Station WHO puts the PLUS into merchandising!

The emblem represents WHO Radio's outstanding "Feature Drugs Merchandising Service"—comprehensive plus service offered, at no extra cost, to WHO advertisers whose products are sold in drug stores. 250 leading stores, accounting for 40% of drug volume in 76 of Iowa's 99 counties, take part in "Feature Drugs" service.

WHO Radio's "Feature Drugs" service works for you in four different ways—and you get the whole package when your gross expenditure on WHO Radio is $250 per week for 13 weeks, or $3250 within a 13-week period of time.

WHO's "Feature Drugs Merchandising Service" is producing BIG RESULTS for some of the nation's finest drug manufacturers. It can do the same for you. Ask PGW today for more about WHO Radio and "Feature Drugs"!
Bigger than Ever!

NEVER BEFORE A GREATER CONCENTRATION OF FARM BUYING-POWER!

More than 215,000 Farm People attended this 1958 two-day event.

453 private planes (more than one-third of the "Flying Farmers" in mid-America) and 65,000 cars brought enthusiastic WLS listeners from throughout the five-state heart of America, to see and learn about the latest and best in farm methods and equipment.

When 215,000 of America’s most prosperous and progressive farmers turn out for the WLS-Prairie Farmer Farm Progress Show, you begin to realize the tremendous pulling power of WLS. Most farm families in mid-America depend on WLS for entertainment, up-to-the-minute news, markets, weather reports, and information on products of interest to them. If you have such a product, call WLS or your John Blair man today.
DES MOINES IN DEPTH

Highlights of Media Study by Central Surveys, Inc.

KRNT-TV

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

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

KATZ Has the Facts for YOU!

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

Over 70 varied programs of the best in radio reach more people, 24 hours a day, over KRLD than by any other Texas radio station (N.C.S. No. 2). Remember, too, that KRLD is the only full-time 50,000 watt station operating in the Dallas-Fort Worth area. More coverage . . . higher ratings . . . a wide variety of programming will get you more for your advertising dollar on KRLD Radio 1080 Dallas.

KRLD radio 1080
HAS MORE
ADULT LISTENERS
IN
METROPOLITAN DALLAS
than any other Dallas station
Based on April-May 1958 Audience Composition Radiopulse of listeners per 100 listening homes — Monday through Friday.

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. The Branham Company, exclusive representatives. Herald Square, Dallas 2.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President
BUICK'S BUY * Despite derisive campaign of newspapers, insiders doubt Buick will reverse its field and discard tv as No. 1 advertising medium for its 1959 car. Change would come only if sales picture changes drastically. As in most auto ad decisions, allocations go with unit sales; should Buick sell lots of cars, some "excess" ad funds will become available, some most likely apportioned to tv and radio (either spot or network) and some to newspapers—throwing latter "a bone," Buick now is in tv to tune of estimated $12.5 million (yearly allocation) plus $1 million for radio on basis of sales in initial introductory period. Buick-McCann-Erickson decision to ride with tv looks safe right running into nickels-millions, being "talked in" to big "bone" stories of dealer orders backlogging in Detroit.

* Behind-scenes concern is voiced in distilling circles over announcement that Wisconsin radio station will break barriers and enter into network advertising (story in Distilled Spirits Institute, whose board of directors on Oct. 16 reaffirmed DSI code ban on use of radio-advertising, fears re-action on Capitol Hill next session if it expects to face traditional legislation to prohibit all alcoholic beverage advertising in all forms. DSI adheres to its code ban but says it is helpless to check advertising by wholesale and retail outlets.

* ON THE FIRE * Seldom quiescent station trading market was unusually active last week, with number of tv transactions, running into nickels-millions, being "talked up" as being "take-it-or-leave-it" stage. Active negotiations were in progress involving these stations: (1) ch. 10 KBTY-TV Sacramento at $4.45 million; (2) WJAR-AM-TV Providence (tv ch. 10) as part of transaction involving the Outlet Co., department store, for overall figure of $12 million; (3) ch. 12 KPTV Portland, Ore., in $4.5 million area.

* It's a good bet that when CBS closes its uhf WHCT (TV) Hartford, Conn., on Nov. 16 [STATIONS, Oct. 13] WHCT General Manager Harvey J. Strahlage will move into CBS-TV Network Division as national manager of affiliate relations. This post is being vacated by Carl S. Ward, who moved up to vice president and director of affiliate relations last week upon Ed Bunker's transfer from that job to vice president and general sales manager. [CLOSED CIRCUIT, Oct. 13; also see page 74.]

* SUPER SHUFFLE * Switch of King Broadcasting Co. stations in Seattle and Portland, Ore., from ABC to NBC (story page 74) constitutes biggest affiliation news of new season. Full scale shifts, slated to take place next year, could occur earlier by mutual consent, which would follow usual pattern since stations involved do not relish promoting programs that later will be in opposition outlets. KING-TV Seattle, which will replace KOMO-TV, now has $1200 class A rate but will go to $300 on switch to NBC. KGTV, Portland, has present ABC rate of $800 but will get $100 on switch from KPTV (TV) Portland.

* ABC-TV does not expect difficulty in finding new outlets to cover Seattle and Portland markets. Ollie Trey, ABC-TV president, has told station relations experts to check outlets for advertising (story in Multi-Chamber of Commerce, Conn., Oct. 16), such as combination of Tacoma and Bellingham vhs to cover entire Tacoma-Bellingham-Seattle region. But if they don't work out, there are more conventional arrangements possible with vhs in main markets themselves.

* COST ABSORPTION * NBC-TV has decided to abandon—at least for 1959—its plan to assess affiliates in Standard Time areas for costs of lines used to deliver delayed programs to them during Daylight Saving Time months [AT DEADLINE, Aug. 20]. As originally proposed, plan would have cost Standard Time affiliates, number about 115, estimated 51 1/2% of their network revenues. Affiliate unhappiness was eased none by CBS-TV's subsequent pronouncement, also subscribed to by ABC-TV, that delivery of programs is network responsibility and stations should not be charged with "budgeted network" affiliations going out to affiliates over weekend. Thus they'll have the good news before their annual meeting in New York this week. [CLOSED CIRCUIT, Oct. 13].

* Reports circulation for fortnight ago that Mutual's new president A. L. Gutierrez had offered to buy ABC Radio network had some basis in fact—there was at least taken discussion—but reports also were incomplete. Upon rejection of his offer for Mutual to take over ABC network (not including owned stations), according to ordinarily reliable sources, Mr. Gutierrez was going out to affiliates over weekend. Thus they'll have the good news before their annual meeting in New York this week. [CLOSED CIRCUIT, Oct. 13].

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* SECOND SPIN * Cunningham & Walsh President John B. Cunningham, who year ago spun broadcast world around on its heel with "boredom factor" speech, will take new look at medium in talk before San Francisco Ad Club Oct. 29. New speech, entitled "Television Today—Script Written by the Public," will make use of special studies by C & W research, chiefly on viewer attitudes (interest in westerns high), effect on tv on such diverse areas as politics and pre-school children.

* Hope for break-through in historic reluctance of department stores to buy radio time is behind new retailing technique developed by Gresh & Kramer, Philadelphia agency. Elements of copyrighted plan were used by John Wannamaker storm-window department (story page 33). When legal angles were ironed out, it's understood agency will form subsidiary to promote use of radio by major retailers.

* TRAVELER * Diminished activity at FCC in recent weeks could be attributed to commissioners' goings and comings. Last week might be considered atypical, but this is way it was. Comr. Robert T. Bartley addressed Mass. Educational Broadcasters' Assn. in Boston Wednesday. Comr. John S. Cross addressed National Assn. of Educational Broadcasters in Omaha Thursday. Comr. Robert E. Lee spent Friday in Columbus, Ohio, on Conrad business. Comr. Frederick W. Ford left Saturday for Honolulu; he's ICC observer on U. S. Coast Guard search and rescue exercises in Hawaiian waters and will return early in November. Chairman John C. Doerfler, who left Sept. 12, is in Geneva as chairman of the U. S. delegation to telegraph and telephone conference of International Telecommunications Union; he's slated to return about Nov. 12.

* Juggling of Washington, D. C. radio station structure hasn't ended with shift of MBS affiliation from W.gms to WOL. Next development will be complete over-sale of W.gms program format under Raymond F. Kahn, owner of WFMZ-FM Allentown, Pa. Mr. Kahn will install fine-music concept in place of present flexible music programming. He was brought in by Thomas F. O'Nell, head of RKO Teleradio Pictures, which owns station, following success of fine-music formula in Allentown.

* SETTLEMENT * Test case brought by Ed Crane's KXXL-TV Butte, Mont., against community antenna operator Helena Television Inc., on program property rights, may be won by default, without definitive ruling by U. S. District Court at Helena. On basis of affidavit from CATV operator that he will discontinue picking up KXXL-TV programs, both parties have filed motions to dismiss but, as of last Friday, tribunal had not acted. Suit alleged that CATV operator had "pirated" programs and was serving nearly 2,000 subscribers in Helena area with results that Crane's KXXL-TV Helena, was unable to sell sponsorship of rebroadcast programs from Butte station, and would be forced to go dark if court did not 2
The big change in WSPD-TV's programming has all Toledo talking—and looking! In addition to SPeeDy's unchallenged news and sports coverage superiority, now all the top stars in television and movie business can be seen on Channel 13, topped by the best films from UNITED ARTISTS, SCREEN GUILD, MPTV, WARNER BROS., RKO and MGM studios! Throughout the day and evening—all through the week—WSPD-TV has the big-audience appeal to 477,800 homes and almost two million people. Get in on the big change on SPeeDy and get big sales!

Represented nationally by the KATZ AGENCY

Storer Television
WSPD-TV Toledo  WJW-TV Cleveland  WJFK-TV Detroit  WAGA-TV Atlanta
Liquor on the Air?—It could happen. WOTM Manitowoc, Wis., says it will take all alcoholic beverage business as of Nov. 1. NAB rushes to object, but liquor advertisers aren’t rushing to accept. Page 31.


John Wanamaker’s Radio Success—Nation’s pioneer department store shows the retailing world how to multiply sales volume many times by weekend radio campaign on behalf of storm windows and jalousies. Page 35.

ANA to Study Radio-TV ‘Problems’—Tv costs, audience measurement and such new developments as videotape are on agenda for 49th annual fall meeting of Assn. of National Advertisers, to be held Nov. 9-12. Page 36.

How Big is Radio?—A survey on the number of radios in the U. S. is being financed by the Radio Advertising Bureau under the supervision of the Advertising Federation of America, using the facilities of the U. S. Census Bureau. Page 39.

Radio Mixes High Octane Into Clark’s Sales—Midwest gas chain keeps up with industry giants by putting over 90% of its advertising budget into the aural medium. Page 40.

Weiss & Geller vs. Bon Ami: Round No. 2—Advertiser asks damages from agency in counterclaim to breach of contract suit, but agency files new affidavit defending services under attack and showing how it advised Bon Ami it could get more and better tv time for less by paying cash instead of barter. Page 48.

What About the Color Set Owner?—BBDO-NBC joint study finds him the better-income, more influential citizen. Behind the study: desire to what national advertiser’s appetite for color tv—and to draw his coin. Page 52.


Twin Billing Booster—The stereophonic simulcast means that the national advertiser will buy time on a string of network (national or regional) stations to accompany its network tv show, bringing more billing to agencies and to radio. RCA, Plymouth and AT&T are the more obvious among the national advertisers. Page 58.

New Tv-Radio Monitoring Service—U. S. Broadcasting Checking Corp. is offering monitoring system that provides a “tv teatsheet” of commercials, which lists photo, audio script and exact time announcement was delivered. Page 58.

Creativity in Commodities—Panel of speakers will give their views on radio-tv commercial creativity as part of the 1958 eastern annual conference of the American Assn. of Advertising Agencies in New York. Page 64.

Oversight’s Back in Business—House subcommittee plans to resume hearings about Nov. 12 and may get back to Pittsburgh ch. 4 case. Page 67.

Microwaves Want Action—Microwave relay company asks federal court to order FCC to act on applications. Commission has put relay link applications to feed tv signals to CATV operators in “deep frost” since May. Page 68.

Ch. 4 in Clear—Federal court upholds FCC grant of ch. 4 New Orleans to Loyola U.; rejects charges Jesuit institution is under “alien” control. Page 72.

Affiliates Shuffled in Northwest—NBC switching to KING-AM-TV in Seattle, to KGW-AM-TV in Portland. Page 74. ‘21’ Goes Under—Pharmaceuticals, NBC drop it in move attributed to ratings slump in face of “quiz scandal.” Program to be replaced by Concentration, another Barry & Enright quiz. Sponsors of $84,000 Question, dean of the quizzes, also worried by skidding ratings. Page 76.

NAB Hears Radio-Tv Loaded—Wesley L. Nunn, advertising manager of Standard Oil Co. (Ind.), says electronic media are basic to company. Radio more effective as medium since arrival of television, he tells fall conference in Milwaukee. Second conference of week was held at Minneapolis; Boston follows today (Oct. 20); last conference in Washington Oct. 27-28. Page 78.

Political Law to Highest Court—Sec. 315 of Communications Act, which forbids censoring of political speeches without providing libel protection, will be reviewed by U. S. Supreme Court. Appeal by Farmers Union from North Dakota decision involves constitutional rights of broadcasters Page 92.

Russia Bears Down Harder on News—Further suppression reported by NBC in wake of CBS Moscow bureau ouster. Page 98.

In This Thing Together—Commercial contributions to educational tv are listed by Merle S. Jones, president of CBS television stations division, and Eugene S. Thomas, vice president-general manager of KETV (TV) Omaha, at National Assn. of Educational Broadcasters meeting. Page 98.

Sales of Yesteryear—Where are those old-time announcers who used to do such a craftsmanlike job on the commercial, back before the d.j. and ET came to dominate the air? The question is posed in MONDAY MEMO by Robert P. Geary, assistant radio-tv director of Mathisson & Assoc. Adv., Milwaukee. Page 117.

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MAKING THE WEEK IN BRIEF
They buy as a family . . .

because they were sold as a family . . .

by their local Meredith station!

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

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines
SWEZEY, JENNER DISAGREE ON CANON 35; RALPH RENICK NEW PRESIDENT OF RTNDA

“Psychological effect” of broadcast and photographic coverage of courtroom proceedings on judges, attorneys and witnesses remains major stumbling block to removal of Canon 35 and appears “unsolvable” to bar members, Albert E. Jenner Jr., president of American College of Trial Lawyers, asserted Friday. He appeared in debate with Robert D. Swezey, WDSU-AM-TV New Orleans and chairman of NAB’S Freedom of Information committee, at Radio-Television News Directors Assn.’s Chicago convention (early story, page 86).

Mr. Jenner cited three main problems: (1) apprehension on part of attorneys and witnesses and difficulty of obtaining latter; (2) tendency of participant to “perform” knowing radio and/or tv is covering trial; (3) on the spot broadcasting, using testimony out of context with apparent distortion. He claimed rights of free press must be equated with right to fair trial but acknowledged radio- and tv’s “unobtrusive” coverage is no longer issue in controversy.

Mr. Swezey denied psychological effects was major factor involved and termed American Bar Assn. stand as “narrow and selfish reasoning.” He said Canon 35 is “outmoded and actively inimical to the people and the courts.” “Broadcast and photographic coverage should be permitted in the courtroom with the same rights and latitude enjoyed by other media and subject in the same manner to any restrictions necessarily imposed by the courts to insure an orderly procedure.”

NAB President Harold E. Fellows at Friday luncheon advocated full news service for stations because of “greater than ever” public need for information and particularly if they intend to editorialize. He noted that some stations neglect adequate local coverage, relying on wire services. Mr. Fellows noted requirements of proper training for editorializing also apply to covering public and court proceedings, commenting, “If we are going to cover the courts, and demand the right to do so, we must be prepared professionally to do the job properly and with dignity.”

New officers of RTNDA elected Friday were Ralph Renick, WTVJ (TV) Miami, president; Sheldon Peterson, WTCA Minneapolis, vice president-program; William Small, WHAS-TV Louisville, vice president-tv; Nick Basso, WSAZ Huntington, W. Va., vice president-radio; F. O. Carver Jr., WSJS Winston-Salem, N. C., re-elected treasurer, and three directors for three year terms: William Garry, WBMM Chicago; William B. Monroe Jr., WDSU-TV New Orleans, and H. Bremmer, CFPL London, Ont.

ABA Names Nine Lawyers To Canon 35 Study Group

Membership of special American Bar Assn. committee to study Canon 35 reported Friday, with Whitney North Seymour, New York attorney and former president of that city’s bar group, as chairman. He promised commencement of study, authorized by ABA at Los Angeles convention, within “immediate future,” seeking “available information from as many sources as possible.”

Other members: Joseph A. Ball, Long Beach, Calif., former president of the State Bar of California; Richard P. Tinkham, Hammond, Ind., chairman of ABA committee on public relations and former chairman of National Conference of Bar Presidents, and Edward E. Wright, Little Rock, Ark., former president of Arkansas Bar Assn.

Baltimore Ad Tax Illegal, Maryland High Court Rules

Baltimore city tax on advertising is illegal, with over $1.5 million in tax collections to be refunded by city under Friday (Oct. 17) decision by Maryland Court of Appeals. State’s highest court affirmed Baltimore Circuit Court ruling that held tax void because it impedes freedom of press. City levied tax last Jan. 1—4% on purchaser of advertising time and space, 2% on gross receipts of broadcasters and publishers handling advertising. City had repealed tax last spring, effective next Jan. 1.

Court in unanimous 22-page opinion held, “We do not hold that every tax imposed upon the newspapers or the stations, or the producers of revenue to the newspapers and the stations, that may incidentally affect the power of such media to collect and disseminate news because of reduced revenue is violative of the freedoms guaranteed by the first amendment; but we do hold that these particular taxes are so single in their nature and the range of their impact is so narrow—90% to 95% thereof falling upon the newspapers and the stations—that their effect makes them constitute a restraint upon the freedoms of speech and of the press guaranteed by the First and Fourteenth amendments to the Federal Constitution, and Article 40 of the Maryland Declaration of Rights.” Opinion was written by Judge Stedman Prescott.

BROADCASTING

BUSINESS BRIEFLY

SHUER TESTS TV • Landers’ Frary & Clark, New Britain, Conn., as yet uncounted among regular users of tv advertising, may be getting there. L&F&E, for its new product (not yet on markets)—Universal cordless electric shaver (runs on batteries)—will go into spot television on four stations in three cities (New York, Los Angeles and Cleveland) effective Nov. 10 through middle of December, using 10-15 minutes weekly. Company some time ago ran similar test spot tv campaign for Universal Coffeematic, liked the results and now is considering entering spot tv in spring. Agency is Goold & Tierney, N. Y.

LUCKY WHIP IN 24 • Lever Bros. Lucky Whip dessert topping breaking this week with five minute minutes in about 24 markets. Ogilvy, Benson & Mather Inc. will conduct push through end of November.

SHAMPOO SPOTS • Procter & Gamble, Cincinnati, is placing new spot tv campaign in number of markets (unspecified) on behalf of its Liquid Prell shampoo. Drive will start late this month and end about June next year. Benton & Bowles, N. Y., is agency.

YULE TIME • Lanvin Parfums Inc., N. Y., expanding tv spot campaigns to encompass over 30 stations in about 20 markets for 6-week pre-Christmas push starting early November. Buying, not completed, is through Dowd, Redfield & Johnstone, N. Y.

TV FOR GLADE • S. C. Johnson & Son, Racine, Wis., for its Glade air freshener, breaking new spot tv campaign early in November and running through end of year. Actual number of markets not revealed in drive that will cover some eastern cities. Benton & Bowles is Glade’s agency.

October 20, 1958 • Page 9
Study Charts Advertising Of Under-$200,000 Stores

Study made public last Friday (Oct. 17) by Irving C. Krewson Corp., New York, resident buyers, reveals that retail establishments with sales volumes of less than $200,000 yearly place "relatively high" 17.3% of advertising budgets in radio. Seven months ago, respondents budgeted to 9,000 retailers, 3,794 of which filed returns.

It was pointed out that stores with sales volume of less than $200,000 are situated primarily in communities where daily newspapers usually are not available and retailers there have turned to radio. These stores, surveyed show, spend about 2.4% of sales volume in advertising.

Heaviest day for advertising is Thursday, followed by Friday, Wednesday, Tuesday, Sunday, Saturday and Monday in that order. Percentage of budget devoted to advertising increases proportionately with increase in sales volume. Of stores, it was revealed, specialty stores consistently spend more money on average for advertising than do department stores, study shows. Study indicates that about 65% of advertising budgets of advertisers are allocated to newspapers.

FCC, Staff Get Together For First Allocations Talks

Four of seven FCC commissioners met with top level Broadcast Bureau staffers Friday for first discussion of tv allocation problems. Result of all-day meeting was score of requests by individual commissioners for more economic and technical information on various aspects of allocations problem.

Special FCC task force on tv allocations was established last summer. Work is being coordinated by Broadcast Bureau chief Harald Cowgill, former & Standards chief. Hart Copwerthwait and Economics chief H. H. Goldin. Technical team compries engineers Louis H. Rein, McVor Parker and Arnold Skrivseth.

Meeting Friday was preliminary and exploratory, it is understood. Discussion centered around three basic roads to tv's allocations future: (1) all uhf system; (2) all vhf system—plus suggestions for extending present 12-channel vhf band, and (3) de-intermarriage.

Attitude of commissioners was described as serious and anxious to arrive at approach best for public, broadcasters, existing investments and overall public weal. One participant said: "We realize we must do something, or it will be done for us in much more radical fashion."

Present at the meeting besides above-named staff officers and their aides were Comrs. Rosel H. Hyde, Robert T. Bartley, T. A. M. Craven and Frederick W. Ford.

NOT SO—NBC

Blast by W. W. Warren, executive vice president and general manager of KOMO-AM-TV Seattle, against NBC-TV decision to switch affiliations to KING-AM-TV there (see page 74), brought this answer from NBC spokesperson Friday: "No 'political' or 'ulterior' motives were involved. The affiliation changes were based on NBC's conclusion that they would benefit its television network and the public and the advertisers it serves. This conclusion was reached with regard to each of the stations in each of the markets [Note: affiliation changes also were made in Portland, Ore.] on its individual merits."

Daytimers Ask FCC Defer License Renewals for Clears

Daytime Broadcasters Assn. Friday asked FCC to withhold action on and place in its pending files applications for renewal by 12 Class I-A am stations until final Commission disposition of ruling on clear channels issued last spring [LEAD STORY, April 21] or until "freeze" is lifted on applications for Class II stations on Class I channels. Stations involved are WRCA New York (660 kc), WABC New York (770 kc), WCBS New York (880 kc), KYW Cleveland (1100 kc), WHAM Rochester (1180 kc) on whose frequencies rulemaking would make new Class I and II nightime assignments; and WBBN Chicago (650 kc), WGN Chicago (720 kc), WBBN Chicago (780 kc), WLS Chicago (890 kc), KDKA Pittsburgh (1020 kc), KMOX St. Louis (1120 kc) and WCAU Philadelphia (1210 kc) on which rulemaking would permit assignment of unlimited Class IIs.

FCC said courts and Congress have criticized FCC delay in making such assignments and FCC rulemaking recognizes need for promptness. Since clear channel stations can be expected to contend their existing licenses would be modified by rules and will try every legal tactic and maneuver to forestall and delay effectuation of rules, DBA said, they will be in no legal position to claim modification of licenses if renewals are withheld. DBA noted FCC is under mandate of Communications Act to authorize use of channels for limited periods of time, not ownership.

Gulfport Uhf Ch. 56 Deleted

FCC has deleted construction permit for WSTG (TV) (ch. 56) at Gulfport, Miss., at request of permittee, I. K. Corkern. This is 40th uhf construction permit to be deleted.

PEOPLE

RICHARD W. TULLY, vice-president-general manager of Foote, Cone & Belding Chicago office, named to newly created post of chairman of its national operations committee. He will headquarter in New York starting Jan. 1, coordinating operations of agency's seven U. S. offices. Mr. Tully also named senior vice president and elected to FC&B board of directors. CHARLES S. WINSTON JR., director and senior vice president, replaces Mr. Tully in Chicago, continuing on Edsel account.


HAROLD F. DRISCOLL, previously director of advertising and sales promotion, Bell & Howell, appointed advertising manager, Zenith Radio Corp.

PETER HELLER, assistant vice president, Institute for Motivational Research, Croton-on-Hudson, N. Y., appointed director of international operations.

ROSS DONALDSON, with NBC since May 1951 and manager of program submissions since March of last year, named director, script services, for NBC-TV network programs.

DAVID ROE, who joined Kenyon & Eckhardt in Montreal two years ago as senior contact executive for RCA Victor Co. Ltd., appointed manager of K & E's Montreal office. C. W. WILSON, formerly with MacLaren Adv., Toronto, joins K & E's Toronto office as account executive.

HOWELL J. MALHAM and LEWIS F. DRAPER JR., WWCA Gary, Ind., salesman and salesman, respectively, Sonic Arts Inc., join John Blair & Co.'s Chicago office as account executives.

ED UHLER, formerly with Robinson, Adelman & Montgomery Adv., Philadelphia, named to eastern sales staff of Ziv Television Programs, N. Y.

On the Way to Moscow

Members of U. S. delegation inspecting radio-tv facilities in Poland and Soviet Union leaving this week under State Dept. auspices. Russian delegation expected to visit U. S. under cultural exchange agreement. U. S. delegation will consist of Ralph N. Harmon, Westinghouse Broadcasting Co., Richard S. O'Brien, CBS Inc.; Ralph Cohen, Screen Gems; Jerry Danzig, NBC; Mike Wallace, ABC, and Dr. Burton Paulu, U. of Minnesota.

CBS Switches in Bangor

Change in CBS Radio affiliation from WGUY Bangor, Me. (1230 kc, 250 w), to WABI Bangor (910 kc, 5 kw), effective Oct. 26, was reported Friday. WABI, headed by Horace Hildreth, has been affiliated with ABC and MBS. Its television associate, WABI-TV, is affiliated with NBC-TV (primary) and ABC-TV. WGUY is headed by Melvin L. Stone.
First monthly averages from ARBITRON:

lively 5 WNEW-TV

rated

New York's No. 1 Independent

...and No. 3 among all seven stations in the nation's largest market!

<table>
<thead>
<tr>
<th>Station</th>
<th>Average Quarter-Hour Shares</th>
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<tr>
<td>Network A</td>
<td>38.4</td>
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<tr>
<td>Network B</td>
<td>25.8</td>
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<tr>
<td>WNEW-TV</td>
<td>11.0</td>
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<td>Network C</td>
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<td>Independent D</td>
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ARBITRON, September 1958: Average Quarter-Hour Shares — Sign-on to Sign-off, Entire Week.
The history of

ALASKA

in the 1890's—

the lawless days of the

Klondike Gold Rush!
Three years on the CBS Television Network—
Now available for the first time
to local and regional sponsors!

SERGEANT PRESTON of the YUKON

Nine years of consecutive sponsorship on
radio and television by The Quaker Oats Co.

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22, N.Y.
Plaza 5-2100
MORE THAN
100% Greater Listening Audience

WILS

5000 LIVELY WATTS
MORE LISTENERS THAN ALL OTHER STATIONS HEARD IN LANSING COMBINED

CONTACT VENARD RINTOUL & McCONNELL, INC.

WILS music news sports
ASSOCIATED WITH PONTIAC'S

OUR RESPECTS
to Lindsey Hill Spight

Pioneer is the word for Lindsey Hill Spight, who has just announced his resignation as vice president and general manager of the San Francisco office of Blair-Tv and Blair Television Assoc. For nearly 30 years, 25 of them with Blair in San Francisco, Mr. Spight has been in the forefront of radio and television activities on the Pacific Coast, where he is sometimes referred to as the dean of broadcasting.

That affectionate title may stem from a source other than his long career with Blair, for in 1935 he created the first course in commercial broadcasting ever given in this country, which he taught for four years in San Francisco as a part of the U. of California extension service. Among his students were Walter Guild, now president of Guild, Bascom & Bonfigli, San Francisco-based agency, and Mark Goodson, partner in Goodson-Todman Productions.

Mr. Spight comes honestly by his pioneering proclivities. A native of The Dalles, Ore., where he was born Nov. 5, 1903, he is a fourth generation Oregonian. He lived with his grandparents in Hood River, Ore., during his high school days and their tales of the frontier era were a great inspiration to him. When he graduated from Hood River High School—he was president of the class of 1920—he resolved someday to come back and make a real graduation address. He did, 25 years later, taking pioneering as his subject and assuring his young auditors that today's frontiers of science are just as challenging and rewarding as those their forefathers faced in the Northwest wilderness a century before.

At Oregon State College, Lindsey took all the journalism courses offered, was president of Sigma Delta Chi and wrote his way through college as a newspaper correspondent. In his junior year he bought a third interest in the weekly Tillamook (Ore.) Herald. In his senior year he was city editor of the Corvallis (Ore.) Gazette-Times. He also was first president of the Memorial Union, heading a drive that raised more than $250,000. Since graduation in 1925, with a B.S. in agriculture, he has served on the alumni board and as a trustee of the OSC Foundation.

Out of college, young Mr. Spight got a job as assistant national advertising manager of the Portland Oregon Journal. A year later, he married Ruth Stephenson, OSC classmate. The following year they moved to Los Angeles where he became merchandising manager of the Times, a job he held until June 1929, when NBC hired him and sent him to San Francisco "to learn the radio business and then go back to open a sales office in Hollywood."

Lindsey Spight learned the business by working in virtually every phase of network operation, but he never did get back to Hollywood. In 1932, when NBC bought KPO San Francisco, he was named commercial manager. Here he made radio research history by creating a mail map that for the first time correlated a station's mail response with the number of radio sets in its coverage area.

Impressed with the need of stations for exclusive representation, Mr. Spight joined forces with John Blair and Humboldt Greig in August 1933 to form one of the first exclusive station representation firms, Greig, Blair & Spight. Headquartered in San Francisco, he covered the full West Coast until 1937 when the firm, reorganized in 1935 as John Blair & Co., opened the first station representative office in Los Angeles.

Since then his territory has been northern California and, until 1954 when Blair scored another first by opening an office in Seattle, the Pacific Northwest. Starting in radio, then adding tv, he has concentrated exclusively on video station representation since 1950, when he became vice president of Blair-Tv.

It's hard to leave the business he helped start, Mr. Spight admits, and he stresses the fact that his new post as consultant to the Blair organization is a real working relationship that will keep him in as close touch with broadcasting affairs as he wants to be. But there are other interests he'd like to develop more fully than is possible with a fulltime job. He's been active in Republican politics at the county and state level and he may do more in this field. He'd like more time for his major hobbies, gardening and stamp collecting. He plans to do more creative writing.

But chiefly he wants to do his part in spreading the gospel of commercial broadcasting by the American free enterprise system around the globe. Commercial broadcasting, free from government ownership and operation, is an inseparable part of freedom of speech, freedom of man and a powerful force for democracy, he believes. "Whether I can make a substantial contribution to this cause remains to be seen, but I'm going to try," he says. He will begin this fall with a first hand survey of European broadcasting.

The Spights live in Orinda, Calif. They have two sons, James, 28, and Richard, 26.
As usual... WKMH
FIRST in Detroit

WKMH
with Marty McNeely and the Mobile Unit
COVERS THE DEDICATION CEREMONIES AT

America's First
JET AIR TERMINAL

DETOIT METROPOLITAN WAYNE COUNTY AIRPORT

The new 26-million dollar "DETROIT MET" airport is a milestone in the Jet Age. It is America's first terminal to be built especially for jet planes... and the first designed especially to handle Air Freight. It can handle any plane now in the air or in the planning stage. ***At the dedication ceremonies, Marty McNeely and the WKMH Mobile News Cruiser provided on-the-spot coverage and interviews with the many V.I.P.'s present. The colorful show proved once again why "MARTY'S MORNING BEAT" rates tops in popularity with Detroit listeners... and why WKMH is your best buy in the rich Detroit market.

LESTRUCT WORK FOR YOU!

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

WKMH  WKMF  WKHM
WELL  WSAM

USE 4 or 5 STATIONS... SAVE 15%
USE ANY 3 STATIONS... SAVE 10%
USE ANY 2 STATIONS... SAVE 5%

KNORR BROADCASTING CORP.
FRED A. KNORR, PRES.
Represented by Headley-Reed
PETERS, GRIFFIN

NEW YORK
250 Park Avenue
Yukon 6-7900

ATLANTA
Glenn Bldg.
Murray 8-5667

CHICAGO
Prudential Plaza
Franklin 2-6373

DALLAS
335 Merchandise Mart
Riverside 7-2398

DETROIT
Penobscot Bldg.
Woodward 1-4259

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

SAN FRANCISCO
Russ Building
Yukon 2-9188

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

Pioneer Station Representatives Since 1932
Explore the 4th DIMENSION with the PGW Colonels

It just isn't possible to be in a lot of different places at the same time but with the help of the PGW Colonels you can get a better, over-all view of America's spot radio markets (the world's fourth dimension of time).

Anchor your efforts with spot radio where they'll do you the most good... and reach more people, more often, for less money. PGW is always ready with expert assistance to help plan national spot radio campaigns.

THE CALL LETTERS OF THE SALES GETTERS

West
- KBOI - Boise 5,000
- KGMB/KHBC - Honolulu-Hilo 5,000
- KEX - Portland 50,000
- KIRO - Seattle 50,000

Midwest
- WHO - Des Moines 50,000
- WOC - Davenport 5,000
- WOZ - Decatur 1,000
- WOSM - Duluth-Superior 5,000
- WDAY - Fargo 5,000
- WOWO - Fort Wayne 50,000
- WIRE - Indianapolis 5,000
- KMBC/KFRM - Kansas City 5,000
- WISC - Madison, Wis. 1,000
- WMBG - Peoria 5,000

East
- WBZ + WBZA - Boston and Springfield 51,000
- WGR - Buffalo 5,000
- KYW - Cleveland 50,000
- WJIM - Lansing 250
- KDKA - Pittsburgh 50,000

Southwest
- KFDM - Beaumont 5,000
- KRYX - Corpus Christi 1,000
- WBAP - Fort Worth-Dallas 50,000
- KTRH - Houston 50,000
- KENS - San Antonio 50,000

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

WOODWARD, inc.
IN REVIEW

OPERATION DAYBREAK

This is how ABC-TV's new daytime lineup looked at the outset (Monday through Friday, beginning Oct. 13):

Day in Court

The courtroom is as good a place as any to start the day (11:11:30 a.m. EDT). There is an inexhaustible supply of human interest before the bar of justice and the KABC-TV Hollywood origination of the show make the most of it. The real-life cases recreated on Day in Court—neighborhood quarrels, a young Stripper hauled in for indecent exposure, divorce, adoption, etc. on the domestic, civil and criminal dockets—beat almost anything the serialists can dream up. The material seems to be authentically presented and proceedings are handled with dignity and humanity.

Executive producer: Selig J. Seligman; producer: Gene Banks; director: Larry Robertson; chief writer: Bob Arbogast; writers: Bruce Lansbury, Ken Rosen; art director: George Smith; production supervisor: Peter G. Robinson.

"Judges": Edgar Allan Jones Jr., professor of law, U. of California at Los Angeles, and William Gwinn; host-m.c.: Hank Sims.

The Peter Lind Hayes Show

Headlining what is undoubtedly the best entry in daytime tv this year, Peter Lind Hayes (11:30 a.m.-12:30 p.m. EDT) is a thoroughly relaxing host, amusing to both the ear and eye. He is assisted by competent supporting singers and musicians and excellent production, all of which blends into one of tv's happiest hours.

Casts: Peter Lind Hayes, Mary Healy, Don Cherry, Anita Bryant, Four Voices, John Bubbles. Produced by Mount Tom Enterprises; producer: Frank Mascello; director: Robert Bleyer; assistant director: Edmund Nudell; writers: George Hope, Charles Slocum, Chuck Horner; sets: Robert Bright; announcer: Roland Winters; orchestra: Bert Farber.

Mother's Day

This show should be sub-titled, "Not for the gentleman from Dubuque." Coming live from the Latin Quarter in New York City, this weekday (12:30-1 p.m. EDT) series is for "the greatest expert of all—the American mother."

Host Dick Van Dyke (who looks like an American son should look) quizzes a carefully selected panel of three mothers with practical problems on the mechanics of home making. Which has fewer calories, tomato or grapefruit juice? How many slices in a half pound of ham? What will put out a pan of boiling water, water or soda? Points are given for each correct answer, and the lady with the highest total receives a "Mother's Day" and plenty of booty. (On Oct. 13, the mother with the most kids—four—won.)

It's not a terribly original idea, but at
Noble King Arthur, his lovely Guinevere... the romantic Sir Lancelot and heroic knights of the fabled Round Table! Here are personalities that are beloved legends... known from the great classic that the whole world grows up on... and never outgrows. Now recreated in a splendid TV tapestry of chivalry and courageous exploits...

*THE ADVENTURES OF SIR LANCELOT* is a series that is *PRE-SOLD* to every member of the family because of its vivid emotional appeal. Here is a potent prestige selling spot for any product!

30 films available.

**Look at the markets... large and small... and see that The Adventures of Sir Lancelot gets the major share of the audience in its time period.**

<table>
<thead>
<tr>
<th>City</th>
<th>Audience</th>
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<tr>
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<td>Springfield, Mo.</td>
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<tr>
<td>Syracuse</td>
<td>67.4%</td>
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**AVAILABLE FOR SYNDICATION**

OFFICIAL FILMS, INC.

25 West 45th Street - New York 36, N.Y. - Plaza 7-0100
"Any old bank"
UNCLE SAM: "In Washington, D.C. or Jacksonville, Florida your advertising draws the most interest when you bank on the radio and television stations of the Washington Post Broadcast Division. All enjoy the largest audiences in their respective areas."

PELICAN: "Any old bank can tell you it pays to get the biggest dividend on your dollar—and our interest was never higher!"

THE WASHINGTON POST BROADCAST DIVISION
Jacksonville, Florida: WJXT CHANNEL 4
Washington, D.C.: WTOP-TV, CHANNEL 9 and WTOP RADIO
Represented by CBS Television & Radio Spot Sales
12:30 in the early afternoon, who's looking for Information Please?
Produced by Shamrock Productions Inc.; executive producer: Carl Jampel; director: Alex Leftwich; writer: Elroy Schwartz; hostess: Dotty Mack.

The Liberace Show
Forty million grandmothers can't be wrong. They wanted Lee back, and they have him, every day for 30 shining minutes (1-1:30 p.m. EDT). Gone are the gold-lamé suits and brother George, but the candelabra and the incandescent smile remain.

The accent's informal on The Liberace Show. The maestro plays and sings a few popular songs, chats with his two supporting singers, Dick Roman and Marilynn Lovell (both fresh and tuneful) and then strolls through the audience, asking to be asked personal questions.

It may have been a stroke of genius by ABC-TV to make Liberace part of its "Operation Daybreak." Carnegie Hall frequenciers and New Yorker critics won't be bothered, and all the ladies everywhere can let themselves go without fear of being ridiculed.

Produced by Don Fedderson Productions; executive producer: Fred Henry; producer: Gil Rodin; director: Joe Landis; musical director: Gordon Robinson; writers: Tom Waldman, Sol Stein.

Chance for Romance
Former tv newscaster John Cameron Swayze was reportedly chosen to emcee this "lonely hearts club of the air" (2-2:30 p.m. EDT) to add a note of dignity to the proceedings. He makes a valiant effort to carry off the assignment and comes close to succeeding with his subdued approach.

Housewife viewers, long nourished on soap operas, should be ready for the real-life emotional cloudbursts flooding the screen here. New York officials can look forward to an avalanche of mail from would-be contestants, who while not necessarily searching for romance will at least be attracted by the prospect of a few nights "on the town" at tv's expense.

Produced by Irving Mansfield and Peter Arnell Productions; assistant producer: Murray Burnett; director: Clay Yurdin; associate producer: Jack Sullivan; musical director: Henry Sylven; production supervisor: Allan Wallace.

* * *
Production costs for each of foregoing:
Approximately $3,000 per quarter-hour.
All sponsored on participating basis on ABC-TV.

