ahead of our closest competitor. And eight of our programs were in the Top 15. We have a simple formula—to be a listenable station to our audience, and a promotional station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.

WWDC

*Economic Development Committee, Washington Board of Trade

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
Thanks, Ed.!
K&E and CBS

We wear our medals proudly in KEL-O-LAND, America’s most award-winning market. And we give the advertiser a broad front to pin them on. For KEL-O-LAND comprises 73,496 square miles of viewers in four states.* Joe Floyd’s unique tv, booster hookup enables you to buy this huge section of America off of one single-station rate card, at lowest cost-per-thousand offered anywhere.

*South Dakota, Minnesota, Iowa, Nebraska
See N.D.S. #3 Composite, KELO-KDLO-KPLO, Report.

CBS • ABC • NBC

KEL-O-LAND
KELO-TV
Sioux Falls; and boosters

KDLO-TV
Aberdeen-Huron-Watertown

KPLO-TV
Pierre-Valentine-Chamberlain

TRADING ASSNS.

NEXT NAB CONFERENCE: S.F. TODAY

• Last week: Niskanen says profits, not cost, should be stressed
• Hattwick suggests review of fundamentals of communication

NAB’s Fall Conference series, programmed around basic operational problems of station management, enters the halfway mark Monday (Sept. 29) in San Francisco after meetings held Sept. 22-23 in Oklahoma City and 25-26 in Sun Valley, Idaho.

After three of the eight autumn meetings had been concluded, broadcaster delegates indicated general agreement that the 1958 agenda, running 1½ days, was living up to hopes of the NAB board and the headquarters staff.

NAB executives led discussion sessions at Oklahoma City and Sun Valley that included participation by a number of station executives, following the pattern at the opening conference held Sept. 18-19 in Biloxi, Miss. [TRADE ASSNS., Sept. 22].

Two advertiser executives were luncheon speakers last week—Dr. Melvin S. Hattwick, director of advertising, Continental Oil Co., at Oklahoma City Sept. 23, and William Niskanen, general manager of Pacific Railways, at Sun Valley. At San Francisco Charles Stuart Jr., advertising manager of Bank of America, will address the luncheon on the final day.

After adjournment at San Francisco the fall series of NAB meetings will take a recess, passing over the World Series period and giving the NAB road crew headed by President Harold E. Fellows a chance to catch up with work back in Washington.

The last half of the conference series will start Oct. 13 at Milwaukee, Wis., moving to Minneapolis Oct. 16. The final two meetings will be held Oct. 20-21 at Boston and Oct. 27-28 at Washington.

Registration at Sun Valley totaled 140 the afternoon of the opening day, about matching the Oklahoma City and Biloxi attendance.

At Oklahoma City President Fellows said the decision of the Oklahoma Criminal Court of Appeals, denying a burglar’s contention that presence of tv at the trial deprived him of a fair hearing, marked “a historic milestone that will be studied by future students of freedom of expression in this country.”

He said broadcasters, representing the new electronic journalism, “have fought long and arduously for more than 30 years to establish their media on a basis second to none in serving the people in the area of news dissemination.”

Broadcasters should constantly emphasize their ability to make money for their advertisers, Mr. Niskanen told the Sun Valley broadcasters. “Don’t ever ask anyone to spend money with your station, or to buy time,” he said. “But, rather talk about profits. Show that you can increase his business. Be enthusiastic about helping him. Explain to him how your organization would like to join his team to help him increase his profits.”

Mr. Niskanen said no American need apologize for the profit motive, noting “the search for profit is making our companies stronger and America greater.” He said many businesses not using broadcast media should be advertising on the air, adding, “There are a lot of other advertisers you now have who need to advertise more. You can actually do these people a favor by selling your services.”

He contended broadcasters should not depend merely on their sales managers or sales personnel to do the selling. “Your whole organization should be your sales department,” he said. “Get everyone enthusiastic about increasing your own sales and profits. But, just as important, make them

enthusiastic about increasing the sales and profits of the sponsors.”

Competition within broadcasting as well as with other media requires leadership with “adaptive ability,” Mr. Niskanen concluded. “In both radio and tv,” he explained, “it can be said if you are doing business today as you were doing it last year, you are doing it wrong. Let me caution you to be alert to these changing conditions, and also ask, as you leave this conference: Are you willing to go back to your business with courage to make the necessary changes, or are you going to keep whistling in the dark, hoping you can keep on doing the same as you have in the past? Are you going back to an easy-going, coasting type of relatively inactive leadership, or are you going back with a firm determination to have an enthusiastic, hard-driving, hard-hitting, alert organization that is sales and profit minded?”

People in consumer communications (agencies and media) often fail to headline a consumer benefit in their advertising, according to Dr. Hattwick. He told the Oklahoma City luncheon that those in the advertising industry agree their communications should be both true and believable. “A feel of the pulse of those to whom such communications are directed casts grave doubts that the communicators really know what constitutes either truth or believability
in the minds of most people," he said.

Dr. Hattwick, traced these actions to the "ego-involvement" of communicators, saying, "Today's advertising shows a shocking amount of doing what advertisers say should not be done . . . and because of ego-involvement such advertisers are seldom aware of the damage they do to themselves."

The fundamentals of communication should be periodically reviewed, he said, and ego-involvement pitfalls should be understood. He cited the three fundamentals of effective communication as, "Keep it simple, heading a real benefit and make it believable." He suggested the "Truth in Advertising" movement be revived. The three principles of believable communication, he added, include, "That people's beliefs are based on feelings and emotions more than on reason (or even truth); that people believe what comes from an authoritative source . . . when that source is unquestionable; and that people believe what they want to believe, and what fits into their own experience."

At a Sun Valley radio panel Gordon McLendon, head of the McLendon station group, predicted that within two to five years radio will increase its share of the advertising dollar from 6 cents to 20 cents. This increase was tied to further development of the retail advertising market.

"Saturdays and Sundays will be as good as weekdays," he predicted, adding that radio's night tunein is only 20% under the daytime figure. "Newspapers can't match radio circulation in any market," he contended. He opposed superpower for radio stations and suggested the FCC should permit directional vhf tv signals.

Two NAB Technical Committees Appointed by President Fellows

Two committees serving in a technical advisory role were named last week by NAB President Harold E. Fellows. They are the Engineering Advisory Committee, one of the association's standing committees, and the Broadcast Engineering Conference Committee, which arranges programming for the annual technical meeting to be held during the next NAB spring convention (March 15-19, Conrad Hilton Hotel, Chicago).

Jay W. Wright, KSL-AM-TV Salt Lake City, was named chairman of the Engineering Advisory Committee. Other members are: Max H. Bice, KTTN (TV) Tacoma, Wash.; A. James Ebel, KOL (TV) Lincoln; George E. Gaultney, KAIT & Jones, Washington, D. C., president of Assn. of Federal Communications Consulting Engineers; Ralph N. Harmon, Westinghouse Broadcasting Co.; Joseph H. Mitchell, WFLA Tampa, Fla.; Frank Marx, ABC; James D. Parker, CBS-TV; Leslie Leonard, MBS; Andrew L. Hammerschmidt, NBC.

Allan Powley, WMAL-AM- FM-TV Washington, was named chairman of the conference committee. Other members are: James H. Butts, KBTV (TV) Denver; John H. DeWitt, WSM Nashville, Tenn., NAB Convention Committee radio liaison; Joseph B. Epperson, WEWS Cleveland; Julius Hetland, WDAY Fargo, N. D.; Wilson Raney, WREC Memphis; James D. Russell, KKTV (TV) Colorado Springs, Colo., NAB Convention Committee, tv liaison; Mel Burrill, KIMA-Tv Yakima, Wash.; Raymond F. Guy, NBC; Messrs. Marx, Parker and Learned.

John Sheehan Succeeds Barrett As Tvb National Sales Director

John R. Sheehan, Television Bureau of Advertising sales executive since February 1957, has been named Tvb director of national sales, it being announced today (Sept. 29) by Norman L. Cash, president. He succeeds Halsey V. Barrett, who has resigned effective Oct. 1.

Two other sales appointments also were announced last week: Guy Cunningham, most recently with Outdoor Life magazine, and for over 10 years with CBS, has joined Tvb's national sales division; Peter J. Krug, formerly tv-radio director at Calkins & Holden, New York, joins as a sales executive.

Sheehan's experience includes a vice presidency and directorship of tv-radio at Cunningham & Walsh, and tv-radio directorship at Buchanan & Co., as well as specialization in broadcasting and motion pictures with General Electric Co.

Mr. Barrett has been national sales director since 1955. His first broadcast post was with WOR New York in 1939, two years later moving to WNEW New York and after the war joining CBS. In 1948 he became associated with the old DuMont Television Network, holding spot and network sales posts.

Wis. Broadcasters Set Agenda

The agenda for the Wisconsin Broadcasters Assn.'s convention in Madison Oct. 10-11, in cooperation with the U. of Wisconsin, was announced last week by Mig Figi, general manager of WAUX Waukesha and WBA treasurer.

Meetings at the Lorraine Hotel will open Friday with a business session including election of officers and directors. Key talks will be given by Dr. Conrad Elvehjem, president of the U. of Wisconsin, and Dr. Ira Baldwin, assistant to the president. H. B. McCarty, director of the radio-television education department, will discuss the university's broadcasting activities. Open house at its radio-television studios will precede reception and dinner at the Lorraine Hotel.

Quaal Heads NAB Labor Group

Ward L. Quaal, WGN-AM-TV Chicago, has been named chairman of the NAB Labor Relations Advisory Committee by President Harold E. Fellows. Other members named to the committee were Richard M. Brown, KPOJ Portland, Ore.; Harold Grams, KSD-TV St. Louis; William Grant, KOA-TV Denver; Leslie C. Johnson, WHBF Rock Island, III.; Robert B. Jones Jr., WFBF Baltimore; John S. Riggs, WHAM Rochester, N. Y.; Calvin J. Smith, KFAC Los Angeles; Harold C. Stuart, KVDD Tulsa, Okla.; Richard L. Freund, ABC; William C. Fitts Jr., CBS; Joseph F. Keating, MBS, and B. Lowell Jacobsen, NBC.

Kops Re-Elected by AP Group; Radio-TV News Needs Explored

Daniel W. Kops, president of WAVZ New Haven, Conn.; and WNYT-TV, N. Y., was re-elected president of the Associated Press Radio & Television Assn. last week. His re-election was announced after a board meeting in New York of the organization—made up of AP broadcasters who act as liaison between 2,000 radio and tv member stations and AP's management.

The board also heard two reports, one by APRTA news committee by Tom Powell, WGIB Scranton news director who is chairman; the other by AP Radio News Editor John Aspinwall.

Mr. Powell noted that a study made shows two groups of broadcasters asking for news reports with opposing objectives. One group—a majority segment—seeks an abundance of short items to supply a multiplicity of daily news programs, and the other wants more detail including background and interpretation. He also reported trends to an increasing use of local news and a demand for in-depth reporting.

Mr. Powell said there was a need for more regional and state news. Mr. Aspinwall told the board that steps already have been taken in many states to "beef up" the regional news file. Mr. Aspinwall also pointed up AP's policy of expanding five-minute summaries a few months ago as making the news wire "much more flexible and much more usable."

Also re-elected by the board to APRTA were Tom Eaton, WTIC Hartford, Conn., first vice president; Joe H. Bryant, KCBD-TV Lubbock, Tex., second vice president; Jack Dunn, WDAY-TV Fargo, N. D., third vice president; William W. Grant, KOA Denver, fourth vice president; Oliver Gramling, AP assistant general manager, secretary, and Robert Booth, AP's treasurer, treasurer.

Morton Re-Elected By Film Group

Maurice Morton, vice president, McCadden Corp., was re-elected president of the Association of Television Film Producers, association of 22 companies engaged in the production of film programs for tv. Other officers for the coming year are: vice president Armand Schaefer, Flying A; secretary, Bernard Weitzman, Desilu, and treasurer, Robert Stabler, Filmlaster. Additional executive committee members are: John Findlater, Revue; Archer Zamloch, Hal Roach, and Maurice Unger, Ziv.
All-Media Convention Agenda Arranged by Promotion Group

Emphasis will be on all media—print as well as broadcast—during the Broadcasters Promotion Assn.'s third annual convention-seminar in St. Louis Nov. 16-19, Elliott W. Henry Jr., ABC Central Div. and BPA president, announced last week.

Charles Lipscomb and Edward A. Faleski, president and creative vice president of American Newspaper Publishers Assn.'s Bureau of Advertising, will speak at the opening session. Also scheduled are A. M. Snook, Chicago manager of Magazine Advertising Bureau, and a representative of Outdoor Advertising Inc.

A session, "breaking into print," will include talks by Jack Perlis, public relations counsellor, and Pete Rahn, radio-tv editor of the St. Louis Globe-Democrat. Dr. Thomas Coffin, NBC research director, and Dr. E. L. Deckinger, vice president and media director, Grey Adv., will analyze "rating madness." A "pick the brain" idea exchange is planned.

John F. Hurlbut, WFBM-AM-TV Indianapolis, is convention program chairman, and Don B. Curran, KTVI (TV) St. Louis, convention arrangements chairman.

The BPA convention will be open to all personnel in advertising, broadcasting and allied fields. Fee for all sessions is $30 for members and $35 for non-members. Registration is being handled by William Pierson, WBKB (TV) Chicago. Assisting Mr. Hurlbut in convention program planning are Carol Vinson, KSLA-TV Shreveport, La.; Clayton Kaufman, WCCO Minneapolis; L. Walton Smith, Transcontinental Television, Rochester, N. Y., and William Waler, WFGA-TV Jacksonville, Fla.

AAAA Central Unit to Discuss Agency Profits, Public Relations

Agency profits and public relations will be among major topics to be explored during the opening day management session of the American Assn. of Advertising Agencies central region's 21st annual meeting in Chicago Oct. 9-10. Workshop sessions will dominate the second day meeting for all agency members.

Key speakers at the Thursday sessions, under chairmanship of James G. Cominos, vice president in charge of radio-tv at Needham, Louis & Broprby Inc. and region chairman, include Frederic R. Gamble, AAAA president, discussing "What's Happening to Agency Profits and WHY? What Can Agencies Do About It?" J. Davis Danforth, executive vice president, BBDO, on "Advertising Agencies in the 1960s," and Bryan Houston, board chairman, Bryan Houston Inc., on public relations, "So It's a Business." Panel session on individual problems will follow Mr. Houston's talk, comprising Larry Wherry, Wherry, Baker & Tilden; Arthur Tatham, Tatham-Laird; Earle Ludgin, Earle Ludgin & Co., and Melvin Brorby, Needham, Louis & Broprby.

Executive manpower prospects will be canvassed by Moorhead Wright, management development consultant for General Electric Co., at a management luncheon, with a talk titled "Development of Men." Panelists and subjects comprising the afternoon session:


Baltimore, Chicago Chapters Formally Chartered by ATAS

Charters for new Baltimore and Chicago chapters of the Academy of TV Arts & Sciences, have been ratified by the ATAS board of trustees, which met in Los Angeles, Sept. 10-11. The Baltimore chapter adds 102 members to ATAS and Chicago chapter an additional 500 members.

During the two-day meeting, the following business also was taken up:

- Recommendations for changes in the annual Emmy Awards telecast on NBC-TV.
- The changes now will be studied by a special committee before any action is taken.
- Shelving of a committee report that proposed including categories for tv commercials in the awards. It was unofficially learned that the report was tabled until such time "further study" may resolve possible conflict arising out of airing commercials of non-NBC clients. ATAS has a contract with NBC-TV under which that network has the option—until 1962—to air any and all Emmy award shows.
- Acknowledging the gift offer from Ampex Corp., Redwood City, Calif., to supply all networks with free videotape for recording all award-winning live shows for inclusion in the ATAS archives.
- The attending the meeting were the following ATAS trustees: N. Y. chapter head Robert S. Lewine, NBC-TV programming vice president; CBS-TV executive vice president Hubbell Robinson Jr.; Screen Gems Inc. promotion director Henry White; Screen Gems Inc. production vice president Harry S. Ackerman, ATAS national president; Desilu president Desi Arnaz; NBC staff producer W. Fenton Coe; freelance director Fred De Cordova, Martero Productions Inc. president Louis F. Edelman; freelance director Sheldon Leonard; Ryder Sound Services president Leron L. Ryder; BBDO vice president and Los Angeles manager Wayne Tiss; Capitol Records Inc.'s Paul Weston and tv actress Jane Wyatt.

On Sept. 16 the Chicago chapter cele-
IT TAKES REAL AUTHORITY TO RING THE BELL IN BOOMTOWN, 1958!

Your voice takes on added persuasiveness in San Diego, America’s fastest growing market, when it’s heard over KFMB in the authoritative company of voices like Murrow’s, Cronkite’s, Sevareid’s and Thomas’. Regional Radio KFMB—CBS from San Diego is the Superior Service for the better part of Southern California.

KFMB

SAN DIEGO

REPRESENTED BY EDWARD PETRY & CO., INC.
RTNDA's Freedom of Information Committee, will be moderator.

The annual Paul White award and honors for best news operations, conducted by RTNDA in cooperation with Northwestern U.'s Medill School of Journalism, will be presented at the closing banquet.

Daley to Face Chicago Ad Group

Chicago Mayor Richard J. Daley will address the first fall luncheon meeting of the Chicago Broadcast Advertising Club at the Sheraton Hotel, Oct. 7, it was announced last week. Major Daley will discuss the city's "20-year development plan" and the role envisioned for the local broadcast industry in bringing it to fruition.

TRADE ASNS. SHORTS

Advertising Federation of America has opened new branch office in Washington, D. C., at 1320 G St., N. W. Mrs. Vivian Reed is office secretary.


TRADE ASSNS. CONTINUED

brated its admission to ATAS with a banquet at that city's Sheraton Hotel. At the celebration, WNBC-TV originated and produced the special Chicago Academy Show (9:30-10 p.m.) with Chicago's other three tv stations participating. CBS-TV personality Ed Sullivan acted as m.c., presenting the charter to Irv Kupcinet, Chicago Sun-Times columnist and head of the local chapter.

News Editors Agenda Adds Research Study

An American Research Bureau study, "News Audiences Mean Most to Advertisers," and an address by NAB President Harold E. Fellows are new features added to the Radio Television News Directors Assn. Oct. 15-18 convention at the Blackstone Hotel, Chicago.

Mr. Fellows will discuss "Management Responsibilities in News" at the Oct. 17 luncheon, presented by Sedgwick, Queen's counsel and former legal counsel to Canadian Broadcasters Assn., to address a Saturday luncheon.

The RTNDA agenda includes CBS commentator Edward R. Murrow; Irving Glinin, CBS public affairs director; Meade Alcorn and Paul Butler, chairman of the Republic and Democratic National Committees, respectively; Robert D. Swezey, WDSU-AM-TV New Orleans and chairman of NAB's Freedom of Information Committee; Charles S. Rynie, president of American Bar Assn.; Jim Bormann, WCCO Minneapolis, and others.

ARB's "first release" of a study on news and advertisers will be part of an Oct. 17 afternoon "Television Workshop," with Ralph Renick, WTVJ (TV) Miami and RTNDA vice president-tv, as moderator. James W. Seller, ARB director, will make the presentation.

Network representatives include John Sinton, chief of ABC's Washington bureau, on "Preparing the Public Affairs Show"; Don Meany, NBC's national tv news editor, on "How Stations Can Help Networks With Film Coverage," and John Day, CBS news director, on "Covering Fast-Breaking News for Television Specials."

Second panel comprises Bob Tripp, WFAA-TV Dallas; Floyd Kalber, KMTV (TV) Omaha, Neb.; Greg Gamer, KAKE-TV Wichita, Kan., and Robert Hoyt, WSBT-TV South Bend, Ind. Other workshop speakers are Harold Baker, WPFA-TV Jacksonville, Fla., on "Covering Cape Canaveral," and Prof. Fred Seibert, Michigan State U., East Lansing, who will give an educator's view on "What Is Libel in TV News." WGN-TV Chicago will give an Ampex videotape recording demonstration.

The RTNDA convention begins Wednesday (Oct. 15) evening with a talk on equal radio access to public proceedings by Mr. Bormann. A Sweezy-Rhyne debate on Canon 35 will be included in a panel session, with a question-answer period. Edward F. Ryan, WTOP Washington and chairman of

AWARDS

Beverage Sponsors Winners In Radio Commercial Poll

Beverage advertisers led a national popularity survey of radio commercials conducted by John Blair & Co., station representatives.

A commercial prepared by Leo Burnett Co. for National Tea Council was first, with a Tetley Tea commercial by Ogilvy, Benson & Mather ranking second. Winston Cigarettes, through William Eady, won third place followed by Pepsi-Cola, through Kenyon & Eckhardt, in fourth place. Budweiser, through D'Arcy Adv., was fifth and Budweiser-Bug, through Wesley Assoc., was sixth.

