amazing but true, more than one out of every three radios in use is tuned to WFIL.

Latest Trendex: 18,600 coincidental alls week of November 10 prove WFIL has 120% MORE audience than number 2 station and MORE than the total combined audience of the third, fourth, fifth and sixth stations. Lowest cost per 1000 in Philadelphia area. Blair has the entire story.

First buy WFIL—because WFIL is 1st.
SOME TELEVISION newscasters read the news. Baxter Ward hunts it. Writes it. Reports it. In his own terse, clipped style -- sparkled at times with his dry, subtle humor. But primarily, it's straight news, comprehensive, factual. Reported by a man whose background includes: Field Supervisor, Armed Forces Radio, Europe; London reporter, BBC; White House correspondent.

He puts ten to fourteen hours of preparation into his two nightly newscasts. Both are sold out. Both have sponsors waiting. So why this ad? Well, we just thought it high time to pat the back of a very capable, intelligent, hardworking guy.
Coverage that Counts!

WJIM-TV
Strategically located to exclusively serve
LANSING....FLINT....JACKSON

Basic

CBS

NBC....ABC

COVERING THE NATION'S
38TH MARKET

Represented by the P.G.W. Colonel

Published every Monday. 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.
multi-city buying is in fashion, too

Norfolk jackets are the last word in menswear fashion, but buying WGAL-TV's low-cost multi-city coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro.
ODIOUS COMPARISON • If radio stations go to court for "reasonable" fees for ASCAP music licenses (see page 31), it seems certain that ASCAP will try to stack up its repertory and rates against those of competitor BMI. ASCAP authorities contend that while BMI rates are about 40% of ASCAPs, they should be closer to 10%-point BMI can be expected to contest strongly, since record shows BMI with over 30% of all performances, and some experts estimate ASCAP's advantage may be less than two to one. ASCAP authorities say they'd rather go to court than be accused of "doing something unreasonable," that they think there's good chance court would raise rates, but that as matter of "customer relations" they'd like to negotiate and accordingly their "door is always open." But neither side seemed inclined to make first move after local license talks were broken off last week.

Transfer of James G. Riddell, ABC executive vice president (and director of ABPT), to Los Angeles effective Feb. 1 (story page 70) recognizes growing importance of West coast operations in network affairs. His authority will be practically autonomous, and it was at his own suggestion that move is being made.

BIG DEALER • William Zeckendorf Sr. will be seen more frequently as guiding influence in broadcasting investments. His participation with Broadway producer Roger L. Stevens in syndicate purchase of control of Outlet Co. and its WJAR-AMTV Providence (story page 89) is only second step in that direction. Mr. Zeckendorf's Webb & Knox Inc., one of world's largest real estate enterprises, already owns 50% of KBTV (TV) Denver. Zeckendorf's move into broadcasting, he says, will be expressly Webb & Knox activity, not personal, and will be handled by John C. Mullins, KBTV president—50% owner who also is third party in Stevens syndicate buying Outlet Co.

Producer Stevens has enough on Broadway and in his own real estate ventures to keep him busy. He hasn't "the slightest interest" in expanding radio-TV ties beyond Providence buy. WJAR-AM-TV happened to be part of total investment situation and he points out "the purchase was hardly done—there was a lot of competition involved." About protest of sale by Joseph (Dody) Sinclair, Outlet Co. heir and WJAR-TV station manager, Mr. Stevens said Friday: "We're best of friends. In fact, we're having dinner tonight."

HIDDEN MEANING • Does FCC Comr. Ford know more than he's telling about best move in tv allocations? In Houston speech Friday he spelled out various alternatives and cited obstacles to each—but seemingly found fewest roadblocks to use of 174-474 mc band for continuous 30-channel TV service (see page 64). Comr. Ford is official FCC liaison with Office of Civilian & Defense Mobilization, central agency representing President on allocations. Since Ford plan is extension of Craven plan, it's noteworthy that Comr. Craven was Ford's predecessor as FCC liaison with OCDM. Craven plan suggests continuous 25-channel TV service beginning at 174 mc (present ch. 7).

FCC commissioners had second meeting with special TV allocations staff last Thursday, made little progress according to informed sources. Staff has been studying various alternatives (deintermixture, revised standards in VHF bands to permit additional channels in major markets, moving TV to UHF in major geographical areas). Last week's meeting was advisory over byways of allocations schemes; no nearer crossroads leading to main highway yet.

NO BOONDOGLE • Speed of Judge Stern's Miami ch. 10 initial decision—exactly 14 days after final argument, and six weeks after record was closed in re-hearing case—has caused considerable comment in and out of FCC. One jester going rounds last week: "Guess he hasn't been an FCC hearing examiner long enough yet to know union rules!" Regular hearing examiners usually get their decisions out anywhere from four months to six months after hearing—but, in particular extenuation, it mustn't be forgotten they usually have two, three cases going at same time. Judge Stern had only Miami case under his care; he was assigned Boston ch. 5 case after issuing ch. 10 decision.

Cowles interests, not at all crushed at cancellation of $6 million cash agreement to buy WREC-AM-TV Memphis (see page 89) still is actively looking for more properties. In fact, Cowles is negotiating with Murphy Broadcasting Co. stockholders for purchase of their 40% interest in CBS-affiliated KRNT-AM-DT Moines. Ch. 8 grant was made three years ago when Murphy group and Cowles merged, with former taking 40% interest. Agreement provided, however, that Cowles could buy out Murphy group's 40% at end of three years.

NOT FAR ENOUGH • While there's general approval of FCC's revised program form [GOVERNMENT, Dec. 1] as far as it goes, there are broadcasters who feel it does not go far enough. Reaction in responsible quarters favors Comr. T. A. M. Craven's position, wherein he holds that law precludes FCC's delving into programs because it constitutes censorship. It's likely that request will be made for postponement of reply date for 60 days from Jan. 19—probably through NAB.

Sigma Delta Chi, national professional journalistic fraternity now in its 50th year, is in process of changing its ritual in keeping with electronic transmission era. In impressive initiation ceremony, symbolic paraphernalia has featured copy of newspaper. Change, to be submitted to membership for referendum, would add table microphone.

SWEENEY SUPPORT • That Western States Adv. Agency Assn. charge that RAB was "biting the hand that feeds radio" [TRADE ASSNS., Nov. 24] got short shrift at RAB board meeting last week, according to insiders. Executive committee endorsed RAB President Kevin Sweeney's response denying accusation that bureau's "$64,000 Challenge" program was a pass-agency [TRADE ASSNS., Dec. 1] and board approved unanimously. Several board members individually had already told WSAAA it hadn't read details first.

Subject of laugh tracks on comedy TV films and shows is no laughing matter at one studio. Series to be aired next year was begun and six episodes were in can without laugh tracks when show was sold to sponsor who felt laughs were needed. Last week, with completion of 39th episode, the sponsor changed his mind, asked that canned laughter be eliminated. Question is whether he can be persuaded to change third time and if not whether it might not be simpler to find another sponsor than to try to undub recorded chuckles and guffaws.

SAME GAME • It's musical chairs for TV programs again this season. A. C. Nielsen Co. analysis to be released shortly will report that of this fall's 102 evening TV network shows, only half are in same time slots they had last May—and 42 of these are up against different competition or are preceded or followed by different programs. Of other 51, 26 are new and 25 have been moved to new time spots.

NBC-TV is considering "various forms" of minimum requirements as possible substitute for Barrow-criticized station must-buy base and hopes to reach decision soon. Its officials told FCC in hearings on Barrow report last spring that substitution of minimum requirements for must-buys would pose no serious operating problem. CBS-TV notified its affiliates 10 days ago that on March 1 it would go to new form, apparently with minimum-dollar base [CLOSED CIRCUIT, Dec. 1], but form and details reportedly remain to be worked out. ABC-TV is on minimum-dollar basis.
now gives you
MORE SELLING POWER
on ATLANTA'S
live channel 5

the miracle of
VIDEOTAPE

Storer Television

WAGA-TV WJW-TV WJBK-TV WSPD-TV
Atlanta Cleveland Detroit Toledo

Alcoa, No Sleeping Dragon—Reynolds Metals' air-media sword has double edge: rival Aluminum Co. of America doubles its air media budget to make its job easier, Reynolds' harder. Page 32.

Auto Accounting—Edsel shifts from FC&B to Kenyon & Eckhardt; Lincoln from K&E to Foote, Cone & Belding. Page 33.

This Mogul Doesn't Like 'Fortune'—December issue of magazine, aimed primarily at tycoons, displeases Madison Ave.'s only real Mogul, named Emil. Agency president takes apart "Tv: The Light That Failed" article, also chastises industry leaders for continually being on defensive. Page 33.

Liqueur Makes It—Though only 20% short of achieving 100 proof status, Grand Marnier orange and cherry liqueurs, most potent yet advertised on the air, go on radio. Agency says action was taken after reaching "careful and momentous decision." Page 34.

Winston and Anacin—The cigarette leads tv network brand spenders in third quarter and headache tablet caps first place in September. Tvb's breakdown on gross time charges for September and cumulative totals. Page 35.

Tvb in Auto Ad Land—Accelerate tv use or be left behind in sales is theme as Detroit executives are urged to get out of horse-and-buggy ad habits. Page 36.

Grant Adv.'s 'New York Blues'—Thirteen staffers dismissed at New York operation in latest wave of personnel changes, attributed largely to recent account losses. Page 39.

Coverage That Counts—B&B's Miller advises tv stations to give all agencies the same coverage story and stick to it. Page 39.

Cards, Anyone?—But if you play, R. H. Bruskin Assoc. may really be learning how well you remember last week's tv commercial or a new product image. The game starts in January. It's called "AIM." Page 40.

NTA Gross Going Up—Revenue for National Telefilm Assoc. for last fiscal year went up 41.2% to nearly $15.5 million. Not income declined, however, in face of increased amortization toll and investment in stations. Page 48.

'Ding Dong' to Toll Again?—Weather organization may add children's series for syndication by next March. Hank Saperstein reveals projected plans in Chicago. Page 48.

Ch. 10 Down, Boston Next—Judge Stern recommends revocation of Miami ch. 10 grant to National Airlines; finds backdoor activities of WKAT and National Airlines disqualifying—but not absolutely; suggests new hearings. Jurist is handed Boston ch. 5 as next assignment. Page 56.

Sweeney May Question Commercial—Appointment of new Federal Trade radio-tv monitoring chief seen foreshadowing stepped-up drive on questionable broadcast commercials. Charles A. Sweeney is new head of broadcast advertising unit. Page 57.

Readying War Correspondents for War—UPI chief Frank Bartholomew proposes that armed forces, broadcasters and press set up reserve group of war correspondents who will be trained for coverage of modern warfare. Page 62.

Allocations Possibilities—Comr. Ford spells out half-dozen alternatives in tv's allocation headache; recommends none but apparently likes 50 channel strip starting at 174 mc (ch. 7). Page 64.

The Power of Broadcasting!—Radio-tv networks, through spokesman CBS' Sig Mickelson, get Democrats to postpone selection of 1960 convention site and to appoint committee to meet with Republicans. Goal: one city for both conventions. Page 67.

Others Copy CBS Radio Plan?—Karol says they will, sees "consolidation" concept as key to "a happier day" all around. Network gives assurances that personnel cutback will be kept to minimum. with new jobs wherever possible for all involved. Programs slated for dropping are indicated. Page 68.

Riddell to West Coast—ABC executive vice president reassigned to Hollywood as chief executive officer in charge of western division, effective in February. Hudson, in charge there since 1953, gets new contract, continues in advisory post as ABC v.p. and will handle special projects. Page 70.

Big Money in RAB—Radio Advertising Bureau budget will go over $1 million in 1959. Board-meeting membership names Woodall chairman, approves new projects. Page 72.

Stereo Makes the Grade—Electronics Industries Assn. labels it an "all-industry problem," starts setting up standards committee to bring conformity into the spreading technique. Page 74.

Farm Directors to Cross Hudson—Association at Chicago convention decides to hold next meeting in New York in early '59 in order to brief timebuyers on NATRFD members' vital functions. Page 76.


Providence Puzzle—William Zuckendorf Sr. and John C. Mullins, KBTU (TV) Denver principals, turn up as "mystery" associates of Broadway producer Roger L. Stevens in negotiations to buy control of Outlet Co. and its WJAR-AM-TV Providence. Page 89.

Agency-Media Partnership—Advertising agencies and media are more to each other than customers and sellers, those on both sides of the counter are reminded by Rodrick A. Mays, head of his own agency and president of Western States Advertising Agencies Assn. Why the WSSAAA is out to "sell" agencies to media is the subject of Mr. Mays' Monday Memo. Page 117.

DEPARTMENTS

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Effective radio advertising sells goods, services, ideas. Bartell Family Radio — always audience-dominant — enriches composition by involving all members of the family. This makes for maximum buyership.

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

Bartell it... and sell it!

Buying Audience

BARTELL FAMILY RADIO
COAST TO COAST

AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.
Stock Exchange Drops Trading in Jacobs Co., Mutual Parent

A. L. Guterman's F.L. Jacobs Co., numbering Mutual Network among its subsidiaries, was jolted by New York Stock Exchange, which suspended trading of Jacobs stock at start of business Friday. Action was laid to failure of company to file financial report with its stockholders as required by exchange regulations.

Immediate effect was to put dealing in Jacobs stock on over-the-counter basis. It had closed on Exchange Thursday at 7 and 3/8; by Friday afternoon over-the-counter bid was 5 and 3/8 against asked 6 and 1/4—drop of 2 and 3/8 in bid price from traded price Thursday.

Two courses of action are in prospect. Company, after completing financial report, could apply for reinstatement of trading on Exchange, which can either reinstate Jacobs Co. or start delisting proceedings. Exchange regulations require filing of financial report by three months after close of fiscal year. Jacobs Co. fiscal year ended July 31, so report was due by Oct. 31.

Company said Friday report is still not complete, but that auditors (Ernst & Ernst) hope to finish it by Dec. 31. Jacobs statement emphasized that "suspension by New York Stock Exchange was based solely on tardiness in filing its annual report. The action has no bearing on the company's financial condition. . . . The company wishes to reassure stockholders and the public that it is in better financial condition than at any time in recent years."

Delay in financial report was attributed to unusually complicated tax accounting problems involved with acquisition of new subsidiary, Symphonic Electronics Corp. (phonographs), during fourth quarter. Third quarter earnings (until April 30, 1958) reached 44c a share, compared to deficit of 70c per share in same period of 1957. Jacobs has 960,000 shares of common stock and 54,000 shares of preferred stock outstanding.

Court Wants Secret FCC Papers

Federal Judge John A. Danaher Friday ordered FCC to deliver to clerk of U. S. Court of Appeals secret papers used by Commission in realocating 14 bands from civilian to government use last April. Action taken when government claimed Executive privilege for documents on which FCC based its reallocation of various bands ranging from 220 mc to 10,500 mc. [Government, Nov. 24].

Group of aeronautical interests including Airline and Bendix have asked appeals court to force FCC to hold hearing, follow other prescribed rulemaking procedures. Commission's reallocation order was without notice or hearing, justified according to FCC on national defense requirements. FCC was ordered to deliver documents under seal to clerk of court who was ordered to deposit them in court's vault.

CBS News Pledged as Vehicle To Improve Human Relations

CBS News "will undertake a searching examination and a continuing assessment of human relations and their implications in the struggle for men's minds" as part of its contribution to improvement of human relations, CBS Inc. President Frank Stanton said in speech prepared for delivery at Anti-Defamation League forum last Saturday night (Dec. 6).

He said mass media cannot "eliminate bigotry or social violence" but can and should "bring about wider and fuller recognition of the problem, and to stimulate public discussion of it." I am not satisfied that the mass media have done all they should in this regard. I am sure that we at CBS have not, it is true that all the mass media have done a fairly effective and thorough job of reporting the events [but] it just isn't good enough to rush out the stories when things happen. We must go after the story, and go after sufficient background to illuminate the story and give it meaningful substance."

Among special reports being researched for CBS Radio and tv, he said, are "South in Crisis," "North of the Mason-Dixon Line" (segregation in North), "Hate-mongers," "Price of Discord" (what it costs this country both at home and overseas) and "Case History of Progress" (in human relations).

Dr. Stanton was slated to accept ADL medallion voted CBS for "distinguished contributions to the enrichment of America's democratic legacy" on special hour-long CBS-TV program titled The American Jew: A Tribute to Freedom, telecast yesterday morning (Sunday). Similar medallions went to Look magazine and New York Times.

BUSINESS BRIEFLY

ELGIN SEASONAL PUSH • Elgin National Watch Co., Elgin, Ill., through J. Walter Thompson Co., Chicago, will move into two NBC-TV programs before Christmas for one-shot participations. Elgin relieves RCA Whirlpool as Dec. 13-only 50% sponsor of Perry Como Show (also shared by Sunbeam, American Dairy, Noxzema, Chemstrand, Polaroid and Kimberly-Clark on varying weeks) and also relieves R. J. Reynolds Tobacco Co. night of Dec. 17 as half-sponsor of Wagon Train (shared by Reynolds, Ford Motor and National Biscuit Co.).

GREYHOUND GOES WITH RADIO • Greyhound Corp., Chicago, understood to be scheduling 24-week spot radio campaign in at least 50 markets throughout country, starting Jan. 2, 1959, and using late afternoon time periods primarily. Agency: Grey Adv., N. Y.

AMF GOES BOWLING • American Machine & Foundry Co., N.Y., will sponsor ABC-TV's coverage of the annual BPAA All-Star Bowling Tournament finals January 18 (9:30-10:30 p.m.). Cunningham & Walsh, N.Y., is AMF agency.

MILES CHRISTMAS PITCH • Miles Labs. (Alka-Seltzer), Elkhart, Ind., reported to be lining up spot saturation radio schedule in about 50 markets throughout country for two weeks during holiday period, starting in mid-December. Agency: Geoffrey Wade Adv., Chicago.

CITRUS IN CANADA • Florida Citrus Commission kicks off Dec. 29 with citrus campaign using spot radio (10 announcements per week) in at least five markets in Canada. Drive to be extended through next June. Benton & Bowles, N.Y., is agency.

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ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Nov. 28-Dec. 4 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to Broadcasting Friday, covers the week through the preceding night.

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<th>NETWORK</th>
<th>RATING</th>
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<td>Fri., Nov. 28</td>
<td>Phil Silvers (9 p.m.)</td>
<td>CBS-TV</td>
<td>26.3</td>
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<tr>
<td>Sat., Nov. 29</td>
<td>Perry Como (8 p.m.)</td>
<td>NBC-TV</td>
<td>28.5</td>
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<td>Sun., Nov. 30</td>
<td>Wonderful Town (9 p.m.)</td>
<td>CBS-TV</td>
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<td>Mon., Dec. 1</td>
<td>Lucille Ball, Desi Arnaz (10 p.m.)</td>
<td>CBS-TV</td>
<td>34.9</td>
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<td>Tues., Dec. 2</td>
<td>Rifleman (9 p.m.)</td>
<td>ABC-TV</td>
<td>24.8</td>
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<tr>
<td>Wed., Dec. 3</td>
<td>Wagon Train (7:30 p.m.)</td>
<td>NBC-TV</td>
<td>27.7</td>
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<td>Thurs., Dec. 4</td>
<td>Zorro (8 p.m.)</td>
<td>ABC-TV</td>
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V. P. Johnstone, Client Revlon Part Company With DR&J Agency

"Differences of opinion" between Dowd, Redfield & Johnstone's president John C. Dowd and Executive Vice President Edmund F. Johnstone led Friday to announcement that Mr. Johnstone would resign from agency this week. At same time it was learned Revlon Inc. would leave DR&J Jan. 1, pulling out $1 million billing (spread over Sunbath, Thin-Down, Baby Silicare powder and lotion and High Gloss hair spray).

Mr. Johnstone said he had no plans other than to "stay in the agency field," and that his departure and that of Revlon were "coincidental." He expects to announce new connection "before the end of the year." Revlon would not comment on its move, but it's understood agency may wait and see where Mr. Johnstone lands before reassigning accounts; should he join agency with conflicting cosmetics accounts, chances are Revlon may split DR&J accounts among its remaining six agencies.

DR&J was founded in 1950 out of merger between Redfield & Johnstone (of which Ed Johnstone was president) and John C. Dowd Inc., Boston. Though executive vice president at DR&J, Mr. Johnstone was chief executive officer of New York operations.

FCC Appeals Multiplex Decision On Grounds Court Not Informed

Federal judges did not understand technicalities of fm multiplexing, FCC and Justice Dept. said Friday, and therefore entire U. S. Court of Appeals should hear argument. In petition for rehearing, government said appeals court ruling Nov. 7 that Commission's 1955 multiplexing rulemaking was invalid stemmed from "misconception of the nature of the operations. . . ."

Court, by two-to-one vote, ruled that WFMF (FM) Chicago could continue simplex operation, including functional music operations [At Deadline, Nov. 10]. Majority said FCC's determination that functional music operations are not broadcasting doesn't square with Communications Act.

Petition filedFriday warned that court ruling would have serious and disruptive impact on fm broadcasting, if allowed to stand. It emphasized differences between broadcasting and functional music operation; also described technicalities of multiplexing and multiplexing.

FCC Charges Construction Firm With False Media Advertising

Federal Trade Commission filed complaint Friday against Chicago stone company, charging deceptive television advertising. Charges against Coral Stone Construction Co. claimed broadcast advertising offered home remodeling jobs at low monthly prices (which were never permitted) and failed to qualify its guarantees on its stone-work.

Other FTC actions: Approved consent order against General Products Corp., Los Angeles, to stop misrepresentations in its radio advertising for two drug preparations; issued order dismissing complaint against American Television Inc. and deForest-Sanabria Corp., both Chicago, on bait advertising and misrepresentations in selling tv sets on grounds both companies are bankrupt with all assets sold and charters dissolved.

McKenna, Whitney Buy Stations

Sales filed Friday:

Washington radio-tv attorney James A. McKenna bought 80% of WCMB-AM-TV Harrisburg, Pa., from Edgar T. Shepard Jr. (6634%) and Edgar K. Smith (136%) for total $277,500—$192,000 for stock and balance for related agreements. Mr. Smith retains 20% and continues as vice president-general manager. Mr. McKenna owns 50% of KEVE Minneapolis-St. Paul. WCMB-TV (ch. 7) suspended operations in April 1957.

John Hay Whitney, financier, broadcaster (Cornishman stations), publisher and ambassador to Great Britain, joined theatrical and radio-tv producer Martin Stone in ownership of New York state daytimers WNRC-AM-FM New Rochelle and WVIP Mt. Kisco. Corporation owned 50-50 by Messrs. Whitney and Stone will own 100% of WNRC outlets, for which Mr. Stone paid $225,000 Nov. 13 in purchase from Donald and Frances Daniels. Corporation is buying 40% of WVIP from E. Martin O'Flynn for total $125,000, leaving Mr. O'Flynn with 10%. Mr. Stone, who owns other 50% of WVIP, surrenders his stock to new corporation of which he will be half owner.

NBC-TV GETS PLUM

NBC-TV has landed prize talent plum—Sir Laurence Olivier—to exclusive one-year pact for U. S. tv appearances. First on schedule: 90-minute special featuring Sir Laurence, Judith Anderson, Hume Cronyn and Pier Angeli; "The Moon and Sixpence." Time and date are to be set, with production (on videotape and color) to be handled by Talent Assoc. Ltd., direction by Robert Mulligan, script by Don Markiewicz. Rehearsals start today (Dec. 8).

PEOPLE

GORDON F. HAYES, western sales manager, CBS Radio Spot Sales, appointed vice president of CBS Radio for spot sales. CHARLES H. COLLEIDGE, vice president for facilities operations, NBC, named general manager of broadcast and tv equipment division of RCA. He will be succeeded in NBC post by ROBERT L. STONE, who resigned last week as general manager of WABC-TV New York (see page 105).

ROBERT J. REARDON, associate copy director, and NELSON WINKLESS, television film copy supervisor, appointed vice presidents of Leo Burnett Co., N.Y.

MALCOLM C. KLEIN, assistant sales manager of KABC-TV Los Angeles since 1956, appointed vice president and general manager of WNBAI, New York, assuming general manager duties being relinquished by GERALD O. KAYE, who continues as president of stations.

ALAN WALLACE, vice president for radio tv programs and 13-year veteran with Needham, Louis & Brorby, Chicago, has resigned and will announce future plans shortly.

Roberts Asks FCC to Accept Applicants for Miami Ch. 10

FCC was asked Friday to let prospective ch. 10 Miami applicants file applications and appear as intervenors in closing phases of remanded case. Petition filed by Elzey Roberts (former KXOK and KKW-AM-TV St. Louis stockholder) asked Commission to permit applications to be filed if National Airlines permit is revoked.

Mr. Roberts also asked that applicants be permitted to take part in closing phases of Miami ch. 10 rehearsing as amici curiae. In FCC proceedings following initial decision by Judge Horace Stern (see page 56), all but one applicant may be found disqualified, Mr. Roberts said. This one, L. B. Wilson Inc., however, "in effect became a new applicant during the course of the hearing," Mr. Roberts asserted, since principal owner, L. B. Wilson, is dead.

"In view of the above circumstances and the passage of time since the original hearing [1954] it seems evident that the public interest requires that, if the present construction permit is revoked or set aside, ch. 10 should be thrown open to new qualified applicants," Mr. Roberts said.

Earlier in week, group of Miami businessmen were reported readying application if ch. 10 grant is withdrawn.

RCA Declares 50¢ Dividend

Extra dividend of 50¢ and regular quarterly dividend of 25¢ per share on RCA common stock announced by Board Chairman David Sarnoff after board meeting Friday. Dividends payable in cash to holders of record at close of business Dec. 19. Board also voted dividend of 87½¢ per share on first preferred stock for period Jan. 1, 1959, to March 31, 1959, payable April 1 to holders of record at close March 9.
Metropolitan ARB, Oct., 1958 PROVES that-

MORE PEOPLE WATCH CHANNEL 11

(SIGN-ON to SIGN-OFF) Sunday thru Saturday

THAN ANY OTHER LITTLE ROCK TV STATION

SEE YOUR BRANHAM MAN

KTHV "11"

HENRY CLAY, Executive Vice President
B. G. ROBERTSON, General Manager
Thank You FOR YOUR WIRES AND CALLS . . .

WATCH FOR IMPORTANT NEWS SOON!

"Superior production, perceptive casting, knowledgeably directed and tight writing . . .
—BILLBOARD

"... has shot its way into the Nielsen bigtime.
—RADIO DAILY

"... kept me at my set right through the commercials . . . Crisply and believably written!
San Francisco CALL BULLETIN

"... one of the best of the new Western crop.
—BILLBOARD

THE BATTLE FOR LAW AND ORDER IN "THE TOWN TOO TOUGH TO DIE"

ZIV Television
starring

Pat Conway
AS SHERIFF CLAY HOLLISTER

Richard Eastham
AS EDITOR HARRIS CLAIBOURNE

TOMBSTONE TERRITORY

ON ABC FOR ONE YEAR!

- **BEAT** Dinah Shore Chevy Show... 7 times in 8 surveys!
- **BEAT** I Love Lucy........ 13 times in 13 surveys!
- **BEAT** The Californians.... 12 times in 13 surveys!
- **BEAT** Pat Boone......... 11 times in 13 surveys!
- **BEAT** Bob Cummings..... 11 times in 13 surveys!
- **BEAT** U. S. Steel Hour.... 11 times in 13 surveys!
- **BEAT** Person to Person... 10 times in 13 surveys!
- and always **BEAT** Suspicion, George Gobel, Colt .45, Welk's Top Tunes, Eddie Fisher, Your Hit Parade, etc.

Nielsen, Oct. '57 thru Apr. '58

OUTSTANDING RATINGS IN MARKETS LARGE AND SMALL

<table>
<thead>
<tr>
<th></th>
<th>Detroit</th>
<th>San Diego</th>
<th>Baltimore</th>
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<tbody>
<tr>
<td>ARB, July '58</td>
<td>20.7</td>
<td>22.3</td>
<td>26.3</td>
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<td>Pulse, Aug. '58</td>
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<td>ARB, Sept. '58</td>
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<td>Cincinnati</td>
<td>30.5</td>
<td>34.0</td>
<td>31.0</td>
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<td>ARB, Feb. '58</td>
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<td>ARB, Apr. '58</td>
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<td>Portland, Ore.</td>
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<td>ARB, June '58</td>
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<td>Seattle-Tacoma</td>
<td>37.8</td>
<td>27.9</td>
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<td>ARB, Mar. '58</td>
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"My Gawd, she's TALL!"

YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Share of Audience</th>
<th>WDAY-TV</th>
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<tr>
<td>9:00 A.M. — 6:00 P.M.</td>
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<td>77.2</td>
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<td>Monday - Friday</td>
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<td>6:00 P.M. — 10:00 P.M.</td>
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<td>74.1</td>
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<td>Sunday - Saturday</td>
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<tr>
<td>10:00 P.M. — Midnight</td>
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<td>81.1</td>
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<tr>
<td>Sunday - Saturday</td>
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Ask PGW for all the facts!

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives
Practical Guide or a Tightrope?

Editor:
I have taken a good look at the Standby Voluntary Censorship Code [Lead Story, Aug. 4]. I find some items seem far more ridiculous than sublime. For instance:

We are asked not to broadcast information about actual attacks on the continental U.S.

If I understand this, and perhaps I don't, when reduced to its ultimate absurdity, it means that we are not to breathe a word about falling bombs or flying bullets even as they fall on the station's roof... unless the information is made available for broadcast by appropriate authority, says the code.

"Appropriate authority" can turn out to be a shadowy, shifting element. If Colonel Jones authorizes a report and the report is broadcast and nobody bigger objects, then maybe the reasonable colonel is "appropriate authority." If somebody bigger does object, then Colonel Jones can be declassified from the category and we are left with no appropriate authority.

An examination of the restrictions on weather news brings out what strikes me as most strange: "News about weather occurrence in any area must be specifically cleared through the Office of Censorship." There is something hilarious and horrible about some aspects of this code.

Jock Bliss, News Director
WLAV Grand Rapids, Mich.

The Cut That's Kind

Editor:
The Delaware County National Bank sponsors a five-minute newscast each afternoon on WVCH through Ecoff & James Adv. Agency, Philadelphia.

Today we received the December commercial copy, usually a full minute in length. However, it was a series of two 20-second commercials with this explanatory letter for E&J Vice President Don Battle:

"We've come to the conclusion there are just too many darned commercials on the air. And what's more, most commercials are too long. So we decided to do something about it in our Delaware County National Bank commercials. We've cut copy to the minimum to give extra time to the news—something our listeners should appreciate."

Mr. Battle and Delaware County deserve a word of congratulation. Here is a sponsor who cuts under the standards of NAB.

Robert A. Hibbert, Station Mgr.
WVCH Chester, Pa.

Let's Part Company

Editor:
Radio is being urged to editorialize; can't radio be a bit original and think up some other title? How many radio stations are using the sound effects of a teleprinter to introduce newscasts? Why not use music and lose the stigma of newspapers?

The three different media should go their own way without [radio-television] leaning on their predecessor.

Chester J. Stuart, Program Director
KRMW The Dalles, Ore.

The Philadelphia Story

Editor:
Re the article [Stattons, Nov. 24] which states Storer says WIBG Philadelphia is "No. 1 in the market according to rating services," please be advised that in the September-October Pulse, released approximately two weeks ago, WIBG and WCAU are tied for first place and WFIL and WPEN are tied for second place. But 7/100ths of a rating point separates all four. Trendex for the Nov. 10-14 Monday through Friday period shows WFIL's signon to signoff share to be 36.4%, 120% greater than the second place and virtually as much audience as the next three stations combined.

John D. Scheurer Jr.,
Director, Public Relations & Programming
Triangle Stations
Philadelphia

IN REVIEW

WONDERFUL TOWN

The Eileen story apparently is one for the ages, and the Wonderful Town musical version seems just as timeless. After years on the stage, on the screen and on long-play records, Wonderful Town still made a wonderful television show.

Rosalind Russell's fresh interpretation, after creating the musical Ruth role these many years ago, showed the stuff artists are made of. The tv camera provided a critical test of her performance, and displayed a sensational pair of long legs perhaps to greater advantage than the stage. Jacquelyn Mc Keever as a sweet-voiced Eileen and Sydney Chaplin as the Mad Hatter sub-editor gave the star excellent support, as did all those other "interesting people on Christopher Street."

Hearing Leonard Bernstein's well-remembered score provided quite a contrast to an earlier teleview on CBS-TV the same Sunday of the New York Philharmonic conductor dressed in tails and interpreting Beethoven's Ninth Symphony for viewers.

CBS-TV gave a faithful report of the Christopher Street sets and action, triumphing over the screen's dimensions to contain streetful of Greenwich Villagers. The bits in the Village Vortex club, where the celebrants looked like nothing so much as a large party of fishing worms, were particularly funny.

The show's choreography was well adapted to television. The commercials were stand-outs, too, as small parts of a conspiracy to immobilize a nation for two hours.

Production costs: Approximately $600,000.

Sponsored on CBS-TV Nov. 30, 9-11 p.m. by Westclox through BBDO, Carling Brewing through Lang, Fisher & Stashower and Procter & Gamble through Grey Adv.

Executive producer: Ralph Fields; producer: Robert Fryer; composer: Leonard Bernstein; lyrics and vignettes: Betty Com-
Famous on the local scene... yet known throughout the nation

Washington at Valley Forge; an heroic monument to a great leader with the courage to remain true to his trust.

So with the Storer stations... leaders in their communities, steadfast enough to continue to broadcast in the finest traditions of the industry, and strong enough to motivate their audiences towards the sales rooms of their advertisers.

Storer Broadcasting Company

WSPD WJW WJBK WBOG WWVA WAGA WQBS WSPD-TV WJW-TV WJBK-TV WAGA-TV

Toledo Cleveland Detroit Philadelphia Wheeling Atlanta Miami Toledo Cleveland Detroit Atlanta

ART CARNEY MEETS PETER AND THE WOLF

Children of 40 and grown-ups of 11 were treated to a rare combination of Russian folk-lore and American satire Sunday, Nov. 30, on ABC-TV's "Art Carney Meets Peter and the Wolf.

Mears. Carney and Wolf stole the show from Master Peter, who was not given the opportunity to sing such roguishly appealing songs as "Be Glad There's a Hole in Your Head" (Carney) and "All I Am I Owe to Turpitude" (Wolf). Paul Weston and Ogden Nash were the composer-adapter and lyricist of these and several other songs (based on Prokofief themes) that all but engulfed the classic tale which was deftly, if briefly enacted by the marionettes in Act II.

Puppets and people mix well when each treats the other like one of its own kind. It was difficult to determine during Sunday's special whether Carney was a particularly agile marionette or Bil and Cora Baird's puppets were slightly arthritic people. Praise should not be omitted for Andy J. Russell, whose script encompassed flesh and wood skillfully.

Such a show, with its gentle, intimate appeal and sly humor, is most effectively presented in that medium—television—where subtlety and gentleness are naturally and easily conveyed. Its success, due to intelligent gathering of outstanding talent in every department, should encourage other producers who wish to find that the stimulating and the imaginative are not so inaccessible as they seem to insist they are.

Production costs: Approximately $125,000. Sponsored by Minnesota Mining & Mfg. Co. through MacManus, John & Adams Inc. on ABC-TV, Nov. 30, 5-7 p.m.


LEONARD BERNSTEIN AND THE PHILHARMONIC

Musical surgeon Leonard Bernstein put his scalpel to work Nov. 30 on Beethoven's monumental Ninth Symphony. The results obtained were uneven.

Intellectually and musically speaking, the hour-long lecture-demonstration was on the highest plane as the maestro lectured in words of the layman, yet with his customary erudition, and demonstrated his words with musical illustrations by the New York Philharmonic-Symphony Orchestra. From the depths of despair to the heights of joy in the symphony's last movement, the music progressed under Mr. Bernstein's dramatic baton.

Visually speaking, the hour left much to be desired. When the cameras focused on Mr. Bernstein's showmanly conducting and his expressive face, the viewer saw a man who lives music, and realized that to him music is a living, breathing, animate object. But, when the cameras wandered to the musicians of the orchestra, the whole thing reached the depths of boredom.

Since its earliest days, this question of visual interest has been the main drawback to symphonic presentations on tv. Mr. Bernstein's efforts have come closest to solving the problem, but there is still room for improvement.

Production costs: Approximately $100,000. Sponsored by Ford Motors for Lincoln and Continental Dealers through Kenyon & Eckhardt on CBS-TV, Nov. 30, 5-6 p.m. Produced by Robert Saudek Assoc.; executive producer: Mr. Saudek; director: William A. Graham.
The third tallest structure in the world has created the nation's newest television market. All currently available set count and market statistics are obsolete. To reach thousands of new families in this oil- and agriculture-rich Southwest Empire you must buy San Antonio's two most progressive television stations — available now at no increase in rates.

TEXAS TALL TOWER

EMPIRE

WOAI-TV
NBC • CHANNEL 4
KENS-TV
CBS • CHANNEL 5
...There's
There's **WJXT** in Jacksonville . . . to put you in the
swim of a booming business world with figures on sales reports
more breathtaking than those on the beaches!

NCS #3 reveals the tremendous regional area served only
by WJXT . . . 66 counties in Northeast Florida and South
Georgia, well over double the 28 counties covered by
the competing station. In the terms of people, the one-sided
situation is dramatically summed up by the fact that you
reach more homes daytime
on WJXT than with the other
station at night! With a near clean-sweep of the top-rated
shows, WJXT holds a rating lead generally between 70%
and 90%. More people . . . more sales . . . more reasons why
there's so much more to . . .