JOHNNY BELINDA
Though the play is the thing, it sometimes breeds a serious challenge to live tv producers. For the vehicle that gains success in other forms of entertainment naturally faces a severe comparison when subsequently presented on such as television. "Johnny Belinda" on Hallmark Hall of Fame was confronted with this situation. But fortunately, in this instance Julie Harris and cast were the thing. Miss Harris played the deaf mute to near perfection and, flanked by Christopher Plummer and veteran Victor Jory, she had little chance of failure. Tiny flaws in the staging were completely erased by the overall excellence of production. The more sordid aspects of the story were handled with commendable artistry. "Johnny Belinda" contains a strong message and TV carried it well.

Production costs: Approximately $250,000. Sponsored by Hallmark Cards through Foe, Cone & Belding on ABC-TV in color and black-and-white, Oct. 13, 9:30-11 p.m.

Producer-director: George Schafer; associate producer: Robert Hartung; executive producer: Mildred Freed Alberg; adapted by Theodore Apstein from play by Elmer Harris; musical director: Bernard Green.

Stars: Julie Harris, Christopher Plummer, Victor Jory, Rip Torn, Betty Lou Holland.

WESTINGHOUSE TV
Westinghouse Electric Corp. is to be twice congratulated on its network television efforts this fall for (1) its sponsorship of the Lucille Ball-Desi Arnaz specials and the Westinghouse Desilu Playhouse and (2) the imaginative (and effective) Fiesta of Values advertising approach used on the programs. The initial Lucy-Desi special, subtitled "Lucy Goes to Mexico," on CBS-TV Oct. 6 was a sometimes hilarious hour of entertainment, centering around Lucy's escapes as a matador. The old time Lucy standbys were on hand, plus guest star Maurice Chevalier, who was irks charming in a production number.

And for a programming change of pace the following week (Oct. 13), Westinghouse offered "Bernadette," a tastefully produced interpretation of the 14-year-old saint's story on its CBS-TV Playhouse. Pier Angeli performed the title role with sensitivity and skill, abetted by an able cast.

Commercial for all both shows were tied into the nationwide "Fiesta of Values" promotion that Westinghouse now is conducting. Skillfully integrated were live commercials by Betty Furness and John Cameron Swayze, plus filmed commercials, some of which featured members of the Desilu family of personalities. The fiesta setting created an aura of excitement. The agency responsible is McCann-Erickson, New York.

Production costs: Approximately $80,000 for each show.

Westinghouse Lucille Ball-Desi Arnaz Show (special)—producer: Bert Granet; director: Jerry Thorpe; executive producer: Desi Arnaz; writers: Bob Weiskopf, Bob Schiller; Everett Freeman.

Cast: Lucille Ball, Desi Arnaz, William Frawley, Richard Keith, Maurice Chevalier.

Westinghouse Desilu Playhouse (started Oct. 13)—Producer: Quinn Martin;
Another thinly disguised WJR success story

The above could very well be the conversation between two government clerks. They'd be discussing the handling of responses to a new Food Guide to Better Eating offered by the U.S. Dept. of Agriculture. The offer was nationwide, but 40% of the response came from Michigan. WJR was the only station in the Detroit-Great Lakes area to carry the offer—so WJR was given credit for the results. Proof that folks not only listen to WJR, but act on what they hear. And here's the real clincher. WJR made the offer on a Sunday at 6:30 in the morning!

Wouldn't you like the single radio station that almost matched the rest of the country in pulling power to give your product a running start on competition? It can be arranged. Just call your nearest Henry I. Christal representative. He will show you that this is just one example of WJR's influence. Better yet, he'll show you why WJR is the No. 1 station in the Detroit-Great Lakes area—the country's fifth richest market.

I'll take the Michigan mail, you take the rest of the country!
Announcing

A NEW CONCEPT

TELEPROMPTER

TELEPROMPTER LIVE SPOT NETWORK

an association of television stations geared for the first time to provide the national spot advertiser with confidence and assurance of accuracy in using local live personalities.

These personalities are known, respected and believed by the local audience*. They speak the local language, have a strong responsive following, are accepted in the homes—and are daily proving their sales effectiveness for the local advertiser*.

The national advertiser knows these values*—has wanted to use the effectiveness of these local performers—but until now hasn’t had the confidence. That confidence can now be a certainty with the TelePrompTer Live Spot Network, which currently consists of:

131 Television stations
... in 85 U.S. and 9 Canadian markets
... covering 81% of all U.S. TV homes

All equipped with
the same all new Mod V TelePrompter
the same special TelePrompter typewriter and paper
the same network-quality TelePrompter service.

The TPTLSN is easy to use, economical and provides the national spot advertiser with more flexibility and local impact than he has ever known.

For a complete presentation including details of the two surveys, advertisers and their agencies are invited to get in touch with TelePrompter Corporation today.

*Surveys made for Teleprompter Corporation by Norman, Craig and Kuentz, Inc. and Broadcasting Magazine.
There are 15 additional stations with the TelePro 6000 rear screen projector.

For added production values ask about the TelePrompTer-TelePro Live Spot Package

The unparalleled brilliance of the new TelePro 6000 rear screen projector, its perfect definition and 35-slides-per-minute changer, has added new and exciting opportunities for local station production.

The combination of TelePrompTer equipment for letter-perfect performance and the TelePro 6000 projector for production, permit for the first time creative national spot live commercials that can be identical in multiple markets or custom-designed for local or regional purposes.

**NEW YORK** • **LOS ANGELES** • **CHICAGO** • **WASHINGTON, D. C.** • **HUNTSVILLE** • **TORONTO** • **LONDON**
IN REVIEW

The old pro is back. Why was he away? They say it had something to do with "over-exposure." That must be a mean viewer disease to sap one's appetite for the full-blown entertainment served up by Milton Berle.

 Plenty of big laughs in rapid succession are not an everyday occurrence on tv, or anywhere else. Mr. Berle has marketed this rare commodity in night clubs and over the broadcast media through the years. Thanks to Kraft, his two-year hiatus from regular tv appearances is at an end.

The ice was broken Oct. 8. After some introductory good wishes from Bob Hope, Mr. Berle opened fire. Maybe one or two projectiles from his opening barrage fell short, but the other 10,000 scored. Among his targets: RCA, NBC, westerns, pay tv and local spot announcements.


Producer: Hal Kanter; directors: Selwyn Touber, Mr. Kanter; writers: Mr. Kanter, Hal Goodman, Larry Klein, Milt Josesberg; music director: Billy May; associate producer: Jerry Hausner; art directors: E. Jay Krause, Robert Kelly; assistant director: Gene Law; technical director: Don Ludike; unit manager: James Loren.

SWISS FAMILY ROBINSON

The children's classic was neatly reworked into a tv special, complete with little lessons, some from the old book and some not. The scouting lessons and marriage counsel of the adapted Robinson story were quite palatable and even gratifying in the way that fables are supposed to gratify.

The parts of the "happy family" were happily interpreted by Walter Pidgeon, Laraine Day, Dennis Hopper, Dennis Kohler and Patty Duke. Their occasional conflicts were impressively underscored by a videotaped tropical storm sequence. It fitted nicely into a well-staged hour.

Production costs: Approximately $150,000.

Production by Talent Assoc., Inc.; executive producer: David Sutzkind; producer: Alex March; director: William A. Graham; associate producer: Renee Valente; teleplay by M. L. Davenport from novel by Johann Wyss; art director: Duane McKinney; music director: John Geller; special effects: Vince Mallardy.

Sponsored by Rexall Drug Inc. through BBDO on NBC-TV Oct. 12, 6:30-7:30 p.m. EDT, pre-empting Outlook and Saber of London.

OPEN MIKE

The 1958 Yearbook

EDITOR:

In an agency as deeply involved in the broadcast media as we are, the compilation of facts such as those contained in your new YEARBOOK is invaluable.

The only improvement I could suggest would be a hard cover because I know this one will wear out quickly as a result of our daily use. Congratulations on a great job!

Ted Bergmann, President
Parkson Agency

New York, N. Y.

EDITOR:

We found many interesting facts contained within its pages. Send us an additional copy.

Liz Vosberg, Manager
Paul Locke Adv.
Philadelphia

Dissenting Voice

EDITOR:

Pardon me if I see red after reading DATESINES Sept. 29.

This is the type news coverage your reputable magazine is handing out orchids for? Marlon Brando's maid being hauled out of his swimming pool! 2,000 feet of blood, gore and rubble from a plane crash in Minnesota?

Houston being the "murder capital" of the nation, I'll wager we could match any city in the country foot-for-foot of film, line-for-line of copy in a battle of blood and gore... no holds barred.

But, curse it, we're sort of handicapped with a nasty little thing called integrity.

We hold our fender scrapings and beeper-phone interviews with rapists down to their proper prospective in the local picture. We are damned with the burden of analyzing what each item of news means to our listeners and I for one would have a heck of a time explaining what a half-hour examination of Marlon Brando's dead maid's import is to our audience.

I only regret the encouragement that the above-mentioned article gave to the alarming (and appalling) number of rip-an-year, bulletintistic, beeper-phone boys who spend 95% of their time chasing fire engines and the other 5% pouring out inconsequential yellow journalism to the young housewives. Scratch up another score for Scripps-Howard.

Bob Magruder
News Department

KTRH Houston, Tex.

[EDITOR'S NOTE: BROADCASTING's function is to report what's happening in radio and television. Orchids (and brickbats) are reserved for the editorial page.]

Varsity Best Seller

Twenty-seven student subscriptions are covered by order BX 47287.

U. of North Carolina

START THIS WEEK BULK ORDER 12 COPIES.

CHECK FOLLOWS.

E. S. Jorgensen
Montana State U.
A Dream of a Package... from N.T.A.
NTA'S DREAM PACKAGE
of 85 feature films from the
studios of 20th Century-Fox
and other important producers

When you open up NTA's Dream Package, you quickly discover a delightful surprise: Each and every one of the 85 feature films in this distinguished group offers a sales and rating dream! It can't be otherwise—with so many top-flight stars. In so many first-rate pictures. From so many outstanding writers and directors. In brief, it's a dream of a package . . . produced with all the finesse of 20th Century-Fox and other major producers. And when you unfold it to your viewers, fantastic profits will become real for you! It's a gift, whose complete contents will be found on the following page...
THIS ABOVE ALL
Tyrone Power, Joan Fontaine, Thomas Mitchell

CALL NORTH SIDE 777
James Stewart, Lee J. Cobb, Richard Conte

MOTHER WORE TIGHTS
Betty Grable, Dan Dailey

THE RAINS CAME
Tyrone Power, Myrna Loy

HEAVEN CAN WAIT
Gene Tierney, Don Ameche

CALL OF THE WILD
Clark Gable, Loretta Young

ROAD TO GLORY
Freddie March, Lionel Barrymore

LILLIAN RUSSELL
Alice Faye, Don Ameche, Henry Fonda

NIGHTMARE ALLEY
Tyrone Power, Joan Blondell

DANTE'S INFERNO
Claudette Colbert, John Payne

MEMORIZE THE DAY
Tyrone Power, Gene Tierney, George Sanders

I WONDER WHO'S KISSING HER NOW
June Haver, Mark Stevens

THE LOVES OF EDGAR ALLEN POE
Linda Darnell, John Shepard

FOUR MEN AND A PRAYER
Loretta Young, George Sanders, David Niven

STREET WITH NO NAME
Mark Stevens, Richard Widmark, Lloyd Nolan

TEN GENTLEMEN FROM WEST POINT
George Montgomery, Maureen O'Hara

LAST OF THE DUANES
George Montgomery, Eve Arden

BOMBER'S MOON
George Montgomery, Annabella

THE BARONESS AND THE BUTLER
William Powell, Annabella

MOLLY AND ME
Monty Woolley, Gracie Fields

SPRINGTIME IN THE ROCKIES
John Payne, Betty Grable

FRONTIER MARSHALL
Randolph Scott, Nancy Kelly

MARYLAND
John Payne, Walter Brennan

CARDINAL RICHELIEU
George Arliss, Maureen O'Sullivan

THIS IS MY AFFAIR
Robert Taylor, Barbara Stanwyck

ALWAYS GOODBYE
Barbara Stanwyck, Cesar Romero

WHERE DO WE GO FROM HERE
Fred MacMurray, Joan Leslie

SCUDDA HO SCUDDA HAY
June Haver

SLEEPERS WEST
Lloyd Nolan, Lynn Bari

Lancers Spy
George Sanders, Doreen Sheil

THE LADY ESCAPES
George Sanders

36 HOURS TO KILL
Brian Donlevy, Gloria Stuart

HOTEL FOR WOMEN
Ann Sothern, Linda Darnell

RISE AND SHINE
Milton Berle, Linda Darnell

GIRL TROUBLE
Don Ameche, Joan Bennett

IF I'M LUCKY
Vivian Blaine, Perry Como

DON JUAN QUILLIGAN
William Bendix, Joan Blondell

HIGH TENSIONS
Brian Donlevy, Glenda Farrell

STEAMBOAT ROUND THE BEND
Will Rogers, Anne Shirley

CARNIVAL IN COSTA RICA
Vera Ellen, Cesar Romero

FOLIES BERGERE
Maurice Chevalier, Ann Sothern, Merle Oberon

LIFE BEGINS AT 8:30
Ida Lupino, Cornel Wilde

INVASERS FROM MARS
Arthur Franz, Helena Carter

DEVIL IN THE FLESH
Gerard Philippe

SALLY, IRENE AND MARY
Alice Faye, Tony Martin

CHARTER PILOT
Lloyd Nolan, Lynn Bari

SING AND BE HAPPY
Tony Martin, Jean Davis

PUBLIC DEB #1
Ralph Bellamy, George Murphy

IT SHOULDN'T HAPPEN TO A DOG
John Ireland, Reed Hadley

BOY FRIEND
Jane Withers, Arlene Whelan

THE NIGHT BEFORE THE DIVORCE
Lynn Bari, Mary Beth Hughes

MIDNIGHT TAXI
Brian Donlevy, Alan Dinehart

CADET GIRL
George Montgomery, Carole Landis

MR. MOTO'S GAMBLE
Peter Lorre, Lynn Bari

Rome, 11:00
Lucia Bosé, Carla Del Poggio, Maria Grazia Francia

GOD NEEDS MAN
Pierre Fresnay, Madeleine Robinson

BIG TOWN GIRL
Claude Trevor, Alan Dinehart

PERFECT SNOB
Cary Grant, Lynn Bari

GREAT HOSPITAL MYSTERY
Joan Davis, Sally Blaine

THE ESCAPE
Kane Richmond, June Gale

BULLFIGHTERS
Laurel and Hardy

CITY GIRL
Phyllis Brooks, Ricardo Cortez

HERE COMES TROUBLE
Paul Kelly, Aline Judge

MYSTERY WOMAN
Gilbert Roland, Mona Barrie

FAIR WARNING
Betty Furness, John Payne

IT COULD HAPPEN TO YOU
Stuart Erwin, Gloria Stuart

MR. MOTO'S LAST WARNING
Peter Lorre, George Sanders

WELCOME HOME
Artie Shaw, James Dunn

ALWAYS IN TROUBLE
Jane Withers, Arthur Treacher

PIER 13
Lynn Bari, Lloyd Nolan

DANGER ISLAND
Peter Lawford, Joan Blondell

HE HIRED THE BOSS
Stuart Erwin, Vivian Blaine

JAZZ BALL
Louis Armstrong, Peggy Lee, Betty Hutton

ROCK YOU SINNERS
Phyllis Gilbert, Adrienne Scott, Tony Cornell and his Rockets

HOUSE IN THE WOODS
Patricia Roc, Ronald Howard

OFF TO THE RACES
Jed Prouty, Spring Byington

SUNDOWN JIM
Virginia Gilmore, J. Kimbrough

ROGUES YARN
Nicole Maurey, Derek Bond

UP THE RIVER
Tony Martin, Phyllis Brooks, Preston Foster

MAN AT LARGE
Marjorie Weaver, George Reeves

CAREER WOMAN
Virginia Field, Claire Trevor

FIREFIGHTERS OF OUTER SPACE
Anthony Dexter

CHASING DANGER
Preston Foster, Lynn Bari

THANK YOU, MR. MOTO
Peter Lorre, Sidney Blackmer, John Carradine

NOW READY: 85 superb feature films in NTA's "Dream Package." So come out of your reverie and wake up to the big opportunities awaiting you in NTA's outstanding new "Dream Package." For the full story, get in touch today with . . .

NTA NATIONAL TELEFILM ASSOCIATES, INC., Coliseum Tower, 10 Columbus Circle, New York 19, N. Y., (212) 725-7300 OFFICES: Atlanta, Boston, Chicago, Dallas, Hollywood, Memphis, Minneapolis, Toronto, London
CRACK IN THE DIKE ON LIQUOR ADS

- WOMT Manitowoc, Wis., to accept distillers’ business Nov. 1
- Move could end 20 years of voluntary broadcast prohibition

One of broadcasting’s most sensitive nerves—the subject of liquor advertising—was touched last week when 250 w WOMT Manitowoc, Wis., said it would accept such advertising as of Nov. 1. The reaction: first a horrified yelp, then an uneasy silence.

- NAB President Hal Fellows was quick to condemn the proposal.
- The liquor advertising business was slow to accept the offer.
- Capitol Hill, between sessions, had nothing to say.
- And WOMT owner-general manager Francis Kadow, unperturbed by the fuss, was ready in his plans to make the move Nov. 1.

Should his efforts blaze the trail, a whole new area of both business and bother would inevitably open. The business: multi-million budgets of liquor advertisers, until now out of reach of broadcasters. The bother: renewed efforts of prohibition elements to cast all alcoholic beverage advertising both off the air and out of other advertising media. The traditional voluntary ban on liquor advertising, in existence since the 30’s, has long been one of broadcasting’s principal defenses in fending off the dray’ onslaughts.

(For Broadcasting magazine’s stand on liquor advertising, see EDITORIALS, Oct. 28, Nov. 18, Nov. 25, Dec. 23, 1957.)

This is the sequence, and significance, of last week’s events:

Wisconsin radio broadcaster last week signaled his intention of accepting hard liquor advertising—and promptly drew a rebuke from NAB President Harold E. Fellows. It happened at the NAB conference in Milwaukee Monday and Tuesday.

Francis Kadrow, general manager of WOMT Manitowoc, Wis., revealed his station plans to accept “all alcoholic beverage” advertising, including liquors, effective with rate card No. 25, Nov. 1. WOMT operates with 250 w on 1240 kc and is affiliated with MBS and the Wisconsin Network.

Commenting on the report at a Tuesday radio session, Mr. Fellows scored any moves which would upset the traditional broadcast policy of rejecting hard liquor advertising. He stated: “Anyone who violates this tradition is selling his birthright for a $20 bill. If in this free nation the radio and television broadcasters have voluntarily elected not to accept hard liquor advertising. While a station may have the right to carry such advertising, there is a moral question. Broadcasters decided long ago that the public interest is best served by not broadcasting hard liquor commercials. The soundness of this decision is underscored by the overwhelming public approval it has won. As far as I know, there are no hard liquor commercials on the air at this time and it would be regrettable if there ever were."

Both the NAB tv code and radio standards of good practice call for non-acceptance of hard liquor advertising but permit beer and wine ads, Mr. Fellows noted, adding “there’s no reason why beverages of moderation shouldn’t be advertised on the air.”

Vincent T. Wasilewski, NAB government relations manager, told the same radio session that “we would find ourselves in hot water with Congress and dry groups, although this is not the primary factor.” He termed this a “moral responsibility” and pointed out stations have voluntarily refused to accept such advertising since 1937. He also observed that the Distilled Spirits Institute itself has maintained a policy against hard liquor advertising on the air.

There have been scattered instances of “borderline” beverage advertising in radio, according to Edward H. Bronson, NAB director of television code affairs, but none in television on the basis of stations monitored by the association, although attempts have been made to invade the medium.

Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and its anti-trust subcommittee, has criticized NAB for its stand on hard liquor advertising, describing broadcasters’ refusal to accept it as “tame, pusillanimous and myopic.”

Mr. Kadrow (a teetotaler) told Broadcasting that notwithstanding NAB’s position and Mr. Fellows’ views, he will proceed with plans to accept hard liquor commercials starting Nov. 1. Copies of WOMT’s new rate card already have been mailed to advertising agencies and will be listed in Standard Rate & Data Service. He had had no takers at the week’s end.

“Naturally we will use it [liquor advertising] carefully ... with judgment and good taste,” Mr. Kadrow said. He added the decision was based partly on the fact that...
SCHWEPPES WANTS

One way to cut the anti-liquor ad ban is to water it—with tonic. This, at least, seems to be at the bottom of Ogilvy, Benson & Mather's current attempt to get stations to accept copy mentioning one of the taboos, "gin."

OMB, agency for Schweppes (U.S.A.) Ltd., subsidiary of Schweppes (Overseas) Ltd., London, during the past six weeks has been sounding out major station operators on the feasibility of using Schweppes radio copy that mentions gin. The move was stimulated by the acceptance of such copy by some stations—WQXR New York for one—in the past. Currently spending about 20% of its not-so-big budget in radio (mostly in spring and summer), Schweppes intends to step up broadcast billing, stations willing.

In a letter last month, OBM vice president-media director Samuel L. Frey told station managers: "As you know, Schweppes advertising appeared in your market during the past summer." But, Mr. Frey went on, Schweppes bypassed radio because "in a radio commercial we find very hard to explain that Schweppes is to be mixed with gin or other alcoholic beverages, without mentioning the word 'gin.'" Attached to the letter was a script of a 60-second transcribed commercial featuring the voice of Schweppes (U.S.A.) Ltd. president and chief spokesman, Commander Edward Whitehead.

"If such advertising would be acceptable," Mr. Frey hinted, "there is a strong possibility that this or similar copy might be scheduled on your station during the next year's campaign ..."

NAB has informed member radio stations, in response to inquiries, that while the proposed Schweppes continuity does not promote gin directly it is tied into the copy so thoroughly that it is deemed indirect promotion and not within the radio standards.

Since its introduction in the U.S. a few years ago, Schweppes has used a relatively small lineup of stations—but successfully. It has hesitated to expand because—in the words of an OBM executive—"We can only go with radio in those markets where Schweppes has come to mean something besides a funny-sounding English name."

OMB inevitably has placed radio following introduction of Schweppes via major market newspapers such as the New York Times and slick periodicals such as The New Yorker. But it might be well to remember that Schweppes gets the cooperation of local broadcasters.

Up through the end of 1957, Schweppes distribution in this country was effected through regional and local Pepsi-Cola distributors-bottlers. Effective in January this year Schweppes set up its own administration-sales organization, but in some cases is still using the local Pepsi people and their spot campaigns. On its own for the first time this past summer, Schweppes limited radio to 10 markets. A runding on Schweppes' use of radio and the success it brought was presented to Radio Advertising Bureau's National Radio Advertising Clinic in 1955 by Commander Whitehead and Frank Johnson, then account executive at OBM and now with Brown-Forman distillers.

Said Mr. Johnson: "Today Schweppes has been successfully introduced in more than 100 markets. The use of print and radio spots has proved highly successful. The printed advertising had high visual impact. Radio brought it to life—made Commander Whitehead even more effective."

Mr. Johnson also told the 1955 NRAC that a penetration study in New York the third year after Schweppes' introduction showed that 'Schweppes' advertising had penetrated to a far greater degree than its nearest competitor's campaign. The playback of ideas was sharp and remarkably high. The combination [radio and print] has produced truly outstanding results."

Here is the sample script which accompanied the OBM letter to stations last month:

Whitehead: Good evening ... I am Commander Edward Whitehead ... the man from Schweppes ... with two interesting ideas on how to keep cool. Perhaps the most pleasant way to keep cool outside is to spend the day in the swimming pool. But the nicest way to keep cool inside is to do what I am doing ... make yourself a gin and tonic with Schweppes quinine water.

Sound: Fizzle of carbonation.

Whitehead: Sip this delightful potion very slowly. Really, one feels ten degrees cooler. First of course, because it's an iced drink ... But more important is the clean, refreshing, bitter-sweet flavor of Schweppes. And Schweppes' liveliness ... the famous carbonation that we call Schweppervescence ... lasts the whole drink through. If you'd like to experience the deliciously cooling effect of an authentic tonic drink ... order Schweppes quinine water at your restaurant ... or buy some at your grocer's. It's the one indispensable mixer for the coolest drink known to civilized man ... gin and tonic made with Schweppes.'
liquor industry already was so beset with regulation, from both outside and inside its own ranks, that he doubted it would be wise to use radio-tv and thus, in his opinion, complicate the business with further rules. He was worried more about additional self-regulation than about public reaction.

Another executive took this approach: "There's a double standard in this business: You can show drinking in just about every drama program and nobody bothers the drys. You can beat around the bush and promote drinking, but you can't suggest drinking outright."

Adhering to its longtime policy, the Distilled Spirits Institute's board of directors voted unanimously Thursday (Oct. 16) to reaffirm its voluntary ban on use of radio and tv to advertise spirits. The board, meeting in Louisville, reviewed the institute's code structure. DSII represents 70% of the industry but believes there is 100% compliance with the radio-tv ban.

DSII imposed a code ban against radio in 1935 and added tv to the language in 1948. Any doubt about the size of the liquor advertising nugget could be dispelled by a look at the 1957 budgets of leading distillers.

In 1957, Distillers Corp-Seagram Ltd. (Calvert Reserve and Lord Calvert whiskies, Calvert's London Dry Gin, Carstairs White Seal whiskey) was the 12th largest spender in major media. The company put an estimated $23.5 million gross into advertising, with $11.8 million of this in newspapers and $7.3 in general magazines. Network television received almost $297,000 for non-alcoholic products.

ADVERTISERS & AGENCIES

CHALLENGE PUT TO WESTERN AAAA: ADS MUST DOUBLE IN NEXT DECADE

- Arno Johnson charts volume needed to support product
- Agencymen focus on ad trends at Palm Springs meeting

The national advertising volume must double in the next decade to produce sales adequate to support the national production, Arno H. Johnson, vice president and senior economist of J. Walter Thompson Co., New York, stated Tuesday (Oct. 14).

Speaking at the Western Region convention of the AAAA, held Sunday-Wednesday at Palm Springs, Calif., Mr. Johnson declared that there is an urgent need for an expansion of more than 50% in consumer purchases to a potential of over $435 billion by 1969. He stressed the importance of advertising "as the activating force and educational force needed to change people's desires, habits and motives rapidly enough for us to utilize our growing productive capacity.

"We have a $30 billion backlog of consumer buying awaiting activation by advertising," he noted. "Activation of this $30 billion backlog would make possible more than a 10% increase in consumer purchases.

... An expansion of 10% to 15% in consumer demand in the next two years would change government deficits to surpluses; would make possible tax reductions; would stop inflationary pressures through stepping up productivity to match wages; and would stimulate plans for expansion of new or improved plants and equipment, stimulate research for new and improved products and packaging.

"We should have over $700 billion of productive ability 10 years from now. To match this production our standard of living must grow over 50% to a level of over $435 billion. . . . Greatly increased advertising will be necessary to bring about changes in living habits rapidly enough to support the growth in production. Just to keep up with the changes in potential since 1951, the national advertiser will need, in 1959, a budget 2 1/2 times as large as he had in 1951, or one-third greater than in 1955.

"By 1969 a volume of total advertising of about $22 billion may be required to sell the volume of goods and services necessary to support the $700 billion level of production. That's double the present total of advertising!"

An apparent tendency towards a limited number of very large agencies was reported by Robert C. Durham of Robert C. Durham Assoc., New York, at a Monday afternoon business session. "The large agency," Mr. Durham noted, "provides a better market for stock whenever you want to sell it. It provides a better chance for capital growth, for longer range benefits and, if it's set up properly, it can still encompass all of the personal prerogatives that agency people seem to worry about so much.

"Certainly, there are always going to be small service shops where one man drives himself crazy over servicing a few smaller clients," he said. "There'll be specialized shops, too, such as those in the ethnic drug field, and very probably there will be some pretty strong regional operations.

"Beyond this, however, it seems to us that the area of 50 million dollars and up is the future of the business. We're all aware that years ago 71/4% was not an uncommon margin of profit. But in those days we simply wrote the ads and they ran. No one ever heard of such things as publishers calling on a store. Now net profit is often down below 1% but seems to be best in the area of 50 million dollars billing and up."

Watch your expenses, Daniel Hicken of Arthur Anderson & Co., Los Angeles, warned agency officials. A study of a few agency reports taken from his company's files, he reported, showed expenditures for salaries, rent, travel, entertainment and pro-
MAVERICK RIDES

HERD FOR KAISER

Kaiser in 1956 decide to go after national distribution and do battle for a substantial share of the consumer foil market?" There was a powerful but indirect reason—a very unusual reason to market a consumer product. It was felt that Kaiser foil could act as a good-will ambassador in the homes across the U. S., could help the Kaiser Aluminum & Chemical Corp. sell itself to the public.

"Kaiser Aluminum recognized the need to acquire a favorable corporate image with the public (as potential stockholders and employees) and with business (as potential customers). What's more, their vast expansion program needed financial support from a friendly and stable world. Another big problem stemmed from the fact that during the years following the war, many inferior products were poorly made from flimsy light gauge aluminum. Some people had come to think of aluminum as a substitute material.

"It was recognized, therefore, that an extensive educational and informational program could create a favorable personality for Kaiser aluminum, and furthermore that a worthwhile consumer product, made of Kaiser aluminum, in the home, would help to make it stick."

Tracing the development of a new consumer foil product, Kaiser broker

foil, made wider than other brands to just fit the standard broiler and with the exclusive quilted design, and its market research testing, which "convinced us that we had a perceptible, appreciable sales advantage in 'quilting' housewives would buy," Mr. Calhoun continued: "We knew we had a winner." The quilted story was an advertising natural.

"Today, the great majority of advertising dollars are concentrated in a heavy participation in the hit tv show, Maverick."

"Maverick came into being on ABC and from a standing start liked such giants as Benny, Allen, and Sullivan. As the ratings for the new show year, starting this fall, indicate that the popularity of Maverick is on the increase. . . . Jackpot? . . . I'll say! What with homes delivered as low as $1.07 per thousand.

"But these are just words, What has really been the measurable effect of all of this advertising over the last two years? A lot has happened. The tremendous sales activity by Kaiser has helped to double the consumer foil market. More important to Kaiser is to have expanded sales from 3% to 21% share of market in two years' time against tough competition. This is a record we are real happy about."

[For story on Reynolds Metals' success with tv, see ADVERTISERS & AGENCIES, Oct. 12]
RADIO: WANAMAKER’S HOT SALESMAN

Department store’s storm window sales skyrocket on diet of weekend radio, first doubling, then quadrupling. Now they’re selling swimming pools

John Wanamaker—"The No. 1 Name in Retailing"—has made an important merchandising discovery—that radio can do a selling job.

This world-famed merchant—‘Wanamaker’s Has Everything’—is writing advertising history with its effective use of radio in Philadelphia and New York. The merchandise: storm windows and jalousies.

These products, bearing a shady retailing reputation because of widespread pitch-and-pressure advertising in all types of media, are now being sold with incredible speed and volume as the result of John Wanamaker’s radio promotion. Here’s what happened in the storm window department in less than two years:

- Sales in September 1958, promoted only by radio, exceeded those of any previous full year when newspapers were used.
- Volume doubled in 1957 when radio was first used exclusively.
- Sales in 1958, with radio schedules expanding, are at least quadruple 1957’s.
- Two years ago John Wanamaker took less than 10% of the storm window production of Mallard Mfg. Co.; now it is taking over 80% of the factory’s output.

The storm window success story is directly attributable to adoption of radio coupled with virtual abandonment of newspapers.

Still another merchandising miracle will attract gullible attention:
- Eighty-five percent of radio-inspired inquiries are converted into sales.
- These sales average over $300 each.

John Wanamaker has demonstrated that radio can sell storm windows and jalousies 12 months of the year. Having sold a winter item in mid-summer, the store is embarking on a new project—the sale of $5,000 swimming pools in winter, using radio as the medium.

Two persons have taken the lead in the John Wanamaker radio project—George L. Aronson, president of Gia Products Inc., Upper Darby, Pa., and Bernard J. Kramer, partner in Gresh & Kramer, Philadelphia advertising agency. Mr. Aronson is concessionaire of the Wanamaker storm window, jalousie and swimming-pool department at Philadelphia and New York (Westchester) stores.

For years Mr. Kramer had been nursing the idea that radio could be an effective medium for department stores if they knew how to use it. He had developed a retailing formula for a fashion store, Ideal Mfg. Co., on the White Horse Pike, across the Delaware River in New Jersey. The store has tripled in size since quitting newspapers for weekend radio advertising.

Early in 1957 Mr. Kramer, convinced that he had a radio concept for department stores, in turn convinced Mr. Aronson the medium could sell storm windows for the John Wanamaker department. They picked WIP Philadelphia for a four-weekend test. Ralf Brent, station vice president, was hesitant. "Nobody has ever used radio like that," he commented.

Mr. Kramer felt a radio period should be long enough to provide the information offered by a full-page newspaper ad. He insisted on ad-libbing by the announcer, reasoning that a salesman doesn’t work from script when facing a customer.

The first 25-minute Wanamaker program went on the air. Four telephones equipped with lights were installed in the studio. Bob Meneefee, WIP announcer, delivered the first commercial and the telephones lit up immediately. Mr. Meneefee started answering phones while a record was on the air.

The results: A program costing $135 for time and talent produced 13 inquiries; 12 were converted into sales averaging $300 each.

Mr. Aronson was convinced. So was Mr. Kramer.

"I thought everybody was watching tv," Mr. Aronson observed.

The four weekends led to a year-round project. Mr. Kramer observed techniques and results carefully, finally developing a manual on what to do and what not to do. Gresh & Kramer started buying more time. Soon it was using WPEN, WFIL, WRCV, WIBG and WKDN (Camden, N.J.).

On WIP, Wanamaker is currently using a half-dozen quarter-hour and 25-minute programs every Saturday and about the same schedule on Sundays. It buys announcements ahead of each segment to merchandise the program. Current expenditure on WIP is running around $1,000 each weekend. The current station list also includes WPEN, WFIL and WKDN, according to the agency.

"Radio surprised me," Mr. Aronson told Broadcasting. "It’s terrific. But four elements are necessary for effective use of radio to sell merchandising. They are (1) a good agency, (2) a good merchandising name behind the product, (3) good merchandising and (4) satisfied customers.

"Radio is a wonderful way of selling. Department stores should use it extensively. I seldom use newspapers now, and they don’t produce when I buy them."

The Wanamaker radio segments are built around standard and popular music. "We don’t buy rock and roll," Mr. Kramer said. "After all, we’re selling adults. We prefer the warmth and sincerity of radio to the coldness of the printed page. Our formula links radio and the telephone. We tell the audience about Wanamaker storm windows and jalousies, and move listeners from their chairs to the telephone. There is no time limit on advertising copy, but it isn’t allowed to run unreasonably long. We make a copy point after each record, with the announcer ad libbing from a fact sheet. He’s there to make the phone ring and get leads. His approach is sincere and friendly—the opposite of the pitch used by the blue-suede boys who are common in the storm window business.

"He suggests the listener go to John Wanamaker’s store, or if more convenient, to call him on the special phones. He gives a price idea on the air by mentioning typical monthly payments, and gets name, address and phone number of the listener with the promise that ‘John Wanamaker will get in touch with you.’ He knows by the telephone lights if he is getting across.

"The audience has a chance to talk back to the announcer while records are on the air. Phone calls keep coming into the sta-
to town Philadelphia store. The department is reputed to produce more income per square foot than any other department in the store.

The John Wanamaker store has been operating that way since it was the first department store in the United States—but it isn’t bound by its traditions.

“They’re crazy,” a broadcaster muttered when Wanamaker bought extra radio time while the World Series was on a competing station. Crazy like a fox—the response was good.

“Radio can do the same job for other departments that it does for storm windows,” Mr. Kramer said.

How well will swimming pools sell in winter?

One time segment on a recent weekend produced 12 inquiries that led to the sale of two $5,000 pools.

Radio-Tv Fever Reading Planned at ANA Meet

An exploration of problems and new developments in broadcast advertising will be a feature of the Assn. of National Advertisers’ 49th annual fall meeting, to be held Nov. 9-12 at the Homestead, Hot Springs, Va.

This session, led by George J. Abrams, vice president of Revlon and chairman of the ANA radio-tv committee, will be one of four workshop meetings to run concurrently on Nov. 10, opening business day. Speakers and subjects:

“What’s Ahead in Radio-Tv?” by Mr. Abrams; “Do You Really Know Your Television Audience?” by Miles Wallach, president of M. A. Wallach Research Inc. and advocate of a combination in-home coincidental and telephone coincidental interview system of deriving program ratings, which also is supported by Mr. Abrams [LEAD STORY, March 31]; “The Responsibility of Advertisers in Meeting Mounting T.V. Costs.” by Howard Eaton, radio-tv director for Lever Bros., and “The Future Importance of Magnetic Tape in T.V.” by a speaker to be announced.

Theme of the fall meeting is “Creating More Sales and Profits in a World of Change Through Creative Research, Marketing and Advertising.” Roger Bolin, advertising director of Westinghouse Electric Corp., is program chairman. The fall meeting, unlike ANA’s spring meeting, will be attended by members, invited advertiser guests and working newsmen, but not by agency and media people.

The subject that dominated the 1957 fall ANA meeting—advertiser-agency relations and methods of agency compensation—is on the docket for further discussions. At the meeting last fall the “preview” of the ANA-commissioned study and report by Dartmouth Prof. Albert W. Frey drew one of the largest crowds that ever attended an ANA meeting [LEAD STORY, Nov. 4, 1957]. This year’s program schedules an off-the-record discussion of developments in Agency Relations”—sure to delve into any changes that have occurred since the Frey report was issued. This session will be the afternoon of Nov. 11.

Earlier in the same session J. D. Danforth, executive vice president of BBDO and chairman of the American Assn. of Advertising Agencies, will give a personal viewpoint on “Getting The Best Advertising—At The Most Economical Cost—Through Improved Agency Relations.”

The fall meeting will open with a survey of “The Changing Economic Climate and What It Means to Advertising,” by Dr. Lawrence C. Lockley, dean of the School of Commerce, U. of California, and a special A. C. Nielsen Co. presentation on “What Is Happening In The Marketplace and How Better Planning Can Turn Failure Into Success.” The presentation will be made by Nielsen executive vice president J. O. Peckham, with commentary by President A. C. Nielsen Jr.

The concurrent sessions, in addition to the one on radio-tv, will deal with the use of...
WMGM'S audience really listens.
WMGM is now the third most popular radio station

Yes, and on any basis of measurable sales results, too,
WMGM produces action at the lowest cost of any radio station in the New York Metropolitan Area.

NOW AVAILABLE: NEW MERCHANDISING PLAN. DETAILS ON REQUEST.

WMGM RADIO NEW YORK CITY

"All I hear is WMGM"

The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone Murray Hill 8-1000
Represented Nationally by George P. Hollingbery Co.
Interview: Ted Kelly

McCann-Erickson Broadcast Supervisor, Ted Kelly, tells why he selects WLW TV - Radio Stations for NABISCO

"WLW TV-Radio Stations offer advertisers that golden glow of success in time well-spent."

"And one reason is the splendid service and cooperation of the famous Crosley Group."

"Yes, the WLW TV-Radio Stations know how to help push products from on-the-air to point-of-sale all over the area."

"Such service is Premium quality... real Premium quality!"

Call your WLW Stations Representative... you'll be glad you did!
of advertising to introduce new and improved products, new ways to get the most out of the sales promotion dollar, and industrial advertising. In addition, Horace W. Barry, merchandising manager of The Nestle Co., will show a feature presentation on current practices of 268 ANA members in pretesting and evaluating promotional materials.

The Nov. 11 morning session will deal with creativity, with addresses by President Alfred Politz, of Alfred Politz Research Inc., on "How Research Can Unshackle Creativity"; E. W. Ebel, advertising vice president of General Foods, on "Advertising's No. 1 Need: Ads That Really Get Through to the Consumer," and Louis N. Brockway, executive vice president of Young & Rubicam, on "How to Get Better Ads from Your Agency."

This will be followed by a business meeting for election of officers and directors and a report by Ralph Winslow, vice president of Koppers Co. and ANA chairman, on steps ANA is taking to help members achieve greater advertising productivity.