The survey included voting by 2,000 advertising and broadcasting executives nationally plus a Pulse Inc. consumer-check on spot radio commercials in the top 10 markets, results of which were correlated. Votes were tabulated by nine marketing regions. In five of the regions, the area winner also placed among the national winners but in four areas a regional advertiser led the voting.

These regional leaders received special awards: Pepperidge Farms (Ogilvy, Benson & Mather), Midwest Atlantic states; Busch Bavarian Beer (Gardner Adv.), West South Central states; Hamm's Beer (Campbell-Mithun), Mountain states, and Butter-Nut coffee (Buchanan-Thomas Adv.), Pacific states.

The Blair company has conducted three surveys in recent years. R. J. Reynolds (Winston and Camel) and Anheuser-Busch (Budweiser) placed in all three.

RAB: 1,000 PITCHES

Radio Advertising Bureau's 1,000th presentation in the 1958 regional sales "barrage" series was chalked up Sept. 24 when an executive sales team to the Michigan Bell Telephone Co. why it should use radio. By year's end, 1,900 presentations will have been delivered, RAB figures.

TRANSISTOR radio is presented by Clifford Barborka (l), vice president and Chicago manager of John Blair & Co., to Leo Burnett of Leo Burnett Co., whose commercials for National Tea Council won top place in the Blair firm's latest spot radio commercial survey.

Local-State Deadlines Extended In Voice of Democracy Contest

Deadlines for judging of the 1958-59 Voice of Democracy broadcast scriptwriting contest have been extended to provide an additional month for selection of winners. State winners will be selected by Jan. 10, 1959, under the new schedule. Winners in each school are to be chosen by Nov. 15

BROADCASTING

Page 72 • September 29, 1958
from the heart of Pittsburgh to the entire tri-state area!

WIIC

CHANNEL 11

REPRESENTED BY
BLAIR-TV

BASIC
NBC
AFFILIATE

WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700

TWX: PG 16
and community winners by Dec. 1.

The contest is sponsored by NAB and Electronic Industries Assn. in cooperation with Veterans of Foreign Wars. Radio-television stations sponsor the contest in their communities and state broadcaster associations at the state level.

AWARDS SHORTS

W. D. (Farmer Bill) Click, WSAZ-AM-TV Huntington, W. Va., farm director, named “Farmer of the Year” and received 1958 “Distinguished Service to Agriculture Award” at 39th annual meeting of West Virginia Farm Bureau.

WISN Milwaukee was named winner of Milwaukee Music Industry’s “Millie” award for “most outstanding public service work in past year.” WISN was first radio station to be so honored, “Millie” having gone to personalities in first two years.

Carroll Alcott, KNX Los Angeles newsmen, honored by All City Employes Assn. of Los Angeles with gold plaque of merit. Inscribed resolution proclaimed Mr. Alcott as consistently offering to city’s citizens “most comprehensive analysis of local news.”

KABC Los Angeles presented with Allstate Crusade Certificate of Commendation for station’s “Operation Airwatch” program. Certificate stated that KABC’s “Airwatch” performs “vital daily public-service to freeway motoring public.” Award was first to be given to California radio station.

Dr. Merle I. Dundon, assistant manager of Film Emulsion & Plate Manufacturing Div., Eastman Kodak Co., Rochester, N. Y., selected for Herbert T. Kalmus Gold Medal Award by Society of Motion Picture and Television Engineers. SMPTE cited Dr. Dundon’s “outstanding contributions to the development of color film products for motion picture and television industries.”

Art Directors Club of Los Angeles announces it will receive entries for its 14th annual Western Exhibition of Advertising and Editorial Art, after Oct. 1. More than 3,600 individual entries were submitted to All-West show last year. Some 350 were selected and hung for final judging and then exhibited for month at California Museum of Science and Industry in Los Angeles. Medal awards and certificates of merit will also be given to winners this year.


WIS Columbia, S. C., given Associated Press Superior Award for news coverage in South Carolina for second consecutive year. News director Ken Kurtz accepted award.

MANUFACTURING

Fm Tuner From Granco Designed To Cut Down Price of Receivers

Granco Products Inc., Long Island City, N. Y., last Thursday (Sept. 25) introduced a patented tuning device for fm receivers, which the company claims will expand the fm market substantially by reducing costs.

Company officials said at a news conference in New York that the low-cost tuner will be instrumental in creating "a mass market for fm receivers, now that the major obstacle of high cost has been eliminated." They declined to specify the percentage of the reduction, as compared with present tuners, but said use of the device will make possible the manufacture of high-performance fm receivers at a cost comparable to present am sets.

The tuner is no larger than a pack of king-size cigarettes and incorporates miniaturized components and original circuitry. Production tooling has been completed, officials said, and initial output has been set at 1,000 units per day.

Initially the device will be used in the 1959 line of Granco fm and am-fm radio receivers; later it will be made available to other manufacturers for use in equipment of their own design.

MANUFACTURING SHORTS

H. H. Scott Inc. (high fidelity components), Maynard, Mass., announces new 36-watt amplifier (Model 209), including pre-amplifier, comprehensive tape and stereophonic facilities and 36-watt power stage. Model is claimed to be easily convertible to stereo. Among special features are acoustic level control, tape-recorder and record equalizer facilities. Catalog and specifications are available from H. H. Scott Inc., Dept. P, 111 Powdermill Road, Maynard, Mass.

Mitchell Camera Corp., Glendale, Calif., offers Mitchell Robot Focus Control which allegedly makes possible fellow-focus scenes previously considered impractical or too costly in terms of camera set-up time. Manufactured for all BNC-Studio cameras, Robot Focus Control can be used in extremely confining sets or where camera is mounted on crane not equipped to hold camera assistant. For complete information write Mitchell Camera Corp., 666 W. Harvard St., Glendale 4, Calif.

Sylvania Electric Products Inc., N. Y., announces development of purified silicon, promising transistor and other semiconductor device manufacturers “maximum uniformity of electrical characteristics at substantial savings in cost.” Developed by Sylvania’s Chemical & Metallurgical Div., new silicon is said to eliminate guesswork associated with crystal “doping” (impregnation with selected substances) since the crystals are “virtually boron-free.”

International Telephone & Telegraph Corp., N. Y., has declared third-quarter dividend of 45 cents per share payable on Oct. 15, 1958, to stockholders of record at close of business last Friday (Sept. 19).

RCA has published 348-page book on “Closed Circuit Television Systems.” Book
YOU MAY NEVER MATCH SEWARD’S PURCHASE*

But... You Can Buy
Kalamazoo-Grand Rapids
At A Great Bargain!

With WKZO-TV you can buy more territory and reach more people in Greater Western Michigan than are available from any other television station—600,000 TV homes in one of America’s top 20 markets!

WKZO-TV telecasts from Channel 3 with 100,000 watts from a 1000’ tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids.

Ask Avery-Knode!*

*William H. Seward bought Alaska from Russia in 1867 for $7,200,000. Opponents of the purchase called it “Seward’s Folly”.

AMERICAN RESEARCH BUREAU
MARCH 1958 REPORT
GRAND RAPIDS-KALAMAZOO

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NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB’s opinion this sample includes 77% of the population of Kent County, and 67% of the population of Kalamazoo County.
Manufacturing continues

Australia for manufacture of c-c TV and is said to be of benefit to tv broadcasters in that it presents "data on latest (closed circuit) techniques." Hard-bound, book is available at $4.50 postpaid, Government Service Dept., RCA Service Co., Camden 8, N. J.

Zenith Radio Corp. reports record production and shipments of remote control tv receivers, stereophonic phonographs and transistor radios during August. Hugh Robertson, Zenith president, claimed increased production represents sales to consumers, not inventory build-up, and sales volume ran 20% ahead of same month last year. He added that factories are now at full capacity, "with maximum production scheduled during coming months."

California Corp., Hollywood, is introducing 1959 Director model 12V-9, featuring new 12-watt straight AC amplifier with increased frequency range and distortion reduced to claimed "negligible minimum." Newest features are plug-in cartridge (either monaural or stereo), outlet for second channel stereo operation, automatic arm rest which secures arm automatically to protect cartridge and needles. Unit floats on cushioned spring feet to prevent groove jumping due to floor vibration. Weight: 22 pounds.

Emery Air Freight Corp., N. Y., has announced revision of commodity rates for electronic equipment, including radio-tv parts, with reductions particularly in weights over 200 lbs. and new minimum of $5 (previous minimum ranged $5-7).

Bloomer-Tongue Labs, Newark, N. J., announces new dealer price list in two-color brochure, giving complete descriptions, specifications and prices.


RCA has opened its first permanent professional placement office, geared primarily for scientists and engineers at senior level, Office, located at 630 Fifth Ave., N. Y., will be directed by RCA Employment manager W. A. Cooper; announcement of opening was made by RCA General Employment manager James C. Rankin.


Narda Microwave Corp., Mineola, N. Y., announces publication of products booklet entitled, "Microwave and UHF Electronic Test Equipment." Including instruments from antennas to waveform accessories, 84-page pamphlet lists picture, description and price of each article. Address inquiries to Narda Microwave Corp., 118-160 Herricks Rd., Mineola, N. Y.

Corning Glass Works, Corning, N. Y., announces plans to build branch plant in Australia for manufacture of television bulbs. Construction of new facility is planned for early start.

Education

Educational Broadcasters Assn. Plans Omaha Meeting Oct. 14-17

Plants are being completed for the National Assn. of Educational Broadcasters' 34th annual convention in Omaha Oct. 14-17, according to Jack G. McBride, director of etv for KUON-TV Lincoln, and NAEB vice president and convention chairman.

An NAEB board meeting will precede convention activities, which will include business and committee meetings, general sessions and special events. Among them a tour of the Strategic Air Command headquarters. New officers of NAEB will be elected at the convention, to be held at the Sheraton-Fontenelle Hotel, based on selections of the association's nominating group. Regional directors are nominated and elected by mail ballot.

Provision will be made for stations desiring to set up displays at the convention. Members of American Women in Radio & Television, particularly those belonging to NAEB, are being invited to attend. Other members of the steering committee, aside from Mr. McBride, are Dr. Aldrich Paul, U. of Omaha, and Rev. R. C. Williams, S. J., communications arts director, Creighton U., Omaha.

Science Fare Doubled by ETV's. Survey at Ann Arbor Concludes

Educational tv stations are doubling science programming this year, the Educational TV & Radio Center, Ann Arbor, Mich., has announced. During a sample week in April ETRC found that among 27 stations surveyed, 89 hours of science was offered, compared to 47 hours for the same period last year. Stations increased programming by about 100 hours over last year, the survey found, ascribing the increase to more stations (27 this year vs. 21 last year); and the fact that the majority of stations are on the air longer. One station (WTHS-TV Miami) ETRC found, while three others (WTVS [TV] Detroit, WYES- TV New Orleans, KUON-TV Lincoln, Neb.) each doubled program schedules. Four stations (WTTW [TV] Chicago, WCET [TV] Cincinnati, KUHT [TV] Houston and WIBA-TV Madison, Wis.) reduced telecasting hours.

The outstanding change in 1958 etv, ETRC found, was a large increase of programming for in-school classroom work. This amounted to 18.8% of total program hours, compared to 5.3% last year. Also, the survey uncovered, 17 stations offered telecourses for which viewers received course credit, compared to 10 last year.

WTTW (TV) Raises Record Sum

WTTW (TV) Chicago has raised $272,031 in its 1957-58 fund drive, to be applied to operating costs and studio expansion. This represents an increase of $50,000 over the sum collected in last year's community fund drive, according to Edward L. Ryerson, president of the licensee Chicago Educational Television Assn. He pointed out that, while WTTW's budget has been increased, viewers were asked to contribute less in the recent campaign. The station is deriving additional funds from contracts for national distribution of programs, tv college courses, closed-circuit production and use of its kinescope facilities by outside organizations and agencies.

Educational Video Projects Start on WPIX (TV) New York

The New York State Board of Education's tv project started Sept. 22 with 5 hours and 20 minutes of programs broadcast on WPIX (TV) New York to schools and homes in the area. Programs ranged from a Spanish lesson for elementary school pupils to a mathematics course for teachers and included lessons in science, music and physics. The programs are broadcast weekday mornings and afternoons.

WPIX became the second city channel in two months to begin telecasting language courses with a new series produced by Metropolitan Educational Television Assn. (META) titled French Through Television. The META course is telecast Mon.-Fri., 12:30-1 p.m. and consists of two lessons a week (Mon. and Tues.) which are repeated the next two days and then reviewed Fri.-days. A self-help pocket textbook, French Through Pictures, is available at 35 cents at newstands; it is published by Pocket Books Inc. In August, WRCA-TV New York kicked off an early-bird English series for the growing Puerto Rican population.

New York Starts C-C in Schools

New York State has launched operation of its first permanent closed-circuit tv teaching system at Cortland, N. Y. The system began this month feeding Spanish lessons from a headquarters classroom to 32 receivers in classrooms of eight schools in three adjacent districts. Two-way audio circuits permit class questions and answers. Elementary school students are participating in two television classes: to include also spelling, geography, chemistry, art, English, reading and music.

KUAT (TV) Aiming for December

The U. of Arizona's noncommercial-educational ch. 6 KUAT (TV) Tucson has set Dec. 1 as target date to begin operations. With a $40,000 grant from the Fund for Adult Education, White Plains, N. Y., the university will add to the equipment with which it has been conducting closed-circuit classes for two years.

Educational Networking Essayed

In what was reported as a pioneering step toward educational fm-radio networking, WHYY-FM Philadelphia relayed a piano recital to WNYC New York, WGBH-FM Cambridge, Mass., and educational radio stations in Albany, N. Y., and Springfield, Mass. Eventual expansion of this operation, including the Canadian Broadcasting Corp., is expected.
TELEVISION IN KANSAS IS KTVH

SERVING PLUS 14 OTHER IMPORTANT KANSAS COMMUNITIES

BLAIRE TELEVISION ASSOCIATES

STUDIOS IN HUTCHINSON AND WICHITA

HOWARD O. PETERSON, GENERAL MANAGER
New AFTRA Proposals Submitted to Networks

American Federation of Television & Radio Artists submitted its contract proposals to CBS, NBC, ABC and Mutual last week, seeking a basic 10% wage increase for performers in radio-tv.

It was understood the increase would go beyond 10% on an overall basis, since AFTRA also has proposed reducing the number of rehearsal hours, added payment for extra rehearsal and increasing rate of overtime pay.

Negotiations on videotape, which had begun in mid-summer, will now be merged with current discussions.

Present contract expires on Nov. 15. Networks are expected to make counterproposals this week.

Network sources were reported to be “most disturbed” by demands relative to rehearsal restrictions. It is believed that these demands, in the long run, may exceed cost-saving the networks request.

Other demands by AFTRA include one that would require networks not to feed any programs to affiliated stations which are having labor problems with AFTRA. A network official said this is not a new AFTRA demand but one dating back to the heyday of radio. He noted, however, that no networks were never faced to this proposal.

Another AFTRA demand covering videotape is one considered by networks as “far-reaching in its implications.” This proposal would call upon networks to telecast an AFTRA union label at the end of video programs, whether or not the program was AFTRA-produced. Though AFTRA has jurisdiction at the networks, outside program packagers—primarily those engaged in films—use Screen Actors Guild personnel. This demand could lead to network difficulty with SAG.

AFTRA also is seeking to reach a clear understanding with the networks on the sale of kinescoped or taped shows abroad. In the past, networks have considered stations as part of the network, granting foreign outlets affiliation status. In its contract proposal, AFTRA defines a network as consisting of two or more stations in the U.S. only, and thereby opening the way for payment on sale of taped programs abroad.

Musicians Hearing Delayed

Hearings on charges of dual unionism against approximately 100 members of AFM Local 47 in Hollywood that were to have started Tuesday [PERSONNEL RELATIONS, Sept. 22] have been postponed at least until this week. On complaint of five of the accused musicians, Judge Baynard Rhone of Los Angeles Superior Court issued a temporary restraining order enjoining AFM from suspending or expelling the musicians, interfering in anyway with their employment opportunities or conducting any hearings against them. An order to show cause is to be argued today (Sept. 29) before Judge Rhone when the plaintiffs will seek to have the restraining order continued until their suit can be tried and decided in the court.

The suit, in effect, is a test of the legality of an AFM by-law prohibiting dual unionism on penalty of loss of membership. Since AFM has “closed shop” agreements in most areas of musical employment, except at the major film studios which have signed an agreement with Musicians Guild of America [PERSONNEL RELATIONS, Sept. 1], the dual unionism rule would prevent any musician who accepts employment in motion pictures from working in any other field, the plaintiffs allege.

AFM Head Rattles Sabre Against ’Unfair’ Employers

The possibility that the American Federation of Musicians will call for a consumer boycott against “unfair movies, unfair records or the sponsors of unfair television or radio shows” was raised Sept. 21 by Herman D. Kenin, president of the American Federation of Musicians.

Mr. Kenin sounded this warning in his first formal speech since he succeeded James C. Petrillo as AFM president. He told the New York Conference of Musicians in Newburgh, N.Y., that the “unfair employer” is one who “chooses cheap music over legitimate union music.” Mr. Kenin earlier had attacked the practice by some employers of using “canned music,” thereby displacing union musicians.

Without singling out any particular segment of the entertainment industry, Mr. Kenin asserted that the Federation will strike employers who employ our members only where there is no alternative and who readily cast them aside for an inferior product at an inferior cost.”

N. Y. SAG to Vote on Request For Merger of SAG, AFTRA

A resolution to be offered at a special meeting of the New York branch of the Screen Actors Guild on Wednesday (Oct. 1) calls on SAG to take “immediate steps” to implement a merger between SAG and the American Federation of Television & Radio Artists.

In the past, SAG has repeatedly rejected offers to consolidate with AFTRA...
RADIO REPORTS REVENUE UPSWING

Radio stations look for business to be better for the last half of this year than in the same period of 1957—the highest billing year in history.

A Radio Advertising Bureau survey released Thursday by John F. Hardesty, RAB vice president and general manager, showed 87% of the stations responding to the poll expect their gross sales to be up from the totals they recorded in the last half of 1957.

The study, made public at RAB's Radio Management Conference at St. Clair, Mich., reflected greatest optimism among stations in medium-size markets. In these markets 91.7% of the stations looked for gains. Large-market stations ranked second with 90.9% of them expecting increases, while 83.3% of the small-market outlets predicted increases.

As between network affiliates and independents, the former were more optimistic: 94.9% of the affiliates said they expected gains, as compared to 82.8% of the independent stations reporting revenue gains.

As in the case of overall optimism, medium-sized markets led the others in amount of gains expected. In these markets the stations looking for any gains predicted they'd get a 10.5% increase, on the average, while the independents expected an average 13.9% rise.

Small-market independents predicted gains of 12.2%, small-market affiliates 4.8%. Large-market independents thought their business would be up 10.6%; large market affiliates, 9.8%.

RAB officials expressed confidence in the survey, pointing out that stations replied under RAB assurances that neither their identities nor their estimates would be disclosed.

The Sept. 25-26 management conference at St. Clair was the sixth of seven being held by RAB this month. The last will be held today and tomorrow (Sept. 29-30) at Princeton, N. J.
as basic as the alphabet

EGYPTIAN
Twentieth century scholars tracing the origin of writing believe that the ancient Egyptian word-sign for hank was the forerunner of our modern letter H.

PHOENICIAN
The people of Tyre squared off the form and used it to represent the first sound of cheth (fence). It was so written on the famous Moabite Stone dating back to the ninth century B.C.

GREEK
When sea-rovers carried their writing to the shores of Greece, the Hellenes adopted the sign and used it to represent their vowel eta.

ROMAN
In the city of seven hills, the H was altered somewhat. But since the Romans used the Greek E to represent the eta vowel sound, they gave H the sound we employ today.

Historical data by Dr. Donald J. Lloyd, Wayne State University

Hard sell or soft sell, make WWJ your number one Michigan radio station. Dealers and distributors like WWJ because they know it moves merchandise. Listeners like the station because it gives them modern radio at its best.

Start your fall radio campaign here—with the WWJ Melody Parade, with the WWJ features originating at Northland and Eastland Shopping Centers, with sales-minded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the basic thing to do!

WWJ RADIO
Detroit's Basic Radio Station
Owned and operated by The Detroit News
NBC Affiliate

Heart of the Michigan Market
Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.
Weeks Denies Excesses In Radio Commercials

A statement designed to pull teeth from accusations made by eight advertising agency spokesmen who have decried so-called "over-commercialization" in radio has been released by Paul R. Weeks, vice president and partner, H-R Representatives, station representative firm.