**WJXT 4**
Jacksonville, Florida

*An affiliate of the CBS Television Network
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales*
Once upon a time a young lady named Ruth McCall grew up in a small town in Nebraska and studied to be a schoolteacher, as her mother and grandmother had been before her. But before she had a chance to enter the world of schoolrooms and classrooms she was married to Hugh McClung, scion of a pioneer newspaper family of the Pacific Northwest and the publisher of the Merced Sun-Star, Merced, Calif.

In 1935, publisher McClung became broadcaster McClung as well, by building KYOS Merced, and a few years later he added two more California stations, KHSL Chico and KVCV Redding. Subsequently the McClungs sold the newspaper holdings and confined their business interests to radio. They established a home in Pebble Beach, where Mrs. McClung could indulge her gardening inclinations to the fullest extent. Her husband was an ardent golfer.

After Mr. McClung's death some 10 years ago, Mrs. McClung was faced with the alternative of selling her broadcast properties and confining herself to purely social activities as her friends urged her to do, or to assume supervision of the stations. She elected the latter course and found it so much to her liking that she decided to get into television as well. On August 29, 1953, KHSL-TV went on the air as the first television station in the Sacramento Valley.

"It almost didn't get started at all," she recalls, "We started a survey to see how other tv stations in markets the size of Chico were operating, only to find that there weren't any other tv stations in markets that size. This made us hesitate, but we finally decided to go ahead anyway. We had a lot of luck, such as two years without competition and with service from all three major networks, which gave us a chance to become firmly established. Now, we can look back on five successful years of operation and, with the rapid growth of the rich Sacramento Valley, go forward into an equally productive future."

Mickey McClung, as she is known to her friends, including a large proportion of the nation's broadcasters, disclaims any real personal credit for the success of her stations. "Long ago, I worked on the newspaper handling women's news and society, but I really had little to do with the actual operation of the stations. It was largely on account of a large group of faithful and loyal employees that I kept the radio stations after Mr. McClung's death and this same force persuaded me to continue into television as well."

"Mickey's just being modest when she says she has had little or no part in her stations' success," says a business associate of long standing. "She's a real fine person and a very keen business woman and while she doesn't spend a great deal of time at the stations, she keeps close tab on what goes on from the company's San Francisco office, where her secretary, Miss Thelma Worsley, George Ross, national sales manager for the company, and the business men of the organization hold forth. She has that true executive ability of being able to pick good people and delegate authority to them and then let them run the day-to-day operations without constant questioning or interference on her part."

A slight woman whose greying hair is belied by a pair of youthfully sparkling eyes, Mrs. McClung impresses with a host of other qualities which are probably best described by the single word, "lady." She makes one feel instantly at home; her interest in even casual conversation appears to be more than merely polite; and when the talk concerns broadcasting there's no doubt as to whether her interest is in or her knowledge of industry affairs.

When it comes to the potentialities of television as a social force, Mrs. McClung's interest could better be described as enthusiasm, as her fellow members of the NAB Television Code Review Board can testify. "The code is terribly important," she says, "and it's up to every tv broadcaster to comply with its conditions. This means more than rejecting objectionable program material or refraining from triple-spotting. It means taking positive action to improve television."

Mrs. McClung divides her time between her Pebble Beach home and San Francisco's Cliff Hotel. Aside from her station duties and her work with the Television Code Review Board, she is active in the Daughters of the American Revolution.

Neither of her two children shows any signs of following their parents into either broadcasting or publishing. Her daughter, Martha McClung Roberts, a graduate lawyer, lives in Los Angeles. Her son, Capt. Hugh McClung Jr., is intent on a military career and is currently on Okinawa on assignment with the Airborne Special Forces.
"Color Radio" sells more than bubble gum. "Pulse Audience Composition—Summer 1958" proves the point: FOUR OUT OF EVERY FIVE KFWB LISTENERS ARE ADULTS. In an average quarter-hour, KFWB racks up a total audience per quarter-hour of 116,220.

KFWB, because of its overwhelming total audience—NUMBER ONE IN HOOPER, NUMBER ONE IN PULSE—pulls listeners right in close... and delivers your clients' sales messages to more adults than any other Los Angeles station.

Don't just sit there with gum on your face.
Buy KFWB...first in Los Angeles
It's the thing to do!
Going Great
—in Sales

They're buying 26 MEN with the same great star — Tris Coffin; the same featured player — Kelo Henderson; the same top production by Russell Hayden.

Going Great—and Going Fast
Smart buyers everywhere want to hang on to—or latch on to—a property like 26 MEN that's proved it does a top job for stations and advertisers.

Join this group of smart buyers — while good markets are still available.
Top ratings everywhere

BIRMINGHAM 32.8
WASHINGTON 24.0
BURLINGTON 36.9
DAYTON 28.6
ABQ 35.4
CHARLESTON 35.2
MEMPHIS 25.7
PITTSBURGH 25.4
ERIE 31.9
PITTSBURGH 36.9
NASHVILLE 23.5
DETROIT 21.5
ROCHESTER 28.8
KNOXVILLE 29.6
BUFFALO 21.0
NEW ORLEANS 31.1

ABC FILMS

1501 Broadway
New York 36, N. Y.
Inc. LACKAWANNA 4-5050
Dary . . .
Shnary . . .
WHO CARES!

So I twist a little knob, and so I switch off the Dave Dary News. And for that I get walloped? What's so hot about Dary?

Fact is, Dave Dary's pretty hot. He's precisely what news-minded sponsors search for.

Every newscast sparkles with direct, exclusive telephone reports from the scenes of big events . . . and with the choicest from KWFT's unequalled news resources: UPI Texas Wire, AP Texas Wire, UPI Oklahoma Wire, CBS News, and over 50 correspondents.

Listeners hearabout . . . grown weary of rip-and-read news, and of newshliner hysteria . . . are outspokenly grateful for Dave Dary's fresh, magnetic news presentation.

A lovely setup for sponsor commercials.
It's the care we give the "inner tube" that adds the extra hours.

The long-life characteristic of the RCA-892-R is due in no small way to the constant attention we pay to the details of the "inner tube". Manufacturing techniques, for example, have kept pace with the experience we have gained in building broadcast power tubes for a generation. Design refinements have been evolved—through our continued effort to make a good tube even better.

Type 892-R is another typical example of RCA time-proved design that is paying dividends in lower tube cost per hour of operation—and uninterrupted program time for stations everywhere.

For long-term power delivery, always specify RCA Tubes. Your RCA Industrial Tube Distributor handles the entire RCA line.

A All glass seals—microscopically inspected
B Grid and Support Assembly "vacuum-fired" at more than 2000° F to assure maximum freedom from gas
C Sag-proof Filament Supports—to prevent stress on filament strands and to improve life
D Interlocked-Fin Radiator—for improved heat radiation
E Filament material controlled for internal grain structure—assures superior strength
F Entire Tube is "spot-knocked" at tens of thousands of volts to reduce internal leakage
G Stress-free Glass Bulb—individually inspected with polariscope
H Sandblasted Grid Arm—torsion-tested to insure high strength

RADIO CORPORATION OF AMERICA
Electron Tube Division
Harrison, N. J.
CBS Radio Network
the most popular, varied
in radio to the
varied and impressive

These are some of the programs which over the past 14 months have averaged 44 per cent larger commercial minute NRI audiences than the second network.
"cuts back" from and impressive schedule
most popular, schedule in radio!

In every program category, totaling over 50 hours a week, all these and others, will continue to maintain and increase this audience advantage for advertisers.
The crepe has been hung on 21.

Now—July Television Magazine ranks the WBTV-Charlotte Television Market 16th in the Nation—
First in the South—with 662,074 sets!

The Charlotte-WBTV Market outranks such major areas as Atlanta, Dallas-Fort Worth, Baltimore, Cincinnati, Milwaukee, and New Orleans.

WBTV-Charlotte—SWEET SIXTEEN—is a honey of a buy.

Make a date with CBS Television Spot Sales.
ALL-RADIO ASCAP DEALING FAILS

- Negotiators, "hopelessly apart," give up after three meetings
- Federal court will probably be asked to fix new station fees

The question of new rates for ASCAP music licenses for radio stations appeared headed for the courts last week.

Negotiations for new local music licenses were broken off Wednesday (Dec. 3) after both sides agreed they were "hopelessly apart" and that "no useful purpose would be served by further meetings," according to Robert T. Mason of WMRN Marion, Ohio, chairman of the All-Industry Radio Music License Committee.

The abrupt ending of negotiations does not mean, authorities reported, that a modern counterpart of the 1941 "Jeannie with the Light Brown Hair" era would begin when the current contracts expire Dec. 31. Observers were confident that stations and networks would not voluntarily kick ASCAP tunes off their schedules, and they pointed out that under its 1950 amended consent decree ASCAP could not withhold licenses from stations that ask for them.

In 1940 broadcasters refused to meet what they considered exorbitant demands by ASCAP, and from the time their licenses expired Dec. 31 of that year until the fall of 1941, when a new ASCAP contract was finally signed, their music was limited to public-domain numbers and such tunes as then-infant Broadcast Music Inc. was able to pull together.

Last week's break-off of local music license negotiations did not affect negotiations for network licenses, which are being conducted separately.

In the brief local license negotiations—one session Nov. 6 (Program Services, Nov. 10), another last Tuesday and Wednesday—ASCAP representatives reportedly offered one-year renewals of present contracts at one point, but otherwise talked mostly about needing higher rates, according to informed sources. These sources also reported that in the case of some stations whose ASCAP agreements do not expire with the majority at the end of the year, ASCAP had offered and accepted renewals on existing terms.

First impressions after the meetings broke off were that some stations probably would sign renewals but that many would take the court route laid out in the 1950 consent decree amendment. This route requires ASCAP to grant a license to any station that applies for one, and spells out procedures for establishing the license fee:
- The station must apply in writing for a license.
- ASCAP must then notify the applicant what fee it considers reasonable.
- If ASCAP and the applicant do not agree on a fee within 60 days after the application is received, the station may then ask the court to fix a reasonable fee. The court is the U.S. District Court for the Southern District of New York.
- Either the applicant or ASCAP may apply to the court for an "interim fee" while the court is deciding what the "reasonable fee" should be.

- When a reasonable fee has been determined by the court, ASCAP must offer licenses at a comparable fee to all other applicants "similarly situated," subject to certain conditions regarding the effect on any contracts signed out of court.

- While these negotiations or proceedings are in progress, the applicant station has the right to continue to use ASCAP music. Authorities pointed out that under this

procedure a radio station whose license expires Dec. 31 may continue to play ASCAP music after that time merely by sending written application for a license to ASCAP shortly before the Dec. 31 deadline.

It was emphasized that in order to maintain eligibility to play ASCAP music each radio station must go through this process of first asking and then either accepting ASCAP's terms or taking the issue to court. This does not mean that there would be an almost endless number of separate law suits. In practice there would be a single suit in which all appellant stations would be parties, according to legal experts.

Chairman Mason of the all-industry committee said his group, which represents about 640 stations, asked ASCAP for reduction in the commercial fee (now 2.25% of net time sales, in the case of blanket licenses); elimination of the sustaining fee (variable according to station's gross income, but said to represent about 12% of ASCAP's radio revenues), granting of a "substantial" talent deduction, and "that the industry be offered a per-program license which would enable stations to make a genuine economic choice between a blanket and a per-program license."

Mr. Mason said "ASCAP's position was that it would make no financial concession whatsoever and that if the industry desired a rate reduction it would have to receive it as a result of a fee fixed in a rate proceeding" brought under the ASCAP consent decree.

There was speculation that ASCAP, by its willingness to go to court, signified confidence that the court would set fees higher than those now in effect. But at least some legal authorities doubted that this would be possible under the consent decree. Their reasoning was that the decree requires ASCAP to offer comparable rates to all, and that its acceptance of some renewals already will thus prevent its getting higher fees. Some of these renewals, it was reported, extend to 1963. Most station licenses expire Dec. 31.

Resort to court action will not be precedent breaking. About five years ago, when industry and ASCAP negotiators seemed almost hopelessly snarled on tv license terms, some 80 telecasters initiated action to have the court set the fees. They dropped it. However, when ASCAP in 1954 finally accepted the industry committee's proposals.

The fact that local negotiations were broken off does not mean the broadcaster committee is out of business. As the All-Industry Music License Committee it is slated to conduct negotiations for new BMI licenses to replace those expiring next spring, and also perhaps to look into SESAC licenses. It is slated to meet again Thursday (Dec. 11) to consider further plans.

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**ADVERTISERS & AGENCIES**

**ALCOA REACTS TO TAIL-TWIST**

- Firm doubles radio-tv budget to top Reynolds broadcast money
- $500,000 in NBC Radio expected to prompt big local radio buys

The "dragon" that is the Aluminum Co. of America in Reynolds Metals' allegation [ADVERTISERS & AGENCIES, Oct. 13] is lashing back. Its weapon: a doubled radio-tv budget (from $3.5 million to $7 million) with a potent network radio kicker.

Aroused by Reynolds' $6 million broadcast expenditures, Alcoa last week confirmed reports that it would add another network tv program [BUSINESS BRIEFLY, Col. 27], also purchasing well over $500,000 of time on NBC Radio. What is more, this network radio time purchase is expected to prompt point-of-purchase spending by Alcoa customers by about 2-to-1: $2 in local radio for each corporate Alcoa dollar spent on NBC Radio.

Alcoa presently is sponsoring an alternate-week half-hour film series on NBC-TV (Screen Gems Inc.'s Alcoa Theatre, Mondays, 9:30-10 p.m.). Next month, ABC-TV will begin carrying a weekly Alcoa-sponsored series of filmed dramas dealing with extrasensory perception, produced by John Newland, in the Tuesday, 10:30-11 p.m. slot. This purchase alone should add about $3 million (ABC-TV costs after discounts and other arrangements) to the $3 million currently accounting for NBC-TV's Alcoa Theatre. With the $500,000 spent in spot radio-tv for Alcoa by Ketchum, MacLeod & Grove, this newest network purchase (by Fuller & Smith & Ross) already swells broadcast allocations to $6.5 million—over par with Reynolds.

But where Reynolds relies most heavily on a spread of daytime and nighttime tv programs, Alcoa will make the most of radio. Why?

Explains F&S&R Media Vice President Gerald T. Arthur: "Aluminum is not an impulse purchase item. To sell it properly requires time—and penetration. The philosophy at the agency [which will enter 1959 with 34% of its billings in broadcast media] is formalized: C [plus] D [equals] I—concentration plus domination means impact."

With print media costs constantly rising, the budget-conscious advertiser seeking "visual impact" might be expected to turn to tv spot. "But," he said, "after you've blanketed the top 40 markets you've reached the point of diminishing returns." Alcoa sells aluminum nationally—not just in the top 40 markets. Thus, the case for network radio. It will use not "plain old radio" but NBC Radio's Matthew J. Culligan's "National-Local Activator Plan"—the plan to bolster network expenditures with broadcast support on the local level.

Devised originally by Messrs. Arthur, Culligan and Arthur E. Duram, F&S&R's senior vice president of tv-radio, NBC's "Activator" plan first went to work for such F&S&R clients as Ruberoid Co. and Sterling Silversmith Guild. What it means is this: The national advertiser buys an extensive spread of time, then "talks" to his sales force via an NBC Radio-staged closed circuit huddle, persuades his people to support his effort on the grass roots plain. The national advertiser buys a five-minute participation. His local booster then supports him in one of two ways. He comes in on a cut-in basis (on cue) allowing the lineup, say, of Alcoa's 197 stations to continue the network program, or he comes in on the station break that directly follows the network program segment sponsored by Alcoa.

This enthusiastic local response would not have been felt, Mr. Arthur feels, had Alcoa not shown its willingness to go all-out on a network basis. "In fact," he says, "it's doubtful the local people would even have considered buying time had it not been for our client's initial move." To NBC Radio stations, this Alcoa buy can mean additional unexpected revenue.

During the weekends of Jan. 16-18 and Feb. 7-8, Alcoa's Boat Div. will spend roughly $50,000 to promote the use of aluminum in boats—not just boats but oars, outboard motors, the works. From 9:05-10 p.m., Jan. 16, Alcoa will sponsor a live program direct from the National Boat Show at New York's Coliseum. It will feature the Guy Lombardo orchestra, Ben Grauer and Dave Garraway. It will take NBC Radio listeners direct to the floor of the sprawling exhibition, "walk them about" the various exhibitors' booths. The following Saturday and Sunday (Jan. 17-18 Alcoa will place 26 five-minute "Coliseum Capsules" on Monitor. On Feb. 7-8, when the boat show moves to Chicago, so will Alcoa with 26 more...
RIGHT SPOT & TIME

NBC Radio's Matthew J. Culligan, who helped formulate Alcoa's use of "National-Local Activator Plan" (see page 32), last week found the first taker for his newest "concept"—"engineered circulation" [Networks, Oct. 27]. The Mogen David Wine Corp., Chicago, which only three months ago ordered a 52-week schedule of one-minute and 30-second announcements on NBC Radio's daytime, evening and weekend programming, has been convinced that there's more to radio advertising than merely moving bottles off dealers' shelves and into the pantry. "Buying" Mr. Culligan's notion that so long as the bottle remains unopened, it's a bar to future sales, Mogen David (through Edward H. Weiss & Co., Chicago) will accelerate its announcement frequency by 25%.

Mr. Culligan's plan simply is this: slot minute announcements during the times the housewife is most likely about to go shopping, follow these commercials up during the times wine drinking is most apt to take place by "reminding" the audience (by means of short 15-second spots) to drink the product. Commented an NBC spokesman last week: Mogen David's use of "engineered circulation" will place it among the top six radio network advertisers "in terms of cumulative audience."

Ford Motor Account Shuffle: Edsel to K&E; Lincoln to FC&B

The Ford Motor Co.'s Mercury-Edsel-Lincoln Div. last week shuttled auto accounts between Foote, Cone & Belding and Kenyon & Eckhardt.

The division drove its Edsel out of FC&B and into K&E where Mercury and Lincoln have been stored. In exchange, Lincoln was taken out and deposited with FC&B. Little change in the billing structure was seen in the moves.

Television participation by the three automakers was affected in this way: K&E gets complete say on the Ed Sullivan Show alternate sponsorship because with the change Edsel and Mercury now participate (formerly Lincoln was in-and-out of the Mercury alternate week sponsorship on CBS TV). Lincoln has a tv show of its own, the Leonard Bernstein-New York Philharmonic series on CBS TV (four one-hour shows in all are slated for this season). FC&B will now administrate this show.

Officially, the division said it was changing agencies because of Edsel's "repositioning" in the lower price field and because of the combining of Edsel franchises with Mercury dealerships in many market areas which requires integration in advertising and sales promotion. Thus the two medium-priced autos are in one agency shop, common dealerships are facilitated and the tv program sponsorship welded.

MOGUL HITS BACK AT 'FORTUNE' ITEM

- Cites 'vicious sarcasm'
- Urges tv rise to challenge

Loquacious Emil Mogul, president of an advertising agency placing approximately 70% of its billings in broadcasting (while also doing "a good deal of business" with Time Inc.) last week became the first agency executive to take a public stand on Fortune's controversial article, "TV: The Light That Failed" [Advertisers & Agencies, Nov. 24. et seq.].

Substituting for Revlon Inc.'s Advertising Vice President George Abrams as speaker at the December luncheon meeting of the Assn. of Advertising Men & Women in New York last Wednesday (Dec. 3), Mr. Mogul placed Fortune and its staff among "the articulate coterie of professional dissenters who attack...and vilify our business with unbridled malevolence...and vicious sarcasm..." But at the same time chastised the tv industry leaders for having adopted a "pollyanna, ostrich-like attitude that tends to make us appear as public apologists" and for having failed "to rise to the challenge with wholehearted vigor."

Mr. Mogul found it ironical that both Fortune and he had adopted "similar stands" within the past fortnight—Mr. Mogul having attacked a radio program quoted Nov. 18 at the Radio & Television Executives Society timebuying seminar [Advertisers & Agencies, Nov. 24]. "But that's where the coincidence ends," Mr. Mogul said. "For where my opinions on the subject of network television were tinged with hopefulness, the article in Fortune is unreliably bleak and despairing, without so much as a printer's measure of optimism for the future of the medium."

He wondered why Fortune felt compelled to be so "unyieldingly final and cynical" in choosing its headline, asking why didn't the magazine title the piece "The Light That Can Fail" or "The Light That Is Falling?"

Concession * This is not to say, he added, that Fortune was entirely wrong. "Although some admen are shying away from making public pronouncements of their disappointment [in current tv fare] I cannot see what is gained by pretending a serious problem does not exist. In my judgment, the current crop of new shows is by and large, shoddy...and devoid of genuine meaning for the American public." But what is worse, Mr. Mogul contended, was that the industry was not owning up to its own role in perpetrating "dulling sameness" and "play-it-safe programming."

He particularly singled out Brig. Gen. David Sarnoff, RCA board chairman. Alluding to Gen. Sarnoff's now well-known rebuke of the "plumber line" quotation Mr. Mogul said "I believe him. But whether or not he said it is not the issue at hand. It's what the general admits he did say that's germane to this entire discussion."

If it is true, Mr. Mogul said, that "his network officials are responsible for what goes out over the NBC network...then how

CBS TV Spot Creates Dept. To Help Agencies With Spot

A station representative—CBS Television Spot Sales—is working directly with agencies to help them explain and evaluate existing tv spot campaigns to their clients.

Bruce Mayant, general manager of the station representation firm, said last week that via its newly-created client relations department, the spot sales company already has completed three such service projects: with Lambert & Feasly for Warner Lambert schedules on Listerine, providing comparison of media values and circulation; with Walt Disney's and John Adams for Pontiac and D. P. Brother & Co. for Oldsmobile.

The special department that will "sell" a "better understanding" of an advertiser's existing spot tv campaign will be directed by Lamont L. (Tommy) Thompson in New York and Sherman Adler in Chicago [Stations, Nov. 24].
can he permit all the unadulterated trip to overrun his network." This is not to say. Mr. Mogul went on, that "everything that goes out is unadulterated trip . . . it just seems that way."

As to Fortune's idea that pay tv would be the "only curative force," Mr. Mogul said, "Nuts!" He did express concern, however, that pay tv may come about by default in that the broadcasters "may not be taking the unquestioned threat of pay tv seriously enough."

Suggested Mr. Mogul: "Let the change come internally . . . Let the networks clean house, eliminate some of the abuses and waste that permeates the industry . . . ."

Two Other Targets  Mr. Mogul also fired at FCC Comr. T.A.M. Craven and tv producer David Susskind. He charged Mr. Craven for having "had the eftronomy" to suggest "FCC abdication of responsibility for broadcasting by turning it over to those being licensed" and Mr. Susskind for having used his New York tv program, Open End [ADVERTISERS & AGENCIES, Dec. 1] to display "his fundamental lack of insight to the industry that has contributed so much to his outstanding success." Mr. Susskin allegedly moderating [Mr. Mogul's words] a panel session on advertising, "betrayed his own snob-oriented prejudices" by charging all advertising as being based on "sex, status and togetherness." The "real trouble with those accusing advertising of talking down to a new standard in persuasion is that they would have the vast American public conform to their own tastes and distastes. Furthermore, these people simply have no conception of what is meant by the American public except that it's a handy phrase to use in an argument." As regards Comr. Craven, Mr. Mogul said he would be "the last to recommend government controls," but the so-called "Craven Plan" is "fraught with danger" to all broadcasters.

'N. Y. Herald Tribune' Editorial Applauds tv Weekend of Nov. 29

For the New York Herald Tribune tv was not "the light that failed" but a torch held high on the Nov. 29 weekend. The Tribune thought so much of the weekend fare that it ran an editorial Dec. 2 saying tv "proved it can be a fresh and creative medium," that the medium brought itself "honor" and is "setting a new standard." The general tone was in marked contrast to Fortune's December issue [see above].

In two detailed paragraphs, the editorial pointed out these shows as being "in many different areas" and with "taste and artistry . . . high": CBS-TV's Sunday late afternoon Leonard Bernstein and the New York Philharmonic; CBS-TV's two-hour nighttime version Sunday of "Wonderful Town"; ABC-TV's "Peter and the Wolf" late Sunday afternoon; CBS-TV's Small World on Sunday evening (Truman and Attlee in trans-oceanic conversation); NBC-TV's Kaleidoscope (tour of Radio City Music Hall) late Sunday afternoon; CBS-TV's Saturday night Victor Borge Show, and that network's Twentieth Century Sunday evening.

GRAND MARNIER STARTS ON RADIO

- WBAI (FM) airs 80 proof ads
- Objections by drys expected

Gore Smith Greenland Inc., New York, which services Carillon Importers Ltd. (Grand Marnier liqueur), last week announced the taking of "a careful and momentous decision": placing its client in the broadcast media.

Grand Marnier may not be whiskey, but it's strong (80 proof) and expensive ($8.96 a 23-ounce bottle). In fact, it's the most potent liqueur yet promoted on the air and such, the move by GSS may shake the prohibitionists. GSS President Chester A. Gore realizes this, as does the client, Alexander Lesnor. But both feel that the manner in which the one-minute copy is delivered and the makeup of the audience at which it's beamed "might serve as a prelude to raising the taboo curtain on liquor advertising on the air."

Carillon begins by taking time on good music station WBAI (FM) New York. Twice weekly, it sponsors the George Hamilton Combs Newscast (5:45-6 p.m.) and will continue to run the show till the new year when "we may begin studying other markets."

Although the National Assn. of Alcoholic Importers (of which Carillon is a member) has not yet committed itself either way on the problem of using broadcasting to promote distilled spirits (only going so far as to caution its members that advertising ought to be done with "good judgment . . . and diligent application of the usual and conventional social restraints"), it's no secret that the NAAL usually abides with most edicts promulgated by Disilled Spirits Institute, which two weeks ago flatly reaffirmed its anti-broadcasting policy. It remains to be seen whether Carillon's move may prompt NAAL to issue a ukase similar to that of DSI.

The commercials are distinctly "soft-sell," but leave no doubt as to the potency of the cordial. Each commercial closes by noting the alcohol content.

Mr. Gore and his copywriters are aware that the early slogging of such a potent drink might reach the ears of those very people the temperance groups are trying to protect: youngsters. So instead of urging WBAI listeners to rush right out to buy Grand Marnier, the agency is content to leave its prospects with this thought: learn more about Grand Marnier by writing WBAI for a free recipe book. Response to date has been "most pleasing," the agency notes, and the client knows of no "kickbacks."

Reach, McClinton Merges Again, Adds Humphrey, Alley & Richards

The radio-television billing barometer is up at Reach, McClinton. The current clip: At a going rate of $7.8 million per year.

Reason for the rise is Reach, McClinton's sudden preoccupation in effecting mergers. A few weeks ago it joined hands with J. R. Peretti & Co., Chicago, bringing its total billing to the $20 million area. Now Reach, McClinton has merged with H. B. Humphrey, Alley & Richards, which has offices in Boston and New York. The billing floor at present is more than $25 million (rate of current estimated annual gross).

For the calendar year of 1958, Reach, McClinton's broadcast billing was at a little more than $6 million.

Under terms of the new pact being announced today (Dec. 8): HA&R's Boston office becomes Reach, McClinton & Humphrey; HA&R's New York office is absorbed by Reach, McClinton and Reach's Boston office will be absorbed by the new Massachusetts subsidiary of which Richard S. Humphrey will be president. Deane H. Uptegrove, president of the old Humphrey, Alley & Richards, becomes a Reach, McClinton senior vice president in New York.

WITH Pitches Midwest Agencies

"Different" approaches to programming, merchandising, plans, promotion, rates, audience and its station market provide the basis for a new rating orientation evolved by WITH Baltimore and described to Chicago agency buyers last week. Baltimore market changes and WITH's food merchandising plans were explained by J.C. (Jake) Embry, vice president of WITH, at a luncheon in Chicago's Drake Hotel Tuesday (Dec. 2). Mr. Embry said that in Maryland 69% of total retail sales are made within a 15-mile radius of downtown Baltimore. WITH is represented in Chicago by McGavren-Quinn (as well as in Detroit and on the West Coast).

Seven Upgraded at NL&B

Seven new officers of the copy, research and art departments have been elected officers at Needham, Louis & Brugge. Named as associate copy directors were Frederick D. Sulcer, Donald J. Dickens, Edward C. McAuliffe and Ricker Van Metre Jr.; executive art directors, John W. Amon and C. Franklin Johnson, and director of creative research, Dr. Perham C. Nahl.
**TvB Lists Network Hierarchy**

- Brand crowns to Reynolds’ Winston, Whitehall’s Anacin
- Procter & Gamble maintains overall investment supremacy

R.J. Reynolds Tobacco’s Winston cigarettes was the top money brand in network tv time charges in the third quarter and Whitehall’s Anacin was No. 1 brand in September.

Network advertiser spending estimates in television were released last week by the Television Bureau of Advertising based on a report by Leading National Advertisers and Broadcast Advertising Reports. Included: Network tv gross time billings for September and January-September; estimated expenditures of the top 15 network tv advertisers in September and Jan-Sept. and of the top 25 in the third quarter, of network advertisers by product classification for September, January-September and the third quarter.

For Winston (was No. 2 in the second quarter behind Tide detergent), the tobacco company allocated more than $2.1 million gross in the third quarter. Anacin in September spent $725,909 at gross rates.

The next four brand leaders in the third quarter were Anacin, General Motors’ Chevrolet car, Procter & Gamble’s Tide and Ford. The next four brand leaders (after Anacin) in September were Winston, Chevrolet, Tide and Brown & Williamson’s Viceroy cigarettes.

Of the 25 leading network tv brands in the third quarter, seven advertisers had two or more products among the brand leaders. Reynolds had three (Winston, Salem and Camel); the other six two brands each—Whitehall (Anacin and Dristan); General Motors (Chevrolet and Buick); Procter & Gamble (Tide and Cheer); Ford (Ford and Mercury); Colgate-Palmolive (Colgate dental creams and Fab), and Gillette (Gillette razors and Paper Mate pens).

**Network Spending By Product Categories**

<table>
<thead>
<tr>
<th>Category</th>
<th>September</th>
<th>Jan.-Sept.</th>
<th>Third Quarter</th>
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<tbody>
<tr>
<td>AGRICULTURE &amp; FARMING</td>
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<td>APPAREL, FOOTWEAR &amp; ACCESSORIES</td>
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<td>AUTOMOTIVE, AUTO. ACCESSORIES &amp; EQUIPMENT</td>
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<tr>
<td>BEER, WINE &amp; LIQUOR</td>
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<tr>
<td>BUILDING, MATERIALS, EQUIPMENT &amp; FIXTURES</td>
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<tr>
<td>CONFECTIONERY &amp; SOFT DRINKS</td>
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<td>CONSUMER SERVICES</td>
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<td>ENTERTAINMENT &amp; AMUSEMENT</td>
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<td>FOOD &amp; FOOD PRODUCTS</td>
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<td>GASOLINE, LUBRICANTS &amp; OTHER FUELS</td>
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<td>HOUSEHOLD EQUIPMENT &amp; SUPPLIES</td>
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<td>HOUSEHOLD FURNISHINGS</td>
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<td>INDUSTRIAL MATERIALS</td>
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<td>JEWELRY, OPTICAL GOODS &amp; CAMERAS</td>
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<td>PUBLISHING &amp; MEDIA</td>
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<td>RADIOS, TELEVISION SETS, PHONOGRAPHES, MUSICAL INSTRUMENTS &amp; ACCESSORIES</td>
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<td>TRAVEL, HOTELS &amp; RESORTS</td>
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<tr>
<td>MISCELLANEOUS</td>
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| Total                                          | $42,451,143 | $408,150,593 | $125,079,144 |

**Network Tv Gross Billings by Day Parts**

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<th>Daytime</th>
<th>September</th>
<th>January-Sept.</th>
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<tbody>
<tr>
<td>Mon.-Fri.</td>
<td>$11,953,867</td>
<td>$12,773,859</td>
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<tr>
<td>Sat. &amp; Sun.</td>
<td>$1,718,456</td>
<td>$1,668,739</td>
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<tr>
<td>Nighttime</td>
<td>$28,972,406</td>
<td>$29,677,284</td>
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<tr>
<td>Total</td>
<td>$40,924,273</td>
<td>$42,451,143</td>
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1. **NA-BAR:** Gross Time Costs Only

December 8, 1958 • Page 35
AUTOMAKERS NEED MORE TV: Tvb

Detroit executives controlling auto advertising purse-strings were urged last week to loosen them a little and allocate more for tv.

The advocate was Television Bureau of Advertising. A Tvb team of officials was in Detroit Dec. 2 for an "automation" Cello-
matic presentation to 135 advertiser and agency executives at the Statler Hilton Hotel. The Tvb people: President Norman E. Cash, national sales vice president John Sheehan, vice president-general manager George Huntington and sales executive Guy Cunningham.

The Tvb personal appearance in Detroit was another broadside fired in a continuing campaign to ram home the importance of tv in auto ad land.

Why more television, both network and spot? Mr. Cash said once the "nationwide umbrella of television is established," then it's up to the automaker to "keep the people reminded and keeping selling" his car through more network, and selectivity with more spot.

"Spot television will help you bolster weaker markets, capitalize on stronger markets with continuing tv activity. Spot television gives you market sales pressure."

Points made in the Tvb presentation:

- After deducting money spent for taxes and necessities, the sum of $204.6 billion remained in the pockets of Americans but only 5% of these "discretionary" dollars went for new cars.

- A reason autos are losing to this competition for the consumer's dollar: The per cent of sales invested in advertising by things directly competing with new cars. "Perhaps, then," said Tvb, "the first thing to consider is more advertising."

The bureau noted that among the top 100 national advertisers, the major corporations in 1947 were putting most of their ad dollars into magazines; in the next five years, newspapers became the popular medium but by last year tv was the leading ad medium for the "third consecutive year with $1 out of every $2 spent in major media going into network and spot television."

In 1947, the presentation continued, Ford allocated more than 50% of its budget to magazines, shifted strongly to newspapers in 1952 and 1957—"This against the trend of the top 100 who in 1957 put twice the per cent of their ad money in television to that of the Ford Motor Co." General Mo-
tors had newspapers dominating as its ad vehicle through the 10 years and in 1957, GM was "sharply behind" the top 100's tv allocation. Chrysler was heavy on magazines in 1947, concentrated on newspapers in 1952 and 1957 and again were underspent in tv. All three major auto firms used the broadcast media "in a secondary manner."

The auto ad executives heard this statement: "It's obvious when we see how the major auto manufacturers spend their television dollars that they are especially underspent in spot tv."

Though the Detroit automaker may not spend as much in television as one would expect, the auto retailer thinks and acts differ-
ently. Auto dealers top the local list in an analysis of retailer use of tv in 11 major markets during the third quarter of this year, Mr. Cash noted. "In a single week," he said, "Car dealers bought 517 spot an-
ouncements and 111 tv programs."

Other statistics fired at the auto audience: 83% of tv stations making a special report to Tvb last week stated they carried local new car dealer advertising. Activity included 500 announcements, 64% in nighttime hours and 36% in daytime periods; 148 local programs, 80% evening and 20% daytime with the types of announcements divided: Min-
utes and participations accounting for 46%.
PHOENIX

where the exceptional range and power of

KTVK  CHANNEL 3  ABC-TV

can best help your sales keep pace with the record-breaking growth of this key-market in the great West

Effective January 1, 1959
KTVK announces the appointment of

BLAIR TELEVISION ASSOCIATES
as national representatives

NEW YORK • CHICAGO • BOSTON • DETROIT • JACKSONVILLE
ST. LOUIS • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE
**THE LONE RANGER RIDES ON 7 IN THE SPARTANBURG - GREENVILLE SUPERMARKET**

Soon after WSPA-TV went on the air, American Bakeries put the “Lone Ranger” on Channel 7 for Merita. Year in and Year out this oldest of western adventure programs has brought the best in television entertainment to the 323,490 television homes of the Piedmont.

The familiar ‘HI-HO SILVER’ rings out to the 1,788,361* people in the WSPA-TV 75-mile coverage area. . . . MORE PEOPLE within 75 mile area than. . . .

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
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</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>1,557,764</td>
</tr>
<tr>
<td>Birmingham</td>
<td>1,427,783</td>
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<tr>
<td>New Orleans</td>
<td>1,260,360</td>
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<tr>
<td>Houston</td>
<td>1,226,924</td>
</tr>
<tr>
<td>Miami</td>
<td>699,103</td>
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</tbody>
</table>

* Counted population, A. D. Ring & Assoc.

**WSPA-TV 7**

National Representatives—Geo. P. Hollingbery Co.

**SERVING THE**

Spartanburg-Greenville-Anderson SUPERMARKET
FIRM COVERAGE DATA DEMANDED BY MILLER

- B&B mediamen maps stations
- RETS forum studies NCS use

Hal Miller, associate media director of Benton & Bowles, applied a verbal whipping last week to those station salesmen who fail to provide agencies with firm station coverage estimates.

Cracked Mr. Miller at the Dec. 2 Time-buying & Selling Seminar held in New York by the Radio & Television Executives Society: Some station salesmen are "literally afraid to find out just how big an area you do cover...so you want to play it safe...so you come in and you play it by ear...."

He suggested agencies be given coverage estimates in which the stations believe. "Tell us what you believe is right and why you believe it is right." Wanted: (1) coverage estimates "based on the best techniques" available to the stations and (2) a single estimate which is the same when presented to any of the agencies.

Mr. Miller appeared at the seminar with Robert F. Davis, director of research, CBS-TV Spot Sales, on the question of what value Nielsen Coverage Service No. 3 (tv station coverage) is to the agency and to the station.

A summary of Mr. Miller's talk: Benton & Bowles does not use a "formula" based on NCS 3 to arrive at an estimated station coverage figure. NCS 3, which shows average daily, weekly and monthly coverage of all reportable tv stations, daytime and nighttime, is but one "tool" used by the agency.