The meeting will close following a Nov. 12 morning session on "What Makes For Successful Advertising Today" and a luncheon at which Army Secretary Wilber M. Brucker will discuss the defense program and its effect on the economy.

The annual banquet will be held the evening of Nov. 11. A social program also is planned for the evening of Nov. 9.

### NATIONAL RADIO CENSUS ORDERED

How many radio sets are there in the United States?

A project aimed at documenting radio's full dimensions is being announced jointly today (Oct. 20) by the Radio Advertising Bureau and the Advertising Research Foundation.

To ascertain the number of sets in the U.S., a major survey will be conducted next month by the United States Bureau of the Census among a total of 36,500 households in 330 sampling areas. It will be under the supervision of ARF and will be financed by RAB on behalf of its membership.

RAB President Kevin B. Sweeney noted that the last survey of radio sets was conducted in May 1954, with a sample one-third the size of that to be used in the upcoming study. Alfred Politz Research Inc. made the 1954 study under ARF supervision and with funds provided by RAB (then called Broadcast Advertising Bureau) and the four networks. Mr. Sweeney added: "Continued rapid growth in the number of radio sets in U.S. homes and automobiles has made necessary this important nationwide survey in order to document the medium's full dimensions. Well-educated estimates by an RAB-network research committee have provided useful projections in recent years. But it is now necessary to find out how big radio is, in what room of the house sets are located and how these dimensions vary regionally."

It was pointed out that so large a sample is made practicable for private industry through an arrangement worked out by ARF with the Bureau of the Census. The count of radio sets will be a supplement or "hitchhiker" on monthly surveys conducted by the Census Bureau, primarily to obtain data on the employment status of the labor force.

"This study will provide important and valuable information to advertisers and agencies and to the radio industry," ARF Managing Director A. W. Lehman commented.

"Plans for the survey were drawn by ARF at the request of RAB; they have been approved by the technical committee of ARF, consisting of 26 leading advertising and marketing research executives, representing agencies, advertisers and media."

The range of information which the RAB-ARF project is seeking to ascertain is: households with radio sets (for U. S. and each of 14 area breakdowns, with percentages for households with one, two, three, four or more sets); households with automobiles and automobile radio sets (similar breakdowns as for household radios) and location of household radio sets (for U. S. and each of the 14 area breakdowns, covering percentages of households with sets located in kitchen, the bedroom and other locations).

To dramatize the need for a new, major set census, RAB pointed out that (1) its July 1958 estimate of U. S. radios placed the number at 142.6 million or 82% more than in 1949, the first big year of TV's growth, and (2) since 1949 "a virtual revolution has taken place in the location of radio sets: from a primarily living room medium (radio has become) a medium dispersed over every room of the household."

The May 1954 Politz-ARF study found 100,920,000 working-order radio sets—74,740,000 in homes, 26,180,000 in cars.

The table at left traces the growth of radio.

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**Set Count on Radio Growth**

I. Here is how the number of radio sets has grown since 1949. All figures in millions.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>IN-HOME</th>
<th>OUT-OF-HOME</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>61.9</td>
<td>17.1</td>
<td>79.0</td>
</tr>
<tr>
<td>1950</td>
<td>65.4</td>
<td>19.8</td>
<td>85.2</td>
</tr>
<tr>
<td>1951</td>
<td>71.9</td>
<td>24.1</td>
<td>96.0</td>
</tr>
<tr>
<td>1952</td>
<td>76.8</td>
<td>28.5</td>
<td>105.3</td>
</tr>
<tr>
<td>1953</td>
<td>74.8</td>
<td>35.1</td>
<td>110.0</td>
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<tr>
<td>1954*</td>
<td>74.7</td>
<td>36.2</td>
<td>110.9</td>
</tr>
<tr>
<td>1955*</td>
<td>80.0</td>
<td>41.0</td>
<td>121.0</td>
</tr>
<tr>
<td>1956</td>
<td>83.8</td>
<td>40.2</td>
<td>124.0</td>
</tr>
<tr>
<td>1957*</td>
<td>90.0</td>
<td>45.0</td>
<td>135.0</td>
</tr>
<tr>
<td>1958*</td>
<td>95.4</td>
<td>47.2</td>
<td>142.6</td>
</tr>
</tbody>
</table>

*Mid-year estimate.

Despite the advent of television, radio sets continue to grow at a steady rate. The in-home figure includes auto radios plus an estimate of radios in public listening places. The in-home figure includes multiple set ownership. There are currently 2.8 sets for each of the nation's 50 million homes.

**SOURCE:** Joint network-RAB research estimates and other industry estimates.

II. Radio set purchases are not confined to a single type of set. Here is the production record since 1951 of four major types of radio. Add 000 to these figures.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>HOME</th>
<th>CLOCK</th>
<th>PORTABLE</th>
<th>AUTO</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>5,974</td>
<td>777</td>
<td>1,333</td>
<td>4,543</td>
<td>12,627</td>
</tr>
<tr>
<td>1952</td>
<td>5,403</td>
<td>1,299</td>
<td>1,720</td>
<td>3,243</td>
<td>10,335</td>
</tr>
<tr>
<td>1953</td>
<td>5,403</td>
<td>2,041</td>
<td>1,742</td>
<td>3,233</td>
<td>13,569</td>
</tr>
<tr>
<td>1954</td>
<td>5,068</td>
<td>1,875</td>
<td>1,333</td>
<td>4,124</td>
<td>10,400</td>
</tr>
<tr>
<td>1955</td>
<td>3,394</td>
<td>2,244</td>
<td>2,027</td>
<td>6,864</td>
<td>14,529</td>
</tr>
<tr>
<td>1956</td>
<td>3,501</td>
<td>2,311</td>
<td>3,113</td>
<td>5,057</td>
<td>13,982</td>
</tr>
<tr>
<td>1957</td>
<td>3,151</td>
<td>2,516</td>
<td>3,265</td>
<td>5,946</td>
<td>15,428</td>
</tr>
</tbody>
</table>

In 1957, 15,427,738 radio sets were produced and sold, making it the best year since the advent of TV. Radio sets currently outsell TV sets 2 to 1—more than twice as much.

**SOURCE:** Electronic Industries Assn.

III. Here is how automobile radios have grown in number since 1948. Figures in millions.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>AUTO SETS</th>
<th>YEAR</th>
<th>AUTO SETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>10.0</td>
<td>1954</td>
<td>26.2</td>
</tr>
<tr>
<td>1950</td>
<td>16.4</td>
<td>1956</td>
<td>30.2</td>
</tr>
<tr>
<td>1952</td>
<td>23.5</td>
<td>1958*</td>
<td>7.2</td>
</tr>
</tbody>
</table>

*Mid-year estimate.

**SOURCE:** Joint Network-RAB Research estimates.
RADIO ADDS HIGH OCTANE TO CLARK SALES STRATEGY

In the land of the free and home of the Braves, an independent gas chain successfully competes with the moguls. Principal stimulant: an ad budget 90% plus in radio

Though more intimately identified with baseball's Braves, beer and bratwurst, Milwaukee may be getting itself a new kind of prestige in the dairyland state of Wisconsin.

In the tensed-up struggle between the larger, better heeled oil chains and the smaller independents, Chicago's neighbor on the north has emerged as a battle site of Badger petroleum dollars. In fact, until Standard Oil Co., (of New Jersey) bought Pate Oil Co. two years ago, three independents accounted for 35-40% of Milwaukee's gas-and-oil business.

Competition from the so-called "majors"—the Standards, the Shells, Cities Service and others—hasn't stifled the growth at least one "minor." Clark Oil & Refining Corp., observing its silver anniversary this year, is a thriving independent with approximate annual sales of $90 million and still growing. As president Emory T. Clark has often observed, "You've got to keep running just to stand still."

To the degree that any one advertising medium may be credited almost single-handedly with stimulating sales, radio has been the pied piper that has led many a motorist, with increasing regularity, to one of nearly 500 multi-pump stations in a nine-state midwest area.

Although Clark's sales from products, by-products and services have nearly doubled the past three calendar years (from $43.5 million in 1954 to $88 million in 1957), its long-limited advertising budget has increased only modestly. Of a reported $1 million-plus (probably around $1,250,000) allocated for advertising the past few years, radio has been getting an estimated 90-95%:

The Clark formula: continuous and aggressive advertising and promotion of a single premium, high-octane gasoline (Clark's Super 100) and lubricant oil and a cash value stamp plan (adopted only to meet competition from other indies). The major ingredient: concentrated radio, creatively conceived, imaginatively geared to marketing goals and shrewdly bought.

Clark is not only the top indie chain in Milwaukee but the largest in the Midwest. This acknowledged oil refining, transportation and retailing empire shows gasoline volume per station substantially above the industry average. Sales keep right on gushing from an operation that started with one station and grossed $40,000 back in 1933.

It is doubtful that Clark could have achieved its phenomenal growth as quickly without relying on the advantages of radio. Clark's current record track, according to reliable sources, shows that it:

- Spends an estimated $900,000-$1,125,000 in radio on Braves baseball network broadcasts (a three-sponsorship with P. Lorillard Co. for Kent cigarettes and Miller Brewing Co. for Miller High Life beer; on strategically-selected five-minute newscasts in major cities, and on a saturation spot schedule encompassing a total of approximately 140 stations).
- Allocates advertising expenditures of about 1.13% per dollar volume of sales.
- Allots radio outlays of about 1.02% per dollar of volume sales.

Clark Oil & Refining Corp. broadly acknowledges that advertising is "indispensable" and "effective." The petroleum industry is an intensely competitive one for small independents and company and agency executives studiously abstain from discussing radio philosophy, policy, budget and coverage.

In its 1957 financial report, shareholders were apprised—in merely general terms—of Clark's "aggressive advertising promotion to support its marketing program. Continuous promotion and advertising are indispensable ingredients in our sales efforts... Your company's history has amply demonstrated that high quality products and efficient and courteous service backed by effective advertising create the conditions for high sales volume."

But "indispensable" and "effective" advertising to Clark has meant radio (save for periodic newspaper space to herald new stations; it uses little tv) ever since 1954 when the Milwaukee agency, Mathisson & Assoc., first recommended the medium. At the outset, with Clark's heavy expansion plans on the drawing board and before radio's resurgence, the agency reportedly suggested saturation spot as the quickest and most economical means of priming the profit pump.

As of Sept. 1 all Clark advertising has been handled by Tatham-Laird Inc., Chicago. While no new advertising program has been set, it's held conceivable Clark may turn, in some measure, to tv in the future.

The responsibility for directing Clark advertising is vested in Robert G. Atkinson, general manager of marketing, with Nick G. Takton in the capacity of advertising manager.

Mathisson & Assoc. this year placed the Braves baseball business on some 40 stations (all but two in Wisconsin) and also Clark's newestcast-and-spot schedule on three Chicago stations—CBS' WBBM (through CBS Radio Spot Sales), NBC's WMAQ (through NBC Radio Spot Sales) and Westinghouse Broadcasting Co.'s WIND [At Deadline, Aug. 4].

Under a new five-year pact for broadcast rights offered this year by the Milwaukee Braves National League club, Clark is spending about $200,000 on baseball and gets participations on each Braves broadcast over the following full 40-station regional network (Wisconsin unless otherwise indicated):

WBHY Appleton, WATW Ashland, WBEL and WGZB Beloit, WCIC Chippewa Falls, WEAU and WBLZ Eau Claire, KFIZ Fond du Lac, WJPG Green Bay.
WCLO Janesville, WKTY La Crosse, WLDY Ladysmith, WISC Madison, WMAM Marinette, WDLF Marshfield, WIGM Madison, WEMP and WTMJ Milwaukee, WNAM Neenah, WOSH Oshkosh, WPFP Park Falls, WSWW Platteville, WRDB Redding, WPBT Rhinelander, WGMC Rice Lake, WPRE Prairie du Chien, WRCO Richland Center, WTCH Shawano, WBL Sheboygan, WSPT Stevens Point, WDOR Sturgeon Bay, WDSM Superior, WAUX Waukesha, WDUX Waupaca, WOSA Wausau, WFHR Wisconsin Rapids, WDHL Faribault (Minn.), WWCF Baraboo, WLIN (FM) Merrill, WIMS Ironwood (Mich.).

(For the sixth consecutive year WEMP is handling network arrangements, including lines, engineering and commercials, while feeding the network.)

This marks Clark's third season of participating sponsorship, the company having joined the original client, Miller Brewing, back in 1956. (Under the new Braves pact, Clark will be assured of seven consecutive years of sponsorship through 1962.) Clark also will pick up the tab for U. of Wisconsin football coverage this fall (for the third straight year) and until last year, sponsored Green Bay Packers pro football (both on WEMP) for three seasons.

Schedules now handled by Tatham-Laird reportedly include an average of 70 announcements per week (or as many as 100 where Clark buys in two or three stations in a city) in each of a half-dozen good-sized markets, plus about 25 spots weekly in stations in 75-85 smaller cities. The larger multi-station markets include Minneapolis, Kansas City, St. Paul, St. Louis and other cities. The smaller schedules are divided in so-called non-major cities in Clark's distribution area that includes Wisconsin, Illinois, Minnesota, Missouri, North Dakota, Iowa, Kansas, Michigan and Indiana.

An indication of how Clark expands and blankets the air with saturation radio is best typified by its Chicago experience. It bought a refinery in Blue Island in that city in 1946 and poured millions of dollars into its expansion, culminating with a $7.2 million project completed earlier this year. By 1954 it had entered the Chicago area starting with 46 service stations and doubling that total to over a 100 by this year.

It started buying spot schedules and newscasts on key stations, geared to a traditional pattern of key auto driving periods in line with its belief that such placements reach consumers close to the point-of-sale.

As a result, Clark today runs a schedule of 15 five-minute newscasts on WBBM's weekend Mad Bellairs Show (music-news-sports-weather), plus about 35 spots during the week; 33 announcements per week on WMAQ, and about 20 five-minute newscasts and 36 spots each week on WIND. Without deviation, the news shows and spots are geared to peak weekday and weekend driving periods (primarily 3-7 p.m.). The same pattern is being followed in other large cities.

Emory Clark and associates launched the petroleum enterprise with a modest purchase of one service station at W. Greenfield and S. 84th St. in 1933, the origin of
“The CBS Television Network commands 6% larger average nighttime audiences than last year; 27% larger than the second network; 29% larger than the third... reaches the largest audiences 5 out of 7 nights a week... broadcasts 6 of the top 10 nighttime programs... delivered 7 of the 10 biggest audiences for new program."
You can draw any number of conclusions from the earliest reports on the new season, and each of them would make a delightful success story about the CBS Television Network.

You could say the audiences for the Network's programs are larger this year because the total television audience has grown.

You could say the reports are the result of sound program planning coupled with an unprecedented drive to make the audience aware of the Network's program schedule.

You could say the Network is merely reaping the rewards of a long-established reputation for creative program leadership and that the audience tunes first to its programs out of sheer habit.

You could also say it is far too early in an intensely competitive season to spot a decisive trend in network leadership.

Or you can call it all a happy accident.

It must be very reassuring to CBS Television Network advertisers, however, that it is an accident that happens with such frequency.
ADVERTISERS & AGENCIES CONTINUED

the Petco Corp., which became Clark in 1954. He soon moved into Minnesota, Missouri, Illinois and other states, buying properties for service stations and storage terminals. Clark (Petco) acquired an oil refinery at Marrero, La. (New Orleans suburb), in 1943 and also a river towboat and barges to transport refined products to marine terminals. The company added the suburban-Chicago Blue Island refinery (located near the Calumet-Sag channel) in 1946. Within three years it had 100 stations in 28 communities.

The real growth took place, however, in 1954, with stations increased from 158 to 326 by year's end. Through acquisition and construction the total jumped to 367 by the end of 1955, 411 by 1956 and 480 by 1957, with the bulk in Wisconsin, Illinois, Minnesota and Missouri. It also got into crude oil production, buying directly from the owners of oil leases or from other producers. Today Clark sells its Clark's Super 100 gasoline at retail through its service stations and the remainder is sold at wholesale to other companies, jobbers, brokers, wholesalers and retailers; all premium gasoline comes from its Blue Island refinery (62% of its product is gasoline). Thus, Clark finds itself in the advantageous position of being able to retain all its own high octane gasoline production. It is now capable of turning out about 30,000 barrels per day and sells twice the industry average among the larger chains.

As many a motoring and home radio listener well knows, Clark claims to offer its Super 100 at a cost lower than that of five other premium brands in Chicago or Milwaukee. Motorists also know that they get Clark cash value stamps (a penny per gallon), with each filled book worth $1.10 in redemption value. They also know that no Clark station is apt to be loaded down with merchandising and other gimmicks but just concentrate on service and premium gasoline. Continuous high volume makes it possible for the company to sell its product a penny or two under that of the larger chains (34.9 cents in Milwaukee, or halfway between regular and ethyl prices for other gasoline). Notwithstanding these economic considerations, Clark's breezy radio commercials probably are more responsible for bringing home-bound motorists into Clark stations than any other factor. After Mathisson & Assoc. Inherited the Clark account a few short years ago, it got to work on a series of jingle commercials with variations on a common theme: "Clark—Super—100 gasoline . . . "Thousands say it's best. "The largest selling independent gasoline. "In . . . the middle west. "Fill up . . . today; you'll know just what we mean.

"By Clark's . . . Super . . . 100 gasoline!" The jingles are conceived with various musical motifs—western, the band march, the sliding trombones, the silky strings; they also are sometimes seasonal. The most recent jingle is called the "Days of the Week" series, keyed to what any listener might have on tap that day. Samples:

"It's Sunday!—It's Sunday! Why not take a drive? "Or would you rather take a snooze? "If you go for a drive, here's the smooth way to arrive. "Be sure the gasoline you choose, is . . . "Clark . . . Super . . . 100 gasoline, (etc.) Or:

"It's Monday!—It's Monday! A week of work ahead. "Now wouldn't you rather lie around and rest—Yes! "If you drive your car to work, you can make its motor perk. "With the gasoline that's best—May I suggest . . . "Clark . . . Super . . . 100 gasoline," (etc.) Or still another:

"It's Saturday!—It's Saturday! . . . Today you've got it made, "Or back to work would you rather go?—No!

"For performance at its peak, every day in the week, "Get the gasoline—with oh-so-much go! "Clark . . . Super . . . 100 gasoline," etc.

More recently Clark revamped its commercials to incorporate a new character, Fribby, in a straight-talk pitch built around the popularity of the jingle. A colleague wants to hear the jingle and is given only a few bars, with the tune abruptly cut off in dead air.

Taking the recent five-year period of Clark's greatest growth—and its heaviest utilization of radio as an advertising medium—the financial sheet of sales and income is an impressive one, though gasoline taxes have mounted, too. It recorded sales of $36,795,078 (less taxes of $3,620,413) in 1953, $43,516,457 (less $5,344,748) in 1954, $59,031,762 (less $8,730,893) in 1955, $77,730,690 (less $11,893,394) in 1956, and $88,046,780 (less $15,268,228) in 1957. Allowing for gasoline taxes, it has shown increasing sales registering $72 million in 1957. Its $10 million sales gain in 1957 over 1956 was partly offset by a drop in net income (after taxes) from $2,486,021 to $1,422,327, though total assets rose from $25,737,750 to $28,670,439.

A more recent report covering the first six months of 1958 showed a dip in both net sales and earnings, which the company ascribed to low prices on petroleum products, fewer shipments of distillate oils and non-recurring costs in connection with starting new Chicago refining units. It reported net income of $226,016 (equal to 16 cents a share) on common stock, compared with $692,461 for that period in 1957, and net sales of $34.6 million against $36.3 million the first half of last year.

Clark paid dividends of 8% on common stock in 1956 and 1957 (2% quarterly), continuing this program because of the need for the reinvestment of earnings in capital expenditures. A total of 1,331,905 shares of common stock was the only class of stock outstanding as of Dec. 31, 1957—shares owned by 4,068 stockholders in 35 states and one foreign country (27,418 shares of common are reserved for employees'
Bruce Davies, our new Farm Director, comes to KFAB from Chicago where he was Farm News Editor for Station WLS. Prior to that, he was well known in the Chicago area through his daily livestock market reports from the Chicago Stock Yards.

In addition to his daily radio broadcasts, Bruce wrote and narrated a special television market film known as the “Chicago Market Report,” that was aired weekly on 42 TV stations in the Midwest. At the same time, he originated and aired a marketcast daily from the Stock Yards expressly for the Iowa Tall Corn Network.

The large segment of KFAB’s audience, vitally interested in agriculture and livestock, makes Bruce’s pertinent, informative farm commentary a daily listening habit.
WGN-TV and WGN-RADIO continue to give Chicago audiences programs of top quality... presented with the integrity that is the WGN way of doing business. The two programs listed at right and others scheduled for fall and winter have resulted from a sincere desire on the part of WGN-TV and WGN-RADIO to give Chicago better public service programming, such as the Northwestern Reviewing Stand, Faith of Our Fathers, and the many programs listed at the bottom of the opposite page. Ever-widening, loyal audiences guarantee the success of these programs.
WGN-TV

"TV Teachers' College"

- First program of its type.
- Presented through cooperation of the Chicago Board of Education.
- On the air 5 days a week...1/2 hour programs give in-service training for teachers.
- Provides college credit.

WGN-RADIO

"Illinois Opera Guild Talent Search"

- First concentrated effort to find the best opera talent in 5-state Chicagoland area.
- Fall program will present singers on an on-the-air contest, "live" from WGN-RADIO.
- Winner will receive a $1,000 prize awarded by Illinois Opera Guild.
- Music schools, conservatories, universities and colleges cooperating in search for those who "intend to pursue a serious musical career."

WGN and WGN-TV Chicago

441 N. MICHIGAN AVENUE CHICAGO 11, ILLINOIS

A few of the other regularly scheduled Public Service Programs include:

WGN-TV — Faith of Our Fathers, award winning religious program; The Club House, in cooperation with Chicago Boys Clubs; Three Score and Then, in cooperation with Evanston Junior League and Leading Universities; Your Right to Say It, in cooperation with Northwestern University; RFD Chicagoland, in cooperation with leading agricultural agencies.

WGN-RADIO — Time to Reflect, with leading Chicago clergymen; Signal 10, award winning safety program in cooperation with Indiana State Police; Faith of Our Fathers, from Rockefeller Memorial Chapel of the University of Chicago (separate program from TV); Northwestern Reviewing Stand, in cooperation with Northwestern University; Magic of Music, in cooperation with American Conservatory of Music; Milking Time, Country Fair and Market Reports for Midwest farmers in a five state area.
stock options). Clark’s net income per share of common in 1957 was $1.07.

Clark’s only substantial long-term debt is a $4 million term loan approved by the First National Bank of Chicago on Dec. 26, 1956, and payable Jan. 1, 1962, with quarterly sinking fund payments of $250,000 beginning this past April. Advertising (radio) is included in “selling, administrative and general expenses” which amounted to $5,794,594 last year. Stockholders’ equity was $14,442,658 and $10.84 per share of common stock at year’s end.

The value of Clark stock is illustrated by current and previous quotations for local over-the-counter securities. As of last April 11, figures showed 134 bid and 15 asked; as of Sept. 9, the figures had jumped to 144% and 16. And the outlook is bright for the remainder of 1958, despite recession talk, because gasoline is necessarily a staple.

Mr. Clark confidently expects to hit the $100 million sales mark by 1960. Says the company:

“More than ever in the post-war period, marketing is a challenging and difficult undertaking. Competition is intense and any company which is inefficient or relies on obsolescent [retail marketing] methods or equipment will find it increasingly difficult to increase or maintain sales volume.”

Two years ago when Standard-Jersey bought out Pate Oil Co., Clark’s arch-competitor, it grabbed, in effect, an extra estimated 22% of the market from the independents, leaving Clark to scratch with other indies for the remaining 17% of the gas business not sewed up by the larger oil chains. Utilizing no “obsolete” advertising medium, Clark looks as if it will still be around to take in its first $100 million in annual sales.

Texas Co. Shopping at Networks After Contractual Rift With CBS-TV

The Texas Co. (Texaco gasoline and other petroleum products), New York, stripped its ears at CBS-TV last year and is once again coasting around the tv networks shopping for new vehicles to carry its current advertising program.

In the process, CBS-TV has lost a program package that would have brought in more than $4 million in estimated billing. It was not certain last week, however, on what network Texas will underwrite its tv advertising; thus CBS-TV may still wind up with some of the billing.

Not clear was just what point or points kept Texas and CBS-TV apart. Cunningham & Walsh, agency for the Texas Co., said they failed to agree on “certain contractual matters.”

What was known: Texas did not approve the first hour-long show of a series titled Man of the Hour to be produced by Nat Hiken. In addition to eight Man programs, Texaco was considering three one-hour specials and sponsorship of the Cotton Bowl football game on New Year’s Day.

It was learned that the Texas Co. now plans to go ahead with at least a few specials in the coming season (network undecided as of Thursday) with the Cotton Bowl sponsorhip to be decided.

Bon Ami Countersuit Filed Against W&G

The maker of Jet Bon Ami turned a fine spray of legal rebuttal last week in the direction of Weiss & Geller Inc., hoping to wash out the breach of contract suit filed earlier this month by its former agency to recover past and future commissions in a million dollar barter tv campaign in about 35 markets through Guild Films Co. [ADVERTISERS & AGENCIES, Oct. 13].

Bon Ami, now under new management, contends the agency did not render service which entitled it to the commissions and allowed overcharging in the barter list, hence the commissions too. But these allegations are disputed by Weiss & Geller in a new affidavit filed with the court showing in detail services performed, overcharges adjusted and advice to client that it could have bought better time for less money with cash instead of barter.

The agency suit, filed in New York Supreme Court, seeks $115,000-plus for barter time and film production commissions. The agency contends it was fired by Bon Ami before the time allowed by contract.

The Bon Ami counterclaim asks $186,300-plus, including $130,000 "damages" suffered through what it describes as inept handling of the barter campaign. The remainder for commissions already paid the agency and which, Bon Ami says, the agency actually did not earn.

Bon Ami holds that the agency contract was invalid because it was improperly negotiated by the corporate secretary under prior management. The agency contends the contract is valid until at least June 5, 1959.

The Bon Ami counterclaim further alleges "upon information and belief" that Max Geller, president of Weiss & Geller, and an unidentified "Howard Lawn" sought to purchase Bon Ami at about the time Wes Brawner of Weiss & Geller was Bon Ami response charges the pair took an option and then forfeited the option when the purchase was not consummated. Bon Ami states Mr. Geller about this time became a director of United Dye & Chemical Corp. (now Chemoil Industries Inc.), which at that time was the parent firm of Bon Ami.

"Upon information and belief," Bon Ami charges that the agreement alleged between Bon Ami and the agency which "was born out of these facts and circumstances and as a consequence thereof . . . was fraudulently conceived and is therefore wholly void and without any consideration whatsoever."

Dr. Geller categorically denied Bon Ami’s charges in a statement Friday morning. He said he never alone or in association with anyone at any time took an option to buy Bon Ami, paid money for same or forfeited any option. He also said "the issue here is not merely to determine the legal scope of agency commissions . . . but of deciding here and now whether agencies are to be accorded the responsibility and dignity due them as established business organizations. It’s time someone protested the shabby treat-
On the surface many representative organizations appear the same. It is when you go deep down within the structure of a firm that you find the special power that enables an organization to consistently come up with extra sales.

Here this plus selling factor consists of the group of Working Partners who started H-R, and who are still charting the course of this firm, and a carefully selected crew of sales-seasoned veterans who know how to navigate the channels in which purchases of time are being made. It is this extra depth of presentation experience and background that gives us the power to emerge with extra orders for our stations even when the going is rough.

“Why always send a man to do a man’s job”

NEW YORK  SAN FRANCISCO  ATLANTA
CHICAGO  DALLAS  HOUSTON
HOLLYWOOD  DETROIT  NEW ORLEANS
WLOS-TV offers the *only* unduplicated network coverage of the Asheville-Greenville-Spartanburg market. And WLOS-TV delivers tremendous coverage from the South's highest antenna — 6,098 feet above sea level atop Mt. Pisgah.

Now, with WTVJ's purchase of WLOS-TV, you get the same skilled, aggressive, and experienced management that has kept WTVJ first in South Florida for 10 years. Watch WLOS-TV — a new force in Southeastern TV!
southeastern TV...

a major market commanding national attention

425,360 TV homes in 62 counties of six states are delivered by just one station — WLOS.

This immense market deserves your attention as a top buy on any TV schedule!

(Data from NCS #3)

WLOS-TV
Unduplicated ABC in Asheville • Greenville • Spartanburg

WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc.
Southern Representatives: James S. Ayers Co.
overcharge on barter billings during April for Youngstown, Ohio. The letter said the invoice of $10,929 should be $9,929. It also noted that if the time had been purchased "through normal channels" it would have cost $450.

WXIX (TV) Not on Barter List
In the list of 35 barter stations published last week (ADVERTISERS & AGENCIES, Oct. 13) WXIX-TV ($1,000 Milwaukee should be $950) was erroneously identified as one of the outlets claimed to be lined up for the Guild-Bon Ami contract. Milwaukee station listed in the court exhibit should have been WITI-TV Milwaukee.

NBC, BBDO CHART COLOR MARKET

- Colortown report finds it well-heeled, influential
- Study seeks to stimulate both advertisers and public

Profiling color tv set owners as a market of influencers, albeit limited in number, NBC-TV and BBDO last week gave wing to a new campaign on behalf of the multi-hued medium. The object: to evaluate the market for a wide variety of advertisers and to stimulate interest among advertisers and the public alike.

The profile is documented in the first formal report by the network and agency in their continuing joint "Colortown, USA" project, conducted for more than 3½ years at an estimated shared cost of $100,000 (CLOSED CIRCUIT, Oct. 13).

Findings were reviewed at a news conference in New York last week by Hugh M. Beville, vice president, NBC planning and research, and Ben Gadalecia, vice president of research for BBDO. They include:

- Color set owners are in the higher income brackets. Of color owners, 65% have incomes over $7,500. As the cross-section sample of over 4,000 families, 62% of every 10 color sets owned have annual incomes of $10,000 or more, and eight also own their own homes (primarily single-family).

Note the report authors: "This fact [home-ownership], which of itself reflects higher income, makes the color set owner a prime prospect for a wide variety of goods and services."

- They are more eager to try new products. Half of the color receiver owners said they like to try new products as soon as they come on the market. But 62% of the black-and-white owners (control cross-section sample made up of 4,000 families) said they liked to wait until others had experience with the product.

- First-time color set buyers are pretty much the "same kind of people" who first bought monochrome sets. In checking out set owners, interviewers found 37% of color owners bought their first tv sets in 1948 or even before, contrasted to only 15% of black-and-white owners. By 1951 (break-through year in monochrome sales), 72% of the owners already owned receivers.

- Color owners are better educated than average citizens. Ratio of college graduates or some college training was 4 out of 10 for color owners. Half of the household heads work in executive capacities, are professionals or own their businesses.
Up a tree about Christmas programming?

Here's an outstanding collection of original scripts and the world's finest secular and traditional religious music in one complete low-cost package... it's

**SESAC's**

**SPIRIT OF CHRISTMAS SERIES**

You'll receive 13 quarter-hour scripts which have a fresh approach to Christmas programming. As a bonus there are three additional 15 minute kiddie-holiday shows making a total of 16 script shows with strong listener appeal.

- **A CHRISTMAS FABLE**
- **A WORLD OF CHRISTMAS TRADITIONS**
- **THE MUSIC OF CHRISTMAS FROM ST. NICK TO SANTA**
- **TWELFTH NIGHT**
- **THE CHRISTMAS TREE**
- **A CHRISTMAS FEAST**
- **THE CHRISTMAS ROOM**
- **THE SONGS OF CHRISTMAS**
- **AN OLD FASHIONED CHRISTMAS**
- **CHRISTMAS IN AMERICA**
- **DECK THE HALLS**
- **CHRISTMAS GREETINGS**
- **SYMBOLS OF CHRISTMAS**
- **A TREE FOR SUZY**
- **THE CHRISTMAS SPIRIT**

SESAC's "Spirit of Christmas" series will make holiday programming easier and more rewarding. In addition to the 13 basic scripts and the 3 bonus children's scripts, there are over 100 superb selections from the SESAC Transcribed Library... recorded on high-fidelity 16-inch ET's. Wonderful Christmas programming on both adult and children's listening level.

**Complete Package... $49.50**

For sample show, or to order now—

**MAIL ATTACHED COUPON**

**SESAC INC.** The Coliseum Tower 10 Columbus Circle New York 19, N. Y.
We're weighing in in TOLEDO

ABC Television's adding still more weight in Ohio! Now we're in Toledo—which means we have *seven* live affiliates in the Buckeye State alone. Sunday, October 26, is the day we'll be officially opening WSPD, Channel 13. With the addition of Toledo, ABC-TV advertisers will be reaching another 330,300 homes...in a booming market with an effective buying income of over one billion dollars. It raises ABC Television's total line-up of major affiliates to a spanking 86. And gives the network 85.2% coverage of the U.S.—94.9% if you count delayed broadcasts. Let ABC-TV throw its weight behind your product!

*Akron, Cincinnati, Cleveland, Columbus, Dayton, Toledo, Youngstown.*
You get them at the
GET AGE on abc-tv
## TV NETWORKS RING TILL LOUDEST FOR Y&R IN FIRST HALF OF 1958

Young & Rubicam, J. Walter Thompson Co. and Ted Bates & Co. ran 1-2-3 in volume of gross time billings placed with the three television networks during the first six months of 1958.

This ranking was shown last week in an analysis prepared by researchers generally acknowledged as competent but who asked for anonymity. The study was based on figures compiled by JNA-BAR for its subscribers.

A total of 109 agencies placed network time during the six-month period, according to the analysis.

It breaks down the gross time billings placed by each agency on each network.

<table>
<thead>
<tr>
<th>Agency</th>
<th>(Add $000)</th>
<th>(Add $000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young &amp; Rubicam</td>
<td>26,174</td>
<td>$6,827</td>
</tr>
<tr>
<td>J. Walter Thompson Co.</td>
<td>24,941</td>
<td>3,255</td>
</tr>
<tr>
<td>Ted Bates &amp; Co.</td>
<td>23,060</td>
<td>1,280</td>
</tr>
<tr>
<td>Benton &amp; Bowles</td>
<td>18,053</td>
<td>488</td>
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<tr>
<td>BBDO</td>
<td>17,875</td>
<td>855</td>
</tr>
<tr>
<td>Dancer-Fitzgerald-Sample</td>
<td>14,739</td>
<td>2,766</td>
</tr>
<tr>
<td>Leo Burnett Co.</td>
<td>14,464</td>
<td>2,954</td>
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<tr>
<td>McCann-Erickson</td>
<td>13,872</td>
<td>279</td>
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<tr>
<td>William Esty Co.</td>
<td>7,761</td>
<td>1,374</td>
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<tr>
<td>Compton Adv.</td>
<td>7,574</td>
<td>774</td>
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<tr>
<td>Kenyon &amp; Eckhardt</td>
<td>6,262</td>
<td>1,274</td>
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<tr>
<td>Grant Adv.</td>
<td>6,125</td>
<td>5,603</td>
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<tr>
<td>Foote, Cone &amp; Belding</td>
<td>5,339</td>
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<tr>
<td>Leinen &amp; Newell</td>
<td>5,034</td>
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<tr>
<td>Campbell-Ewald</td>
<td>5,028</td>
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<td>Parkerson Adv. Agency</td>
<td>4,974</td>
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<tr>
<td>Sullivan, Stauffer, Colwell &amp; Bales</td>
<td>4,888</td>
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<tr>
<td>North Adv.</td>
<td>4,036</td>
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<tr>
<td>Bryan Houston</td>
<td>3,491</td>
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<tr>
<td>Needham, Louis &amp; Brody</td>
<td>3,455</td>
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<tr>
<td>N.W. Ayer &amp; Son</td>
<td>3,359</td>
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<tr>
<td>Campbell-Mithun</td>
<td>2,930</td>
<td>550</td>
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<tr>
<td>Maxon Inc.</td>
<td>2,912</td>
<td>550</td>
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<tr>
<td>Geoffrey Wade Adv.</td>
<td>2,752</td>
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<td>Grey Adv.</td>
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<td>Warwick &amp; Legler</td>
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<td>Tatham-Laid</td>
<td>2,437</td>
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<tr>
<td>D. F. Brother &amp; Co.</td>
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<td>Erwin Wasey, Ruthrauff &amp; Ryan</td>
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<td>1,834</td>
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<td>MacManus, John &amp; Adams</td>
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<td>Reach, McClinton &amp; Co.</td>
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<td>Gardner Adv.</td>
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<td>Kudner Agency</td>
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<td>Guild, Bascou &amp; Bonfigli</td>
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<td>Edward H. Weiss</td>
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<td>Doyle Dane Bernbach</td>
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<td>Raymond Spector Co.</td>
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<td>Wherby, Baker &amp; Tilden</td>
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<td>Fuller &amp; Smith &amp; Ross</td>
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<td>Doherty, Clifford, Steers &amp; Sheinfeld</td>
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<td>459</td>
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<td>Norman, Crash &amp; Xumme</td>
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<td>Ogilvy, Benson &amp; Mather</td>
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<td>Fletcher D. Richards</td>
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<td>C. L. Miller Co.</td>
<td>1,025</td>
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<td>Knox Reeves Adv.</td>
<td>1,006</td>
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<tr>
<td>G. J. La Rochefoucauld &amp; Co.</td>
<td>941</td>
<td>596</td>
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<tr>
<td>Cunningham &amp; Walsh</td>
<td>934</td>
<td>819</td>
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<tr>
<td>Henry Eisen</td>
<td>898</td>
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<td>D'Arcy Adv.</td>
<td>875</td>
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<td>Sweeney &amp; James</td>
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<td>Clinton E. Frank</td>
<td>807</td>
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<tr>
<td>Anderson-Berger-Cohn Adv.</td>
<td>787</td>
<td>666</td>
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<tr>
<td>Peck Adv. Agency</td>
<td>664</td>
<td>105</td>
</tr>
<tr>
<td>J. M. Mathews</td>
<td>644</td>
<td>134</td>
</tr>
</tbody>
</table>

TOTAL |

$283,071 | $51,618 | $124,047 | $107,406

% 100.0 18.3 43.8 38.0

Broadcasting

It does not include expenditures for talent and production.

No. 1 agency on ABC-TV in terms of gross time billings was Young & Rubicam, followed by Grant Adv. and McCann-Erickson. On CBS-TV the leaders were Bates, BBDO and Y&R. The top three on NBC-TV were Thompson, Dancer-Fitzgerald-Sample and Benton & Bowles.

The complete list (in thousand dollar units) follows:
TAMPA-ST. PETERSBURG

...market on the move!

Tampa-St. Petersburg is now one of the nation's top markets — 30th in retail sales, 29th in drug sales, 27th in automotive sales! And you dominate this growing, industrialized market with WTVT — first in total share of audience, 10 of the 15 top-rated shows, and first in news, sports, and local programs!

(Data from Sales Management and June ARB)

Station on the move

WTVT

TAMPA-ST. PETERSBURG

See your Katz man
RCA STEREOCAST POINTS UP TREND

More national advertisers and their agencies are giving attention to stereophonic broadcasting—through the fm sound of television along with am radio.

Several are buying the idea, giving an immediate boost to agency broadcast billing and breathing more entertainment program life back into network radio via the team act with sister network tv.

Certain agency authorities see in this trend a possible new avenue of entertainment for the U. S. audience using both broadcast facilities.

Latest advertiser to make the stereophonic plunge (and buying network radio to do it) is RCA through its agency, Kenyon & Eckhardt, New York, and in typical RCA fashion, this sponsor will enter in a grand way. The program (Oct. 21) on the George Gobel Show (NBC-TV, 8-9 p.m.).

Another national advertiser—American Telephone & Telegraph—after the first of next year may sponsor a stereophonic broadcast, and it, too, would have to add a network radio purchase for the program. AT&T, through N. W. Ayer, is underwriting four one-hour tv specials to start in January, one of these being the possible stereophonic broadcast which would be on NBC radio as well as NBC-TV on which the specials have been placed.

Plymouth Div. of Chrysler Corp. started stereocasting The Plymouth Show, starring Lawrence Welk on ABC-TV and (on ABC Radio) in five cities on Sept. 10, later extending the am simultaneous transmission to seven cities and on Oct. 1 had added 75 cities through the network's facilities. In Plymouth's case, however, the radio lineup (it uses the entire ABC Radio list of affiliates for the program) precedes the telecast. Grant Adv. is the agency.