Mr. Weeks noted that in radio, a knowledgeable announcer "finds it easy and natural to break up a commercial sequence with a bit of straight entertainment. A time check, a station ID jingle, a diverting ad lib or topical joke, and a potential triple spot is nipped in the bud."

He said that unlike tv, radio networks take little of a station's time and option time does not impinge on peak hours. "Network breaks," he reminded, "are a full minute and since the great majority of radio commercials are minute spots, the necessity for triple-spotting seldom if ever occurs in a network's programming."

He thought it rare for a radio station to place three spots back-to-back without spacing the spots with a newscast, a record or a weather forecast.

Chief point of Mr. Weeks' statement was that overcommercialization is not easily defined, and there's no proof that there's anything wrong with what is described as a "heavy commercial load" on radio station programming.

Radio-Tv Asked to Support Annual Observance of UN Day

Industry support is sought for observance of U. N. Day Oct. 24, according to the U. S. Committee for the United Nations, which last week asked for network and station time.

McCann-Erickson, Kenyon & Eckhardt, Cunningham & Walsh and several other agencies offered support. They will endeavor to make time available on their networks to airing their appeal. Individual station owners such as J. S. (Dody) Sinclair of WJAR-AM-TV Providence, R. I., are urging their colleagues to back the U. N. The Providence station is adding the U. N. logo to its letterhead [OPEN MIKE, Sept. 8].

Support will be given by Advertising Council, which is sending to 3,100 radio and 525 tv stations special kits containing word of U. N. Day.

DATALINES

LOS ANGELES—Twenty minutes after actor Marlon Brando's wife discovered her Japanese maid drowned in the family swimming pool on Sept. 11 KTLA (TV) Los Angeles was on the air with picture and sound from the scene with its flying television station, the KTLA Teleceptor. Viewers saw the body being removed from the pool and carried to an ambulance. KTLA twice interrupted its programming for the Teleceptor reports.

HOUSTON—The newsmaster at KLLT Houston, Tex., was activated to full staff Sept. 4 as hurricane "Ella" threatened to ruffle her skirts along the Texas Gulf Coast. News director Joe Long and newsmen Bill Gill left to report weather conditions from the Gulf of Mexico. During the period of the hurricane's approach from 6 a.m. through midnight, Sept. 5, KLLT broadcast a total of 49 on-the-spot reports from the New Orleans Weather Bureau, the Coast Guard, Civil Defense offices, the Red Cross and from reporters located at strategic coastal points. During the storm coverage period KLL received 27 long-distance requests for tapes from 19 other stations.

TWIN CITIES—When WCCO-TV Minneapolis-St. Paul signed on the air at 7 a.m. Aug. 28, viewers saw the first films of the burning wreckage of a Northwest Airlines plane which had crashed on take-off from Minneapolis' Wold Chamherlain Field at 3:30 a.m. The DC-6B airliner, carrying 56 passengers and four crew members, en route from Washington, D. C., to Seattle, Wash., crashed and burned at the end of the runway, but with no loss of life or serious injuries. Within 45 minutes of the crash, WCCO-TV cameramen and reporters were on the scene as well as at hospitals to interview the survivors. By sign-on time the station had processed and edited more than 2,000 feet of film. Five special crash telecasts, with sound-on-film interviews, were presented between 7 and 9 a.m.

CONELRAD CONFUSION

A Conelrad weather bureau radio test in metropolitan New York backfired Thursday (Sept. 25) when an engineer at WRCA New York pushed the wrong button. The weather bureau from 17 Battery Place in New York midway through the afternoon teletyped a 10-hour emergency weather forecast under "Conelrad procedures." The bureau "announcements" warned of a frigid blast of air moving into New York and vicinity from Canada and bringing with it heavy snows, a drop in temperature to 10 degrees and high wind conditions "likely to produce one of the worst blizzards in many years."

The wire was rushed to an announcer who read the message into what he thought was a microphone set up for a closed-circuit test. Instead, the announcement went over the air. More than 1,000 calls came into WRCA, NBC radio's owned and operated station, and 17 Battery Place similarly had a lit up switchboard. At the time, temperatures in New York were about 80 degrees. The true weather forecast—fair and warm.
KIMO, KFOX Announce 30% Cut For Set Manufacturing Clients

To get radio set advertising "back where it belongs," the Major Market Group stations KIMO Independence, Mo., and KFOX Long Beach, Calif., are offering an extra 30% discount to all set manufacturers or retailers buying spots to advertise radios.

"The most effective medium for selling radio sets is clearly radio," the KFOX-KIMO announcement stated. "On radio the set manufacturer or retailer reaches the market that uses and buys radios. There's absolutely no waste. But too few manufacturers are doing any kind of a job to sell sets in any medium, much less in radio."

Noting that "our stations and all radio stations have a stake in the sale of more radio sets," the MMG announcement continued: "Through this incentive, we hope to induce more manufacturers and retailers to awaken to the huge opportunities in the radio set field."

The MMG research department estimated that in 1957 more than 720,000 radio sets were purchased in the Los Angeles and Kansas City markets covered by the two stations, "the largest number of units of any appliances sold in those markets, although almost the least promoted item in the appliance or electric housewares field."

CHEERS from several thousand Texans greeted McLendon radio stations' endurance pilots Jim Heth and Bill Burkhart as their Cessna 172, "The Old Scotchman," landed at Dallas-Garland airport Sept. 21, after completing a record-setting 1,200 hours of continuous flight. The old record, 1,124 hours, was set in 1949. The new record holders flew for 50 days and nights over Texas and Louisiana cities where McLendon stations are located. Supplies were picked up daily at the Dallas airport in the manner pictured. Co-pilot Jim Heth leans out as Mr. Burkhart swoops the plane low over the speeding supply truck. Among the greeters at the airport welcome were representatives of KLIF Dallas, major sponsor of the flight. Other McLendon stations participating were KILT Houston, KTSA San Antonio and KEEL Shreveport.

Short cuts for tall problems

Not every station is for sale, but most stations can be bought.

The price is the key, and the key to price is sound evaluation. We pride ourselves in getting buyers and sellers together in an area of agreement.

Trading in the market place of broadcasting properties gets rather complicated at times, but seldom impossible if open minds and sound thinking prevail around the bargaining table.

Whether you want to step up or step down your TV-radio holdings, you'll put a lot of preliminary work behind you by calling in our organization.

There's a convenient office nearby.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON 1625 Eye Street N.W. National 8-1990
NEW YORK 60 East 42nd Street Murray Hill 7-4212
CHICAGO 35 East Wacker Drive Randolph 6-6760
DENVER 1700 Broadway Acoma 2-3623
REPRESENTATIVE APPOINTMENTS

WABJ Adrian, Mich., appoints John E. Pearson Co., N. Y.


WKYB-AM-FM Paducah, Ky., names Bolling Co. and WEW St. Louis renews with Bolling. Stations are owned by Bruce Barrington.

WJRT (TV) Flint, Mich., (scheduled to begin programming by mid-October) names Campbell-Ewald, Detroit. C. L. Roehm will handle account.

WKAB Mobile, Ala., names Venard, Rintoul & McConnell Inc., as national sales representative. Appointment is effective Oct. 1. Former representative, Adam Young Inc., retains southeastern representation out of its Atlanta office.

KLIK Jefferson City, KHMO Hannibal, both Missouri, KSAY San Francisco and KEEN San Jose, both California, name George P. Hollingbery. Effective Jan. 1, 1959, Hollingbery will represent WTTM Trenton, N. J.

WUSN-TV Charleston, S. C., names The Bolling Co. for Midwest and West Coast.


REPRESENTATIVE SHORTS

Forjoe & Co., N. Y., moves to new Atlanta offices to house its Southern Sales Div. New address and phone of station representative is 1371 Peachtree St., Trinity 5-0404.

H-R Representatives Inc. and H-R Television Inc., N. Y., station representative, announce companies will move to new and larger quarters on Oct. 6 in Seagram Bldg., 375 Park Ave., New York 22. Telephone will be Plaza 9-6800.

STATION SHORTS

KTTV (TV) Los Angeles has established new commercial building for expanded station activities with move of company's sales account executives, sales service and traffic departments into quarters formerly leased to Edward Small Productions.

WNED-TV Scranton, Pa., has begun broadcasting from its new antenna position on Electronic Heights, just outside Mountain-top. New construction, costing in excess of $125,000, reportedly will mean 20% increase in station's coverage area.

WONA Winona, Miss., new 1 kw daytimer, announces scheduled start of programming in late October. Regional frequency is 1570. Bob Chisholm, formerly of WMBC Macon, Miss., has been named station manager. Rest of staff will be announced shortly before station goes on air.

INTERNATIONAL

ATV of England Purchases Australia Radio-Tv Interests

Associated TeleVision Ltd. (ATV), London, England, has announced the purchase of Broadcasting Associates Pty. Ltd., Sydney, Australia. Purchase price was not divulged, but the transaction was described as the largest in Australian broadcasting history. Properties, formerly owned by the London Daily Mirror and Sunday Pictorial Newspapers, include a substantial interest in a tv station in Sydney and ownership of radio stations in Sydney, Melbourne, Adelaide, Canberra, Wollongong and Young, as well as a partnership in the MacQuarie Network, largest in Australia.

Also included in the transaction were the studio facilities of Arrtransa Radio Transcription Service, recently modernized and equipped at an expenditure of more than $1.5 million for the production of film programs and film and radio commercials, reportedly giving ATV a dominant position in that field as well. Although ATV in July joined forces with the Jack Wrather Organization of Beverly Hills, Calif., to form Independent Television Corp., $12.5 million international tv distributing, sales, financing and production organization [FILM, July 14] which has also acquired Television Programs of America for an additional $11.35 million [LEAD STORY, Sept. 22], neither Wrather nor ITC is involved in the Australian purchase of ATV.

John Patience of Sydney, board chairman of Broadcasting Assoc. Pty. for several years, will remain in that capacity as operating head of the Australian properties.

New Quebec Station on Ch. 9

CKBL-TV Matane, Que., has begun telecasting on ch. 9, covering an area on the north and south shores of the St. Lawrence River. Rene Lapointe is president and Octave Lapointe vice president. The new station is represented by J. A. Hardy & Co. Ltd., Montreal and Toronto.

ANOTHER RED LAUNCHING

The Soviet Union is reported to be ready to start color television in 1959, according to Russian claims. Radio Liberation, a private American agency which beams broadcasts to the U.S.S.R., last week circulated a report carried by the Soviet European service, which stated that Moscow tv stations will commence the first transmissions of tv color the beginning of 1959. Several months ago, the news service said, tests in color television by Russian engineers were shown to members of the International Congress on color television and the presentations were called "extremely successful."
"930 and 931 give us high speed with no loss of quality"

reports Paul Meeks, chief cameraman at KBET-TV, Sacramento, California

"The exceptional latitude and speed of Du Pont Rapid Reversal Film are the main reasons why we've used it since we went on the air in 1955," Mr. Meeks tells us. "And quality is never sacrificed; in fact, we prefer the quality of Du Pont 930 and 931—both picture and sound—over other films."

Station KBET-TV must give newsreel coverage to political events, court and legislative hearings where special lighting is barred. "Often we haven't time to take a meter reading," says Mr. Meeks. "We count on the speed and exposure latitude of Du Pont film. It hasn't let us down yet. Proof of the film's quality," he concludes, "came on a recent assignment when we finished shooting at 4:45, rush-processed the film for the evening news show at 5:30. Even with fast processing, a single 16 mm frame was good enough to blow up to 4 x 5 for the newspapers the next morning."

If you need speed and latitude for your motion pictures, and can't afford to lose quality, there's a Du Pont film for you. Contact the nearest Du Pont Sales Office, or write for more information to Du Pont Photo Products Department, 2420-2 Nemours Building, Wilmington 98, Delaware.

In Canada, Du Pont Company of Canada (1956) Limited, Toronto.
**NOW!**

**WABT—**

**Birmingham**

**is**

**WAPI-TV**

**Channel 13**

Call letters that have meant the best in radio for the past 35 years now mean the finest in television too.

**A Complete WAPI Broadcasting Service**

**WAPI-TV**

TV Channel 13

316,000 Watts

Represented Nationally by Harrington, Righter and Parsons, Inc.

**WAPI**

Radio 1070 KC

50,000 Watts*

* 5,000 Nights

Effective Soon

**WAPI-FM**

FM 99.5 MC

72,000 Watts

Represented Nationally by HENRY I. CRISTAL

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**PROGRAMS & PROMOTIONS**

**CHUM Winner Will Be Millionaire**

CHUM Toronto, Ont., is offering the winner of its "Millionaire" contest an opportunity to be a millionaire in one of three countries—France, Italy or Japan.

In the contest, devised by CHUM and sponsored by 45 A & P stores in Ontario, the winner will receive passage for two by KLM Royal Dutch Airlines to one of the three countries. The couple will be given free accommodations for ten days at the finest hotel in the chosen location, and for spending money, either a million yen, francs or lira, CHUM announced. Contestants become eligible by submitting entry blanks, available at participating A & P stores.

Approximate exchange rates for American dollars makes the total sum equal to $2,400 in francs, $1,600 in lira and $2,800 in yen.

Scheduled for 13 weeks the contest presents weekly winners with portable tv sets. Weekly winners will compete at the contest's conclusion for the grand "Millionaire" quiz and award.

**New Series Initiated on Cruise**

World premiere promotion of the new "Yancy Derringer" series slated to start on CBS-TV Oct. 2 was held in New Orleans Sept. 18-20 by Needham, Louis & Broby Inc. on behalf of the program's sponsor and agency client, S. C. Johnson & Son. (Johnson's wax).

The premiere, held in New Orleans because of the program's setting in that city, was attended by civic officials, newspaper tv columnists and executives from S. C. Johnson & Son and took place aboard the Mississippi River boat "Sultana" on an actual cruise. Featured stars (Jock Mahoney, Frances Bergen, others) took part in the civic welcome and reception, visits to historical sites and local radio-tv interview shows.

The series will be carried by CBS-TV Thursdays, 8:30-9 p.m. EST.

**NBC-TV Expands 'Today' Coverage**

NBC-TV's "Today" program (Mon.-Fri., 7-9 a.m.) will implement several changes in format, starting Oct. 6, and including an expansion in its news coverage, the introduction of regular "columns" on sports, fashion, food and home decorating, and the launching of a talent showcase for young professionals. Charles Van Doren, tv quiz winner, joins "Today" on Oct. 6 as news feature editor, and his column will deal with interviews with "unusual people" and reports on scientific and educational developments.

**WCSC Distributes Market Study**

The first copy of a new market study prepared by WCSC Charleston, S. C., entitled "Modern Charleston, South Carolina, Is Big," a four-color brochure being distributed to agency executives, advertisers and sales managers, has been presented by John M. Rivers owner of WCSC, to William McG. Morrison, Charleston's mayor. The study tells the story of Charleston's growth and history as a market for advertisers' goods.

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**MORNING REMINDER**

RAB's cup runneth over, with reason. When 18 top marketing advertising executives representing RCA, General Electric, Zenith, Motorola, Westinghouse and Philco opened their morning mail one day last week and found themselves the recipients of a white brassiere, it was no mixup. It was a deliberate plot hatched by Radio Advertising Bureau to convince these men to advertise their radio sets on radio.

Tucked between the folds of the bra, they found this note from RAB President Kevin Sweeney:

"You probably know someone who wears one of these contraptions. But a bra manufacturer with even a rudimentary idea of marketing strategy wouldn't direct his advertising to you. He'd aim it at the users—women. Doesn't it make equal sense for you to advertise your radio set line to the people who use radio sets, i.e. people who are radio listeners rather than those who get their news and entertainment from other media? Radio advertising is clearly the best way to reach the users and buyers of radio sets."

RAB explained its mailing of the brassieres (and disposable diapers a few days earlier) by saying it wanted to show—dramatically—"the absurdity of radio sets being advertised any other place than on radio."

**WKRC-TV Schedules Drama Class**

WKRC-TV Cincinnati will televise an earlybird college credit course in drama as a weekday feature starting Sept. 23. Offered by Our Lady of Cincinnati College, the tv course, entitled "Drama at Daytime," will be conducted by Dr. Siegmund Betz, professor of English, at 7:30 a.m. Tuesdays and Thursdays. The half-hour sessions will include dramas ranging from English morality plays to contemporary dramas. Three years ago WKRC-TV telecast a psychology course for credit given by the U. of Cincinnati at 9 a.m. on Saturdays. The station received national attention when its tv "class" received higher grades than a "pilot" class on campus, WKRC-TV reported.

75,000 Cars Bear KXYZ Emblem

Since KXYZ Houston, Tex., launched its "Safety Foremost" promotion June 16, safety stickers with the station's call letters have been affixed to more than 75,000 Houston automobiles, KXYZ announced. Motorists are requested to display the emblems on the rear windows of their cars.

Each KXYZ safety emblem carries a registration number which is entered on an entry blank, obtainable at more than 1,000 Foremost Dairies dealers or 184 Texaco service stations in the area. Ten times each day KXYZ calls out a lucky number for over $1,300 in prizes offered each day.
Motorists having the winning number are required to call Foremost Dairies before 4 p.m. the same day. A traffic violation during the previous 30 days disqualifies a winner.

KYW-FM Airs Salzburg Festival
KYW-FM Cleveland, Ohio, on Sept. 22, began programming each weekday evening from 8-10 p.m. concerts heard at Austria’s Salzburg Music Festival, which was held from July 26 to Aug. 31. Special arrangements were made through the Broadcast Foundation of America in cooperation with Radio Salzburg to broadcast 15 separate concerts. Included in the series are the operas “The Marriage of Figaro” by Mozart, Beethoven’s “Fidelio,” Mozart’s “Cosi Fan Tutte” and Samuel Barber’s new “Vanessa,” with the original Metropolitan Opera premiere cast.

WBZ-FM Surveys Listeners
WBZ-FM Boston has announced the results of an audience survey of fm listening patterns. Results were obtained from 644 postcard replies to questionnaire sent to 966 persons who have previously participated in a special WBZ-FM merchandise offer. By correlating survey answers the station has defined its “average” listener as being 36 years old and in the upper-middle income bracket. The average listening time per day, according to the survey, is four hours. The average listener’s home has 1.42 fm sets. 50.4% of listeners have components sets, 49.6% use package sets.

WLW ‘Copter to Speed Traffic
Delays in morning and evening traffic rush hours may be avoided by Cincinnati, Ohio, motorists who listen to the helicopter reports of traffic conditions presented by WLW Cincinnati. The traffic report service was inaugurated Sept. 15, in cooperation with the Cincinnati Police Div. Broadcasts from the Bell 47H-1 helicopter are made in the 7:30-8:30 a.m. portion of WLW’s Clockwatcher program, and from 4:45 to 5:45 p.m. on the Rollin’ Along show. At least six reports are made in each period. WLW announced. The new public service feature is sponsored by the Shell Oil Co.

WWRL, WHOM Enter N. Y. Parade
WWRL Woodside, L. I., and WHOM New York, competitors for German and Spanish-Puerto Rican audiences in New York, joined hands in a project on Sept. 20. The stations entered a float jointly in the first German-American Steuben parade in New York City. The float took the form of a rocket and was dedicated to rocket expert Werner Von Braun.

Goal Reached, D.J. Climbs Down
To promote the changeover of WAKY Louisville, Ky., to a McLendon station, WAKY d.j. Phil Page stayed aboard a scaffold tower at a Louisville drive-in restaurant for 48 days, as long as was necessary for the station to reach a goal of 51% of the Louisville listening audience, the station announced. Listeners were asked...
to send in postcards guessing the day, hour and minute that WAKY would achieve its audience goal. WAKY announced Sept. 10 a total of 55%. The holder of the winning card was presented $100. Mr. Page broadcast once each hour during his tower stay. Visitors asked questions by telephone through a closed circuit line to the tower.

Art Show Marks WTAR Anniversary

An exhibition of 225 pieces of art pointing up "the effect of radio-tv on Tidewater life" was held in the WTAR Norfolk, Va., Radio & Tvy Center as part of its 35th anniversary celebrations. The show, now being displayed in a Norfolk department store, was viewed at the center by about 1,200 visitors. WTAR President Campbell Armoux purchased the painting that was judged the best for permanent display in the station's studios. Five other paintings received awards. The art exhibition was one of several anniversary promotions conducted by WTAR.

WMAL-TV Revamps Night Schedule

WMAL-TV Washington, D. C., is appealing to early-to-bed government employees with its new night programming schedule. Unveiled Sept. 15, the format consists of news at 10:30 p.m., rather than the customary 11 p.m., time, followed by two-half-hour filmed dramas.

The 10:30 Final begins with a 15-minute ABC-TV newscast, featuring John Daly, and continues with local news reported by Len Deibert, sports news by Morrie Siegel, and the weather by Louis Allen. Starting at 11 p.m. is Action at 11, which includes African Patrol on Monday; City Detective (Tuesday); State Trooper (Wednesday); The Walter Winchell File (Thursday), and Code 3 (Friday). From 11:30 to midnight, the station shows Follow That Man starring Ralph Bellamy.