Define Coverage • To B&B's timebuyers, coverage "means an effective area in which the homes not only can view a station but who actually do view the station on some regular basis." To this, NCS 3 does contribute. The important thing in estimating coverage: understanding of what the buyer of time and the seller of time mean by coverage.

There are dangers in stations using only one "tool" in establishing station coverage. Examples: the mail map, engineering map and rating data. The mail map—"Mail write-ins do not typify the audience of stations." There can be a bias and there is often a freakishness of signal. The engineering map—it can establish coverage but only on a "theoretical, can receive" basis.

Rating data—This provides for needs of "do view" information but is not generally available on a county-by-county basis for most stations.

NCS 3 limitations: (1) sample size is small in a number of counties, (2) use of the mail ballot may subject data to some other biases and (3) respondents' answers as to the station they view regularly may be affected "subconsciously by the appeal of the programming" on that station during the survey period. Among the major values of NCS 3: allows the agency to make "relative" comparisons to obtain estimates of station coverage. Nielsen's survey "was never intended to reflect specific program or station popularity...you need a rating report to accomplish this...nor can the data tell the 'absolute' proportion of homes which claim regular station viewing."

Plus and Minus • A summary of Mr. Davis' talk: the ways that NCS 3 can be used as a "plus" in setting the station off from the competition include: (1) a continuing audience leadership in a part of a station's schedule and (2) general audience composition figures.

Chances of "injustices" via NCS 3 use by agencies: when no credit is given for counties under 50% weekly penetration, clustering of counties (some may be above 50% but together the percentage is under 50), too much literal interpretation of set count, ratings and resultant cost-per-thousand computations.

Suggestions: Why not round off rating points? By dropping decimals, very little accuracy is lost but much work is saved in processing ratings.

Third of Grant Staff In New York Dismissed

The New York office of Grant Adv., Chicago, was jolted last week by the dismissal of 13 staffers, including Lawrence D. Reedy, administrative vice president of the agency and Donald Statterly, an account executive.

This drastic reduction in force, amounting to almost one-third of the New York operation, followed the creation of a three-man executive committee two weeks ago to run the New York office [Advertisers & Agencies, Dec. 1]. It was surprising news.

Mr. Reedy was included among the casualties because he had been named to the three-man committee.

Will C. Grant, president, and Lawrence C. McIntosh, executive vice president of the agency, were in New York on Wednesday (Dec. 3) for consultation with other agency officials. Neither could be reached for comment.

The developments in the past several weeks at Grant’s New York office underscore recent account problems besetting the agency, which has had phenomenal growth over the past 10 years. Counting its substantial overseas business, Grant increased its annual billing from $37 million in 1948 to about $90 million in 1958.

The first trouble signs appeared last July when the Florists' Telegraph Delivery Assn. ended a long-time association with Grant (estimated annual billing: $4 million). The account, which was handled out of the New York office, was predominantly in television with sponsorship of CBS-TV's Person to Person program.

This loss was compounded in recent weeks when Grant, which handles the Dodge Div. of the Chrysler Corp., failed to obtain the New York Dodge dealers account. Wexton Adv., New York, got the estimated $1 million billing. The New York office also lost two comparatively small accounts in the past two weeks, Vanity Fair Mills, Bradley, Pa., ($200,000 billing) and American Weekly Magazine ($400,000 billing).

It was thought that the latest dismissals and earlier resignation of key officials could be attributed to the lack of new business to recoup the loss of FTD. In the past month, three top officials of Grant's New York office resigned. They are Paul Bradley, who was vice president and general manager of the office; Jack Balibe, vice president in charge of operations and public relations, and Lee J. Heagerty, vice president in charge of merchandising.

Top officials remaining at the New York office declined to comment on the latest developments or speculate on future plans. One staffer acknowledged that "practically everybody is jittery, wondering what's going to happen next."

DeMoss Leaves Past at WOW To Become Partner in Agency

Lyle DeMoss, for the past nine years assistant general manager of WOW Omaha, Neb., has joined the Allen & Reynolds agency there as a partner. Mr. DeMoss was in broadcasting for 35 years. One of his first jobs was at KFAB Lincoln, Neb., where he started as vocalist-music director in 1928. He joined WOW in 1937 as program manager. At A&R, Mr. DeMoss will direct the agency's broadcasting media work.

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AIM Game by Bruskin
To Test Impact of Ads

A new card game will "sweep" the nation in January but it won't be for anyone's amusement. It's really a survey of advertising impact in disguise.

The play will be for John Q. Public's "consumer consciousness" and the range of his ability to remember, identify or associate advertising copy themes in radio and other media as well as sales slogans, product images and trademarks. The dealer in this new advertising evaluation survey game is the New Brunswick, N. J., market research firm of R. H. Bruskin Assoc.

The actual playing cards will be dealt to 2,500 consumers in the U.S. in each of six games in 1959 and the deck will be adorned with an assortment of commercial themes, incomplete slogans and corporate symbols. An advertiser or agency will have to plunk $480 in to the Bruskin kitty to get into one game and test the impact of a single commercial theme or perhaps the personal-recognition quotient of its star tv salesman. Frequency discounts lower this single-play rate.

Using advertising split-runs geographically and carefully controlling copy, the Bruskin survey could be used to measure the effectiveness of radio or tv against other media.

Bruskin calls its new national service "Association-Identification-Measure" and has registered the abbreviated trademark "AIM" to give the "game" equally high impact with the consumer panel. The playing cards are backed with a colorful target design asking the player "how good is your AIM" with symbols or slogans to be identified on the reverse side of the card.

A pilot survey made in New York in August and September using over 50 different slogans gave the highest AIM rating of 77% (male and female) to the Gillette slogan, "How are your teeth for blades." Westinghouse's "You can be sure it's modern." (trade name omitted on survey card) scored 71%. Others with high AIM scores included "Live Modern." (L&M cigarettes), 68%; "The beer with the barrel of flavor." (Piel's), 63%, and "Nothing does it like..." (7-Up), 63%.

An unidentified cigarette scored only 8%. It was confused with a competitor.

Bruskin has 3,000 professional interviewers throughout 125 sampling points in 41 states and the District of Columbia. They have been used regularly by Bruskin when it handles NBC's annual automotive survey, the "Colortown" operation sponsored jointly by NBC and BBDO, and other projects for such clients as J. Walter Thompson Co., Foote, Cone & Belding, Radio Advertising Bureau, CBS, ABC, Pepsi-Cola and RCA.

A&A SHORTS
Joe Gans & Co., N.Y.—advertising agency doing 100% of its billing in broadcast media—moves to new quarters at 527 Madison Ave., tel.: Murray Hill 8-6520.
Long, Skoll & Shireman, advertising cor-

MR. BRIGGS as he went on the air from NBC in New York.

BRIGGS BEATS ELEMENTS WITH C-C TV

James B. Briggs, executive vice president of Erwin Wasey, Ruthrauff & Ryan, had a problem last week. True to the tv-mindedness of his agency, No. 21 in Broadcasting's annual tabulation of top radio-tv agencies [Advertisers & Agencies, Nov. 24], he relied on television to solve it.

Mr. Briggs was to address the Cincinnati Advertising Club last Wednesday noon (Dec. 3) on "The Care and Feeding of an Advertising Agency." He planned to fly out in his own plane, but found that Cincinnati was socked in by a snowstorm.

Others might have cancelled out, but not Mr. Briggs. He had a solution up his sleeve.

The speaker simply called in Rollo Hunter, EWR&R vice president for radio-tv and asked: why not closed-circuit tv? Why not, indeed—on three hours' notice. Mr. Hunter, in turn, called David Lown, head of NBC-TV's closed-circuit operations.

The network had its own ideas about "The Care and Feeding of Agencies." It promised to try, and in quick order lined up the cooperation of the Sheraton-Gibson Hotel in Cincinnati (which conveniently had closed-circuit facilities on the premises), the communications division of TelePrompTer Corp., WLWT (TV) Cincinnati and AT&T.

Technical note: It takes 20 minutes to check out a closed-circuit line. Having no particular test pattern to transmit during that time, Mr. Briggs enlisted model Lilian Cole, who has appeared in Fab commercials, to smile prettily for the Cincinnati admen while they waited for Mr. Briggs.

Mr. Briggs' address was delivered on schedule. Production costs: not a dime. NBC termed its donation for facilities "a public service in time of emergency."

MR. BRIGGS at they saw him in Cincinnati.
THE "test pattern".
To the rating machine they may be just digits. But to you they're the Kellys, the Koskis, and a thousand Smiths and Joneses. People. Customers. Day after day they come back to make KYW-TV first by far in Cleveland with a consistent 40-plus share-of-audience in this three-station market.

Time was when the station was a poor second. What's made the change? Westinghouse Broadcasting's able and aggressive management. Vigorous promotion. A rare gift for showmanship. Certainly these ... and more. KYW-TV shares the experiences, abilities, and creative thinking of all other WBC stations. And each station can call on a WBC corporate staff of specialists in all areas of broadcasting ... each outstandingly qualified in his field. It's a winning combination ... the reason why no selling campaign is complete without the WBC stations.

KYW-TV Cleveland

WESTINGHOUSE BROADCASTING COMPANY, INC.
And the whole family had a great time. Clark Gable's due tomorrow... then Kirk Douglas, Bette Davis and Maureen O'Hara—all on KDKA-TV's Early Show. Morning, afternoon and night, KDKA-TV is the Pittsburgh showcase for Hollywood's great hits and personalities. Big attractions these. And big sales value too. Every KDKA-TV feature film program consistently outrates the other two stations. By far.

Quality programming, the showman's instinct for sure-fire box-office, an intimate knowledge of their markets... these are the things that continue to attract more viewers more often to each of the five Westinghouse Broadcasting television stations. This is why no selling campaign is complete without the WBC stations.

KDKA-TV Pittsburgh

WESTINGHOUSE BROADCASTING COMPANY, INC.
Another new TV family in Baltimore. In a few moments they'll be ready to tune to Channel 13 . . . to sparkling, live performers. Buddy Deane and his top-rated music and dance show. Jack Wells' colorful Morning Show. Keith McBee, "Mr. News" of Baltimore. Three very live reasons why WJZ-TV has been first in Baltimore for 10 out of the past 12 months.

Live talent shows help rack up ratings for WJZ-TV. That's only part of the story. Like the other Westinghouse Broadcasting stations, WJZ-TV delivers a fine balance of network, film and local live programs, skillfully designed to meet the particular tastes of its community. WBC station programming has the capacity and talent to cover the entire range of local listener interest. The payoff is audience . . . the reason why no selling campaign is complete without the WBC stations.

WJZ-TV Baltimore

Represented by Blair-TV

WESTINGHOUSE BROADCASTING COMPANY, INC.
For one hundred and five minutes, San Francisco watched spellbound. Closeups showed the surgeon's knife pierce and repair Tommy's heart. Camera 2 picked up the mechanical heart-lung as it kept Tommy alive. Afterwards, 98,000 congratulatory phone calls jammed the switchboards at KPIX. While Tommy recovered, he got over 5,000 get-well cards. Ciba Pharmaceuticals, who sponsored the telecast, reported enthusiastic reaction.

It's no accident that you get such massive response here on San Francisco's foremost station. Like all other Westinghouse Broadcasting Company stations, KPIX is convinced that the station which serves its community best, serves its advertisers best. This kind of programming gives WBC stations a very special character . . . and adds an extra force to the selling power of commercial messages. This is why no selling campaign is complete without the WBC stations.

KPIX San Francisco
At home, tonight

This is how the building looked before the fire started. At 3:10 P.M. the first alarm sounded. That evening, while the building still smoldered, thousands and thousands of Boston homes saw the entire scene on WBZ-TV. For in the Boston area, WBZ-TV's fifty-two weekly newscasts reach 71% of all homes. Newscasts with all the color and impact that come from alert and enterprising local coverage, the best of the wire services, and direct news from Westinghouse Broadcasting's own Washington News Bureau.

Accurate, objective, authoritative, complete. That's the news story on WBZ-TV, and on every other WBC station. One segment of a consistently high quality of programming that earns WBC stations the respect and confidence of the communities they serve . . .

the reason why no selling campaign is complete without the WBC stations.

WBZ-TV Boston

© WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BOSTON WBOB-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX PORTLAND KEX
MEN + MACHINES = RESEARCH

The systems concept of problem solving, which combines the knowledge of a group of scientific specialists with the use of high-speed electronic computers, is being put to work in advertising by a new research organization PAIR Inc., (Predictive and Integrative Research), with headquarters in Beverly Hills, Calif. Formed last spring, PAIR has already completed an analysis for KMPC Los Angeles and now is setting up procedures for pre-testing scripts and programs for Telexip Corp.

President of PAIR is Dr. Max Sheanin, Ph.D. in psychology from U. of Southern California; board chairman is Dr. Arthur Lerner, Ph.D. in experimental psychology from USC; vice president and director of communications research is Stuart W. Hyde, radio writer, consultant and coordinator; vice president and director of merchandising research is Frank J. Bates. PAIR is located at 9615 Brighton Way, Beverly Hills, Calif.

New products, appointed

The aim of PAIR, its principals explained at a Los Angeles news conference, is to combine research offered by trained psychologists and other specialists with the use of high-speed computers in revealing relationships between a multitude of factors. For KMPC, the organization collected a mass of data about radio listeners in Southern California and put it through the computer as a guide to station management in its programming. For Telexip, PAIR plans to test scripts for both information content and anticipated audience reaction, then to test audience reaction to completed rushes. PAIR is designing an electronic data-processing program to eliminate overlap between advertising media to secure the most effective allocation of advertising budgets. Another project under consideration is a pilot study of the contributions which commercial communications media are making or could make to education.

advertisement

Porporation with offices at 2673 N. Hubbard St., Milwaukee, has announced its merger with Impact Adv. Agency. Officers are R. R. Long, president, Richard E. Shireman, executive v.p. and Marceline Skoll, secretary-treasurer and former president of Impact. Mr. Long was previously with Bert Gittins Agency, Milwaukee. Mr. Shireman was formerly sales manager of WISN-TV Milwaukee.

Advertising Unlimited, L. A., changes its name to Linder, Beringhouse & Lawrence, expanding its operations from local to regional and national accounts. Seymour Beringhouse, president, will supervise product development, marketing and merchandising operations. Normond Linder, v.p., will act as account supervisor and art director. Ralph Lawrence, accounting executive, will direct radio and tv. Address and telephone remain 1101 Crenshaw Blvd., Westwood 3-9231.

Mulle, Breen & Walde Inc., advertising, has been formed in Beverly Hills, Calif. Sherman G. Mulle, formerly v.p. and account executive of Swafford-Mulle Inc., is president. Melvin Walde, secretary-treasurer, will act as art director. Richard Breen, previously with Lord & Thomas, N. Y., MB&W v.p., will be copy consultant. Other staff members are Janne McFarland, media director, and Sanford L. Kahn, radio-tv director. Address: 405 N. Camden Dr., Beverly Hills; telephone: Crestview 4-8176.

Ross/Reisman/Co., L. A., has changed agency name to Ross/Reisman/Naidich Inc. with appointment of Murray Naidich, art director, as firm partner.

Wesley Assoc., 247 Park Ave., N. Y., has moved to new offices at 630 Fifth Ave., New York 20 (Judson 2-8050). Agency's principal broadcast account is Shulton Inc.

Products Counselors Inc., advertiser-agency service organization, has been formed with offices at 145 E. 57th St., N. Y., announces president Jack Wachtel. Company will specialize in new product ideas, design and packaging, and is associated with design firm of Russel Wright. Telephone: Plaza 5-7811.

Wally Blake Advertising has opened offices in San Diego, Calif., at 2627 B St.; Telephone: Belmont 9-1051. Mr. Blake was formerly assistant manager in charge of operations of KICO Calexico, Calif., and previously with KIVA (TV) Yuma, Ariz., and KWVL-AM-TV Waterloo, Iowa.

G. M. Basford Co., New York-Cleveland, has become affiliated with Intam Ltd., London. Basford's 70 accounts—mostly industrial—total estimated $14.5 million; Intam, with 193 European clients, has pound equivalent of $40-60 million in billings. Two agencies will exchange services, with Basford expected to dip into new business arising from formation of European Common Market, scheduled to begin in 1959.

Otto N. Whitaker Jr. joins Hege, Middleton & Neal, Greensboro, N. C., as associate, changing advertising agency's name to Hege, Middleton, Neal & Whitaker Inc.

George F. Feldman and Martin A. Ball, partners in Feldman Adv. Agency, Evansville, Ind., announce that firm's name has been changed to Feldman-Ball Adv.


AGENCY APPOINTMENTS


Swaneve Paper Corp., Ransom, Pa., has appointed Cohen & Aleshire, N. Y. C. & A reports it is developing "extensive" use of radio and tv among its media plans for Swanee, formerly serviced by Dowd, Redfield & Johnstone, N. Y. Meanwhile, C & A parted with West End Brewing Co., Utica, N. Y.

G. Heileman Brewing Co. (Old Style Lager), La Crosse, Wis., appoints McCann-Erickson Inc., Chicago, effective Jan. 1, 1959. Account formerly was handled by Compton Adv. Inc., Chicago.

O'Brien Corp. (paints, varnishes), South Bend, Ind., appoints Clinton E. Frank Inc., Chicago. Account formerly was serviced by Campbell-Mithun Inc.


Delta Packing Co., N. Y. (Sugar 'n Spice brand condiments), names Ritter, Sanford, Price & Chalek, N. Y. Test campaign is being used in radio and newspapers in Pittsburgh before national expansion.

Thermo-Fax Sales, San Jose, Calif., appoints Erwin Wasy, Rushrafft & Ryan, S. F., for local advertising and public relations for Thermo-Fax copying machines made by Minnesota Mining & Mfg.

Noxzema Chemical Co. appoints Sullivan, Stauffer, Colwell & Bayles, for its new Noxzema skin lotion.

Alva Labs (Alva-Tranquil tablets), Chicago, appoints Olian & Bonner Inc., that city, to handle advertising for its Alva-Tranquil Corp., sales subsidiary. Radio-tv will get substantial share of initial $400,000 budget for national spot campaign, plus test campaigns in certain markets.


American Fluoride Corp., N. Y., for its fluorine derivative products, appoints Moss Assoc., N. Y.

Belvedere Broadcasting Corp. (WWIN Baltimore) appoints James B. Rogers Assoc. Inc., Baltimore, as its advertising agency for 1959.

Breast O'Chicken Tuna Co., San Diego, confirmed earlier report that it is dropping Guild, Bascom & Bonfigli, S. F., as agency and is moving account to Robinson, Jensen, Fenwick & Haines, L.A.

Crate Co. (heating, plumbing equipment), Chicago, expected to name Buchen Co., that city, to handle $1 million consumer advertising account again (as before 1952) in switch from Leo Burnett Co.

Morgan & Lindsey Co., Jasper, Tex., chain of 90 variety stores in four southwestern states, names Erwin Wasy, Rushrafft & Ryan, Houston, as its agency, with media plans to include spot radio and television.

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A woman is on the receiving end of more than 200 ad messages a day. How many she remembers and is convinced by, is another matter. That's why where you say it is at least as important as how you say it.

KNX surrounds your commercials with radio programming that commands attention and inspires belief. A recent listener attitude study by Motivation Analysis, Inc. clearly proves this. What's more, KNX Radio's spacing of commercials shows our respect for listener and advertiser, both. Indeed, that's why we have so many of both. If you're a Los Angeles advertiser, it will pay you to be a KNX advertiser. Our reps can give you many a reason why.
NTA Gross Income Rises 41.2%

Gross income of National Telefilm Assoc., New York, for the 12-month period ended July 31, 1958, increased by 41.2% over the previous year to almost $13.5 million, it was announced last week by Ely A. Landau, NTA board chairman.

Income before amortization and provision for federal income taxes totaled $9,872,033, as compared with $6,747,832 in the previous fiscal year, Mr. Landau reported. He attributed a decline in income before taxes from $2,148,031 to $1,614,048 for the fiscal year ended last July primarily to an increase of $3,658,184 in amortization charges ($4,599,801 in 1957 to $8,257,985 in 1958).

"This decline also reflects initial operating losses of the new television station in Minneapolis (WMSP-TV) and the new television and radio stations in metropolitan New York (WNTA-AM-FM-TV Newark) which were acquired during the year," Mr. Landau stated.

He added: "These losses of approximately $460,000 resulted chiefly from expenditures incurred to acquire and promote programming designed to establish these stations on the American Exchange.

Plans for national syndication of the Ding Dong School children's series to advertisers by next March—perhaps through the fast-growing Jack Weather Organization—were revealed last week.

The newest project marks another step in the varied fortunes of the pre-school program, seen on NBC-TV in the mid-fifties and subsequently slated for the Sylvester L. (Pat) Weaver network that never materialized. More recently, WGN-TV Chicago abandoned plans to offer videotape versions of the series, which it has been carrying locally since Aug. 26, 1957, to other stations in the country. In a joint announcement, Ward L. Quaal, vice president and general manager of WGN-AM-TV, and Dr. Frances Horwich, program's star, said that the program will be syndicated nationally via film early in 1959. In the interim, they reported, it will continue live in color on WGN-TV until a sufficient supply of filmed programs is ready for national distribution.

The series is jointly owned by Dr. Horwich and Henry G. Saperstein, her business manager and associate of The Jack Weather Organization, who is handling production, distribution and sales details.

Mr. Saperstein, who recently acquired the Championship Bowling and All Star Golf film properties from Peter DeMet (Sid Goltz Productions) for over $3.8 million in his capacity as head of Glen Films Inc., Beverly Hills, Calif., reported he hopes to have a minimum of 78—but more probably as many as 120—DDS films for syndication by next March. It would be offered on a three-per-week basis—or on a five-per-week strip if desired—to advertisers, who would buy spot participations in the children's program series.

Proceeds From Filmways Stock To Go Toward Expansion Program

Filmways Inc., New York, last week filed a registration with the Securities & Exchange Commission announcing plans to sell 140,000 shares of common stock (par value, 25 cents each) to the public. The public offering price, estimated at $4.75 per share for registration purposes, will be announced later.

The firm also has agreed to sell 16,000 common stock purchase warrants, at 1 cent per warrant, to its underwriter, S. D. Fuller & Co. The warrants entitle the holder to purchase one share for each warrant held prior to April 14, 1959, Martin Ransohoff, Filmways founder and president, is selling an additional 14,000 shares owned by him.

Filmways, organized in 1952, principally is engaged in producing television commercials, but plans to produce one or more TV shows in the future. Proceeds from the stock sale, Filmways told the SEC, will be used in the following manner: outfitting and equipping of additional studio facilities, $350,000; purchase of additional video tape equipment (the company now owns one Ampex VTR), $100,000; expansion of sales and production facilities, $75,000, and $75,000 for investment in TV film series.
made up of all-the-family programming appeal is the way KFJZ Radio reaches the largest audience in the Fort Worth Area.

So when you want to reach and sell ALL the family, be sure you’re represented inside KFJZ Radio’s Ring Around the Family. It’s the way to sell EVERYONE in the Fort Worth Area on Fort Worth’s Number One Station.

KFJZ Radio

Sold in combination with
Radio KLIF, Dallas. Represented by John Blair and Co.
Meet the hare-apparent

The drumbeats roll. The clarions sound. And the prophetic notes of the November Nielsen echo across the land.

Harken now to the people's will — and herald the people's champion! For the Nielsen returns make the portent clear: the television network most likely to succeed to the Number One position is youthful, winsome ABC. Its future looms regal. Its present, for that matter, is itself little short of majestic.

Witness: ABC is already the No. 1 network on three nights of the week — Sunday, Tuesday and Thursday!*  
Witness: For nighttime programming, ABC is the only network whose ratings are up over last year . . . the only network whose share of audience is up over last year . . . the only network whose number of homes is up over last year.*

Witness: Of the 33 commonly competitive evening half hours, 76% of ABC's time periods are enjoying larger shares of audience. Corresponding figures for the other two networks, 42% and 45%.†

Witness: Of the 33 commonly competitive evening half hours, ABC is now No. 1 in twelve. Another network also leads in twelve — while the third network is first in only nine.†

Our competitors, we'll wager, are ready to crown us.

Source: Nielsen's 1st November Reports 1958 vs. 1957, Sunday through Saturday, 7:30-10:30 P.M., NYT.  
*National Report, Average Audience per minute for all sponsored evening programs.  
†Nielsen Multi-Network Area (24 competitive markets), Share of Audience.
CINE-CITY

Cooperation by New York City officials has resulted in the issuance of 513 permits for New York location filming in the first 10 months of 1958, compared with 297 permits in 1957 and 165 in 1956, according to Wallace A. Ross, public relations representative of the Film Producers Assn., of New York. Mr. Ross told a meeting of the New York chapter of the Academy of TV Arts & Sciences on Nov. 13 that efforts by FPA and other interested groups to encourage film-producing in New York have paid dividends. He estimated that the film industry in New York is a $100 million business, covering more than 25,000 workers in the production of tv film commercials and feature, industrial, documentary, educational and other non-theatrical films.

ON CAMERA

Desilu Productions is resuming filming of Grand Jury at its Gower St. Studios in Hollywood. Pilot film, made some six months ago, could have been sold but Desilu refused as buyer wanted to spot it in Monday evening network time period opposite Desilu Theatre on CBS-TV. Plan now is to make four more episodes, which will be shown to network executives for possible start in January as replacement for one of end-of-the-year casualties. Mort Briskin is producer of the series co-starring Lyle Bettger and Harold J. Stone. Alvin Ganzer will direct two of four programs.

Bob Sande and Larry Green, principals in Sande & Greene Productions, Hollywood, have been assigned to write and produce Sea Power, new public service tv series sponsored by the U. S. Navy League. Assignment follows award of Navy Certificate of Merit for their first navy radio and tv series, Weekend Warriors. Sea Power series, focussed on America's naval strength in nuclear age, is scheduled to go into immediate production for tv release before year's end.


John Guedel Productions is planning to film three pilots of new audience participation show, On the Go, in next five weeks. Jack Linkletter, 21-year-old son of Art Linkletter who was master of ceremonies of Haggis Baggis on NBC-TV last summer, will star in new series. Irving Atkins is executive producer of On the Go. William Kayden will produce pilots, with Lloyd Gaines as director, John Alexander as assistant producer and Howard Blake and Jerry Gollard as writers.

Felix Jackson, producer of The Third Man tv series being made by NTA in conjunction with BBC, is in London, conferring with Ronald Waldman, BBC's business manager for tv programs; Vernon Burns, head of NTA's London offices, and officials of British Lion Studios, where 19 episodes of The Third Man will be filmed, beginning in May, 1959, after first 20 installments of series have been made in Hollywood, starting in January.

RANDOM SHOTS


United Artists Corp., N. Y., announces regular quarterly dividend of 40 cents per common share, payable Dec. 26 to stockholders of record on Dec. 12.

Tv Spot's new Commercial Div., headed by Sam Nicholson, has moved into new quarters at 1029 N. Cole Ave., Hollywood 38.

MCA's Tv Film Syndication Div. announces purchase of its library of 700 Paramount feature films by WBKB-TV Chicago, raising total markets sold to 26.

Flamengo Telefilm Sales, N. Y., has announced it has acquired distribution rights to The Big Story film series starring Burgess Meredith. According to Herman Rush, Flamengo president, company plans to produce several new television series in association with Pyramid Productions, N. Y.

Banner Films Inc., New York, has signed agreement with International Film Distributors, N. Y., under which IFD will distribute 35 feature films in Banner Package and 78 half-hour episodes of Night Court series throughout world, except U. S. and Canada. Banner Films will continue to handle product in those two countries.

Guild Films Co., N. Y., announces it will syndicate videotape recordings of Atlantic Athletic Corp.'s Boston wrestling bouts, currently seen on WBZ-TV Boston. Billed as Big Time Wrestling, VTR series already has been sold to six eastern tv stations.

KLM Royal Dutch Airlines' 16mm color documentary "Caribbean Carousel," is being offered free to tv stations and film distributors. Film, which was awarded prizes at second international film festival, Italy, and Vancouver (B. C.) film festival, runs 27 minutes and may be borrowed from KLM through its distributors, Tribune Films, 141 E. 44th St., N. Y.

George Bagnall & Assoc., Beverly Hills, Calif., announces completion of distribution deal for first adventure of new tv comic strip program called, Clutch Cargo, produced by Cambria Studios.

United States Army Pictorial Center, Long Island City, N. Y., announces availability of "The MacArthur Story," latest in its tv series, The Big Picture. Series is based upon action film taken in combat, in overseas areas and in training camps. Started in 1951, The Big Picture has produced more than 250 episodes for 331 tv outlets regularly programming series.

Christian Television Mission of Joplin, Mo., has completed 13 half-hour tv programs and is offering them free to tv stations. Series, Homestead, USA, includes hymns, brief talks or Bible readings by professional artists. Series made by Wide World Pictures at Universal-International Studios, under production segis of Dick Ross, KGO-TV San Francisco and WBKB (TV) Chicago are among stations which have already arranged to broadcast Homestead, USA, series.
THANK YOU, TIME BUYERS!

WJAR-TV is cock-of-the-walk in PROVIDENCE!

WJAR-TV is cock-of-the-walk in news coverage!

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

WJAR-TV is cock-of-the-walk in creative programming!
MEET THE CAROLINA TRIAD OF WLOS-TV

ASHEVILLE

SPARTANBURG

GREENVILLE

GEORGIA

KENTUCKY

VIRGINIA

NORTH CAROLINA

SOUTH CAROLINA

TENNESSEE
...mammoth market
in the rich southeast
stretching across
62 counties in six states!

With retail sales of $1,848,670,000,* the Carolina Triad is a
“must buy” for any top TV schedule!

**PRIMARY ABC**—The new WLOS-TV delivers the only un-
duplicated VHF network service to the entire Carolina Triad!
Only WLOS-TV can deliver you complete coverage of this
rich triad — 425,360 TV homes in 62 counties of six states!

**MEET IT — SELL IT — PROFIT FROM IT — WITH WLOS-TV**
towering new force in Southeastern TV

† Survey of Buying Power
Sales Management — May, 1958
† NCS #3 — All TV Homes

**WLOS-TV**
Unduplicated ABC in
**ASHEVILLE • GREENVILLE • SPARTANBURG**
**WLOS AM-FM**

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.
Judge Horace Stern cleaned up one re-hearing on improper off-the-record contacts with FCC commissioners last week and was immediately designated to hear another.

The retired chief justice of the Pennsylvania Supreme Court handed down his initial decision in the Miami ch. 10 case on Monday. On Thursday the Commission assigned him to hear the Boston ch. 5 case.

Both cases involve charges of ex parte discussions with FCC commissioners by parties to the TV hearings.

In the Miami ch. 10 case, Judge Stern found that former FCC Comr. Richard A. Mack should have disqualified himself, and therefore recommended that the FCC revoke the grant to National Airlines. He found that both National Airlines and WKAT Inc. (A. Frank Katzentine) had engaged in behind-the-scenes conversations with Mr. Mack, though he did not recommend that they be disqualified. He also found that North Dade Video Inc., a third applicant in the original Miami ch. 10 hearing, was not guilty of ex parte contacts, although he termed “imprudent” the action of North Dade special counsel Robert F. Jones in submitting a document favoring his client to Comr. T.A.M. Craven.

The parties in the Miami case have 30 days to file exceptions to Judge Stern’s initial decision. Thereafter, oral argument will presumably be requested and held before the FCC, and a final decision on the wire-pulling issues will be forthcoming from the Commission. This will have to be submitted to the U.S. Court of Appeals, since that court still has jurisdiction in the case.

Four-Way Hearing Likely If the FCC commissioners go along with Judge Stern, and the court approves, a further hearing among all four applicants is believed certain. L.B. Wilson Inc. (WCKY Cincinnati) is the fourth applicant. There was no finding of taint against L.B. Wilson by Judge Stern.

Judge Stern’s recommendation that none of the applicants be completely disqualified caused comment. Both the Justice Dept., which participated as amicus curiae, and the FCC’s special staff recommended that both WKAT and National Airlines be disqualified. The FCC staff also recommended that North Dade be disqualified.

Actually, the case is complicated by the fact that the activities of both WKAT and National Airlines be considered adversely in considering their character qualifications.

There was still some talk that the Commission might, when it reopens the case after its final decision is promulgated, consider opening Miami ch. 10 to new applicants. Last Thursday, it was reported that a Miami group headed by Charles H. Crandon, former County commissioner, planned to apply if the ch. 10 grant is withdrawn from National Airlines. The group has agreed to put up $1 million, it was said.

The case was remanded to the FCC for investigation of off-the-record contacts by the appeals court last July [GOVERNMENT, Aug. 4]. During hearings before the House Legislative Oversight Committee, it was testified that some of the parties had approached both former Comr. Mack and former FCC Chairman George C. McConnaghy. The court, however, specifically upheld the FCC’s decision in granting the Boston ch. 5 to WHDH Inc. (Boston Herald-Traveler).

In its notice last week the Commission ordered the rehearing to determine (1) whether any commissioner should have disqualified himself, (2) whether any applicant or persons influenced or attempted to influence any member of the Commission outside regular judicial processes, (3) whether any party knew of such misconduct, (4) whether the grant was void originally, or, if not, whether it was voidable by reason of the disqualification of any party, (5) whether the conduct of any party if not an absolute disqualification reflects adversely on its character.

Participants Notified In line with the court’s order, the Commission notified the Dept. of Justice and listed the parties who would participate as WHDH Inc., Greater Boston Television Corp., Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs. Inc.

Comr. Craven took no part in the deliberations of the Commission leading to the issuance of this order. He had abstained in the original 1957 FCC decision in favor of National Airlines.

He also determined that although WKAT and National Airlines were guilty of the impropriety of attempting to influence Comr. Mack outside the record, this was not an absolute disqualification (which would have made Mack’s application void), but only a relative disqualification which the Commission must take into account in any further proceedings.

Judge Stern also found North Dade Video Inc. not guilty of any impropriety in hiring former FCC Comr. (and former Congress man) Robert F. Jones, but did find “imprudent” Mr. Jones’ action in sending Comr. T.A.M. Craven a copy of a document favoring North Dade.

L.B. Wilson Inc., the fourth applicant, came out with clean hands; Judge Stern found no improprieties in its activities.

The key finding by Judge Stern was contained in his second conclusion: That Comr. Mack not having disqualified himself, the award of ch. 10 to Public Service Television Inc. was voidable and should be revoked and set aside "because the applicant did not have a hearing before an impartial tribunal."

Judge Stern’s failure to disqualify the applicants was in direct opposition to the recommendations of the Dept. of Justice and the FCC’s general counsel staff.

Both had asked the special hearing examiner to revoke not only the grant to National Airlines, but also to disqualify

STERN DECISION QUALIFIED

Judge Stern on accepting gifts and favors:

"It may not be amiss to interpolate that all this does not mean, of course, that any and every gift to a person in public office is necessarily to be condemned as improper. It naturally depends on all the attendant circumstances, such as the degree of friendship; family or other relationship between the parties; the magnitude of the gift; the likelihood or reasonable possibility of the donor seeking, or at least welcoming, official favors in return; the donee being in an office where he would be able to grant such favors. . . ."

Judge Stern on the question of absolute disqualification:

"It would seem clear, therefore, that, since the 'public interest, convenience, and necessity' is, by statute and decision, the proper and indeed the supreme determinant in such cases, there is not any edict or rule of law prescribing an absolute, automatic disqualification, in all future proceedings in the case, of applicant guilty of wrongdoing. It might be possible, for example, to find in a case that an applicant guilty of misconduct—after full consideration by the Commission of all relevant factors, financial, technical, experience, planning and the numerous other requisite qualifications that enter into the question but including also consideration of the misconduct itself as adversely reflecting upon the character of the applicant and as hereinafter discussed—would nevertheless be the party that would furnish the best television service in all its important purposes of education and information, to the people of the community in which the station was to operate, and thereby best serve the 'public interest, convenience and necessity.' . . ."
WKAT and Public Service. The Commission staff had also asked for the disqualification of North Dade Video Inc.

The Dept. of Justice had asked for a clear-cut ruling that any ex parte contact with a commissioner be automatically disqualifying both for the Commissioner and the applicant.

Judge Stern did not make any finding on the vote of former Chairman George C. McConnaughey. There had been testimony that Mr. McConnaughey had been approached behind the scenes to vote for one of the applicants.

Clean Bill • In his 21-page decision Judge Stern emphasized that none of the present FCC is involved in the charges. He also termed "particularity reprehensible" the fact that secret approaches were made to Comr. Mack during the "critical period," beginning from the time the examiner's initial decision was issued, March 1955, until the final Commission decision was issued, Feb. 7, 1957.

Commissioners, in the exercise of their judicial duties—as distinguished from "merely administrative duties—are "to all intents and purposes quasi-judges, and accordingly should be bound by the same legal, ethical and professional rules as those by which judges are governed," Judge Stern remarked. This means, he emphasized, no behind-the-scenes contacts and no gifts.

Bolstering this attitude, Judge Stern quoted canons of the American Bar Assn.; Sir Edward Coke, Lord Chief Justice of England in the 17th Century; the Bible (Deuteronomy, 16:19); the Roman philosophers Seneca and Martial, and the Hebrew philosopher Saadi.

Discussing the activities of emissaries of WKAT, Judge Stern said:

"All of those thus named—persons to whom Mack was obligated by reason of friendship or political support or both—actually sought his vote for WKAT however vigorously both he and they denied that they asked him for it in so many words. One would have to be quite naive to accept as a fact that they urged him only to decide the case on the merits—a request that would properly have merited resentment as implying a lack of confidence in his judicial integrity. Mack certainly knew what was being asked of him."