- NBC has used fm and am radio to demonstrate stereophonic broadcasting on Telephone Hour, and Bert Parks' Bandstand on July 1 and July 14, respectively, and numerous fm-am stereo broadcasts have been in progress on the opposite side of the stage throughout the U. S. through local radio facilities.

RCA corporate services as an advertiser has merged two distinct and important consumer products in its stereophonic promotion via Gobel. RCA is selling color television and stereophonic equipment and discs.

A result of about seven months of planning by RCA and K&E, the promotion that encompasses a full tv network, radio network, a national magazine (Tv Guide) and dealers throughout the country, the special show ought to draw 40-50 million people, a wide audience for the manufacturer of color television and stereophonic sets and stereophonic discs.

As part of the show, George Gobel and dancers will "freeze" for about one minute at the scene portrayed in a photograph contained in the Oct. 18 Tv Guide advertisement gatefold. It's estimated nearly 7 million families will have copies and will be asked at that time to place the color photograph over the bottom half of their 21-inch monochrome tv screen. The ad placed against the screen will show the contrast of color.

It is believed that RCA will obtain the largest audience in history for the stereophonic sound demonstration. The stereocast will be available to 109 cities (also in monaural sound on tv alone in some 40 cities and on radio alone in about 80 cities).

From the studio in Burbank, Calif., one set of sound signals picked up by a microphone on one side of the stage will be transmitted over the tv audio (fm) channel; another set picked up by another mike at the opposite side of the stage will be carried separately over the radio sound (am) channel. When heard in combination, with the viewer placing his am radio about eight feet to the right of the tv set, the program has a stereo effect. To assure simultaneous reception, special high-speed radio lines were installed parallel to the route of the tv lines.

RCA sought wide advance exposure of the "color-stereo" broadcast. Plugs were placed on both tv and radio network programs, 'Tv Guide' tv spots and certain ads mentioned the program. RCA's tv commercials on other network shows referred to it, while NBC sent out air promotion kits, Monitor on NBC Radio ran tapes featuring Mr. Gobel this past weekend and newspaper advertising backed the campaign. ('Tv Guide,' for example, supported the simulcast with full page advertisements in the New York Times, the Chicago Tribune and the Los Angeles Times. RCA taking tune-in ads in all Trench cities to acquaint viewers with the show.)

Will RCA repeat this super-promotion? RCA and K&E officials admit they may—if this one gets rundown reaction among dealers (dealers throughout the country are to hold "Gobel parties" that night in showrooms, rented halls and even in tv studios).

THE new monitoring system developed by U.S. Broadcast Checking Corp., which employs automation, shows the video portion of a commercial, time and audio script.

Automated Monitoring Offered by New Firm

The establishment of a radio-tv monitoring service, supported by a group of advertising agency and advertiser executives, was announced last week by Allan Goldenthal, president of the new U.S. Broadcast Checking Corp., New York, who called the system "foolproof."

Mr. Goldenthal said that the monitoring system is "low-cost" and automatic and is being backed financially by a group of executives, including Brown Bolte, president of Sullivan, Staufier, Colwell & Bayles, New York, and William Lasond, a director of the Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., whom he de-
Only WCCO Radio delivers...

MORE LISTENERS in the rural Northwest than all other Minneapolis-St. Paul stations combined!

MORE MARKET . . . 231,900 farm families throughout 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota who enjoy a gross annual income of $1.7 billion.

MORE ACCEPTANCE through the helping hand of vital farm, weather, and market information provided by Maynard Speece and Jim Hill on 50 programs every week. Only Twin Cities station with a complete farm service department. Call or write for full facts.

*Nothing sells like acceptance . . .

WCCO Radio

MINNEAPOLIS • ST. PAUL
The Northwest's Only 50,000-Watt A Clear Channel Station Represented by CBS Radio Spot Sales

† Nielsen Station Index, July-Aug. 1958 / Station Total 6.00 AM-Midnight, 7-day week.
Audience is vast! Northwest beyond Twin Cities Metro Area.
The Next 10 Days of Network Color Shows (all times EDT)

**NBC-TV**
Oct. 20-24, 27-29 (2:30-3 p.m.) Haggis Baggar, participating sponsors.
Oct. 20, 27 (7:30-8 p.m.) Tie Tac Dough, Procter & Gamble through Grey.
Oct. 20, 27 (10-10:30 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell.
Oct. 21 (8-9 p.m.) George Gobel Show, RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.
Oct. 22, 29 (8:30-9 p.m.) Price Is Right, Lever through J. Walter Thompson and Spediel through Norman, Craig & Kummel.
Oct. 22, 29 (9:30 p.m.) Kraft Music Hall, Kraft Foods through J. Walter Thompson.
Oct. 23 (8-9 p.m.) Bell Telephone Science Series, Bell Telephone through N. W. Ayer.
Oct. 23 (9:30-10 p.m.) Ford Show, Ford through J. Walter Thompson.
Oct. 24 (8-9 p.m.) Further Adventures of Ellery Queen, RCA Victor through Kenyon & Eckhardt.
Oct. 25 (8-9 p.m.) Perry Como Show, participating sponsors.
Oct. 26 (7-8 p.m.) Northwest Passage, RCA through Kenyon & Eckhardt.
Oct. 26 (8-9 p.m.) Steve Allen Show, Poliaroid through Doyle Dane Bernbach, DuPont through BBDO, Timex through Pock and Greyhound through Grey Adv.
Oct. 26 (9-10 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.
Oct. 27-29 (2-2:30 p.m.) Truth or Consequences, participating sponsors.

**Joseph Katz, 70, Dies in Baltimore**

Joseph Katz, 70, veteran advertising executive and station owner, died Monday (Oct. 15) in his hometown of Baltimore. He had suffered from a heart ailment. Mr. Katz had headed his own Baltimore-New York agency since 1920 and was majority owner of WWDC-AM-FM Washington and WMBR-AM-FM Jacksonville, Fla. He was president of the Maryland Advertising Council when the state legislature banned advertising taxes earlier this year. Mr. Katz had fought Baltimore city taxes on advertising.

Recipient of countless awards, Mr. Katz received the Advertising Club of Baltimore's Civic Award Medallion as "man of the year" in 1950, the first advertising man so honored. During his lifetime Mr. Katz was active in civic and professional groups, serving as chairman of National Flag Week and handling publicity for Democratic party campaigns. Among the more than 25 Katz agency clients: WITH Baltimore, WLEE Richmond, WXEX-TV Petersburg, Va., the Baltimore Sunpapers and their tv outlet WMAR-TV, American Oil Co., and the Universal Sewing Machine Co.

Mr. Katz was born in Zagera, Lithuania, June 24, 1888, coming to this country three years later, and was educated in the Baltimore public schools. Founder of the East Baltimore Boys, composed of successful men who had risen above poverty-surronding beginnings, he liked to recall his simple background and his hatred of big words. Still, he was a friend of the late Baltimore language expert and journalist Henry L. Mencken, and was acknowledged as a writer himself.

Only last month in Broadcasting [MONDAY MEMO, Sept. 15] Mr. Katz wrote: "Compare the writing in the magazines with writing for television. If these radio and tv writers tried to write fiction, they couldn't get $100 for a story. . . The art of the story teller, the skill of the fiction writer, have a rich field in radio commercials. They haven't been employed enough."

Mr. Katz is survived by his wife, Kate, whom he married in 1912; and their children, Mrs. Ben Strouse, wife of the president of WWDC-AM-FM and WMBR-AM-FM; Leslie Katz, author, and Richard Katz, pianist and arranger.

**Citrus Group Hikes Ad Budget, Includes Merchandising Program**

The Florida Citrus Commission at its Wednesday [Oct. 15] meeting announced plans for a $1.5 million merchandising campaign. This supplements the tv-oriented advertising program, originally set at $3 million [ADVERTISERS & AGENCIES, Sept. 22] to which the organization has decided to add $700,000 due to estimates of a heavier crop than anticipated.

More than 50 field men have been employed by the commission throughout the country to promote in-store activity in behalf of fresh and processed citrus products. Chairman J. R. Graves said that threatened overproduction within the next two or three years must be met with "sound and orderly planning in the field of advertising, merchandising, research and quality standards."
Who could sell her anything now...except RADIO

Radio is mightier than ever...but there's a mighty big difference in stations!

Radio's strength lies in talking frequently, economically and persuasively with masses of people...and in this it is mightier than ever. But to realize its full strength you must make use of the difference between ordinary and great stations.

The difference is big. Great radio stations stand out by their investments in top facilities and personnel. Their production is professional, their programming expert...covering all listener interests. Their responsible management will not permit their call letters to be associated with pitchmen, questionable commercials, carnival gimmicks, shoddy giveaways, triple shots.

Great stations build huge and loyal audiences for themselves and for their advertisers. They produce results.

Listed here are the great stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of more than 3,000 now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

Call the nearest Christal office for information, documented by Alfred Politz Research, showing how the strategy of The Nation's Voice can help solve your particular sales problem.

HENRY I. CHRISTAL CO. INC.
NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore  KFI Los Angeles
WAPI Birmingham  WHAS Louisville
WBEN Buffalo  WCKR Miami
WGAR Cleveland  WTMJ Milwaukee
KOA Denver  WHAM Rochester
WJR Detroit  WGY Schenectady
WTIC Hartford  KWKN Shreveport
WDAF Kansas City  WSYR Syracuse
KTHS Little Rock  WTAG Worcester
SCORES ON WGN-TV CHICAGO

Program..............Festival of Stars*
Feature..............."High Noon"
Time..................10:00 P.M.—12 Midnight
Date....................September 11, 1958

Average Quarter Hour Rating........37.8**
Average Share of Audience.............76.0%**
High Quarter Hour Rating..............43.6**
High Share of Audience...............81.0%**

*Sorry, no availabilities until December, 1958
**ARB September, 1958

WGN-TV channel 9
441 North Michigan Avenue, Chicago 11, Illinois
BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

BENEFICIAL FOR 200 • Beneficial Finance System, N. Y., through Al Paul Lef- ton, same city, has begun holiday advertising campaign on 200 radio stations. Theme is centered on company’s “1-2-3 Holiday-Money plan.”

FROZEN SWEEPSTAKES • Radio and tv are being used by John H. Dulany & Son (frozen foods), Salisbury, Md., to support fall promotion consisting of consumer sweepstakes contest with product couponing. Company will use spot tv in 14 major markets and spot radio in undetermined num-

ber of markets, starting later this month. Radio-tv will support insertions in newspapers containing coupons and rules for sweepstakes. Agency: Erwin Wasey, Ruthrauff & Ryan, N. Y.

READY TO RUB LAMP • Colgate-Palm-olive Co. household products division has appointed Street & Finney, N. Y., as agency for new liquid detergent Genie. Product, currently in spot television in San Francisco where it is being introduced, will expand to other spot markets shortly.

SUNNIER • Sun Oil Co. (Sunoco gasoline, petroleum products, Philadelphia, is increasing markets and program buys in its continuing spot tv placement. William Esty, N. Y., is agency.

REYNOLDS ON WAGON • R. J. Reyn-

olds Tobacco Co., Winston-Salem, N. C., will sponsor NBC-TV’s Wagon Train (Wed. 7:30-8:30 p.m.) during fourth quarter of year, sharing program on alternate weeks with National Biscuit Co. (Ford Div. of Ford Motor Co. (sponsors full hour every other week.) Reynolds also newly pur-

chased (again for fourth quarter only) alternate weeks of Northwest Passage on NBC-

TV (Sun. 7:30-8 p.m.) [At Deadline, Oct. 6]. William Esty Co., N. Y., is Reyn-

olds’ agency.

$2 MILLION BILL • Armour & Co., Chi-

cago, is investing $2 million gross on NBC-

TV for 52-week sponsorship of segments on Concentration (Mon.-Fri., 11:30 a.m.-

noon), It Could Be You (Mon.-Fri., 12:30-

1 p.m.) and Dough Re Mi (Mon.-Fri., 10-

10:30 a.m.). Agencies: N. W. Ayer & Son

and Foote, Cone & Belding, both Chicago.

CASH FOR SCHOOL • General Electric Co.’s Housewares & Radio Receiver Div. has signed for new Sunday afternoon panel quiz show series, College Quiz Bowl, on CBS-TV. In Moses, Reid & Cleary Produc-

tion students will compete for cash prizes to go toward scholarship funds. Series begins Jan. 4 (5-5:30 p.m.). Agency: Maxon Inc., N. Y.

REACHED FOR UNCLE AL • National Biscuit Co., N. Y., has signed as participating sponsor of ABC-TV’s Uncle Al Show, (Sat. 11 a.m.-noon) effective Nov. 1. Ken-

yon & Eckhardt, is Nabisco agency.

Eastern 4A Meet to Mull Evolution of a Commercial

How are outstanding radio-tv commercials created? The answers to this question will be provided in a creative workshop on radio-tv to be held next Tuesday (Oct. 28) as part of eastern annual conference of the American Assn. of Advertising Agencies. The two-day meeting will open Monday at the Biltmore Hotel in New York.

The panel at the radio-tv workshop will consist of Thomas F. Naegele, art director for television, J. Walter Thompson Co., New York; Matthew J. Culligan, executive vice president in charge of NBC Radio and Alfred J. Seaman Jr., executive vice presi-

dent and creative director, Compton Adv., New York. Arthur Bellaire, vice president in charge of radio and television copy, BBDO, New York, is chairman of the workshop and will preside at the session.

On Tuesday morning a media buying workshop will be scheduled and a lively session is anticipated. A hypothetic media problem will be posted to two teams, each consisting of two specialists. They will be asked to plan media strategy for a new soluble food beverage. The first team will consist of Julia B. Brown, vice president and associate media director, Compton Adv., New York, and Gerald T. Arthur, vice president and manager of media, New York. Opposing them will be Ann Wright,
Time
(bought on KOWH)
is
money
(spent for your product)

KOWH time's been the Omaha's buy for a long time now. For 9 years...
KOWH has been consistently at or near the top in Omaha radio listening. Most recent Pulse:
6.2 all day average. Good coverage, too, on 660 kc.

Get Adam Young to tell you what's available—or talk to KOWH General Manager
Virgil Sharpe.

KOWH Omaha
REPRESENTED BY ADAM YOUNG, INC.

The chairman of the session will be William E. Matthews, vice president, media relations department, Young & Rubicam, New York.

Other sessions and their chairman are: creative print (Henry O. Pattison Jr. director and vice chairman of the board, Benton & Bowles, New York), research (Len Bogart, vice president, McCann-Erickson, New York); account management (Herbert D. Strauss, executive vice president, Grey Adv., New York), industrial advertising (Fred Adams, president, G. M. Basford Co., New York), marketing (William W. Mulvey, senior vice president, Cunningham & Walsh, New York) and print production (Edward C. Mante, vice president, Kenyon & Eckhardt, New York).

James D. Webb, board chairman of C. L. Roche & Co., New York and chairman of the AAAA’s eastern region, will preside at the concluding “Look-ahead” meetings, which agency members and invited media leaders will appraise the future of the agency business.

East Central AAAA Meeting Expected to Draw 400 to Toledo

American Assn. of Advertising Agencies East Central Region will deal with radio-television, newspapers and other communications media in its “most important and biggest” annual meeting Nov. 5 at the Commodore Perry Hotel, Toledo, Ohio. Robert E. Anderson, vice president, BBDO, Detroit, chairman of the regional group and member of the AAAA board of directors, estimates that “probably over 400” members will attend the meeting. Mr. Anderson will preside at the conclude.

Keynote speaker is Harry H. S. Phillips Jr., publisher, Sports Illustrated. Leo Durcher, NBC sports specialist who formerly managed the New York (now San Francisco) Giants baseball club, will address a luncheon group. David Susskind, president, Talent Assoc., New York, will discuss “Exciting New Dimensions In TV.”

Among other speakers: Frederic R. Gamble, president, AAAA; Richard Turnbull, executive staff, AAAA; Wilfred F. Howard, Walter Thompson Co., Detroit; Myron J. Craver, Carr Liggitt Advertising Inc., Cleveland, Ohio; Norman Van Zant, Kircher, Helton & Collett Inc., Dayton, Ohio; C. M. Robertson, Ralph H. Jones Co., Cincinnati; C. Allison Monroe, Brooke, Smith, French & Dorrance Inc., Detroit, and E. T. Morris, president, Meldrum & Feemsworth Inc., Cleveland.

Further addresses will be given by: W. Stanley Redpath, Ketchum, MacLeod & Grove Inc., Pittsburgh; Charles F. Rosen, executive, W. B. Doner & Co., Detroit; Robert F. Hills, editorial promotion manager, Saturday Evening Post; Howard Scott, Outdoor Advertising Inc., and Coln Campbell, executive vice president, Campbell-Ewald Co., Detroit. The closing talk will be made by J. Davis Danforth, chairman of the board, AAAA, and executive vice president, BBDO.

GROSS, KRASNE, SILLERMAN UNITE

Speculation as to the future of Michael M. Sillerman, co-founder and executive vice president of Television Programs of America, until his unexpected resignation from TPA two weeks ago, ended Tuesday (Oct. 14) with the announcement that Mr. Sillerman had joined Jack J. Gross and Philip Krassen in the formation of a new film production-distribution company. Mr. Sillerman is president, Mr. Krassen board chairman and Mr. Gross vice president.

The new firm—Gross-Krassen-Sillerman Inc.—is the outgrowth of Gross-Krassen Inc., Los Angeles. Mr. Krassen in 1947 was one of the pioneers in tv film syndication with his Cisco Kid; two years later, in association with Mr. Gross, the company produced Big Town for Lever Bros. and CBS-TV; since then the two have turned out such successful syndicated properties as Mayor of the Town and O. Henry Playhouse.

Roach Buys Rest of RABCO In Purchase From ABC Film

Hal Roach Studios, Culver City, Calif., which has held a 50% interest in RABCO Productions Inc., has become sole owner through purchase of the 50% interest held by ABC Film Inc., it was announced last week by Hal Roach Jr., president. The purchase price is estimated to be $500,000.

Among the properties acquired by Roach in this transaction are 98 half-hour films of the Racket Squad series and 39 half hours each of the Code 3 and Passport to Danger series, plus a feature film, “Forest Ranger,” starring Dick Foran. RABCO was formed four years ago by Roach Studios and ABC Film.

Mr. Roach also announced that Roach Studios has started production on a new half-hour tv series, The Veil, starring Boris Karloff. The series revolves around supernatural themes.

Independent Television Corp. Staffs District Manager Posts

The promotion of five account executives to the newly-created position of district manager and the addition of seven new account executives in the syndicated division were announced last week by Walter Kingsley, president of Independent Television Corp. (ITC), New York. ITC is the company, which bought Television Programs of America, New York, last month.

The new district managers are Ralph Baron, Hugh Simpson and Alton Whitehouse, who have been assigned to the eastern division under Walt Plant, and Lee Cannon and Casper Chouinard, who have joined the central division under Art Spirt.

ITC account executives and their assignments are Paul S. Kemper, formerly with Ziv Television Programs, eastern division; Dick Rudolph, previously sales manager, WITH Baltimore, the Baltimore area; Coleman Scott, formerly with Ziv Television, central division; Larry Stewart, recently with Ziv, Florida area; Walter Stovall, formerly a producer-distributor of tv commercials, eastern division in Baltimore; Edward O’Brien, previously head of his own film production-distribution company, eastern division covering Virginia and North Carolina, and Scott McKee, the central division covering Milwaukee.

5G Promotes Marquis to Ad Job; Plotnick Steps Up in Publicity Dept.

A series of new executive assignments at Screen Gems Inc., New York, was announced last week, highlighted by the appointment of Pierre Marquis as director of advertising and sales planning.

Mr. Marquis, who has been director of sales planning at 5G, assumes the additional duties being relinquished by Henry White, director of advertising and promotion, who continues as director of program procurement in the company’s national sales operation.

In another move, Eugene Plotnick, publicity manager, has been promoted to publicity director and will report directly to management.

Columbia $1.15 Million in Red

An operating loss of $1.15 million for the fiscal year ended June 28 was reported last week by Columbia Pictures Corp. According to President Abe Schneider, the operating loss was exclusive of $3.8 million in write-off for unused script properties and studio overhead incurred during “the old regime,” and which would be absorbed in the future. (Mr. Schneider was referring to the late Harry Cohn whom he succeeded as studio head several months ago.) Columbia’s net income this past fiscal year was $552,879. Mr. Schneider explained that the net operating loss “is equal to the company’s net loss because we have not made any provision for taxes.” He added that the studio has used up its tax carry forward. Columbia’s earnings also reflect revenue of Screen Gems Inc., wholly-owned tv subsidiary.
GOVERNMENT

OVERSIGHT ABOUT NOV. 12

Heardings by the House Legislative Oversight Subcommittee will resume about Nov. 12 and possibly will cover the Pittsburgh ch. 4 case which has been under consideration by a federal grand jury. Definitely on the subcommittee's planned list of investigations are operations of the Civil Aeronautics Board and Interstate Commerce Committee.

Robert W. Lishman, chief counsel of the subcommittee headed by Rep. Oren Harris (D-Ark.), said Chairman Harris will return to Washington Nov. 11—just two weeks after the congressional elections—and hold an executive session the same afternoon to line up enough subcommittee members of both parties (at least "five or six" congressmen) to resume hearings.

The subcommittee interrupted hearings last month until after the elections, according to Rep. Harris, partly because of the political aspects of material that might be uncovered, which, he said, might be misconstrued.

Rep. Harris earlier had said the subcommittee would give the grand jury a "reasonable time" to act before resuming its own inquiry into the Pittsburgh grant [Government, Sept. 29]. The subcommittee chairman later said his group did not call several witnesses because they were under subpoena to the grand jury at the time.

No announcement has been made on the progress of the grand jury's investigation, but Mr. Lishman last week pointed out that a story in the New York Times on Oct. 5 indicated that the grand jury had concluded its presentation.

The subcommittee on Sept. 23-24 heard testimony by Oliver Eastland, staff investigator, that former FCC Chairman George C. McGovern solicited "bribes" from two applicants for ch. 4 in Pittsburgh. Pittsburgh Mayor David Lawrence and Sen. George Smathers (D-Fla.) were mentioned in testimony as having been involved in behind-the-scenes activities during proceedings on the ch. 4 case.

Applicants for ch. 4 included WTV Inc., WCAE Inc. (owned by Hearst newspapers), Matta Enterprises, Wespam TV Inc. and Irwin Community TV Co. The FCC grant on July 25, 1957, went to merged applicants TV City and WCAE, with the other three contestants receiving $50,000 each for "out-of-pocket" expenses.

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Mr. Smathers' statement related how he was named co-executor of the estate of the late L. B. Wilson. He declared he had never contacted any commissioner in behalf of any of the applicants. He said he had seen Mr. Mack twice when the ch. 10 case was mentioned, but that neither time had he recommended any action to the then commissioner.

Sen. Mathers also acknowledged that he had recommended that Mr. Katzenzine see two friends of Mr. Mack's, but denied he had ever recommended that Mr. Katzenzine see Mr. Whiteside.

A major part of the statement recounted Sen. Smather's difficulties with George T. Baker, president of National Airlines, on aviation matters.

Examiner Favor WLIB For FM

But Notes Program Shortcomings

Harry Novik (WLIB New York) was favored over two other applicants for a grant of fm frequency 107.5 mc by Hearing Examiner H. Gifford Irion in an initial decision last week despite the FCC official's findings that WLIB had reflected the point of view of the National Assn. for Advancement of Colored People in its programming on the racial question and that some of its advertising in the past had been questionable.

Mr. Irion said that although the station failed to present other views on the racial question adequately, WLIB has made "some effort" to present both sides of this controversial question. He noted that WLIB has discontinued carrying advertising for skin whitener and hair straighteners cannot be concluded to be offensive but reveals Mr. Novik's "sensitivity of the feelings of his Negro audience."

The examiner said competing applicant Herbert Muschel's proposal to broadcast almost solid news programming reflects "ingenuity and a sense of adventure" but the limited schedule proposed—10 a.m.-4 p.m. Monday through Saturday and no service on Sundays—weakens his application and would be a waste of valuable spectrum space. A proposal by the third applicant, Richard W. Brah, aimed primarily toward an audience of small businessmen, was discounted by the examiner as too limited in public service.

St. Louis Amusement Asks

Revocation of KCPP (TV)

Revocation proceedings were asked for KCPP (TV) St. Louis (ch. 11) last week by St. Louis Amusement Co., a former competing applicant for ch. 11, on charges that testimony to the House Legislative Oversight Subcommittee indicates that radio personality Tex McCrary illegally consented in behalf of CBS Inc. with three FCC members after oral argument and before the original FCC grant of ch. 11 to CBS in 1957 [Government, June 9, 1958].

CBS later bought ch. 4 facilities in St. Louis (now KMOX-TV) and transferred the ch. 11 permit to 220 Television Inc., the present permittee. St. Louis Amusement had withdrawn before the FCC grant of

Alexander, Duplantis Named

To U. S. Mobilization Posts

Fred C. Alexander, chief telecommunication staff member of the former Office of Civil & Defense Mobilization, of which Leo A. Hoge is director. Among other deputy assistant directors named by Mr. Hoge is Brig. Gen. Wendell H. Duplantis, USMC retired, in charge of communications and warning at the Battle Creek, Mich., headquarters.

Mr. Alexander's unit is responsible for telecommunications matters and advises the President on communications topics. Gen. Duplantis' activity in the warning networks and civil defense communications includes the preparation of federal matching funds for local government purchases of equipment.

Top members of Mr. Alexander's staff are William E. Plummer, assistant for engineering; Raymond M. Obermiller, executive secretary of the Telecommunications Advisory Board and Telecommunications Planning Committee; Paul D. Miles, executive secretary of Interdepartmental Radio Advisory Committee, and John MacDonald, assistant for plans and reports.

Magazine's Senatorial Survey

Finds TV Top Campaign Medium

Television emerged as the most effective electronic campaign promotional medium in Sales Management magazine's polling of U. S. Senators. Of the 38 who participated, 53% voted for TV, 38% for newspapers, 3% each for radio, outdoor advertising and direct mail. Buttons and badges received no votes.

The survey also indicated that radio was used in 94% of the Senatorial election campaigns; newspapers in 92%; tv in 89%; literature sent by mail, 83%; posters in store windows, 72%; billboards, 75%; campaign buttons, 64%; and mobile public address systems in 58%.

Meeting voters face-to-face was found necessary by 98% of Senators responding.

Ch. 10 Rehearing Record Closed

As Smathers Statement Is Added

Judge Horace Ster, special FCC hearing examiner, closed the record on the Miami ch. 10 case last Tuesday (Oct. 14), when all counsel agreed to stipulate for the record the April 5 statement of Sen. George A. Smathers (D-Fla.) to the House Legislative Oversight Committee.

Briefs by the parties are due Nov. 3, and oral argument before Judge Stern is scheduled Nov. 17.

The hearings, which began in September, are for the purpose of determining whether former Comr. Richard A. Mack should have voted in the 1957 ch. 10 grant to National Airlines' subsidiary Public Service Television Inc. Other issues involve allegations of improper representations to Mr. Mack and other commissioners, by any of the parties and also whether the grant to which is a "reason-

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OVER & OUT?

The government may be ahead in one department, but it ought to catch up in the other, believes Press Wireless, New York, which last week asked the FCC to confirm that present license fees and tariffs filed with that body apply to radio communications with outer space. PW, which operates in the international radiotelegraph field, said it is ready to provide radio service to manned satellites, space platforms or space safaris.

ch. 11 to CBS. Other applicants were St. Louis Telecast and Broadcast House, stockholders of which hold debentures of $200,000 each in KCPP under an agreement with 220 Television. St. Louis Amusement has appealed to the U. S. Supreme Court asking a review of the denial by the U. S. Appeals Court for the District of Columbia of its appeal of the ch. 11 transfer.

Crosley Asks to Keep Operation Of WLWI (TV) As Case Is Fought

Crosley Broadcasting Corp. asked the FCC last week for special temporary authorization to continue operating WLWI (TV) Indianapolis (ch. 13) pending final disposition of the case in the courts. The U. S. Court of Appeals for the District of Columbia last month denied Crosley’s petition for rehearing of the court’s June 16 decision setting aside the FCC’s grant to Crosley [GOVERNMENT, Sept. 29] on grounds Comr. T. A. M. Craven shouldn’t have taken part in the FCC decision. (Also see separate story, this page.)

The Crosley petition also opposed a petition by WIBC Indianapolis, a competing applicant for ch. 11, that WIBC and Crosley joint on pending the outcome of the case. Crosley said last week that joint operation would “create chaos” and such a “merger of hostile parties” would be “inimical to the public interest.”

Crosley is expected to appeal to the U. S. Supreme Court next in the case.

AT&T Private Line Rate Bid Reduced to $9½ Million Figure

American Telephone & Telegraph Co. last week modified its proposed rate increases for private line teletypewriter service, asking for an increase of $9.5 million a year instead of the $11 million proposed in August. AT&T said the reduction is proposed only to obtain “immediate and minimum relief” from losses it has sustained in furnishing the service, and that it expects later action justifying its original increase.

FCC had suspended the effect of the AT&T proposals, along with increases proposed by Western Union for the same service, until next Jan. 1 and scheduled a hearing on the matter following protests from news services, newspaper interests, NAB and others. The hearing is scheduled to begin Nov. 12.

Mesa Microwave Sues To Force FCC Action

A privately-owned common carrier company which is predominantly linked to community tv systems has thrown the gauntlet down to the FCC.

Mesa Microwave Inc., owned by Video Independent Theatres Inc. interests, last week asked the U. S. Appeals Court in Washington to order the FCC to act on three applications for microwave links to feed tv signals to CATV systems. It told the court that since May the FCC has not acted on a single application for common carrier relay facilities.

The FCC granted one of Mesa Microwave’s four applications—that for feeding Amarillo, Tex., tv stations to Memphis-Wellington-Childress, Tex., community antenna operations two weeks ago.

Video Independent Theatres, through its subsidiary VuMore Inc., operates more than a dozen CATV systems in the southwest. The relay company subsidiary already operates in Oklahoma City tv service to its own CATV systems in Altus and Magna, Okla.

Mesa Microwave said that there were about 25 relay link systems in operation, but that since May the FCC has not processed any more and has placed these applications in “deep freeze.” The reason, the petition stated, was that the Commission is studying the question of CATV operations, boosters, satellites, etc. This inquiry was issued by the Commission in May [GOVERNMENT, May 26].

Mesa Microwave asked the court to order the FCC either to grant its applications or designate them for hearing.

Mesa Microwave filed applications in March, May, June and September for relay links to serve CATV systems in Laredo, Tex.; Tallahassee, Fla.; Memphis-Wellington-Childress, Tex., and Fort Myers-Naples, Fla.

The Laredo application was protested by KHAD-TV there. KHAD-TV asked the FCC to withhold action until the outcome of its inquiry into general policy on community antenna systems.

The Commission’s grant of the Mesa Microwave application for Memphis-Welling-ton-Childress was authorized by the staff on Oct. 6, and announced last week. Although no reason was given for this move, it was explained by FCC officials that the authorization was made because there is no tv service in that area and therefore no harm will result to an existing station. The CATV systems in that area are owned by VuMore Inc.

Mesa Microwave also called the court’s attention to the declaration by the FCC of its policy on common carriers serving community tv systems which it enunciated in its report to the Senate Commerce Committee in August [GOVERNMENT, Aug. 18]. In that reply, the Commission maintained that it should not consider the economic impact on tv stations of common carrier relay links bringing tv signals into a community for the local CATV system.

The petition to the court also pointed out that the Commission has continued to grant translator applications—even though the policy on translators is part of the inquiry under study.

There are 48 relay applications in the Commission’s “deep frost” at the present time.

REAL REMOTE

Television will be used in conjunction with astronomical research balloon flights 80,000 feet above the surface of the earth as part of a National Science Foundation-Office of Naval Research project, according to an announcement yesterday (Oct. 19) in Washington, D. C. Two telescopes, one 36-inch and the other 12-inch, will be equipped with a television link with control from the ground to enable remote-control pointing of the telescopes at celestial objects.

WIBC Wants Craven Disqualified In Indianapolis Ch. 13 Hearing

WIBC Indianapolis last week filed a move calling for disqualification of Comr. T. A. M. Craven when the FCC rehears the Indianapolis ch. 13 case. The FCC’s grant of ch. 13 to Crosley Broadcasting Co. was set aside by the U. S. Court of Appeals for the District of Columbia in a decision June 16; the court later denied a Crosley petition that the case be reheard by the full nine-member court [GOVERNMENT, Sept. 29. Also see separate story, this page].

WIBC asked that Comr. Craven be disqualified from voting because the engineering firm of which he formerly was a member was employed by one of the competing ch. 13 applicants, WIRE Indianapolis.

Comr. Craven voted in the decision awarding ch. 13 to Crosley to break an impasse, at the FCC membership’s request. The court ruled he shouldn’t have voted because he didn’t hear oral argument in the case.

WIBC said it has no doubt of Comr. Craven’s character and integrity but feels he should be disqualified because his former firm represented WIRE.

Ch. 14 Granted to Springfield

FCC last week approved the grant of ch. 14 WWOR-TV Worcester, Mass., which has been off the air since 1955, to Springfield Television Broadcasting Corp. in a stock transaction which will give the station’s former licensee, Salisbury Broadcasting Corp., 20% interest in Springfield Television [CHANGING HANDS, Aug. 4].

Springfield Television owns ch. 22 WSQL-TV Springfield, Mass., semi-satellite of ch. 32 WRLP (TV) Greenfield, Mass., and translators in Claremont and Lebanon, N. H. The grant application of the Commission, said, is conditioned on the fact that the assignment of WWOR-TV be consummated within 20 days and that the assignee resume broadcasts in 90 days.

BROADCASTING
In Eastern Iowa most front ends look like this.
KMSO-TV MISSOULA INSTALLS HIGH POWER MICROWAVE TO SERVE 50,000 TV HOMES

The final step in making KMSO channel 13, Missoula, Montana, one of the country's most up-to-date television stations was completed this week when the station installed a new micro-wave unit capable of picking up all three networks direct. The new Motorola unit was installed on top of Big Mountain near Kalispell from which point the signal is transmitted, without interruption, to KMSO's transmitter-receiver atop mountain outside Missoula. Telecast quality has been excellent, according to Art Mosby, president of the station. Up to now only CBS programs have been carried live. "Since KMSO, with video power of 191,000 watts is the only station serving all of Western Montana, it was evident that we would have to expand our facilities if we were to serve this market 100%" said Mosby.

KMSO began regular telecasting three years ago and originally had the studios in the transmitter building 7,000 feet above sea level. Two years later the studio and offices were moved to the beautiful new TV building pictured here. The station occupies the entire building. In addition to the offices, control rooms, film laboratories, audition lounge and lobby there are three large studios fully equipped with props, lighting facilities and live cameras.

The program department of WMSO works very closely with the newly developed TV department in connection with Montana State University. A year ago the station was one of the first in the nation to present a full symphony orchestra, live, over both radio and television with stereophonic sound. KGVO radio used two miles at specified locations and KMSO used three. The effect proved quite exciting. "Serving a single station market is sometimes more difficult than competing for listener preference" says Art Mosby. "It's like operating in a goldfish bowl." Everyone is constantly comparing our local efforts with network origination. It keeps us humping to keep programming at a high level all the time. "On the other hand, with over 50,000 TV homes in the market, KMSO becomes a very good advertising buy considering the captive audience."

Just ask our national Representatives, Gill-Penna, Inc. or Hugh Feltis Associates (Seattle).

CBS  •  ABC  •  NBC

Storer Queried Further On Milwaukee Vhf Plans

There were indications last week that the philosophy of Comr. Robert T. Bartley—always a maverick in Commission applications of radio-television sales to involving multiple owners—is getting through to some of his associates at the FCC.

By a vote of 3-2 (and in the absence of Comr. Bartley), the Commission last week decided to send a letter to Storer Broadcasting Co. asking more information about the "concentration of control factors" in Storer's proposed purchase of WITI-TV Milwaukee (ch. 6) for $4,462,500 [At Deadline, Aug. 11].

The FCC letter was one of inquiry and thus was not as severe in implication as a McFarland Letter, the latter always indicating that a hearing is necessary unless the recipient can explain to the FCC's satisfaction the questions posed by the letter.

The FCC letter said that "no showing" (in the application for sale) has been made on the location of area served, number of people served and the extent of other competitive services in the area.

Without such a showing, the FCC said, it will be unable to make a public interest finding as required by the Communications Act. Accordingly, the letter continued, "you are being given the opportunity to amend your application by submitting further information."

This information, the letter continued, should include (1) a statement of whether Storer, in setting WITI-TV rates, proposes to operate in combination with its other broadcast stations; and (2) since Storer operated WVUE (TV) Wilmington (Philadelphia) as an independent and found it necessary to discontinue WVUE for financial reasons, the showing should set forth the basis for Storer's belief WITI-TV can be operated as an independent (non-affiliated) station on a sound financial basis in the public interest.

Voting to hold up approval of the sale and to send the letter were Comrs. Rosel H. Hyde (voting chairman), T. A. M. Craven and Frederick W. Ford. Voting to approve the sale and dissenting to the letter were Comrs. Robert E. Lee and John S. Cross. Chairman John C. Doerfer is in Europe and Comr. Bartley was in Chicago last week.

Storer has closed down WVUE, but has not surrendered the permit for the ch. 12 outlet. The WITI-TV sale is conditioned on Storer disposing of WVUE to remain within the FCC's 5-vhf numerical limit for multiple ownership.

WITI-TV does not have a network affiliation. Network-affiliated stations in Milwaukee are WISN-TV (ABC), WTMJ-TV (NBC), and WXIX (TV), owned by CBS. WXIX is the only vhf station on the air in Milwaukee (ch. 18) and will be one of only two network-owned stations, its remaining on the air when CBS closes down its WHCT (TV) Hartford, Conn., on Nov. 16 and affiliates with WTIC-TV Hartford. At the time the shutdown of WHCT was announced [Stations, Oct. 13], CBS President Frank Stan-
To sell Indiana, you need both the 2nd and 3rd ranking markets.

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

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


call your **H-R** man now!

BROADCASTING

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ton announced it was the network's "current intention" to continue operating WNBC (TV) (ch. 4) New York City, owned by NBC, remains on the air. NBC's WBUF (TV) Buffalo, N. Y. (ch. 17), went off the air Sept. 30.

Of the four Storer tv stations on the air all are vhf's and three are affiliated with CBS. Storer's WSPD-TV Toledo switches from CBS to ABC next Sunday (Oct. 26) [At Detroit, Aug. 18].

Present owners of WTTI-TV (Independent TV Inc.) include Sol and Jack Kahn, Arthur and Lawrence Fleischman, Robert K. Strauss, Max Osnos and others.

Appeals Court Upholds Jesuit Station Right

The U. S. Court of Appeals in Washington last week upheld the right of Loyola U., New Orleans, to own and operate a tv station.

In a unanimous, three-judge opinion, the court denied the contention that the Jesuit institution was ineligible to hold a broadcast license. This challenge was made by James A. Noe & Co. (WNOE New Orleans) on the ground that Loyola U. is an "alien" corporation in the meaning of the law since it is a religious order. This contenton was also advanced by Protestants and Other Americans United for Separation of Church and State, which filed as a "friend of the court."

Circuit Judge George Thomas Washington, writing for himself and Judges David L. Bazelon and Brace St. Mothers Faby, stated that the limitation on alien control of communications was primarily based on the idea of preventing alien activities against the government during time of war.

"The relationship of Loyola to the Society of Jesus hardly seems to endanger our national security," Judge Washington wrote. "Certainly the mere fact that the rector [of the University] is appointed by an ecclesiastical superior who is an alien is not enough to bring Loyola within the interdiction of the cited statute." The rector of the university, he added, is appointed by the superior general of the order, who at present is a Belgian citizen residing in Rome, on the recommendation of the provincial superior, an American citizen who is head of the New Orleans Province of the Society.

Judge Washington also pointed out that all University directors are American citizens and that Loyola is legally and financially autonomous.

Judge Washington said it was recognized that the hierarchical chain of authority (which in some "rare instances" might include the Pope) has never been used in the past to impinge upon the independence of the university in the operation of its radio station. Loyola has owned and operated WNOE New Orleans since 1922.