Auburn Football Network Formed

WAPI Birmingham, Ala., this fall is originating broadcasts of the nine-game football slate of Alabama Polytechnic Institute at Auburn, Ala., for a 53-station network in the South. Standard Oil of Kenutcky will sponsor the broadcasts for WAPI and 21 of the affiliated stations. The others will have local sponsors. The games will be fed to the network by WAPI-FM. Sportscaster Tom Hamlin will announce the play-by-play and Charlie Davis will do the color work. The first broadcast was the Auburn-Tennessee game last Saturday (Sept. 27).

Adams Gets 'Communism' Material

Betty Adams, educational director, WJAR-TV Providence, R. I., returns this week from Europe where she has been gathering supplementary material for The Philosophy of Communism, the station's educational series. Miss Adams made sound-on-film interviews with such figures as Polish Education Minister M. Bienkowski in Warsaw, NATO Supreme Commander General Lauris Norstad in Paris. Included in Miss Adams' itinerary: Moscow, Ankara and Istanbul. The Philosophy of Communism, a course for one college credit, will run on WJAR-TV Oct. 20-Nov. 21.

WWVA Salutes 1959 Automobiles

WWVA Wheeling, W. Va., will salute new 1959 models of American automobiles as they are introduced to the public with a series of programs entitled The WWVA Automobile Show of the Air. The programs will feature zone, regional and district managers of the Pittsburgh district, each describing his respective car. The promotion schedule includes on-air announcements, window posters, bulletins to dealers and special displays. The series, which started with Buick on Sept. 18, are presented without charge as a station public relations and public service activity.

KIVA (TV) Invites Car Dealers

A public service promotion designed to stimulate business in all fields, especially for automobile dealers, has been announced by KIVA (TV) Yuma, Ariz. Some 40 dealers in five communities have been invited to participate in half-hour programs during which two 1959 models will be displayed and the dealers will be introduced. In addition, dealers are invited to meet at the station for a coffee hour and "bull session" prior to each car preview.

KABC-TV Plans Palladium Ball

Following through on its "black and white" promotion theme for its new fall lineup of evening and daytime programs, KABC-TV Los Angeles will hold a Black Philadephians got their first public views of the 1959 Buick in a WPEN Philadelphia promotion. This new Buick Invicta, adorned with appropriate WPEN banners, toured Greater Philadelphia for three days, starting with Buick's opening day appearance. A spot campaign on-the-air told WPEN listeners to look for WPEN's 1959 Buick.

NEED 1 KW FM TRANSMITTER?

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<tr>
<th>Approach No.</th>
<th>Description</th>
<th>Price</th>
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<td>No. 1</td>
<td>FM-1000A</td>
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<td>Transmitter</td>
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<td>Meets all FCC &amp; RETMA specs. Can be multiplexed</td>
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<td>No. 2</td>
<td>FM-1000A</td>
<td>$2495.00</td>
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<td>Amplifier</td>
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<td>Can be used with 250 watt transmitter to produce 1000 watts</td>
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NEED 5 KW TRANSMITTERS?

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<td>Utilizes single 4CX5000A tetrode</td>
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<td>No. 2</td>
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<td>Amplifier</td>
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<td></td>
<td>Can be driven by any 250 watt or higher power transmitter</td>
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ITA industrial transmitters and antennas

235 fairfield ave., upper darby, pa.; write for additional information.
Would you call this fair play?

Hardly—yet you face the same kind of unfairness with some of your taxes

The referee in this picture is doing something no official in his right mind would do. He's tackling the ball-carrier, and thus giving an unfair advantage to the opposing team. In a similar way, federal laws give certain people an unfair tax advantage over you and most Americans. Here's how:

About 23 cents out of every dollar you pay for electricity goes for taxes. But under present tax laws, several million families and businesses escape paying most of the taxes in their electric bills that you pay in yours. They are people whose electricity comes from federal government electric systems.

And what's more, the taxes they escape have to be made up by other people—including you!

Most Americans think everyone should pay his own fair share of taxes. Don’t you agree?

America’s Independent Electric Light and Power Companies*

*Company names on request through this magazine
new authoritative
more complete than ever

the 632-page 1958

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PROGRAMS & PROMOTIONS CONTINUED

and White Ball next Monday (Oct. 6) at
the Hollywood Palladium. Lawrence Welk
and his orchestra will provide the music for
dancing. The affair, naturally, is black
tie.

Scooter Club Formed at KYW-TV

Motor scooter enthusiasts in Cleveland, Ohio, have been invited to become mem-
bers of a safety club which has been or-
ganized by Big Wilson, KYW-TV Clevel-
land personality, who has been commuting
between his home and the studio via motor
scooter, and also for transportation to per-
sonal appearances. On Sept. 6, 250 teenagers
and adults paradied through downtown
Cleveland on their scooters, after pledging
themselves to safe driving practices. The
event followed a formal ceremony in front
of KYW-TV where Mr. Wilson distributed
Early Show shirts, named after his daily
program. Membership cards for the club are
being issued and the organization will work
with the Cleveland Police Dept. and the
Cleveland Safety Council to promote safe
driving.

WWL-TV Promotes 'Mike Hammer'

For one week prior to the initial showing
of Mickey Spillane's Mike Hammer series
on WWL-TV New Orleans, the public was
invited to try opening a safe in which the
station had placed a certificate worth $25,-
000 in cash. More than 1,000 persons tried
to no avail to "crack" the locked small safe
which was placed in a Volkswagen truck
purchased in downtown New Orleans. To con-
clude the series promotion, the correct com-
bination was taken out of a bank safe de-
posit vault and during a live noontime show,
the safe was opened.

Texans Plan Tour of ABC-TV

WFBA-TV Dallas will help ABC-TV kick
off "Operation Daybreak" in a couple of
weeks. It's flying into New York a plane-
load of 60 Texans—courtesy Braniff Intern-
national Airways—to be on hand to take
a tour of the ABC-TV plant, studios, day
and nighttime programs, etc. The junket
was conceived by Alex Keese, the station's
executive director, with an eye towards
making Texans more aware of ABC-TV
and its "new look" in programming. The
trip is scheduled Oct. 15-19.

Drawing Closes KBRK Promotion

KBRK Brooking's, S. D., received more
than 180,000 registration cards during its
nine-week summer promotion campaign
which concluded with the drawing for a new
two-bedroom house, valued at $6,000,

and $800 in cash. Weekly $100 cash prizes sus-
tained interest in the promotion until the
final drawing for the house. Forty area mer-
chants participated in the event with a
basic supply of 2,000 cards to be handed
to their customers. Extra cards were grant-
ed to merchants for the cost of printing.
KBRK's "Dream House" was won by an
Arlington, S. D., farm couple with three
children.

KROS Student Pilot Wins Wings

Hank Dihlmann, sports director at KROS
Clinton, Iowa, who has been conducting a
Learn to Fly program series with him-
self in the student's role, has been awarded
his "Bird Man Junior Grade" wings for
passing his first solo flight test. Mr. Dihl-
mann takes a portable tape recorder on his
 instructional flights and later provides listen-
ers with 15-minute versions of the lessons. KROS reports "several hundred" persons
greeted Mr. Dihlmann at the airport for the
solo flight. Mr. Dihlmann will continue the
instructional series until he receives his
private flying license.

KFB Awards Non-Stop Talker

The Omaha, Neb., Community Fund
Drive was the theme of a "Talkathon" for
eight contestants at KFB Omaha. The sta-
tion, in reporting a new non-stop talking
record, awarded $1,000 to the winner, an
Omaha woman who talked continuously for
96 hours and 36 minutes. KFB presented
the vocal marathon from the windows of
an Omaha department store as a public
service to promote the annual drive for
charity contributions.

Phila. Market Data Available

NBC Spot Sales has issued its ninth mar-
ket data book, which covers Philadelphia,
on behalf of its station WRV-TV Phil-
adelphia. It provides data on population,
number of households, effective buying in-
come and other marketing areas. Copies
may be obtained from the Research Dept.,
NBC Spot Sales, 30 Rockefeller Plaza, New
York 20.

Insurance Men Appear on WICC

Approximately 60 agents of the Metro-
politan Life Insurance Co. in the Bridge-
port, Conn., area will appear personally on
WICC in connection with the company's
sponsorship of a ten-minute newscast on
the station three times a week. On each
session, a Metropolitan representative will
be introduced.

WBZ-TV Features Priscilla Lane

A morning half-hour strip serializing fea-
ture films was set to start on WBZ-TV Bos-
ton last week. Called Priscilla Lane Show,
it presents Miss Lane, former movie star,
as hostess and in interviews with visiting
celebrities. The first week's movie, "Daugh-
ters Courageous," also featured Miss Lane.
The show is at 9:30-10 a.m. Monday through
Friday.
One of a series of salutes to successful TV stations across the nation... and to the Northwest School graduates who have contributed to their success.

WDAY
TELEVISION • RADIO
FARGO, NORTH DAKOTA

Tom Hofsommer joined WDAY-TV in May, 1956, as a film editor. His quick grasp of this job, along with his general knowledge of the other phases of television, paved the way for his present position in TV Sales-Service.

WDAY Station Manager, Jack Dunn

WDAY-TV inherited one of the pioneer call letters in the world of broadcasting when it went on the air back in June 1933. WDAY-Radio, the oldest broadcasting station in the northwest, began its operation back in May, 1922.

WDAY-TV serves the fabulous Red River Valley from Fargo, North Dakota, and is affiliated with both NBC and ABC. In a few short months, WDAY-TV's coverage area will be doubled when its new 1206 ft. tower goes into operation. This increase in tower height plus the increase in power to the maximum 100,000 watts will give WDAY-TV a 60% increase in audience in the tri-state area of North Dakota, Minnesota, and South Dakota.

Station Manager Jack Dunn of WDAY-TV, says: “Our two Northwest Schools’ graduates have proven to be excellent employees. Ed Engelen is a competent technician in several phases of studio operations; Tom Hofsommer, originally employed as a film director, has been promoted to an account executive in TV Sales and is doing an excellent job.”

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

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 1440 N. Highland, Hollywood
JOHNN GOODWILLIE named v.p. of C. J. LaRoche & Co., N.Y. Mr. Goodwillie, account supervisor, joined LaRoche in 1955, following earlier service with Young & Rubicam, N.Y.

JANET GILBERT STEARNS, formerly broadcast supervisor, Doyle Dane Bernbach, joins Rich & Dreyfus Inc., both New York, as media director.

JOHN N. CALLEY named director of new program development in tv-radio department of Ted Bates & Co., N.Y., effective today (Sept. 29). For past several years Mr. Calley has been head of Henry Jaffe Enterprises, N.Y., producers of various television programs.

WILLIAM F. KEESHAN, leaving New York brokerage firm of DeHaven & Townsend, Crouther & Bodine, to join Frank H. Lee Co., Danbury, Conn., as director of sales. Mr. Keeshan has been with John B. Stetson Co., Lee’s competitor. No successor has been picked to succeed Frank H. Lee, Jr., president of hat concern, who died.

LOUIS S. WEITZMAN resigns as assistant promotion director of Bureau of Advertising, American Newspaper Publishers Assn., to join Schneider-Sigal Co., N.Y., advertising, as v.p. and plans director.

EDWARD SIMON, formerly with Bryan Houston Inc. and Kenyon & Eckhardt Inc., both New York, joins Ross Roy Inc., Detroit, as director of research.

JEROME J. D’ELOTT, formerly with Yale & Towne Mfg. Co. and Davison, Smith, joined by Benton & Bowles, joins Dancer-Fitzgerald-Sample in N.Y. as research project directors.

EDWIN A. ANGER appointed sales service manager and ROBERT S. SLAWTER named public relations and promotion manager of Miller Brewing Co., Milwaukee. Mr. Anger served as Miller’s sales promotion and publicity manager since 1954. Mr. Slawter previously worked with Alcoa Steamship Co., N.Y., as assistant merchandising manager.


MORTON M. DORCHIN appointed production manager of Wunderman, Ricotta & Xline Inc., N.Y.


RUSS ALLEN, timebuyer and associate tv commercial director, Peck Adv., promoted to account executive on Manhattan Shirt Co. Other Peck Adv. changes: JOHN FENGEL, WRCA-TV New York producer, to tv-radio commercial producer; MARY FRANKLIN, timebuyer to chief timebuyer.

GEORGES GOODLETT, formerly with Young & Rubicam, joins Foote, Cone & Belding, N.Y., as account executive.

DON D. RUMBAUGH, formerly with Daniel Starck & Staff, to sales director, Audits & Surveys Co., market research specialists.

ROLAND LEISER, advertising manager, Longines-Wittnauer Watch Co., to S. Jay Reiner Co., Minneapolis, as tv-radio sales director.

MURIEL BRAUTIGAM, former supervisor of advertising on women’s brands for Brown Shoe Co., St. Louis, named assistant to advertising and sales promotion manager. Other Brown appointments: JAMES NEWCOMBE, formerly with White Rodgers Mfg. Co., to sales promotion manager, charge of promotion and dealer advertising services; CAROL KEES, former art director, to creative director of advertising on women’s brands; WILLIAM OLIVER, formerly advertising manager, Fridley Bros. Inc., to creative director of advertising on men’s and children’s brands, and GLORIA BENES, formerly with Korschau Studios, to art director on women’s brands.

JACK HOLDEN, formerly with WLS Chicago for 26 years, joins Geoffrey Wade Adv., Chicago, as field representative of tv-radio department.

MARIAN THOMPSON, previously with Los Angeles office of BBDO, to Los Angeles copy staff of Erwin Wasey, Ruhrauff & Ryan Inc.

LYNN KIMMEL, copywriter on Procter & Gamble’s Zest at Benton & Bowles, to Ogilvy & Benson, both New York, in similar capacity. OBM Services Lever Bros. Dove soap.

JOHN E. GAUNIT, 46, radio tv v.p. for Grant Adv. Inc., died Tuesday (Sept. 22) following heart attack, in Hollywood.

ELMER W. FROSHICH, 59, v.p. and media director of National, John and Adams Inc., N.Y., died Sept. 21 in Detroit following heart attack. Mr. Froshich was formerly chairman of Advertising Research Foundation and co-chairman of magazines and newspapers chapter of Assn. of American Advertising Agencies.

BRUCE D. COHEN, formerly with CBS-TV as associate producer, to CBS-TV Film Sales Inc. in charge of program development.

GEENE DEITZ, who recently formed his own firm after long associations with UPA Pictures and CBS-Terrytoons Div., appointed to Industrial of Technology. Mr. Deitz will give lectures on and Scientific Board of Advisors, N.Y., institute animation and allied topics this coming semester.


HENRY S. NEWMAAN, formerly with United Artists’ foreign department, to Inter World TV Films Inc., N.Y., as sales representative. Inter World is newly-formed company which has acquired foreign distribution rights to about 2,500 programs, distributed domestically by Guild Films.

PHILIP FRANK, for past year account executive in sales at Caravel Films, appointed to New York sales staff of MGM-TV’s commercial and industrial film department in similar capacity. At one time, he was partner in George Blake Film Enterprises, and entered the tv commercial field in 1949 with Screen Gems.

EDWARD TRUMAN, formerly music director for NBC-TV’s Matinee Theatre to mystery series, Further Adventures of Slayer Queen, in similar capacity.

FRANK LEARY, former football coach of Notre Dame U., has been added to Mutual’s staff of announcers who will cover network’s Saturday college football schedule this year, ending on Dec. 29. Mr. Leary will provide analyses of games.

SYLVESTER L. WEAVER Sr., 80, Los Angeles business man and civic leader, father of Sylvester L. (Pat) Weaver Jr., died today (Sept. 22) following illness.

MR. CHAPMAN, JR. RICHDALE, STEVENS

REID G. CHAPMAN appointed v.p. and general manager of WANE-AM-TV Fort Wayne, Ind., JAMES C. RICHDALE, appointed v.p. and general manager of KOUL-TV Houston, Tex., and GEORGE STEVENS, appointed v.p. and general manager of KOTV (TV) Tulsa, Okla. All stations are members of Corinthian Group. Mr. Chapman succeeds B. MORRIS PIERCE, resigned to supervise installation of radio station for U. S. Navy at Cutoff, Wash., and Mr. Stevens was general manager of WANE for past three years. Mr. Richdale was formerly general manager of KOTV (TV) Tulsa, and Mr. Stevens was KOTV commercial manager. KOTV board of directors has appointed executive committee consisting of Menas, Richdale, Stevens and C. WREDE PETERSMEYER, president, KOTV Inc., to work on major station policy.

GEORGE C. STEVENS, general sales manager of Transcontinental Broadcasting Corp., N.Y., promoted to v.p. in charge of sales for Transcontinent, which has 4 cko tv stations. Mr. Stevens was previously with NBC as v.p. and sales director for WRCA New York. He is member of New York Sales Execs. of NBC Club and Radio-TV Executives Society.

MAURIE E. WEBSTER appointed general manager of KGVS San Francisco, CBS-owned outlet. Mr. Webster replaces HENRIK HANSTROM, who will be reassigned to New York in new sales post. Mr. Webster has been sales manager for KNX Los Angeles and CBS Radio Pacific Network for past year and half and earlier had been director of operations for four years for both facilities. His successor has not been announced.

MR. WEBSTER

United Press International Facsimile Newspictures and United Press Movietone Newfilm

Broadcast Ratings

Page 92 • September 29, 1958
A good school year often starts in the doctor's office

Your child will soon be off to school—with thirty-nine and one-half million other children—the largest enrollment in our country's history.

Naturally, you hope your child will stay well and do well throughout the school year. To help him do so, why not take him to your doctor now—before school opens—for a thorough health examination?

This is important for all children, but doubly so for the "beginner" who may be exposed for the first time to the communicable diseases. The child should be protected against whooping cough, polio, diphtheria, smallpox and tetanus.

If he has already had "shots" for these diseases, it may be time for "booster doses." These increase protection or hold it at such a level that the child is more able to resist the disease to which he is exposed.

A pre-school check-up may reveal unsuspected defects of the eyes or ears. A child who has impaired hearing or vision cannot do his best work at school. Besides getting low marks, he may become discouraged or at best have difficulty in making adjustments.

Your doctor can also advise you about improving your child's health habits to increase resistance to colds and other respiratory infections that keep so many children away from their classrooms.

What about older children—teen-agers especially? They, too, should have health examinations. The doctor's advice on physical development and emotional problems can ease many worries that beset adolescents.

When parents, doctors, and teachers work together, the school years can be made more healthful.
PEOPLE CONTINUED

MRS. COLEY  MRS. TIPPIE  MRS. LANPHEAR

MR. WALTON  MR. LYONS  MR. JOHNSON

MR. HAGEL  MR. STONE  MR. MAILLET


HUGH K. BOICE JR., v.p. and director of KWWK Radio Inc., St. Louis, named station general manager Mr. B. Copeland, continues as v.p. and general manager of WEMP Milwaukee. 75% owner of KWWK Radio Inc. Mr. Boice is past di- rector of National Assn. of Broadcasters, current pres- ident of Wisconsin Broadcasters, director of Radio Ad- vertising Bureau and serves on ARCAP negotiation com- mittee. WILLIAM L. JONES JR., WEMP sales ex- ecutive, joins KWWK as general sales manager.

JOHN D. HARVEY, v.p. and commercial manager, WRRR Rockford, Ill., appointed general manager, WBBR Sheehoran, Win. [PEOPLE, Sept. 15], subject to FCC approval for grant of pending application for transfer of license from Lake Shore Broadcasting Co. to Central States Broad- casting Co. DON HOOPER, sales manager, WKKK Enniskakee, Ill., will become new commercial manager, WBBR [PEOPLE, Sept. 15], subject FCC approval for grant of pending application for transfer of license to Radio Rockford from Rock River Broadcasting Co.

LAWRENCE M. CARINO, previously with KTVM- AM-FM-TV Seattle-Tacoma, Wash., as manager and sales director, appointed general sales man-ager of WGL-TV New Orleans, La.

AI OWEN, air personality, joins WOND Pleasant-ville, N.J., as disc m.c. and special events di- rector. RALPH GLENN elevated to head of WOND sports department.

THERESA M. ROSE, assistant manager, WBUI Trenton, N.J., elevated to station manager. Mrs. Rose is member of Advertising & Graphic Arts Club of Delaware Val- ley and Advertising Federa- tion of American Women in Radio and Television.