The activities of Thurman A. Whiteside, Comr. Mack's benefactor and friend, was "with the knowledge and sanction of Anderson, Scott and Baker." Judge Stern ruled, "a sanction which, if not expressed in conventional terms or embodied in a formal agreement of employment, was certainly implied and so understood by Whiteside." Messrs. Robert H. Anderson and Paul R. Scott, members of Miami law firm representing National Airlines, and George T. Baker, president of National Airlines, had maintained that they tried to hire Mr. Whiteside, but that he refused. Thus, they claimed, Mr. Whiteside's involvement with Mr. Mack was on his own.

Impropriety • In referring to Mr. Jones on Capitol Hill Judge Stern said there was nothing wrong in the attempt to prohibit the grant to National Airlines through legislation of a general public policy. But Judge Stern found that Mr. Jones acted imprudently although "not ill-intentioned," in sending to Comr. Craven the document he had prepared in favor of North Dade.

Mr. Jones had been hired by some North Dade stockholders unbeknownst to its regular counsel, to interest Congress in legislating against an airline owning a tv station.

The award of a tv channel is not a "prize" to one or another of rival applicants, Judge Stern stated, for his or its own sake. "[I]t is for the purpose] of serving the transcendent interest of the public by obtaining the one best qualified to satisfy the needs and promote the welfare of the community in which the station is to operate," the judge said.

**FTC HOMEWORK:**

Broadcasters are going to hear a lot more about and from Charles Amos Sweeney, the new chief of the Federal Trade Commission's radio-tv advertising unit.

The ebullient Ohioan last week was appointed to head the FTC's broadcasting monitoring office. He succeeds the unit's first chief, Harold Scott, who was reassigned to the FTC's Small Business division.

Actually Mr. Sweeney has been acting chief of the radio-tv unit since September.

The first evidence of the dynamism of the new radio-tv chief was contained in the same announcement that reported his appointment: A stepped up drive against questionable advertising on the air, using the more than 350 professional staff members of the FTC. These are being asked to feed Mr. Sweeney and his staff (of four) tips on possible violations as they listen and view radio and tv in their own homes or elsewhere.

The radio-tv monitoring group was activated in 1956, following an outcry against "deceptive" advertising on the air. This came most heavily from members of Congress. Earlier this year the unit installed broadcast receiving equipment and recording apparatus to help it in its function of screening the commercial content of broadcasting [Gov. R. W. papers, April 14].

Mr. Sweeney thinks the broadcast industry and the FTC can work closer together than ever before. This is predicated on the FTC's issuance during the last few months of advertising guides on a variety of subjects (tires, pricing, cigarettes).

"With these guides broadcasters can do

**MORE WATCHDOGS OVER RADIO-TV**

What gives Mr. Sweeney his enthusiastic belief he will have aid in his new job is the reaction of industry leaders to the FTC's latest guide—on pricing.

Early in November, Harold E. Fellows, NAB president, wrote to John W. Gwynne, FTC chairman, saying:

"I am sure that the Commission can count on the full support of the broadcasting industry in its effort to encourage advertisers to comply voluntarily with the law on price advertising. Radio and television members of this Association are deeply concerned with integrity in advertising." Mr. Fellows referred to the fact that the NAB's radio and tv codes already treat the problem.

The pricing guide also received support from the American Newspaper Publishers Assn., the Advertising Federation of America, and other groups.

The announcement of Mr. Sweeney's appointment also contained notice that the more than 350 FTC professional employees (in Washington and in its field offices—located in New York, Chicago, Cleveland, Atlanta, Kansas City, New Orleans, San Francisco, Seattle) would be expected to furnish the Commission with information about questionable advertising discovered during the course of their personal viewing at home or elsewhere.

This is predicated on the assumption that FTC staffers are always on duty—"like a policeman," an FTC spokesman explained.

FTC staffers had been used for this purpose before, but it was assigned work. According to last week's interpretation, this

December 8, 1958 • Page 57
Streaking into first run syndication with jet-like force, CBS Films' breathtakingly dramatic visual history of the air age...

**AIR POWER**
documents for the first time the wonder and the excitement of man's conquest of the sky...in the most startling aerial photography ever seen on home screens. Shown on the CBS Television Network...

**AIR POWER**
achieved a direct hit for The Prudential Insurance Company of America, with an audience share of 38.4, averaging first in its time period throughout the season. Two years in the making, epic in scope...

**AIR POWER**
is produced by famed CBS News, with an original musical score by the Pulitzer Prize-winning composer Norman Dello Joio and narration by Walter Cronkite. For 26 fast-moving half-hours, contact...

**CBS FILMS**

"...the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. Canada: S.W. Caldwell, Ltd.
### Special Holiday Rates

**ONE YEAR SUBSCRIPTION**
52 WEEKLY ISSUES—$7.00

**EACH ADDITIONAL GIFT—$6.00**

Please send 52 issues of BROADCASTING as my gift to:

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additional subscriptions may be listed separately at $5.00

All orders will be shipped, in the event of duplication you will be notified immediately.

☐ I enclose $ ☐ please bill

name

street & number

city | zone | state

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**WJMR-TV Asks to Use Ch. 13 At Close of Ch. 12 Experiment**

WJMR-TV New Orleans, ch. 20 outlet which has been ordered to cease its experimental operation on ch. 12 by next Jan. 1, asked the FCC last week for special temporary authorization to operate on ch. 13 until the contest for that frequency in Biloxi, Miss., is resolved.

The FCC canceled WJMR-TV's experimental operation on ch. 12, on which it duplicates the programs of its assigned ch. 20 (Government, Nov. 3), after an FCC hearing required by an appeals court mandate (Government, May 26). The court had heeded a claim by WJTV (TV) Jackson, Miss. (ch. 12), that WJMR-TV was not proposing a bonafide experiment.

The Commission's award of ch. 13 in Biloxi (less than 100 miles from New Orleans) to Radio Associates Inc. was remanded by an appeals court for partial rehearing (Government, Sept. 22). WJMR-TV said last week that it appears a substantial period will elapse before the FCC decides if Radio Associates or competing WLOX Biloxi gets ch. 13 and added that if the New Orleans station is not allowed to operate on ch. 13 the "highly significant experimental aspect of the station's operation will be lost or interrupted indefinitely."
This ad ran as a full page in The Jacksonville Journal and The Florida Times-Union on November 2.

THANK YOU JACKSONVILLE!

In one short month you've put WMBR FIRST in radio audience!

Here's why we're 23% ahead of our nearest competitor!

- WMBR has Florida's most complete radio news bureau...geared to bring you all the local news when it happens plus up-to-the-minute world news from the global facilities of the Columbia Broadcasting System.
- WMBR has Jacksonville's best team of announcers. Hear the Harper Boys-Jimmy in the morning, Tommy in the afternoon—Rick Hollister at night—Jack Mock in the night and on weekends.
- WMBR is the only Jacksonville radio station with the courage to express opinions on local issues.
- WMBR has Jacksonville's best cash-awarding, fun-filled games and contests. You can win from $50 to $200 from "WMBR Dollars!".
- WMBR brings you Jacksonville's best football coverage—including games of the University of Florida, Florida State University, Georgia Tech and the professional National Football League games of the Washington Redskins.
- WMBR brings you the best in radio entertainment...all the exciting adventures, thrilling dramas and sparkling variety shows presented by the CBS radio network.

Here are the voices of WMBR:

- DON SMITH  WMBR News Director
- LARRY PATRICK  General Sales Manager
- ARTHUR JEFFREY  News Director
- TOM LOGUE  Voice of the Tennessee Volunteers
- ROBERT G. LEWIS  News Director
- CHARLES SCHELL  News Director
- BOB BURROWS  Voice of the Tennessee Volunteers
- PAUL MILLS  WMBR News Director
- LOWELL THOMAS  News Director
- HOMER BASS  News Director
- JOHN BLAIR & COMPANY  President

Starting January 1

WMBR radio will be represented nationally by

JOHN BLAIR & COMPANY

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Ready War News Pool Asked by Bartholomew

Creation by the armed services, broadcasters and the press of a reserve corps of war correspondents ready to go into action at the outbreak of any future major war was proposed last week by Frank H. Bartholomew, president of United Press International.

Mr. Bartholomew, who had just returned from visits of several days each with the Strategic Air Command and aboard an aircraft carrier at sea, made his suggestion in off-the-cuff remarks during an address to the annual conference of Navy public information offices in Washington last Monday.

Correspondents in such a pool would be kept abreast by the armed services on new developments in rapidly-changing weapons of war and fighting techniques. The correspondents, in turn, would keep the services informed on the requirements of the various media for quick and effective coverage of warfare.

Mr. Bartholomew said he feels newsmen would be completely unprepared if the U.S. suddenly found itself in a conflict. He thought public information offices of the armed services must meet the demands of all news media—radio—tv, wire news services, newspapers, magazines and news-ree—for speed and accuracy; that news media must be able to depend on the accuracy of news announcements from the beginning and in the follow-ups. The military, in turn, must also meet the demands of news media for speed since this is an essential requirement of their production or transmission function, he said.

He said such a corps of war correspondents—fully accredited by the military and the various news media—should be subject to voluntary policing to weed out non-eligible or fringe reporters not directly or seriously concerned with reporting the events involved. He suggested a system of courses or study sessions to instruct correspondents on new methods and machines, adding that, in return, the correspondents with previous war experience could teach the military much about how to deal with news media.

Mr. Bartholomew also said the armed services must end the practice of withholding "bad news," which should be released as quickly as possible and the file thus closed on it sooner. He also urged the Navy public information officers to cut down on the flood of prepared news "handouts" and to get their commanding officers to hold more news conferences.

NINE'S A CROWD

When conflicting applications are filed with the FCC a hearing is held. When nine conflicting applications are filed a big hearing is held. The Commission has announced such a hearing on various am requests in California. The applicants and their applications:

Gralla and Gralla, Tujunga, for a new outlet on 840 kc, 250 w, day; KIEV Glendale, which wants a power boost from 250 w to 10 kw, remaining on 870 kc, day; South Coast Broadcasting Co., Laguna Beach, for a new station on 890 kc, 1 kw, day; Southland Communications Co., Anaheim, for 900 kc with 250 w, directional antenna, day; J.J. Planigan, Fontana, for 830 kc, 1 kw, day; Gordon A. Rogers, Colton, for 860 kc, 5 kw, stereo transmitter, antenna, day; San Luis Rey Broadcasting Co., Newport Beach, for 820 kc, 500 w, directional antenna, day; Up- land Broadcasting Co., Upland, for 900 kc, 250 w, directional antenna, day, and Robert Burdette & Assoc., West Covina, for 900 kc, 500 w, directional antenna, day.

Set Stereophonic Standards, Philco Corp. Asks Commission

Philco Corp last week asked the FCC to begin rulemaking aimed at adopting stereophonic transmission standards for "compatible" am broadcasting. The set-making firm offered for adoption its own proposed standard, together with a description of modulator systems is has used in lab tests with regular (monophonic) am sets, stereo am sets and a miniature stereo transmitter.

Philco, which owns no broadcast stations, said its system is now ready for field testing and that it will cooperate with any am broadcast station or the FCC engineering staff to that end. Philco said it also will be glad to cooperate with the proposed National Stereo Radio Committee, (see page 56).

The Philadelphia firm asked the FCC to indicate specific technical data it would require for consideration of the Philco petition for a field test and whether stations need additional licenses to carry out such a test. Philco said stereo receivers are relatively simple to construct and produce "full subjective stereophonic effects," while they retain the advantage of dual speaker presentation of monophonic broadcasts. During stereo broadcasts, present monophonic receivers would perform without noticeable difference as to sensitivity, distortion, signal-to-noise ratio and fidelity, and would not lose "any of the information present in the other track of the stereo signal," Philco added.

The FCC has received no proposals for rulemaking on stereophonic am broadcast standards. Harkins Radio Inc. last April asked for rulemaking to set up standards for fm multiplexing to achieve stereo broadcasts (Government, April 28). Stereo broadcasting on fm is covered in the FCC's inquiry into the possibility of additional uses of fm multiplexing (At Deadline, July 7).
CBS Foundation Inc.  
News and Public Affairs Fellowships for 1959-1960

CBS Foundation Inc. has established the Fellowships to offer a year of study for men and women engaged in Radio-TV news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The Fellowships meet in New York. Fellows will attend classes at Columbia University, in New York, and will be associated with the offices of CBS, Inc., and Public Affairs programming. The Fellowships will be open to applicants who are U.S. citizens.

Requirements for Applicants

1. Qualification in one of the following categories:
   A. Newsmen and public affairs writers employed by (1) CBS News, (2) the seven CBS-owned radio stations, (3) the six CBS-owned television stations, (4) the 206 U.S. stations affiliated with CBS Radio, but not owned by it, and (5) the 300 U.S. stations affiliated with the CBS Television Network, but not owned by it.

2. Regular members of the staffs of non-commercial radio and television stations licensed to colleges and universities who are engaged for a substantial portion of their time in news and public affairs programs.

3. Teachers of courses in radio and television news and public affairs techniques at colleges and universities.

4. An applicant must be fully employed in one of Categories A, B, and C, and must have sufficient full-time experience in the field to indicate ability and promise of greater development.

5. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.

6. A statement covering the applicant's personal history: educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performal or contemplated.

The Selecting Committee

On Behalf of the Public:

LEWIS W. DOUGLAS, former American Ambassador to Great Britain; former Member of Congress and Director of the Budget; former President, McGill University; Chairman of the Board, Mutual Life Insurance Company of New York.

JOSEPH E. JOHNSON, President, Carnegie Endowment for International Peace; former President of History, Williams College; former head of U.S. Department of State and adviser to U.S. delegations in the U.N.

BYRON PRICE, former Executive Editor, Associated Press Assistant Secretary-General, United Nations; U.S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1944).

On Behalf of Columbia University:

DR. JOHN A. KROUT, Vice President.

DR. LAWTON E. G. PECKHAM, Dean of Graduate Faculties.

On Behalf of CBS Foundation Inc.:

SIG MICHELSON, Vice President of CBS, Inc., and General Manager of CBS News, and a member of the Board of CBS Foundation Inc.

EDWARD R. MURROW, News and Public Affairs broadcaster.

The Selecting Committee will consider, among other factors, whether the stipend offered each candidate will be sufficient to meet living and other necessary expenses to the applicant. In cases where an applicant has above-average living expenses because of the size of family or above-average travel and transportation expenses because of the distance of his city or town from New York, it will be given the possibility of a special allowance. All expenses at Columbia University (including tuition and special charges in connection with the fellowship program) will be paid in full for each Fellow.
**FORD GIVES ABC'S OF ALLOCATION**

FCC Comr. Frederick W. Ford gave Houston radio-tv executives a sophisticated analysis of tv allocations last week.

In a 14-page resume of potential allocation moves, Mr. Ford spelled out six alternatives—but emphasized that he had no recommendations to make.

The speech was scheduled to be delivered to the Houston Radio-Tv Executives Assn. Friday night.

Mr. Ford set out four standards for tv allocations:

- Allocation should be in a continuous band, or as nearly continuous as possible.
- Ratio of the highest channel to the lowest should be as low as possible. A 3 to 1 ratio would be desirable. The lower the ratio the lower the cost and complexity of tv receiver design.
- Frequencies should exhibit as nearly the same propagation characteristics as possible.
- Total number of channels should be adequate to provide a nationwide competitive tv service.

Among the alternatives, Mr. Ford seemed to be most sympathetic to a tv allocation which would run from 174 mc to 474 mc. This would start at what is now ch. 7 and run continuously for 300 mc, allowing for 50 channels. This is 25 channels more than the same plan recommended by Comr. T.A.M. Craven last spring (LEAD STORY, June 2).

The area above what is now the top of ch. 13 (216 mc) is mostly assigned to government service. It also contains aeronautical navigation aids, amateur bands, meteorological aids and even a small broadcast remote pickup band.

Mr. Ford warned, however, that until government officials agreed that this area of the radio spectrum was not required for national defense, there was no use speculating as to its possible use. He also stressed that any conversion would have to be over a transition period long enough to permit amortization of existing equipment as well as the establishment of government services in new spectrum space.

In 1956 the then Office of Defense Mobilization told the FCC that these government frequencies, as well as others in the vhf band, could not be released because of "national security requirements and the needs of air navigation and air communications..." This was the result of a special interdepartmental study (AT DEADLINE, April 16, 1956).

What Mr. Ford likes about the 174-474 mc band is that it is "feasible." It would have less impact on other uses of radio, he said. The plan also would provide an "adequate number of channels for a nationwide, competitive tv service," he added.

Deintermixture, Mr. Ford said, has not had the result that was anticipated. Furthermore, Mr. Ford added, deintermixture "would have made different tv services..." with the choice of which system in a community determined more by geography than by normal standards of public interest.

In discussing possible moves, Mr. Ford listed such obstacles as expense to both the public and the broadcasters as well as to users of other services now occupying the potential spectrum areas; requirement to secure international agreements to make the changes, and complexities of receiver design where the bands are not contiguous.

The plan suggested by Comr. Craven recommended, on a long-range basis, the establishment of a continuous tv band running from 174 mc to 324 mc. This would permit the allocation of 25 tv channels.

At the present time the Commission has staff studies underway on various tv allocations plans. By the end of this year, but more likely early in 1959, the results of the Television Allocations Study Organization should be available. TASSO was set up two years ago to research propagation and other characteristics of the vhf and uhf tv bands for submission to the FCC.

**WMBV-TV Says Changes Asked Are Matter of 'Life and Death'**

WMBV-TV Marinette, Wis., last week asked the FCC to expedite consideration of and decision in the station's application for site relocation and increased antenna height and transmitter power because "life and death" of the station "is at stake." The WMBV-TV application was set for hearing after objections to the changes by WFRV-TV Green Bay. The record was closed by the examiner Nov. 20 after a 2½-day hearing.

At the same time last week, WMBV-TV protested and asked reconsideration of the Commission's renewal of WFRV-TV's license on Nov. 25. WMBV-TV charged WFRV-TV submitted incorrect material in the hearing on the WMBV-TV change, abused administrative processes and interfered with contractual relations between WMBV-TV and NBC-TV, with the result that the Green Bay station wood away the Marinette outlet's affiliated network.

WMBV-TV said its proposed increased coverage was indispensable to retaining its network affiliation and that WFRV-TV's prime aim in the hearing was to cause NBC-TV's disaffiliation with the Marinette station. WMBV-TV said NBC-TV notified it on Nov. 25 that it would switch affiliation to WFRV-TV next June 1.

The Marinette outlet said it has lost over $175,000 already; that two-thirds of its revenues can be expected to start "drying up" when it loses NBC-TV affiliation, and that the station will have to severely curtail or cease its operations.
**VIDEO TRANSMISSION TEST EQUIPMENT**

In Daily Use by Major Networks, Stations, and Long Lines Carriers

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**1003-C VIDEO TRANSMISSION TEST SIGNAL GENERATOR**

Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite sync. Variable duty cycle. Regulated power supply.

**1004-B VIDEO TRANSMISSION TEST SIGNAL RECEIVER**

Very rapid and accurate measurements of differential phase and differential gain characteristics of video facilities. Responds to standard stairstep test signal modulated with 3.58 mc.

---

**ALL UNITS AVAILABLE IN CARRYING CASE OR 12¼" STANDARD RACK MOUNTING**

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**1005-A VIDEO TRANSMISSION TEST SET**

1005-A1 — Produces composite television waveforms suitable for measuring amplitude vs. frequency, differential gain vs. amplitude, dynamic linearity, differential phase vs. amplitude, high frequency transient response, low frequency transient response, low frequency phase or streaking, smears, mismatches; and other video characteristics.

1005-A2 — Supplies composite EIA Sync, blanking, horizontal and vertical drive signals, and regulated B + power for itself and 1005-A1. Features magnetic core binary counters.

**1008-A VERTICAL INTERVAL KEYER**

Permits test and control signals to be transmitted simultaneously with program material, between frames of TV picture. Any test signal (multiburst, stairstep, color bar, etc.) may be added to the composite program signal. Test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.

**1073-CR SIN²—SQUARE WAVE GENERATOR**

Produces new waveform for testing TV or other pulse unit of system for amplitude and phase characteristics. SIN²—Square Wave pulse is equivalent to TV camera signal and is more sensitive than a Square Wave in indicating ringing. Video test signal adjustable for 0.0 volts to 3.4 volts. Now in use by major TV networks and long lines carriers.

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**AT THE FRONTERS OF ELECTRONICS**

COLOR TV, INDUSTRIAL INSTRUMENTATION, TELEMETRY

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December 6, 1968 • Page 65
FCC Defends Microwave Stand Before U.S. Court of Appeals

The FCC defended its policy of withholding action on grants of microwave relay facilities for community antenna systems in argument last week (Dec. 1) before the U.S. Court of Appeals for the District of Columbia, saying the Commission shouldn’t be forced to decide “in 15 or 20” individual cases what is encompassed in its current study of secondary types of television announced last May 22 [Government, May 26].

Counsel explained the Commission position in answer to appeals to the court by six common carriers whose applications for microwave facilities to feed CATV systems have been held up pending the FCC study [Government, Oct. 27, 20]. The common carriers said the FCC has no right to freeze the applications and should either grant them or designate them for hearing. They charged that the Commission did not start its inquiry proceeding until forced to do so by indications the Senate Commerce Committee might start one of its own.

The argument was held before Judges E. Barrett Prettyman, presiding, and David L. Bazelon and George T. Washington.

FCC explained its May 22 notice of inquiry “looks toward” rulemaking. The study covers among other things the impact of CATV, tv boosters, repeaters and satellites on regular tv broadcast stations.

Intervenors supporting the FCC position included KLIX-TV Twin Falls, Idaho; KLTR (TV) Tyler, Tex.; WCTV (TV) Thomasville, Ga.; KGN-F TV Laredo, Tex., and KWRB-TV Riverton, Wyo.

Asking the court to require the FCC to grant the microwave applications or set them for hearing were Mesa Microwave Inc., which seeks links to serve CATV systems in Laredo, Tallahassee, Fla., and Fort Myers-Naples, Fla.; Carter Mountain Transmission Corp., Cody, Wyo.; East Texas Transmission Co., Tyler, Tex.; Idaho Microwave Inc., Twin Falls, Idaho; New York Penn Microwave Corp., Corning, N.Y., and Valley Microwave Inc., Florence, Ala.

WCHU (TV), WTVP (TV) Intervene in Terre Haute Ch. 10 Hearing

Two uhf stations which are fearful of more vhf competition were allowed to intervene in the ch. 10 case at Terre Haute, Ind., by Chief Hearing Examiner James D. Cunningham last week. The two are WCHU (TV) Champaign-Urbana (ch. 33) and WTVP (TV) Decatur (ch. 17), both in nearby Illinois.

In the case, WTHI-TV Terre Haute occupies ch. 10, but has applied for ch. 2 there, in competition with Illiana Telecasting Corp. Livesay Broadcasting Co., meanwhile, has applied for WTHI-TV’s ch. 10 and the FCC has ordered that WTHI-TV submit its ch. 10 license for renewal in consolidation with the Livesay application [Government, Sept. 22].

FCC Denies WMBO-AM-FM Plea in Consolidated Hearing Order

The FCC last week denied a petition filed by WMBO-AM-FM Auburn, N.Y. [Government, Aug. 18], asking reconsideration of Commission action ordering the am-fm operation to submit its license for renewal. The FCC has ordered a consolidated proceeding which includes hearing on the May 22 grant of a new am station in Auburn to Herbert P. Michels.

WMBO-AM-FM had asked the FCC to reconsider the new am grant on grounds that the Auburn area could not support two stations economically. The FCC on July 30 [Government, Aug. 4] ordered a hearing of the new grant (WAUB), but in the same action ordered existing WMBO-AM-FM to submit its licenses for renewal in the same proceeding.

The FCC’s 4-3 split decision on July 30 cited the controversial “Carroll case” in which the U.S. Court of Appeals for the District of Columbia found that the public interest must be weighed in cases involving economic injury to a broadcast station [Lead Story, July 14]. Thus, reasoned the Commission majority, the FCC should determine, in view of the economic injury question, whether existing WMBO-AM-FM or the new WAUB is better qualified to serve the public interest if the Commission finds that both are not likely to survive in Auburn.

In the July 30 decision, Comrs. Rosel H. Hyde, Robert E. Lee and John S. Cross dissented, because, it was understood, they felt that forcing WMBO-AM-FM into a comparative hearing with the proposed WAUB constituted uncalled-for harassment of an existing licensee.

Holding to this viewpoint in last week’s decision were Comrs. Hyde and Cross. Comr. Lee was absent.

The FCC’s action of July 30 was looked upon at the time as an implicit warning to existing stations to take care how they use the economic injury “weapon,” lest they find their own licenses called up for renewal. The FCC has notified the solicitor general that it intends to appeal the Carroll case to the U.S. Supreme Court.

The licenses for WMBO-AM-FM normally would expire June 1, 1960.

Access Champion Loses Election

Virtually lost from sight in the Democrats’ Nov. 4 national election sweep was the fate of Judge Saul I. Rabb, staunch Republican opponent of Canon 35 restrictions on radio-tv courtroom coverage. He was to have heard the Forrest Teel murder trial in Indianapolis, promising free broadcast access [STATIONS, Oct. 27], but lost in re-election bid for judgeship of Marion Criminal Court Div. 2 in Indiana Democrat blitz to Thomas J. Faulconer Jr... WIBC reported last week, after an exclusive interview, that Judge Faulconer also favors unlimited radio-tv-photographic coverage “within bounds of propriety.” He noted thousands of people would be denied access to a public trial because of employment and small courtroom facilities.

In the Syracuse Market

WSYR’S COVERAGE EQUALS THAT OF NEXT TWO STATIONS*

The amazing coverage superiority of WSYR is illustrated by these facts:

- It reaches 80% more homes than the No. 2 station in Syracuse.
- Its weekly circulation is as great as that of stations 2 and 3 combined!

That’s probably because WSYR attracts the adult, able-to-buy audience by high quality programming in all major areas of entertainment and public service.

*Nineteen Coverage Service No. 2

Page 66 • December 8, 1958

Broadcasting
NETWORKS CONTINUED

KAROL: CBS TO SET RADIO STYL

Some of the background behind the development of CBS Radio's new Program Consolidation Plan was revealed last week by network sales vice president John Karol, who predicted that in time all radio networks will have to copy it in some way.

In a speech prepared for delivery Friday (Dec. 5) to the Advertising Club of Louisvile and Louisville Better Business Bureau, Mr. Karol said that under the plan advertisers can be confident for the first time in years, that their messages are truly national, because they are being carried throughout the entire station lineup and on a fixed schedule.

His talks came as unconfirmed reports circulated that up to 100 CBS Radio employees may have to be let out of their jobs as a result of PCP, which becomes effective Jan. 5, and increased speculation as to which specific programs will be dropped and which retained, aside from those originally designated [LEAN STORY, Nov. 3].

Regarding job security, employees have been assured that management's objective is to absorb into other departments of the company those "competent" ones whose jobs will be eliminated, and that "by timing, by coordination and by cooperation throughout CBS, it is planned to keep severances at a minimum"—even to the point of postponing, where practicable, the revamping of departments until transferable employees have been relocated. Officials also have indicated that in the first phase of the CBS Radio Div. may have more employees than now, owing to 60 stations' needs for personnel for additional local programming. [CLOSED CIRCUIT, Nov. 24].

Mr. Karol told his Louisville audience that PCP was his network's answer to the key question in broadcasting's unrest: "How do you put the relationship between a network and its affiliates on the kind of solid, confidence-inspiring basis that insures maximum values to users of local and network radio?" He acknowledged that there hadn't been enough advertising money in radio, "as it is currently operated," to keep networks and stations financially stable, and said the plan's "basic achievement" was "to build solid, mood-sequencing program schedules to attract and hold larger audiences."

Three Guarantees • Basically, he explained, PCP (1) assures stations and listeners "that the major public affairs and special feature programming that only a network can supply will be maintained"; (2) establishes a daily schedule of five-minute newscasts on the hour, plus other news broadcasts, which are available for sale by the stations; (3) "selects the most appealing programs and personalities" from the current schedule and consolidates them into specific periods reserved for sale by the network.

These specific periods are two hours in the morning and two in the afternoon plus 75 minutes at night, Monday through Friday, and two hours in late afternoon and early evening on Sunday. Program sales outside of network time, such as Metropolitan Opera broadcasts on Saturdays, will be accepted subject to station clearance.

Mr. Karol said CBS Radio "logically" took the way" in introducing this new concept because "today is the only one with programs strong enough to warrant their use as foundation-stone for new network structure. Because of our confidence in the future of network radio, we have insistently maintained program quality, in effect, we alone have continued treating our programs as products in a branded line representing an established label, that we are obligated to protect."

He said PCP would permit "much more experimentation and program evolution," and continued: "We think, moreover, that radio networks are going to have to do something of this sort. For in the present condition of economic chaos in the industry, of sheltered programming, switching back and forth from network to local, of major clearance difficulties and unreasonable delays by local stations in putting network programs on their air—such a plan represents the surest road to the building of more confidence in network radio."

"It is our earnest belief that PCP represents the start of a happier day for the network, the affiliates, the advertisers and the public. We believe it shows the way to the entire medium."

NBC STANDS PAT • Despite his prediction that others must eventually follow suit, the other national networks have given no indication that they plan to do so. NBC specifically has said it intends to continue "present methods of operation" [AT DEADLINE, Nov. 10].

Mr. Karol struck out at the "tonnage" concept of advertising. He called it "offensive... to anyone who believes in quality," and added: "A ton of baloney can be purchased very much more cheaply than a ton of sirloin steak. There are very few things, really, in which people can buy tonnage alone. CBS Radio believes that in the future numbers should not include radio programming."

The network sales chief emphasized that PCP "was not network inspired" but "evolved from a proposal by representatives of our affiliates who wanted to continue as affiliates of the network. It was worked out jointly by them and overwhelmingly approved by the affiliates at their recent convention in New York."

Among existing programs which Mr. Karol said would be retained were: New York Philharmonic, world music festivals, Face the Nation, and Salt Lake Tabernacle Choir; at least four other public affairs programs including Church of the Air, Capitol Clockroom and Invitation to Learning; news-worthy special events as they occur; World News Roundup and World Tonight; Godfrey, Art Linkletter, Lowell Thomas and Edward R. Morrow; seven daytime serials; Amos 'n' Andy Music Hall, Johnny Dollar, Suspense, Gunsmoke, Set Who? and Mitch Miller Variety Show. In a switch on usual practice, he said, a show—Have Gun, Will Travel—will be adapted for in-
th HOUR APPEAL BY NETWORKS ON '60 CONVENTION SITE MAY WORK

• Mickelson persuades Democrats to postpone site choice

• Networks given good chance to get cooperation by GOP

They said it couldn't be done.

But Thursday and Friday (Dec. 4-5) of last week, the radio-tv networks were successful in engineering a meeting-of-the-minds between the Democratic and Republican National Committee. 

Goal: A common convention site for the politicians' 1960 summer nominating sessions.

Speaking for all networks—and with the hectic and costly 1956 Chicago-to-San Francisco network airlift in mind—Sig Mickelson, vice president in charge of CBS News, persuaded the Democrats to postpone a scheduled Saturday selection of a 1960 convention site and appoint a committee to meet with the GOP and news media. Mr. Mickelson made the surprise request at the close of an appearance to outline radio-tv's convention facility and space requirements before the Democratic Site Committee, meeting in Washington.

Immediately after the broadcasting request, the Democratic committee went into executive session. Later that same evening, National Chairman Paul Butler informed Mr. Mickelson the site committee had agreed to postpone making a recommendation to the National Committee "for a few days" and would appoint a special committee to meet with the Republicans on a feasible site.

After appearing before the Democrats, Mr. Mickelson made the same request, via telephone, of Meade Alcorn, Republican national chairman. The GOP head, early Friday morning, agreed to the meeting with the Democrats and the networks and announced a Republican committee for this express purpose would be appointed.

Mr. Mickelson said the meeting will be held in Washington Tuesday afternoon, with the exact time and place to be announced later. Mr. Mickelson again will take the forefront on behalf of radio-tv at the Tuesday session, but other network executives and representatives of print media will be invited to participate. Print, like the networks, favored a common convention city in brief appearances before the Democrats Thursday.

The 1956 Democratic convention closed in Chicago at 11 p.m., Friday, Aug. 17, while the Republicans opened in San Francisco, an airline distance of 1,800 miles, the following Monday. The mass airlift of equipment and personnel cost CBS alone a "quarter of a million dollars," Mr. Mickelson told the eight-member Democratic Site Committee. Figures of NBC and ABC were comparable, he said. As head of CBS News, Mr. Mickelson had overall supervision in arranging that network's coverage of the 1956 conventions.

"I would hope that something could be done" in arranging a common site, the CBS vice president added, telling the committee members the networks would take the initiative in inviting and promoting a Democratic-GOP meeting.

Prior to Mr. Mickelson's request for a Democratic committee to meet with the Republicans, Mr. Butler told the news media of unsuccessful efforts to meet with the GOP to discuss a common convention site. "We have made all reasonable efforts to negotiate . . . " a meeting, he said.

Seven cities are bidding for the 1960 conventions and all made presentations to the Democrats last week in Washington: Sheraton Park Hotel, San Francisco and Los Angeles made Thursday pitches, while New York, Chicago, Atlantic City, Philadelphia and Miami Beach appeared Friday.

Mr. Mickelson pointed up the increased video coverage that would be available for the 1960 conventions, making the site from the tv-conscious point of view.

There will be 463 interconnected cities (63 more than in 1956) and an additional 9.8 million tv homes in 1960, he said.

As for individual cities under consideration, the radio-tv spokesman stressed the networks would prefer a city in which they already have regular origination—New York, Chicago and Los Angeles meet this requirement. "If you get out of these network cities, our costs go up and our efficiency diminishes," he said.

San Francisco would present a "slight problem" with the high utility of telephone lines, while Philadelphia would present a union problem because of the lack of first class hotel facilities, Mr. Mickelson stated.

He pointed out Miami Beach and Atlantic City, if chosen as convention sites, would present "tremendous problems" because neither city has regularly maintained outgoing coaxial cables. Atlantic City does not even have a local tv station, he said.

"Miami [as a possible site] really scares us to death . . . " and would require "terribly difficult, costly installations," Mr. Mickelson said, completely ruling out that city for networks purposes. He had this to say about New York, regressively: "The Hilton Hotel is almost perfect for our purposes. . . . That's a side-bit of information. "New York we would like very much to stay in because it would cut down our costs."

Mr. Mickelson stressed the role videotape is expected to play in coverage of the 1960 conventions. He said the networks hoped to put portions of the conventions on tape for later telecast. He recommended, as did the other news media spokesmen, that the conventions be held one week apart so that advance news from the second convention will not be overshadowed by floor proceedings of the first.

Radio-tv will require a minimum of 50,000 sq. ft. of floor space in the convention auditorium. This space is "absolutely essential," Mr. Mickelson said, and must be in one, contiguous area. Another requirement that "simply cannot be reduced," he stressed, is 8,030 sq. ft. for each tv network.

On hotel space, Mr. Mickelson said CBS had 325 working personnel at the 1956 Democratic convention and required 220 hotel rooms. The requirements of ABC and NBC are identical, he said. Access will be required to the hotel space two weeks prior to the convention, Mr. Mickelson said, while the convention hall radio-tv working area will be needed six weeks in advance. This is necessary because of special equipment which must be constructed and/or installed.

The politicians were highly interested in their 1956 ratings and queried Mr. Mickelson on this point and a chart which showed daily ratings of the Chicago convention. Mr. Butler noted with relish that the audience was a prime consideration in slotting 1956 nominee. Adlai Stevenson's acceptance speech for the close of the convention. One committee member asked if location of the convention in certain time zones would increase the tv audience.

Joseph McCaffrey, speaking for the Congressional Radio Committee, said that 1,100 independent and 1,200 network personnel were accredited for the 1956 convention. He also made a strong recommendation for the selection of one city for both 1960 nominating sessions. John Secondary, ABC, and George McElrath, NBC, were present to advance the media presentations.


The site committee originally was scheduled to submit its report to the Democratic National Committee last Saturday morning. However, with the acceptance of Mr. Mickelson's proposal on behalf of broadcasting, no site will be selected Saturday. A spokesman said the 1960 Democratic convention city probably will be picked by mail ballot soon after the proposed meeting with the Republicans.

'Dr. I. Q.' Slotted on ABC-TV

Another radio perennial is about to make its tv entrance. Starting on ABC-TV Dec. 15: Dr. I. Q., which moves into Monday, 9:30-10 p.m. slot after having "tested" as an across-the-board daytime strip on KABC-TV Los Angeles. The show, which coined "I have a lady in the balcony, Doctor" phrase, ran for 20 years on radio.
Anything you can do on tape you can do better on the new Presto 800

THE PRESTO 800 PROFESSIONAL is one tape recorder with all the answers. Its single-action individualized controls mastermind each detail—deliver a higher rate of production at significantly lower operating costs.

For example: Separate switches provide correct playing tape tension even when reel sizes are mixed. Three rewind speeds are push-button selected. Cue switch allows hand-winding and cueing without fighting the brakes. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Five color-coded illuminated switches provide interlocked relay control of the five basic functions. Spring-loaded playback head can be adjusted for azimuth even with snap-on head cover in place. Safe tape handling with top speed is assured because interlocked relay control prevents accidental use of record circuit.

If you’ve done your share of editing, one thing is clear... the recorder you have to have is the PRESTO 800 Professional. Available in console, portable and rack-mounted models, in stereo or monaural. For facts and figures, write, or wire collect to Tom Aye, Presto Recording Corp., Paramus, New Jersey. A subsidiary of The Siegler Corporation. Export: 95 Warren St., New York 7, N. Y. Cable: Siegontate.