The circuit court decision also stated it saw no impropriety in the FCC's distinguishing non-business organizations from ordinary stock companies.

The court also turned down an objection to the Loyola grant on the ground that the station would not give time for the broad-cast of Protestant and other religious views. This, the court said, cannot be sustained since the FCC has satisfied itself that Loyola will fulfill the broadcast needs of the community. It declared that if Loyola in the future were to fall short of its pledge to program properly the Commission may always review the matter.

Judge Washington's ruling also held against the charge that Loyola is an "instrumentality" of a foreign sovereign (the Vatican).

The appeal was originally brought by Mr. Noe, former Louisiana governor, and the New Orleans Times-Picayune. The Times-Picayune, however, withdrew its appeal in line with an arrangement with the Dept. of Justice when it acquired ownership of the New Orleans Item. It also has sold its radio station (WTPS) under the same agreement with the Justice Dept. [Changing Hands, Oct. 13]. The Commission awarded ch. 4 to WWL in July 1956, reversing a hearing examiner's recommendation in favor of the Times-Picayune.

In Wake of CBS Hartford Switch Springfield U Wants V Instead

A New England uhf station last week asked the FCC to allocate a vhf channel—any vhf channel—to its area.

William Dwight, president of ch. 40 WHYN-TV Springfield-Holyoke, Mass., told the FCC that a uhf station cannot exist in the western Massachusetts area in competition with a vhf outlet in Hartford.

The Springfield-Holyoke station's move came a week after CBS announced it was closing its ch. 18 WHCT (TV) Hartford and affiliating with the ch. 3 WTIC-TV station there [Stations, Oct. 13]. WHYN-TV is also a CBS-TV affiliate.

Springfield is about 25 miles from Hartford.

Mr. Dwight's letter, dated Oct. 14, was to Mary Jane Morris, secretary of the FCC. It opened with the statement that the letter should be considered an application by the Hampden-Hampshire Corp. (licensee of WHYN-TV) "for permission to own and operate a vhf television channel (the channel number to be designated by the FCC) in the Springfield-Holyoke, Massachusetts area."

After recounting the salient market features of the area—and the fact that the company has operated there since 1951, Mr. Dwight continued: "Circumstances indicate that others may seek and will probably be successful in obtaining permission to operate at least one other vhf channel in the Hartford, Conn., area."

Although Mr. Dwight did not specify what applicants he had in mind, it is presumed he referred in part to the move of ch. 8 WNHC-TV New Haven, Conn., northward toward Hartford. The WNHC-TV move was recommended by a hearing examiner last July and is still awaiting final FCC approval.

Mr. Dwight said that successful operation of a uhf station in the Springfield-Holyoke area "cannot last continue" if vhf operation is permitted in Hartford area.

He added: "A Hartford, Conn., vhf station does not, cannot and undoubtedly will not adequately service the people in the Springfield-Holyoke, Mass., area. There is no community of interest of the people of Hartford, Conn., and those in the Springfield-Holyoke, Mass., area."

Springfield has two uhf stations; in addition to WHYN-TV there is ch. 22 WWLP (TV), affiliated with NBC. The FCC only last week approved a stock transfer which brought ch. 14 WWTOR-TV Worcester, Mass., into the ownership of WWLP (see page 68). WWLP also owns ch. 32 WRLP (TV) Greenfield, Mass., a semi-satellite, and translator stations in Claremont and Lebanon, N. H.

WHYN-TV is principally owned by the Dwight and DeRosa families (Holyoke Transcript and Telegram and Northampton Hampshire Gazette). It is half owned by the employees beneficial fund of the Springfield Union and News.

Powell Opinion Backs Decision By Court on Radio-TV Access

The public will have greater respect for the principles of democracy if court proceedings are broadcast, Judge John C. Powell of the Oklahoma Criminal Court of Appeals said last week in an opinion concuring with the court's Sept. 3 decision. This ruling held that Capt. 35 of the American Bar Assn. is obsolescent and that radio and television are entitled to the same courtroom rights as the press [Lead Story, Sept. 8].

Court broadcasts "constitute an educational opportunity for the citizen and enable him more truly to gain an insight into the working of the courts, not so revealingly by revealed by the written word," Judge Powell said. He argued that except in some civil cases the parties should not be allowed
to waive public hearings "because the community at large is vitally interested in the right to observe the administration of justice." He said he did not believe one accused "may waive the right of the public to insist upon a public trial."

**AFTRA Chicago Appeal Ill-Founded, NBC Says**

NBC told the FCC last week that the Chicago chapter of American Federation of TV & Radio Artists has no legal right to appeal to that body just because the AFTRA unit thinks it has an "appealing" case.

The network said the union local misinterpreted a section of the Communications Act providing for appeals to appeals courts and filed with the FCC instead (Government, Oct. 6). NBC said the AFTRA local "essentially" wants a hearing on licenses of NBC's owned stations in Chicago, WMAQ and WNBQ (TV), to stop changes in station program schedules and thus try to entangle the FCC in the "details of station management."

Although the union cites the public interest, its basic purpose is to require NBC's continued employment of AFTRA members the union believes may be discharged, the network continued. The FCC, NBC added, is not the proper forum to settle a private labor controversy. The union does not claim NBC violated labor agreements, NBC said, but wants to harass stations and network, examine their financial records and get publicity.

NBC was skeptical of the union's claim it can present detailed information at the hearing, saying NBC plans are not secret but have been widely publicized and that, therefore, all the facts are known.

The network listed the proposed program changes for WMAQ and WNBQ and said there will be "almost no" program changes at the radio station and that only about 6% of the TV station's programming will be affected by changes in the fall schedule.

Mayor Richard J. Daley of Chicago and Rep. Sidney R. Yates (D-Ill.) of Chicago both have protested NBC's program changes.

"It was never the intent of Congress or the American people to permit a small handful of 'absentee landlords' to control the entire industry," Mayor Daley told the Broadcast Advertising Club of that city Oct. 7.

He called for a halt to the "march of the media from abandoning the mainstreems of American life and thought" in Chicago. In a telegram sent to FCC Chairman John C. Doerfer, Mayor Daley said the loss of live TV programs was a "severe set-back to our city."

Rep. Yates criticized NBC in a telegram to the FCC saying that "NBC seems determined to make Chicago a television ghost town." He asked for a hearing on renewal of NBC's license for WNBQ.

Chicago station managers condemned the AFTRA complaint to the Commission.

Sterling C. (Red) Quinal, ABC vice president in charge of WBKB (TV), branded the petition as "irresponsible and foolish." H. Leslie Atlass, CBS vice president in charge of Central Div., described charges as "erroneous" as they relate to WBBM-AM-TV Chicago, citing heavy employment of talent for local sponsored programs. Ward L. Quaal, vice president and manager of independent WGN-AM-TV, noted "talent and programs per se must always be subject to change for the good of the industry." He claimed WGN-TV is scheduling over 40 hours weekly of live, local shows.

**L&B Nearing Am Grant for Hemet**

L&B Broadcasting Co. moved closer to a radio grant when FCC Hearing Examiner Herbert Sharfman last week issued an initial decision proposing authorization of a new AM outlet on 1320 kc with 500 w, directional antenna, day, in Hemet, Calif. Two competing applications in hearing with L&B Broadcasting were dismissed.

**Pocatello, Idaho, Vhf Granted**

The FCC last week granted KBLI Inc. (KBLI Blackfoot, Idaho) a construction permit for a TV station on ch. 6 in Pocatello, Idaho. Granite District Radio Broadcasting Co., Howard D. Johnson, president, owns 70% of the licensee. Granite District Radio also operates KNAK Salt Lake City.
KGW, KING STATIONS AFFILIATE WITH NBC

- Switch to be made from ABC
- Action surprises KOMO-AM-TV

A switch in the network affiliations of the King Broadcasting Co. television and radio stations in Seattle and Portland from ABC to NBC was announced last week.

Secondary NBC affiliations with KGW-AM-TV Portland, Ore., became effective last Tuesday (Oct. 14) and with KING-AM-TV Seattle last Wednesday, according to a joint announcement by Otto P. Brandt, vice president in charge of the broadcast division of King, and Harry Bannister, vice president in charge of station relations for NBC.

Primary NBC affiliations were set to become effective as follows: KGW, Dec. 19, 1959; KING-TV, May 1, 1959; KING, June 14, 1959, and KING-TV, Dec. 10, 1959. Until those dates, the stations remain primary affiliates of ABC-TV.

Mr. Brandt told the staffs of the four stations: “Our association with NBC is one of the most important milestones in our history. NBC’s appraisal of our stations as the best in Seattle and Portland is recognition of which we can be very proud. It is a compliment which I am sure all of us will accept with thanks and appreciation.”

Mr. Bannister said NBC was “highly pleased,” that “our company has traditional-ly been associated in broadcasting with the country’s outstanding television and radio stations” and that adding these outlets to other NBC affiliates in the Northwest “assures us of still greater possibilities for NBC service in this important area of the country.”

King Broadcasting is owned principally by Mrs. A. Scott Bulitt, its president. KING-TV is on ch. 5, KING is on 1090 kc with 50 kw; KGW-TV on ch. 8, KGW on 620 kc with 5 kw. Walter Wagstaff and Fred Von Hofen are station managers of KGW-TV and KGW, respectively.

NBC’s current affiliates in the area are KOMO (1000 kc, 50 kw) and KOMO-TV (ch. 4) Seattle, and KPTV (TV) Portland (ch. 12).

W. W. Warren, executive vice president and general manager of KOMO-AM-TV Thursday expressed surprise at NBC’s action and said, “We are amazed that NBC would have the audacity to make a package deal involving Portland and Seattle which sells one of its oldest friends and staunchest supporters down the river. We do not know what political, economic or ulterior forces were brought to bear on NBC to destroy 32 years of successful partnership. . . . This is all the more incredible in light of the fact that KOMO-TV is No. 1 in the market and repeatedly attracts the most viewers on directly competitive local programs.”

Mr. Warren pointed out that KOMO became an affiliate of NBC in 1927 and was a charter affiliate of the NBC Pacific Coast network. He declared KOMO officials aided and assisted NBC in the formation of this network and that KOMO-TV became a basic affiliate of NBC-TV Dec. 11, 1953, its first day on the air.

Mr. Warren did not announce any plans as to the future affiliation of the stations.

While not commenting formally, ABC-TV officials showed no lack of confidence in their ability to replace the losses in both markets.

CBS-TV Shifts Bunker To Network Sales Post

Edmund C. Bunker, CBS-TV vice president and director of affiliate relations, has been named vice president and general manager of CBS-TV network sales, reporting to Thomas H. Dawson, vice president in charge of network sales. Carl S. Ward, national manager of affiliate relations, succeeds Mr. Bunker [CLOSED CIRCUIT, RESPECTS, Oct. 13].

The appointments announced last week by William H. Hylan, vice president of sales administration at CBS-TV, were seen as a network move to strengthen its sales department. Mr. Bunker has been with CBS-TV since June 1949 when he was an account executive in network sales. He became general sales manager of KNXT (TV) Los Angeles and the Columbia Pacific network in 1952 and two years later was appointed general manager of WXIX (TV) Milwaukee. He was elected vice president and director of affiliate relations in October 1957.

Mr. Ward, associated with the network 13 years, joined at WCCO Minneapolis (then CBS owned), became general manager of WCBS New York in 1951 and national manager of affiliate relations for CBS-TV in April 1957.

At the same time, George Klayser, who has been CBS-TV network sales manager, is being assigned to special agency accounts.

WOL to Replace WGMS As Mutual’s D. C. Affiliate

Mutual reported last week that WOL Washington will become the network’s affiliate there on Nov. 1, replacing WGMS. It was understood that WGMS asked for release from its affiliation contract because the station intends to return to a format stressing “good music.” WOL operates on 1450 kc with 250 w. It is owned by the...
The coast-to-coast economy network... Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

<table>
<thead>
<tr>
<th>CITY TO CITY...DOOR TO DOOR</th>
<th>AIR EXPRESS</th>
<th>YOU SAVE</th>
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<td>(for a 25 lb. package)</td>
<td>Miles</td>
<td>Cost</td>
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<td>INDIANAPOLIS to OMAHA</td>
<td>586</td>
<td>$4.95 to $9.09</td>
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<tr>
<td>EL PASO to LOS ANGELES</td>
<td>701</td>
<td>1.40 to 6.89</td>
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<tr>
<td>CLEVELAND to DALLAS</td>
<td>921</td>
<td>.90 to 8.41</td>
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<tr>
<td>ATLANTA to DENVER</td>
<td>1421</td>
<td>1.80 to 7.98</td>
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Apply these typical examples to your shipping problems

A/R FRESS GETS THERE FIRST via U. S. SCHEDULED AIRLINES

Before many filmed programs or commercials go on the air, they go through the air—with Air Express. Choice for speed and economy, Air Express... symbolized by the big "X"... also offers exclusive one carrier door-to-door delivery to thousands of U. S. cities and towns!... Whatever your shipping problem, call Air Express first.

CALL AIR EXPRESS... division of RAILWAY EXPRESS AGENCY
'21' Dropped, 'Question' Hitting Skids on Ratings

One of the bellwether quiz shows was dropped last week and another appeared to be losing its grip.

Pharmaceuticals Inc., the sponsor, and NBC-TV decided to cancel 21, which was one of the top-rated quizzes on the air before the "quiz scandal" broke and the program itself came under grand jury investigatation. Its ratings have sagged to a third of what they once were. The show was dropped after last Thursday night's program (8:30-9 p.m.).

Spokesmen for Revlon and P. Lorillard meanwhile expressed unhappiness with the ratings decline that $64,000 Question, granddaddy of the big-money giveaway, has suffered in recent weeks. But it was noted that the advertisers are committed to a 26-week contract and, unless the rating figure worsens, probably would stay with the show at least for that period. If the ratings continue to drop materially, however, the sponsors—especially Revlon—may seek relief. Question is on CBS-TV.

Dropping of 21 was attributed to the ratings slump. Spokesmen for Pharmaceutical reiterated that they still had complete confidence in the program and its producer, Barry & Enright Productions, but that apparently the public had lost interest if not confidence in the program.

The program will be replaced Oct. 30 by another Barry & Enright quiz, Concentration, which has enjoyed rising ratings as a daytime show on NBC-TV. Jack Barry of Barry & Enright will be host on the night-time version. Hugh Downs is m.c. on the Monday-Friday daytime edition.

This week's program (Oct. 23) has been pre-empted for the Gateways to the Mind special, sponsored by the Bell System.

NBC said Pharmaceuticals' buy of the nighttime Concentration substitute for 21 was part of a major network purchase in which the sponsor also picks up alternate-week sponsorship of Arthur Murray Party (Mon., 10-10:30 p.m. EDT) and adds five alternate-week quarter-hour segments in three daytime shows (Treasure Hunt, Concentration and It Could Be You). Pharmaceuticals' agency is Parkinson Adv., New York.

Meanwhile, the probe of former contestants' charges against quiz shows continued before a New York grand jury. The "scandal" broke in late August when Colgate-Palmolive summarily dropped Dotto after a contestant charged that another had been briefed on questions to be asked. Charges, denied sharply by Barry & Enright, later were leveled against Concentration.

Meanwhile, $56,000 Challenge was dropped by Lorillard just as the show prepared to move from CBS-TV to NBC-TV. Two weeks ago NBC announced that it was taking temporary but direct supervision of 21, Tie Tac Dough, Concentration and Dough Re Mi, all formerly handled by Barry & Enright [At Deadline, Oct. 8].

NBC Affiliates, Editor Guests, Ready to Converge on New York

NBC's radio and television affiliates—and 80 to 100 radio and tv editors who will be NBC's guests—will converge on New York this week.

The affiliates will meet among themselves and with NBC top brass on Wednesday, Thursday and Friday (Oct. 22-24). The radio-tv editors, making the second annual NBC Press Tour, will spend the week in a round of tv-radio programs, parties and demonstrations—and "appropriate" affiliate functions.

The affiliates' agenda calls for an NBC Radio presentation at 10 a.m. Wednesday by Matthew J. Culligan, executive vice president in charge of the radio network, and other key executives.

At 12:30 on opening day both radio and tv affiliates will visit the David Sarnoff Research Center at Princeton.

The NBC-TV presentation will be held Thursday morning at 9:30 with NBC board chairman Robert W. Sarnoff and President Robert E. Kintner heading the network delegation.

A luncheon for both radio and tv affiliates is set for 12:30 Thursday, followed at 2:15 by meetings of radio and tv affiliates and a network presentation to optional tv affiliates. The banquet and entertainment program, open to the visiting newsmen as well as affiliates, is at 7 p.m. Thursday.

The affiliate meetings are slated to end after a closed meeting of tv stations for election of officers and any other business, at 10 a.m., Friday. All affiliates' meetings are at the Plaza Hotel.
Lower ASCAP Fees
Goal of Radio Group

A “substantial reduction” in ASCAP radio music license fees will be sought when the all-industry radio music license committee starts “shortly” to negotiate with the performing rights society.

This decision was announced last week by Robert T. Mason of WMKN Marion, Ohio, committee chairman, who said it was reached by the executive committee at a session Tuesday (Oct. 14).

It also was understood the committee agreed to seek a five-year contract, the longest term allowed to ASCAP under its government consent decree.

Officials said negotiations with ASCAP representatives were expected to start shortly. No date had been set late last week, however.

The decision to seek lower rates came as small surprise, having been forecast even before first steps were taken to create the committee earlier this year [NAB Convention, April 28].

Actually, radio pays about 10% more for ASCAP licenses than television does—a situation that came about in 1953 when tv negotiators convinced ASCAP, which was then getting “radio rates plus 10%” from television, that the budding expansion of television promised ASCAP enough additional income to justify cutting the tv rate to, roughly, “radio minus 10%.”

The radio station rate, in effect since 1941, is 2.25% of net time sales for a blanket license to use ASCAP music locally. The network rate is a little higher, 2.75%. For most stations the contracts expire Dec. 31 this year.

The all-industry committee also plans to negotiate for new BMI licenses, which expire next March, and “consider existing agreements” with SESAC [Program Services, Oct. 6].

Executive committee members at last week’s meeting, in addition to Mr. Mason, were:

Richard D. Buckley, WNEW New York; Robert D. Enoch, WXLW Indianapolis; Herbert E. Evans, WRFD Worthington, Ohio, and Peoples Broadcasting Corp.; Elliott M. Sanger, WQXR New York, and Sherwood J. Tarlow, WHIL Medford, Mass., and other Tarlow stations. Emanuel Dannett, general counsel to the committee, and his partner, William W. Golub, also attended the meeting.

Community Club Signs Nine
Community Club Services Inc., New York, last month franchised the following stations: WMMB Melbourne, WTVS Marianna, both Florida; KXEL Waterloo, Iowa; WSPN Saratoga Springs, WPDM Potsdam, both New York; KZUM Farmington, N. M.; WFLB Fayetteville, N. C., KATR Corpus Christi, and KBOX Dallas, both Texas. This brings the number of outlets franchised by Community Club to 172.
RADIO HAS IMPROVED IN TV ERA, OILMAN TELLS NAB AT MILWAUKEE

- Two midwest regionals draw some 200 broadcasters each
- WOMT liquor ad announcement sparks conference comment

Radio is a stronger advertising medium than it was before the introduction of television, midwest broadcasters were told Oct. 14 at the NAB Fall Conference by Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana).

Addressing nearly 200 industry executives in Milwaukee, Mr. Nunn said his company finds both tv and radio essential to the sale of petroleum products.

J. Cameron Thomson, board chairman of Northwest Bancorporation, called on broadcasters to enlarge their presentation of economic issues. He spoke Friday (Oct. 17) at the Fall Conference held in Minneapolis.

The 10-man NAB headquarters conference team moves today (Oct. 20) to the Somerset Hotel, Boston, for the seventh meeting in the autumn series. The eighth and final conference will be held Oct. 27-28 at the Statler Hilton Hotel, Washington.

Record attendance for the six meetings held to date was registered at Minneapolis, with 225 delegates taking part.

A new topic appeared unexpectedly at the Milwaukee meeting when Francis M. Kadow, owner-manager of WOMT Manitowoc, Wis., announced the station planned next year to carry advertising of hard liquor. This quickly drew a heated criticism from NAB President Harold E. Fellows (see liquor story, page 31).

Mr. Nunn, while acknowledging that no single medium "supplies everything we want" and that there is "no infallible scientific formula" for selecting media, Mr. Nunn pointed out that Standard pioneered in tv "before network television was available in Chicago" and cited the phenomenal growth and development of the industry.

"We believe television is highly important in the present market and in markets of the future," Mr. Nunn stated. Standard sponsors weather, news and sports programs in 16 markets in four states (Illinois, Indiana, Michigan, Wisconsin), shares the tab for CBS pro football (Chicago Bears, Green Bay Packers networks), and also underwrites the All-Star Football Game, Bis Ten basketball (in 32 markets), Chicago Bears football in that city, and professional hockey on a Michigan network. He observed: "In short, television is a very important medium in our advertising," in the face of both broadcast media accounting for the largest single item in Standard's budget.

Mr. Nunn emphasized that "one of the major discernible effects of television has been to make radio a stronger local advertising influence than it has been before. As a matter of fact, even with my company's extensive use of television, we now sponsor radio in as many markets as we did before television entered the advertising scene."

Radio produces a "responsive audience at a reasonable cost per thousand," is flexi-
The antenna up there is brand new - but we've transmitted from this Dresser-Ideco tower since 1951

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

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

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

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

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

How WSB-TV tower was modified for new TF-12AL antenna

1. Existing tower inspected, damaged members replaced, all bolts tightened.
2. New guy pulloffs installed, diagonals and girts reinforced.
3. New guy anchor material installed.
4. New guys installed and tensioned.
5. Existing 14-layer channel 2 super-gain antenna and AM antenna removed, all tower steel above 798' level removed.
6. New steel installed above 798' level.
7. New RCA TF-12AL antenna and new side-mounted Collins FM antenna installed.
8. New transmission lines installed where required.
9. All guys retensioned.
10. All areas affected by modification repainted.

The Dresser-Ideco radar antenna structure in the center of the deck of this Texas tower is another example of the variety of towers designed and fabricated by Dresser-Ideco's large, diversified Tower Division. This installation is off the north Atlantic coast, east of Cape Cod.
media advertising cannot be made as palatable and acceptable to the public as printed media advertising is."

Advertising’s shortcomings in commercial messages will “either be strongly modified or eliminated as we progress,” Mr. Nunn predicted.

Mr. Thomson said radio and television can contribute to public understanding of economic issues through forum programs, panels and interpretive news. “You should be able to tell the audience the truth—that inflation will only deprecate the value of the dollar and raise prices,” he said.

He cautioned broadcasters they must be fair by total presentation of subjects on which they editorialize.

Sports promoters will renew their efforts in the 86th Congress for exceptions from anti-trust laws involving broadcast media, Mr. Fellows warned at Milwaukee. Proposed legislation would “limit the capacity of the nation’s free broadcasters to bring radio and television reports of baseball games” and make it “virtually impossible” for stations and networks “to negotiate contracts that would make the broadcasting of such sports—even on the limited basis now current—a possibility in the future,” he said.

Sales administration was explored at the Monday afternoon radio session by Sterling B. Beeson, president, Headley-Reed Co. In a panel discussion he reported he hadn’t noticed any trend toward a single national and local rate in recent years. He felt agencies should be charged the national rate “because they’re agencies and are in fact, national” and that otherwise radio’s sales structure would be undermined. He thought it “almost impossible” that stations would agree on a standard single rate. Mr. Beeson also called for a “fresh approach to selling,” adding it’s “unfortunate we’re faced with ratings and ratings are predominant.”

He acknowledged their need, however, as a barometer for programming, “which representatives basically sell.”

John F. Meagher, NAB radio vice president, cited the increasing deluge of agency questionnaires mailed to stations and seeking product, schedule and other information.

Future patterns posed by the American Federation of Television & Radio Artists’ petition to the National Labor Relations Board, seeking representation of performers in videotape commercials, topped off-the-cuff discussions in the Monday afternoon tv session with Charles H. Tower, NAB broadcast personnel and economics manager, as floor leader. NLRB has commenced hearings on the AFTRA petition, interrupted temporarily for the union’s negotiations with networks and the transcription industry [PERSONNEL RELATIONS, Oct. 13, 6].

Safety Council, ARC, Kiwanis Joining in NAB’s ‘Salute to Tv’

Three public service organizations join NAB in a “Salute to Television” during National Television Week, to be observed Nov. 16-22. National Safety Council and American Red Cross have prepared films for stations; Kiwanis International has mailed a special kit to be used by local clubs during the observance. Theme of the week will be, “Nothing Brings It Home Like Television.” This theme will be continued after Television Week. Emphasis in NAB’s observance will be built around the impact of tv in making information and entertainment dynamic and personal.

Gen. Alfred M. Gruenther, president of the Red Cross, will appear in a one-minute tv spot already distributed through local chapters. The film tells of the effectiveness of tv in telling the story of disaster relief.

The Kiwanis kit suggests station personnel be invited to address club sessions and proposes participation in station open house ceremonies, certificates for tv stations and sponsorship of essay contests based on the new tv theme.

Chicago chapter of the Academy of Television Arts & Sciences, cooperating with Broadcast Advertising Club of Chicago as well as Chicago Unlimited and local stations, will conduct a joint observance of tv Week.

Alabama UPI Group Organized

Sixty Alabama radio-tv stations comprise the UPI Broadcasters Assn. of Alabama, formed Oct. 11 in Tuscaloosa. Ray A. Furr, vice president, WAPI-JM-TV Birmingham, is its first president. W. H. Miller, general manager of WGVL Green- ville, and William O. Tome, UPI Alabama, news manager, also were elected officers of the association.

The three officers are in a UPBAA awards committee with John Garrison, station manager of WFUN Huntsville, and Charles Gardiner, sales manager, WCOW Montgomery. The association will meet twice yearly in conjunction with the Alabama Broadcasters Assn.

Ingstad Elected by N.D. Group

Robert E. Ingstad, KOVC Valley City, was elected president of North Dakota Broadcasters Assn. at its Oct. 4 meeting in Bismarck. He succeeds Charles G. Burke, KFGO Bismarck. John Boler, North Dakota Broadcasting Co., was elected vice president. Named to the board were Messrs. Ingstad, Burke and Boler; Tom Barnes, WDAY Fargo; Richard C. Johnson, KBOM Bismarck, and William Ekberg, KFYR Bismarck. The 1959 meeting will be held in Valley City. The board named Les Maupin, KLPM Minot, to be secretary-treasurer.

O'Dea Tells Admen Back-Stabbing Must Go

The call for an end to intra-mural bickering in the radio business has been sounded by a man who has occupied both sides of the timebuying desk:

The speaker—addressing the Alabama Broadcasters Assn. at Tuscaloosa Oct. 10—was Tom O'Dea, former timebuyer at Sullivan, Staufer, Colwell & Davies and William Esty agencies, now a salesman at H-R Representatives Inc. Mr. O'Dea scored lack of station-and-representation cooperation and self-imposed indifference by station people to the competitive media struggle.

Mr. O'Dea charged that while rival media representatives were "sniping . . . attacking . . . and ganging-up" on radio, hurting the medium and hurting it hard, "we don't seem to care. We gaze at our attackers with privileged detachment and serenity."

Instead of fighting back, Mr. O'Dea went on, "You and I are not selling radio positively, nor are we programming or managing positively. What we are doing well is back-stabbing and undermining each other we've been on the defensive so long we're in a rut. We bow to the golden idol of television. We're romanced by print into believing both mediums are needed for coverage with radio as the stepchild. We are told how to run our business."

 Doing most of the telling, according to Mr. O'Dea: (1) the advertiser who "insists it's a 'no double-spotting' yet screams like hell for prime times"; (2) the cost accountant "who tells us our cost-per-thousand is lousy, not mentioning his sales are better since he used radio"; (3) the client "will ask for 15 minutes of uninterrupted product commercial in the middle of traffic right after your 8-8:10 a.m. news. He's the same guy who squawks about a rate increase . . ."

Making the job harder still: rate-cutting by stations and other means by which Station A Downsquares Station B, etc.

This kind of behavior, said Mr. O'Dea, is reminiscent of "an old-fashioned western . . . where the director, perched up on his seat away from the clatter, makes the rules as he goes along and it's every man for himself. The hero of radio buying is to some people, the guy with the sharpest pencil and biggest pair of lungs. In a word, we've lost our integrity and a great deal of our conviction. These are two priceless commodities no medium can afford to lose—especially radio. The quality and effectiveness of this medium is overshadowed by 'what have you done for me lately' and 'how cheap is it?'"

So hard is the intra-mural fight being waged, says Mr. O'Dea, that "We fail to realize we're playing the newspaper game. The advertiser hears good about the paper and bad about radio. Consequently, your town is sold off radio for print."

Making the rep's job harder, Mr. O'Dea feels, is the lack of time given a representative in which to tell his story to the timebuyer—"20 interrupted minutes . . .
Sweeney cited, among other types of skirmishes, "the station vs. station vendettas that pass for selling," the name calling of any station that received its FCC license after 1948 as "a rock 'n' roll teen-age delight." He called this type of behavior radio's "Irish syndrome," said it affects both good and bad stations alike.

As radio "dissipates" its energies in selling against one another, newspapers are racking up $3 billion worth of advertising, Mr. Sweeney asserted. Instead, radio ought to tell advertisers what it can do and newspapers "can never hope to do." "We devote 8 out of 10 of our sales calls and over 90% of our selling time to explaining why our station is the only worthwhile buy in the market, why our Pulse or Nielsen rating is much more meaningful than the other stations' . . . ."

Urger Mr. Sweeney: "End the civil war . . . tell your advertisers what radio can do and your kilocycles can do. Talk success instead of share of audience and your business as well as all your radio competitors' will improve."

RAB Examining Local Business

Radio Advertising Bureau is distributing a local radio business questionnaire to its member stations so that the bureau can evaluate the radio-spending importance of local business and estimate an approximate percentage of station volume obtained from each of the local categories. RAB plans to provide members with a detailed summary of the survey results—broken down by market and station size—for use as a guide in sales efforts.

Cincinnati’s Most Powerful Independent Radio Station

50,000 watts of SALES POWER

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

Broadcasting

October 20, 1958 • Page 81
How ABC-TV gets top picture quality for all its network film shows . . .

—Converts 100% to RCA Vidicon Film Camera Chains!

"For the top quality we require in our network film shows we chose RCA Vidicon film equipment," says Frank Marx, Vice-President, Engineering. They were so satisfied with their quality network film purchase that they converted all their film equipment to RCA Vidicon! Now they're piping the highest picture quality down their entire network line. Popular film shows like "Maverick" get the very best treatment, which pays off in viewers.

ABC first made careful tests of competing equipment. RCA Vidicon film camera chains showed up in first place. Frank Marx summed it up like this, "In all our tests RCA Vidicon equipment proved best. We feel we moved miles ahead in film programming quality when we installed these modern Vidicon chains at all our stations."

Their first two chains were delivered in October, 1954, for the Disneyland opening in New York. Other chains soon followed. Then, in December, 1957, they decided to go "all the way" at all their stations. Today, ABC-TV is 100% RCA Vidicon. The results speak for themselves.
NERVE CENTER of ABC-TV operations—the master control room—is largely RCA equipped.

PROTECTION SYSTEM. RCA TP-6 16 mm professional projectors are used to double-up with 35 mm network projectors to insure on-air continuity in event of mishap. TP-6's are used throughout ABC local film rooms.

EXHAUSTIVE TESTS of equipment, preceding decision to buy RCA, pointed out important fact: "RCA has the quality!" And here, Al Malang, a video facilities engineer, demonstrates camera features to group of ABC executives headed by Frank Marx, Vice-President, Engineering; including Wm. H. Trevarthen, Director, Network Operations; John G. Preston, Director, Engineering Facilities; and Verne Pointer, Chief Video Facilities Engineer. Al Josephsen, RCA, looks on.

"KEY TO QUALITY" of their network film programs... these two RCA TP-35 projectors, monoplexed to Vidicon film camera chains.

Your RCA Broadcast Representative will be glad to explain how RCA Vidicon film equipment can make a success of your film room! In Canada: RCA VICTOR Company Limited, Montreal.
Thomas Elected President Of Nebraska Radio-Tv Assn.

The Nebraska AP Radio & Television Assn., named Bob Thomas, manager of WJAG Norfolk, its president, at the association's annual meeting this month. He succeeds James Ebel, general manager of KOLN-TV Lincoln. James McGaffin, news director at WOW-AM-TV Omaha is the new NAPRTA vice president.

Speakers at the meeting were Morris Jacobs, president of Bozell & Jacobs, Omaha advertising agency, and Joe R. Seacrest, associate editor of the Lincoln Journal. The latter urged broadcasters to greater efforts with other media in fighting the American Bar Assn.'s Canon 35. A freedom of information committee was set up to seek revision of the ban on electronic reporting of court proceedings.

AFA, Better Business Bureau Endorse FTC Crackdown Plan

Advertising Federation of America and the Assn. of Better Business Bureaus gave their enthusiastic approval last week to the Federal Trade Commission's new nine-point guide program aimed at the widespread practice of advertising fictitious prices andphony claims [GOVERNMENT, Oct. 13].

C. James Proud, AFA president, speaking at Wilkes-Barre Advertising Club, said "the action of the FTC in striking hard at the enemies of advertising truth and believability is one which many of us have urged for some time. It deserves and needs the support of every advertising man and woman in the nation if it is to be successful. AFA will use its resources to acquaint its members and the public with the price tricks and sales techniques which endanger consumer confidence in advertising."

Harold W. Webber, chairman of the ABBB's comparative price committee, stated that the "guides are sorely needed and should go a long way toward restoring advertised savings claims to a truthful level." He added: "While the FTC promises prompt and forceful action, I believe thinking advertisers will grasp this opportunity to get their comparative price claims back on a truthful level.

The association will attempt through local bureaus, it was announced, to get all advertising media to adopt the FTC guides as the "common yardstick of acceptability for all price advertising."

Simpson Takes Over AIMS Chair

Election of Bill Simpson, KOL Seattle, as chairman of the Assn. of Independent Metropolitan Stations for 1958-59, was announced last week by retiring Chairman Virgil Sharpe, KOWH Omaha. Mr. Simpson in turn relinquishes the vice chairmanship of AIMS to Roy Albertson, WBNY Buffalo. At its 20th semi-annual convention in New York last Monday and Tuesday (Oct. 13-14), AIMS devoted most of its attention to on-air promotion and building audience. New members added included Joe Muhrue, KJOE Shreveport, La., and Jack Roth, KONO San Antonio.

Patterson Elected Chairman Of Idaho-Utah AP Broadcasters

AP Broadcasters of Idaho and Utah elected Keith Patterson, owner-manager of KYME Boise, chairman of the group at an Oct. 4 organizational meeting.

Kim Ward, KLO Ogden, Utah, was named chairman of an Idaho-Utah continuing study committee. Ken Kilmers, KFXD Nampa, and Jim Brady KIFI Idaho Falls, also were named to the committee.

The broadcasters' guest was Pat Cullen, news director, KHQ-TV Spokane, Wash., and a director of the national AP Radio-TV Assn. Mr. Cullen addressed the meeting on the association's efforts to guide AP in tailoring the radio wire to fit the needs of members. AP was represented by Bob John- son, Salt Lake City bureau chief; Frank Wetzel and Howard Graves, Denver and Portland regional membership executives, respectively.

Mass. Group Elects Swartley; Bartley Speaks on Editorials

Broadcasters have "the added responsibility" of labeling editorials as such, FCC Chairman Roy Bartley warned Thursday (Oct. 16) in describing editorializing as a "tremendous" program source. Addressing the Massachusetts Broadcasters Assn. in Bos- ton, Comr. Bartley traced development of the government's independent agencies and lauded FCC's achievements "on a budget of less than 5 cents a year per person in the United States." He said only 160 persons handle the $4,500 standard am, fm and tv stations.

W. C. Swartley, vice president of West- inghouse Broadcasting Co., was elected president of MBA, succeeding Roy Whisnant, WCOP Boston. Other new officers are Herbert Konitzer, WTAG Worcester, vice presi- dent; Thomas Gorman, WEEI Boston, secretary, and Richard Adams, WKOP Framingham, treasurer. New directors elected were Otto Arnold, WBSM New Bed- ford; Bernard Waterman, WAAB Wor- cester; Arthur Haley, WORL Boston; Earl Clement, WBET Brockton, and Mr. Whis- nard.

Arizonaans to Gather Nov. 21

Arizona Broadcasters Assn. annual meet- ing will take place on November 21 at the Pioneer Hotel in Tucson, it was announced last week. Guest speakers will include Joe Floyd, president of Mid-Continent Broadcast- ing Co., which owns KELO-TV Sioux Falls, S. D., and FCC Commissioner Robert T. Bartley. Present officers of the association include: Tom Wallace Sr., KTKT Tucson, president; Arle Woolery, KSUN Bisbee, vice president; John Hogg, KOY Phoenix, secretary-treasurer. Board of directors in- cludes Ray Smucker, KIVA-TV Yuma, Richard O. Lewis, KTOO Phoenix, Charles Saunders, KCLS Flagstaff, and Homer Lane, KOOL-AM-TV Phoenix.
A harried mother writes: "My twin babies have different formulas. So when it comes to feeding, I put a BAND-AID Plastic Strip on the boy's bottle so that I can tell the formulas apart."

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

**BAND-AID** Adhesive Bandages

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

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

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

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

Johnson & Johnson

*The most trusted name in surgical dressings*
RTNDA STAGES POLITICAL BOUT ON CHICAGO CONVENTION PROGRAM

- Alcorn, Butler spar over advertising, Harris committee
- Murrow says newsmen derelict in public responsibility

Verbal tussle between National Commit-
tee Chairmen Meade Alcorn and Paul Butler
over TV grants sparked the Radio-TV News
Directors Assn.'s 13th annual convention
in Chicago last week.

Radio-TV newsmen also were chastised by
CBS commentator Edward R. Murrow for
being derelict in their duties to inform
the public.

Sparring matches between the GOP's
Alcorn and Democrat Butler, the highlight
of the Wednesday evening dinner, involves
the workings of the House Oversight Sub-
committee headed by Rep. Oren Harris (D-
Ark.).

Mr. Butler charged the Republicans with
having "all the smart ones in the field of
persuasion and propaganda. They have at
their disposal—and have had for a long time
—all the best, slickest minds from Madison
Avenue and Whittier, Calif., that money
could buy." He commented that future
GOP campaign statements "will hold all of
the excitement and suspense of the third
showing of Lassie on TV."

Mr. Butler chastised President Eisen-
hower for his appointment of former FCC
Chairman Richard A. Mack and broadly ques-
tioned other appointments to regulatory
agencies.

Comr. Mack was indicted last month by
a Federal Grand Jury in Washington, D.C.,
on charges he sold his vote in the Miami
Ch. 10 case [LEAD STORY, Sept. 29].

Mr. Alcorn, in turn, accused the Harris
subcommittee of postponing further hear-
ings and TV grants until after the election
and suggested that Democrats were not
entirely blameless in "the influencing of TV
channels." Mr. Alcorn charged that the
Harris subcommittee has at its disposal
certain information, which it will not permit
to see the light of day until after the elec-
tions. He added, "It isn't the Republican
members of the Senate who own chains of
TV stations and who seek to influence
grants."

The Harris subcommittee was accused by
Mr. Alcorn of not wanting to get at evidence
but indulging in "gossip" and "character
assassination." He charged the subcommit-
tee has not been "fair or decent" in its
hearings.

In his Wednesday speech, Mr. Murrow
suggested that 20 or 30 corporations which
advertise on TV turn over one program each
year to a special show on information. He questioned the wisdom of
such advertisers devoting their programs ex-
clusively to the sale of goods and services.

"I refuse to believe that the presidents
and chairmen of the boards of these big
 corporations want their 'corporate image'
to consist exclusively of a solemn voice in
an echo chamber; or a pretty girl opening
the door of a refrigerator, or a horse
that talks. They want something better, and
on occasions some of them demonstrated it."

Making plain he did not speak for CBS
but only for himself, Mr. Murrow stated:
"I am entirely persuaded that the Amer-
ican public is more reasonable, restrained
and more mature than most of our in-
dustry's program planners believe. Their
field of operation is not warranted by
the evidence. I have reason to know,
as do many of you, that when the evidence
on a controversial subject is freely and
commonly presented, the public recognizes
it for what it is—an effort to illuminate
rather than to agitate."