SIDNEY L. BEIGHLEY JR., formerly WFTB-Jacksonville, Fla., radio sales and promo- tion, appointed sales and gen- eral manager of WMBR Jacksonville. DONALD R. SMITH named director of news operation and LARRY PATRICK, formerly WQW Winston-Salem, N.C., news director, made WMBR news editor. Other WMBR appointments: EDWIN H. CHAP- PELIER to director of programming and produc- tion; LINDY FREEMAN to promotion director; C. TOY KING to engineer-in-charge, JACK MOOK and RICK HOLLISTER, both formerly WWYV Jackson- ville, to air personalities.

PHIL DEXHEIMER, account ex- ecutive at KRGL (TV) Los Angeles, has resigned to open his own agency, representing Travelers. Pre- viously president and general manager of KFXM San Ber- nardino and KBIG Avalon, both California, Mr. Dex- heimer has won numerous sales awards including "Sam- my" sales trophy of Los Angeles Sales Executives Club and national RAB sales trophy.

LAUREN DEANGELO, v.p. of Worldwide Advertising, has resigned to consider other opportunities.

LOUIS W. SHAPIRO, WSTV Steubenville, Ohio, sales manager, elevated to station manager.

HOWARD W. MASCHMEIER, in Triangle Stations' national sales office since 1956, named assistant general manager of WMRC-TV New Haven, Conn., effective Oct. 1. Formerly assistant general manager, WNWE-TV Silver Spring, Md., Mr. Maschmeier was formerly general manager of WPTV Albany, N.Y.

WALTER J. DAMM, retired v.p., MR. MASCHMEIER and general manager of WTMJ-AM-TV Milwaukee, made lifetime honorary member of Milwaukee Musicians' Assn., Local No. 8, American Federation of Musicians. Mr. Damm re- tired Sept. 27 after more than 45 years with Milwaukee Journal Co. 36 of them in radio and tv.

E. A. HASSETT JR., previously national sales manager of KXIB-TV Lubbock, Tex., and once account executive with WFMY-TV Greensboro, N.C., returns to WFMY-TV as station sales manager.

JACK B. DONAHUE, for last three years Pacific coast manager of CBS Radio Network Sales, today in (Sept. 9) joins KJTL (TV) Los Angeles as assistant sales manager.

CHRIS (ABBIOTT) STOLFA, with sales department of KCNO Kansas City, Mo., for four years, named sales manager of KCNO-FM.

RUSSEL HOWARD, account executive, WBOY-TV Clarksburg, W. Va., promoted to local advertis- ing manager, WBOY-TV.

HERM SCHNEIDER appointed sales manager of WINS Milwaukee, succeeding GEORGE INGH- RAM, to WINS-TV as account executive.

EDWARD B. SMITH, production manager of KGO- TV San Francisco, has also become director of operations for KGO. John H. Mitchell, ABC v.p. in charge of KGO radio and tv stations, has announced.

PHIL BEIGEL, WCBS-TV New York staff direc- tor, to assistant program manager, WBBZ-TV Boston.

BRUCE DAVIES, former farm news editor, WLS Chicago, transferred to program director of KFXF Omaha, Neb.

HUGH FERGUSON, veteran WCAU Philadelphia personality, appointed farm director, replacing AMOS KIRBY, remaining as WCAU consultant on agricultural and rural affairs.

BILL WANDEREE joins promotion department of WTV (TV) Indianapolis, succeeding DON EN- LAND, transferred to direction-production.

MARK LAMBERT joins WTTIC Hartford, Conn., in local sales department.

VERNE NOBLE, formerly production manager of Detroit Teen Post newspaper, joins WBJK De- troit as publicity promotion manager.

LEW GREIST, account executive, Peters, Griffin, Woodard & Kasten, has been named West Coast account executive. Also appointed in similar post: JIM KELLY, former salesman at WRCX New York.

JIM SEXTON, formerly commercial manager, KCMX Wenatchee, Wash. to KJMA Yakima, Wash., sales department JONI PETERSON, former M.D. of A.M. Bank of Commerce, joins KJMA Yakima as continuity director.

EDWIN M. KABENGERL JR., joins WTIB Baltimore as account executive.

JOHN X. WARD, with WTOP-TV Washington since 1955 and most recently assistant director in pro- gram department, promoted to assistant exec- utive, RICHARD BERMAN promoted from floor direc- tor to assistant director.

RUPE WERLING, formerly v.p. in charge of pro- duction at WIBC Indianapolis, to WMAL Washing- ton as program and promotion direc- tor. Mr. Werling recently resigned, to move to WMAL-TV promotion department to handle research and sales presentations.

ARTHUR E. ZUCKER, WINZ-AM-FM Hollywood, Fla., operation manager, elevated to operation manager of WIND-AM-FM and WEAT-TV West Palm Beach, Fla., Rand Broadcasting Co. stations.

WILLIAM ALCINE appointed manager of film pro- gramming for KABC Burbank, Los Angeles. DON COOK, executive producer, will assume "live" production responsibilities. Other KNXT ap- pointments: ALBERTA HARTZ, account executive as assistant to business manager; LARRY LAZARUS, pre- vious business manager, to director of systems and procedures; FLORENTHOMPSON, production coordinator, to assistant business manager, and HEROLD UPLINGER, assistant sports director, to production coordinator for station.

ART LAWRENCE appointed operations manager and d.j. of WWOK Charlotte, N.C., brought into southern division of Tarlow Assoc. Other WWOK appointments: AI GREGORY, from WJHL-AM Johnson City, Tenn., as air personality, and REGINA LAITHE, transferred from Tarlow As- soc.'s Boston headquarters, to assume post of news director.

BILL BAILLY, previously program director of KOKA Raleigh under the KOKA-AM-FM-KOOGO-TV Oklahoma City as director of operations. Mr. Bailey will coordinate engineering, production, programming, continuity and traffic depart- ments.

LANNY ROSS, WCBS New York personality, be- comes assistant to Sam J. Slate, station's general manager, Oct. 1, taking over administration of many of station's public service events. He will assist Mr. Slate at sales meetings as well as in area of sales development and programming strategy.

ROBERT HANGER, news editor, WHTN-AM-FM- TV Huntington, W. Va. to WTHT (TV) Tampa, Fla., in similar capacity.

JOE LARKIN appointed news editor of WSN- TV St. Petersburg, Fla., and JAY BLACK named sports director of WSN.

DON NORMAN, formerly with various stations in North and South Carolina and Alabama and Tennessee, has joined WGR, Buffalo, as news- man and commercial spot announcer.

WALLY KINNAN, previously with WKY-AM Okla- homa City as head of meteorological department, joins WRCV-TV Philadelphia as weathercaster.

LEE McEACHERN, air personality, WIRQ-TM Mem- phis, Tenn., to KFBC San Francisco in similar capacity.

GINGER MacMANUS, 13-year-old actress who has been

Broadcasting
“Ad Age does a first-rate job for me...”

says MAXWELL DANE
Vice-President and General Manager
Doyle Dane Bernbach Inc.

“Advertising Age does a first-rate job in keeping me posted on what’s happening in the field of advertising. Its news reporting is reliable as I have discovered on the occasions when I personally knew the facts—and its reporters are always digging for the whole story. And, of course, the Ad Age annual report on agency billings has become the bible of the business.”

“The whole story”—on time—all the time—52 weeks a year! That’s why admen rely on Advertising Age’s fast delivery of the who, what, when, where, why and how of developments in the advertising-marketing world. What’s more, they value the penetrating analyses of trends, and file (for repeated reference) the special roundups and surveys. Check on it: you’ll find that the executives who influence as well as those who activate today’s market and media decisions count on Ad Age’s services of quantity, quality and timeliness.

Doyle Dane Bernbach Inc. is just one example from AA’s nationwide audience. Ranking among the important agencies in broadcast, DDB placed $6,500,000* in radio-tv billings in 1957. Included in its accounts are such broadcast-minded advertisers as Chemstrand Corp., E. & J. Gallo Winery, Polaroid Corp. and Philip Morris Inc.

Every week 45 paid-subscription copies of Ad Age bring Doyle Dane Bernbach executives the news and developments affecting them. Further, every Monday, 23 paid-subscription copies reach the offices and homes of advertising and marketing professionals of the companies mentioned.

Add to this AA’s more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you’ll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

*Broadcasting Magazine 1957 Report.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

MAXWELL DANE

Before going into the Doyle Dane Bernbach enterprise in 1949 with Ned Doyle and William Bernbach, Mr. Dane ran his own agency for about five years. His “one-man” operation was preceded by such varied positions as advertising promotion manager of Look Magazine, Radio Station WMCA and the New York Evening Journal, as well as that of account executive at Dorland International and advertising manager of Stern Brothers, the New York department store.

Outside the business world, Mr. Dane has devoted time to a number of community and philanthropic interests, including the Boy Scouts, the United Jewish Appeal and the Civil Liberties Union. He also is active on both sides of the academic fence, being on the planning committee of the New York University Seminar on Successful Advertising Agency Management and continuing—as a student—to take courses at the New School for Social Research.
people continued

appeared on CBS-TV's Let's Take a Trip, signed as host of WOR's Looney Tunes program (Mon.-Fri. 5-5:30 p.m.).

ALLAN McKEE, formerly news editor, KFAC Los Angeles, joins KJFM-FM San Fernando, Calif., scheduled to begin broadcasting within next several weeks.

DR. PRESTON BRADLEY, pastor of Peoples Church, Chicago, and radio minister past 30 years, moves Sunday services broadcast from WATT to WLS, both Chicago.

STEVE AUBERT, formerly with WUSJ Lockport, N.Y., and WFUV-FM New York, to WHTN-WT in Huntington, W. Va., as announcer.

GENE BRENT, WHTN Huntington, W. Va., air personality, begins work on WHTN-WT while retaining his radio shows.

ALEX RAMATI, who monitors radio news from behind the scenes in other countries for KNX-DT Los Angeles and NBC-AM-FM-Television, has written book, Beyond the Mountains, selected as Book of Month by English literary magazine, Books and Bookmen.

BILL HENRY, previously air personality, WKBN-AM-FM-TV Youngstown, to WING Dayton, both Ohio.


JOE COOPER, formerly of KOLN-TV Lincoln, Neb., as air personality, to KXSM-FM Minneapolis in similar capacity.

JACK ELLIOTT, air personality, to KXKQ St. Louis.

PHIL COOK, Sr., formerly radio comedian on various New York stations for almost 30 years until his retirement in 1962, died in Morristown (N.J.) Memorial Hospital Sept. 18 following long illness.

MILTON C. SCOTT JR., 51, chief engineer and executive, WCKT (TV) Miami, Fla., Sept. 20 of heart attack. Mr. Scott had been in broadcasting since 1928, joining WIOD Miami then.

representatives

HARRY SMART, Chicago sales manager for Blair-Television, elected to v.p. and Chicago manager of sales representative firm. Mr. Smart won recognition recently by leading coordinated and successful effort by station representatives to convince Kalliganz Co., Battle Creek, Mich., network tv advertiser, to place $7 million tv budget on Chicago basis. Also announced: JOHN H. SWEET, v.p. and general manager, to head sales promotion management.

JOSEPH P. DOWLING, sales promotion manager, WHCT (TV) Hartford, named assistant promotion manager, CBS Television Network. Dowling reports to W. THOMAS DAWSON, sales promotion director. Mr. Dowling was Hartford station for two years and before that sales promotion manager of WTOP-WT Washington.

GALE BLOCK JR., cofounder of Simmons Assoc., named sales manager of The Bolling Co., station manager Chicago, Illinois. Mr. Blocki dissolved his Simmons partnership to join Bolling. He was midwest director of Radio Advertising Bureau and had been v.p. in John Blair & Co.'s Chicago office for 16 years.


Program Services

TOM ITOE, resigns as NBC-TV's Director of Professional Programs to head Roncom Productions Inc., Perry Como's program packaging firm. Roncom is slated to produce two specials and two 13-week series early next year through MacManus, John & Adams Inc., New York. Mr. Loeb was with Foote, Cone & Belding, New York, and Lord & Thomas. He is succeeded at NBC by Mr. Belding, who is now recently senior producer at Wide World Television.


JOHN E. EVANS, formerly with D'Arcy Adv. Co., St. Louis, appointed general manager of Southwest Film Industries, Tempe, Ariz. Mr. Evans will supervise production of firm's commercial films. Prior to D'Arcy, Mr. Evans was tv producer and director at KETC (TV) St. Louis.


CY SEGAL, former assistant to president, EMI Angel Records Inc., named New York sales manager for Warner Bros. Records Inc. Other Warner Records appointments include: DONALD F. BURGESS, free-lance promotion specialist, to New York promotion manager, and BILL HAMILTON, former sales promotion manager, to Western district promotion manager.

JOHN SCOTT TROTTER, long-time air personality (NBC-TV's George Gobel Show, ABC Radio's Bob Hope, etc.), signed to first recording contract by Warner Brothers Records.

Professional Services

SHIPPE JER, formerly with public relations dept., Fuller & Smith & Ross, N.Y., to newly formed Inter Ocean Publicity Inc., v.p. and general manager. Inter Ocean is located at 485 Lexington Ave., New York 2, Telephone: Murray Hill 7-8850.

CHARLES W. PRINE JR., senior account supervisor, Public Relations Counselors Inc., subsidiary of Vie Maitland Assoc., Pittsburgh, promoted to managing director.

JACK R. KENNETH, formerly with Communications Counselors, Los Angeles, made v.p. of Best Public Relations Counselors, L.A.

JOHN T. HARTIGAN, formerly director of sales for the Spencer-Taylor Corp., New York, hotel operator, appointed general sales manager of World Travelers' Club announces Paul Roberts, president of WTC. Mr. Roberts organized WTC recently as due bill plan for advertisers on one hand and media, including radio and tv, on other (PROFESSIONAL PRODUCT, Sep. 18).

ALAN GOFF, formerly v.p. of Barber & Bar Assoc., Inc., New York public relations agency, signs to join Tex McCrary Inc. as account executive for Food Fair Stores Inc.


ARTHUR SHULMAN, eastern promotion representa- tive of To Guide magazine in New York, appointed Mid-Atlantic regional manager. Mr. Shulman was advertising manager of New York Metropolitan edition. He succeeds CHRISTOPHER J. BOOKIN, named circulation director at magazine headquarters in Radnor, Pa.

MAURICE SEIFERT, formerly with his own public relations and promotions firm, New York, appointed Western public relations representative of Camp Fire Girls Inc.

Manufacturing

GEORGE F. SMITH, president, Pharmaceutical Mfrs. Assn., elected to board of trustees of Wide World Telephone & Telegraph Co., succeeding JAMES F. BELL, former General Mills board chairman, AT&T director for 34 years. At same time, board elected WILLIAM G. BOLENIUS, finance v.p., as executive vice-president.

DONALD H. KUNISMA, v.p. and operations manager of RCA Service Co. (RCA division), succeeds EDWARD CAHILL, who has served as president since its inception in 1957. Mr. Cahill takes less active role in company affairs because of ill health and continues to offer counsel on special projects.

David Perig, engineering section of manufacturing div., ORF Industries Inc., appointed to divisional vice-president, succeeded byl GEORGE LAMBERTS, appointed to chief engineer of manufacturing division. Mr. Perig, formerly with Continental Gin Co., Birmingham, Ala., and Western Equipment Co., Mass. He was also with Delta Tank Manufacturing Co., Baton Rouge, La.

GORDON STRACHAN, formerly with Santa Fe Railway in public relations department, to Illinois Manufacturers' Assn., as director of public relations.

DONALD F. WENTZLE, appointed director of plant engineering and construction of LECUCE CORP., succeeded by LEONARD C. STROMBERGER, formerly public relations manager of WTOP-TV, director of Public Relations Department of International Telephone & Telegraph Corp. Mr. Wentzle was formerly manager of professional relations at AT&T Long Lines, now named director of Personnel Relations, and director of Eastern Division, AT&T Long Lines. Mr. Stromberger was previously director of Public Relations and Personnel Manager of Federal Telecommunication Labs.

JOSEPH J. GRABIC, named marketing manager and GEORGE LOOMIS made manufacturing manager of Receiving Tube Division of Teleuming Co., Walhalla, Mass. Mr. Grabic was formerly tube sales manager for Lansdale Tube Co. and Mr. Loomis was plant manager of Sylvania's Burlington, Iowa, receiving tube plant.


Trade Assns.


MRS. FREDERICK RADCLIFFE, DR. GARY CLAYTON MEYERS and MRS. VICTOR F. SCHNEIDER were elected officers of National Assn. for Better Radio and Television. Mrs. Radcliffe is tv-radio chairman, United Church Women of Southern California and Nevada; Dr. Myers is editor of Highlights for Children, and Dr. Wertham is psychiatrist. NAFFRA officers for coming year: CLARA I. WERTHAM, president; DR. LEE DE FOIST, first v.p.; DR. FRANCIS W. NOEL, second v.p.; MRS. VICTOR ROBERTS, recording secretary and GERTRUDE BLACKSTONE, treasurer.

DOUGLAS H. MILLER, general auditor, General Foods Corp., White Plains, N.Y., named chairman, advertising budget control service committee of Assn. of National Advertisers, succeeding STANLEY KOENIG, director of advertising, Olin Matheson Chemical Corp., New York. Committee is made up of 25 advertising and financial executives of member companies who conduct studies and work-shops for benefit of ANA's 850 corporate members.

International

WALTER P. DOWNS, veteran radio producer and equipment sales representative, to CKVL Vernon, Que., Montreal suburb, as director of program staff.

CECIL KNIGHT, formerly of CKBO Sudbury, Ont., to manager of CJNR Blind River, Ont.

Broadcasting
ESSO RESEARCH works wonders with oil

From oil comes a new way to go steady

Steadiness is the rule since the lurch left gear shifting in modern buses. Now, power is transmitted smoothly and quietly from motor to wheels with the help of fluids. Esso Research developed a better fluid that—from dead stop to cruising speed—gives you a smoother, more comfortable ride. Whether you're in a bus, or in your own car, you travel better because ESSO RESEARCH works wonders with oil.
Station Authorization, Applications
As Compiled by BROADCASTING
Sept. 18 through Sept. 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards & routine roundup.

Abbreviations:
DA—directional antenna, cp—construction permit, kh, kc—high frequency, uhf—ultra high frequency, ami—American Musical Instrument Co., watts—watts, mc—megacycles, D—day, N—night.


New TV Stations

APPLICATION

*San Antonio, Ga.—Georgia State Board of Ed

cation, ch. 9 (186-192 mc), ERP 316 kw vis., 198 kw incl., 1,082 ft., above ground 1,082 ft., estimated construction cost $92,000, P.O. address Mary Grubbs, Room 215, State Office Bldg., Atlanta, Ga. State location in close proximity to Savannah, Trans. location Pembroke, Geor.


Translators

APPLICATIONS

Board of Education, Truth or Consequences, N. Mex.—Granted cfs for three new translator stations, on ch. 73 to transmit programs of KNME-TV (educational TV station). Announced Sept. 24.

KTRK TV Translator Inc., Tillamook, Ore.—Granted cfs for three new tv translator stations, on ch. 73 to transmit programs of KGW-TV, and the third on ch. 79 to transmit programs of KOIN-TV (eh. 9). Announced Sept. 24.

Existing TV Stations

APPLICATION

KETV (TV) Omaha, Neb.—Granted waiver of Sec. 3.325 to permit KETV to identify itself as Council Bluff, Iowa, as well as Omaha. Announced Sept. 24.

APPLICATION

WXTV (TV) Youngstown, Ohio—Mod. of cp as modified, which authorized new station, to change frequency from 478-480 mc to ch. 73, 544-580 mc: ERP from vis. 8.46 kw, sur. 3.47 kw to vis. 8.45 kw, sur. 4.75 kw; make changes in ant. and equipment and ant. height above average terrain to 293 ft.

CALL LETTERS ASSIGNED

KBGL-TV Goodland, Kan.—Tri-State TV Inc., ch. 10. Changed from KWGB-TV.


New AM Stations

APPLICATIONS

Marianna, Fla.—Southern Broadcasting Co. of Marianna—Granted 1380 kc, 1 kw D. P. O. address 6 T. Bournes, Box 725, Panama City, Fla., estimated construction cost $10,796, first year operating cost $4,000, revenue $600. Equal partners are Denver F. Ebert for new wife and son, and John A. Dowdy and wife. Mr. Brannen owns KCII-Hillsboro, Fla. Emergency station for Panama City, Fla., and install new trans., and install new trans. Principal includes Jack G. St. Aubert; E. E. Bennett (6.6%), and Claude H. Kime (6.6%), dentist. Announced Sept. 24.

Austin, Tex.—Austin Radio Co.—Granted 970 kc 1 kw D. P. O. address 6 Jacob Jacob, Newborn, Ga., estimated construction cost $10,796, first year operating cost $600, revenue $600. Principal includes Jacob Jacob Newborn (50%); Page 98 • September 29, 1958

KSBQ Lima, Kan.—Cp to change hours of operation from day time power of 500 kw in 1 and kw day time, install directional antenna. Announced Sept. 24.