SUDDENLY problems that have plagued recording engineers for years are gone! Work that usually takes costly hours can be done much more efficiently—at far less cost.
ABC Western Division
To Be Headed by Riddell

James G. Riddell, executive vice president of ABC, will become chief executive officer in charge of the ABC Western Div. in February, Leonard H. Goldenson, president of parent American Broadcasting-Paramount Theatres, announced last week.

Mr. Riddell, who moved to New York and into the ABC executive vice presidency last July 1 after many years of successful operation of ABC-owned WXYZ-AM-TV Detroit, will continue as a member of the AB-FT board and a vice president of the ABC division.

Earl Hudson, in charge of the ABC Western Div. since ABC merged with United Paramount Theatres and became American Broadcasting-Paramount Theatres in 1953, will continue under a new five-year contract, working with Mr. Riddell in an advisory capacity and also handling special projects, Mr. Goldenson said. Mr. Hudson will continue as an ABC vice president and also as AB-FT’s representative on the board of Disneyland Inc.

When the new lineup becomes effective Mr. Riddell will move to Western Div. head-quarters in Hollywood. Authorities said no successor as executive vice president was contemplated.

Mr. Riddell had been associated with WXYZ (and subsequently WXYZ-TV) for about 27 years before he transferred, somewhat reluctantly, to the New York post. He started with the Detroit station in 1931 and rose through various departments to become general manager in 1946, when ABC bought it. He was named president-general manager of WXYZ Inc. in 1950 and elected to the AB-FT board last March.

WFRV-TV to Switch to NBC-TV
With Expiration of ABC-TV Pact

The status of ABC-TV affiliation in the Green Bay-Marinette area of Wisconsin was undetermined last week as WFRV-TV Green Bay announced it would terminate its affiliation with ABC-TV next year and connect with NBC-TV as a primary affiliate.

Affiliation with the latter network was announced last week by Clayton Ewing, president of owner-operator Valley Telecasting Co., and NBC-TV station relations vice president Harry Bannister. The affiliation is effective May 23, 1959. ABC-TV’s affiliation contract with WFRV-TV terminates June 1, 1959.

ABC-TV spokesmen said last week that no new affiliation agreement had been signed, but that the network was “talking with” WMBV-TV Marinette which presently is the NBC-TV affiliate in that area.

Secondary affiliation with CBS-TV will be maintained by WFRV-TV but general manager Soren H. Munkhoff said that with WBAY-TV Green Bay “carrying practically all” CBS-TV programs, it would “seem unlikely” that WFRV-TV would carry CBS-TV shows. “What is more,” he said, “NBC’s heavy sponsor lineup would leave us little room for maneuvering.”

Interior Protest to NBC-TV
On Indian Show, Seeks Air Time

The Interior Department last week objected to NBC-TV’s Nov. 16 Kaleidoscope on the Indian program and requested time to present its side.

In a letter to NBC President Robert E. Kintner, accompanied by voluminous literature on the subject, Undersecretary Elmer F. Bennett termed the tv presentation as “a serious disservice to the American Indian people and your television audience, as well as to this department.” He said the show’s narrator, Robert McCormick, may have been “sold a bill of goods”; that his approach to the problem “followed a pattern often espoused by a vocal, dissident element that asserts we are ogres without souls and avowed enemies of the Indians.”

Mr. Bennett described as “wholly untrue” what he considered to be the program’s thesis—that “this department seeks to separate the Indian from his land, and that sales of individual Indian allotments are a part and parcel of the termination program.” He also claimed that “political overtones” were present.

NBC has received the letter and it is under consideration.

CLIMAX
Is To “Highest Point” As

KJEO-TV is to “Tops In All-family Entertainment”. You’ll do yourself a favor to check avail on KJEO-TV if you want to cover the BILLION DOLLAR RICH Fresno and San Joaquin Valley. Call your nearest H-E man now for information concerning KJEO-TV, the station with CONTENTED clients.

Page 70 • December 8, 1958
NEW FACTS OF GREAT IMPORTANCE TO ADVERTISING EXECUTIVES

- MIAMI 165% ABOVE NATIONAL AVERAGE
  in retail sales per capita!
- MIAMI 123% ABOVE NATIONAL AVERAGE
  in food sales per capita!
- MIAMI 152% ABOVE NATIONAL AVERAGE
  in drug sales per capita!
- MIAMI 248% ABOVE NATIONAL AVERAGE
  in automotive sales per capita!

WTVJ covers this fantastic market as no other media can!

See NCS #3!  See ARB!  See your PGW colonel!

(data from Sales Management's November 10, 1958, "Marketing on the Move" Issue)
RAB BUDGET HITS MILLION MARK

A $1 million-plus budget will back Radio Advertising Bureau activities next year. President Kevin B. Sweeney told the organization's board of directors and membership meeting last week in New York.

The record budget (targeted on an annual basis of $1,002,000 at the first of the year with the hope of hitting $1,065,000 by mid-year) is $82,000 ahead of the $920,000 budget current at this time last year. It shades slightly the "just under $1 million" budget produced by Television Bureau of Advertising last month.

RAB also named a new chairman last week. Allen M. Woodall, president-general manager of WDAK Columbus, Ga., was elected to succeed retiring chairman Kenyon Brown of KGIC Miami, Okla., and other stations. Fosst new directors were named to the board: Paul Braden, WPFB Middle- town, Ohio; John Kluge, Kluge Stations; Harold Krelstein, Plough Stations; Edwin K. Wheeler, WWJ Detroit, and Robert Wolfenden, WMEV Marion, Va. They assume seats previously held by Edward Breen, KPVD Fort Dodge, Iowa; Charles C. Calev, WMDB Peoria; William B. McGrath, WHDH Boston; Robert T. Mason, WMRN Marion, Ohio, and Adam J. Young Jr. of the Young representative firms.

Two new officers were elected for 1959. Frank P. Fogarty of WOW Omaha, replacing Mr. McGrath as secretary, and Richard B. Dickey of WNEW New York, replacing John S. Hayes of the Washington Post Broadcast Div. as treasurer. President Sweeney, Vice President-General Manager John F. Hardesty and Assistant Secretary-Treasurer William L. Morison were re-elected.

Mr. Sweeney said that one of RAB's principal activities during 1959 will be "Operation 120," a plan to crack the decision-making echelons of that many companies which currently present a "hard-shell" to radio salesmen. The schedule calls for 10 pitches a month during the year. Another program ranking high at RAB is selection of a department store to get $64,000 from the organization for a special test of radio's effectiveness. Over 41 candidates are being considered. Still another: presentations to major industries along the lines of the recent automobile effort, with oil companies"as the first target.

RAB will be named on the way up, Warner Boorum, director of member service, told the meeting. He noted that 31 new members joined during November alone, bringing current membership to 883. Mr. Sweeney's report predicted the organization would hit the 900-member mark by Christmas, 1,050 by this time next year.

Engineering Award From NAB For Contribution to Industry

Criteria for NAB's new bronze plaque engineering award—to be given for the first time at the association's Broadcast Engineering Conference in Chicago March 15-18—were announced last week by A. Prose Walker, NAB manager of engineering and chairman of the special award committee.

The award will recognize a single contribution or contributions over a period of time which "measurably advance the technical state of the broadcasting art." Mr. Walker said this should be an invention, development of new techniques, contributions to technical knowledge, leadership in broadcast engineering affairs or any other outstanding accomplishment which warrants consideration.

The award will be limited to officers or employees of organizations whose primary business is broadcasting by licensed stations and to employees of the federal government active in broadcast engineering. Nominations, which may be submitted by anyone, should include a description of the nominee's achievements, his affiliation and position. Nominations should be submitted as soon as possible.

The period of time during which the contribution was accomplished should be "reasonable," the committee has agreed. The group said it will not give the award for contributions made in the "dim past." It will be presented only in years when there is a contribution which warrants it.


Mass. UPI-men Hold Fall Meeting

The annual fall conference of the UPI Broadcasters Assn. of Massachusetts was held Nov. 25. The newsmen visited Westover Air Force Base, where an air alert was staged for fall exercise.

Features of the program were presented by UPBAM committee heads under Arthur King of WEEI Boston, president. They included Ed Kennedy, WWL-TV Springfield; Les Levinson, WKOX Framingham; Al Noyes, WHAV Haverhill; Joe Welch, WSAR Fall River; Gerry Harrison, WLLH Lowell; Bob Donahue, WMAS Springfield; Len Libman, WTAO Cambridge; Joe Fen- n, WHMP Northampton, and Alan Wade of UPI.

Judges were announced for the Tom Phillips Award (given annually by the association for the year's best news story). They are Louis Lyons, curator, Nieman Fellowships, Harvard U. and broadcaster over WBGH-TV Boston; Jim Little, news direc- tor, WTAG Worcester, and Ray Kiernan, news director, WHDH Boston (retired).

Officers for Next Year's Wescon Named at Honolulu Annual Meet

The eight-member Western Electronic Show & Convention directors' board installed officers for the 1959 Wescon—to be held in San Francisco next August—at its Nov. 29 annual meeting in Hawaiian Village, Honolulu.


L.W. Howard, president, Triad Transformer Corp., Venice, Calif., retires as Wescon's board chairman. Don Larson, Wescon business manager-executive committee member participated in the Hawaii meeting.

Co-sponsors of Wescon are West Coast Electronic Manufacturers Assn. and San Francisco-Los Angeles sections of the Institute of Radio Engineers, seventh region. The electronic show-convention's chief executive officers are H. Myrt Stears, president, Varian Assoc., and Bernard M. Oliver, research development vice president, Hewlett-Packard Co., both Palo Alto.

Chicago Ad Club Committee Considers Pioneers Chapter

A series of special projects, including the possible formation of a Chicago chapter of the Broadcast Pioneers, is currently being studied by a new committee of the Chicago Broadcast Advertising Club.

Among other projects being considered by the group, under chairmanship of E. P. H. James, vice president of A. C. Nielsen Co., are plans for organized participation by BAC members in development and extension of Chicago Federated Adv. Club radio-workshop courses; (2) annual BAC awards to persons and groups contributing most to broadcasting in the Chicago area; (3) annual BAC scholarship
awards; collection of manuscripts, photographs and exhibits for a "portrait gallery" relating to Chicago broadcasting history; a research study, perhaps in conjunction with a local university, for the use of BAC membership.

It's pointed out that inasmuch as several BAC members belong to the National Broadcast Pioneers organization, BAC might well sponsor a Chicago chapter, looking toward "the mutual benefit of both organizations."

Other committee members are Edward Hitz, NBC vice president in charge of Central Div. tv sales; James G. Hankon, public relations manager of WGN-AM-TV Chicago, and John W. Osbon, midwest news editor of Broadcasting.

NAB Television Air Campaign Becomes Million-Dollar Effort

The value of tv time being allocated to a 13-week campaign to promote the television medium's impact has passed a million dollars, NAB reported last week as the association added up reports from 20 more tv member stations.

The latest figure of $1,134,350 in time being scheduled by 92 tv stations compares to $836,000-plus by 72 outlets reported the week before [TRADE ASSNS., Dec. 1]. Last week's NAB survey shows that stations are allocating a total of $87,258 a week to run a series of animated film spots produced by Pintoff Productions, New York, under supervision of NAB's public relations service.

The spots, launched during National Tv Week Nov. 16-22 and continuing into February 1959, dramatize the theme, "Nothing Brings It Home Like Television." The 92 stations reporting have scheduled the spots a total of 29,648 times, an average total of 332 per station, or 25 times a week per station, for the 13-week promotion.

The average total of air time for each station is valued at $12,330 or $948 for each station weekly.

Press Protests Broadcast Ban

A joint suit has been filed by the Georgia Press Assn. and Atlanta Newspapers Inc. (WSB-AM-TV) in protest against a judge's order banning broadcast equipment and picture-taking on sidewalks adjoining the Atlanta courthouse. The suit was filed in Fulton County Superior Court against an order issued by Judge Durwood Pye [AT DEADLINE, Nov. 10]. Judge George P. Whitman accepted the suit and set Dec. 12 as hearing date.

Montana Stations Set Spring Meet

The spring meeting of the Montana Radio Stations Inc. is set for May 21-23 in Great Falls, John Lyon, MRSI president, has announced. An executive board meeting, to be held there next month, will be attended by Mr. Lyon, KIYF Shelby; Charlotte Brader, vice president, KOJM Havre; Robert Warner, secretary-treasurer, KMON Great Falls; Dale Moore, KBMW Bozeman, and Ian Elliot, KATL Miles City.
The burgeoning business of stereo made the big leagues last week—it assumed the status of an “all-industry problem.” Concerned: The Electronics Industry Assn., which started the machinery to set up a National Stereophonic Radio Committee to formulate and recommend standards for a new broadcasting art.

The committee, authorized last Thursday in New York by the EIA board of directors, will function as have predecessors in other broadcasting fields—the two National Television System Committees (NTSC) which worked out the standards first for black-and-white TV in 1941 and later for color in 1953. At the helm, as he has been on the NTSC’s, will be Dr. W.R.G. Baker, retired General Electric engineering chief and EIA past president, who will chair the administrative committee to set up the formal NSRC. With him on that group will be D.B. Smith, Philco, vice chairman; A.V. Loughren, Airborne Instrument Labs; W.J. Morlock, General Electric; D.G. Fink, Philco; I.G. Kaar, Hoffman Electronics, and A.N. Goldsmith, consulting engineer. An operations committee, also named last week, will be headed by Graydon Lloyd of GE as chairman and J.E. Young of RCA as vice chairman.

Briefly stated, this is the medium and the problem is has sized:

Stereo’s function is to deliver to the listener so-called “true” sound, that is, coming at him from two sides (one per ear) rather than one. To do it, separate pickup and reproduction systems are used, putting the separate signals on a single disc or tape, or, in the case of live broadcasts, putting the separate signals into different transmission systems.

It becomes the broadcaster’s job to deliver these signals using (at present) three principal methods, each calling for a different set of receiving gear. The three systems: (1) 2-channel signals (fm-fm combinations, fm-am combinations), (2) composite signals (multiplexing), and (3) “compatible” signals.

In the first case, only fm-fm combinations are considered by hi-fi buffs to be acceptable under present broadcasting rules which prohibit duopoly, this means competing fm stations in a market must get together to program stereophonically. This can be awkward. Fm-am combinations are easier to achieve, as both may be owned by the same broadcast entity, but the quality doesn’t meet the rigorous standards of the hi-fi fan. In both these systems the listener is required to have two sets.

Composite (multiplexed) signals come closer to the mark, as they emanate from the same fm station (there is no am multiplexing now). But then enters the problem of new receiving equipment. Assuming the listener will buy it, there’s still the question of which of many possible multiplexing systems to use—both broadcaster and receiver manufacturer must agree.

### Hall of Fame

Plans for a Broadcasters Hall of Fame went a step farther last week when an advisory committee of NAB voted to raise a minimum $10,000 “seed money” to study methods of establishing a Hall of Fame honoring radio and television pioneers, a museum and a library to preserve historic broadcasting material. The study would collect information to organize the project, which envisions the eventual establishment of a national institution for the public, historians and scholars. NAB is coordinating exploratory activities, but said the project will be an all-industry endeavor after it gets moving.

Contributions to the study will be welcomed from all interested in the project. John F. Patt, WJR Detroit, chairman of the committee, said last week. “It is our belief,” he said, “that the dramatic history of broadcasting in the U.S. since 1920 and before, including its memorable events and its contributions to the American scene, should be collected, preserved and made available for all the people.”

Other members of the committee: Joseph E. Baudino, Westinghouse Broadcasting Co., Washington; Merrill Lindsey, WSOY Decatur, Ill.; Paul Morency, WTIC Hartford, Conn., and Fred Weber, WSTV Steubenville, Ohio. Members are all broadcasting pioneers with a total service of 166 years.

NAB staff participants included Harold E. Fellows, president; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Everett E. Revercomb, secretary-treasurer; Howard H. Bell, assistant to the president, and John M. Couric, news manager.
“Let’s run this up the flag pole”

It means that now America’s No. 1 network, NBC, and Buffalo’s No. 1 station, WGR-TV, have joined forces to offer advertisers and viewers the best in TV in the nation’s 14th market.

- Top NBC-TV network programming...A huge, untapped audience will now see, for the first time, Dinah Shore, Perry Como, Bob Hope, Milton Berle, and many others. Also available are NBC color, NBC specials, NBC public service... because NBC is now VHF in Buffalo.
- Top local acceptance...because of top local shows, personalities, public service, promotion, and merchandising.
- Top choice in Buffalo of advertisers and viewers alike.

Contact Peters, Griffin and Woodward for availabilities on WGR-TV—now NBC!

WGR-TV
NBC CHANNEL 2
BUFFALO

A TRANSCONTINENT STATION
WROC-TV, Rochester, N. Y. - WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo - WNEP-TV, Scranton/Wilkes-Barre.
MADISON AVE. SORTIE FOR FARM DIRECTORS

- Aim at buyers with N.Y. meet
- Over 350 at Chicago sessions

America's farm broadcasters are taking a new look at their roles on the station team as developers of sales and interpreters of the "public interest, convenience and necessity."

In a move toward that end, the National Assn. of TV & Radio Farm Directors has decided to carry its agricultural pitch to Madison Avenue next spring in a bid to win friends and influence buyers. The membership voted to hold its spring meeting (probably the second or third week of June) in New York next year. (The fall annual convention will be held concurrently with the International Livestock Exposition and 4-H Congress in Chicago.)

Over 350 NATRFD voting and associate members attended the Chicago conclave at the Conrad Hilton Hotel and voted in Maynard Speece. WCCO Minneapolis, as 1959 president. The panelists exchanged views on farm director contact with station representatives, lack of data on farm broadcasting, ratings, current FCC interpretations of station license compliance, the merits of commercially-sponsored public service farm programs and myriad other topics. Station management and farm directors alike took their lumps in the three-day meeting.

Armed with a special convention facilities budget, NATRFD plans a "let's get to know each other better" session with New York representatives and agencies next June. Bob Palmer. Cunningham & Walsh, N.Y., an NATRFD associate member, will head a special farm broadcasters' committee.

It is expected that Gordon Hayes, manager of CBS Radio Spot Sales, and prominent T-RFDs also will serve on the group. Among other committee members mentioned to serve NATRFD President Speece:

- Layte Beattie, U.S. Dept. of Agriculture radio-tv service; Don Lech, D. Lech Jr. & Co., and R. Lyle Webster, USDA, all Washington, D.C.; Bert Larson, American Cyanamid Co., and Joseph Martin, Allied Chemical, both New York; and such T-RFDs as Don Tuttle, WGY Schenectady, N.Y.; Frank Atwood, WATC-AM-TV Hartford, Conn.

Benefits From Changes • FCC Comr. Rosel H. Hyde spoke on the Commission's program form revisions as the best means of determining whether broadcast licenses operate in the public interest. [At Deadline, Dec. 1]. He addressed a luncheon Nov. 29.

The opening business session Nov. 29 was told that while membership was down to 411 from a previous two-year peak, treasury funds were up to $9,000-plus. Mal Hansen of WOW-AM-TV Omaha, chairman of the NATRFD sales promotion committee, reported that farm broadcasting "sold well" the past year despite a lack of information made available to agency buyers. Reporting on a NATRFD fact sheet for station managers, representatives and agencies, he suggested the association "explore all avenues" of the farm market. NATRFD "desperately needs," he stated, "a national approach to farm research," a project which would cost about $50,000.

Outgoing NATRFD president Bob Miller of WLW Cincinnati told the luncheon gathering that farm broadcasting "kept alive the spark of serving the listening audience" when radio programming and advertising hit its low ebb. "Through service programming we have attracted sponsors and audience," he stated. The farm audience will remain the biggest consumer, he said, and stations must recognize that the T-RFD is "not an announcer but an executive on the staff."

Comr. Hyde also took part in an afternoon panel that included Larry Haeg, general manager of WCCO Minneapolis; Benito

NATRFD GAVEL is turned over by retiring President Bob Miller (seated, l), WLW Cincinnati, to Maynurd Speece, WCCO Minneapolis, association president for 1959. In background (1 to r): Herb Plambeck, WHO Des Moines, NATRFD historian; George Roetzer, KPRC Houston, secretary-treasurer; Wally Erickson, KFRE Fresno, Calif., first vice president.

Gaguine, of the Washington law firm of Fly, Shuebruck, Blume & Gaguine; John McDonald, WSM Nashville, and Roy Battles, National Grange, with Mr. Miller presiding.

Mr. Gaguine intimated that the government pendulum on broadcasting regulation is swinging toward stricter regulation. He asserted that "the law at the Commission on any particular day, on any particular subject is whatever four of these FCC commissioners happen to decide on the cases before them."

Mr. Haeg protested that if "we let the rating services decide what we believe, we have become a kind of slave to what the rating services say we shall or shall not do." He suggested farm broadcasting do its job and "the cost-per-thousand of the ratings services be damned." Mr. Haeg also expressed concern over the prospect of additional stations splitting up the advertiser marketing dollar, thus leading to curtailment of RDF activities because of cost considerations. The idea that many stations wouldn't even bother with any farm programming were it not for the FCC was advanced by Mr. Battles. Mr. McDonald claimed that T-RFDs program in a responsible manner.

In an afternoon panel session, Robert Kunkel, account executive at Leo Burnett Co., charged that A.C. Nielsen Co.'s NCS No. 2 "short-change farm markets."

Sam Schneider, account executive at CBS Radio Spot Sales, Chicago, and onetime RDF, outlined basic requirements expected in farm broadcasting from the Chicago conclave of T-RFDs and representatives. He told NATRFD delegates: "One half your representatives don't know you. They buy you by a slide rule and give the job to someone in an ivory tower." Mr. Schneider urged directors not to resent the fact farm shows are sponsored. A question-and-answer period touched on such topics as the extent of T-RFD client service responsibilities, farm directors delivering commercials and T-RFD-agency representation. Other panelists were M.H. Straight, advertising manager of Spencer Chemical Co., Kansas City, and Bill Alford, farm directors of WMT Cedar Rapids, Iowa.

Agency Opinions of TV • Closing day panels were devoted to tv and "the new look" of farm broadcasting, with client and agency executives making pointed criticisms. M.R. Budd, advertising director of Hercules Powder Co., Wilmington, Del., which entered tv in 1955, scored "short-sighted management" and claimed some stations have weakened their farm programming. In such instances, he reported, "we cut our schedules, while in others we increased them."

T-RFDs were urged by Harry Barger, vice president of Wherry, Baker & Tilden, Chicago advertising agency, to "get management to provide good time periods." He said that farm directors, "in many instances, have been pushed back to far too early morning periods. . . . You must figure out a more effective way to get your story across to agencies and clients; to let them know about your tv shows," he suggested, citing a $900 million farm market for station management.

Frank Gentry, commercial manager of WLBT (TV) Jackson, Miss., called on station management to add tv farm shows if they're not presently on the schedule, pick the right periods across the board and "get an experienced farm director." He remarked that the T-RFD "can be a means of maintaining firm 52-week accounts on your station" and "can inspire confidence in his listeners."


Responsibilities of farm broadcasters to their station representatives, agencies and clients of WMT Cedar Rapids, Iowa. Mr. Drips noted that "today, agriculture is big business."

Louis Wilton, information director of...
In Omaha...
if you want to
hit the nail right
on the head...

you want KOWH radio
... 9 years at or near the top—consistently!

Most recent Pulse: 6.2 all day average. Why? Personalities that get through to people. Sounds that intrigue people. Excitement that holds people. Good coverage, too, on 660 kc. Adam Young can amplify.

See him... or talk to KOWH General Manager Virgil Sharpe.

KOWH Omaha Represented by Adam Young Inc.
National Plant Food Institute, was honored at the closing Sunday banquet with NATRFD's meritorious service award. Two awards were presented to George German, WNAK Yankton, S.D. (for 25 years) and Mr. Drips (30 years). Bob Parker, WBAY Green Bay, Wis., won the National Milk Producers Federation award for radio.

At the helm for '59—Mr. Speece, of WCCO Minneapolis, was elected president on a slate that also included Wally Erickson, KFRE Fresno, Calif., vice president; George Roesner, KPRC Houston, secretary-treasurer, and Herb Plambeck, WHO Des Moines, re-named historian.

New members of NATRFD’s associate members committee are Mr. Timmons, of KWKH Shreveport, La.; chairman; W. Judd Wyatt, MFA Insurance Co., Columbus, Mo., vice chairman; Bob Walton, John Blair & Co., Chicago, secretary. Mr. Timmons is immediate past president of NATRFD.

The T-RFD's executive committee, meeting after the convention, voted nearly a 100% increase for association operations in 1959—$11,275 compared with $6,760 in 1958—and heard a report on plans for Farm Broadcasting Day Feb. 7, 1959. Robert S. Webster, WJTN Jamestown, N.Y., committee chairman, reported 200 orders, but the number of orders is not available for Farm Day. The T-RFD is picking up the entire tab for the 1959 event, previously sustained by NAB.

Among resolutions adopted by NATRFD at closing sessions were these: (1) to limit membership of its tv committee to six members for a three-year term; (2) to support the National Advisory Council on Civil Defense by helping to “educate the public” on CD needs; (3) to set dues of stations with 1 kw and under at $5, of extension editors and government communications workers in radio-tv at $7.50, and all others at $25, save for multiple membership instances, with second, third and other members paying $15—same as for voting members. A move for the appointment of a group to “gather uniform and general survey data to be used as a sales tool for T-RFDs and to report the data currently being used as either good or bad sales efforts,” was voted and referred to NATRFD's executive committee. Group also approved the designation of all regional chairmen as national vice presidents for their regions.

TRADE ASSN. SHORTS

Advertising Federation of America announces it is sponsoring life insurance plan available to member companies for their key executives. Under plan, according to AFA, premiums paid by corporations for executives are tax deductible and cover insurance from $10,000 to $30,000. Details will be sent to AFA company members shortly.

National Academy of Television Arts & Sciences names four new trustees to its national board. They are Irv Kupcinet, president, Chicago chapter; Frank Atlass, WBAL-TV Chicago, Ned Williams, editor of Chicago Unlimited, Arnold L. Wilkes, WBAL-TV Baltimore.

MANUFACTURING

Midwest Electronics Submits Financing Prospectus to SEC

Midwest Electronics Inc., Fargo, N. D., established in September by broadcaster John W. Boler to manufacture radio-tv equipment, has notified the Securities & Exchange Commission of plans to seek public financing. In a required registration with the SEC, Midwest said it would offer to the public $300,000 in 6% notes, due Jan. 1, 1966, or before, and 30,000 shares of common stock (50¢ par value).

Investors would purchase a package deal consisting of one $500 note and 50 shares for $500. No underwriter is being used and the stock-notes will be solicited only from residents of North Dakota and Minnesota. Midwest stated. Mr. Boler will retain 70% of Midwest if the entire offering is subscribed.

Midwest recently purchased KFGO Fargo for $150,000 (CHANGING HANDS, Nov. 3) and KKAB-TV Aberdeen, S. D. (not yet on air) and leased the stations to Mr. Boler's North Dakota Broadcasting Co. Mr. Boler and his wife also own KXJB-TV Valley City and KBMB-TV Bismarck, both North Dakota. Midwest announced plans to manufacture small, portable tv cameras, microwave equipment and other radio-tv components.

MANUFACTURING SHORTS


RCA's electron tube, semiconductor and materials division, has honored 114 25-year veterans, representing total of 2,850 years of service, by induction into Quarter Century Club. Club "membership" is now 481, including 302 active employees and 65 retired from RCA.

Technical Products Dept. of General Electric Co., Syracuse, N. Y., announces publication of new 81-page audio equipment booklet. Limited number of copies will be made available free to audio engineers and professional broadcasters on priority basis.

HEART WHERE HOME IS

Electronics Industries Ass'n, some of whose members make their living selling tv sets, will embark on a consumer promotion drive close to their hearts next year. The theme: "Multiplet Set Usage in the Home." The campaign was approved at last week's meeting of the EIA board (story, page 74), and put under the charge of J. M. Williams, advertising manager of the RCA Victor Tiv Div.
YOU NEED TWO GUNS

in Indiana!

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-Elkhart—with one combination buy which saves 10%. They thus draw a bead on 340,000 TV homes—a bigger target than T.A.'s 43rd market!* Over 1,688,000 total population—more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly $3 Billion—and it's yours with just one buy!


call your H-R man now!

wsjv 28
SOUTH BEND ELKHART

wkjg 33
FORT WAYNE
Ball Players Denied Share in TV Profits

Major league baseball players last week threw a "curve" in the direction of their employers—the club owners. And, the "take" was on as two days later the owners unani-
mously and flatly turned down their offered hands in a bid for a profit-sharing plan—
brokered on by increased TV revenues.

Specifically, the players claim the advent of televised games has greatly increased the income of clubs without increasing ap-
preciably their own take-home pay. To back up their pitch, the players appeared before the owners in Washington last Tues-
day (Dec. 2) with facts, figures and charts showing how the clubs' income has gone up while salary totals have not.

Player spokesmen Robin Roberts, Phila-
delphia Phillie pitcher, and the Wash-
ton Senator third baseman Eddie Yost made no bones about the fact increased TV income triggered their demand. The players asked that 20% of each club's gross income from all sources be budgeted for their salaries. Previously, the players had indicated their demand would be for 25% of a club's radio-TV income only, over and above their regular salaries.

The players' figures, covering radio-TV and total income for the years 1952-56, showed that total income had risen from $32 million in 1952 to $42.8 million in 1956. Over the same period, radio-TV income rose from $4.1 million to $7.3 million. For the same period, the players claimed, their total salaries increased only $229,665.

In 1933, player salaries accounted for 44.2% of a team's total income, while in 1950 and 1956 the figure went down to 16.4% and 12.9%, respectively, according to J. Norman Lewis, attorney for the players.

Pitcher Roberts said his colleagues also
would like to see the club owners' financial figures for 1957-58, but as yet have not made such a request. The radio-TV and total income figures cited were released in the summer of 1957 by the House Anti-
trust Subcommittee [Program Services, June 24, 1957]. A bonus player himself, Mr. Roberts said the large bonuses clubs have shelved in recent years to rookies points up the available extra income accruing through TV.

He said the players changed their original demand from 25% of radio-TV income to 20% of all income (including conces-
sions, parking, etc., but excluding park rental fees) because some clubs (Milwaukee, Kansas City) do not televise their home games and different numbers of games are telecast by other teams. "We want a share of the [club's] increase in income through television," Mr. Roberts emphasized.

The players asked the owners to give them a quick answer. The Phillips star said the players have not decided what retaliatory steps will be taken if the owners refuse the demand, but that refusal to play has not even been considered.

The owners complied with the request for a quick answer, formally turning down the player-request on Thursday. While the request for 20% was "considered" for two days, the immediate reaction of many was unqualified refusal. Frank Lane, outspoken general manager of the Cleveland Indians, said that he would have turned the players down immediately. He, as did other owners, took strong exception to the players' salary figures.

"We can prove that at least 12 of the 16 major league clubs pay in excess of 20% of their gross income for salaries," Mr. Lane countered in citing statistics of his own. He claimed Washington puts 34% of its total income into player's salaries.

Dan Topping, co-owner of the New York Yankees, reportedly told the players: "You'll get nothing of the kind." Multimillionaire Tom Yawkey, owner of the Boston Red Sox claimed that more ball players are overpaid than underpaid. "We want players to get more money when they deserve it," he said.

The owners were in Washington last week for the annual meetings of both the major and minor leagues.

Roach to Tape First TV Show With Hour 'Pilgrimage' Special

Hal Roach Studios will start its first videocassette programming—a week from Wednesday (Dec. 17) when it begins production of the "Pilgrimage Play" as an hour long TV program. Hal Roach Jr., studio head, reported that he has completed negotiations with the Hollywood Bowl Assn. for the right to produce on videotape the religious spectacle which has been presented annually at Los Angeles' Pilgrimage Theatre, city-owned property administered by the Bowl Assn., since 1920.

William Sterling, executive at Roach Studios, will produce the religious spectacu-
lar, which will be directed by William Brown of KTLA (TV) Los Angeles as part of an arrangement whereby KTLA will supply facilities, services and personnel for the videotaping. Anticipating the installation of TR equipment at Roach Studios about mid-1959 under an agreement with Guild Films, the movie company is avoiding any union problems by choosing KTLA to tape this initial program. The station, which is owned by Paramount Pictures, and the Roach Studios are both staffed by mem-
bers of IATSE.

Program Service Shorts

Sesac Inc., N.Y., reported last week that over 40 stations have ordered the Sesac "Spirit of Christmas" series, consisting of 13 quarter-hour script shows, three children's programs and over 100 musical selec-
tions. Entire series is priced at $49.50.

Warner Bros. Records has announced radio-
station subscription service, whereby stations may subscribe to receive minimum of 60 albums per year, with artists and ma-
terial selected for programming value and balanced variety. For regular long play albums, charge is $15 a quarter. Service is also available in stereophonic recordings, at $22.50 per quarter. Warner Bros. Records
What a spot to be in!

DINNER DATE THEATRE
Monday through Friday
5:30 pm to 6:27 pm
WBEN-TV
Buffalo

TWO FUN SHOWS FOR
ATTRACTING A FAMILY AUDIENCE
Here's a BEST BUY for spot buyers looking for good family coverage in the big, rich Western New York Market. 57 minutes of comedy programming that attracts young and old, on the only TV station in the area that delivers a 17 county-plus audience in Western New York and Northeastern Pennsylvania—and a bonus audience in the Canadian-Niagara Peninsula. These LIFE OF RILEY and BURNS AND ALLEN re-runs provide the perfect background for profitable promotion.

If your product is for Mom, Dad, Sister and Brother…and Aunt and Uncle, too, then check today with Harrington, Righter and Parsons, our national representatives. They'll arrange a spot for you on Dinner Date Theatre.

YOUR TV DOLLARS COUNT FOR MORE ON CH. 4
WBEN-TV CBS in Buffalo
THE BUFFALO EVENING NEWS STATION
CHICAGO LOCAL AIDS AT RATINGS

What appeared to be the initial salvo
of a talent union local against ratings
preconditions of major audience measurement services came to light in Chicago.

The Chicago Local of American Federa-
tion of TV & Radio Artists acknowledged
it has launched an inquiry into the
methodology and practices of at least three
research companies in that city for use at
Sen. Mike Monroney’s (D-Okla.) Senate
Commerce subcommittee hearings next
month.

Specifically involved were American Re-
search Bureau, A. C. Nielsen Co. and The
Pulse Inc., with particular emphasis on te-
levision ratings.

Word that the AFTRA-Chicago investiga-
tion was underway in suburban waters
first cropped up in a curious and apparently
innocuous classified “personal” advertise-
ment in the Chicago Tribune’s Nov. 30
(Sunday) editions. It read:

“$25 payment each to first four persons,
from a family, who are used by either the
A. C. Nielsen, American Research Bureau
or Pulse Inc. television rating system. To
qualify for payment you must talk to Mr.
Brown, Financial 6-6686, and present prop-
er credentials to prove you report to tv rating
service.”

The research firms’ Chicago offices re-
ported several calls regarding their attention
to the above announcement, but for the most part
decided official comment. A spokesman for
Nielsen however, scored the ad device and
promised “strong and effective steps” would
be taken at the proper levels to prevent further “unwarranted intrusions” into what he
described as “private business opera-
tions.” He added that the approach had the
effect of “tinkering with our samples” and
told Broadcasting that “as we have re-
peatedly maintained, we have nothing to
hide,” alluding to sample size and Nielsen
methodology.

Whose Phone? • The telephone number
(Financial 6-6686) in the advertisement is
distinct with Bell Telephone Co. as one of two for
the law firm of Blumberg, Smith, Wolff & Pennish, of which Sanford
I. Wolff is a partner. Mr. Wolff is chief
counsel for AFTRA-Chicago.

Observers in ratings and talent trade cir-
cles reminded that Sen. Monroney, in an
hour-long conference with AFTRA repre-
sentatives last Nov. 13, had “asked for ex-
tensive information regarding the Chicago
situations, and received materials prepared
as background for the projected hearings.”

After the meeting, AFTRA-Chicago issued
a statement on behalf of Sen. Monroney,
who promised a “searching study” of radio-
tv rating services, including “their effect in
killing local programs” [AT DEADLINE, Nov.
17].

AFTRA’s Chicago chapter has been high-
ly critical of claimed cutbacks in local live
programs among all network a&o stations,
particularly NBC’s WMAQ and WNBQ. It
has asked the FCC to hold hearings on
license renewals involving those properties
and was instrumental in getting some con-
gressional support of its forays into the
government.

In Chicago 200 people have been selected
for the Arbitron technique, with perhaps
100 of them already equipped for this type
measurement. Pulse claims to measure 1,000
homes in the daytime and 300 in the eve-
ning, Monday through Friday, and 300 on
Saturdays and Sundays during a single week
in any month. Nielsen claims about 300 for
its Nielsen Station Index sample in
Chicago earmarked for expansion from 40
to 100 markets by fall of 1959 [ADVER-
TISERS & AGENCIES, Dec. 1].

An AFTRA spokesman admitted “It’s
too early to tell how it will affect the
industry,” he said the local hopes to ascertain data which would show,
way one or the other, “whether rat-
ings are self-serving to the ratings services
which depend on them for their livelihood
and self-serving to advertisers, networks and
stations which subscribe to them.” He felt
any publicity about the blind ad approach
would continue to come up and then distant
their reports to AFTRA producers.

Hill producers, mainly Sen. Monroney, got
a one-day orientation on the tv ratings serv-
ces late last summer, emerging with doubts
about sampling procedures and the “par-
allel” of network shows [GOVERNMENT,
June 30]. It’s expected Sen. Monroney will
summon network, agency and advertiser ex-
cutives when hearings resume in January.