"Newspapers and magazines are the only
instruments of mass communications which
remain free from sustained and regular
critical comment," Mr. Murrow noted, add-
ing that "If network spokesmen are so
anguished about what appears in print, let
them come forth and engage in a little sus-
to—"and regular comment" regarding those
media.

Mr. Murrow charged that networks will
not defend "their vital interests," with par-
ticular reference to the networks' silence
on the State Department ban of journalists
in Red China. He also pointed out that FCC
Chairman John C. Doerfer has had to pub-
licly prod broadcasters "to engage in their
legal right to editorialize." He stated: "Of
course to undertake an editorial policy
over and clearly labeled and obviously unspoon-
pered, requires a station or a network to be
responsible. Most stations today prob-
lly do not have the manpower to assume
this responsibility, but the manpower could
be recruited. Editorialists would not be profit-
able if they had a cutting edge they might
even offend. It is much easier, much less
troublesome to use the money-making ma-
chines of tv and radio truly as a conduit
through which to channel anything that is
not libelous, obscene or defamatory. In
that way one has the illusions of power with-
out responsibility."

The CBS commentator contended that

RTNDA Recognizes 16 With 1958 News Awards

Three trophies and 16 citations for broad-
cast news service were announced Oct. 18
by Radio Television News Directors Assn.
at its Chicago convention. The RTNDA's
annual awards competition was conducted by
the Radio-TV Dept. of Medill School of
Journalism, Northwestern U.

These three trophies were awarded:
WKY-TV Oklahoma City—Outstanding
TV news operation of 1958; Bob Gamble,
news director; Norman P. Bagwell, man-
ger.

WTJY (TV) Miami—Outstanding news
story or informational series televised in
1958; Ralph Renick, vice president in charge
of news; Lee Ruwitch, manager.

WTOP Washington—Outstanding 1958
newt story or informational series; Edward
F. Ryan, news director; Lloyd W. Dennis Jr.,
manager.

A top award was not made for the out-
standing radio news operation in 1958 but
a number of stations received distinguished
achievement awards. The WTJY trophy was
based on the station's regular editorials, be-
gin in September 1957, the judges recog-
nizing the impact of the series on the
community. WTOP's trophy was awarded for
coverage of the Explorer I launching at
Cape Canaveral, Fla.

Distinguished Achievement Awards went
to the following stations:
Television News Corporation—WBAP-TV
Fort Worth; James A. Byron, news
director, and George Cranston, manager;
WFGA-TV Jacksonville, Fla., Harold Bak-
er, news director, and Jesse H. Cripe, man-
ger; WMBD-TV Peoria, Ill., Charles F.
Harrison Jr., news director, and Charles C.
Caley, manager.

Radio News Operation—WBBM Chica-
go, William G. Garry, news director, and
H. Leslie Atlatt, manager; KROS Clinton,
Iowa, Lee F. White, news director, and B. M. Jacobsen, manager; WSM Nashville,
Tenn., Bill Williams, news director, and
Robert Cooper, manager; WJR Detroit, Will-
iam Sheehan, news director, and Worth
Kramer, manager; 2GB Sidney, Australia
(special foreign citation), Hugh Elliot, new-
s director, and B. C. Button, manager.

Television News Story or Informational
Series—WBBM-TV Chicago, William G.
Garry, news director, and H. Leslie Atlatt,
manager; KLZ-TV Denver, Jim Bennett,
news director, and Hugh B. Terry, man-
ger; WMBD-TV Peoria, Ill., Charles F.
Harrison Jr., news director, and Charles C.
Caley, manager; KOMU-TV Columbia,
Mo. (U. of Missouri), Phil Berk, news di-
rector, and Glen Griswold, manager.

Radio News Story or Informational
Series—KGVO Missoula, Mont., Don West-
on and Ron Richards, news directors, and
A. J. Mosby, president; WOOD Grand Rap-
ids, Mich., Dick Cheverton, news director,
and Willard Schroeder, manager; KOKA
Pittsburgh, James Snyder, news director, and
L. R. Rawlins, manager; KMOX St.
Louis, Rex Davis, news director, and Rob-
ert Hyland, manager.

Judges of the competition were J. Frank
Beatty, BROADCASTING; Marlowe Frore,
WILL-TV Urbana, Ill. (U. of Illinois), and
Raymond Nelson, NBC news, Chicago. The
contest was supervised by Baskett Mosse,
chairman of the Medill Radio-TV Dept.

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Broadcasting
"One of the basic troubles with radio and television news is that both instruments have grown up as an incompatible combination of show business, advertising and news. Each of the three is a rather bizarre and demanding profession. And when you get all three under one roof, the dust never settles.

On the credit side of the ledger Mr. Murrow acknowledged that "Potentially we have in this country a free enterprise system of radio and television which is far superior to any other. But to achieve its climax, it must be both fair and enterprising. There is no suggestion here that the networks or individual stations should operate as philanthropists. But I can find nothing in the Bill of Rights or the Communications Act which says they must increase their net profit each year, lest the republic collapse. I do not suggest that news and information should be subsidized by foundations or private subscriptions."

"But we all know that you cannot reach the potential maximum audience in marginal time, with a sustaining program," Mr. Murrow said. "This is so because so many stations on the network—any network—will decline to carry it. Every licensee who applies for a grant to operate in the public interest, convenience and necessity, makes certain promises as to what he will do in terms of program content. Many recipients of licenses have, in blunt language, extolled on those promises. The money-making machine somewhat blunts their memories. The only remedy for this is closer inspection and punitive action by the FCC. But in the view of many this would come perilously close to supervision of program content by a federal agency."

Mr. Murrow expressed concern over the "imbalanced," the constant striving to reach the largest possible audience for everything, by the absence of a sustained study of the state of the nation.

Mr. Murrow held that tv in the main is "being used to distract, delude, amuse and insole," He said he did not favor turning tv into a 27-inch "wailing wall" for long-hairs but would like to see it reflect occasionally "the hard, unyielding realities of the world in which we live. I would like to see it done inside the existing framework, and I would like to see the doing of it redound to the credit of those who finance and program it." The responsibility "rests on big business and on big tv and it rests at the top," Mr. Murrow declared. "Responsibility is not something that can be assigned or delegated. And it promises its own reward; good business and good tv."

Dr. Frank Stanton, CBS Inc. president, commenting in New York, said he had "read with interest" an advance copy of Mr. Murrow's speech.

"What he has to say," Dr. Stanton asserted, "does not, of course, reflect the views of CBS management, but we think it most healthy that in industry meetings such as the one he is addressing, there be frank and full statements of individual opinions."

"On one thing we are certainly in agreement with Mr. Murrow—that broadcasting hopes to play an increasingly important part in enabling the American people to get the information they must have to make wise judgments."

Dr. Stanton was last year's recipient of RTNDA's Paul White Memorial award for outstanding contributions to radio-TV journalism.

The RTNDA convention, held at the Sheraton-Blackstone Hotel in Chicago Wednesday through Saturday evening, drew upwards of 200 members and their wives, with Jack Krueger, WTMJ-AM-TV Milwaukee, presiding as president.

Opening sessions Thursday morning were devoted to discussions of documentaries and radio and tv editorials, under chairmanship of William Small, WHAS-AM-TV Louisville, RTNDA vice-president-programs.

Highlights were these:

Samuel M. Sharkey Jr., NBC editor of news, cautioned newsmen to (1) let the interviewee develop his own points, (2) use sound effects "only if they add something to the documentary," (3) build up their own libraries, including network tapes.

Irving Gitlin, CBS director of public affairs, suggested the most important and basic rule in tv documentaries is to hold narration to a minimum. The major mistake of such documentaries: over-ambition, with

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FAMOUS FOR FAULTLESS PERFORMANCE AND OUTSTANDING RELIABILITY

Gates TV-10 console for television

Quality is emphasized throughout the Gates TV-10. Ten mixing channels select into two program buses, each bus with its own program amplifier and submaster gain control. By key selection, any combination of channels may be faded as a group, or by the flip of a key, all may be faded together. TV-10 console has a 10 preamplifier capacity, with 6 supplied as standard equipment. Seven unwired utility keys are provided for use at station's discretion. Gates TV-10 is supplied complete with tubes, two regulated power supplies, dual program amplifiers, relay unit and monitoring amplifier.

Contact the Gates Radio Company today for complete details.

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

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It's this easy
to get programs and sponsors together, anytime

When television programs and commercials are recorded on Videotape*, they can be scheduled to run in almost any combination and at any time. Stations can dovetail schedules for local, network and special events quickly and easily. "Live" spots can be run at any availability. And both can be timed to reach pre-selected audiences.

And with Videotape, stations can plan more "local live" programs...increase the number of "local live" commercials...build up station income.

But this is just part of the story. Let us tell you how completely the Ampex VR-1000 Videotape Recorder is changing the face of television. Write today.

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

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

*US AMPEX CORP.
the subject covering too much ground and appearing too impersonal and vague. The most important element: simplicity.

Richard Yoakum, Indiana U. school of journalism, reported on the school's recent survey on editorials. The research showed: that 42% of all stations editorialize; among RTNDA members, 31% editorialize on a regular schedule and 48% occasionally. About three quarters of the stations permit news directors to write editorials; in 57% of the stations, the station manager requests an editorial from news directors; most directors feel editorials should be part of their responsibility; a small group believes radio and tv stations should not editorialize.

Discussing the tv editorial, Ralph Renick, WTVJ (TV) Miami, reported his station has aired 251 editorials on state and local affairs since Sept. 2, 1957 (on a nightly basis) and has reaped larger audiences, since Sept. 2, 1957 (on a nightly basis) and has reaped larger audiences.

"The answer to the problem. should be: Focus now on Round Robin Basis."

At a Thursday radio workshop Robert K. Bvars, vice president, MacFarland, Averyard & Co., told how his agency's client, "trinkle, turned to radio news advertising in 1953. It found radio the most effective medium to reach dealers and jobbers via a 52-week news program in 70 markets and a 26-week series in 50 others. As a result of this policy, Alemite sales in 1958 are ahead of last year's record. Sponsorship of news gave the client year-round consistency, frequency, sponsor identification, prestige and a uniform pattern and strong merchandising possibilities.

Broadcast stations should offer a full news service to meet the growing public need for information, NAB President Harold E. Fellows said at the Friday luncheon. He conceded some stations neglect the local scene, relying exclusively on news services.

Stations that editorialize, he said, should do so "only after developing a full reporting service, for knowledge begets the right to express opinion." He added that editorial comment should always be labeled as such.

RAB's Radio Advertising Clinic To Be Run on Round-Robin Basis

Radio Advertising Bureau last week announced that its two-day National Radio Advertising Clinic on Nov. 18-19 will have a new format: round-robin conferences. Approximately 700 station and advertising executives are expected to attend the clinic at the Waldorf-Astoria in New York.

Kevin Sweeney, RAB president, explained the "round-robin" plan in this way: about a dozen groups will be formed, each consisting of about 12 station executives and four agency staffers. There will be a moderator at each table. After 40 minutes of discussion, questions and answers, all people in each group except the moderator will shift to a different table. Mr. Sweeney believes the rotation technique will "give everybody a chance to pick each other's brains."

Captain Fortune KPIX Television (Westinghouse)

"We Videotaped my programs before I left for a 3-week assignment in Brussels. I went on looking 'live' on an uninterrupted schedule in San Francisco. My clients were happy — and there was no loss in station revenue."

UPCOMING

October

Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.
Oct. 23-25: AFRA, 10th district convention, Lubbock, Tex.
Oct. 25: UPI Broadcasters of Indiana, fall meeting, Van Orman-Orchard Hotel, Port Wayne.
Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28-29: Central Canada Broadcasters Assn., Watbury Hotel, Toronto, Ont.

NAB FALL CONFERENCES

Oct. 20-21, Statler-Hilton Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D. C.
GE Links 640 Miles in One Hop In Over-Horizon Relay for USAF

General Electric Co. has completed in “record” time an over-the-horizon relay project for the U. S. Air Force, bridging 640 miles in one hop. The single-hop tropospheric scatter system may hold the key to eventual transoceanic television, GE’s technical products department believes.

GE designed and developed the single-sideband relay in conjunction with the Lincoln Laboratory of Massachusetts Institute of Technology at Lexington, Mass. It has been under test between Miltstone Hill near Boston and Sauratown Mt. near Winston-Salem, N. C.

GE said such development normally requires 6 years but that this project required only 1 1/2 years from drawing board to completion. It is a prototype for the first over-the-horizon communication system to be used by the Air Force as the main line link between advanced Arctic bases. GE was prime contractor under a $10 million Defense contract.

The new two-way scatter system develops one billion watts effective radiated power and the single hop would replace the 26 microwave relay stations presently required to bridge a 640-mile span. The O/H system now linking Florida and Cuba spans 185 miles. The new system offers “extreme reliability,” according to GE, in the order of 99.99% of operating time. Of the total 8,760 hours in a year, the system would fail to get a message through for only split seconds at a time totaling less than a half-hour during the year, GE claimed. The O/H scatter system functions by beaming high-powered signals with a huge parabolic antenna into the troposphere. A similar antenna at the receiving end “scops up” the tropospheric-reflected scatter by aiming so as to intersect the beam in the sky. Most of the signal continues on into space and is unusable since it is only partially reflected, or “scattered.”

Electronics Output on Increase

Expanding output of military electronic equipment, plus a greater than usual seasonal upswing in radio-tv set production since mid-year, is making up for the lag in factory output during the first half of 1958, the U. S. Dept. of Commerce reports. But it is estimated the industry total still will be $100 million behind 1937’s record total of $7 billion at year’s end. (Figures are exclusive of development-research expenditures.) This will be the first year since the advent of tv that electronic product output did not increase.

RCA Opens Burlington Plant

RCA has announced completion of its first major plant facility in New England, located at Burlington, Mass., as well as the establishment of a new RCA department, to be known as the Missiles, Electronics & Controls Dept., RCA Defense Electronic Products. The new department will occupy the Burlington plant, which will be managed by W. B. Kirkpatrick, who formerly headed the Airborne Systems Dept., of RCA Defense Electronic Products, Camden, N. J. Dr. R. C. Seamsens Jr., former manager and chief systems engineer of the Boston Airborne Systems Lab, becomes chief engineer of the new dept.

ITT Amplifier Being Developed To Extend Over-Horizon Signal

A new amplifier, still in the laboratory stage, has been announced by the Interna- tional Telephone & Telegraph Corp. which will extend by 100 miles the present 250-mile range of over-the-horizon microwave scatter radar relay links. O/H radio relays, such as the one linking Florida and Cuba for television and telephone service, bounce signals off the troposphere to span distances without intermediate relays.

Developed at the ITT laboratory in Nut ley, N. J., the new device is a parametric amplifier which has the capacity to increase the volume of the received signal without amplifying extraneous radio noise. The basic element of the amplifier is a subminiature silicon diode component, also an ITT development. Equally important is the fact that the new amplifier will permit O/H links to operate at the same efficiency with 90% less power than presently required. ITT explained.

Gen. Sarnoff to Speak Nov. 11

The main address during the Washing- ton, D. C., observance of Veteran’s Day, Nov. 11, will be delivered by Brig. Gen. David Sarnoff, RCA board chairman. The annual ceremony is held in the Memorial Amphitheatre at Arlington (Va.) National Cemetery.

Webcor Puts $6 Million in Plant

Plans for a new $6 million plant and office building for Webcor Inc. in suburban Chicago were reported last week by Titus Haffa, board chairman of the firm (phonographs, high fidelity equipment, magnetic tape recorders). The plant will be located on 45 acres, purchased from Haffa-owned Haber Corp., spread over suburban Berk- ley and Bellwood, Ill. Construction will start shortly. The structure will be a one- story building with 500,000 feet of floor space and serve to consolidate operations maintained in five other Chicago locations.

Manufacturing SHORTS

ITT announces consolidation of two divisions—Federal Telephone & Radio Co., Clifton, N. J., and Farnsworth Electronics Co., Fort Wayne, Ind. New name for merged operation will be announced later. Division headquarters will be at Clifton and manufacturing operations will be maintained in both cities. Delbert L. Mills, president of Federal Telephone, will head combined di visions. Vernon L. Hagg, v.p. of Farns worth’s missile test equipment, has been named Fort Wayne general manager.

Shielding Inc., Riverton, N. J., control has been bought by Continental Mining & Oil Corp., Washington. Firm manufactures radio interference-free enclosures used in electronics industry and missile launching.
THE PHANTOM OF THE OPEN HEARTH

How would you like to build a $45 million open hearth furnace with only $10 million? You think it can't be done? At United States Steel, we know it can't be done. But under the existing tax laws on depreciation we're supposed to do it.

Because it cost only $10 million to build an open hearth furnace 25 years ago, that's all that the tax laws let us set up to replace it when it wears out—even though it costs $45 million to build one today. The additional $35 million has to come from profits. But profits we spend on replacement are only phantom profits. They can't be used for research, expansion, payments to our shareholders—the things profits should be used for. We have to use them just to stand still.

Last year, nearly ¼ of all the profits that United States Steel earned were phantom profits.

USS is a registered trademark

United States Steel
LIBEL RESTRAINTS ON RADIO-TV
TO GET U.S. SUPREME COURT TEST

• Justices to hear N. D. Farmers Union vs. WDAY-TV
• Case, on docket for later in session, called decisive

The 30-year-old law that handcuffs broadcasters during political campaigns has finally reached the U. S. Supreme Court.

A test of Sec. 315 of the Communications Act was granted Oct. 13 by the highest court. This provision of the original Radio Act of 1927 and the Communications Act of 1934 has kept broadcasters helpless to prevent candidates from making libelous statements on the air.

Later in its current session the Supreme Court will hear argument in the appeal filed by the North Dakota Educational & Farmers Union from a decision handed down in early 1957 by a North Dakota district court.

[LEAD STORY, Feb. 4, 1957.]

"This test should decide the responsibilities, duties and liabilities of broadcasters in political programs," said Douglas A. Anello, NAB chief attorney.

The farm group started a long series of legal maneuverings nearly two years ago after it felt aggrieved at statements made on WDAY-TV Fargo, N. D., by A. C. Townley, an independent candidate for U. S. Senator in the 1956 campaign.

When the union asked $150,000 damages because of Mr. Townley's broadcast remarks, it provided an opening for what may be a classic test of Sec. 315 with its built-in backfire against stations carrying candidate's statements. Candidate Townley polled 937 votes out of 244,161 cast in the 1956 North Dakota senatorial race.

WDAY-TV carried the Townley comments, knowing they contained potential grounds for libel, because refusal to carry them would have been illegal. The comments contained violent attacks on the union and on two other candidates in the senatorial race.

The original union court suit served as a test of a state law excluding broadcasting stations from liability for "any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by one other than such owner, licensee or operator, or agent or employee thereof."

This state law is an abbreviated version of NAB's model libel statute, which is less sweeping.

In a decision handed down May 23, 1957, the district court dismissed the suit against WDAY-TV, holding the state's libel exemption for broadcasters to be unconstitutional under both state and federal constitutions. But the court held Sec. 315 creates legal privilege for the station. The union promptly appealed to the North Dakota Supreme Court. NAB entered the case as a friend of the court.

The case was arged Oct. 3, 1957, before the state's highest court. NAB contended broadcasters should be immune from liability for libelous remarks made by candidates since they are powerless to censor the statements.

In a 4-1 decision last April 3 the state's highest court held WDAY-TV is not liable for the candidate's comments, upholding the lower court on this point. Judge P. O. Sathre, in writing the opinion, held, "We cannot believe that it was the intent of Congress to compel a station to broadcast libelous statements and at the same time subject it to the risk of defending actions for damages." The state libel law was not before the appellate court in this appeal.

The U. S. Supreme Court will hear arguments later in the term. In requesting a review of the state ruling the farm union argued "the door will be open to shocking possibilities in future political campaigns" if the North Dakota decision stands and the Communications Act is interpreted to allow broadcasting of libelous statements. The U. S. Dept. of Justice and FCC also asked the high court to review the state's decision.

A libel action filed against Mr. Townley by the union is still pending in a Cass County (N. D.) court.

The farm union filed a separate suit against KFGO Fargo, N. D., asking $2.4 million damages. This suit was settled out of court for $10,000 [AT DEADLINE, Oct. 6]. In addition to cash payment, KFGO extended a public retraction and statement of regret and a covenant was agreed upon to dismiss the suit. It precludes further legal action against the station.

Pickwick in Market for Station
So It Can Broadcast Own Records

If you can't get a play for your record albums on a radio station—buy a piece of it.

This appears to be the philosophy of Pickwick Sales Corp. President Cy Leslie, whose company sells low-priced record albums nationally in the millions. Mr. Leslie last week let it be known he was negotiating for purchase of three radio stations, one of them a daytime located in New England.

Said Mr. Leslie: "We are . . . in the market for independent radio stations regardless of their location."

Reason is that as a record firm, Pickwick wants to get air play for his labels. He believes it is "ridiculous" to have a "hit or miss with air play when it is an absolute necessity in order to garner sales. . . . The last few years have been very good to us . . . radio station revenues have also been excellent. Why not diversify and at the same time strengthen our basic business? It's only common sense."

The Pickwick operation, based in New York, is a big one. Its labels, "Design," "Cricket" (for children) and "Stereo-Spectrum" (stereophonic), are all sold through mass outlets—retail stores, supermarkets, drug store chains, variety stores and even furniture retailers. Volume hit some 5 million albums last year, the monaural records selling at about $1.49 and the stereophonic discs at $2.98.

Uh! Broadcasters Blames FCC For Hartford Loss

William L. Putnam, president and general manager of ch. 22 WWLP (TV) Springfield and ch. 32 WRLP (TV) Greenfield, Mass., had few kind words to say last week about the CBS decision to close down its Hartford uhf outlet, WHCT (TV). He laid the blame for failure of the CBS station right on FCC's doorstep in a news release.

"The Hartford problem unfortunately has been a long predictable result of the Commission's lack of active support of its own policy of local community service. The Commission has long stated that local community service is of the utmost importance as an integral part of any television station's service to its community, but for the past several years the Commission's decisions have been directly opposed to this kind of service. Not only is the Hartford case cutting down on community service, but it will eventually cause Springfield to lose all identity as a community in the Connecticut Valley area except on our own stations."

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

OVER 400 STATIONS SOLD
98% OF STATIONS ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Page 92 • October 20, 1958

Broadcasting
At exactly high noon on the day of November 18, 1883, all railroad clocks in the United States were set to a newly established Standard Time. And thus was ended, once and for all, the nationwide confusion caused by the fact that there were then more than 100 different local times under which trains were being operated.

This historic step — the adoption of Standard Time — was taken 75 years ago by a group of railroad officers organized as the General Time Convention, a forerunner of the Association of American Railroads. Meeting at the Grand Pacific Hotel in Chicago, they devised a system of Standard Time dividing the nation into four zones based on sun time at the 75th, 90th, 105th and 120th meridians west of Greenwich. Standard Time was quickly accepted throughout America, and eventually spread all over the world.

Railroad men realized in 1883, as they do today, that efficient transportation is precision transportation. It is this precision of operation that helps make possible the dependable, low-cost railroad service upon which a dynamic American economy depends.

ASSOCIATION OF AMERICAN RAILROADS • Washington, D. C.
Public Affairs Dept. at WCAU-TV

A department of public affairs has been organized by WCAU-TV Philadelphia. The new department, headed by General Manager John A. Schneider, will be responsible for planning and telecasting all public affairs programs.

Other WCAU-TV staffers assigned to

the department include Jack Dolph, program director; Don Lenox, director public affairs; Charles Shaw, news director; Margaret Mary Kearney, educational director; Robert N. Pryor, promotion-information services director; George Dessart, associate producer; Warren Wright, executive producer, and Bur Sienkiewicz, information services superv.


CBS Radio Spot Sales Heads
Meet Oct. 28 in New York

The annual sales conference for general managers and sales managers of seven CBS-owned stations and seven affiliated stations represented by CBS Radio Spot Sales will be held Oct. 28 at the Hotel Pierre in New York.

The sales managers meeting, presided over by Gordon F. Hayes, general manager of CBS Radio Spot Sales, will include conferences on sales, research, programming, promotion and advertising for the coming broadcast year.

Speakers include: Mr. Hayes; Jules Dundes, vice president, CBS Radio station administration; Carroll V. Hansen, program coordinator, CBS; vice stations; Edward O'Berst, director of research for the representative firm; George Arnold, manager, radio spot sales development; Fred S. Heywood, manager of the radio spot sales promotion department, and the sales managers of the seven CBS Radio Spot Sales offices: Milton (Chick) Allison, New York; Tom Peterson, Chicago; Byron Nelson, San Francisco; Ralph Patt, Detroit; Roland McClure, Los Angeles; George Swearingen, Atlanta, and Eugene Myers, St. Louis.

The meeting will be highlighted by the representative firm heads and station managers playing host to several hundred agency and client guests at a cocktail party after the business sessions.

Stations and regional networks represented by CBS Radio Spot Sales: WCBS New York; WBBM and WBBM-FM Chicago; KNX Los Angeles; WCAU Philadelphia; WTOP Washington; WEEI Boston; KCBS San Francisco; WCCO Minneapolis-St. Paul; KMOX St. Louis; WBT Charlotte; WRVA Richmond; KSL Salt Lake City; KOIN Portland; WMBR Jacksonville; CBS Radio Pacific Network, and the CBS Radio New England Network.

WABC-TV Quarter Profits Rise

WABC-TV New York achieved a record 49% profit increase for the third quarter over that of the same period of 1957, according to Robert L. Stone, vice president in charge of the station. Mr. Stone said that profit for the first nine months of this year is 53% over the profit of the corresponding period of 1957.

NAME VALUE

Although broadcasters traditionally operate under a voluntary ban on hard liquor advertising, Don's & Ben's, a chain of 10 San Antonio liquor stores, is hitting its $10,000 radio budget onto KITE there. The campaign grew out of a notion by KITE account executive Ed Winton, who saw that there were possibilities outside of potables in Don's & Ben's.

The firm's name (derived from owners Don and Ben Nurick) was seen by Mr. Winton as a natural for a couple of characters in humorous commercials. The idea proved acceptable to the Nurick brothers and agency, Bernard M. Brooks Adv., San Antonio, so the spots were tried out in KITE's Baseball Scoreboard. Items other than hard liquor are sold in the commercials.

Don's & Ben's had such a heavy run on barbecue braziers, glassware and gifts after mentioning them in the spots that it extended the contract to cover the football, basketball and hockey seasons.

WRNL Buys Transmitter Site

WRNL Richmond, Va., has bought 30 acres of land on Basie and Bethlehem Rds. for its new 5 kw transmitter building, three towers and antenna system. They are scheduled to be in operation by year's end. A 5 kw standby transmitter and an emergency diesel power plant also are being installed. WRNL-FM's 50 kw transmitter will be moved to the site (100 ft. higher than its present location) where it will get a new antenna. The station estimates that the new facilities will double its coverage area and eliminate nighttime interference.

McGannon on Boston Agenda

Donald H. McGannon, president of Westinghouse Broadcasting Co., will address the 30th annual Boston Conference on Distribution today (Oct. 20) in Boston. He will speak on "The Wavelength and the Sales Curve," dealing with the relationship of radio and television to distribution and standards of living.

WPNC Into Operation Next Month

A new daytime, WPNC Plymouth, N. C., is scheduled to begin regular programming early in November. Lewis R. Kurtz Jr., formerly with affiliate WPAQ Mount Airy, N. C., who has been named WPNC's manager, reports its new building is nearly completed. The station will be on 1470 kc with 1 kw.
THE NAVY'S DEADLY FLYING FISH

It's called TALOS...a name to remember. It's the missile now installed on the Navy's newly-commissioned guided-missile cruiser, the U.S.S. Galveston. It's a surface-to-air weapon that can knock invading aircraft out of the skies.

Deadly accuracy
It's part of a weapon system conceived by Applied Physics Laboratory of Johns Hopkins University. Using an air-borne guidance system developed by ITT engineers, TALOS locks on its target...seeks it relentlessly, the way a compass needle seeks North...swiftly overtakes and destroys it.

The deadly accuracy of TALOS makes it one of the most important and successful weapons available for the defense of our skies.

The Army will use it too
So keen, so accurate is its air-borne guidance system, the Army will use TALOS too. The Navy and the Army are pooling their resources—working in close, effective cooperation—to develop land-borne, mobile launching devices and modified firing controls...to take the fullest advantage of TALOS' remarkable "brain power" and striking power.

The big job of ITT in missile guidance
TALOS is just one of the missile tasks that have been assigned to ITT. The Army's LACROSSE is another. ITT engineers developed its complete guidance, ground, air, tracking, and computing systems. They contributed to RASCAL, for the Air Force. They developed the launching and firing controls and test equipment for BOMARC, another Air Force missile. ITT engineers developed, designed and supplied much of the vital communication systems providing telephone service and warning information at the ATLAS intercontinental missile bases.

It's a big job—requiring research, experience, skill, imagination in electronics and other fields. It's a job that ITT is proud to be a part of.

...the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 operating companies and 108,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N. Y.

PARNESWORTH ELECTRONICS COMPANY * FEDERAL ELECTRIC CORPORATION * FEDERAL TELEPHONE AND RADIO COMPANY * ITT COMPONENTS DIVISION
ITT INDUSTRIAL PRODUCTS DIVISION * ITT LABORATORIES * INTELEX SYSTEMS, INC. * INTERNATIONAL STANDARD ELECTRIC CORPORATION
KELLOGG SWITCHBOARD AND SUPPLY COMPANY * ROYAL ELECTRIC CORPORATION * AMERICAN CABLE & RADIO CORPORATION * LABORATORIES
AND MANUFACTURING PLANTS IN 20 FREE WORLD COUNTRIES

BROADCASTING
When should a station be sold?

The obvious answer is when you get a price you can't afford to turn down.

But there are other considerations which may dictate a decision to sell. The problem then becomes one of selecting the best offer from a number of qualified buyers.

We have an inventory of experienced broadcasting people who are looking for properties ranging from a small daytimer to a multi-million operation. You can reach this nation-wide market quickly through our organization.

We are ready to sit down with you at your convenience with a “know how” and “know who” service.

Write, wire or call our nearest office.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale
of Radio and Television Stations

WASHINGTON 1625 Eye Street N.W. NAntional 8-1990
NEW YORK 60 East 42nd Street MUrray Hill 7-4242
CHICAGO 35 East Wacker Drive RANDolph 6-6760
DENVER 1700 Broadway AComa 2-3623
CHANGING HANDS

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

WSPB SARASOTA, FLA. • Sold to the Community Broadcasting Corp. by WSPB Inc. for over $335,000. The Community Broadcasting Corp. operates WFLA, WYLD, and with Radio Harrisonburg Inc., WHBG HARRISONBURG, page 107.

CHANGING HANDS, Oct. 13). Broker was Blackburn & Co. WYLD is on 600 kc with 1 kw, day.

WIRY PLATTSBURG, N. Y. • Sold by Joel H. Scheier to Charles B. Britt Jr. for $200,000. Mr. Britt is the executive vice president of WLOS-AM-TV Asheville, N. C. Allen Kander & Co. handled the sale. WIRY is on 1340 kc with 250 w and is affiliated with MBS.

APPROVED The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see FOR THE RECORD, page 107.

WHBG HARRISONBURG, VA. • Sold to Radio Harrisonburg Inc., Jeffrey A. Abel, president, by Valley Broadcasters Inc. for $80,000. Radio Harrisonburg Vice President Charles E. Dillon has interests in WDOV Dover, Del., and with his wife in WOL-AM-FM Washington, D. C. WHBG is on 1360 kc with 5 kw, day.

WMDF MOUNT FLORA, FLA. • Sold to Triangle Broadcasting Corp. by Charlotte Radio and Television Corp. for $30,250.

E. O. Roden (WBIP Booneville, Miss.), and other stockholders of Triangle Broadcasting have interests in WTUP Tupelo, Miss., KREL Baytown, Tex., WGCM Gulfport, Miss., WBOP Pensacola, Fla., and WRBS Tuscaloosa, Ala. WMDF is on 1580 kc with 1 kw, day.

Intermountain Board Re-elected; 34% Gain in Business This Year

Intermountain Network stockholders Tuesday (Oct. 14) re-elected the full slate of board officers at Intermountain's annual stockholders meeting in Salt Lake City. George C. Hatch is board chairman; Lynn L. Meyer, president; Jack S. Paige, executive vice president; Wilda Gene Hatch, vice president, and George McMillan, secretary. Stockholders at the meeting heard that Intermountain's business for the first nine months of 1958 is up 34%. The network has 47 affiliates in Utah, Idaho, Colorado, Montana, Wyoming, Nevada and Nebraska.

REPRESENTATIVE APPOINTMENTS

WARM Scranton, Pa., names Robert E. Eastman & Co., N. Y.

WBIA Augusta, Ga., appoints Walker-Rawalt Co., N. Y.

KOKE Austin, Tex., appoints McGavren-Quinn, N. Y.

KZTV (TV) Corpus Christi, Tex., appoints Branham Co., N. Y.


A SURVEYOR'S PLUMES LINE—ANTIQUE IN ORIGIN, YET THE TRUEST FORM DESIGNED FOR PLOTTING A TRUE LINE. OLD, RELIABLE AND PRACTICAL, THE PLUMB LINE IS IN USE TODAY IN THE SAME MANNER. YEARS OF USE AND EXPERIENCE HAVE CONVINCED SURVEYORS THERE'S NO BETTER METHOD. AND STATION OWNERS ARE CONVINCED THAT THE SERVICES OF BLACKBURN AND COMPANY ARE JUST AS TRIED AND TRUE, FOR NEGOTIATIONS, APRAISALS AND FINANCING.
**Russians Impose Further News Gags**

With the return of NBC News' Moscow correspondent Irving R. Levine to the U. S. last week for a brief visit it was learned that the Soviet government has further imposed restrictions on news gathering in that country, including a high monetary charge.

Russia last week (Oct. 14) announced effective immediately that it would enforce strictly an eight-month-old rule that newsmen must submit all exposed TV or news-reel film and accompanying script narration to censorship review before shipment to the U. S. Even if approved, all film would be destroyed at departure.

In addition, Russia declared (1) newsmen must get prior permission from Soviet Export Film for every story on which they plan photographic coverage and (2) a charge of $1,000 will be exacted for each 100 meters (328 ft.) of exposed film shot in the USSR, irrespective of how much footage is ever broadcast in the U. S.

Just days previous the Soviet government arbitrarily closed the Moscow bureau of CBS News in retaliation for the CBS-TV network program department's presentation of a play, "The Plot to Kill Stalin," aired on prime time Sept. 25. The Kremlin also lodged formal protest with the U. S. State Dept. about the drama [Networks, Oct. 13].

William R. McCandless, vice-president of NBC News, said Thursday "The Soviet government's newly-announced policy on the export of news film will effectively restrict and reduce film coverage of Russia. We are appealing to the State Dept. to use its influence to negotiate a lessening of the restrictions."

Radio news commentators have been required for some time to submit their scripts to Soviet censors for approval before broadcast.

**CBC Splits English Networks On U. S. Organizational Lines**

After almost a year of study the Canadian Broadcasting Corp. has reorganized its English-language network establishment along American network lines with a director in charge of the television network and a director in charge of the two radio networks.

H. G. Walker remains in overall charge of both the radio and TV networks, but commercial and programming activities now come under individual network directors. Peter McDonald has been appointed director of the TV network, and Eugene Hallman of the Trans-Canada and Dominion networks. Both will headquarter at Toronto.

The commercial department of the CBC as such has been eliminated, with Walter Powell, commercial manager till now, appointed executive consultant for commercials, and Ron Johnston, assistant commercial manager, appointed assistant controller of broadcasting for commercials with headquarters at Ottawa, Ont., policy headquarters in New York.

On the new TV network set-up Gunnar Rughelmer, former director of sales, including export sales, becomes assistant director of the TV network and will be specifically concerned with overall direction of network programming and sales. John Malloy is appointed supervisor of sales, and Ian Ritchie as station relations supervisor.

Fergus Mutrie remains as director of television operations for the English network, in charge of plant and equipment.

Mr. McDonald, prior to his new appointment, was concerned only with network programming. He will also have charge of planning, content and distribution of the English programs.

In announcing the changes, Mr. Walker stated that "these modifications represent a streamlining of our network operations."

Changes in the radio network include the appointment of Doug Nixon as assistant director, in charge of overall direction of programming and sales. Ron Joynt is appointed supervisor of network sales, and N. Mogridge as station relations supervisor for the two English-language radio networks. John Kannawin remains director of radio operations, in charge of the physical plant.

**French Commercial TV Predicted Within Year**

Commercial television should be instituted in France within the next year, largely because of the "favorable climate" envisaged by the new De Gaulle government, Jacques Brunet, Paris representative of Independent Television Corp.-Television Programs of America, has forecast.

Mr. Brunet reported that the De Gaulle Dovaz, were in New York last week for business conferences with the newly-constituted ITC-P. Mr. Brunet touched upon the implications of recent developments in France for the U.S. TV industry. He was adamant in his conviction that commercial TV will be a reality within the next 12 months, if not sooner.

He pointed out that government officials currently are having discussions with officials of Publicis, the largest advertising agency in France, which is pushing plans for a commercial TV network. Allied with Publicis in this project, according to Mr. Brunet, are executives of the former Poste-Parisen operation of commercial radio stations in France before World War II. Commercials on radio and TV stations in France have been prohibited since the war.

Mr. Brunet reported that the De Gaulle government, which is dedicated to "free enterprise," is regarded to be favorably disposed toward commercial TV as a means of upgrading the French economy through increased advertising revenue from foreign and domestic sources. There are signs that the government will act shortly, he said, and one of them is that the Radio Television Francaise, the government-owned TV outlet, is seriously considering plans to place a second commercial-style network in operation. This would be similar to the British pattern of the International Television Authority and would constitute RTF's answer to a private commercial network.

Mr. Brunet believes that once France lets the barriers down, other European countries will hop aboard the commercial TV bandwagon.

**NAEB Meeting Hears How Industry Aids ETV**

The contributions made by commercial broadcasting to education through entertainment shows as well as news and public affairs programming were enumerated by Merle S. Jones, president of CBS Television Stations, in a talk Wednesday (Oct. 15) at a National Assn. of Educational Broadcasters meeting in Omaha.

Mr. Jones said that entertainment programs often sharpen a viewer's interest for more information about a specific subject, influencing him on occasions to enroll in a course of systematic education. He asserted that "the so-called conflict" between commercial education and education does not exist. Mr. Jones pointed out that CBS-TV last year scheduled such "high-budgeted" shows as Prince and the Pauper, Tale of Two Cities, and The Bridge of San Luis Rey. This year it will present Hamlet, Wings of Dove and Secret Agent.

Mr. Jones added: "These are high-budgeted programs and we hope for, and expect, huge audiences. Here is a happy marriage of the commercial and educational ambitions of television."

"Under the umbrella of popular programming, all networks are making important contributions to education. This point is emphasized because the broadcasting industry seldom, if ever, gets credit for the contributions made by such programs."

The CBS TV Stations' president maintains that the nation's press often "overlooks" the role played by commercial TV stations in programming of an educational nature. He cited as an example the New York's Sunset Semester, which he described as the first program telecast in New York for college credit; Milwaukee Reports, a community-action program carried on WXIX (TV) there, and Thou Shalt Not Kill, an experimental editorial-type program presented recently over KNXT (TV) Los Angeles.

Eugene S. Thomas, vice-president and general manager of KETV (TV) Omaha told the NAEB meeting that he favors the teaching of languages on television. Mr. Thomas, who appeared on a panel exploring the topic, "If I Were an Educational Broadcasters," said the teaching method itself could be actual classroom instruction via television or through the use of contests or games on TV.

He suggested that a survey be made in the community to determine how many people might be interested in a second language. Once the study is decided upon and the program of instruction carried out, Mr. Thomas continued, the final result would be "a report to the taxpayers on how many citizens had learned a second language."

**WRGB (TV) Gives Gear for ETV**

An annual donation of $3,000 plus several items of studio and control equipment is being made to Mohawk-Hudson Council on Educational Television by WRGB (TV) Schenectady, N. Y. WRGB is turning over control room monitors, speakers, audio-am...
plifiers, power supplies, etc., and has offered to match any amount up to $6,000 raised by local business and industry for the ETV council.