KCHL Helena, La.—Cp to increase daytime power from 250 to 1 kw and install new trans.

WUSJ Lockport, N. Y.—Cp to increase day- time power from 250 to 1 kw and install new trans.

WBBR Greenville, S. C.—Cp to increase day- time power from 250 to 1 kw and install new trans.

WZJM Clarksville, Tenn.—Cp to increase day- time power from 250 to 1 kw and install new trans.

WRKM Columbus, Tenn.—Cp to increase day- time power from 250 to 1 kw and install new trans.

KDNT Denton, Tex.—Cp to increase day- time power from 250 to 1 kw and install new trans.

KMER Richmond, Va.—Cp to increase day- time power from 250 to 1 kw and install new trans.

KRXV Charleston, W. Va.—Cp to increase day- time power from 250 to 1 kw and install new trans.

KNER Charleston, W. Va.—Cp to increase day- time power from 250 to 1 kw and install new trans.

KFAI Minneapolis, Minn.—Cp to increase day- time power from 250 to 1 kw and install new trans.

KVRB Morehead, Ky.—Cp to increase day- time power from 250 to 1 kw and install new trans.

New FM Stations

APPLICATIONS

Stockton, Calif.—KWJ—Regency Corp.—Granted 105.7 mc, 3.5 kw u. l. P. O. address 696 Selma, Calif. Estimated construction cost $2,000, first year operating cost $1,000, revenue $36,000. Owners are Regency Corp. (50%), Robbins Hill (40%) and Frank A. Axelson (10%). Mr. Reichenbach is in advertising and Mr. Axelson is in engineering. Mr. Robbins Hill is electronic engineer. Mr. Axelson is in engineering. Mr. Robinson is in engineering. Mr. Axelson is in engineering. Mr. Robinson is in engineering.

Durant, Okla.—Durant Pub.-Bestg. Corp.—Granted 91.3 mc, 1 kw u. l. P. O. address 696, Springfield, Ore. Estimated construction cost $4,000, first year operating cost $4,000. Owners are Mr. and Mrs. Glen Hadley who own KEEK Springfield. Announced Sept. 24.

Carlsbad, Calif.—Lawrence W. Feld, 93.3 mc, 17 kw P. O. address 3001 Carlsbad Blvd., Carlsbad, Calif. Estimated construction cost $250,000, first year operating cost $56,000, revenue $42,000. Owners, Mr. Feld and wife. Announced Sept. 22.

N. Charleston, S. C.—Southern Broadcasting Co., 23.3 mc, 3.5 kw P. O. address 740, Somerset, S. C. Estimated construction cost $250,000, first year operating cost $100,000. Owners are Mr. and C. J. Scarborough. Announced Sept. 22.

WTHR Cleveland, Ohio.—Regency Corp., 660 kHz, 1 kw P. O. address 3001 Carlsbad Blvd., Carlsbad, Calif. Estimated construction cost $250,000, first year operating cost $100,000. Owners are Mr. and Mrs. C. J. Scarborough. Announced Sept. 22.

WJZM Canton, Ohio.—Regency Corp., 148.5 mc, 1 kw P. O. address 3001 Carlsbad Blvd., Carlsbad, Calif. Estimated construction cost $250,000, first year operating cost $100,000. Owners are Mr. and Mrs. C. J. Scarborough. Announced Sept. 22.

APPLICATIONS

WGRY St. Paul, Minn.—Granted change of fa-
cilities, P. O. address 5640 Hiawatha Ave., St. Louis Park, Minn., 5 kw LS, DA-2, engineering conditions. Announced Sept. 24.

WFAF Farrell, Pa.—Granted change on 1470 kHz, 1 kw P. O. address 110, PA-EN, un. engineering conditions. Announced Sept. 24.

APPLICATIONS

WGGO Gainesville, Fla.—Cp to increase day- time power from 250 to 1 kw and install new trans.

WMJW Cordage, Ga.—Cp to increase daytime power from 250 to 1 kw and install new trans. Principal includes KICD Spencer, Iowa—Cp to increase daytime power from 250 to 1 kw and install new trans.
WASHINGTON, D. C.—School City of South Bend.

WRIC-FM Hazard, Ky.—Mountain Birch Serv., Inc.

WHXK-FM Hickory, N. C.—Catawba Valley Birch, Co. 105.3 mc.

WYFS Winston-Salem, N. C.—Winsonett Inc., 137.5 mc.

WGR-FM Buffalo, N. Y.—Transcontinental TV Corp., 103 mc.

WAYZ-FM Wayneboro, Pa.—Richard F. Lewis Jr. Inc.

Ownership Changes

ACCTIONS BY FCC

WBRS Tuscaloosa, Ala.—Granted assignment of license from Frederic M. Rosemore, et al., to Tri-Cities Birch, Co. (KREL Baytown, Tex., and WBOP Frunata, Fla.); consideration $82,000. Announced Sept. 24.

WIOD Sanford, Fla.—Granted assignment of license to Ira L. and Viola E. Eshleman; consideration $45,000. Mr. Eshleman has interests in WDBF Delray Beach. Announced Sept. 24.


WGO Salisbury, Md.—Granted assignment of license from Elizabeth and W. Courtney Evans to Beacon Birch, Corp. (wholly owned by Sheldon Inc., which is owned by Sheldon L. and Jacqueline Smerling); consideration $48,000. Announced Sept. 24.


KFLK Klamath Falls, Ore.; KCON Alturas, Calif.—Granted assignment of licenses to Stibor Corp. (M. Wilcho, president); consideration $97,600. Announced Sept. 24.

KXLE Eileen, Wash.—Granted assignment of license to Western Birch, Inc. (Donald K. McBride, president; has interest in KXLK Longview); consideration $20,500. Announced Sept. 22.

WBOH Richland, Wash.—Granted assignment of license to Western Birch, Inc. (Donald K. McBride, president; has interest in KXLK Longview); consideration $82,500. Announced Sept. 24.

WBNW Vancouver, Wash.—Granted assignment of control from William E. Blake to Charles E. Springrger; consideration $11,000 for 56.05% interest. Announced Sept. 24.

APPLICATIONS

KDJH Holbrook, Ariz.—Seeks assignment of license from Donald Edward Jacobs Sr., t/a Northern Arizona Birch, to Harold Jay Arnoldus for $33,030. Mr. Arnoldus is in finance business. Announced Sept. 24.

RDAD Weed, Calif.—Seeks assignment of cp from Phillip D. Jackson to equal partners John H. McAlpine, radio announcer-salesman, and concrete manufacturer Jay C. Lemott, Cb, as K-DAD Birch, for $6,000. Announced Sept. 22.

Rollins Birch, Inc., Wilmington, Del. (WORE Indianapolis, Ind.; WREE Chicago, Ill.; KATZ St. Louis, Mo.; WNDK Newark, N. J.; WRAP Norfolk, Va.; WPXZ (TV) Plattsburgh, N. Y., WAMS Wilmington, Del., and WJZ Washington, D.C.);—Seeks acquisition of positive control by O. Wayne Rollas whose ownership would be increased from 50 to 65% through company reorganization or redemption of 250 shares from John W. Rollins for $50,000. Announced Sept. 22.

WKKO Cocoa, Fla.—Seeks assignment of license from Breyard Birch, Inc., to John B. Cook Jr., for $110,000. Mr. Cook is in livestock and farm machinery. Announced Sept. 22.

WNN Louisville, Ky.—Seeks transfer of control of WINN Birch, Inc., parent of licenses (Ky, Birch. Corp.) from Emil J. Arnold, Robert R. Warden, Jack Siegel and Glen A. Harmon to WBC Inc. for $210,000 to Mr. Arnold, $80,750 to Mr. Warden and Mr. Siegel, and $15,000 to Mr. Harmon. Mr. Harmon will own 45% of purchaser. Among other owners are (each 50%) Oldham Clarke, attorney, and French L. Eason, sales manager, H. K. Beets. Announced Sept. 23.

WHOT Campbell and WRED (FM) Youngstown, Ohio—Seeks assignment of license from Myron Jones to WHOT Inc. Corporate change. No control change. Announced Sept. 22.


WBBG Harringtonburg, Va.—Seeks assignment of license from Valley Birch, Inc. to Radio Har- ringtonburg Inc. (Mr. and Mrs. J. A. Abel and Mr. and Mrs. Charles E. Dillen, equal owners) for $80,000. Mr. Abel is tv director, Henry J. Kinfax is sales manager, and Mr. Dillen owns 10.5% of WOL-AM/FM Washington and 14.5% of WDBV Dover, Del. Announced Sept. 16.

WJIZ Erie, Pa.—Seeks transfer of control of license (Triad Birch, Corp.) from Marvin Gland and Donald K. McBride to William E. Boelen Jr. for $12,000. Mr. Boelen will thus increase ownership from one-third to 100%. Announced Sept. 18.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted an Aug. 5 initial decision and granted application of Austin Birch, Co., for new am station to operate on 970 kc., 1 kw D, DA in Austin, Tex. Announced Sept. 24.

By order, Commission adopted May 20 initial decision and granted application of The Albatross Birch, Corp. for new am station to operate on 980 kc., 250 W D in Albany, Ore. Announced Sept. 24.

INITIAL DECISIONS


Hearing Examiner Millard F. French issued initial decision looking toward granting application of Birch Bay Birch, Co. for new am station to operate on 250 kc. 600 W D in Blaine, Wash. Announced Sept. 22.

Hearing Examiner H. Gifford Irion issued initial decision looking toward (1) granting petition of Anaheim-Fullerton Birch, Co., to discontinue without prejudice its application for new am station to operate on 1100 kc., 1 kw unl. DA in Anaheim, Calif., and (2) granting application of Radio Orange County Inc., for similar facilities in Anaheim. Announced Sept. 22.

OTHER ACTIONS

By memorandum opinion and order, Commission directed WOV Birch, Corp. (WOV), New York, N. Y., to within 10 days specify precisely what facts noted in Commission's May 7 decision it claims are inaccurate and state those facts which WOV proposes to prove are correct; directed its Broadcast Bureau and WLII Inc., in Babylon, N. Y., to file comments within 5 days after WOV filing after which Commission will give further consideration to WOV's basic petition for reconsideration of May 7 decision granting application of WLII Inc., for new am station (WGLI) to operate on 1350 kc. 1 kw DA in Babylon (village), N. Y. Comr. Cross not participating. Announced Sept. 24.

By memorandum opinion and order, Commission (1) denied petition by Radio Indianapolis Inc. (WXLW), Indianapolis, Ind., for review of

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

W. R. (Ike) Twining and Ray V. Hamilton will be attending the NAB meeting at the Mark Hopkins Hotel in San Francisco. See them for the sale or purchase of radio and television properties. They would enjoy a visit with you.

W. R. (Ike) Twining

Ray V. Hamilton

September 29, 1958 • Page 99
FOR THE RECORD

hearing examiner’s refusal to enlance issues in proceeding on am applications of Hirsch Bestco. Co. (KFVY), Cape Girardeau, Mo., and The Fir- mick Co., Vincennes, Ind. and (3) added a new issue to determine whether applicant, The Fir- mick Co., is in fact a corporation and not a partnership, as granted under 1410 of WGN Inc. (WGN-1, Chicago, Ill.), intervener, which seeks revocation of Underhill application on the basis of purported designation of assignment of application for hear- ing. (2) denied those portions of WGN petition seeking enlargement of issues to determine whether Underhill application was made in good faith and, if not, for denial of record and deter- mined additional issues relating to Underhill and Capitol applications, and (4) on Commission’s own motion designated additional issues relating to Pomeroy application. Announced Sept. 24.

Commission on ban by Comr. Hyde (acting chairman) Bartley, Lee, Craven and Cross, on Sept. 19, ordered that initial decisions which look toward grant of application of Austin Radio Co. for new am station to operate on 1410 kc., 1 kw D, in Austin, Tex., which would have become effective Sept. 25, pursuant to Sec. 150 of the rules, shall not become final pending further review by Commission. Announced Sept. 19.

By order, Commission extended for 30 days, from Sept. 30, the time for filing replies in proceedings in clear channel proceeding. Action was taken on basis of request for such extension.

By letter, Commission granted waiver of Sec. 3,351 and request of Intermountain Bestco. and Television Corp. (KTVX) to file, on 1410 kc., 2 kw D, in Boise, Idaho, a temporary application for a new station, on condition that the station be operated in accordance with the requests of the Commission.

By memorandum order and opinion, Commission denied joint protest and petition for reconsider- ation and, on the facts shown,4 for denial of initial permit for new station filed by KIDO Inc. (KIDO-TV) and Boise Valley Bestco. Inc. (KROI-TV), both Boise, Idaho, directed against granting of application by Radio Boise Inc., for operation on 1410 kc., 1 kw D, in Boise, Idaho, on condition that application be denied and that, if the station were granted, it should be limited to the primary coverage area of the station, as defined in the station’s application.

VENICE-NOKOMIS, Fla.; Gulf Coast Bestco. Co., Sarasota, Fla.; WGMA Melody Music Inc., Honolulu, for consolidated hearing applications of Venice-Nokomis and Gulf Coast companies to operate on 1400 kc., 500 kw D, and WGMA to increase power from 1 kw to 3 kw, respectively, were granted permission to proceed on 1420 kc., 5 kw D, for a station to be operated at Venice, Fla.

Johnston Bestco., Pensacola, Fla.—Designated for hearing application for new station to operate on 1510 kc., 500 kw D, at Pensacola, Fla.

Route roundup

FCC announces that following dates will con- tain a complete listing of all pending applications of all of its bureaus and district offices for a new station, as well as the dates on which the applications will be heard.


Attention of licensees is also directed to Sec. 4, page 10, of renewal application which permits submission of any additional program data that applicant desires to call to Commission’s attention. It is applicant’s opinion that statistics based on composite week do not adequately reflect the program service rendered.


KEEXN, Radio Corp. of America, Camden, Mari- ton and Union Mills, N. J.—Granted renewal of experimental tv station license, without permit to extend to such station as Commission may deem warranted as result of its final determinations.

Kimball, Daily Journal Co. (WKKM), Kankakee, Ill., and Williamsons-Quinns Co. (WRLN), Win- consin Rapids, Wis., on Nov. 20, and Rhoddy County Bestco. Co., and Boumaville of Cincinnati Inc. (WVDO), Des Moines, on Nov. 1.

By Hearing Examiner Jay A. Kyle

Resolved for Oct. 31 hearing now set for Oct. 14 in re application of South Kentucky Beasts. (WKBX), Russellville, Ky.
PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1785 DeSoto St., N. W.
Washington, D. C.
Federal 3-4800
Member AFCCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7737
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
71 14th St., N. W.
Sheraton Bldg.
Washington 5, D. C.
Republic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting Radio & Television Engineers
Washington 6, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

SILLMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
Oliver 2-8520

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone Bikison 2-8071
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CONSULTING RADIO ENGINEERS
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8200 Snowville Road
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J. G. ROUNTREE, JR.
5622 Dyer Street
Emerson 3-3266
Dallas 6, Texas

A. E. TOWNE ASSOCIATES, INC.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
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RALPH J. BITZER, Consulting Engineer
Suite 209, Arcada Bldg., St. Louis 1, Mo.
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622 Haskins Street
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Neptune 4-4242
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PETER JOHNSON
Contact
BROADCASTING MAGAZINE
1735 DeSoto St., N. W.
Washington 6, D. C.
for availabilities

September 29, 1958 • Page 101
SUMMARY OF STATUS OF AM, FM, TV
Compiled by BROADCASTING through Sept. 24

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lic</td>
<td>Lic</td>
<td>Lic</td>
</tr>
<tr>
<td>3,251</td>
<td>38</td>
<td>106</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through Sept. 24

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>426</td>
<td>85</td>
<td>511</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
As reported by FCC through Aug. 31

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lic</td>
<td>Lic</td>
<td>Lic</td>
</tr>
<tr>
<td>3,251</td>
<td>534</td>
<td>429</td>
</tr>
</tbody>
</table>

1. There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

2. There are, in addition, 36 sitv stations which were on the air at one time but are no longer on the air at present. One station has not started on the air.

3. There have been, in addition, 177 television cp stations granted, but now deleted (38 vhf and 144 uhf)

4. There has been, in addition, one uhf educational tv station granted but now deleted.

BROADCAST ACTIONS by Broadcast Bureau

Approved specifications submitted by Central Southeast Sales Co. (KATV), Pine Bluff, Ark., for change of station location from Pine Bluff to Little Rock, Ark., and change of location to Union Life Bldg., Third and Center Streets, Little Rock, Ark., pursuant to order and order in effect Sept. 27.

Actions of September 19

WCLT-FM, Newark, Ohio—Granted assignment of license to WCLT Radio Inc.

WBBB New Bern, N.C.—Granted cp to change ant.-trans., and studio location.

WCBI Chicago, Ill.—Granted cp to install new station. (increase height) and ground system.

RXIX San Jose, Calif.—Granted cp to install new type trans.

WKW-FM, Wheeling, W. Va.—Granted cp to decrease ERP to 10 kw.

KCU-B. Kansas City, Mo.—Granted cp to install new type ant. ERP 250 w.

WFTC, Kinston, N.C.—Granted cp to install new type trans. as aux. trans. at present loc. of main trans.

KUTE (FM) Glendale, Calif.—Granted cp to increase ERP to 3 kw, install new type ant. decrease ant. height to 320 ft, and install new type trans. condition.

WHOS-FM Beaverton, Ala.—Granted mod. of cp to change antenna, decrease ERP to 7 kw, ant. height to 300 ft, remote control permitted.

WWYN-Lafayette, Tenn.—Granted mod. of cp change type trans.

KUIN Grants Pass, Ore.—Granted mod. of cp to relocate tower on present property (no change in address) and make changes in ground system. Following were granted extensions of completion dates as shown: KPKD (FM) Riverside, Calif. to 3-18-59; KFSD (FM) San Diego, Calif. to 2-18-59; KGB-FM San Diego, Calif. to 1-8-59 and WFPI-FM Dallas, Tex. to 3-25-59.

WAML Laurel, Miss.—Granted change of control.

Actions of September 18


CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word. HELP WANTED 25¢ per word. 
- All other classifications 30¢ per word. DISPLAY ads 20¢ per inch.
- No charge for blind box number. Send replies to Broadcasting, 1733 DeSales St., N.W., Washington 6, D. C.

ANNOUNCER

Applicants: If transcriptions or bulk package submitted, $1.00 charge for mailing (Forwarded responsibility separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for later custody or return.

RADIO
Help Wanted

Announcer for new Key West independent. Married man, first phone preferred, not essential. Also, part-timer. Salesman, announcer-seller for new Belzoni, Mississippi station needs able and willing to work on commission and travel. Box 731, Aliceville, Alabama.

Manager

Proven successful sales producer to join multi-station group operating Gulf States area in medium markets. Box 780F, BROADCASTING.

Manager for radio station Alice, Texas, at good salary. This is an opportunity for a man with some radio station experience to earn up to $10,000 annually. Manager to operate a new station in a one-station market in Alice, Texas, a town of 8,000, 40 miles from historic Christus. In its coverage area this station has a half million dollar Sunday morning program and done well. You will receive guaranteed salary plus a bonus over and above the station's gross sales. Pleasant and low cost living conditions. No travels. No hotel, no travel, immediate employment. Give full details and salary requirements. Box 731, Alice, Texas. Phone: Mohawk 4-6224.

Successful manager to buy 25% of and manage 1 low daytime station. Telephone or write W. E. Martin, Lakeland, Fla. Phone: 2-6011. P. O. Box 1225.

Help Wanted—Continued


Commercial manager—For independent midwest station, salary plus bonus, generous. Box 803F, BROADCASTING.

Sales-person/daytime needed experienced man who now holds permanent place for himself on our staff. Experience required but will consider capable beginner. $50 a week guaranteed to the right man. Box 819F, BROADCASTING.

Sales position open with part-time air work. Good opportunity for man with some experience. Box 1225, WYTV, Frostburg, W. Va., leading market, Replies confidential. Box 1320F, BROADCASTING.

Western Kentucky station has immediate openings for announcer-seller with emphasis on sales. Box 1225, WYTV, Frostburg, W. Va., leading market, Replies confidential. Box 1320F, BROADCASTING.

Knud, Athens, Texas, seeking salesman with substantial small market experience including announcing. Salary $4,000.00 plus bonus.

Combination salesman and announcer to train for station management. Personal interview required. Contact Bill Vogel, KLOV, Loveland, Colorado.

Need two announcer-sellers for solid market. Radio salesmen. To consider capable beginner. On 903F, Commercial AM, they have done well. Box 731, Alice, Texas.

Opportunity announcer with growing media brokerage firm for handling advertising and selling. Must be willing and able to work on commission and travel. Paul E. Chapman Company, 1125 West Peachtree, Atlanta.