It was presumed that AFTRA-Chicago re-
presentatives also would be invited to testify,
or at least that its position would be incor-
porated into the record of the hearings.

It was conjectured, though denied by
AFTRA spokesmen, that perhaps some peo-
ple contacted by the Chicago chapter in its
local inquiry might be called to appear.

New Demands by RTDG Hexx Against TV Tape

The Radio & Television Directors Guild
said last Thursday (Dec. 4) presented its
demands to the radio-tv networks (except Mutual) for a new contract to replace the
current one expiring Dec. 31 and, among
other proposals, sought safeguards against
possible employment inroads resulting from
increasing use of videotape.

Though neither side would discuss RTDG’s demands, it was reported the union is seeking an approximate 20% increase in wage but is stressing provisions designed to
prevent possible displacement of personnel
or a “speed-up” because of videotape.

Negotiators met briefly on Thursday
morning and RTDG left with the networks’
contact proposals. Another session is
scheduled for this Thursday (Dec. 11).

RTDG announced last Thursday that the
National Labor Relations Board has certif-
ed the union as bargaining agent for tele-
vision assistant directors and stage managers
at CBS, NBC and ABC in New York, Holly-
wood and Chicago. Though the union had
represented these members in the past,
RTDG did not have NLRB certification. A
balloting by the NLRB among these tv net-
work employees resulted in 167 votes for
RTDG and 27 for “no union.” RTDG al-
ready had NLRB certification for other
classifications of its membership.

The current negotiations cover approxi-
mately 900 members throughout the country
at the three networks (Mutual uses no staff
directors). The present staff contract in tele-
vision provides the following weekly wage
scale: $180, directors; $146, associate direc-
tors and $141, stage managers. In radio,
the weekly scale is $170, directors and
$127.50, associate directors.

MGA Union Shop Clause Hit By AFM in Complaint to NLRB

The legality of union shop contracts
tor each and every line of the nation’s en-
tertainment business may become the basis
for a long-drawn legal battle, Cecil F. Read,
chairman of Musicians Guild of America,
said last week.

On the preceding Friday (Nov. 28), MGA
said, it had received a telegram from the Los
Angeles regional office of NLRB to the

effect that the MGA contract with the major
motion picture producers contained a union
shop clause which was questionable and un-
legal. The matter was settled in the near fu-
ture the NLRB might file some complaint. The
basis for the wire, Mr. Read said, is a charge
made by counsel for the American Federa-
tion of Musicians, from which MGA
wrested jurisdiction over musicians em-
ployed by the movie studios [PERSONNEL
RELATIONS, Sept. 1, AT DEADLINE, July 14].

The MGA-motion picture agreement
clause provides that 30 days after a musician
first works for a studio, the studio cannot
re-employ him unless he has become an
MGA member in good standing. AFM has
asserted, according to Mr. Read, that the
word “30 days” should be interpreted to

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BROADCASTING

has also issued new recording of “The
Star Spangled Banner,” said to be first
available to public in 25 years. Warner
recording, 45 rpm disc recorded by military
band conducted by Henry Mancini, is being
made available free to radio and tv stations.

Radio Featurettes, new 15-second syndi-
cated radio program service, has been de-
veloped by Radio Featurettes Co., new firm
located at 125 W. 41 St., New York 36.

Telephone: Wisconsin 7-9244. Company
was organized two months ago by J. A.
Buning, formerly with WNEW New
York, ABC and INS, in conjunction with
Bruce Chapman Co., producer-packager.
We see by "Selected United States Government Publications" that a pamphlet (16 p. il. Cat. No. A 1.9:2125 10¢) titled Making and Preserving Apple Cider is just off the press. "Cider-making," it says, "is an art as old as the cultivation of apple trees."

How to build the E-V Georgian horn speaker enclosure. Complete plans, list of materials, installation of speakers; stock no. 38 K 189, Allied Radio, Chicago; $1.47 post-paid in U.S.A.

"Anaplasmosis," the same source states, "each year costs American cattle raisers millions of dollars." For 5¢ you can get the low-down on symptoms, treatment and control of same.

(Don't send us any nickels. Go direct to the Govt. Printing Office.)

The sweet Smile of Success. A remorseless exposé of tv conditions in and about Cedar Rapids. Printed on handsome grey stock in two (2) colors, beautifully bound in the upper left corner with one of those brass do-hickeys. The theme of this searching document is ineffable, but some excerpts may suggest the flavor: "... soaring above this intramural crossfire is the inescapable fact that Channel 2—properly used—is one hell of a powerful selling medium!"—from the Opening Sermon.

"... Midwest's advertising agency advises us that the results of this program have been eminently satisfactory to say the least, but we're not about to say the least..."—from Oater Booms Housing Development.

"... operational order from home office (forbade) tv... manager (bought) time on the sly... established such a good selling record he was transferred..."—from Bootleg TV Time, Makes Killing. (This one has a sad ending.)

Order the sweet Smile of Success today, pronto, now. There's no telling what the Govt. Printing Office would get for a gem like this; we give it away. Write WMT-TV, Channel 2, Cedar Rapids—Waterloo (choose one) (Iowa, of course), CBS Television for Eastern Iowa, Represented Nationally by The Katz Agency; affiliated with WMT Radio, KWMT Fort Dodge.

The G.O. Fizzickle Pogo is just out. No self-respecting time-buyer can do without this important reference work; it reveals scientific secrets of Okefenokee. Order from your favorite book store. $1.

Photographer's Mate 3. It comes high (three bucks) but where else can you buy a Navy Training Course covering naval photography? Aside to Playboy: This is for you. Cat. No. D 208.11: P 56/3; G.P.O.
KOBY shows a BEAUTIFUL FIGURE in San Francisco

September Cumulative Pulse Audience for the San Francisco-Oakland 6-County area shows KOBY with 638,900 unduplicated radio homes weekly; 72.5% of radio homes in the market. Add to this the assurance of no double spotting—and a 10% combination discount when you buy both KOBY and KOSI.

KOBY/10,000 watts San Francisco
Sit in with your PETRY Man
In Denver it's KOSI
In Greenville, Miss.—WGVM
Mid-America Broadcasting Co.

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's 47th TV MARKET according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa. Rock Island County, Illinois. Represented by Avery-Knodel, Inc.

PERSONNEL RELATIONS continued

mean 30 days of employment and not 30 calendar days. This, Mr. Read declared, is completely contrary to a previous interpretation of union shop clauses which are standard throughout all branches of the entertainment business in the country.

The MGA response to the NLRB was sent by Harry B. Sverdlow, MGA attorney, points out that similar provisions are included in all existing collective bargaining agreements throughout the United States between AFM and employers in recording, radio, television and all other fields in which musicians are employed and that "none of these collective bargaining agreements has ever been questioned by NLRB."

Labeling it "completely absurd and preposterous," MGA notes that it would exclude from union shop provisions the complete body of musicians (approximately 1,500) who were found eligible to vote in the election conducted by NLRB in Los Angeles last July.

NLRB Decision Backs Employees Of KARD-TV in 1956 Strike Case

KARD-TV Wichita was ordered last week by a three-member panel of the National Labor Relations Board to cease and desist from discouraging or interfering with the membership of employees in International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators, Local No. 414 (AFL-CIO), or any other union. The Kansas station also was ordered to reinstate to their former positions of seniority 20 employees who engaged in union organization or striking.

The NLRB decision affirmed an intermediate report issued Aug. 20, 1957, by Trial Examiner Thomas S. Wilson. The NLRB panel denied KARD-TV's request for oral argument following Examiner Wilson's report. Last week's decision covered discharge of several employees and a strike in May and June 1956.

NLRB held the strike was an unfair labor practice action, not an economic strike, and that therefore employees are entitled to reinstatement. The NLRB decision rejected KARD-TV's claim of misconduct by strikers.

Screen Extras Threaten Boycott Of U. S.-English TV Productions

Following the announcement last month that Sol Lesser Productions and J. Arthur Rank were collaborating in the production of TV films in England [FILM, Nov. 10], the Screen Extras Guild served notice on all American TV film producers that unless TV production abroad is curbed, the U. S. sponsors of these "runaway programs" will face nationwide boycotts by AFL-CIO members.

"It seems incredible that any sponsor seeking to sell goods to the great mass of the American public would flout the public interest by choosing a television series made abroad to advertise its products in America," H. O'Neil Shanks, SEC executive secretary, declared. Charging that "the American producer who runs away to a foreign country to escape paying American wages is unfairly competing with the hundreds of other producers who make their pictures in this country," Mr. Shanks said: "Such a foreign-made television series deprives American technicians and American players of sorely-needed employment, for usually only the star and the director are American. Obviously, Americans who have lost jobs because a certain series was made abroad rather than in this country will not feel like buying the products advertised by such films and neither will their friends."

AFTRA-Network Talks May Succeed This Week

Prospects appeared bright late Thursday (Dec. 4) for an early agreement between the tv-radio networks and the American Federation of Television and Radio Artists on a new contract to replace the pact that expired on Nov. 15. The union has instructed its members to remain on the job past the deadline until further notice.

Though neither the union nor the networks would discuss the progress of talks, there were indications that an agreement might come as early as this week. It was reported that agreement has been reached in principle on "money matters" [PERSONNEL RELATIONS, Dec. 1] but there are certain "policy matters" still to be resolved.

During several informal sessions, including one last Thursday, AFTRA continued to press its demands for a ban on "stockpiling" of taped programs on the premise that the networks might use this programming in the event of a future strike by AFTRA; the inclusion of an "unfair station clause" that would prohibit the network from feeding live or taped programs to an affiliate involved in an AFTRA strike and a provision that would give the union control of all taped programming appearing on the network.

The main issue was understood to be "stockpiling." AFTRA was reported to be willing to waive the "unfair station clause" and taped programming control provision if the networks agreed to give ground on "stockpiling."

Reports circulated that negotiations now are being conducted in an atmosphere said to be "more harmonious" than heretofore. Another consideration that may have a bearing on an early agreement is that the network negotiation activity is approaching a feverish pace. Networks began talks last week with the Radio and Television Directors Guild (see story, page 82) and within the next three weeks will open negotiations with the American Federation of Musicians on a new contract to replace the current five-year pact that expires on Jan. 31. The AFM is regarded traditionally as a "tough baby" by networks and reports are that its negotiators will press for substantial contract improvements. AFM, by "tough dickering," hopes to counteract criticism of some of its members that the federation in the past has been more interested in the Music Performance Trust Funds than in wage and fringe benefits.

Negotiation sessions between the networks and AFTRA were scheduled for Friday (Dec. 5) and over the weekend.
It's Easy
To Pick
A Winner
In Memphis

It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

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

<table>
<thead>
<tr>
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<th>A.R.B. May '58 (Metro Area)</th>
<th>Pulse May '58 (Metro Area)</th>
<th>Nielsen Sept. 7-Oct. 4 (Station Area)</th>
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<td>Sta. C</td>
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WREC-TV
Channel 3 Memphis

Represented Nationally by the Katz Agency
"TELEPHONE STORE." Los Angeles Distribution Center carries a complete stock of some 11,000 different items needed by the Pacific Telephone Company. Most orders are shipped the same day they are received... expedited with the help of modern material handling equipment.
Here, as at all 32 Western Electric distribution centers in the U.S., we stock and supply daily many thousands of items needed by the local Bell telephone company. Among them: telephone sets, wire and cable, tools, printed forms, many other products we make and buy for the Bell System. Of equal importance, our distribution center repairs and recon-
ditions telephones and telephone equipment for reuse.

The job’s a big one, requiring the help of some 860 of our Los Angeles neighbors . . . plus the thousands of men and women who work for our 555 suppliers in the city. (These suppliers, by the way, are only part of the state-wide total of 1,978 companies we purchased from last year.) Just as we benefit from their help, so Los Angeles shares in the prosperity we help create — jobs made possible, payrolls spent with local merchants, taxes paid.

Distributing benefits like these is a key part of our telephone job — in Los Angeles and across America.
Three CBS Shows Cited in Edison Media Awards

CBS News' Public Affairs Dept. took three awards last Monday evening (Dec. 1), as the Thomas Alva Edison Foundation issued the 1958 National Mass Media Awards for Films Television & Radio. CBS showed up strongest with winning the top citations for:

Prudential Insurance Co. of America's "Twentieth Century" ("tv program best portraying America"); Monsanto Chemical Co.'s "Conquest" ("best science tv program for youth"); and the sustaining New York Philharmonic-Young People's Concerts with Leonard Bernstein ("best children's tv program for the advancement of Science and the American Council of Learned Societies"); WQED (TV) Pittsburgh for "the tv station that best served youth," and WFMT Chicago for "the radio station that best served youth." WQED and WFMT in addition to the scrolls also received for one high school student in each station's community a $1,000 Edison Scholarship for a college education.

In receiving CBS' awards, voted along with other citations by 62 major national cision agencies, Public Affairs Director Irving Gitlin said, "It is of significance that both Twentieth Century and Conquest are sponsored programs and that without the cooperation of these advertisers and their agencies, the series would not be on the air today."

Mr. Gitlin's remarks, alluding to the marriage of big business and education, were in keeping with the general tenor of the evening's proceedings. Speaking for the educators, Dr. O. Meredith Wilson, president of the U. of Oregon and chairman of the American Council on Education, warned broadcasters that their role went beyond that of merely acting as transmission belts. "Education," he said, "is dependent on communication. It is not well represented by the common analogy of a reservoir of knowledge, where facts are carefully stored, to be released at fixed intervals to sweeten the parched plains of ignorance." Radio-tv, he suggested, should lead in stimulating discussion, otherwise we might certainly begin to "contemplate" the "deplorable" sight of seeing the population "conditioned only to receiving . . . to being told."

Spokesman for the business community, which underwrites the Edison Awards, was Howard G. Firestone Jr., board chairman of Firestone Tire & Rubber Co. (ABC-TV's Voice of Firestone). Said Mr. Firestone: We spend too much time selling each other on the superiority of competitive free enterprise—a wasteful act that in us usually sell to "friends and associates whose lives run parallel to our own." Mr. Firestone suggested that the mass media ought to broaden this "audience base" by selling free enterprise to the broadest possible audience—mass media audiences.

Writers Guild Announces Winners; Evans Recipient of $2,500 Prize

Free lance playwright David Evans was presented with a $2,500 award by the Writers Guild of America on Nov. 20 for his teleplay, "The Gadrly" carried on ABC-TV on Oct. 1, 1957. The money prize is a grant from the Joan J. Smit Foundation, New York, which is giving the award annually for television scripts "making the most valuable contributions to peace and human understanding."

WGA also announced the winners of annual WGA awards for the best radio-tv scripts in 12 different categories, all broadcast during 1957. The winners are Joseph Mindell, half-hour tv anthology; Everett DeBaum, half-hour tv episodic drama; Eugene Roddenberry, tv western, any length; Kenneth Enoch, tv children's program, any length; Jerry McNeely, one hour tv anthology drama; Devery Freeman, one hour tv comedy; Irwin Rosten, tv documentary, any length; Elick Moll, tv program, more than one hour; Jerry Nusbaum, radio comedy; Jerry McNeely, half-hour or less tv comedy or sketch; Jules Maitland, radio documentary, any length; Stan Freeberg, comedy-variety radio program, any length, and Thomas Hanley Jr., radio drama, any length. Winners received either engraved silver trays or plaques.

Chicago Art Directors Name Best Commercials

Award-winning commercials in the Chicago Art Directors Club of Chicago's 26th annual midwestern advertising art competition have been annou ne.

ADCC presented gold medal, silver merit and special merit recognition awards for 17 tv commercials in two categories: the design of a complete unit and in art and photography. The winners were honored Nov. 24 at a dinner in Chicago's Palmer House. Five gold medal awards and one special miscellaneous citation represented the top six tv commercials from the midwest during 1958.

Winning tv entries, encompassing live techniques and full animation, were displayed in Chicago's Prudential Plaza Nov. 25-Dec. 5. The recipients:

- Design of Complete Unit:
  - Film Commercials (Live Technique):
    - Gold Medal: art director, Don Tennant; photography, University; Buyer, Leo Burnett Co.; advertiser, Marboro, Philip Morris.
    - Silver Merit: art director, Jack Bramlett; photography, Billinger-Elliot; agency, Leo Burnett Co.; advertiser, Tea Council of the U.S.A.
    - Silver Merit: art director, Howard Siemon; agency, Henderson Adv.; producer, Fred A. Nichols, Productions.
  - Film Commercials (Full Animation):
    - Gold Medal: art director, Ben Goldstein; photography, Quartet Films; agency, W.B. Ives & Co.; advertiser, Continental Brewing Co.
    - Silver Merit: art director, Alan Zaslove; producer, UPA Pictures; agency, Fred M. Randall Co., Detroit; advertiser, Pure-Pak Div., Ex-Cell-O Corp., Pure-Pak Milk Container.
    - Silver Merit: art director, Bob Johnson; producer, Sherman Glass Production; agency, Arvy Adv., St. Louis; advertiser, Anheuser-Busch, Budweiser.
  - Commercials (Live Animation):
    - Silver Merit: art director, Willis J. Davis; animation producer, Ray Patlin Studios; live action producer, Chicago Film and Celtic-Malloy; agency, Needham, Louis & Brophy; advertiser, E. S. Johnson Co.
    - Silver Merit: art director, Alice Westbrook; producer, King Studios Inc.; agency, North Advertising Inc.; advertiser, The Toul Co.; Softing.
  - Miscellaneous:
    - Special Award for the Use of a Theatrical Personality: Mogo, in Advertising; art director, Jerome Jacobs; producer, Universal-Anheuser Busch; agency, Edward H. Weiss & Co.; advertiser, Carling Brewing Co.; Slag Beer.
    - Special Recognition, Merit Award; art director/producer, Lawrence-Schneller Productions Inc.; photography, Gerald J. Seffers; agency, Campbell-Ewald Co., Detroit; advertiser, General Motors, Div.

- Art and Photography:
  - Film Commercials (Live Technique):
    - Silver Merit: art director, Gerrit J. Beverwijk; photography, Universal; buyer, Leo Burnett Co.; advertiser, Leona.
    - Silver Merit: art director, R. C. Mack: photographer, Ed Beatty; producer, Universal-International; agency, Leo Burnett Co., Chicago; advertiser, Dodge Div., Chrysler Corp.
  - Film Commercials (Full Animation):
    - Gold Medal: art director, Ron Malden; producer, Animation Inc.; artist, Ed Barge; agency, Bonz & Jacobs Inc.; Omaha; advertiser, General Motors.
    - Silver Merit: art director, Ron Malden; producer, Artinc Inc.; artist, Ed Barge; agency, Leo Burnett Co., Chicago; advertiser, Kellogg Co., Battle Creek.
  - Commercials (Live and Animation):
Stevens Group Buys Providence Outlet Co.

Building magnate William Zeckendorf Sr. and KBTU (TV) Denver President John C. Mullins are the "mystery" associates of Broadway producer Roger L. Stevens in the agreement to buy controlling interests in the Outlet Co., department store licensee of WJAR-AM-TV Providence, R.I., it was learned last Thursday.

Mr. Zeckendorf’s Webb & Knapp Inc. is 50% owner of KBTU. Mr. Mullins holding the remainder. Webb & Knapp is the Stevens syndicate entity for Mr. Zeckendorf. Mr. Mullins is participating personally. The Zeckendorf family owns 35% of Webb & Knapp.

The Stevens syndicate exercised its short-term option [CLOSED CIRCUIT, Nov. 17] and signed a purchase agreement on Monday (Dec. 1) with the trustees of the majority block of stock in the Outlet Co., at $120 a share for a total of $6.6 million plus. But it was done in the face of a protest by one heir to the estate, Joseph S. Sinclair, station manager of WJAR-TV. Negotiations were still going on Friday night between Messrs. Stevens and Sinclair, the latter reporting late Thursday that "the means are open to me to block the deal. My protest is an attempt to rectify an error. My difference is with the trustees, not with Mr. Stevens."

Dec. 10 has been set as the deadline when full details will be divulged to all stockholders of Outlet Co. Thereafter for 21 days the other stockholders may also sell at $120 a share to the syndicate. Should all 99,420 outstanding shares be acquired, the total purchase price would rise to $11,930,400. The trustees for the estates of the late Col. Joseph Samuels and Leon Samuels, founders of Rhode Island's largest department store, are selling 55,230 shares to the Stevens syndicate. Mr. Sinclair is a grandson of Colonel Samuels.

Mr. Mullins previously had been chief owner of KPHO-TV Phoenix before that property was acquired by Meredith Pub. Co.

During the week, Alfred E. Darvy, Outlet Co. president, told the company’s 1,100 employees of the agreement with Mr. Stevens and said he understood both the radio-tv and store operations would be continued with little effect upon employees. The Outlet Co. reported merchandise sales of $15,504,986 and radio-tv revenue of $1,337,342 for the year ending last January 31. Net earnings from store operation were $764,757 (69 cents a share) and from radio-tv $532,980 ($5.36 a share).

Mr. Stevens and his Broadway associates (not involved in the Providence agreement) in the Producers Theatre and Playwrights Co. represent one-fourth of the total legitimate productions on Broadway this season. Properties include "Man In The Dog Suit," "Pleasure of His Company" and "Cue For Passion" among others. Only eight years an "angel" of the theatre, Mr. Stevens is a big name, too, in real estate, once owning the Empire State Bldg. (now owned by Col. Henry Crown of Chicago). Mr. Stevens' multi-million dollar real estate holdings are splashed about such cities as Cleveland, Washington, New Haven and San Francisco, as well as New York. He recently sold a 28-acre tract in Boston's Back Bay to Prudential Insurance Co. of America for a Rockefeller Center-type development.

Register & Tribune Calling Off Purchase of WREC-AM-TV Memphis

The proposed purchase of WREC-AM-TV Memphis by Des Moines Register & Tribune Co., (Cowles) from Hoyt B. Wooten for $6 million cash [CHANGING HANDS, Nov. 10: CLOSED CIRCUIT, Nov. 3] has been "amicably called off," according to a joint announcement last week by Luther L. Hill, publisher of the Register and Tribune and Mr. Wooten, licensee of the Memphis outlets.

The decision to call off the sale came after a meeting in Des Moines between the parties, who then issued the joint statement. Although there was no formal explanation, it was understood that there was a tax problem involved.

It was reported Mr. Wooten would form a new corporation as licensee of WREC-AM-TV and that Charles Brakefield, who was to have become general manager of the Memphis stations under the Register and Tribune ownership, and Jack Michael, who was to have become program director,
Programmed for the housewife ... the buyer for the family

WISH Indianapolis
CBS Represented by Ballinger

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

KTRK-TV, channel 13

MINITAPE
Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events ... no other recorder can do the job of Minitape, equally well. Get all the facts about Minitape today!

STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

STATIONS CONTINUED

WISH Indianapolis will become vice presidents of the new corporation. They are Mr. Wooten's sons-in-law.

The Cowles organization, which a year ago sold WNAV Yankton, S. D., and ch. 9 KVTV (TV) Sioux City, Iowa, to Peoples Broadcasting Corp. for $3 million, announced at that time it would seek replacement properties. Other Cowles stations: KRNT Des Moines and 60% of KRNT-TV Des Moines; WHTN-AM-TV Huntington, W. Va. Gardner Cowles, president of the Register and Tribune, also is publisher of Look magazine.

WREC-TV is on ch. 3. WREC is on 600 ke with 5 kw, directional antennas with different patterns day and night. Both stations are affiliated with CBS.

KVLF to Have Weather Station
An official U. S. Weather Observation Station now is in operation at KVLF Alpine, Tex., it has been announced by Gene Hendryx, president of the station. Apart from the initial equipment, the observation post does not cost the federal government anything to operate as it is manned by specially-trained KVLF staffers, Mr. Hendryx said.

WISH Names Petry Rep.
WISH Indianapolis has appointed Edward Petry & Co. as national sales representative, effective Dec. 1, it has been announced by Robert B. McConnell, vice president and general manager of WISH-AM-TV, and Bob Ohleyer, manager of WISH radio. The station is owned by Corinthian Broadcasting Co.

First Day Sell-out for WVCG-FM
WVCG-FM Coral Gables, Fla., went on the air Nov. 16 with a sell-out, president-general manager George W. Thorpe, reports. From 6:30 a.m. to sunset, WVCG-FM duplicates WVCG's programs; after this time, up to midnight, it sells and originates its own shows. For the rest of the fm outlet's first week, Mr. Thorpe says, it sold more than 60% of available time. WVCG-FM is on 105.1 mc. Stereophonic broadcasts are aired twice weekly by the stations.

WBC Sends McClay in for Israel
At WJZ-TV, Mathiesen to KYW-TV
John L. McClay, general manager of Westinghouse Broadcasting Co.'s KYW-TV Cleveland since this past summer has been transferred to a similar post at the WBC-owned WJZ-TV Baltimore, it is being announced today (Dec. 8) by WBC President Donald H. McGannen. Mr. McClay succeeds Larry H. Israel, named general manager of the newly-formed Television Advertising Representatives Inc., Westinghouse-owned station representative organization [STATIONS, Dec. 1].

Mr. McClay's post in Cleveland will be filled by George H. Mathiesen, since 1954 assistant general manager of KPIX (TV) San Francisco, also Westinghouse-owned.

Mr. McClay has been in broadcasting since 1939. In 1956 he joined WBC as assistant to the vice president in charge of KYW-AM-TV Cleveland, being named to his last post on July 12 this year. Mr. Mathiesen began as a transmitter engineer at KSFO, remained with the station through 1948 when he joined KPIX (TV). He has been with the San Francisco Westinghouse operations since that time.

NEXT SUMMER KMOX St. Louis will move into its $750,000 headquarters [STATIONS, Nov. 3]. The 15,500 sq.-ft. plant is the first building by CBS in 20 years to accommodate one of its radio outlets exclusively.

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Gates Dual Channel DUALUX

Pause just a moment and think of every exclusive feature you would like to see in a speech input system. Now, compare this idea of a "perfect" audio system with the Gates Dualux. You will quickly note that the Dualux not only incorporates every feature you could demand, but also many additional functional and manufacturing extras.

Inbuilt intercom, a Gates innovation in speech input equipment, permits two-way conversation to studio and remotes and listening on every major circuit. First again is the inbuilt variable high-pass filter for instant program correction when the unlooked for happens. Dualux consoles are supplied with the new Gates 10 watt ultra-linear monitoring amplifier. And Gates solid process printed wiring, fabricated entirely in the Gates factory provides the cleanest, easiest to service speech input system ever built. One Western broadcast station writes, "...I cannot think of any other console that was designed with the maintenance problem in mind. It is a pleasure to service this console."

Yes, it's a grand feeling to know you own the very best. So why don't you place your order today? Dualux consoles are in stock for immediate delivery.

OUTSTANDING FEATURES
- Complete inbuilt cue-intercom with front panel listen and talk-back.
- Three position high-pass filter for quick program correction.
- Cue selector to all major circuits for direct channel speaker audibility.
- 5 preamplifier mixing channels wired for 7 microphones. Up to 22 microphones if all utility keys used.
- Cue-Attenuators, 4 mixing channels used for net, turntables, tapes and remotes.
- 4 turntables, 4 tapes, 5 remotes plus net input to 4 mixing channels.
- 8 utility keys for expansion.
- PBX key control of all channels for greatest flexibility.
- Dual operation ALL the way.

Buy now and save during Operation UPSADEC, November 10 - December 31. During Operation UPSADEC, Gates offers 6 value packed bonus plans featuring the Dualux speech input system. This is your opportunity to save...your chance to modernize your station at a savings possible only during Operation UP- SADEC. Send for complete details today.

Write: Dept. 6400, Gates Radio Company, Quincy, Illinois

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS
WTOP-TV's Tasteful Touch Adds Zest to TV News

WTOP-TV Washington has an answer to the oft-heard charge that television newscasts are merely radio programs aided by a few film clips and visual aids.

Thomas B. Jones, WTOP-TV program director, has installed a studio layout designed to increase the impact of visual impressions by use of flexible production facilities and techniques.

The result is a newscast identified by a combined news workshop, large screen and three-man microphone team.

Two adjoining rooms are created by a backdrop that includes a four-scene rotating prop and a disappearing front projection screen. The screen is fed by a Telepro 6000 projection that holds 60 3x4-inch Polaroid transparencies. The Telepro is preloaded and operated remotely from the control room, which also handles special slides and newslfilm inserts.

In front of the backdrop a newscaster works from a desk, facing a single camera. The program signature and closing shot are based on a view of the newscaster (with appropriate background) and a look into the backroom which simulates a news workshop. The large weather map is seen at the end of the room. This workshop view is shot with the projection screen retracted.

When the first newscaster takes the air, the sliding screen is in position, usually occupying at least half of the receiver's picture. After the first of three segments in the 15-minute period the screen is retracted to show the weather reporter at work. The workshop camera behind the partition then goes into action. The weather map has two props for detailed information, one pulled down from above and the other a back-lighted box located at the eastern side of the map. Workshop props include two desks, phones, typewriter, dummy teletypes and copy spindles. The opening signature shot shows the weather man tinkering at his map and a man at a telephone switcher.

The workshop is being wired and later will be enlarged for use as an actual newsroom on election nights and for other major news features. It will be equipped for panels and group discussions. Peter Masters, WTOP-TV art director, designed the sets.

WTOP-TV first used its news setup last Oct. 6 after two weeks of dry runs. Viewer and sponsor reaction has been surprisingly enthusiastic. Use of illustrations has been upped 50%, with an average of 30 in a 15-minute newscast.

Two daily programs are produced in the studio—6:30 Spotlight ahead of the CBS-TV Douglas Edwards newscast and 11 p.m. Report. The 6:30 program consists of three five-minute segments—Eddie Gallaher, entertainment news; John Douglas, weather; Steve Cushing, area news. The 11 p.m. program opens with Roger Mudd handling national, international and area news for six to eight minutes; usually two minutes of weather with Mr. Douglas, and five minutes of sports with Dan Daniels. The late program segments can be timed to the importance of the news or weather.

Sponsors for the 6:30 program are Coca-Cola for Mr. Gallaher; Coronet Carpet Co. and Trailway Bus for Mr. Douglas; and Perpetual Savings and Arthur Murray for Mr. Cushing. Pan American Airways will take over the Coronet Carpet position in the near future. Safeway will sponsor the Cushing segment.

Sponsors at 11 p.m. are Esso for news and weather; Northeast Airlines and Newport cigarettes for Mr. Daniels.

No Teeners in Most L.A. Homes, Finds Survey Ordered by KLAC

More than three-fourths of all homes in the greater Los Angeles area have no teenagers, according to a survey distributed last week to advertising agencies by KLAC, Los Angeles. The survey was made for the station by John B. Knight Co. among adults in 1,011 homes.

It notes that in the 22.3% of homes with teenage members, 73.3% of these teenagers answer the phone and offer information unless an adult is specifically asked for and 67.7% of the youngsters prefer rock-and-roll music on the radio. Contrariwise, 71.6% of the adults interviewed "stated an overwhelming preference for a station featuring only good, popular music (no rock-and-roll)."

Other facts unearthed by the Knight surveyors: 96.5% of the homes visited "have and use from one to four radios"; 82.6% of all cars have car radios and 79.9% of all car radios are used regularly; 71% of the adults want sports results via radio and 71.9% want traffic bulletins.

KLAC, which for some months tried rock-and-roll programming with unhappy results, now says: "Good music is back and KLAC's got it."

Crescent City Gets New WYFE

Town & Country network opened WYFE New Orleans last Monday (Dec. 1), Connie B. Gay, the network's president, has announced. Apart from Manager Bill Romaine and National Sales Manager Ed Winton, the daytimer is mainly staffed with women. WYFE is on 1600 kc with 1 kw.

Ch. 14 WWOR-TV on Air Again

After three years of darkness ch. 14 WWOR-TV Worcester, Mass., last Monday (Dec. 1) resumed operations.

The uhf outlet first went on the air in 1953 until 1955. It was sold last August [CHANGING HANDS, Aug. 4] by Salisbury
Florida's usual weather makes unusual news

Last winter's cold spell in Florida made headlines because it was so unusual. But the unusualness of Florida's normal climate has been a topic of rare reader interest ever since Flagler built his railroad.

For example, word of Christmas celebrated on a sun-splashed beach has long been incredulously received by millions of frost-nipped ears in frigid climes. As if to prove the paradox, Christmas sojourners here send home more greeting cards of the sunny Florida theme than any other category. And their enthusiasm lasts throughout the winter. Why . . .

IT'S JUNE IN JANUARY

Winter highs average in the 70's over most of Florida. Thirty-year, U.S. Weather Bureau readings show December-to-March afternoon temperatures averaging 72.7° on the mid-West Coast; 75.4° on the Lower East Coast; and along the Upper East Coast, 71.1°. Even in extreme Northern Florida, daily maximums have averaged 66.2° through the past 30 winters.

Offshore waters and inland lakes are always pleasant for bathing. About 69° to 73° in the south Atlantic or Gulf of Mexico surf. A consistent, above-70° in lakes and springs.

Location is one reason for this ideal climate. Northernmost Florida lies 100 miles south of the Mexico-California border. The southernmost tip of the state reaches within 100 miles of the Tropic of Cancer.

Florida basks peninsularly between the tempering influence of warm south Atlantic and Gulf of Mexico waters. The result is an equable year around climate — warm in winter, cooled in summer by fresh sea breezes.

NEED PHOTOS, FACTS, FIGURES?

When you want to serve your audience with interesting facts about Florida, call on us for any help you need. The completely staffed Florida State News Bureau is at your service. Stock photos, TV-movie shorts, or custom-tailored feature material for your exclusive use can be supplied. Just write or wire . . .

Florida Development Commission
515-R Caldwell Building
Tallahassee, Florida
Broadcasting Corp. to Springfield Television Broadcasting Corp. (WWLP TV Springfield, Mass.) for 20% interest in Springfield. WWOR-TV is a satellite of WWLP.

CHANGING HANDS

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

WTWL PHILADELPHIA, PA. • Sold to WTEL Inc. by Foulkrok Radio Engineering Co. (E. Douglas Hibbs, president) for $450,000. Buyers are equal partners John E. and George D. Hopkinson and Quentin C. Sturm, who also equally share ownership of WKAB Mobile, Ala. Mr. Sturm has 63.5% interest in WLOI La Porte, Ind. The application for this sale has been filed with the FCC. WTEL is on 860 kc with 250 w, day.

WTAC FLINT, MICH. • Sold to Leonard Chess, president of Chess Producing Corp., Chicago record manufacturer, by First Broadcast Corp., wholly owned subsidiary of multiple owner Founders Corp. for $278,000. The sale was handled by Allen Kander & Co. WTAC is on 600 kc with 1 kw, day, 5 kw, night, and is affiliated with ABC.

KSMN MASON CITY, IOWA • Sold to Harry Campbell and Donald F. (Red) Blanchard by Charles V. and Ruth Warren for $140,000. Mr. Campbell is announcer and a farm editor of WLS Chicago; Mr. Blanchard appears on that station as an m.c. The sale was handled by Allen Kander & Co. KSMN is on 1010 kc with 1 kw, day.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company
RADIO • TV • NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Shirk
Washington Building
Sterling 3-4341

MIDWEST OFFICE
N. H. Cassell
William S. Ryan
333 M. Michigan Avenue
Chicago, Illinois
Financial 6-0460

SOUTHERN OFFICE
Clifford R. Marshall
Stanley Whitaker
Atlanta, Georgia
Jackson 5-1576

WEST COAST OFFICE
Collin M. Salas
California Bank Bldg.
5441 Wilshire Blvd.
Beverly Hills, Calif.
Cheviot 4-2770

IT LOOKS THE SAME, BUT

on closer examination it's only made of wood.

Broadcast properties may look alike too, but only an expert can correctly identify the true worth.

Before negotiating for radio and tv stations, consult the recognized expert, BLACKBURN AND COMPANY, specialists in negotiations, financing and appraisals.

Page 94 • December 8, 1958

APPROVED The following transfers of station interests were approved by the FCC last week. Also see For THE RECORD, page 107.

KGBM-AM-TV HONOLULU, KHBC-AM- TV HILO, KMAL-TV WAILUKU, ALL HAWAI • Sold (control of Hawaiian Broadcasting System Ltd.) to Hialand Development Corp. by Consolidated Amusement Co. Ltd. for over $8.7 million. New owners have 17 stockholders. Those with other broadcast interests are Roy J. Turner (12.5% in KWTV TV Oklahoma City, Okla.) and C. Dale, M. Clare and Lloyd W. Miller (1.57% in KARD TV Wichita, Kan.). KGBM-TV is on ch. 9 and is affiliated with CBS-TV. Ch. 9 KIIBC-TV and ch. 3 KMAV-TV operate as satellites of KGBM-TV. KGBM is on 590 kc with 5 kw. KHBC is on 970 kc with 1 kw. Both are affiliated with CBS.

WCHV CHARLOTTESVILLE, VA. • Sold to Eastern Broadcasting Corp. (WRC-TV Washington sales coordinator R.A. Neuhoff, president) by Charles and Emmalou Barham for $200,000, plus $10,000 to Blackburn & Co. which handled the sale. WCHV is on 1260 kc with 5 kw, day, 1 kw, night, and is affiliated with ABC.

KLAN RENTON, WASH. • Sold to Walter N. Nelskog and others, doing business as Seattle Musicasters by Interlake Broadcasting Corp. for $192,000. Mr. Nelskog owns 25% KUDI Great Falls, Mont., 80% KDE Oceanside, Calif., 25% KQDY Minot, N.D., and 58% KQTY Everett, Wash. Mr. Rosel Hyde voted for a McFarland letter in this case. KLAN is on 910 kc with 1 kw, directional antenna same pattern day and night.

Bassett Joins Eastman as V.P.