Business Emphasis Recommended For College Majors in Radio-Tv

 Colleges offering radio-tv curricula should give greater emphasis to the business aspects of broadcasting and small market stations, according to a study conducted by Dr. F. Virginia Howe, associate radio-tv professor at Kansas State College, Manhattan.

Less emphasis should be placed on practical broadcast experience and actual on-the-air operations, Miss Howe concluded. Also, the study recommended, radio-tv majors should be required to take more foundation courses in liberal arts and social sciences, rather than limited specialized courses.

Miss Howe arrived at her final recommendations by submitting 220 items to 324 radio-tv educators and 192 commercial broadcasters for their comments. Results indicate that a radio-tv curriculum in higher education should include an appreciation of the cultural significance of broadcasting, practical training experience, a knowledge of communication law and responsibilities to the public.

Georgia Institute Sets Jan. Meet

The 14th session of the Georgia Radio & Television Institute will be held Jan. 28-29, 1959, in Athens. Frank Gaither, president of WSB Atlanta and the Georgia Assn. of Broadcasters, has appointed a committee to aid co-sponsor U. of Georgia's Henry W. Grady School of Journalism in organizing the event. Committee members: Randolph Holder, WGAI Athens, chairman; A. D. Willard, WGAC Augusta; John Foster, WSNT Sandvissville; Mike McDougald, WCHK Canton; Allen Woodall Jr., WDAK Columbus, and Harry LeBrun, WLWA (TV) Atlanta.

EDUCATION SHORTS

Stephen F. Austin State College, Nacogdoches, Tex., is presenting daily series of education tv programs this fall and next spring over KTRE-TV Lufkin, Tex. Totaling 154 30-minute programs from 4:30 p.m., Mon.-Fri., series will be non-credit in nature. Programs are designed to "contribute to the cultural advancement and general entertainment of deep East Texas area." Majority will be live.

Emerson College, Boston, Mass., has added new course, "Principles of Advertising in Broadcasting." Feature of course, designed to study relationships between advertising and broadcasting, is series of speakers from advertising agencies, media and broadcasting stations in Boston area.

Tri-County College, Michigan, has received $25,000 donation from Mr. and Mrs. James Gerity Jr. (Mr. Gerity heads Gerity Broadcasting Co., consisting of WNEM-TV Bay City and WABJ Adrian, both Michigan.)
Radio Sells Paint, Says RAB; New Brochure Backs Contention

Can radio sell paint, a decidedly “visual” product? Radio Advertising Bureau says it can, and is telling member stations how a number of paint companies used radio profitably. In a brochure—one of a series of continuing “radio-activity” studies—RAB tells of paint companies’ preference for spot and co-op advertising techniques, and talks about some top radio users.

O’Brien Corp., South Bend, Ind. (Campbell-Mithun, Chicago), for example, uses symphony music et’s to create “atmosphere” for the firm’s “Symphonic” line of paints, also used a five-week CBS Radio campaign. National Paint & Varnish Co., Los Angeles (Tilds & Canz Adv., Los Angeles) used radio to counteract an industry-wide sales decline by airing a “Name-The-New-Color” contest, upped sales 9%. Now with about half its budget in radio, National Paint uses saturation spot to the extent of 150 hard-sell announcements a week in each market.

Other spot users: F. O. Pierce Co., Long Island City (B. W. Firsch & Co.), five announcements in local women’s shows: Pittsburgh Plate Glass Co. Paint Div. (Maxon, Inc.), using 20 announcements a week on 300 stations in 185 markets for its spring painting push earlier this year; E. I. DuPont De Nemours’ Finishes Div. (N. W. Ayer & Son) with a West Coast push of 6-30 announcements weekly on 18 stations; and M. A. Bruder & Sons, Philadelphia (The Clements Co.) with a 52-week news program schedule.

KTTV (TV) Takes to Radio Spots

To promote its new lineup of fall programs KTTV (TV) Los Angeles bought time on eight Southern California radio stations and space in the city’s metropolitan daily newspapers to announce that “the most new shows are on channel 11, the newest channel in town.” The radio campaign comprised some 600 spots on KBIG Avalon, KIEV Glendale, KFOX Long Beach, KLAC and KPOP Los Angeles, KXLA Pasadena, KWIZ Santa Ana and XEAK Tijuana, Mexico.

KTTV’s programming was also heavily promoted by the station itself. In addition to using all open spots, the station took the tv premiere of a feature movie, “Destination Moon,” for use exclusively as an advertising vehicle for its new programs. George Putnam, KTTV newscaster, hosted the two-hour special premiere telecast Oct. 5.

Commuters Assist KYA Reports

Bartell Family Radio’s KYA San Francisco is aiming for the commuting audience with a safe-driving service programmed during peak traffic hours in the Bay Area. Commuters are furnished traffic information through a system of short wave reports from an airplane patrolling major routes, telephone reports from 38 Shell service station dealers, monitoring of police broadcasts and calls from “KYA-Shell honorary news reporters” (individual motorists who make daily traffic reports).

KYA awards weekly cash prizes to dealers and private motorists who furnish the most complete reports. Similar traffic-casts on other Bartell stations in San Diego, Boston, Atlanta, Birmingham and Milwaukee are being considered, according to Morton J. Wagner, executive vice president of Bartell Family Radio.

NBC-TV to Award Local Promotion

NBC-TV affiliates’ promotion-publicity managers, and station managers have been invited by the network to compete for $25,000 to $500 in cash and 12 RCA color receivers in a contest for the 12 best local campaigns promoting NBC-TV’s daytime program line-up. For the purpose of the contest, which is running currently through Nov. 17, affiliates will be grouped in two categories: basic network affiliates and optional network affiliates. Six identical prizes will be awarded in each category.

Cash prizes of $5,000; $3,000; $2,000; $1,500; $750, and $500 will be awarded winning promotion—publicity managers. Color sets will go to station managers. Twelve programs are included in the contest: Dough Re Mi, Treasure Hunt, The Price is Right, Concentration, Tic Tac Dough, It Could Be You, Truth or Consequences, Haggis Baggis, Today is Ours, From These Roots, Queen for a Day, and County Fair.

KBCS Airs ‘Music Every Minute’

An automatic injection of background music into program circuits whenever “primary” music is not being aired, is the basis
Graham Tv Series Sets Record

The largest nationwide network to ever carry evangelist Billy Graham's services has been originated by WBTV (TV) Charlotte, N. C., with approximately 190 ABC-TV network stations telecasting the Saturday night series of Dr. Graham's "Greater Charlotte Crusade."

Production and technical aspects of the remote telecasts from the Charlotte Coliseum have been conducted by WBTV engineers and production personnel. Frank F. Bateman, WBTV technical operations manager, has been in charge of operations for the network telecasts, with WBTV production manager Bob Rierson supervising production work and assistant production manager Norman Prevatte producing the telecasts. WBTV has been videotaping Saturday night services for local showing on Sundays in order to keep attendance high at the Coliseum.

‘Channel Tv’ Marks First Year

During the past year, more than 1,000 drug stores in the Northwest have been building public relations through the distribution of their own weekly publication, Channel TV, which celebrated its first anniversary yesterday (Oct. 19). Channel TV, published by Channel Northwest Inc., Tacoma, Wash., is bought by individual drug stores for free distribution to customers. The two-color printed magazine contains 16 pages of local tv program listings, tv news, features and events. More than 170,000 copies are distributed weekly in three editions—Western Washington, Eastern Washington and Oregon. "Channel's San Francisco and Northern California edition soon will be in publication," reports Marshall Riconosciuto, publisher.

Parade Honors Ziv Tt Star

New York City’s borough of Richmond, also called Staten Island, proclaimed Oct. 4 as "Mackenzie’s Raiders Day" in honor of Col. Ronald Mackenzie, star of Ziv Television Programs’ Mackenzie’s Raiders. Col. Mackenzie was a one-time resident of Staten Island. The Staten Island ceremonies included a parade in which various local service organizations participated and speeches by borough and army officials.

New Cars Get WXYZ Salute

The 1959 automobiles are being saluted in daily news programs at WXYZ Detroit. Tom Waber, newscaster, reports directly from a dealer’s showroom on 16 local newscasts each day. During the station’s 6:15 p.m. news show, Mr. Waber conducts five-minute on-the-spot interviews with the auto company’s district manager to discuss features of the cars handled by him.

KABC-TV Adds Two Day Shows

KABC-TV Los Angeles has extended its programming to include an early morning program, Allison’s Wonderland, at 7:30-9, opening the station’s weekday schedule 90 minutes earlier than heretofore, Selig Seligman, ABC-TV vice president and general manager of KABC-TV, told a breakfast
Phenomenal! Only 102!

That Gives YOU Top Value Stamping!

WVET TV Rochester, N.Y.

Promotion Program

Groups of Four Promote WAVE (TV) Pittsburgh to promote its on-air debut on Oct. 4th. Using the theme "The Television Comes to Pittsburgh," the station attracted the attention of potential advertisers with its promotion campaign.

Film on Architecture Available

In the Radio TV Publishing Field, only Broadcast TV Business Papers, a member of the Associated Business Publishers, is a member of the Associated Business Publishers, a publication of the American Institute of Architects, 175 New York Ave., N.Y. The Film on Architecture is available through the American Institute of Architects, 175 New York Ave., N.Y. The film is produced by the American Institute of Architects.

Arab Center Offers Radio Series

Arab Center, located in New York City, offers a radio series on Arab culture and history. The series includes interviews with Arab scientists, scholars, and artists. The series is produced by The Arab Information Center, 175 New York Ave., N.Y.

More than 450 Pittsburgh advertising agencies are participating in the "Operation Daybreak" campaign. KABC-TV is also strengthening its local advertising by increasing its promotional efforts. Mr. Seligman, President of the station, said that the station would expand its advertising in New York.

Several of the proposed "Operation Daybreak" ads will feature Japanese baseball teams. The station's advertising efforts will emphasize the importance of baseball in Japan.

Schedules Touring Team

KMOX schedules a touring team for Eastern tour. The team will visit major cities and promote KMOX's "Operation Daybreak" campaign. The team will include telephone operators, salesmen, and photographers.

Mr. Seligman announced that KMOX will broadcast "Operation Daybreak" on Oct. 15th.
WJZ-TV Spotlights Classics

WJZ-TV Baltimore, Md., is telecasting a series of special programs in cooperation with Loyola College, entitled Great Books in Education. Educators from various colleges and universities throughout Maryland are participating in the program which will cover works by St. Augustine, Francis Bacon, Horace Mann, John Dewey and others. Questions may be sent in ahead of each program by listeners with a request that they be presented to the panel of experts discussing that particular work. The discussions not only covers what the authors of the books had to say but also the panelists' opinions of these educational classics. The series is presented 12:30-1 p.m. every Sunday through Dec. 7.

WBC Offers Education Series

The Westinghouse Broadcasting Co. has begun its third year of Spotlight on Schools, a weekly series of broadcasts of news in education, on the radio stations of WBC. The 10-minute series is presented by WBC in cooperation with the National Citizen's Council, which gathers and writes news for the program. WBC makes Spotlight on Schools available without charge to other commercial and educational stations.

Girl Scouts Series Planned

NBC and Educational Television & Radio Center at Ann Arbor has announced a new series, Adventuring in Hand Arts, will be produced this fall in cooperation with the Girl Scouts of the U.S.A. The ten-week series, based on hand crafts of primitive cultural orbits existing in the midst of the nuclear age—including Mexican, Peruvian, Polynesian, Melanesian and Alaskan among them—will be presented on Wednesdays 6-6:30 p.m., starting Oct. 29 on NBC's interconnected educational TV stations.

D.J.'s Lose WBZ Golf Tournament

WBZ Boston reports that 642 listeners beat out the station's top five personalities in the WBZ Golf Tournament of 1958. Listeners participated by sending in their scores to play by proxy against their favorite disc jockey. More than 2,000 entries were received. Participating from WBZ were Carl deSuze, Alan Dary, Bill Marloue, Norm Prescott and John Bassett. The top winners were presented golf balls, golfing shoes and a jacket, and free rounds on various New England courses. Women winners also received imported perfume.

KTIV (TV) Guests See Previews

KTIV (TV) Sioux City, Iowa, welcomed approximately 85 advertisers, agency men and civic leaders to its studios for the NBC-TV closed-circuit showing of the fall program line-up. Five door prizes at the event included a week's sponsorship of the KTIV 7:55 a.m. news in the Today show, two 60-second spots during the Jack Paar Show and a two-day sponsorship of the 12:30 p.m. KTIV news.
PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

JACK ROBERT B., formerly with Young & Rubicam, N.Y., to Doherty, Clifford, Steers & Shields Field Inc., as art director.

MR. ALTMAN

JACK B. ALTMAN, of Wilson and Rubicam, and before that seven years president of his own agency in L. A. Mr. Baldwin has been account executive and then regional account executive at agency since associating with K & E in Chicago last February. Formerly he served as four years as account executive with Needham, Louis & Braverman, and three years with Young & Rubicam, also in Chicago.

A. ROY BARBER, v.p. and Cadillac-Metas brand account supervisor, MacManus, John & Adams, Inc., has retired after 12 years with the agency in his position of advertising. With Lincoln Motor Car Co.'s advertising department between 1920-32, Mr. Barber became advertising director of Ford Motor Co. after Ford's purchase of Lincoln, quit Ford in 1941 to join non-automotive agency in Buffalo, but returned following year to Detroit and McFadden.

DEAN AVERY, formerly v.p. and general manager of Young & Rubicam's Mexico City office, to Advertising Age, N.Y., advertising photographer, as v.p.

ALFRED L. (BUD) TRUDE, previously media director with MacFarland, Aveyard & Co., to Clinton E. Frank Inc., both Chicago. in similar capacity.

LEON EKIND, formerly assistant production manager at Carson-Roberts Inc., L.A., to The Dreyfus Co. L.A., as production manager.

JACK W. THOMAS, formerly with William & Meyer Co, Chicago, appointed public relations manager of Wilson & Co. (meat packers), Chicago.

HOWARD L. DAVIS, member of N. W. Ayer & Son, Philadelphia, copy staff, named head of agency's information services program.

JACK L. MATTHEWS, Clinton E. Frank Inc., Chicago, media director since 1951, promoted to account executive.

MISSEND RAY, formerly head of her own advertising and production agency in Atlanta, Ga., joins Alvin Epstein Adv., Washington, as account executive.

JOHN H. WILSON JR., director of merchandising and sales promotion, Grant Adv. Inc., Detroit, named director of merchandising and sales promotion for Grant, replacing ROBERT B. CONROY, named account executive for Plymouth Div. (Chrysler Corp.) tv account.

IRVING LEE SITMAN has resigned his partnership in Mott & Siteman, to join Kenton & Eckhardt, L.A., as account executive. CHARLES A. MOTTL is now sole owner of Mott & Siteman agency, which will retain that name.
In radio with Blue Network 18 years ago, subse- quently was in film and station sales and most recently was with Headley-Reed, station repre- sentative, for five years.

WALLACE BRAZIEL, formerly business manager and account executive at KBGY San Francisco, to KPEN (FM) Atherton, Calif., as sales manager.

EDWIN PFEIFFER, formerly account executive with television division of Edward Petty & Co., to KOTV (TV) Tulsa, Okla., as commercial manager.

RICHARD OPPENHEIMER, formerly with WFEC Mi- ami and member of WELM Ennisa, N.Y., sales staff for past year, named commercial man- ager of WELM.

JOHN C. YANKOSKI, for eight years assistant chief accountant of WJBL-AM-TV Baltimore, pro- moted to chief accountant succeeding FREEMAN W. CARDALL, who will now devote full time to his position as business manager.

ROB Krieghoff, program director for WTOL Toledo, Ohio, since 1961, adds duties as program di- rector of WTOL-TV, ch. 11) outlet expected to begin operations in early December. RUSS STONE, WTOL sales manager, switches to WTOL-TV in similar capacity. DOUG TAMBER, WTOL account executive, moves up to sales manager replacing Mr. Stone.

BARBARA CULLINGS, formerly in San Francisco office of John Blair & Co., station representative, to Raleigh office of KRIG Santa Catalina, Calif., as traffic manager, replacing NANCY HEF- FITY, resigned.

DICK RICHMOND, previously news director for MCO- Lendon radio stations appointed news director of Tidewater Teleradio Corp. (WAVY-AM-TV Portsmouth, Va.), JIM WHISKEY joins WAVY- AM-FM news department.

DICK PAUL, staff member of WBBE-Wilkes- Barre, Pa., for past six years, promoted to pro- motion director of WBBE-AM-FM-TV.

CHARLES PARKER, WDRC Hartford, Conn., produc- tion manager, adds duties as promotion manager.

DAVID KIERNAN, with WNNY-AM-FM-TV New Haven, Conn., for past 11 years, appointed di- rector of news, sports and special events for WNNY-TV.

CLIFFORD L. EUSTICE, owner-operator of Clifford L. Eustice Co., food brokerage business, appointed director of product services for Crosley Broad- casting Co. (WLW, WLWT [TV] Cincinnati, WLW (TV) Columbus, Ohio, WLWD (TV) Dayton and WLYA [TV] Atlanta, Ga.).

KEN MACK resigns as commercial coordinator of WTVN (TV) Columbus, Ohio, to assume duties as WTVN Radio morning news editor and news- caster.


JOE MAYER, formerly with WGR, WDOK and WHK all Cleveland, to WCUE Akron, Ohio, as program manager.

PERRY W. STECKBECK, for past year WOWO Ft. Wayne, Ind., roving mobile news unit reporter, promoted to director of special events.

HOWARD ARBOLON named news director for WMAM-AM-FM-TV Macon, Ga. DICK GEORGI, formerly with WBLM, Macon, joins WMAM-FM to TV news staff. Other WMAM-TV appointments: GOS- TIN FREEMAN transferred from WMAM-AM-FM to TV announcing staff; MRS. NORMA WOOD, recep- tionist; LARRY REYNOLDS, audio man, and HAR- OUD ODON, engineer.


ROBERT E. JONES, previously Midwest manager for Mutual, to KTLA (TV) Los Angeles sales department as account executive.

NORRIS KALAR joins KBOX Dallas as account exec- utive to direct Food Merchandising and Com- munity Club Awards department. CHARLES H. BOLAND, previously national sales manager for CWTX-TV Waco, Tex., to KBOX as sales repre- sentative.

LOU ESICKS, formerly of WCOS and WMEC Col- umbia, S.C., to WCOC Columbia as sales execu- tive.

DAVE McCONNAGUE, formerly account executive for WOOD-FM Grand Rapids, Mich., to WBNS- TV Columbus, Ohio, in similar capacity.

CLARENCE O. (GOG) GRAY, formerly sales director, WMBV-TV Marionette, Wis., to KTVI Ingle- wood, Calif., sales department.

JAMES MORGAN joins WOOD-TV Grand Rapids, Mich., sales staff.

DON GRANQUIST, previously salesman and an- nounce for WAVN Stilwater, Minn., to WCCO- TV Minneapolis sales staff.

JACK W. STAHLE, sales manager of KOFY San Mateo, Calif., has rejoined sales staff of KGO San Francisco, where he had been for two years before moving to KOFY. DAVID LARLY, formerly with DuMont TV and CBS-TV, has also become sales representative for KGO.

ROBERT E. BOWDEN, in radio-TV department at BDBO, Chicago, to sales staff of WKID Urbana-Champaign, III.

ROBERT E. PARIS, formerly account executive with WWDC Washington, to WIBC Indianapolis in local sales.

KEN ROSEN, formerly with KNXT (TV) Los An- geles as associate producer and writer, to KABC- TV Los Angeles as writer on daily live show, Day in Court.

CLEFT ROBERTS, veteran Los Angeles newscaster formerly with KNXT (TV), has joined news staff of KTLA (TV) Los Angeles.

DOUG MOORE, KFMB-TV San Diego assistant news editor, transfers to KFMB as staff announ- cer.

ROSS M. THOMAS assigned to report for WTOP Washington from Bonn, Germany, replacing DICK KNOWLES.

DALE M. SCHUSSLER resigns as program director of WKWK Wheeling, W. Va., to join WTRF-TV Wheeling news staff.

FRANK REYNOLDS, formerly director of San Di- ego Chamber of Commerce's trade department, to KFSD-AM-FM-TV San Diego, Calif.

ART CHENOWETH, Northwest Schools, Portland, Ore., graduate, to KPTV (TV) Portland, Ore., as account executive. Other Northwest gradu- ate appointments: DON BRUBAKER to WPNX-TV Traverse City, Mich., MARGARET WOBBLE to WKST (TV) La Crescenta, Wl., as continuity writer; REXFORD WATSON to KHTV (TV) Portland, as program director, and ANNA SINGS-
HEIM to KWWL-TV Waterloo, Iowa, in film department.


HECHT S. LACKEY, owner-manager of WSON-AM-FM Henderson, Ky., presently serving second four-year term as mayor of that city, elected president of Kentucky Municipal League.

J. EROY McCaw, owner of J. Elroy McCaw stations who was injured Sept. 26 in auto collision, is recovering at Swedish Hospital, Seattle. Both legs, broken in trash, are in casts. He suffered multiple rib fractures and contusions.

DR. EROY SCHROEDER, president and 30% owner of Community Radio & TV Corp. (KNOK-AM-AM Grand Forks, N.D.), died following heart attack Oct. 10. Dr. Schroeder was also superintendent of schools of Grand Forks.

PROFESSIONAL SERVICES


ROY D. EDWARDS, 52, News of the Day cameraman, died when helicopter in which he was riding developed engine trouble and crashed into Hudson River. Plane was chartered for newly-published picture taking of New Grace liner Santa Paula as she sailed under Tappan Zee Bridge. Mr. Edwards, past president of Radio-Newsreel-Television Vision Working Press Assn., and of IATSE (cameramen's) Local 444, was associated with Universal Newsreel from its inception 25 years ago to its present News of the Day and Television News.

PROFESSIONAL SERVICES

GORDON WINKLER promoted from account supervisor to executive v.p. of Daniel J. Edelman & Assoc., national public relations firm, in Chicago.


E. JOHNSON (2nd from r), KENS-AM-TV San Antonio, was elected president of Texas Assn. of Broadcasters at the group's Oct. 5 meeting (TRADE ASSNS., Oct. 13). M. E. DABDOM, KTBV Tyler, retiring president, congratulates his successor, who is flankad by Joe Leonard Jr. (l), KGAF Gainesville, TAB vice president, and George Tarer (r), KCBD-AM-TV Lubbock, secretary-treasurer.

LOUISE SANDERS, formerly with Southern California Broadcasters Assn., KDAY Santa Monica and Queen for a Day, appointed assistant public relations director of Los County Angeles County Heart Assn.

MANUFACTURING

HAROLD J. ADLER, formerly v.p. of Edwin I. Gullman Co., named v.p. in charge of operations, Shure Bros. Inc., Evanston, Ill., manufacturers of microphones and electrical components, Mr. Adler was chief electrical engineer of Sentinel Radio Co. for 17 years and for five years director of engineering of Hailercrafters Co.

WILLIAM H. MYERS, business development planning, Harrison plant of RCA appointed manager, market planning-special projects, entertainment tube products dept., RCA Electronic Tube Div. there.

STEWARD NELLS, previously with Materials Lab of New York Naval Shipyard, Brooklyn, named manager of Technical Wire Products Inc. of Springfield, N.J.

ADDELL GRAY, formerly program director, WMVTV-TV Maricota, Ariz., appointed manager, superintendence division.

ALphonse T. SHADOW, previously assistant head of Science & Technology Div. of Queens Borough Public Library, appointed chief technical librarian at Adler Electronics Inc., New Rochelle, N.Y.

EVEN C. ANDERSON, RCA executive v.p. for public relations, reported recuperating in Nantucket (Mass.) hospital, following heart attack in late September.

TRADE ASSNS.

CLAYTON J. CORSE, president of Dora-Clayton Adv., Atlanta, elected governor of seventh district (deep South) of Advertising Federation of America which encompasses Alabama, Georgia, Mississippi, Tennessee, and southern Louisiana.

KEITH CULVERHOUSE, director of sales development for Television Bureau of Advertising, promoted to director of sales promotion, succeeding GORDON HILLMAN, who resigned last August. MURRAY GROSS, assistant director of sales promotion for TVB was named to Mr. Culverhouse's former post.

MIG FIGI, station manager, WAXU Waukesha, elected president of Wisconsin Broadcasters Assn., succeeding HARRY KLINE, former general manager of WEMP Milwaukee and WKW St. Louis. Mo.


EDUCATION

DAVE BERKMAN, formerly producer-director at WHIZ-TV Zanesville, Ohio, named staff producer-director at Wayne State U.'s WTWS (TV) Detroit. T. O'SHEA, former producer-director at WETN Huntington, W. Va., appointed instructor in radio and television at Wayne State U.

GOVERNMENT

COMMODORE A. J. SPRIGGS, USN (ret.), v.p. in charge of Packard-Bell Electronics Co., Chicago, has been granted leave of absence to accept appointment, by Business & Defense Services Administration of U.S. Dept of Commerce. Commodore Spriggs will act as advisor to director, electronics division.

INTERNATIONAL


C. DAVID KROON, CKSO Sudbury, Ont., to station manager, CJNR Blind River, Ont.

CAM PERRY, national sales manager of CJCA Edmonton, Alta., to manager of CJOQ Grande Prairie, Alta. succeeding ART BAUHAUS, appointed manager of CJOQ Lethbridge, Alta.

MRS. JEAN BIRG, formerly director of Television Programs of America, N. Y., appointed director of press and promotion of CFCF Montreal, Que.

FOR THE RECORD

Station Authorizations, Applications
As Compiled by BROADCASTING

Oct. 9 through Oct. 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards' changes and routine roundup.

Abbreviations:
DA—directional antenna; cp—construction permit; ERP—effective radiated power; uhf—very high frequency; uhf—ultra high frequency; \( \Rightarrow \) antenna; aural—aural; kw—kilowatts; m—megacycles; d—day; n—night; l—local; sun—sunset; mod—modification; trans—transmitter; uni—unlimited hours; km—kilometers. BCA—subsidiary communications authorization; SSA—special service authorization; SCA—special temporary authorization; educ—educational.

New TV Stations

ACTION BY FCC

Pocatello, Idaho—KBRL Inc. Granted ch. 8 (102-068 mc); ERP 12.5 kw vis., 6.6 kw aur.; antennal height above average terrain 2607.35 ft., above ground 133 ft. Estimated construction cost $150,000; first year operating cost $257,000, revenue $246,000. P. O. address Box 1476, Salt Lake City. Studio location 1235 N. Main St., Pocatello. Transmitter, location mountain peak, 3.5 miles w. of Pocatello. Geographic coordinates 41° 52' 29" N. Lat., 118° 30' 47" W. Long. Trans., RCA, ant. RCA, Legal counsel Robert W. Hughes. 2131 South State St., Salt Lake City. Consulting engineer Edward D. Johnson, Salt Lake City. Owners are Grandle District Radio, Inc. (16%) and others. Grandle District is licensee of KNAB Salt Lake City and KRLD Blackfoot, Idaho. Announced Oct. 15.

APPLICATION

Jonesboro, Ark.—Patteson Brothers Radio Stations KBBTM ch. 8 (180-186 mc); ERP 94.5 kw vis., 30.6 kw aur.; antennal height above average terrain 454 ft., above ground 381 ft. Estimated construction cost $298,000, first year estimated cost $475,000, revenue $100,000. P. O. address ch. 8 KBBX, Jonesboro, Ark., 8 miles south of Jonesboro on State Highway 1. Geographic coordinates 33° 46' 59" N. Lat., 90° 41' 58" W. Long. Trans.—ant., RCA, Legal counsel Harry J. Daly, Washington Consulting engineer. Ralph J. Bitzer, St. Louis. Applicants, Alan G. Patteson Jr. and Carter Patteson, also own KBSTM. Announced Oct. 13.

Existing TV Stations

ACTION BY FCC

KWWL-TV Waterloo, Iowa—Granted waiver of Sec. 3.302 to permit KWWL-TV to identify itself as Cedar Rapids, also as Waterloo. Comr. Lee dissented. Announced Oct. 15.

WMT-TV Cedar Rapids, Iowa—Granted waiver of Sec. 3.602 to permit WMT-TV to identify itself as Waterloo as well as Cedar Rapids. Comr. Lee dissented. Announced Oct. 15.

CALL LETTERS ASSIGNED

WPTF Greensboro, Mich.—Tv Corp. of Mich., ch. 10.


Translators

APPLICATIONS

Charleston, Ore.—Ocean View Tv Translator Inc. Granted ch. 22 Hlwy on address Box 555, Empore, Ore. To translate programs of KONI (TV) Portland, Ore. Applicant is non-profit. Announced Oct. 9.

Qitaqua and Turkey, Tex.—Valley Translator System chs. 79 and 78, 217 w. P. O. address 399 E. Odell E. Sellsfie, Turkey. To translate programs of KGNC-TV and KFDA-TV, respectively, both Amarillo, Tex. Mr. Setliff, sole proprietor, is in radio-tele repair. Announced Oct. 9.

New Am Stations

APPLICATIONS BY FCC

Miami—South Miami, Fla.—Louis G. Jacobs—Granted 100 kw, 2 kw unsl. P. O. address 540 Altara Ave., Coral Gables, Fla. Estimated construction cost $67,858, first year operating cost $255,000, revenue $190,000. Mr. Jacobs, advertising-public relations interests, will be sole owner. Announced Oct. 13.

Pompano Beach, Fla.—Pompano Beach Bstg, Corp. Granted 980 kw, 1 kw DA, D. Announced Oct. 15.

Wilson, N. C.—Harry A. Kapperson Jr.—Granted 1350 kw, 1 kw D. P. O. address Box 87, Petersburg, Va. Estimated construction cost $14,785, first year operating cost $42,000, revenue $46,000. Harry Kapperson Jr., sole owner, also owns WPYA Colonial Electric-Petersburg, Va. Announced Oct. 15.

Tomah, Wis.—The Tomah-Mauston Bstg Co.—Granted 1250 kw, 1 kw D. P. O. address 1223 Superior Ave, Tomah, Wis. Estimated construction cost $30,980, first year operating cost $60,000, revenue $40,000. Owners are Hugh W. Dickie, Thomas M. Price and Roger J. Reike (each one-third). Mr. Dickie is sales manager of WCOV Sparta, Wis. Mr. Price is manager, Tomah Studio, WCOV. Mr. Reike is chief engineer, WCOV. Announced Oct. 15.

APPLICATIONS


Jackson, Miss.—Star Group Bstgs, Co. 1550 kw, 1 kw D. P. O. address Box 352, Booneville, Miss. Estimated construction cost $46,000, first year operating cost $100,000, revenue $100,000. Owners are E. D. Roden (30%), W. J. Dove (30%) and five others with 19% each. Mr. Roden's broadcast interests: 100% of WSHP Booneville, 30% of WUTP Tupelo and 40% of WGCN Gulfport, all Mississippi; 40% of KREL Baytown, Tex; 40% of KISP Pascagoula, Miss; 50% of WCTC Tuscaloosa, Ala. Mr. Dove owns 60% of WUTP and 20% of KREL, WGCN, WSHP and WESD. Announced Oct. 10.

Arecibo, P. R.—Jose Donaire Casanos 1460 kw, 500 w. 1 kw D. P. O. address Box 352, Arecibo. Estimated construction cost $61,500, first year operating cost $18,000, revenue $24,000, Mr. Casanos, sole owner, owns

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

Radio • Television • Newspaper

Today and tomorrow (20-21) Ray Hamilton and Jack Maurer will be attending the NAB Management Meeting at the Somerset Hotel, Boston.

Next Monday and Tuesday (27-28) meet with them at the Statler-Hilton in Washington, D. C.

Jackson B. Maurer

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

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Chicago

Ray V. Hamilton
Tribune Tower
DE 7-2754

Dallas

DaWin (Judge) Londis
Fidelity Union Life Bldg.
RI 8-1713

San Francisco

W. R. (Ike) Twilling
111 Sutter St.
EX 2-5671

Broadcasting

October 20, 1958 • Page 107
FOR THE RECORD
CONTINUED
radio and tv center. Announced Friday, Oct. 1
Fountain City, Tenn.—Radio Fountain City Inc. $136
1 kw. L. W. 96.5, $6,600, revenue $5,600. Mr. Fox, 
WHLW Radio, Harlan, Ky. Estimated construc-
tion cost $16,10. Best year $3,600, revenue
Mr. Fox, 46.3% owner of WHLM, owns 49% of the
been in coal mining) own 50%. Announced Oct. 13.
Existing Am Stations
APPLICATIONS
KYCA Prescott, Ariz.—Cp to increase day-
time power from 250 w to 1 kw and install new
WBCM Jasp., Ga.—Cp to increase power from
1 kw to 3 kw and install new antennas.
WMML Macon, Ga.—Cp to increase daytime
power from 250 w to 1 kw and install new antennas.
WITH Baltimore, Md.—Cp to increase power from
250 w to 1 kw and install new antennas.
WLOX Biloxi, Miss.—Cp to increase daytime
power from 250 w to 1 kw and install new antennas.
KRTN Raton, N. M.—Cp to change hours of
operation from 17 h to 24 h. C. O. address Box
(8:00 am to 7:00 p.m.)
WVFP Beaver Falls, Pa.—Cp to increase day-
time power from 250 w to 1 kw and install new antennas.
WDAD Indiana, Pa.—Cp to increase daytime
power from 250 w to 1 kw and install new antennas.
WMAJ State College, Pa.—Cp to increase day-
time power from 250 w to 1 kw and install new antennas.
WPRA Mayaguez, P. R.—Cp to decrease night-
time power from 1 kw to 100 w due to
employing directional antenna night and day to non-
directional, change set antennas and studio loca-
tions, operate trans., by remote control and change
station location from Mayaguez, Puerto Rico
San Juan, Puerto Rico.
WGCD Chester, N. C.—Cp to increase daytime
power from 250 w to 1 kw and install new antennas.
KUEN Wenatchee, Wash.—Cp to increase pow-
er from 300 w to 1 kw and install new antennas.
WBIZ Bismarck, N. D.—Cp to increase daytime
power from 250 w to 1 kw and install new antennas.
CALL LETTERS ASSIGNED
KJBT Port Royal, Ark.—Karl F. Tracy, 1976.
Changed from KYGA.
KTPA Prescott, Ark.—Southern Bestg. Co.,
1370 kc.
KBAB San Diego, Calif.—Balboa Bestg. Corp.
Changed from KXKQ.
WMMW Westport, Conn.—Westport Bestg. Co.,
1300 kc.
KANY Jonesville, La.—Old South Bestg. Co.,
1400 kc. Changed from Kalez.
WOWE Algiers, Mich.—Algiers County Bestg.,
1560 kc.
KVRO Pocatello, Id.—Franklin County Bestg.
1200 kc.
KGVW Beigrade, Mont.—Kines Garden Bestg.,
630 kc.
KOLL Libby, Mont.—Robert B. Rigler, 1320 kc.
KQKO Albuquerque, N. M.—NQKQ Corp.,
930 kc.
WNCO Ashland, Ohio—Radio Ashland Bestg.,
1340 kc.
KABI Albany, Ore.—Albany Bestg. Corp.,
990 kc.
KARE Austin, Tex.—Austin Radio Co.,
970 kc.
WNER Chase City, Va.—Mendon Bestg. Corp.
Co., 980 kc.
WTUG Tuscaloosa, Ala.—Tri-Cities Bestg. Co.,
790 kc.
New Fm Stations
APPLICATIONS
KL Cajon, Calif.—Kenneth C. Furrer.—Granted
33 kw. 8.3 kw P. 1. C. address 1307 Merritt Dr.,
KL Cajon. Estimated construction cost $10,899,
first year operating cost $871,000, revenue
KNIA New Haven, Conn.—Cp to increase
96.1 mc., 203 kw. P. 0. address %. Paul Horne,
944 E. Fairfield, New Haven, Conn. Estimated
construction cost $2,860, first year operating cost
$2,860. Applicant is non-profit organization. Announced Oct. 15.
Indianapolis, Ind.—WIBC Inc.—Granted 96.1 mc.
231 kw. P. 0. address %. J. Bosco, 2111 E.
Indianapolis. Estimated construction cost $2,751,
first year operating cost $1,500, revenue
6,000. Applicant, licensee of WIBC Indianapolis,
is owned 51% by Robert J. Franke, trustee who owns
Buffalo, N. Y.—WEDB Inc.—Granted 96.1 mc.
21.5 kw. P. 0. address % Frank B. Ridgeley, 22
North St., Buffalo. Announced Oct. 15.
Memphis, Tenn.—WNMP Inc.—Granted 91 mc.
21.5 kw. P. 0. address 113 Union Ave. Memphis. 
Estimated construction cost $28,500. Applicant plans
100% program duplication of its am station.
APPLICATIONS
Grand Junction, Colo.—Western Slope Bestg. Co.
92.3 mc. 275 kw. P. 0. address $. Meridian, trustees, to
Helen Shaffer Stack, Helen Mark Hermann and Her-
Robert C. Bingham, trustee, and from F. E. Millen
trustee, to Mr. McMillen and Robert L.

This valuable planning guide will help you realize a greater return on your equipment in-
vestment. Installation and maintenance procedures, out-
lined in this new brochure, will show you how to get
long equipment life and top per-
f ormance for your station.

For your free copy of this brochure, write to RCA, Dept. 12-22 Building
15-1, Camden, N. J. In Canada: RCA
VICTOR Company Limited, Montreal.

RADIO CORPORATION
of AMERICA

Page 10  October 20, 1958

PLANNING A RADIO STATION?
### JANSKY & BAILEY INC.
Executive Offices: 1735 DeSales St., N. W., Washington, D. C. 20009, Phone 296-2076.
Member AFCCE

### JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
Member AFCCE

### A. D. RING & ASSOCIATES
Consulting Engineers
30 Years' Experience in Radio Engineering
Pennsylvania Bldg., Republic 7-2347
Washington, D. C.
Member AFCCE

### GAUTNEY & JONES
Consulting Radio Engineers
1032 Warner Bldg., National 8-7757
Washington, D. C.
Member AFCCE

### GEORGE C. DAVIS
Consulting Engineers
Radio & Television
501-514 Munsey Bldg., Sterling 3-0111
Washington, D. C.
Member AFCCE

### Lohnes & Culver
Munsey Building District 7-8213
Washington, D. C.
Member AFCCE

### RUSSELL P. MAY
P.O. Box 7037, Jackson 5-302

### GUY C. HUTCHESON
P.O. Box 32, Crestview 4-8721
1100 W. Avedon
Arlington, Texas

### WALTER F. KEAN
Consulting Radio Engineers
110 Evans Bldg., NA, 8-2698
1429 New York Ave., N. W., Washington 5, D. C.
Member AFCCE

### GEORGE M. SKLUM
Consulting Radio Engineers
1 Riverside Road—Rio Vista 7-2153
Riverdale, Ill.
(A Chicago suburb)

### WILLIAM E. BENNS, JR.
Consulting Radio Engineer
Box 68, International Airport
San Francisco, Calif.
Phone 2-8071
Member AFCCE

### HAMMETT & EDISON
Consulting Radio Engineers
Box 68, International Airport
San Francisco, Calif.
Phone 2-8071
Member AFCCE

### JOHN B. HEFFELFINGER
8401 Cherry St., Milwaukee 4-7010
Kansas City, Missouri

### VIR N. JAMES
Specialty Directional Antennas
1316 S. Kearney
Skyline 6-1603
Denver 22, Colorado

### PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Phone 2-6281

### MERL SAXON
Consulting Radio Engineer
622 Hawkins Street
Lufkin, Texas
Phone 4-3422
Member AFCCE

### CAPITOL RADIO ENGINEERING INSTITUTE
555 16th St., N. W., Washington, D. C.
Phone 770-1040
Member AFCCE

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<tr>
<th>JANSKY &amp; BAILEY INC.</th>
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<td>1339 Wisconsin Ave., N. W., Washington, D. C.</td>
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### COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037, Kansas City, Mo.
Phone Jackson 3-5502

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<td>A Full Time Service For AM-FM-TV</td>
<td>Phone 770-1040</td>
<td>Phone 4-6800</td>
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<td>P. O. Box 7037, Kansas City, Mo.</td>
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<td>Phone 4-6800</td>
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<td>Phone Jackson 3-5502</td>
<td>445 Concord Ave., Cambridge 38, Mass.</td>
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### SERVICE DIRECTORY

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**October 20, 1958 • Page 109**
FOR THE RECORD CONTINUED


With opportunity for more years in R. F. Design.