Opportunity for married staff announcer. In Network, Texas. Box 860F, BROADCASTING.

Negro programed radio station metropolitan northern market, one of the nation's outstanding new opportunities for the announcer. If you are not just a disc jockey, we want an outstanding air salesman as your partner. Excellent opportunities. For Negro air salesman apply with background experience and tape at one of the following: WAMS, WAMS, Detroit, WAMS, Muncie, Indiana. Also, WAMS, Cleveland, WAMS, Chicago.

Announcer wanted for station attracting for a top caliber opportunity. New kilowatt North Carolina coastal station needs experienced air salesman as its first and managing. Reply to Box 372, Wilmington, Del.

Announcer, first phone by leading station eastern seaboard. Excellent working conditions. Top salary for right record job, good future. Box 974F, BROADCASTING.

Wanted: Announcer, holding license for a top kilowatt station. New kilowatt North Carolina coastal station needs experienced air salesman as its first and managing. Reply to Box 372, Wilmington, Del.

Top, fast-paced Carolina station seeks announcer from this area who is ready to move into bigger market. Send tape and resume. Personal interview later if you have potential. Salary commensurate with ability. Box 962F, BROADCASTING.

Plays-disk and staff announcer, with experience for Pennsylvania full time station. Must be able to do a good disc show. Must have experience in basketball and humorous spots with ideas for more. Salary before deductions. Box 1225, WYTV, Frostburg, W. Va., leading market, Replies confidential. Box 1320F, BROADCASTING.

Mening man with experience to handle morning show and staff work. No news for northwestern Pennsylvania station. 40-hour week . . . no split shifts. Salary commensurate with experience and ability. Send tape and resumes. Box 105G, BROADCASTING.

Newman for small market Pennsylvania independent. Must have excellent feature stories as well as straight news. Prefer man with announcer experience and good speaking voice. Send resume of your background, samples of stories and considerable space for productions. Reply to Box 1225, WYTV, Frostburg, W. Va., leading market, Replies confidential. Box 1320F, BROADCASTING.

North central Illinois station needs experienced part-time disc jockey on local news. Five days a week. Pleasant surroundings. Permanent. Box 1462F, BROADCASTING.

Free lance man to sell and announce nightly show of beach music. Very good market. Excellent opportunity. For permanent and excellent opportunities write KARM, 738 S. No. Van Ness, Fresno, California.

Needed immediately: Production man, experienced announcer able to write and record good production copy. Salary dependent on ability, experience, etc. Reply to Box 1225, WYTV, Frostburg, W. Va., leading market, Replies confidential. Box 1320F, BROADCASTING.

Announcer-engineer needed by southwest daytimer. Box 1225, WYTV, Frostburg, W. Va., leading market, Replies confidential. Box 1320F, BROADCASTING.

WANTED—Continued

Good, old fashioned kind of announcer, mix that's an announcer but excellent technician. Deserve full time to technical. First job in radio. Several 30-40 watt mountain stations. Reply to Box 298, Greenville, South Carolina.

Wonderful opportunity for a good combo man, who is a good engineer with first class ticket, who has a good voice who would like to move into TV. Make a good living with a permanent job, then send resume, pic and tape to Chief Engineer, KCKT-146, Great Bend, Kansas. No drinkers or shifters.

Chief engineer. Emphasis on engineering, but able to handle some staff announcing, and or office work. Day timer, 250 watt single station, college community. KIASH-Radio, Hastings, Nebraska.


Engineer for 1,000 watt immediately. Experience in announcing or write Art Gund- wald, WMNF, Richwood, West Virginia.

Production-Programming, Others

News director. Must be able to take full charge of department, with heavy news schedule; be able to direct other news personnel. Leads north central region, in major market. Salary and working conditions excellent. Will only consider successful engineer in similar position. Reply must be postmarked with date and attach small photo, which will not be returned. Confidential. Box 810F, BROADCASTING.

Broadcasting
September 29, 1958 • Page 103
### RADIO Help Wanted—(Cont’d)
Production-Programming, Others

Unusual opportunity for experienced, alert young man, who is able to direct mail copy, to grow with expanding Washington, D. C., trade publication. Good starting salary. Send full details including age and sample of work if possible. Box 141G, BROADCASTING.

Central California radio station KSBW has immediate opening for weekend bookie-announce-ning. Need man with diversified copy writing experience, or knowledge of electronics, to fill position of first shift announcer for number one station in area. Submit complete information, including sample copy for various types of accounts, photographs, and tape at 7½ runs to KSBW, Box 1891, Department D, Salinas, California.

Newman, Radio and television, capable leg and armman with small market station experience, who can write, edit, and develop copy. Send full details, including age and sample of work if possible. Box 216G, BROADCASTING.

Immediate opening for radio-tv newsman. Cameraman required, with copy writing and development required. Air presentation ability preferred. Ad- dress inquiries to Grantham School of Electronics, WOAM-TV, Des Moines, Iowa, including snapshot, resume, tape and requirements.

### RADIO Situations Wanted—(Cont’d)

#### Management

**Highest industry sales records. Twenty years general operation management. Seeking opportunity for revenue expansion. Box 855F, BROADCASTING.**

Well over $200,000 in local billing! Desire advancement to commercial manager after top experience. If interested, send complete information about how to work. Prefer southern location. Available any time. Box 915F, BROADCASTING.

**Trained, 20 years experience every phase of radio work from field to management. Excellent record and reputation. Interested in man- aging or sales force in large market. Want step up. Box 141G, BROADCASTING.**

**Strong sales producer, experienced program- ming, public relations, promotion, business management. Town and country market.**

### Sales

**Get-goer, experienced, seeking good potential. Prefer deal including air work. Can run own department if around man. What are you looking for? Box 660F, BROADCASTING.**

Time salesmen—nearby N. Y. station 2½ years—ex, dynamic. Encourage cards. Box 851G, BROADCASTING.

**Negro deejay, good board man, fast patter, emcee. Sell producers. You’re looking for. For, Tape and resume. Box 680F, BROADCASTING.**

**New England only. DJ-anouncer, 6 years experience, some news; married; family; college grad; age 30; excellent references. Highest ratings. Minimum $15. Box 895F, BROADCASTING.**

Sports sportswriter, sports and staff. Eight years, college graduate, married. Box 955F, BROADCASTING.

Versatile newscaster, sports and staff. Eight years, college graduate, married. Box 915F, BROADCASTING.

**Announcer—Strong news, commercial, sports, record show, drama, with experience of all types. Will sell. College grad. Married. Family, Cre- ative, capable, reliable. Box 920F, BROADCASTING.**

**Experienced newscaster/deejay. First phone, Pre- fer news in the mix. Will consider other phases. Box 980F, BROADCASTING.**

**Professional announcer, seeking larger market, permanent position, family experience. Box 955F, BROADCASTING.**

Intelligent deejay available. College graduate, single, veteran, experienced. $100 week. Box 985F, BROADCASTING.

Good announcer available, two weeks notice. Indiana, Ohio, northern Kentucky area. Box 935F, BROADCASTING.

**DJ, first phone, news, one year experience mu- sic, news station. Ambitious, will travel, cur- rently employed. Box 988F, BROADCASTING.**

**Experienced announcer-director, television and radio. Desires dj, newsmen, salesmen, operators, own board. Young. And, draft exempt. Box 965F, BROADCASTING.**

**Ambitious, capable announcer, experienced major phases radio tv 8 years. Employed. No dealer. Desires own board to move up. Job wanted. Box 955F, BROADCASTING.**

**Negro deejay-staff, excellent ability, all phases. No accent. Box 960F, BROADCASTING.**

Sports, news, special events. Ten years expe- rience; all phases radio tv. Available October 1st. Box 102G, BROADCASTING.

**Announcer, first phone, no maintenance, authori- tative newscast, friendly commercials, dj. Box 955F, BROADCASTING.**

**Announcer, presently employed, would like to move on upward and forward. Box 113G, BROADCASTING.**


**DJ—Have tape will travel. Currently working for someone with whom share the benefits of 1½ years experience, married, announcing assignment. Going to mid-west territory. Box 126G, BROADCASTING.**

**Western 41st-staff announcer. 2nd phone—no ex- perience, eligible lst. Pathfinder grad. Box 131G, BROADCASTING.**

**DJ-anouncer, beginner, anxious to get started, know music from rock to Bach, best with teen- age audience, college, professional, tapes available. Box 136G, BROADCASTING.**

**Gal dj. Young New Yorker, experienced, college, excellent elevation, bronze complexion, very attractive. Box 138G, BROADCASTING.**

**Young, ambitious 41, one year experience plus, young, experience with McLeod chain, is looking for small or medium market in south- ern Indiana or Kentucky market to travel, or mid-west for right price. Box 137G, BROADCASTING.**

**Top-rated dj-program director desires return to large metropolitan eastern market over 100,000. Two years experience, college grad. All sports play-by-play grade A. Box 147G, BROADCASTING.**

**Nationally known radio and tv personality seeks opportunity of permanent nature to begin as- sociation as performer and work into sales and management. 15 years experience, 8 years future station growth. 25 year background in- cludes sport, play-by-play and station management. Box 148G, BROADCASTING.**

**Versatile southern mortgage: 5½ years experience, 5 years, college, capable air salesman, run tight operation, results oriented, good with responsibility. Direct programming, production, promotions, traffic, sales, voice work. Ability to copy chief 10 kw. Top references. In or near. Georgia, Box 149G, BROADCASTING.**

**Experienced sportscaster, newsmen, salesmen, announcer. Call DeSoto, Cresent-5 3808, 1801 Collinshire, Beverly Hills, California. Relocate.**

**M.B.A. graduate, 2 years commercial experience. Strong on music and news. Wants to relocate in or near Michigan. Available now. Call or write: Tom Frey, 332 Oak, Niles, Michigan, Mutual 3-5455.**

**Zany deejay, fast ad-lib, original material, 4 years radio, 2 years television kiddles show. Writer publisher. Has 500 books for dejays. Also handle news, other stuff chores. Married. Only established station air. Congenial work- ing conditions considered. Morris, Box 797, Ventura, California.**

**DJ 10 years experience desires radio or tv. Various dialects for clever disc show also ventri- olator. Contact: Carol McLendon, 1650 S. 16th East, Meridian, Ohio.**

**Good staff announcers with first ticket (8). Also, other announcers without ticket. Pathfinder School of Radio and Television, 311-14th Street. Oakland, California.**

**Look here. Ten years experience all phases, an-ouncer, copywriter, dj. Experienced in pro- gram direction-promotion, traffic, service- man. Available. Box 151G, BROADCASTING.**

**Ambitious, capable announcer, experienced major phases radio tv 5 years. Employed. No dealer. Desires own board to move up. Job wanted. Box 955F, BROADCASTING.**

**Announcer-chief engineer. Four years experience all phases radio tv. Relocate. Go to move upward and forward. Box 133G, BROADCASTING.**

### The BIG MONEY goes to F.C.C. LICENSED MEN

F.C.C. License — the Key to Better Jobs An F.C.C. commercial (not amateur) license is your ticket to higher pay and more interesting employment. This li- cense is Federal Government evidence of your qualifications in electronics, and radio, and TV stations are eager to hire licensed techni- cians.

**Grantham Training Prepares You**

Grantham School of Electronics specializes in preparing students to pass FCC examinations. We train you quickly and well. All classes begin with basic funda- mentals—no previous training required. A beginner may qualify for his first class FCC license in as little as 12 weeks.

Learn by Mail or in Residence

The Grantham F.C.C. License Course in Communications Electronics is available by mail or in residence classes. You may enroll for either type course at any of the three Grantham Schools—at Washington, Hollywood, or Seattle. Write for Free Booklet!

For our free booklet giving complete de- tails concerning our F.C.C. license training, write, Washington, School nearest you and ask for Booklet 69. Washington.

Grantham School of Electronics 819-121st Street, N. W. Washington 6, D. C.

Grantham School of Electronics 7550 N. Western Avenue Hollywood 27, California.

Grantham School of Electronics 404 Marion Street Seattle, Washington.

Washington, D. C.

Hollywood, Calif.

Seattle, Wash.
RADIO

Situations Wanted—(Cont'd)

Technical

First phone, 4 months experience, 19 years old. Dependable. Available immediately. Prefer Wisconsin. Box 809F. BROADCASTING.

Newlywed male, 24 years old, seeks relocation within 170 mile radius of Washington, D. C. Box 809F. BROADCASTING.

Chief Engineer, 28 years experience in am-fm chief. Experienced, conscientious, First phone. Prefer stable station southern California or southwestern United States.

Electrical engineer, graduate, first class license. 8 years experience radio and television, desires job with coast location. Location North or South Carolina. Box 1060, BROADCASTING.

Attention San Francisco Bay area and west coast. AM 630, 800 kilowatt chief engineer desire permanent relocation bay area or coast. Experience all phases radio and recording, including stereo. Single, 25, also interested industries serving broadcasters. Available usual notice. Box 1140G, BROADCASTING.

Engineer wants good job in sm or tv, some tv transmitter experience, Prefer south-west or west coast. Jeff Rice, Y.M.C.A., Quinney, Illinois.

Production-Programming, Others

Employed play-by-play sports director desires change. Excellent references. Box 809F. BROADCASTING.

Writer—male—51/2 years broadcasting, production, and on-air work. Have resumes, samples and letters. Box 975F. BROADCASTING.

I like small markets. They like me. DJ in major market to do good directing, or sales or manager job. Nine years before and behind mike. Complete info plus tape on request. Box 109G. BROADCASTING.

Giri traffic-copywriter, single, car, 6 years at same station, San Antonio.


TELEVISION

Help Wanted

Sales

Californial small market, 3 network vhf station (KSBW-TV) needs local sales manager with proven sales ability and top production. Must be able to handle accounts. Also override, car expenses, major medical plan, and 401(k) plan. Must be able to gross out at least $25,000 a month. Also need capable, experienced salesman for KSBW-TV Sales. Send complete details, references, sales record, and photograph to John Shaw, KSBW-TV, P.O. Box 1851, Salinas, California.

Experienced salesman, ample base pay plus commission, and benefits, including sales background, sales record and photo to Ray Carow, WALS-TV, Albany, Ga.

Anouncers

WOOD, WOOD-TV, Grand Rapids, Michigan, wants experienced personally announcer to work radio and tv. Send tape with dj work, commercials and news. Resume and picture to John Shaw.

TV staff announcer must have authoritative voice. Experience for all types of camera work including commercials and news. Car necessary. C.B. and phone. For details call Dwight Wheeler, WWTV, Cadillac, Michigan. Prospect 3-5916.

Technical

Two good first class engineers who can do maintenance, have a year or two experience in tv. Want to improve themselves. Should be familiar with new techniques and equipment. Would like to live in Grand Bend for good men. If you are good, then send resume to Chuck. Engineer. KWSK-KGLD, Great Bend, Kansas.

Offer permanent good climate and reasonable salary. CombinationSales and technical television operation. Fringe benefits and opportunity. Prefer experienced, dependable, hard working, manager. KWSK-WSV, Roswell, New Mexico.

WINK-TV Man with first class license to work in television. No phone calls. Please send snap shot and references. WINK-TV, Fort Myers, Florida.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Announcers, directors, and copywriters. New opportunities for experienced people with references. Box 936F, BROADCASTING.

TELEVISION

Situations Wanted

Management

Sales management—Recognition: Best your toughest radio or tv competitor by installing acceptable guarantee program. You must prove guarantees or guarantee results. Eliminate hit or miss practices. On the basis of performance, demand your money. Investigate this entirely new sales approach that makes you the authority as to certain to positive results. Box 1230G, BROADCASTING.

Announcers—Five years experience in radio. Please locate in tv. Write Box 1460G, BROADCASTING.

TV broadcast technician. First phone. TV workshop courses in studio operations and maintenance. One or two, 25, vet, single. Box 912F, BROADCASTING.

Engineer experienced, ten years radio and television including uhf. RCA broadcast field service representative, and television chief. Available for engineering position. Box 1360G, BROADCASTING.

Production-Programming, Others

TV cameraman, presently employed, with one year experience. Professional equipment in film and television. Associated with major network and University, Veteran, 25 years old. Hard worker and team player. Experienced in work of larger station and creative live programming. Goal: Production director-performing. Box 858G, BROADCASTING.


Sports director: Currently with major tv net in sports. Formerly radio play-by-play and staff. Desire location as sports director. Will handle administrative and programming assignments. College, veteran, single. 25, commercially employed since 1942. Available station interview within month. Box 9877, BROADCASTING.


Energetic young man graduate SRT, N. Y. C. Desires chance at directing or managing in glasses or business. Experience double in business tv, film, studio and control operations. Ambitious. College background. Respond by phone or mail to Box 1270G, BROADCASTING.

Promotion manager of top rated radio station in large city desires position in network. NBC, Desi rate, similar position in large tv operation. 26, married. Box 128G, BROADCASTING.

Reporters—newscaster, mature professional, responsible work Ethics, High Standards. Robert, hard worker. Also write commercial copy, shoot and process tv photos. Box 136G, BROADCASTING.

FOR SALE

Sept. 19, 1958 • Page 105

Southwest California full-timer, ideal climate, no snow, $85,000 down, balance over 10 years. Beautiful building, complete with all new equipment. Number one in audience, netting over $2,500,000 a year. Close to owner desiring to concentrate on another program. No brokers please. Box 109G, BROADCASTING.

500 watt daytime independent, college town, midwest, new equipment. Box 200G, BROADCASTING. Will leave with new facility, $85,000, 29% down. Box 140G, BROADCASTING.

500 watt money maker, northeast, in growth area; $345,000. Box 150G, BROADCASTING.

Florida small market stations (3), prices ranging from $200 to $100,000, each. Box 170G, BROADCASTING. Will leave with new facility, $275,000, 22% down payment. Chapman Company, 1182 West Peachtree, Atlanta.


Midwest medium markets (2), $150,000, $185,000, terms: small market, $50,000 paid in 5 years. Chapman Company, 1182 West Peachtree, Atlanta.

California southern market kilowatt big potential $46,000 down. Will Guenzendorfer and Associates, P. O. Box 639, Hollywood Blvd., Los Angeles, Ca. שעז

Upper south small market stations (4), prices $59,000 to $165,000, some with terms: medium market kilowatt and coast. Chapman Company, 1182 West Peachtree, Atlanta.

Rocky Mountain television station, large market, $1,550,000. Chapman Company, 1182 West Peachtree, Atlanta.

West Texas single market, Profits over $2,000 monthly. Only $75,000 with 24% down and up to 6 months purchase or change. Chapman Company, 1182 West Peachtree, Atlanta.

Equipment


Practically new 1958 Volkswagen mobile studio, complete with 15 foot fm transmitter and receiver, tv, console, air cooler, now in use. Chapman Company 1182 West Peachtree, Atlanta.

For Sale

Two Presto-10 tunable completely with controls, new receivers, and rf generator, (2) standard 10k and 8k inside out cutting edge. Never used. Good cabinet less amplifier $100.00. KRHD, Dun- lion, Texas.

For Sale CB-11 turnable chassis good condition, sell as package or separate. Contact W. C. Mass, KSET, Seymour, Texas or Chapman Company 1182 West Peachtree, Atlanta.

Teletype units, 11 model. 60 station, 11 model, various price ranging from $2,000 to $215.00. Contact Box 960F, BROADCASTING.

Two Presto-10 turntable, complete with controls, rf generator, (1) standard 10k and 8k inside out cutting edge. Never used. Good cabinet less amplifier $100.00. KRHD, Dublin, Texas.

For Sale

13 Magnecorders PTB with amplifier, good condition, Light and Life Hour. Winnie, also, Indian.

Limit-amplifiers, unused; Collins 350-E, Daven output “Te” control; Instructions. $35.00 bob. (Commercial Research) Box 1800, Washington, D. C.

FM Transmitters. New, FCC approved. Immediate available. fm, Cheyenne, Wyoming. Also, others.

Television monitors. The most widely accepted standard of performance and value. Life Hour, Winona Lake, Indiana.

Limited-airline, unused; Collins 350-E, Daven output “Te” control; Instructions. $35.00 bob. (Commercial Research) Box 1800, Washington, D. C.

Television off the air. Complete 10 kw fm transmitter and receiver, tv, console, air cooler, now in use. Chapman Company 1182 West Peachtree, Atlanta.

FM Transmitters. New, FCC approved. Immediate available. fm, Cheyenne, Wyoming. Also, others.

Television monitors. The most widely accepted standard of performance and value. Life Hour, Winona Lake, Indiana.
WANTED TO BUY

Stations

Responsible party wants to lease, with option to buy, a radio station in Ark., Ala., Minn., Tenn., Mispillion, Small market station with 5,000 to 9,000. Party presently general manager of 1,000 watt station in southwest. All responses to this ad are in strict confidence. Box 806F, BROADCASTING.