Mr. Bassett, veteran radio sales- man, is joining Robert E. Eastman & Co. as vice president and New York manager of the station representa- tion firm, President Robert Eastman is announcing today (Dec. 8). The ap- pointment is effec- tive immediately.

Mr. Bassett was with John Blair & Co., radio station representation, for 10 years until he bought WROD Day- toona Beach, Fla., last December and left to operate the station. He sold WROD in September.

M-Q Offers Connecticut Lineup

McGavren-Quinn, New York, radio-tv station representative, is announcing today (Dec. 8) the formation of a new Connecticut radio station group, consisting of WHHC New Haven, WKNB Hartford, WNAQ Bridgeport, and WATR Waterbury. The group will be sold to advertisers under a single buy.

Broadcasting

Page 94 • December 8, 1958
The telephone rings. You lift it and talk to an associate in the next office.

A countdown reaches zero at Cape Canaveral. Minutes later a new satellite radios its position... in orbit a hemisphere away.

One of these events is today commonplace... the other, still spectacular. To the 128,000 men and women of International Telephone and Telegraph Corporation, both are episodes in a never-ending drama called communications.

It means many things

At ITT communications is submarine cable, radio-telegram, microwaves beamed over valleys and seas. At the world's great airports, it is the Instrument Landing System.

It is TACAN and VORTAC, electronic air-navigation safety aids for civil and military flying.

Communications is guidance systems for rockets and missiles. It is over-the-horizon TV. It is the technical training and manpower ITT provides for the Distant Early Warning (DEW) Line in the Arctic. It is a new, world-wide control system for the Strategic Air Command.

Where ITT stands today

ITT stands in the forefront of research... and on the threshold of new achievements. Its systems, equipment and services embrace virtually every field of electronics. In fact, you'll find ITT everywhere—from inter-office to outer space.

... the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 telephone and telegraph operating companies and 128,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

67 Broad Street, New York 4, N.Y.
STATIONS CONTINUED

Multiplex Stations Succeeding, Number to Grow, GEL Study Sees

Seventy percent of fm stations now multiplexing consider their operations "excellent" or "good," according to a survey taken by General Electronic Labs, Cambridge, Mass. Of the remaining stations, 6% either stated their multiplex operation is unsatisfactory or gave no evaluation at all.

GEL received 513 responses out of 824 questionnaires mailed to broadcasters, with 63 of approximately 90 operating multiplex stations replying. The survey showed that an additional 80 stations hope to be multiplexing within a year, while 168 stations have long-range multiplex plans.

Receivers constitute a serious problem for multiplex operators, with 62% of the respondents stating they have receiver difficulties. One-half stated their fm transmitters were suitable for multiplexing without modification.

GEL, which manufactures multiplexing equipment, predicted 20% of the existing fm stations will be multiplexing by the end of 1959. Early last month, the U.S. Court of Appeals in Washington declared invalid a 1955 FCC rule requiring stations to cease simplex operations and switch to multiplex [AT DEADLINE, NOV. 10].

STATION SHORTS

WRCA-TV New York announced last week it is accepting for third successive year applications for its general talent auditions to be held on alternate Tuesdays. All talent with or without agent, except dramatic actors, must apply by mail to: Open Audition, WRCA-TV, 30 Rockefeller Plaza, New York 20.

WKDN-AM-FM Camden, N. J., announces that construction has begun on its new studios expected to be completed by spring of 1959.

WUST Washington announces that new headquarters building will be ready for occupancy January 1959. Transmitter for 250 watt outlet will remain in Bethesda, Md.

WPIX (TV) New York reported last week it has grossed $745,238 in new billings with "heavy pre-Christmas campaigns."

WAPI Birmingham, Ala., has increased its daytime power from 10 kw to 50 kw, reportedly increasing radio homes in station's primary coverage area by 42% and rural population by 82%.

WOAI San Antonio, Tex., has relocated its new $250,000 transmitting plant and radio tower to new antenna farm near Elmendorf, Tex., 17 miles southeast of San Antonio.

WBAL-TV Baltimore has begun using new Bendix radar unit for weather forecasting. Unit has range of up to 150 miles and will detect cloud masses and storms and reveal their course and speed.

WYNN Florence, S. C., has announced (Dec. 2) that it began broadcasting Nov. 5 with daytime programming. Durwood Powell, formerly general manager of WBCR Christiansburg, Va., is WYNN general manager. Station operates on 540 kc with 250 w.

REPRESENTATIVE SHORTS

Rambeau, Vance, Hoppble Inc., N. Y., has opened sales office in Atlanta, Ga. Bernard I. Ochs, formerly with WLWA (TV) Atlanta, named manager. Firm also announces it has been appointed representative for KTOP Topeka, Kan., WBOP Pensacola and WDCL Tarpon Springs, both Florida.

The Katz Agency has made available to advertisers and agencies its Spot TV Advertising Cost Summary No. 24 designed for figuring quick estimates of spot costs from 1 to 240 markets. Included are formulas for estimating spot tv budgets, based on rate cards of sample 50 leading network affiliates and weighted in average discounts and other "frequently requested rate ratios."

REPRESENTATIVE APPOINTMENTS

WALT Chicago and WGMS Washington appoint Avery-Knodel Inc., N. Y.

WLQS-AM-TV Asheville, N. C., reappoints James S. Ayers Inc., Atlanta, as southeastern representative. Peters, Griffin, Woodward Inc. is stations' new national representative.

Columbia Empire Group Formed

Formation of Columbia Empire Radio Stations, Washington, a group of outlets to be offered as a package to advertisers, was announced Nov. 20. The group includes KUEN Wenatchee, KIT Yakima, KORD Pasco, all Washington, and KOZE Lewiston, Idaho. Hugh Feltis & Assoc., Seattle, is their representative.

TRANSITION FASHION

The pattern change undergone by station directional antennas at sunrise and sunset has been sold by WGBS Miami to, yes, a pattern maker. McCall's Patterns, Div. (ladies' dress patterns) of the McCall Corp., New York, had not previously done much radio advertising but snapped up WGBS' suggestion that it air commercials just before and after the three-second buzz signaling the frequency pattern change.
Now you can enjoy these outstanding features at this Special Low Price...

- Simplified Speed Change (33 1/3-45-78 RPM)
- Hysteresis Synchronous Motor
- Rugged Construction
- Silent Operation
- Fewer Moving Parts

Complete turntable at $279.50, a $45.50 saving. Or for only $225.00 you can own the BQ-2B Turntable Mechanism less cabinet. Save on RCA Lightweight Tone Arms—now at special sale price—$55.00 during same period. Special offer for 62 days only—Dec. 1, 1958—Jan. 31, 1959.

(Offer good only in Continental United States, Alaska, and Hawaii)

ORDER NOW! Limited Sale ends Jan. 31, 1959. Call your RCA Broadcast Representative—or write RCA, Audio Sales, Bldg. 15-6, Camden, N.J.

RADIO CORPORATION of AMERICA
Broadcast and Television Equipment
Camden, New Jersey

*F.O.B. Factory, Camden, N.J.
NEW BBG TAKES OVER IN CANADA

At its first meeting late last month in Ottawa, the new Canadian Board of Broadcast Governors (BBG) decided to write all Canadian stations that regulations in force when the BBG took over the job of regulating Canadian broadcasting on Nov. 11, would continue in existence until the BBG changed them. The BBG took over from the Broadcasting Corp. (CBC). The latter is under jurisdiction of the BBG.

CBC continues to operate its government-owned stations and networks, but no longer regulates broadcasting in Canada. The BBG regulates the CBC and privately-owned broadcasting stations.

Here's the composition of the new regulatory body:

Dr. Andrew Stewart, 54-year-old chairman of the BBG, was head of the Royal Commission on Price Spreads of Food Products, when he was appointed to his new post. He also has not yet resigned as president of the U. of Alberta, but will do so soon. His job as BBG chairman pays about $20,000 a year, and he will make his home in Ottawa.

The other two fulltime appointments to the board are Roger Duhamel, 42, writer and former French-language newspaper editor, who receives about $18,000 in his new post, and G. Carlyle Allison, 51-year-old editor of the Winnipeg Tribune, who leaves that post for the $16,000 job on the BBG.

The 12 parttime governors of the BBG who receive $100 a day and expenses when attending meetings, are Joseph F. Brown, 54, Vancouver florist; Dr. Mabel G. Connell, Prince Albert, Sask.; dentist; Guy Hudon, 54, dean of the faculty of law at Laval U., Quebec City; Yvon Sabourin, 59, Montreal corporation lawyer; Mrs. R. G. Gilbridge, Montreal community worker; Colin B. Mackay, 38, president of the U. of New Brunswick, Fredericton; Roy D. Duchemin, 55, vice-president and chairman (N.S.) Post; J. David Stewart, 48, automobile dealer of Charlottetown, P.E.I.; the Rev. Emlyn Davies, minister of Yorkminster Baptist Church, Toronto; Dr. Eugene Forsey, 54, research director of Canadian Labor Congress, Ottawa; Edward A. Dunlop, 39, executive director of the Canadian Arthritis and Rheumatism Society, Toronto, and R. S. Furlong, lawyer of St. John's, Nfld.

Working under the BBG, the 11-member board of directors of the Canadian Broadcasting Corp. is faced at the outset with setting up economies in that government-owned organization. Revenue Minister Nowlan stated shortly after the appointment of the new Broadcasting Act men, all of whom have been appointed as vice-president and assistant general manager. Both have held managerial positions for some years.

Revenue Minister Nowlan has explained why no practical broadcasters or people in show business were on either board, saying that BBG board members should act in a judiciary capacity and need not know technical aspects of the industry, while CBC board members, except for the two fulltime members, were women, "for their business knowledge and to represent the radio-tv audience on program content."

The only parttime CBC board member with radio-tv experience is Mrs. Kate Alkin, who for many years has been radio and tv commentator on a variety of sponsored programs which she has given up in the past year. The parttime CBC board members are Mrs. Gertrude A. Carter, writer of Salom Arms, B.C.; Mrs. Ellen Armstrong, Calgary, president of the Union of Alberta; William L. Morton, 50, Winnipeg history professor at the U. of Manitoba; Raymond Dupuis, 51, Montreal department store executive; Robert L. Dunsmore, 63, Montreal civil engineer; R. Whidden Gannong, 52, chocolate manufacturer of St. Stephen, N.B.; Charles Lecson, Stratford, Ont., manufacturer, and Dr. C. B. Lumsdon, professor at Acadia U., Wolfsville, N.S.

Twenty European Networks Meet To Discuss Broadcasting Problems

Worldwide television hookups for a potential audience of several hundred million was among topics discussed at the week-long annual general assembly of Union European Rediffusion. The union comprises 20 European radio networks.

The sessions, headed by the BBC's Sir Ian Jacob in Munich, were attended by a U.S. Information Agency delegation and Mr. and Mrs. Bruton Paul from the National Assn. of Educational Broadcasters. Also in attendance were associate members from U.S., Japan, Australia and Britain's ITV network.

Other items on the agenda last month: broadcasting radio-tv rights from the 1960 Olympic Games in Rome and copyright questions in connection with Eurovision, the European tv hookup.

Foreign Tv Outlets to Reach 700 By Year's End—USIA Forecasts

Some 80 new overseas television stations went on the air in the third quarter of 1958, but tv receivers in use were increasing at a slower rate, according to figures released by the USIA. The new stations figure compares with 57 in the second quarter of 1958.

Western Europe led with 56 new stations, Latin America had seven, the Far East five and the Middle East and South Asia two each. Behind the Iron Curtain, Russia had five tv stations begin operations in the three-month period, Czechoslovakia two and East Germany and China one each. There now are 639 overseas tv stations and USIA estimates that the figure will go above 700 by the end of the year.

There were an estimated 21,585,200 tv sets in use abroad as of Sept. 30, according to USIA. This represents an increase of 1.4 million sets during the third quarter, compared with increases of 1.7 million and 2 million in the second and first quarters, respectively. The agency's figures exclude the U.S., its territories, Canada and Armed Forces stations.

USIA also announced that a 6:60 p.m.

International Language tv class sponsored by the agency on a Mexico City station achieved the highest rating (29% of tv homes) for that half-hour in Mexican history.

Media Lacking in World News, Carnegie Peace Group Charges

Mass media are not doing their job in informing U.S. citizens on United Nations and world affairs.

This condemnation comes from the Carnegie Endowment for International Peace after a two-year national survey made under a grant from the Ford Foundation. Newspapers, radio and television are singled out for criticism in the report released last month.

The report attacks what it finds to be mass media's argument for stress on local and national news—that of little interest in world news. This is disputed by the report, which goes on to say that even if there is a low public interest in international news, "this stems in part at least from the quality of presentation." Among the findings: Only one American in 10 appears strongly interested in world affairs; U.S. daily newspapers normally devote less than 5% of their space to foreign news and less than 1% to the UN, and yet newspapers, tv and radio and news magazines reach a high proportion of community leaders, few of whom are reached by speeches, films, books or pamphlets.

The project was directed by a steering committee. More than 1,300 community leaders in 12 representative cities were interviewed on the subject of the United Nations.

In the report, tv networks come in for criticism. "Thus far, the networks, with their enormous potentiality for informing the public, have fallen far short of their responsibilities." The tv networks, it was noted, occasionally contribute notably to informing the public on foreign affairs with year-end broadcasts, extensive coverage of the UN during certain crucial debates (Middle East crisis, for example) but "in general, coverage of world news and UN news has been minimal and indeed all news and public affairs programs have been crowded out of the prime television hours of 7:30 to 10:30 p.m."

Needed, according to the report; quality in programming news and information about world events, with "imagination and inter-
"We agree that Ad Age is invaluable..."

JULES RUDOMINER  
Vice-President  
Rayco Manufacturing Co., Inc.

BERNARD KRAMER  
Vice-President and  
Rayco Account Supervisor  
Emil Mogul Co., Inc.

"In this complex business, Advertising Age does an authoritative job of bringing the wide, wide picture of advertising and marketing into sharp focus. Whether it's a controversial new idea, straight news reporting, or thought-provoking interpretation, we agree Ad Age is an invaluable aid in keeping us abreast of significant developments in the field."

Whether they view the marketing world as advertisers or as agency executives, admen know they can see it in full through Advertising Age's unique editorial eye. That's why most of the decision-makers of importance to you consider Ad Age "an invaluable aid." And, it follows, of course, that your sales message in Ad Age can get the same careful attention that AA's "wide, wide picture of advertising and marketing" receives week in, week out from those who influence as well as those who activate major broadcasting decisions.

At Rayco Manufacturing Co., Inc., for example, spot television and radio get the biggest slice of the advertising pie. A leading marketer of auto seat covers and convertible tops, Rayco awarded 60% of its $2,000,000 ad budget for 1958 to air media—using 75 markets. Plans for 1959 indicate an increased ad budget, with spot broadcasting coming in for an even greater share of the total. Every Monday, 28 paid-subscription copies of Ad Age bring the news and trends of marketing to this important advertiser and its agency, Emil Mogul Co., Inc.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

JULES RUDOMINER was general manager of Stewart Brooks, a chain of ladies' shoe stores, before joining the Rayco Manufacturing Co. in 1949. His merchandising background has helped him play a key role in the consistent growth of Rayco's franchised-store operation, now totaling 150 outlets across the country. In 1953, Mr. Rudominer was named a vice-president of Rayco, where his duties include directing work on the firm's account done by its agency, the Emil Mogul Co. A native of New Jersey, Mr. Rudominer attended Rutgers University.

BERNARD KRAMER, with 24 years of advertising experience to his credit, became a vice-president of the Emil Mogul Co. early in 1958. He started with the Mogul agency in 1956, after almost a decade as head of his own New York agency. Born in Heilbron, South Africa, Mr. Kramer came to the United States as a youth and attended both Johns Hopkins and New York universities. When not concerned with guiding the Mogul company's creative efforts for Rayco, he devotes some of his time to PTA activities in Rockville Centre, Long Island.
INTERNATIONAL CONTINUED

est" of tv newsmen and "strong support" by top management.

Radio was credited with an "improvement" in its coverage of world news, the UN and public affairs in general, though the committee "recognizes that this trend results from a heavy emphasis on music and news stemming in large part from the absence of great commercial demand for radio time and the networks' need to provide an outlet for their news staffs."

New CBS Zurich, London Units To Circulate Parent's Tv Fare

The formation of CBS (Europe) SA, in Zurich, Switzerland, and of CBS Ltd., London, has been announced by Merle S. Jones, president of the CBS Television Stations Div. The companies are wholly-owned subsidiaries of CBS Inc.

Michael Burke, director of network programs, England, for CBS-TV for the past year, has been appointed managing director of both organizations. Anthony C. Bartley, a representative for CBS Films Inc. in London, has been named director of sales for CBS Ltd.

Mr. Jones said these companies will be engaged in the licensing and distribution of CBS Films and other television properties. CBS Europe, he said, will be involved also in the production of films for television.

CBC Takes Over Yukon Station

CFWQ Whitehorse, Yukon, has been taken over by the Canadian Broadcasting Corp., Ottawa, and will be operated from CBC Pacific regional offices at Vancouver. B. C. CFYK came into being in 1942 during construction of the Alaska Highway. Since then, volunteers of the Canadian Army and Royal Canadian Air Force have operated the station for military personnel in the area and the small civilian population. Now, CFYK will have CBC programs and is likely to get new equipment.

CBC has announced that CFYK Yellowknife, Northwest Territories, and CFYT Dawson, Yukon, will be taken over later on a similar basis.

CBC Employees Voting on NABET

A referendum is now being taken of 2,000 members of the Assn. of Radio & Television Employees of Canada, all working for the Canadian Broadcasting Corp., to join the National Assn. of Broadcast Employees & Technicians. The vote is to be completed on Dec. 20. If a majority of ARTEC members vote to join NABET, the Canadian unit of NABET will have 3,700 members and be almost equal in size to NABET in the United States. NABET is currently negotiating with CBC for a 20% wage increase.

INTERNATIONAL SHORTS

Allied Artists International's London office moves into new quarters at 93/95 Wardour St., W. 1.

O'Brien Adv. Agency Ltd., Vancouver, B. C., has opened Toronto, Ont., office at 11 Adelaide St. West, with George F. Sayers, managing director, as manager of Toronto office.

EDUCATION

Radio-Tv Among Media Scheduled For Study by Educational Group

A new national advisory committee, authorized by the National Defense Education Act signed last September by President Eisenhower, was announced last week to do research on the use of television, radio, movies and tape recordings in education. The announcement was made by U.S. Commissioner of Education Lawrence G. Derthick. The committee will approve research grants from a $1.5 million fund set up by Congress.

Members of the committee besides Comr. Derthick. chairman, are: Harry C. Kelly, an assistant director of the National Science Foundation; Chancellor Glenn T. Seaborg of the U. of California at Berkeley; the Very Rev. Robert J. Slavin, president of Providence College in Rhode Island; Howard Norsard of the U. of Washington; Wanda Mitchell of the Evanston, Ill., Township High School tv project; Austin Mead, for the University of Educa-

tion; Elizabeth Golterman, director of audio-visual education for the St. Louis, Mo., public schools; Scott Fletcher, president of the Fund for Adult Education, New York; Richard B. Hull, director of radio-tv, Ohio State U.; L. C. Larson, director of the audio-visual center, Indiana U.; Leland Hazard, Pittsburgh Plate Glass Co.; Ralph McGill, editor, Atlanta Constitution, and Clayton H. Brace, assistant to the president of KLZ-AM-TV Denver, Colo.

Three members of the committee, Messrs. Seaborg, Hull and Hazard, are also directors of the Educational Television & Radio Center in Ann Arbor, Mich.

ETV Series on Supreme Court

A new seven-part series of tv film programs produced by Educational Tv & Radio Center, Ann Arbor, Mich., will be made available to tv stations this month. Titled Decision: The Constitution in Action, the half-hour programs re-enact some of U.S. Supreme Court's most important cases. Following tv station exposure, the films will be distributed by Columbia U. press center for mass education to schools, colleges and adult groups. Narrated by CBS newsmen Robert Trout, the shows were written by Erik Barnouw, associate professor of dramatic art at Columbia.

Roster Set for Georgia Institute

The U. of Georgia's Henry W. Grady School of Journalism has announced its 14th annual Georgia Radio & Television Institute for Jan. 28-29 at the Center for Continuing Education, Athens. Leading industry figures are slated to discuss subjects of interest to broadcasters and students taking courses in radio-tv.

EDUCATION SHORT

National Assn. of Educational Broadcasters plans to distribute WBBM Chicago's public affairs series, Impetus, to some 105 affiliated stations for use early next year. Literary series, presented each week in cooperation with U. of Chicago, was unusual choice for NAEB, according to Robert E. Underwood, network manager of NAEB, which seldom selects programs from commercial stations.
Holiday Dinner

Appetizers

- Louisiana shrimp cocktail
- California crab meat
- Nevada bean
- Rhode Island chicken noodle
- Texas steak
- Virginia ham

For almost everyone in America today, the zest and excitement of holiday eating carry through the entire year ... because the motor truck has revolutionized our distribution system to bring us daily deliveries of greater varieties of fresher, more nutritious foods no matter where we live!

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE
THE SPOKEN WORD IS MASTER!

BUT you can INSURE against embarrassing loss by having our unique Excess Policy at amazingly low cost. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

New York, 147 William St.
Chicago, 361 W. Jackson
San Francisco, 102 Bush St.

ARTICLES OF INTELLECTUAL PROPERTY

COLO CASTING

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

PROGRAMS & PROMOTIONS

‘Shadow’ Builds WHBQ Audience

Housewives, workers and car drivers in Memphis, Tenn., never knew when they might be visited by “The Shadow,” who offers a chance to win $100. In a daytime audience-pulling promotion stunt at WHBQ Memphis, News Director Charles Sullivan poses as the Shadow, and pays surprise visits at homes, offices and also with motorists. The Shadow roams the city by car and several times a day stops to give his location on-the-air. The lucky listener will be able to identify the location as his home from the Shadow’s description. The cash prize will be awarded for going out “to meet and greet the Shadow.” Motors tuned to WHBQ can identify themselves by hearing their license number, make of car, and the highway or street they are traveling on at the time. If the driver pulls to the curb, the Shadow broadcasts the ensuing interview from the scene, and the driver is $100 richer.

Opportunity Knocks Grow Louder

People with initiative, ideas and abilities to run their own business, and unafraid to tell their ideas to top flight business and investment men on television, are urged to appear on the program Opportunity Knocks, which premiered Nov. 17 on KAKE-TV Wichita, Kan. Commercially sponsored by the Ford Motor Co. in behalf of Private Enterprise Inc., the initial 12-week program will place three persons on their way to owning a business, in partnership with P.E.I. The program offers $25,000 to each of the three best business ideas if P.E.I. counselors are convinced that the businesses can succeed. They will provide the money as a capital investment and come the new businessman’s partner. 50-50 basis until such a time that he buy out the partner. The search for mora day Horatio Alger is also carried KAKE-TV’s associate Kansas stations KTVC (TV) Ensign and KAYS-TV Hays.

‘Bold Venture’ on Sales Safari

Ziv Television Programs, New York, backstopping its newest syndication property, Bold Venture, with an intense promotion campaign which, when implemented client and station, runs 4 weeks precede the on-air premiere. Dubb. “Inflation Plan,” the program consists of sales contests, customer mailings and regular telegrams, etc. It is designed to whip up local enthusiasm, Ziv tells advertisers.

WSAI Pays For Its Weight

How much do five WSAI Cincinnati disc jockeys weigh? Listeners were invited to send their opinions, based on clues provided by the five personalities in question to the station’s “Guess the Weight” contest. The winner came within one pound of guessing the correct weight and was awarded a prize of 10 cents per pound, according to WSAI.

Party Visits Spark WTCN Drive

Approximately $6,000 was raised by WTCN Minneapolis in a six-hour radiothon in behalf of the local Ken Johnson “Pay Off the Mortgage” drive. Mr. Johnson, who was sheriff of Ramsey County, Minnesota, was killed in the line of duty, and the campaign was started to help his widow and three children pay off the mortgage on the

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

NBC-TV
Dec. 8-12, 15-17 (2-2:30 p.m.) Truth or Consequences, participating sponsors.
Dec. 8-12, 15-17 (2:30-3 p.m.) Haggis Baggis, participating sponsors.
Dec. 8, 15 (7:30-8 p.m.) Tic Tac Dough, Procter & Gamble through Grey.
Dec. 8, 15 (10-10:30 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell.
Dec. 9 (8-9 p.m.) Eddie Fisher Show, Liggett & Myers through McCann-Erickson and RCA Victor through Kenyon & Eckhardt.
Dec. 10, 17 (8:30-9 p.m.) The Price Is Right, Spiegel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson Co.
Dec. 10 (9-10 p.m.) Jerry Lewis Show, Timex through Peck Adv.
Dec. 11 (10:30-11 p.m.) Masquerade Party, P. Lorillard through Lennen & Newell.
Dec. 12 (8-9 p.m.) Ellery Queen, RCA through Kenyon & Eckhardt.
Dec. 13 (8-9 p.m.) Perry Como Show, participating sponsors.
Dec. 14 (7-8 p.m.) Hallmark Christmas Tree, Hallmark through Foote, Cone & Belding.
Dec. 14 (8-9 p.m.) Steve Allen Show, DuPont through BBDO, Polaroid through Doyle Dane Bernbach and Greyhound through Grey.
Dec. 14 (9-10 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.
Dec. 16 (8-9 p.m.) George Gobel Show, RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.
Dec. 17 (9-9:30 p.m.) Milton Berle in the Kraft Music Hall, Kraft F. Co. through J. Walter Thompson Co.
Gifts Flow in WAKE Celebration

With the theme, "You'll Always Remember November," WAKE Atlanta celebrated its thirtieth anniversary in a month-long schedule of giveaways, stunts, games and contests. Among the activities: The distribution of thousands of birthday cakes and quarts of ice cream; a helicopter landing at a shopping center where turkeys and hams were given to shoppers; albums and records sent to listeners whose names were drawn from WAKE's "Birthday Barrel of Fun"; special benefits in many Atlanta stores for members of the station's "Hit Parade Club," and the awarding of an all-expense paid trip for two to the 'Gator Bowl football event in Jacksonville, Fla., Dec. 27.

Expose Series Debuts on KCOP

Filmed exposes of timely subjects are featured in the new program series, Inside Story, which premiered last Wednesday (Dec. 3) on KCOP (TV) Los Angeles. Starring KCOP news reporter Pat Michaels, who films events as they happen with hidden cameras, the initial program took viewers to Mexico to show the ease with which dope can be smuggled across the border. Entitled "We Smuggled Dope," the kickoff show presented Mr. Michaels, disguised as a tourist, shown purchasing large quantities of heroin, marijuana and other drugs, KCOP said.

Baptists Plan 'Viewing Parties'

Southern Baptist Convention, in promotion of its weekly "Televangelism 1959" series to be programmed on 13 consecutive Sundays beginning Jan. 4, is promoting Sunday afternoon "tv viewing parties." Some 700 local chairmen, both pastors and laymen, are preparing news materials, "viewing party" arrangements, and supplies of spiritual guidance booklets for viewers, according to the Convention. The half-hour dramas are part of This Is the Answer series produced by the Southern Baptists.

KXLW Speeds Request Service

Record requests get prompt service under a new system introduced in the St. Louis area by KXLW, that city. In order to fulfill requests immediately, KXLW has invested in an automatic record player filled with 60 songs as listed by a jury. To hear a request, the listener checks off the "most wanted" list from a and then must call KXLW wumber of his choice. The ed immediately, the station

Stamp Plan Saturates St. Louis

P-I-P (Purchasers Insurance Plan), St. Louis, which offers trading stamps redeemable for life insurance policies, is gathering full steam with its $20 million extra stamp dividend week promotion, which started Dec. 3 in radio-to-print. Launched in the St. Louis market last Nov. 12, the new campaign involves extension of saturation radio offers on KWK St. Louis d.j. programs and commercial spots on tv stations.

The company ticketed an initial budget of $250,000 for St. Louis, and the plan is to be introduced in other markets. A book filled with 200 stamps enables holders to apply for an insurance policy. The company is headed by Ralph Flannery, former vice president of the Inland Empire Broadcasting Co.

Aces Score High in Ad Contest

In the first weekly "Ad of the Week" contest promoted by WBFB Rochester, N. Y., almost 80% of the entrants voted for one of the five Jane and Goodman Ace commercials for Borden's Instant Coffee. To honor the winning ad, WBFB broadcasts hourly congratulations to the Aces, the agency (Doherty, Clifford, Steers & Shaffer), and the client. Borden's started a 24-spot-per-week schedule on WBBF in Oct.

Top-vote-getting Ace ad, the station reported, was the spot in which Jane Ace adds some "H2O" to instant coffee, because all she wants is half-a-cup.

'Quiet' Ads Count for WPAT

The way to increase a radio audience, according to WPAT Paterson, N. J., is to emphasize "the quiet claim" in advertising. WPAT discounts trick promotions and contests at rating time and, instead, concentrates on more subtle claims in print. WPAT has run a series of four full-page ads in The New Yorker magazine in which the phrase, "in the air everywhere in New York, WPAT!" is printed in the sky area of various New York City views. Reprints of the station's ads in the print medium have been sent to agencies and clients to announce that for October WPAT rated an average increase of 25.57% in the hours 6 a.m. to 12 midnight over the same period a year ago, according to Pulse.

Sales Sing in WERE Record Show

Columbia Records' Mitch Miller and WERE Cleveland's personality, Bill Randle, teamed up Nov. 30 for an on-air promotion of the "Christmas Sing Along With Mitch" LP album, resulting in a total of more than 2,300 telephone orders for the album from Hibb's department store, one of Mr. Randle's sponsors. During his 2-7 p.m. Sunday show, Mr. Randle invited listeners to telephone the station for C.O.D. or charge account orders for the album. Mr. Miller directed the various Cleveland singing groups invited to the studio show. Richard M. Klaus, vice president and general manager of WERE, reported that by the following Tuesday afternoon, Hibb's had
Auburn Appears on Alabama TV

WSFA-TV Montgomery and three other Alabama stations have carried a special 10-Sunday series of Alabama Polytechnic Institute (known familiarly as Auburn) football games following the Saturday games, according to WSFA-TV. The school-sponsored programs have been viewed by an estimated 2.5 million viewers this season, using normal commercial time to tell "The Auburn Story." WSFA-TV handled the game photography with the outlet's sports director, Leroy Paul, and Auburn coach Ralph "Shug" Jordan calling the play-by-play action. The other stations carrying the Auburn programs were WAPI-TV Birmingham, WKRC-TV Mobile and WMSL-TV Decatur. The series has received many favorable comments, according to WSFA-TV.

WCKR Promotes 'Horse Race'

You touch a lighted cigarette to one end of the specially treated little slip of paper, see, then you just hold it away from drafts and watch the "horses" race to the finish line. The horses are printed figures of actual animals which become lines of slowly moving flame when the paper has been lightly touched. The Promotions Division of WCKR has been mailing these little Magic Race slips, well known to novelty shop customers, to advertise the station's coverage of racing, with Joe Tenenbaum. Potential customers of WCKR are told that the outlet's racing audience can mean "extra business for you."

Aid for Planning Spot TV Costs

A "magic slate" for quick notation with an imprint of a formula to use to update costs of tv spot campaigns and to compute for packages has been sent to the trade by Blair-TV and Blair Television Associates, tv station representatives. The slate is to be used with the "Plans Board for Spot Television," a new aid for campaign planners that permits costs and rating information for a variety of schedules [Programs & Promotions, July 28].

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ment. United Film & Recording Studios, Chicago.

CHARLES A. STUMPE, formerly sales trainee and consultant, appointed general sales manager.

JACQUES GRINNEF, president of Pacific Film Assoc. Inc., appointed to handle foreign distribution of JayArk Films Corp. film series.

AL COHAN, formerly with Universal Pictures in advertising and publicity department, to MGM, N.Y., publicity department.

JACK L. TARIFS, formerly with CBS-TV, joins Chicago branch of Filmack Studios as account executive in its tv and industrial film department.

HOWARD MONTGOMERY, assistant casting director for 2iv Television Programs, Hollywood, has been promoted to casting director, following resignation of BENN JACOSS.

ROBERT ELLIS MILLER, director, has signed non-exclusive contract multiple picture deal with Screen Gems, Hollywood, to do 36 tv films during next 18 months.

KENNETH EVANS, formerly story editor for Columbus studies, to 20th Century-Fox Television, Hollywood, in similar capacity.

THOMAS K. FISHER, with CBS station WABC-TV, has been appointed secretary and general attorney, appointed v.p. and general attorney of CBS-TV and radio divisions.

BURT NODELLO, since 1956 in charge of literary department for Mijahr Agency, 352 W. 57th St., Phila., named manager of program development for ABC Western Div. (new post).

BROADUS JOHNSON JR., formerly with Paul H. Ryan Co., to NBC Radio Sales staff.

SOL STEIN, co-writer with Toen Waldman on ABC-TV daily live Liberace Show, will perform in similar capacity with writer Edward Brand on upcoming videotape daytime series, Fan in Hawaii. Both programs are produced by Don Podderman Productions.

COL. HOWARD L. NUSBAUM, (USAF ret.), 47, former NBC program director and one-time radio chief in World War II European operations, died Nov. 30 in Chicago's Sheridan Hotel. Col. Nusbaum served as director of radio programs for NBC New York before entering service in 1942. During WW II he was press relations chief for Gen. Omar Bradley as well as radio chief in European theatre. He returned to NBC in 1946 as production manager, then was recalled to Air Force in 1953 handling public relations for Gen. James Van Fleet in Greece. He retired in 1950 after plane crash that injured both legs.

STATIONS

CHARLES F. GRISNAM, v.p. and general manager of WAPI-AM-FM-TV, Birmingham, Ala., since 1957, elected president and general manager of Alabama Broadcasting System (operator of WAPI-AM-FM-TV). Mr. Grisnam was formerly general sales manager of WLWA (TV) Atlanta, Ga., and began his broadcasting career in 1939 with WLW Cincinnati.

BENEDICT GIMBEL JR., elected president and board chairman of WAPI-Aiding Inc., Phila. Other officers: RALF BRENT, v.p.; ARTHUR MILLER, secretary-treasurer, and WILLIAM T. NACE, assistant treasurer. Board of directors are Mr. Gimbel, Mr. Brent, ROBERT M. BROWN, WILLIAM L. BUTLER, JOHN F. CRISCIONI, CLIFFORD C. HARRIS and DANIEL LOWENTHAL.

Broadcasting

New transistorized headset amplifier
for TV studio communication

Daven announces a new Transistorized Interphone Amplifier, Type 30, which provides a marked improvement in studio communication. As a companion unit to the Western Electric Type 52 headset, advantages of this transistorized amplifier over the normal induction coil are:

1. A gain of 20 db.
2. Mounts directly in place of the induction coil.
3. Sidetone automatically adjusts when additional stations join the circuit. Receiver level min.
4. Aids to eliminate local electrical interference.
5. No significant increase in power consumption.
6. Puts up to 32 stations.
7. Manual control with external variable resistor, if desired.
8. Operates from 2 volt "Talk Bus" independent of polarity.

Write today for further information.

TODAY, MORE THAN EVER, THE DAVEN @ STANDS FOR DEPENDABILITY

December 8, 1958 • Page 105
over new duties as head of farm study tours department of travel organization.

CHARLIE MURDOCK, air personality, WQAM Miami, adds duties of program director, replacing KENT BURKHART, who resigns effective Dec. 12. ROB CHAIR, formerly with WEBC Duluth, Minn., joins WQAM as DJ.

JOHN STENKAMP, news and sports reporter at Cascade Broadcasting Co., Yakima, Wash., since 1965, named news director of Casciad, succeeding JOHN KNEVEL, resigned to become administrative assistant to newly-elected congresswoman Catherine Mary.

JAMES R. VAN DELS, formerly production manager of WISN-TV Milwaukee, appointed supervisor of program production for Triangle Stations, headquartered in Philadelphia.

DON BRICE, formerly reporter for KIRO-TV Seattle, Wash., named acting program manager for KIRO.

JOHN H. TRIGG, with KYVQ Tulsa, Okla., since 1942, named assistant program director and chief announcer.

DOUGLAS E. SMITH, formerly at WTAR Norfolk, Va., to WKKF Flint, Mich., as director of news and program manager.

RAY LUTHER, formerly assistant news director, WYKO Columbus, Ohio, to WCLT Newark, Ohio, as news director.

JACK A. AGEN, formerly with WJMO Cleveland, to KTVD (TV) Tacoma-Seattle, Wash., as promotion manager. ROBERT J. REVERMAN, formerly with KPIC (TV) Roseburg, Ore., to KTVD as account executive. MRS. CLEO ROBERTS ROBERTS resigns as publicity director of KTVD to join sales department of KTNT-TV Tacoma.

PAUL C. HOIT JR., formerly sales manager for WOR New York, to KLKJ Oakland, Calif., as account executive.

JIM McGURGHAN joins KNZU Houston as account executive.

R. G. (GARY) REAMS, formerly account executive with KCXO Kansas City, to WHB Kansas City sales staff.

MacDONALD DUNBAR, formerly account executive with MBS New York, to WOR-TV New York in similar capacity.

EDSON JAMES BELL, formerly distributor with Bardahl Oil Co. St. Louis, to WOJO Jr. Wayne, Ind., as member of sales staff.

LOU BECKER joins KFPI Phoenix, Ariz., in sales department.

ROY L. MITCHELL, formerly staff announcer with KVQO-TV Tulsa, Okla., to KASK, that city, as account executive.

HENRY E. LIEGARD, art instructor at U. of Houston, joins art staff of KFTR (TV) Houston.