Bendix-Pacific has an excellent opportunity for a Senior Electronic Engineer with five or more years in R. F. Design. The position requires emphasis on mobile low power VHF transmitting equipment. Experience with packaging problems attendant to VHF airborne equipment, ability to follow-up on production problems and some supervisory experience is required. A BSEE degree or equivalent is required.

Please send resume to:
W. C. Walker, Engineering Employment Manager

Bendix-Pacific
DIVISION OF BENDIX AVIATION CORPORATION
5200 AVIATION DRIVE, CINCINNATI, OHIO

Page 110 * October 20, 1958

COMMUNICATIONS CENTER
OF THE NEW MADISON BLOCKFRONT: 49TH TO 50TH STS.

3900 SQ. FT.
TOWER FLOOR
OFFICES AVAILABLE

Unsuspended panoramic view from Madison Avenue's tallest building. Windows on all four sides. Completely modern, air-conditioned. Present tenants include leaders in the world of industry, commerce, publishing, advertising, broadcasting and foreign information. Ed Rindfleisch, MU 57000.

BROADCASTING
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
- DEADLINE: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED: 20c per word. $2.00 minimum. HELP WANTED 25c per word. $4.00 minimum. DISPLAY ads 20c per inch.
- No charge for blind box number. Reply to: Broadcasting, 1737 DeSales St., N.W., Washington 6, D. C.

APPLICANT: If transcriptions or bulk packages submitted, $1.00 charge for mailing (F.O.B. residence, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Issuance expressly repudiates any liability or responsibility for their custody or return.

RADIO
Help Wanted

Management
Proven successful sales producer to join multi-station operation at leading West Coast stations. Superior results expected. Must have experience in top management positions. Moderate living. Box 343G, BROADCASTING.

Sales
Northern Illinois—Independent top money and future for salesman who loves to sell. Box 301G, BROADCASTING.


Salesman—Young man who desires to grow with established regional radio stations. Sales experience in top market desirable, but not essential. Opportunities unlimited in top market. Box 360G, BROADCASTING.

California, KCJU, Delano. Serves. 1,300,000. Increasing sales staff.


Announcers

Staff announcer for North Carolina independent. Excellent opportunity to get interested in personality development. Box 241G, BROADCASTING.

Announcer-first phone with several years commercial experience for expanding Illinois kid- cast. No top types. Good pay for competent air salesman. Many fringe benefits. Personal interview necessary. State age, education, experience. Box 274G, BROADCASTING.

Desirable staff position with kilowatt independent. Experienced airman, not interested in personality. Box 243G, BROADCASTING.

Opportunity for married staff announcer. Send resume to ANN Networks Texas. Box 353G, BROADCASTING.

Pop dj—must be fast mover. Good starting salary. Semi-tropical, progressive Rio Grande Valley. Send tape and resume. Box 342G, BROADCASTING.

Maryland independent wants experienced staff announcer for morning-afternoon disc shows. Box 343G, BROADCASTING.

Wanted, fast paced, bright morning man with first phone for major city in southern California. Send tape and complete background to Box 353G, BROADCASTING. Ability very desirable.

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history to Box 364G, BROADCASTING.

Needed immediately top flight announcer-chief engineer. Salary dependent on ability. Permanent job, good future. Send tape, references and full particulars. Box 357G, BROADCASTING.

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in major stations. All Negro programmed stations. Our employees know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape and background. Box 363G, BROADCASTING.

Central Pennsylvania daytimer wants a pleasant-sounding dj-announcer. Send tape, salary require- ments and form of contract. Will move immediately. Box 373G, BROADCASTING.

RADIO
Help Wanted—(Cont’d)

Announcers

Announcer-deejay for midwest station in two million market. TV and radio experience. Must be good news and board operation. Must know music. Send resume, picture and tape to Box 380G, BROADCASTING.

Beautiful Wisconsin is calling a morning man for independent news and music station. Prefer color man with first ticket. Will use straight announce. Write Box 400G, BROADCASTING.

Wanted. Experienced announcer. Can also sell. Contact Dr. F. P. Cerniglia, KXXG, Monroe, Louisiana.

Sigma Delta Chi winning news department has immediate openings for two news men with good snap and style. Must have some experience for news. Send tape and resume with all possible haste to Dave Mulhstein, News Director. KLJF, Dallas, Texas.

Good announcer who can help with copy, sales, if desired. Extra pay for 1st phone. Job will pay from $75 to $100 per week. E. H. Whitehead, KTLU, Rust, Texas.

Announcer-newman with experience. $80, WOCJ, Costeville, Penna.

New Jersey daytimer needs announcer with some sales experience. Tape, experience, and references. Will, Newton, New Jersey.


Morning man with first ticket. Ideal working conditions. Salary. WRUM, tel. 1397, Rumford, Maine.


Technical

Wanted at once—Technical man who is husky announcer but good at maintenance and construc- tion and repair of station near Philadelphia. Box 185G, BROADCASTING.


Minnesota radio needs experienced engineer with some on-air experience. Must have all particu- larst first letter. KMBL, Marshall, Minn.

Florida regional daytimer needs first class en- gineer-announcer as chief. Eighteen hours board and little maintenance. WAFP, Avon Park.

Engineer: Wanted with first class license. WSBY, Rutland, Vermont.

Production-Programming, Others

Copywriter, experienced. Immediate opening. Contact Leo Jylha, WBCM, Bay City, Michigan.

Copywriter, experienced. Immediate opening. Contact Leo Jylha, WBCM, Bay City, Michigan.

Growing chain needs top flight newsmen. Must have experience and top references. Opportunity to become program manager. WYQJ, Hotel Fassett, North Main Street, Wellsville, New York.

Copywriter for tv-radio operation. Time-Life af- filiate. Must have 2 years experience, and top references. Send resume with all possible haste. Send history, copy, photo, to Con- sultant Director, WOOD and WOOD-TV, Grand Rapids, Michigan.

RADIO
Situations Wanted

Jack Laurence and the voices in the news. Now featured by 49 radio stations. Jump on the million dollar news and board operation. Must know music. Send resume, picture and tape to Box 380G, BROADCASTING.

Louisiana man seeking job manager, small sta- tion southern states only. 35, married available immediately. Box 385G, BROADCASTING.

Sales manager, suitable for good sized market; location: national assignments. Box 383G, BROADCASTING.

"Born to the Business!" 300 years old to copy. announcer, trained. Attention agency photo references. Box 370G, BROADCASTING. Experienced announcer with sales and profit background. Imaginative programming, intelligent promo- tions and sales training, thorough knowledge of human element in broadcasting. Accom- plished speaker, civic leader, public relations man. Price—no-bid executive worth increased sales and profit to you—$15,000 a year plus all cost节约s. Send resume and proof experience. Box 408G, BROADCASTING.

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 422G, BROADCASTING.

Engineer, third class ticket. 10 years experi- ence all voice. Married. Box 559F, BROADCASTING.

Personalitv-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 186G, BROADCASTING.


Negro deejay, good board man, fast patter, smooth production, experienced. I'm the one you're looking for. Tape and resume. Box 187G, BROADCASTING.


God given gift: Inimitable young announcer. You're for sitting. Please try. Box 346G, BROADCASTING.


October 20, 1958 • Page 111
RADIO

Announcers

DJ-employed at McLendon-Storz type station. Seeking relocation northeast or west. Box 349G, BROADCASTING.

Outstanding morning radio-tele personality (voice, characteristics, gimmicks, sports) desires to relocate to larger market. Experienced. References. Lax boxes need not reply. Current board operator to major market in one of nation's five major markets. Superior reference. Box 352G, BROADCASTING.

Announcer 1/4 years experience, married, earning $75.00, will travel. Box 356G, BROADCASTING.

Announcer, employed, desires relocation. Prefer California or Arizona. Married. Box 355G, BROADCASTING.

On the level. Versatile announcer, disc jockey. Knowing of this, he will travel. Available at any time. Box 358G, BROADCASTING.

Northwest announcer, some experience, ticket, married. Will accept small independents. Box 366G, BROADCASTING.

Outstanding basketball broadcaster available. Ten years experience pro, college, high school. Reliable, reasonable. Box 370G, BROADCASTING.

Experienced announcer, program director, sales, promotions and account executive. Minimum $400.00. Box 380G, BROADCASTING.

Five years commercial experience, radio, tv B.A. Excellent dj, strong newscasts and commercials. Good reference, currently employed. Write Box 371G, BROADCASTING.

Mature announcer; experienced; good voice; excellent newscaster; cooperative, dependable. Single student college graduate. Box 385G, BROADCASTING.

Announcer-dj; also sales, copywriting, news, commercials, music. Operate board. Box 388G, BROADCASTING.

Beautiful Wisconsin is calling a morning man for independent news and music station. Prefer college man, with first ticket, will use straight announce. Write Box 400G, BROADCASTING.

Versatile, versatile dj. Midwest. Box 401G, BROADCASTING.

Versatile young announcer dj, permanent position—married—very, very good potential. Box 405G, BROADCASTING.

Young man wishes to return to "first love," experienced radio announcer, control board operator and all phases of radio-tele performing, for tapes and film. Box 406G, BROADCASTING.

Experienced negro dj's, R&B or religious. Prefer work Alabama, Florida, Georgia, Louisiana, Texas. Now working. Box 408G, BROADCASTING.

Sportscaster, morning man and staff announcer with present 1 1/2 kw station five years. Musical background, trumpeter and vocalist with Lawrence Welk and others. Married, one child. Location unimportant. Desire change to do more professional type work. References. Box 409G, BROADCASTING.

Experienced negro dj's. R&B or religious. Prefer work Alabama, Florida, Georgia, Louisiana, Texas. Now working. Box 408G, BROADCASTING.

TELEVISION

Help Wanted

Management

Manager or commercial manager. Excellent record in those positions in top markets; 17 years experience. Also network agency. Best references all employers. Box 287G, BROADCASTING.

Well over $200,000 local tv billing in 400 markets plus national accounts. Organized 10 years ago. Invaluable to top key people. Newly appointed sales manager. Available to suit your needs. Best references. Box 353G, BROADCASTING.

Commercial manager. Strong 10 years television sales record. National experience, plus ability to read local staff in creative sales. Best references. Box 404G, BROADCASTING.

Sales


Experienced in both metropolitan and small markets; mature salesman with 18 years in the business. 10 years radio, 5 years tv, desires permanent and/or sales position with network or station. Married, sober, dependable and capable. Best references. Box 366G, BROADCASTING.

Executive type. Heavy sales experience all levels. Effective. Experience in confidence. Box 410G, BROADCASTING.

Announcers


Announcer, writer, TV, film, radio experience. News, sports, commercials. Versatile, Box 380G, BROADCASTING.

11 years radio and tv newscasting experience. I would like to discuss a part of your news staff if you want an authoritative, calm type of newscaster. I can cover all phases of tv news reporting. Presently employed; desiring move to a larger market. Box 389G, BROADCASTING.

Technical

Chief engineer—9 years experience, all phases television broadcasting. Past 4 years assistant to general manager. Box 357G, BROADCASTING.

Maintenance and control room operator. 1st phone, good training and experience back. Single. Available November Ist. Box 385G, BROADCASTING.

TV tech available after November 15. Network O & UHF station going dark. Five years experience in operation and maintenance VHF and UHF stations, plus all phases of studio operations. Three references. Write for more details. Young, dynamic, hardworking engineer. Have 1st class radio-telephone license, married, age 22, will travel, domestic or foreign. Box 387G, BROADCASTING.

Production-Programming, Others


News director, large Midwest tv, wants relocation. Fully experienced, all phases. Willing to build new business organization. Excellent attitude, Hard worker. $300.00 start. Box 372G, BROADCASTING.

Have 8 years experience; will travel. Alert young production minded family man is looking for a position that would warrant his most able attention. Presently employed. Box 375G, BROADCASTING.

Writer-producer-coordinator, New York tv experience. Dependable Anderson. c. o. 390G, BROADCASTING.

Production director, also engineer experience, currently with major ABC affiliate, 10 years experience. Willing to work anywhere in USA. Must have strong relationships. Top references. Box 407G, BROADCASTING.
FOR SALE

Stations

Minnesota station presently grossing $70,000, asking full price with $15,000 down. Box 269G, BROADCASTING.

A going uhf station with RCA equipment doing $65,000. The station is located in a city of 25,000 people. Selling due to 16-year-old situation including land and buildings in the 37th largest market in America. Write Box 271G, BROADCASTING.

Southern clear channel daytimer. Good performance. Will sacrifice for $30,000.00 cash. Box 341G, BROADCASTING.

Up and going in Florida, 1 kw daytimer. Good billing at present-potential for more. One owner sale. Reason for selling, other interest. Buy direct from owner for $23,000. $25,000 down. Box 316G, BROADCASTING.

Gulf states small market station $18,987. $5,000 down, small market stations (3). $45,000, $125,000. terms. Chapman Company, 1182 West Peaches, Atlanta, Georgia.

Nevada fulltimer-kilowatt, $29,000 down. Will Gunderson and Associates. $650 W. Olympic, Los Angeles, California.

Southwest single market full time. Making money. Ideal for recent manager. $17,000 with $18,000 down. Patt McDonald. Box 822, Austin, Texas. $3,000 in addition.

Florida medium market stations (3), prices ranging $40,000 to $55,250, all with terms. Chapman Company, 1182 West Peaches, Atlanta, Georgia.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack Stoll Associates. 181 Hollywood Blvd., Los Angeles, California.

Great Plains state medium market station. $300,000. $250,000 down payment. Chapman Company, 1182 West Peaches, Atlanta, Georgia.

Have buyer for single market operation billing $175,000 of which $35,000 down. Patt McDonald. Box 822, Austin, Texas. GL 3-8300.

Upper south small metropolitan market television station. Selling for price of $125,000 plus equipment. Patt McDonald. Box 822, Austin, Texas. GL 3-8300.


Southern California kilowatt—$45,000.00 down. Attached to the Will Gunderson and Associates. $630 W. Olympic, Los Angeles, California.

Regional daytimer Oklahoma single market. $47,000.00. $10,000 down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8300.

West Texas secondary market full time. Nicely programmed, has potential. $41,560. $11,500 down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8300.

Paul H. Chapman station broker and associates will be at the Mayflower Hotel, Washington, during NAB Conference October 27-28 and will welcome all interested persons interested in buying or selling stations.

Equipment

RCA 311AB frequency meter recently removed from service. Needs worked on, but basically sound. Contact 214G, BROADCASTING.

Schaefer remote unit, $395.00. Standard Library, good condition. $375.00. Might trade part payment. Box 316G, BROADCASTING.

One kilowatt uhf television transmitter, Channel 22 with monitors, demodulator, filterplexer, transmission line etc. Also Blaw Knox 25 ft self-supporting tower. Prices and details on request. Box 61G, BROADCASTING.

M-9A Magnecorder rack mount excellent condition, a real buy at $785.00. KQCC, Scottsdale, Arizona.

Have a 520 watt RCA transmitter, model 525-L, with complete compliment of tubes, just taken out of service. Make offer. Contact KXSW, Mt. Shasta, California.

Mohawk midgetscope, complete with leather case, mike, microphone, phone pickup, 3 cartridges. Instruction manual, service. R. A. W. $100. Write Chief Engineer, WJLU, Scranton 1, Pa.

FOR SALE—(Cont’d)

Equipment

1-kw Federal fm transmitter with two bay Andrews antenna and transmission line (A-1 condition) Ekko, 2336 Conshonas, Pittsburgh, Penna.

TV—$18,000. 14"—$12,000. 17"—$12,500. 21"—$250.00. Miratel, Inc., 1600 Dione St., St. Paul, Minn.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade marks, plug-in construction. F—$18,000. 14"—$12,000. 17"—$12,500. 21"—$250.00. Miratel, Inc., 1600 Dione St., St. Paul, Minn.

RCA, HVA-17, transmitter, $1,500. Write Chief Engineer, WJLU, Scranton 1, Pa.

WANTED TO BUY

Stations

Moneymaking owner has modest down payment on part or all good potential station or ep. Box 115G, BROADCASTING.

Want am station in Cleveland or Virginia. Prefer 25-35 thousand dollar price range in small market. Box 1490, BROADCASTING.

Two experienced radio men who like to buy small station in upper midwest. Replies held confidential. Box 246G, BROADCASTING.

Having sold my station am in market for another. Prefer midwest or southwest, though any good market will be considered. Prefer down payment $10,000, but more or less will be considered. Write Box 286G, BROADCASTING.

Radio station wanted in market of 75,000 or larger; ready to make cash down payment. Seller may retain interest if desired. Confidential. Write Box 348G, BROADCASTING.

AM stations wanted in Jackson, Birmingham and Little Rock. Top price $150,000 each. Box 382G, BROADCASTING.

AM station wanted on Mexican border. Prefer part interest. Wanting investment only. Box 363G, BROADCASTING.

Cash loan available for station planning promotion campaign. 5% plus reasonable stock bonus. Box 412G, BROADCASTING.

Reasonable manager will buy part all sick station, good market. Phone, wire Detroit, Townend 3-9142.

Paul H. Chapman station broker and associates will be in Washington during NAB Conference October 27-28 and will welcome all interested persons interested in buying or selling stations.

Equipment

Used field intensity meter—broadcasting band. Must be in good condition. Contact 394G, BROADCASTING.

Used 250 watt fm transmitter complete with monitors. Call or wire Richard Puck Enterprises, KBEX, Waco, Texas.


Small console or consolette. Cash. Bill Bigley, 11600 9th St., Burbank, California.

RF amplifier, in good condition, Gates 5134A or similar, WBUJ, Union, S. C.

INSTRUCTION


FCC first phone license in six weeks. Guaranteed instructor and teaching teacher, G. I. approved. Phone F. Michael 2-3733, Elkton Radio School, 3600 Regent Drive, Dallas, Texas.

Since 1946, the original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enroll now for classes starting October 29, 1958. Box 341G, BROADCASTING. For information, references and reservations write William E. Cooper, Radio Engineering School, 1100 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Attention personality dj's. For only $300.00 I can increase your income $1000.00 or more per month. This is a service to make money legitimately, fast, and enjoyably. Know how ... my record hop instructions will net you $1000.00 or more per month. By following my simple instructions of the Record Hop Success $tery inside and out ... you too will be a success. I went from a $500.00 a month dj to $1000.00 per month personality in an area of only 15,000 people. Mail cashier's check or money order of $200.00 now. Teen Age Record Hop. Box 194G, BROADCASTING.

LEADING EASTERN INDEPENDENT HAS OPENING

For two better than average salesmen. Young, aggressive, capable man can earn salary in five figures after reasonable time. Draw against 15% commission. Send complete resume and photo to General Manager, WNON, Norfolk, Virginia.

Announced

Combination newsmen, dj needed by fast-paced top-rated central Pennsylvania news and music station. Salary and bonus can earn you $5,500 per year. Reply with tape-records and newsletter and references. Box 396G, BROADCASTING.

RADIO

Situations Wanted

BROADCAST EXECUTIVE

Extremely able and capable broadcasting figure with 29 years background in this field is currently available for discussions regarding future plans. Experience includes 17 years at the local station level including management, programming, sales and sales management, writing, promotion, publicity, merchandising and microphone work. Balance of experience has been in the national representative field at both the sales and executive level. Interested parties should contact Box 394G, BROADCASTING.

Sales

I WANT OUT!

The agency now has got me! Over 5 years in agency as Ad on accounts bos Fay in radio and TV, 4 years in radio, over 2 as Sales Manager. Would like good opportunity in radio or TV sales with station or Rep. Age 35, married, will relocate anywhere. All replies acknowledged. Present location Midwest.

Box 277G, BROADCASTING

October 20, 1958 • Page 113
WANTED TO BUY

Breathalin Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

EMPLOYMENT SERVICE

A Specialized Service For
Managers
Commercial Managers
Chief Engineer Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

WANTED TO BUY

Professional Radio Group
interested in purchase of
small market AM outlet.
All replies in strictest
confidence.

397C, BROADCASTING

FOR THE RECORD continued from page 110

By Hearing Examiner Charles J. Frederick
October 14

Prehearing conference scheduled for 10 a.m.
Oct. 19, is rescheduled for 9 a.m., Oct. 21, in
proceeding on an application by Western
Broadcasting, Inc., and L. Berenice Brownlow,
both St. He re, Ore.

By Hearing Examiner Thomas H. Donahue
October 18

Continued from Oct. 13 to Oct. 20 hearing on
an applications by Nick J. Chaconas, Galiflers-
burg, Md., at 41.

By Chief Hearing Examiner James D. Cunningham on
October 18

Ordered that application of University of
Judah-West Coast Branch of the Jewish
Theological Seminary, Los Angeles, Calif., be
dismissed; retained in hearing status Pacifica
Foundation, Pasadena, Calif., for filing of a
dismissed petition by KKO Teleradio Pictures Inc.
for leave to intervene in proceeding on
educational FM applications of Pacifica and
University of Judah.

By Chief Hearing Examiner James D.
Cunningham on October 19

Granted petition by Pacific Broadcast (KUDE),
Oceanside, Calif., for dismissal without prejudice
of application of Toombs County Bestg. Co. for
an facilities in Lyona, Ga., and retained in
hearing status application of Twin City.

By Hearing Examiner Anne Neul Hunter
on October 9

Granted motion by WPMJ Bestg. Corp., Phila-
delphia, Pa., to compel Twin City to file
applications in proceeding involving its am
application and that of Twin City Bestg. Co.,
Inc., for new FM station in Philadelphia, without
prejudice to the filing of new 11 amended
applications of deposit which contains more
detailed information as was indicated in its
motion by Twin City Bestg. Co., for dismissal
without prejudice to the ruling of deposition
which was stated on record at prehearing
conference.

By Hearing Examiner Herbert Shafman
on October 9

Cancelled prehearing conference scheduled for
Oct. 16 re applications of Wabash Valley Bestg.
Corp. (WYAF-TV, Channel 19), for renewal of
its license and Liveasy Bestg. Co., for new tv station
to operate on ch. 10, both Terre Haute, Ind.,
prehearing conference scheduled for 2:30 p.m.,
Oct. 15, will be held instead at 3 p.m. on same
day re applications of J. A. Roberts Co., Cedar
Falls, Iowa, for station license.

By Hearing Examiner Millard F. French
on October 9

Scheduled prehearing conference for Oct. 23
on application of King County Bestg. Co. for
am facilities in Wickford, R. I.

By Hearing Examiner H. Gifford Iron
on October 10

Continued oral argument from October 13 to
October 14, on application of WILA Inc. (WILA),
Danville, Va., for Mod. of op.

Commission on October 10, granted petition by
Capital Radio Enterprises (KGMS-TV), Sacra-
mento, Calif., for extension of time from Oct. 6
to Oct. 20 to file replies to several oppositions
filed by Passport, Inc., in July 11, for
applications of petition for rule making to assign ch. 12
to non-commercial.

By Comm. Frederick W. Ford on October 9

Granted petition by Broadcast Bureau for
extension of time of RICO San Diego Co. to
request for initial decision in Bowling Green, Ky.,
tv ch. 13 proceeding (Sarkes Tarzian Inc., and George A.
Brows Jr.);

By Hearing Examiner Jay A. Kyle on October 7

Scheduled further hearing for Oct. 16 in
proceeding on application of Walter G. Allen and
Marshall County Bestg. Co., for am facilities in Hunt-
sville and Arab, Ala.

By Hearing Examiner J. D. Bond on October 8

Continued further hearing to Oct. 18 in Hampton-
Norfolk, Va., tv ch. 13 proceeding (Peninsula
Bestg. Corp. (WVEC-TV), et al).

By Hearing Examiner H. Gifford Iron on October 8

Scheduled oral argument on petition by WILA Inc. (WILA),
Danville, Va., for leave to contest its application.

By Hearing Examiner Elizabeth C. Smith
on October 8

Granted request by Twin City Bestg. Co., for
prehearing conference in proceeding in
which it has made application and that of Toombs County
Bestg. Co., both Lambert, Ga., prehearing
conference is scheduled for Oct. 18 at 2 p.m.

By Hearing Examiner Idaore A. Honig
on October 9

Ordered that Gateway Bestg. Corp. (WOTW),
Nampa, N. 1., has right to file with Commission a written
appearance within 20 days of mailing of Notice of
Requirement. Hearing in proceeding on am application of Westminster
Bestg. Co. (WCME), Brunswick, Maine, be held
in default.

Continued from Nov. 10 to Nov. 14 hearing on
an application of KWWB Inc. (KWWB), Hobbs,
N. M.

Broadcasting

Dollar for Dollar

you can't beat a classified ad in

getting top-flight personnel.
**OPERATING TELEVISION STATIONS**

Compiled by Broadcasting, October 15, 1958.

| AM | 3,258 | 35 | 105 | 560 |
| FM | 528 | 68 | 102 | 70 |
| TV (Commercial) | 428 | 80 | 110 | 101 |

**TOTAL**

| COMMERCIAL | 427 | 81 | 508 |
| Non-COMMERCIAL | 27 | 8 | 35 |

**COMMERCIAL STATION BOXSCORE**

As reported by FCC from Sept. 30.

| AM | 3,258 | 536 |
| CPs on air (new stations) | 32 | 23 |
| CPs not on air (new stations) | 101 | 98 |
| TOTAL AUTHORIZED STATIONS | 3,391 | 665 |
| APPLICATIONS FOR NEW STATIONS (in hearing) | 449 | 39 |
| APPLICATIONS FOR NEW STATIONS (in hearing) | 108 | 29 |
| TOTAL APPLICATIONS FOR NEW STATIONS | 557 | 68 |
| TOTAL APPLICATIONS FOR MAJOR CHANGES (not in hearing) | 381 | 24 |
| APPLICATIONS FOR MAJOR CHANGES (not in hearing) | 739 | 10 |
| TOTAL APPLICATIONS FOR MAJOR CHANGES | 524 | 62 |
| LICENSES DELETED | 1 | 2 |
| CPs DELETED | 2 | 0 |

1. There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.
2. There is, in addition, 28 tv cp-holders which were on the air at one time but are no longer in operation and have not started in new service.
3. There have been, in addition, 211 television cp's granted, but now deleted (44 vhf and 167 uhf).
4. There has been, in addition, one uhf educational tv station granted but now deleted.

**榆林**

**NARBA NOTIFICATIONS**

List of changes, proposed changes, and corrections in assignments of broadcast stations modified appendix containing assignments of broadcast stations attached to recommendations of North American Regional Broadcasting agreement engineering meeting.

**CANADIAN**

| 710 Kc. | CJSF Leamington, Ont.-D. | K-D D. Class II. Delete assignment for increase in power. (CJSF remaining 1 kw K-D T-D). |
| 1000 Kc. | Chrs St. Jean, P.-O. | K-D D. Class II. Delete assignment for increase in power. (CHRS remaining 1 kw K-D D). |
| 1100 Kc. | JCBC Stratford, Ont.-I. | K-D N. Class IV. Delete assignment. New. |
| 1300 Kc. | CFE Vancouver, B.C.-D. | K-D D. Class III. Delete assignment. New. |
| 1600 Kc. | CHUB Nanaimo, B.C.-D. | K-D U. Class II. Delete assignment for increase in power (CHUB remaining 1 kw K-D D). |
| 1700 Kc. | KFB Richmond, B.C.-D. | K-D U. Class II. Delete assignment for increase in power (KFB remaining 1 kw K-D D). |

**AMERICAN**

| 700 Kc. | KCCF Tucson, Ariz.-I. | K-D D. (now in operation with new station) D. Class III. |
| 900 Kc. | WTYO Marianna, Fla.-I. | K-D N. (now in operation with new station) D. Class III. |
| 1000 Kc. | WBWH Cleveland, Ohio.-I. | K-D U. Class III. Delete assignment. New. |
| 1200 Kc. | WYOL Barre Mills, Penn.-I. | K-D D. Class III. (P.O. 1,200 kw K-D D. Change in night operation) U. Class III-D. I-E.Q. 1-1-59. |

**October 20, 1958 • Page 115**
Variety Spices
WFBM Programming
—Pulls "First
All Day" Rating!

every minute is a
selling minute on WFBM

- First all day"..."most listened to" because WFBM
sounds good to Hoosiers! More entertainers, many different
voices, plus a variety of music, give a daily lift to listeners.

- 12-man news staff and 3 mobile units handle fast-breaking
local, farm and weather stories with on-the-spot priority...

world-wide events get exclusive coverage by WFBM-TIME
Washington News Bureau.

This variety assures an even larger cumulative audience. It's
what you want for saturation spot campaigns!

Check WFBM first—where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m. - 6 p.m.) June, 1958
Represented Nationally by the KATZ Agency

to sell the most Hoosiers
be sure your product
is cooking in the hottest pot!
Have radio-tv air salesmen gone the way of the dinosaur?

What's happened to the local "air salesmen" for the radio and tv stations who do the sponsors' commercials even without benefit of filmstrips, cards or electrical transcriptions?

In this day and age when everything moves with the speed of lightning and everybody is in orbit along with the Sputniks and Explorers, the man who sells the products for the local radio and tv station has gone so far into orbit that he's disappeared! That's what it looks like from this side of the fence, where there is a constant search for good talent to sell a sponsor's product. Naturally, the "old school" remains—Del Sharbut, Jim Ameche, Rex Marshall, Ken Nordine, and some more.

But the average school of thought these days seems to be "The record's the thing!" That may be true. The record is the thing in three out of four radio stations, and the customer's live sales message comes last! Times were when an announcer was selected for his ability to read a commercial and not just his ability to read the words, but to sell the commercial. His diction was also taken into consideration as an ability that might put him on the road to success in the broadcast field. Today, as records have taken over the bulk of the program log of the average radio station, the straight announcer—the man who sells products for the advertiser on a station, whether large or small, big city or tank town—has taken a back seat to the young, aggressive "up-start" who knows the beat, composer, arranger and artists of the latest rock and roll hit tunes.

And what have the advertisers been doing about all this? They've been going to the Ken Nordines, the Rex Marshalls and the Del Sharbuts and paying the freight for transcribed commercials over which they have absolute control.

Listen to the howls of the independent station operators hollering, "Foul! It's been rigged! We hire our announcers primarily to sell..." That may be true, but what are they selling—records or products?

True, there are stations still on the air who do hire announcers as salesmen. These "old-type" announcers are beginning to see the twilight of their careers, though, and they are beginning to muscle in on the management side of the stations. When that happens, they, too, lose sight of the fact that a station should have someone on the air who can do the selling for the clients, someone who can act as a disc jockey or an m.c. and still do a creditable selling job for used cars or peanuts or gasoline or soap chips or a bank.

The surveys have all indicated the popularity of the stations and the believability of the network outlet over the independent, but somebody has yet to gauge the value of a real salesman over the disc jockey—the happy-go-lucky, always smiling, crew-cut, bouncy housewives' "friend," who feeds the woman-of-the-house music and nonsense all day while the network announcers sell her all the products. Sure, the independent station operator or the semi-network station operator claims his personalities do sell. They have success stories which they have mimeographed by the thousands for the timebuyers to slap up and throw in the wastebasket.

The problem is that the local advertiser does not have the necessary funds in his advertising budget to include a jingle—a good one, that is—or a good announcer to sell his product the transcribed way.

What do we do then? Not everybody can hire network calibre announcers. Not every station is going to hire big-voiced announcers with pear-shaped tones. Usually, the stations end up with personalities who are great as record m.c.'s but who feel that it is beneath their dignity to rehearse a commercial for even one minute before it is read on the air. Perish the thought! Rehearse a commercial! Never!

This may sound like it is directed at the radio stations only! Not true. So many tv stations have forgotten the basic principles of salesmanship that the video waves are flooded today with talent who can neither act nor read properly, much less do a realistic and interpretive job of discussing the world and local news on a 5- or 15-minute tv newscast.

Who's at fault for all this? Is it the stations themselves? Is it the announcers who have glorified their positions until they have become the highest priced non-selling salesmen in the broadcast field? Or is it the advertisers who have shied away from buying the hometown talent and gone to the big city in search of network salesmen? Who knows? Maybe it's the schools who turn out the announcers, or the schools of thought. If it's the latter, then everybody is to blame. If it's the schools, then there aren't many who can really pinpoint the blame, for the schools are turning out what the stations, advertisers and agencies want.

Whoever is to blame, a word of advice to them, one which can be absorbed by everyone in the broadcast field. Better teach the announcers how to sell a commercial. Better teach them that there is such a thing as rehearsal. Better teach them that regardless of the program rating, the advertiser is not going to stick if his product doesn't sell. And, he would like to have a local announcer do the commercial for his product if the announcer will see fit to spend some moments reading the commercial before it goes on the air, trying to put some life into it! After all, it's a two-way street. The advertiser wants to sell his product and the announcer wants to sell himself. They can both make money when the local announcer decides that he can spend some time on commercials and put a commercial presentation.

Trying hard not to use the following phrase as a disclaimer, because it isn't, I'd like to say that all announcers aren't lousy salesmen. All d.j.'s aren't interested only in whether the color of their shirt is okay for the color cameras. There are quite a few who still work at the trade they have chosen and quite a few local announcers who are doing a tremendous job.

EDITORIAL

Section 315's Last Lap

EVERYONE who believes that broadcasting does or should amount to anything as a journalistic force will cheer the U. S. Supreme Court's decision to review the political broadcasting law.

This law does everything that a law governing journalism should not do. It has reduced radio and television, during election campaigns, to the status of communications carriers with no authority over the traffic they bear.

If left as it is, in effect, the law makes the broadcaster the equal of the Western Union messenger or the switchboard operator. It prevents him from becoming the equal of the publisher of the smallest, least influential newspaper in the land.

The broadcasting law, which is Sec. 315 of the Communications Act, requires the broadcaster to give equal opportunities to all political candidates for a given office, providing he has given opportunity to any, and prohibits him from censoring—which is to say editing—any candidate's speech.

The case now before the U. S. Supreme Court is the classic illustration of Section 315 in action.

WDAY-TV Fargo, N. D., in compliance with the law, sold time to an independent candidate for a U. S. Senate seat after it had sold like time to the Republican and Democratic candidates.

The independent was a political nonentity. By stretching just far to its limits, North Dakota newspapers were giving him an occasional inch. Events proved the superiority of editorial judgment over government fiat in decisions affecting the dissemination of information. The independent polled 937 votes to his Republican opponent's 155,305 and the Democrat's 87,919.

On his television appearance the independent made a speech which contained questionable references. Again in compliance with the law, WDAY-TV officials did not censor the speech despite their awareness of its dangers. Their reward for observing the law was to be sued, jointly with the candidate, for $150,000 libel damages.

The North Dakota Supreme Court, whose decision the U. S. Supreme Court has now agreed to review, held that because Section 315 prohibited the station from censoring the speech, it implied immunity for the station from libel action.

There are some broadcasters (and some lawyers) who approved that decision.

But, at best, it is a half-measure. If broadcasters are to achieve journalistic maturity, the North Dakota court's interpretation should not be allowed to stand. The larger question of constitutionality of Section 315 must be decided.

If broadcasting is immunized from libel in the political speeches it broadcasts, it will have ceded yet another responsibility to government. To cede responsibilities willingly to others is the surest indication of unwillingness to grow up.

What all broadcasters should be seeking vigorously is the opportunity to present political candidates and political news with the freedom enjoyed by other media. They should be clamoring to be given that authority and the responsibilities that go with it. They should be volunteering their full support in the preparation of the Section 315 case before the Supreme Court.

Uhf's Struggle for Survival

WHEN CBS threw in the sponge for one of its two uhf stations, it did the expected, if not the inevitable. Irrespective of what the engineering and propagation curves may show, it is a proven economic fact that a uhf station in a market having two or more vhf stations—even if the uhf is network-owned—cannot make a go of it under prevailing conditions.

But this is not to say that uhf is doomed everywhere. In those markets where uhf competes with uhf and where there is no uhf penetration from more than one station, uhf is accepted and welcomed. Where there is no uhf penetration, the uhfs fare very well.

CBS is going dark with Ch. 18 WHCT-TV Hartford to affiliate with Ch. 3 WTCI-TV. It is continuing operation of Ch. 18 WXXH-TV in Milwaukee where there is an available vhf operating independently in a market that has two other network affiliated vhf's. Thus the CBS action evened the count with NBC which on Oct. 1 closed down Ch. 17 WBUF-TV in Buffalo to reaffiliate with Ch. 2 WGR-TV. NBC continues with its Ch. 30 WNBC (TV) Hartford-New Britain. Both of the abandoned uhf stations had suffered heavy losses. And those the networks are continuing to operate are not financial successes.

The FCC staff is now drawing up recommendations on tv allocations, involving a number of pending deintermixture proposals. The administration is still considering appointment of a high level commission to appraise the whole area of spectrum allocations, including military as well as civil broadcasting and industrial usage. Congress at the next session is pledged to consider legislation that would activate a study looking toward single control of the spectrum as against the divided authority of the Executive and the FCC.

The demand for spectrum space far exceeds the supply of usable bands. Next to the minimal requirements of national defense and safety of life services, broadcasting services should have priority. They are indispensable to the public service.

It has been evident for some time that the 1952 "final" allocations for television were not "optimum." Mixing of uhf and vhf markets has not proved feasible. We do not profess to know what the answer should be. We do know that it is not to be found in putting patches on patches on the existing base structure.

A long-range, scientific realignment is indicated—one that will do least violence to established service to the public and will permit orderly amortization of investments. Broadcasters, as the FCC's engineering commissioner T. A. M. Craven recently reminded, have an important stake in this overall project and cannot help themselves by what he called "blind resistance in the face of technological progress."

Uhf may be of utmost importance in television's future. Until realistic answers are produced by proper analysis of spectrum use and availability, not a single one of the 70 uhf channels should be forfeited or abandoned.

Joseph Katz

JOE KATZ, who died last week at 70, came close to being the advertising man's advertising man. He was one of a diminishing clan who helped build advertising to professional status against the rugged opposition of bureaucrats and do-gooders who contended it belonged to the era of medicine shows and pitchmen.

Mr. Katz won acclaim as a creative copy writer. He had established his agency in Baltimore and Baltimore remained his home and his headquarters. The course of economic events dictated the establishment of New York quarters but he never personally made the transition to Madison Avenue.

To Joe Katz "people were more important than things." This philosophy animated his business and personal life. He hated stuffy shirts and loved the little guy. His philanthropies were many.

Mr. Katz recognized the potency of radio and used it liberally for his accounts. He became the principal owner of WWDC Washington 10 years ago and recently bought WMBR Jacksonville.

The Katz billings probably never hit the top 20. They probably could have if he had chosen to follow the parade to Madison Avenue. Being essentially a creative artist, he preferred the home town and the common touch. It achieved for him more than worldly goods—the respect and the admiration of his fellow men.
WSAZ-TV
... the winner in every race!

- CHARLESTON ARB Share of Audience
- HUNTINGTON ARB Share of Audience
- AREA ARB Share of Audience
- NCS # 3 total counties
- NCS # 3 daily circulation
- NCS # 3 weekly circulation
- ARB–TOP 10–In HUNTINGTON
- ARB–TOP 10–In CHARLESTON
- ARB METRO. PORTSMOUTH, OHIO
- ARB METRO. PARKERSBURG, W. VA.
- ARB Coincidental Nighttime NEWS

The details are more exciting than the America's Cup Race... Call your "KATZ" Man!
... number one in America's 37th TV market, reports Nielsen #3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination by WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

- over 200,000 more TV homes covered than its nearest competitor
- lowest cost-per-thousand, by far
- highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit $3,159,860,000. And only WSTV-TV offers FREE “Shopper-Topper” merchandising service—“promotion in motion” designed to move food store products in America's Steel and Coal Center. For more details, ask for our new “Shopper-Topper” brochure.

A Member of the Friendly Group Stations:
KODE-TV, WBOY-TV, WSTV-TV
52 Vanderbilt Ave., 211 Smithfield St., Pittsburgh
Represented by Avery-Knodei, Inc.

WSTV-TV
CHANNEL 9 • STEUBENVILLE-WHEELING
“Best Buy by Any Known Source.”