Radio station wanted in city of 50,000 to 300,000. Fast action. Confidential. 60 brokers. Principals only. Write Box 811F, BROADCASTING.

Moneymaking manager has modest down payment on part or all of good potential station or cp. Box 111G, BROADCASTING.

Want am station in Carolina or Virginia. Prefer 20 to 30 thousand dollar price range in small market. Box 120G, BROADCASTING.

Equipment

Exciter unit minus power supply from Federal fm transmitter. Box 747F, BROADCASTING.

RCA type Eq-1A fine groove turntable. Must be in excellent condition. Box 999F, BROADCASTING.

FM, STL microwave link In the 96 mc band. Amateur Chief Engineer. P. O. Box 1238, Springfield, Mass.

Wanted 209 ft. self-supporting tower for STL. Prefer Hayford, WESH-TV, Daytona Beach, Florida.

MISCELLANEOUS

Factual shorts, oddities, biographies, etc. to give your di programs a lift—tested and proved in the nation's number one market. Information and samples on request. Box 100G, BROADCASTING.

Bingo Films U.S.A. Printers of personalized bingo game sheets for radio and television programs. P.O. Box 1011, Hollywood 36, California.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence of all residence classes. Our schools are located in Washington, Holmwood, and Seattle. For details, write: Grantham School, Desk 3, 2811 16th Street, Washington, D. C.


Since 1948. The original course for F.C.C 1st phone license, 5 to 8 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Opden Radio Operating Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted—(Cont'd)

Sales

UNUSUAL MAN FOR AN UNUSUALLY SATISFYING SALES OPPORTUNITY

Executive type salesman needed immediately for a GOOD MUSIC operation in one of the nation's top ten markets. Knowledge and appreciation of GOOD MUSIC, plus a successful advertising background in a metropolitan market essential. This is an opportunity to join an already established A.M./F.M. GOOD MUSIC operation with high acceptance in its market. Frankly, we do not expect to find a "shoe fit". However, the man we select will have sharp sales sense, good town to five square income, plus the satisfaction of working with one of the finest stations in the country in the GOOD MUSIC field. Send complete resume and photo to BOX 895F, BROADCASTING.

SALES ENGINEERS

Leading manufacturer offers outstanding opportunity in Broadcast Equipment Sales. Immediate openings in Florida and Texas. Position demands aggressive sales-minded individual with technical background and ability to travel. Salary plus commission offers top pay to top producer.

Write Box 111G, BROADCASTING.

WANTED

Hard-hitting retail salesman who knows New York area. No agency list to start. Salary and incentives according to individual. Big future for man willing to work. Send resume, snapshot to Stephen B. Labunski, WMCA Radio, 415 Madison Avenue, New York 17, New York.

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 to town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohen, KSBW-TV, P. O. Box 1651, Salinas, California.

Personnel Services

BROADCASTING OPPORTUNITIES

Announcers with minimum three years recent experience, and audition tapes (7/4 IPS) to demonstrate style, can be relocated to good markets. Send detailed letters with tapes. Include return postage.

HENRY SCHAPPER AGENCY

Personnel for the Communication Arts
15 East 46th Street, New York 17, N. Y.
Murray Hill 3-8384
PAUL RAMON
Director for Radio-TV-Film, Advertising

INSTRUCTIONS

WANTED!

Announcers with minimum three years recent experience, and audition tapes (7/4 IPS) to demonstrate style, can be relocated to good markets. Send detailed letters with tapes. Include return postage.

HENRY SCHAPPER AGENCY

Personnel for the Communication Arts
15 East 46th Street, New York 17, N. Y.
Murray Hill 3-8384
PAUL RAMON
Director for Radio-TV-Film, Advertising

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1846
NEGOTIATIONS APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1726 Wisconsin Ave., N.W.
Washington 7, D. C.

WANTED

LARGE, metropolitan Radio-TV News Department looking for experienced TV news personality. Must have good appearance, seasoned delivery, and documented news background. The right salary for the right man.

Box 817F, BROADCASTING

Radio

Help Wanted—(Cont'd)

Sales

CENTRAL CALIFORNIA RADIO STATION KSBW

Has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBY-Radio, P. O. Box 1581, Department D, Salinas, California.

TELEVISION

Help Wanted—(Cont'd)

Sales

WANTED

LARGE, metropolitan Radio-TV News Department looking for experienced TV news personality. Must have good appearance, seasoned delivery, and documented news background. The right salary for the right man.

Box 817F, BROADCASTING

WANTED

Announcers

At station where profit sharing is now in effect and stock ownership for employees is being worked out. We want top experienced voices for major market tv or regional radio. Send tape, references, back-ground to MANAGER KBSV-TV

BELLINGHAM, WASHINGTON

Production-Programming, Others

INSTRUCTIONS

Wanted a TV or Radio Job?

at announcer, writer, producer?

The National Academy of Broadcasting
3328 14th St. N. W.
Washington, D. C.
Tunes and places

men and women to

TOP 1093
New term starts Sept. 29. Send for folder and list of positions available.

Call DECatur 2-5580

Radio

Help Wanted—(Cont'd)

Sales

Our organization will sell local spots on your station at card rates in a 13 week promotion campaign titled "Buy At Home—At Pops". Highest references from important station owners. 15 years experience.

Box 130G, BROADCASTING.

INSTRUCTIONS

WANTED

COLOR CARTOONS

Comedies Interest & Travel

Shorts

For U.K. Theatre Dist.

British Newsreels Ltd.

147 Wardour St., London, W. 1.
WANTED TO BUY

Stations

FINANCIALLY RESPONSIBLE GROUP

With good management available, interested in acquiring additional radio stations. No brokers involved.
Response will be treated confidential.
Box 107G, BROADCASTING.

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 UFH 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

FOR THE RECORD

change ERP to visual 100 kw, sur. to 50 kw and change type of trans., ant. height 110 ft.
Following were granted extensions of completion dates for new trans. and change to DA-2.
WFFG Locust Valley—Granted license covering installation of new trans.

KATO HSJ Buffalo—Granted license covering change of ant.-trans. location and changes in ground system.

WFHR Wisconsin Rapids, Wis.—Granted license covering installation of new trans.

KVII (TV) Amarillo, Tex.—Granted permission to change ERP vs. 316 kw, sur. to 136 kw, install new trans. and make minor equipment changes.

By report and order, Commission finalized rules making and assigning of assignments by adding ch. 12 to Pembina, N. D., which had no assignment: condition requiring radiation toward Canada. Announced Sept. 24.

NARBA Notifications

CANADIAN

Notification Under The Provisions of Part III, the North American Regional Broadcasting Agreement

List of changes proposed, changes, and corrections in Table 1 of Canadian sections of Table II, was attached to the recommendations of the North American Regional Broadcasting Agreement engineering meeting.

NRC

CJOB Winnipeg, Manitoba—5 kw D, 2.5 kw N, DA-N, uni. Class II. N in O on new frequency.

CJAD Montreal, P. Q.—10 kw D, DA-1, uni. Class II. N in O.

CIAB Moose Jaw, Saskatchewan—10 kw D, 5 kw N, DA-N, uni. Class II. N in O with increased daytime power.

CKVL Verdun, P.Q.—200 kw D, 10 kw N, DA-2, uni. Class II. N in O with increased daytime power.

UPCOMING

September


October


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

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

Oct. 3-5: AWRT, national board meeting, Waldorf-Astoria Hotel, New York City.

Oct. 4-6: Texas Assn. of Broadcasters, fall conference, Fort Worth.

Oct. 5-7: Central Canada Broadcasters Assn., Atlantic Inn, St. Margaret's, Nova Scotia.

Oct. 5-7: Advertising Federation of America, several district conventions, Whitley Hotel, Montreal, Alia.


Oct. 9-10: IRE, Canadian exhibition, Exhibition Park, Toronto.

Oct. 9: Connecticut AP Broadcasters Assn., annual meeting, Wawamru Inn, Cheshire.

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


Oct. 10-12: AWRT, Heart of America conference, Midland Hotel, Kansas City, Mo.


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


1900

CJDW Youngstown, Ohio—10 kw, DA-2, uni. Class III. Assignment of call letters.

1890

CHUM Toronto, Ont.—1 kw, DA-2, uni. Class III. Assignment of call letters.

1890

New Letchbridge, Alta.—5 kw, DA-2, uni. Class III.

1290

CFKL Schafferville, N. Y.—0.25 kw, ND, uni. Class IV. Assignment of call letters.

1390

CHRH Richmond Hill, Ont.—0.5 kw, ND, DA-2, Class IV.

1490

CFOJ Winnipeg, Man.—0.25 kw, DA-2, Class IV. Delete assignment.

1490

CFJW Brockville, Ont.—1 kw, DA-1, ND, uni. Class IV.

1470

CHOW Welland-Fort Colborne, Ontario—0.5 kw, DA-2, Class III.

License Renewals

Following stations were granted renewal of license:


November

Nov. 1: AAAA, east-central region's annual meeting, Commodore Perry, Toledo, Ohio.


Nov. 18-14: Tennessee Assn. of Broadcasters, Knoxville.

Nov. 15-17: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.

Nov. 14: Oregon Broadcasters Assn., fall meeting, Red Lion Hotel, Portland.


Nov. 16-18: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.

Nov. 19: Auto Club of Advertising, third of directors meeting, Waldorf-Astoria Hotel, New York City.

Upcoming FALL CONFERENCES

Sept. 22-31: Mark Hopkins Hotel, San Francisco.

Oct. 12-14, Schroeder Hotel, Milwaukee.

Oct. 15-17: Radioster Hotel, Minneapolis.

Oct. 20-21, Somerset Hotel, Boston.

Oct. 27-28, Statler Hilton Hotel, Washington, D.C.

September 29, 1958  •  Page 107
in Atlanta nothing gets RESULTS like the WSB radio service

Results of a recent “test run” by the Citizens & Southern Banks of Atlanta are revealing. A scenic booklet was offered listeners of 7 Atlanta radio stations.

WSB Radio accounted for 43.5% of the total 7-station response. This was 2½ times the return of the second station. WSB scored more requests per commercial minute—6 times as many as the second station. WSB’s cost-per-request was the most economical—68% less than that on the second station.

Here again is proof that it pays advertisers to go first class in Atlanta. Certainly your advertising belongs on WSB Radio.

How 7 Atlanta Radio Stations produced requests for booklets in one-week test conducted by C & S Banks

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Analysis of Performance

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<td>Total number requests</td>
<td>110</td>
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<td>245</td>
<td>967</td>
<td>402</td>
<td>119</td>
</tr>
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<td>Number commercial min. used</td>
<td>16</td>
<td>42</td>
<td>20</td>
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<td>Requests per commercial min.</td>
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<td>6.7</td>
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<td>12.2</td>
<td>87.9</td>
<td>13.4</td>
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<td>Cost per request</td>
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<td>.44</td>
<td>1.08</td>
<td>.65</td>
<td>.14</td>
<td>.45</td>
<td>2.10</td>
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WSB radio

50,000-watt WSB is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.
from ALAN ROBERTS, marketing research director, Western Adv., Chicago

Use tv as a rifle, not a shotgun, to do business with the farm market

Television today is a half-awakened giant in the cornfield... yawning and stretching and wondering whether it can successfully sell Farmer Schultz of RFID, Turkeytown, Minnesota. This giant needs reassurance, guidance, and especially encouragement to persevere in programming towards farmers, and in selling advertisers on the opportunities created.

Its enthusiasts may be surprised that there is any question tv can sell farmers today. Of course it can! Like other consumers, farmers watch tv entertainment programming, both network and local. They respond to tv’s cigarette, auto, and toothpaste advertising.

But we are on a different topic here. This is the strictly agricultural market. It is not small town, nor rural non-farm. Small towner and farmer may have similar entertainment tastes and consumer purchasing patterns, but the farmer also buys in the capacity of producer. The non-farmer is zero market for combines, spreaders, hog feed and mastitis remedies.

Our area of analysis is thus narrowly defined: the farmer in the role of purchasing agent for his agricultural factory.

First, let’s dispose of a possible misconception. The big problem facing advertisers who would use tv to reach farmers as producers seldom involves set distribution. Televised set ownership by farmers has already reached formidable proportions in most areas. And nobody questions that the farmer really uses his tv set.

So, what’s the problem?

The heart of it is tv’s cost per 1,000 farmers reached. Waste coverage, defined as everybody who is not a farmer, is an enormous factor on most stations. Moreover, in any mixed agricultural area some farmers are always outside the market for a particular agricultural item. Even in a strong poultry area, the hybrid chick advertiser may waste some of his tv dollars on farmers who only milk or have orchards. The groundswell toward increasing specialization in agriculture tends to work away from mass media, including tv.

Advertisers whose product lines are partly agricultural and partly consumer and/or industrial are in less of a bind. They can use at least part of the non-farmer audience. For example, truck manufacturers might use farmer-directed tv with confidence that some of the non-farm audience—smalltown building contractors, etc.—also buy trucks. For companies whose product mix includes both agricultural and consumer products, farmer-directed tv can do double duty, because farmers are also consumers.

For the straight agricultural advertiser, however, waste coverage forces extremely selective buying, market by market, careful comparing of cost against number of farms (of the desired type) reached and anticipated results. Network programming for farm products is out, as are most big-city stations and many smaller-city stations beaming into marginal farming areas.

This ultra-selective approach now is being used by major advertisers of agricultural products. The trouble lies in its logical corollary: If tv’s advertising umbrella can be profitably opened only in hand-picked markets, it seldom can be spread wide enough to provide complete coverage for any broad agricultural region such as the corn-hog region in the Midwest. And, lacking the potential for complete coverage, major advertisers in farm lines tend to consider tv a supplementary medium to reinforce such media as general farm publications and radio.

But maybe tv stations have a liability here they can turn into an asset. After all, many agricultural products are heavy, bulky commodities like fertilizer, feed, etc. Their freight costs are substantial and tend to limit their effective competitive area. Many large agricultural brands, therefore, remain local within a state, or perhaps cover parts of two to four states. For example, in the whole $3 billion formula feed industry there is only one national brand and probably not more than another dozen that are really multi-regional.

On the other hand, there are over 5,000 more or less local feed brands. Here may lie a big opportunity: where tv coverage maps coincide with limited distribution patterns. For medium and smaller feed manufacturers a single tv station, or perhaps a combination of a few stations, might provide complete coverage of their marketing area, without excessive waste.

This is theoretical. The operative question here is to what extent are different sized advertisers really using tv to sell farmers?

A station survey we made earlier this year threw some light on this. Area surveyed covered the 12 North Central States—the traditional Corn Belt—with 131 commercial tv stations co-operating. Almost one-quarter reported no regular programming directed towards farmers. The other 76% reported an average of 1¾ hours farm programming per week, 38% sponsored. That is, only 3 out of 8 Midwest farm programs were sponsored.

The significance of these figures is increased by the timing of this survey, which was during one of the important advertising seasons for many agricultural products.

Furthermore, the most frequently reported type of sponsor was in the animal health product classification. These are chiefly two national advertisers who also run heavy schedules in other farm media.

Let’s conclude on a note of optimism. Stations surveyed were strongly built to a future prospects for agricultural advertising. Many volunteered that 1957 agricultural advertising was well ahead of 1956. Among reasons offered were increased know-how on farm programming and availability of farm programs. It appears that the giant in the cornfield is really awakening! His problems may be greater than with consumer products, but the harvest is reported to look promising.

Alan Audltic Roberts, b. 1920, Cambridge, Mass. Graduate of Harvard College (1941) and Harvard Business School (1948). Statistician and economist with U. S. Government in Washington during war. After "B" School a brief tour with C. E. Hooper Inc. was introduction to broadcasting, followed by two years with WBZ-AM-TV Boston. Into ad agency business in 1950 in Chicago area. Consumer and marketing research in agricultural field, with special attention to feeds and animal health products. Joined Western Advertising Agency in March 1957 as director of marketing research, executive post which he presently holds.
Leaning Over Backward

THE networks which gave Democrats equal time to "answer" Sherman Adams' resignation speech last week have invited trouble for themselves and other broadcasters. From now until the end of this political season, politicians will cite the incident as proof of favor or disfavor to free time.

Under the law, the networks were not obliged to grant Mr. Adams time in the first place. It made good sense, however, to do so. There was no bigger news story to be had than an announcement by Mr. Adams of his plans. The networks would have been fools to reject the opportunity to break it.

Under the same law, the networks were not obliged to give anyone equal time to comment upon Mr. Adams' appearance. The law requires equal treatment only for candidates. If there is anyone without the prospect of becoming a political candidate soon, it is Mr. Adams.

CBS and NBC gave equal time to Paul Butler, Democratic chairman, and ABC gave equal time to Rep. Oren Harris, whose committee created the Sherman Adams case, on grounds of fairness, to both sides. Fairness in the presentation of rival views is a fundamental principle of good journalism. The trouble arose last week in the application of the principle.

It was not necessary to deliver a full 10 minutes on the facilities of three radio and television networks to Messrs. Butler and Harris to fulfill the ordinary journalistic mission of fairness. Neither had that much to say on the subject of Sherman Adams. Surely not as much as the networks' reaction to Mr. Adams' speech could have been comfortably handled in regular newscasts.

In these times of incessant government investigation of networks, it is easy to understand why they should not be eager to rebuff either major party. But rebuff them must, on frequent occasion, if the air is not to be filled for the next six weeks with nothing but political oratory.

Beyond This, Affiant Sayeth Not

A few weeks ago [EDITORIALS, July 7] we doffed our editorial hat to Comr. Fred W. Ford for inducing the FCC to amend existing rules to end the plethora of "pay-offs" and strike applications in broadcasting, which amounted to shakedown approaching blackmail.

Some lawyers objected to our position. Now comes the Federal Communications Bar Assn. with comments expressing "complete concurrence" in the FCC's objectives, but concluding it is going at it all wrong.

FCBA proposes that the FCC ask Congress to enact legislation to make it a felony for any one to prosecute an application for broadcast facilities without having a bona fide intention of constructing and operating such facilities, if authorized. It says this would prevent FCC's purpose of discouraging, if not eliminating, all types of strike applications. Besides, it contends, the FCC has ample authority now to take appropriate action against applicants or others who abuse the Commission's processes.

We went along with Mr. Ford, and we go along with the FCBA, provided there is no undue delay. We're all interested in the same thing—prompt elimination of a loophole in the FCC's processes that has admitted a racket.

On Target

A SENATE labor subcommittee that has been probing the goings-on inside the unions may take up a less dramatic problem later in the autumn—the secondary boycotts that have harassed broadcasters and the picketing designed to compel representation.

As small employers with relatively few customers, broadcasters are peculiarly vulnerable to the economic pressures applied by unions. Two recent cases brought unfavorable examiners' recommendations to the National Labor Relations Board. The officers ruled that the labor laws had not been violated by IBEW and AFTRA, respectively, in putting the squeeze on station sponsors who were in no way involved in the labor negotiations. And now the musical-fair union is warning that it may call nationwide constraints on unfair movies, unfair records or the sponsors of unfair television or radio shows.

Courts and the Labor Board have frequently conditioned these pressures because of unintended weaknesses in the Taft-Hartley Act. They have interpreted the language in a manner not contemplated by framers of the legislation.

A move to correct these weaknesses (Sections 8b and 8h) was beaten during the political shenanigans of the last session of Congress, which faced autumn elections. The common-law concept of secondary boycotts as unlawful and unfair, and the intent of Congress, are ignored in many official interpretations of the Taft-Hartley Act. Unions have been alert to capitalize on these interpretations.

If broadcasters wish to get themselves off the target of secondary boycotting, they must make their wishes known to the people with the power to change the situation—the members of Congress.
This is the Piedmont Industrial Crescent

Vast New Urban Complex
(defined by the Ford Foundation)
dominated by WFMY-TV

Just what is this area...this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing. Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

North Carolina's INTERURBIA

At the very axis of the CRESCENT lies INTERURBIA...the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT where more than two million people are sold by WFMY-TV.

WFMY-TV
GREENSBORO, N.C.

Represented by: Harrington, Righter & Parsons, Inc. • New York • Chicago • San Francisco • Atlanta • Boston
TELEVISION STATION REPRESENTATIVES

central New York • Chicago • Detroit • San Francisco • Dallas
Atlanta • Boston • Hollywood • Des Moines

AMONG THE OUTSTANDING
TELEVISION STATIONS
WE ARE PROUD TO REPRESENT:

WADD New York, N.Y.
WTTG Washington, D.C.
KQLO-TV Mason City, Iowa
KHQA-TV Quincy, Illinois
WFBC-TV Greenville, South Carolina
WUSN-TV Charleston, South Carolina
HTNT-TV Seattle-Tacoma, Washington
XETV San Diego, California