EDWARD J. GODBORN, formerly art director of WHCT (TV) Hartford, Conn., to KYW-TV Cleveland in similar capacity.

MRS. VERA BEARDMORE, formerly with USAF legal department in Germany, to KTIA (TV) Los Angeles in publicity and public relations department, replacing AUDREY BLACKFORD.

BOB GALE, announcer at KFOX Long Beach, Calif., joins the jock, N. Y., as assistant to program director.

TOM MATS, formerly news director of KELP El Paso, Tex., to KEROAZ Dallas news staff.

GILBERT H. WOGAN, 52, chief engineer of Allegheny Mountain Network since 1953 and head- quartered at WTRN Tyrone, Pa., died Dec. 1 following heart attack. Wogan also served with radio intelligence division of FCC during World War II and later with Raytheon, Syracuse and various Pennsylvania stations.

MICHAEL BLAND, 47, news staff member of WHIT-TV Huntington, W. Va., died Nov. 7 in Huntington following long illness.

PEOPLE

1942, JAMES A. BURKHART, Cincinnati, Ohio, as director of news and program manager.

1953, CATHERINE MAY.

1953, R. W. MITCHCAIR, St. Paul, Minn., as remote supervisor.

1959, JOHN MURPHY, formerly of Collins Radio Co., to present position.

1959, PETER O'LEARY, formerly of RCA, to present position.

1959, JOHN MURPHY, formerly of Collins Radio Co., to present position.

1959, GORDON B. REASER, formerly sales manager of the Mutual News, to present position.

1959, GARY SCHREIBER, formerly art director of the Chicago Daily News, to present position.

1959, HARVEY S. LEWIS, formerly of the Chicago Daily News, to present position.

1959, HAROLD HUNTER, formerly remote television of CBS News, to present position.

1959, MARK WADSON, former television bureau of Advertisers New York, to present position.

1959, STEVE DE SATNICK, formerly art director of the Chicago Daily News, to present position.

1959, PETER JAY, former legal counsel, to present position.

1959, JOHN MURPHY, formerly of Collins Radio Co., to present position.

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1959, MICHAEL BLAND, 47, news staff member of WHIT-TV Huntington, W. Va., died Nov. 7 in Huntington following long illness.

1959, BERT ALLENBERG, 59, head of motion picture de-partment of William Morris agency, died Thursday (Nov. 27) in Beverly Hills, Calif., after suffering cerebral hemorrhage Nov. 25.

PROFESSIONAL SERVICES

KENNETH SMITH, associate promotion manager, United Press International, named promotion manager.

A. VICTOR GOLDBERG resigns as director of advertising and sales promotion for Alon Rug Mills Inc. Lenmet, Pa., to Join Ty Junior magazine as director of advertising.

SAMUEL G. BLACKMAN, Associated Press' New York and New Jersey bureau chief, named general news editor, succeeding late PAUL R. MCKEL-SON.

JOHN HAYES appointed mid-central regional editor of Ty Guide magazine, headquartered in Cincinnati.

MANUFACTURING

JOSEPH R. MCPHER JR., formerly legal counsel and assistant to v.p. of planning, Sanders Assoc., Nashua, N. H., to Technical Sales Manufacturing Corp. N. Y., as administrative v.p. for all its facilities, located in Amityville, L. I., Los Angeles and Chicago.

JOHN G. COPLEIN, v.p. and comptroller of IIT's Interna-tional Division, named v.p. of associate subsidiary, elected v.p. and comptroller of IIT, in addition to present position.

FRED A. MARTIN, with Sylvan Electric Products Inc., N. Y., since 1961, appointed general sales manager for parts division of Sylvan.

WILLIAM B. TOULOUSE appointed corporate adver-tising manager of Station KTUU, Dallas, effective Dec. 15, succeeding H. C. HOLMES, resigned. CHARLES HINDE, assistant advertising manager for company's organic chemicals division, succeeds Mr. Toulouse as Inorganic Chemicals Div. advertising manager.

LEWIS W. GILLINGHAM, formerly marketing manager for RCA International Div., appointed marketing director and advertising manager of Altec Co., L. A.


TRADE ASSNS.

MARK WADSON, with Television Bureau of Advertisers New York, to present position.

EDUCATION

STEVE B. SATNICK, formerly technical director in master control at WPIX (TV) New York, named chief engineer of Metropolitan Educational Tele-vision Assn., N. Y., replacing DONALD R. COLLINS, relieved of job with TV Tape Productions Inc., N. Y., as chief engineer.

INTERNATIONAL

PETER JAY, director of radio and visual services, United Nations office of public information, has been seconded for two years as general manager of Jamaica Broadcasting Corp. W. G. GIBSON PATERSON, presently director of information service. Europe, to present position. Mr. Aylen during his period of secondment.

DOUGLAS S. GREG, local sales manager of CKWX Vancouver, B. C., to general sales manager of CFUN Vancouver.

KEN CHISHOLM, transmitter sales manager of RCA Victor Div. Ltd., Toronto, Ont., named chief technical products division of RCA Victor Ltd., with headquarters at Montreal, Que.

JOHN LINDSAY, announcer of CHWO Oakville, Ont., to announcer of CKGB Timmins, Ont.
Station Authorizations, Applications
Nov. 26 through Dec. 3

Includes data on new stations, changes in existing stations, ownership changes, hearing
cases, rules & standards changes and routine roundup.

BA—directional antenna. CP—construction permit. ERB—effective radiated power. IH—very
high frequency. UHF—ultra high frequency. M—mod. — modification. 

Nov. 26—local sunset, mod. — modification. trans.—transmitter. Uni.—unlimited hours. 


New TV Stations
ACTION BY FCC

Huntville, Ala.—Rocket City TV Inc.—Granted ch. 31 (573-577 mc); ERB 9,600 kw vis., 4,54 kw
aur.; ant. height above average terrain 982 ft., above ground 119 ft. Estimated construction cost $86,700.
First year operating cost $140,000, revenue $130,000 P. O. address 1500 Glenwood Dr., Huntsville.
Consulting engineer Raymond Watson, Charlotte St., Anniston, Ala. Owners are John S. Gregory Jr., and James R. Cleary (51% each). Wharton R. Burgreen and Robert M. Darby (21.6%) and others. Mr. Gregory is in insurance, Mr. Cleary is in real estate and insurance. Announced Nov. 26.

Existing TV Stations
ACTION BY FCC

WRNT (TV), Channel 32, Ironwood, Mich.—Granted application to change station location to 
Wakeland, change trans. type and increase ERB to 4.5 db (3,09 kw) visual and 2.6 db (1.8 kw) aur.
Announced Nov. 26.

Translators

Valley Translator System (Odell E. Settelf) quitique and Turkey, Tex.—Granted applications for 
two new tv translator stations, each to serve both Quitique and Turkey; one to operate on
ch. 76 to translate programs of KGNC-TV (ch. 4), and the other on ch. 78 to translate programs of
KFDA-TV (ch. 18), both Amarillo.

Albany Electronics Inc. (P. Donald W. Baker) (6958 South 2nd Laramie, Wyo.—Granted 
application for new tv translator station to operate on ch. 82 to translate programs of KTVR (ch. 2), Denver, Colo.

CALL LETTERS ASSIGNED

K1IAN Boonville, Calif.—Anderson Valley TV 
Inc., KXAO Spirit Lake, Iowa.—Spencer Area TV 
Inc., K72AT, KXAM Bemidji, Minn.—Headwaters 
Tv Translator Inc., K7KAK, KEIAF Cass Lake, 
Minn.—Headwaters TV Translator Corp.,
K70BG, K74AR Deer River, Minn.—Headwaters
Tv Translator Corp., K71AO Wallowa Valley, Ore.—Walla Walla Valley 
Tv Assn., WSSA Palmerston, Fd.—Upper Lleigh Tran-
slator Service Corp.

APPLICATIONS

Kingman, Ariz.—Mohave County Board of Su-
pervisors—ch. 79, 78 and 82, to translate pro-
grams of KRLJ-TV Henderson, Nev., KVTV-TV 
Phoenix, and KOOL-TV Phoenix, both Ariz., respectively.

Likely, Calif.—Likely TV Club—ch. 74, to translate programs of KOTI (TV) Klamath Falls, 
Ore.

Athel and Shelburne, Mass.—Springfield TV 
Bcstg. Corp.—ch. 23, to translate programs of 
WRLP (TV) Greenfield, Mass., in Athel; ch. 74 
to translate WRLP (TV) in Shelburne.

Redwood Falls, Minn.—Redwood TV Improve-
ment Corp.—ch. 9 (TV), ch. 61 and 60, to trans-
late programs of WCCO-TV Minneapolis, KTCA 
(TV) St. Paul, KSTP (TV) Minneapolis, KMPR 
(TV) Minneapolis and WTCN-TV Minneapolis 
respectively.

Claremont, N. H.—Springfield TV Bcstg. Corp. —
ch. 74, to translate programs of WRLP (TV) 
Greenfield, Mass.

New Am Stations

ACTION BY FCC

Page, Ariz.—Harold J. Arnoldus—Granted 1340 
kc, 250 w unl. P.O. address 40 East 100 North St. 
George, Utah. Estimated construction cost $18,446, 
first year operating cost $40,000, revenue $45,000.
Mr. Arnoldus, sole owner, is in loan business. 
Announced Nov. 26.

Hemet, Calif.—J. & L Bost, Co.—Granted 1320 
kc, 500 w D. P. O. address % Luther Pillow 
603 St. Francis, Kenneth. Mo. Estimated construction cost $39,150, first year operating cost $60,000, 
revenue $80,600. Mr. Pillow, % owner KWNW 
Radio, Inc. and William L. Mulkey, contractor, 
will be equal partners. Announced Dec. 3.

Hickory, N. C.— Robert A. Conley—Granted 1570 
kc 1 kw D. P. O. address 362 Schoen St. S. E., 
Atlanta, Ga. Estimated construction cost $6,452, 
first year operating cost $28,000, revenue $26,000. 
Mr. Conley, program director WQXI Atlanta, 
will be sole owner. Announced Dec. 3.

APPLICATIONS

Santa Maria, Calif.—Cal-Coast Bestg., 1480 kc, 
1 kw D. P. O. address % Edward E. Urner, 
211 Main St., Bakersfield, Calif. Estimated construc-
tion cost $39,478, first year operating cost $72,000, revenue $90,000. Applicants are Mr. 
Urner, sole owner of KLYD Bakersfield, and

FOR THE RECORD
FOR THE RECORD CONTINUED

Bryan J. Coleman, who is financier, each 50%.

Announced Dec. 2. William W. Va.—Cp to increase daytime power from 220 w to 1 kw and install new trans.

WILX La Crosse, Wis.—Cp to increase daytime power from 250 w to 1 kw, install new trans.

WOBX Rhinelander, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WCO Richland Center, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WHER Jackson, Al.—Jackson Broadcast Co., 1290 kc, Changed from WPHD.

KBLJ Yuma, Ariz.—Bement Broadcast, 1230 kc, Changed from KBLJ.

KRLS Long Beach, Calif.—Sun Broadcast, 1400 kc, Changed from WWKJ.

WWAD Columbus, Ga.—Radio Muscogee, 1340 kc.

KNDI Honolulu, Hawaii—James T. Owby, 1250 kc.

WDA Ellsworth, Mo.—Coastal Broadcast, 1370 kc.

KSLP Long Prairie, Minn.—KWAD Broadcast, 1400 kc.

KXCO Fargo, N.D.—North Dakota Broadcast, 790 kc, Changed from KFGO.

KXBB St. Louis, Mo.—Kopf Broadcast, 1250 kc, Changed from WWKK.

KWLC Northwest, Wash.—T. H. Sharban, 1230 kc.

KGER Bend, Ore.—Clarence E. Wilson, 990 kc.


New FM Stations

ACTIONS BY FCC


Harry H. Wehrli, Inc., granted 93.7 mc, 7 kw unl. P.O. address One South Main St., West Hartford, First year operating cost $25,000, revenue $25,000. Owners are Wallace Gablin (34%), Samuel Gablin (19%), Gordon Gablin (35%). Maxwell Gablin is in hi-fi sales and service business, brother, Joseph Gablin, Aircraft, Mr. Goldenhill is Sun Chemical Co. owners. Announced Nov. 26.

East Liverpool, Ohio—East Liverpool Broadcast, Co.—Grated 102.4 mc, 7 kw, P.O. address Box 780, East Liverpool. Estimated construction cost $20,000, first year operating cost $4,000, revenue $4,000. Applicant is licensee of WOHI East Liverpool. Announced Nov. 26.

San Juan, Puerto Rico—Segundino Quinones Jr.—Grated 98.5 mc, 17.5 kw, P.O. address Box 125, Ponce, Estimated construction cost $15,000, first year operating cost $7,300, revenue $39,500. Owners are Quinones Family. Applicant is licensee of WOHI Puerto Rico. Announced Nov. 26.

Norfolk, Va.—Electronic Research Inc.—Grated 97.3 mc, 11.5 kw, P.O. address 700 Sparrow Rd., Norfolk. Estimated construction cost $12,000, first year operating cost $11,000, revenue $11,000. Owners are F. B. Fowlkes (65%), P. E. Fowlkes (45%). Are with WAVY-VTV Portsmouth. Announced Nov. 26.

Seattle, Wash.—Chen-Air Inc.—Grated 101.5 mc, P.O. address 400 4th Ave., Suite 1112, Seattle. Estimated construction cost $15,000, first year operating cost $7,500, revenue $7,500. Owners are Mr. and Mrs. Cortlandt T. Clark, Mr. Clark until now in station representation. Announced Nov. 26.

APPLICATIONS

San Jose, Calif.—United Broadcast, Co., 100.3 mc, 3.6 kw, P.O. address De Anza Hotel. Estimated construction cost $25,000, revenue $25,000. Applicant is WPTF.

Writers San Jose, Calif.—San Jose News Dec. 2.

Waukegan, Ill.—News-Sun Broadcast, 1067 mc, 37 kw, P.O. address 1067 Race Rd. Estimated construction cost $30,000, first year operating cost $30,000. Applicant is WPTF.

TKRJ Hold, Ill.—San Jose News Dec. 2.

Waukegan, Ill.—Grated 1260 kw to 1000 kw, for a new plant.

FOR THE RECORD CONTINUED

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FOR THE RECORD CONTINUED

Planning a Radio Station?

This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

For your free copy of this brochure, write to RCA, Dept. NB-22 Building 15-1, Comden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

Radio Corporation of America

Suggested Installation and Maintenance Procedures for a Radio Station
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING through Dec. 3

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<th>Station</th>
<th>AM</th>
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OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through Dec. 3

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<th>Station</th>
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COMMERCIAL STATION BOXSCORE
As reported by FCC through Oct, 31

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Ownership Changes

APLICATIONS


KWOR Clinton, Okla.—Seeks acquisition of negative control (50% each) by Leonie J. and Allee L. Preston, through purchase of stock from Y. M. Preston for $28,000. Buyers formerly held 32.85% apiece. Announcement Dec. 12.

WETL Philadelphia, Pa.—Seeks assignment of license from Foulke Radio Engineering Co. to WETL Inc. for $456,000. Buyers are equal partners John E. and George D. Hopkins and Quentin C. Sturm, who also equally share ownership of WRKB Mobile, Ala. Mr. Sturm has 63% interest in WLOF, La Porte, Ind. Announcement Dec. 2.

KAVY Andover, Pa.—Seeks assignment of license from Joseph E. Young to Clint Fermy (inter alia, Sentrak Broadcasting Co., 2625 W. Tulia, Dallas, Tex., for $85,000). Announcement Dec. 3.

WKFY Warren, Va.—Seeks transfer of negative control (50% of license) to motion picture licensees in effect since 1962. Announcement Dec. 3.


KGA Spokane, Wash.—Seeks relinquishment of positive control of licensee (Gran Bng. Co.) by L. F. Gran, present 69% owner, through transfer of control to R & R Bng. Inc. for $21,300. Announced Dec. 5.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Oct. 25 initial decision granting application of L&B Bng. Co. for new station on WMAQ's 940-kw. D, in Niles, Ill., and Mr. Graham, Mr. Gran and Mr. Glen, partners. Agreement to hold. Mr. Gran retains 17%. Announcement Dec. 3.

INITIAL DECISIONS

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Kenneth E. Stlaw for new am station to operate on WTRG's 1510-kw. D, in Newmarket, N. H. Hearing Examiner G. Gifford issued initial decision looking toward granting applications of Alfred Ray Pauls for increase of power of station KUFS Hobart, Okla., from 250 to 1 kw. and convincing hearing examiner that station's license is now under suspension based on its refusal to pay. Majority of Commission on November 25 directed preparation of document looking toward denying proposals for low power tv "repeater" stations in tv area of bands to pick up and retransmit locally programs of outside tv stations, and to take that rule making proceeding. In so order, Commission cancelled oral argument on application of Oregon Radio Inc., for establishment of tv station to operate on KXTV's 12-kw. A, in Portland, Ore. (ch. 9). Salem, Ore., and granted applicant's request to continue on page 115.

OTHER ACTIONS

Commission on Dec. 3 directed preparation of document looking toward granting application by J. E. Willis for an am station to operate on 1410 kw. D, in Lafayette, Ind., and denying competing application of Crawfordsville Bng. Co., Operator, a similar facility in Crawfordsville, Ind. Initial decision of March 19 looked toward this action.

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Page 110 • December 8, 1958
Management
Manager strong in sales for small single station Pennsylvania market. Salary plus percentage. P. P.

Sales manager. Experienced. Excellent opportunity. WHIT, Ashbury Park, N. J.

Will have opening for two men in Alabama as managers, near future. Prefer men who train with organizations for few months. Can put two young men to work at separate stations, as salesman first of year. Excellent salary and commission arrangement. Must have proven sales success, knows how to close sales in radio. Future can lead to manager's job paying 16 thousand to 18 thousand, and possible part ownership. Send full resume to Hudson Millar, WKUL, Cullman, Alabama.

Sales
Small-medium market managers—salesmen—come to the city and sell for the south's most profitable market. These men make 8-10 thousand per year—advancing to management after 2 years. Their opportunity unlimited—aggressive men 28 to 36. Send complete resume in first letter. Box 783G, BROADCASTING.

Unusual opening for aggressive salesman, who wants to move up to substantial northeastern Ohio market. Guarantee up to $600 per month with top account list worth $12,000 to producer. Salesman must have quality resume with references. Box 836G, BROADCASTING.

I would like to contact an experienced time salesman, with some capital to invest, who would like to team up with me, a chief engineer-salesman, to manage and operate station in south. Box 889G, BROADCASTING.

Tucson station wants proven high quality salesman. Box 896G, BROADCASTING.

Salesmen wanted. $5 kw fulltimer midwest 100,000 line—station. If you qualify, send full story in first letter. Box 917G, BROADCASTING.

Midwest Independent station interviewing for successful salesman seeking bigger potential with management assistance. Send full story in first letter. Box 917G, BROADCASTING.

Wanted: Experienced salesmen. Must be idea man with announcing experience. Above average talk show possibility. No ropers. Contact Manager, ECH, Cherokee.

California, KCHJ, Delano. Serves 130,000. Increasing sales staff.

Salesmen—Experienced. For booming Cape Coral, Florida, station. Full time positions. Contact Jay Schold, WEZJ, Cocoa, Florida.

Sales manager with production savvy who wants to advance! If you're aged 30 to 45, have several years well-rounded radio experience, prove sales record and how in production spots, this $100 weekly independent offers liberal salary plus overtime, car allowance, bonus, many fringe benefits. An opportunity for a competent man to advance in rapidly expanding organization. Box 52G, BROADCASTING.

ANNOUNCERS

Wanted: Disc jockey with warm outgoing personality. Excellent opportunity. You will have full freedom in handling 36 hour music and news station. Must be thoroughly experienced in every phase of radio work. Send full story on qualifications. Box 889G, BROADCASTING.

Wanted: Experienced program director. Send resume and photograph. Box 919G, BROADCASTING.


Top station in medium sized midwestern market has experienced and successful announcer-salesman. Send full details in first letter. Box 919G, BROADCASTING.

Greater Pittsburg area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good equipment record, good personal background, quality. Opportunity that demands quality work. Excellent wages and opportunities. Send resume and photographs immediately. Box 929G, BROADCASTING.

Washington, D. C. Modern format, top 40. Unusual deejay, good news, future. Box 929G, BROADCASTING.

Morning man for Boston. Fast bright, quick thinker, good product, produces modern radio. Tape, resume to Box 930G, BROADCASTING.

One experienced morning man and one strong afternoon man for 250 watt, 100 miles from New York City. Excellent downtown location. Send tape and complete resume to Box 833G, BROADCASTING.

ANNOUNCERS

Wanted: Afternoon deejay. Pay $200 per week. Box 896G, BROADCASTING.

Wanted: Announcer for 1000 watt independent in city of 11,000 in southwest. Prefer an experience radio man with knowledge of music, news and sports. Car necessary. Salary open. Some lates. Must have full information, ads, tape and references to KSCB, Liberal, Kansas.

Wanted: Announcer with first phone, no maintenance. $5000 for first year, 40-hour week. Paid hospitalization—paid vacation for 4 years. Call the manager of this 32 year old ABC affiliate, WEED, Rocky Mount, North Carolina.

Sports and staff announcer to replace man who earned thousands last year. Will also hire and announce replacement for old ABC affiliate. WEED, Rocky Mount, North Carolina.

Wanted: Engineer-announcer to handle entertainment newscast, engineer, and announce. Write for engineering details. Box 919G, BROADCASTING.

Wanted: Deejay to handle metropolitan market for 1000 watt independent station. NEA, New York, N. Y.

Wanted: 34 year old, 200 watt independent, looking for friendly voice to serve loyal morning audience latest news, music, weather, and good music. 40 hours, pleasant working conditions, experience necessary. Write stating salary requirements, background, references to Paul Brown, Program Director.

Technical

Independent Connecticut daytime—combo man with 1st ticket for show, 2nd ticket for sales, 3rd ticket for staff, send resume, tape to Box 766G, BROADCASTING.

South central Kentucky 500 watt daytime wants self-starting engineer, first class, who can sell. 12 hour air time a month. Afternoon deejay and 12 hour day. Box 906G, BROADCASTING.

Engineer-announcer, come to vacationland in beautiful western Montana. Fairly new station and market, but second ticket men can be used. Immediate need for experienced engineer. Fantastic surroundings. Box 809G, BROADCASTING.

Iowa independent seeking good engineer-announcer with first class ticket. Salary open. Call Paul Benson, KAYL, Storm Lake, Iowa. Today.
Florida top-rated, music and news operation, needs copywriter. Good pay with on-going amount of quality copy for fast-paced station with modern sound. Box 835G, BROADCASTING.

Newswoman wanted by independent in major Florida market to create news department covering fast pace and "modern sound." Box 832G, BROADCASTING.

Program, production and promotion man. Storz-originating station seeks Plough into the thick of a rating battle and Back to what he feels is convincing enough to come up with top rating in big market. Box 833G, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading station in mid-western market, region in major market. Salary and working conditions open. Should know how to gather, write and edit news, and how to direct shows. Pay competitive. Send complete background and salary desired to Box 836G, BROADCASTING.

Southern California music and news station needs thoroughly experienced engineer. Must have two years experience, and not over 45 years. Send complete background and salary desired to Box 834G, BROADCASTING.

Mr. Owner: Twenty year man seeks first management opportunity. Strong sales and programming. Former network announcer. Consider program job or management. Family man, age 46. Box 884G, BROADCASTING.

Mr. Station Owner—If you have an independent station with high ratings and would like to program western music, I have a format with cut out commercials, news, sports, copy, production, mobile unit. Send complete background and salary desired to Box 885G, BROADCASTING.

Latest survey gives us 51.8 in city of 60,000 with radio on at 8 PM. Cannot ask anyone to buy the survey). The tougher the market the better we like it. Available after first of year. You come see me or I will come see you—write Box 884G, BROADCASTING.

Attention Miami, Florida area radio and television stations. Am Young, intelligent, hard working general manager eastern radio independent. Must have knowledge all phases station operation. 13 years experience radio- tv production, sales management position with Miami station area. Pay competitive. Results. Write Box 935G, BROADCASTING.

Manager—presently engaged. 10 years experience. Good sales concept. Man type of manager. Box 945G, BROADCASTING.

Good sales technique. Prefer deal including air work. Velvet box. Operate board. Box 895G, BROADCASTING.

Salesman-announcer desires position in Alaska, Canada or Hawaii. 14 years experience including management. Box 896G, BROADCASTING.

Attention Philadelphia. Young, ambitious, alumnus of N. Y. University. 1 year experience, go anywhere. Box 925G, BROADCASTING.

年报三 class ticket, 10 years experience. A-1 voice. Married. Box 957G, BROADCASTING.

Play-by-play staff, pd, 8 years experience. College graduate, 2 years management. Top man type of reference. Box 872G, BROADCASTING.

Just released on market—mature announcer, excellent voice. I was told you name, I've had, including short pay. inherent knowledge listenable music. Want advancement. Repeatedly operation desiring steady man for family type organization. Types, names, etc., we have. Box 964G, BROADCASTING.

Sports-folk music specialist. Good background. Staff announcer. Versatile, Cooperative. Box 960G, BROADCASTING.

Experienced attractive girl announcer—will consider any radio work in the San Bernardino area. Excellent copying and time sales. Box 862G, BROADCASTING.

Morning personality, ready larger market assignment. Copy sales, operate board. Reliably, well-trained. Box 876G, BROADCASTING.


Top announcer-eight years experience wants job at an Alabama station. Box 878G, BROADCASTING.

Personality—dj; strong copy sales, gimmicks. Cooperative, reliable. Operate board. Box 880G, BROADCASTING.

Negro dj, Good training, background. Operate board, 8 years experience, strong in programming. Box 883G, BROADCASTING.


Voice like Martin Block, all night, and late evening show. Box 881G, BROADCASTING.

9 months experience. 21, 4-3's, some college, strong sales concept. Available in January. Box 882G, BROADCASTING.


Personality deejay, announcer. Family man in metropolitan market offers strong production experience. (room to Rachmannoff) to big idea station. Box 894G, BROADCASTING.

Attention small stations: Skillfully trained announcer, references live, excellent writing ability, minimum salary $200, weekly minimum. Box 890G, BROADCASTING.

Available February 1-after completion of six months active duty. 11/2 years experience as radio salesman. College graduate. Box 912G, BROADCASTING.

11 years radio, all phases including sports. Excellent contacts and comfort graduate. TV potential. Desires permanency in well publicized market—Florida or Ohio. Box 915G, BROADCASTING.

Attention, Ohio—North, east, central—top notch free lance basketball sportscaster available on season or game basis. Now employed daily job. Box 910G, BROADCASTING.

Young announcer, ambitious, alumnus of N. Y. University. 1 year experience, go anywhere. Box 920G, BROADCASTING.

Sportscaster or staff announcer, 21, single, draft exempt. College graduate with college radio experience. Available immediately. Box 956G, BROADCASTING.

Announcer, two years experience with first year free lance basketball sportscaster available for weekend traveling distance of N.Y. residence. Minimum $200. hour. Box 933G, BROADCASTING.

Florida—Announcer, tops with news, commercials, good music; 1st ticket. Box 927G, BROADCASTING.


Announcer, 1st phone, no maintenance, 3 years experience, college, married, $100, permanent. Box 950G, BROADCASTING.

Dj play-by-play sports and news. Available January 5. Relocate midwest or Florida. 6 years experience mostly in major metropolitan market, programming and production. Married, child, Minimum $125.00. Box 960G, BROADCASTING.

Experienced announcer! Excellent references, family, southeast preferred. Dick Rogers, 7423 Taylor, Minnesota.

Young, enthusiastic announcer, presently employed, wishes better position. Versatile, dependable, ambitious contact; Eddie King, KWOC, Topeka, Kansas. Minnesota, Minnesota.


Dear Sir: I need a job. If you have an opening, I can offer experience, good reputation, dependability and sound work background. Job offer a temporary background for job with responsibility, new ideas, and contacts. Have a personal & personality dj show. Can sell if job not dependability. Area Code 212, New York, Area Code 801. Phone, write Mrs. Smith, 14191 Court, Empire 3-4981, Salem, Oregon.

Technical

Experienced engineer-announcer on new music type. Box 890G, BROADCASTING.
TELEVISION

Wanted—TV continuity writer, creative writer, in largest and most progressive television market. Must be extremely well versed in current affairs to present full power vhf-net affiliate in excellent market. Open to veterans or promising new men. Must know of this ad. Box 784G, BROADCASTING.

Wanted, experienced commercial photographer, medium south market. Must know lay-out and 35 mm slides. News secondary. Write immediately. Box 806G, BROADCASTING.

Wanted, coordinator with list phone—to take charge production department and operations. Experienced in states area—write Box 811G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Management

Station manager: Television and radio. Thoroughly experienced in major market operation. 18 years in management and sales. Interested in selecting outstanding leaders for top positions. Can use research, merchandising and marketing talent. Contact me at our home. 5222 W. Hwy., Eric, Penna.

Wanted, news director. Family, 10 years experience, includes broadcasting, reporting, writing. State Peabody award winner, journalism degree. Box 872G, BROADCASTING.

Wanted, excellent sales producer. Young, aggressive, well established in southwestern location. Must like to travel. Box 569G, BROADCASTING.

Production-Programming, Others

Topnotch news director. Family, 10 years in radio, tv. Mobiles, special events, newscasts. Excellent big city news references. Box 907G, BROADCASTING.

Manager or commercial manager. Excellent record of promotion for first 10 years experience. Also network agency, Best references to all employers. Box 894G, BROADCASTING.

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FOR SALE

Capital offered. Substantial principles desire expansion on radio and television. Large expansion. Desires position as floor man, camera man, etc. Capable of handling all phases of tv production. Prefer east. Box 915G, BROADCASTING.

Need assistant to brighten your present or planned tv show with light comedy writing and ideas, support character, or good staff job. Young radio man with entertainment background. Can do full salary with work on sales announcing, etc. 34, married, good reputation. Box 3028G, Court, Salem, Oregon.

TELEVISION

Situations Wanted—(Cont’d)

Production-Programming, Others

TV production man: Skilled young man with background and experience in radio and television production, desires position as floor man, camera man, etc. Capable of handling all phases of tv production. Prefer east. Box 915G, BROADCASTING.

Need assistant to brighten your present or planned tv show with light comedy writing and ideas, support character, or good staff job. Young radio man with entertainment background. Can do full salary with work on sales announcing, etc. 34, married, good reputation. Box 3028G, Court, Salem, Oregon.

FOR SALE

Capital offered. Substantial principles desire expansion on radio and television. Large expansion. Desires position as floor man, camera man, etc. Capable of handling all phases of tv production. Prefer east. Box 915G, BROADCASTING.

Need assistant to brighten your present or planned tv show with light comedy writing and ideas, support character, or good staff job. Young radio man with entertainment background. Can do full salary with work on sales announcing, etc. 34, married, good reputation. Box 3028G, Court, Salem, Oregon.

TELEVISION

Situations Wanted—(Cont’d)

Production-Programming, Others

TV production man: Skilled young man with background and experience in radio and television production, desires position as floor man, camera man, etc. Capable of handling all phases of tv production. Prefer east. Box 915G, BROADCASTING.

Need assistant to brighten your present or planned tv show with light comedy writing and ideas, support character, or good staff job. Young radio man with entertainment background. Can do full salary with work on sales announcing, etc. 34, married, good reputation. Box 3028G, Court, Salem, Oregon.
FOR SALE

Stations—(Cont’d)

Midwest single station market in city of 25,000. 500 w daytime. Mutual affiliate. $35,000 down and 25% 24”, supporting area take-out approximately $30,000 a year. Selling price includes station, building and land. Box 494G, BROADCASTING.

Exceptional station, 1 kw. fulltime. West coast. $325,000.00. $97,000.00 down. Box 848G, BROADCASTING.

Pacific northwest. Metropolitan suburb fulltimer. Excellent potential. $15,000 with 25% down. Balance in 10 years. Exceptional real estate included. Box 85IG, BROADCASTING.

Interest in pending cp to consulting engineer for defending application in hearing(6). Box 961G, BROADCASTING.

Texas 230 w 17 hour daily broadcast time. 430, 500 w KJFB, living in coverage area. $110,000 with 25% down with long payout. Gussing just under asking price. City has high potential in attractive area of state. Box 949G, BROADCASTING.

South Texas regional. $75,000. Terms. Patt McDonald, Box 9222, Austin, Texas. GL 3-8099.

WestSouthwest daytime Earns $2,000 monthly. $75,000. Patt McDonald, Box 9222, Austin, Texas. GL 3-8099.


Have immediate buyer, single market station living around $75,000. Patt McDonald, Box 9222, Austin, Texas. GL 3-8099.

Write now for our free bulletin of outstanding taxable properties throughout the U. S. State. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, California.

Oklahoma daytime. $100,000 with 25% down. Patt McDonald, Box 9222, Austin, Texas. GL 3-8099.

Used microphones, complete in good condition, available for inspection and immediate delivery. 20 244B microphones @ 50.00 ea. 1 pieces #74B microphones @ 10.00 ea. 26 pieces #86A microphones @ 15.00 ea. 10 pieces #206 Western Electric microphones @ 65.00 ea. 7 pieces #933 Western Electric microphones less stand mounts @ 12.00 ea. Contact Mr. L. A. Murphy, American Broadcasting Company, 7 West 56th St., New York 23, N. Y.

For immediate sale: 1—GE 1-kw final, fm transmitter, type 2BF-1-A and 1-2 day GE 10-inch antenna. 12-1/2 kw delivered anywhere in U. S. A. Write, wire or phone Ernest W. Jackson, Jr., Vice President, Audio-land Electronics Corporation, 500 West 13th Street, Austin, Texas, Greenwood 6-7647.

520A Dage monitor, 1” or 1-1/8 lens. 2” or 1-1/2 lens. 250A Dage line distribution amp. Dage 161 camera with viewfinder. Comar 9” Industrial tv monitor. All four cameras in operating condition! Price $1,000—plus shipping charges. Write: The Western Electric, Pittsfield, Massachusetts. Attn.: Patricia Lynch.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial use. Priced under several trade names. Tilted front, plug-in construction. P. O. Box 494G, BROADCASTING.

200' tower—self supporting Bkow-KnX, type ck, galvanized, dismantled, ready to ship, $2,500.00. P. Stott. 307 West 12th, Kansas City, Missouri.

WANTED TO BUY

Stations—(Cont’d)

Cash for profitable or unprofitable station in western Pennsylvania or N. Y. No brokers. Box 744G, BROADCASTING.

Small or medium market station, or cp. Prefer fulltimer, will consider daytime, location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

Energetic proven manager wants to lease or buy station. Not loaded with money, just ambition and hard work. Confidential. Box 897G, BROADCASTING.

Equipment

150 to 200 ft tower, guyed or self supported. Box 522G, BROADCASTING.


Wanted—working 500 mc 19-50 watt STL transmitter. WPGW Portland, Indiana.

INSTRUCTIONS

FCC First phone license by correspondence or its resident. FCC required. Several old. WWIN Baltimore, Maryland.

Several second-hand galvanized Stainless, Inc. AM Towers, 128 North Philosopher St., Stl., Missouri.

The most comprehensive study of fm available. (Television Magazine): the independent recent 56-page review. What Makes FM Succeed. $7.00 prepaid extra copies $2.00, Lyman Allen, Lincoln, Mass.

MISCELLANEOUS

ATTENTION COUNTRY MUSIC STATIONS

Because of a change in format I must loose my top Country D. J. Program Director. I am offering you one of the best men in the Country Music Field. If you need a man that can make money for you... have him. Age 29, sober, reliable, energetic, creative, tops in radio production, promotion. Not a hot shot, but a worker. And he is truly a gentleman. I dare lose him, you’re lucky to get him. I will contact you personally. Write Box 946G, BROADCASTING.

WANTED AT ONCE

Experiencedombo man with first phone and selling experience. Good hourly rate for air work, plus commission on sales. Expanding staff. 5000 watts day, 500 night. Rush complete resume, tape, photo, salary expected to General Manager WHBV, P. O. Box 768, Hanover, Pa.

WOMAN WRITER

Top commercial announcer sales and service. Radio or tv, over 10 years experience. Direct, diversified woman’s program that will pay. Good appearance, details on request. Box 931G, BROADCASTING.

WANTED TO BUY

Announcers

Michigan’s First Television Station needs: 1 Staff Announcer. WWJ-TV, the Detroit News is seeking man of unusual ability to handle staff announcing assignments. Must have minimum of three years television experience and solid references. Send tape, photo, resume and $1 if available to Program Manager, WWJ-TV, The Detroit News, 622 W. Lafayette, Detroit 31, Michigan.

FOR SALE

Stations—(Cont’d)

Radio Help Wanted—(Cont’d)

ANNOUNCERS

Announcers-Deejays

Swaying independent top ten markets adding deejays-announcers-newsman. Rush tape, resume and money requirements.

Box 935G, BROADCASTING

WANTED IMMEDIATELY

Air personality for midnight to six A.M. show. First phone, no maintenance. Rush tape and resume to Bill Jay, KENT, Shreveport, La.

Dollar for Dollar

You can’t beat a classified ad in getting top-flight personnel.
quest to consider the matter on its exceptions filed Nov. 26.

By memorandum opinion and order, Commiss-

ion granted petition by Standard Bestg. Corp. for

extension of time from Dec. 9 to file response to

motion of WDAK—Colombo to plead and a new

am station to operate on 1550 kc. 1 kw. E, made

By Commissioner Robert T. Bartley on

Dec. 9.

Granted petition by Standard Bestg. Corp. for

extension of time from Dec. 9 to file response to

motion to enjoin applications for am facilities in

Owego, N. Y. 

Commissioner Robert T. Bartley granted an

extension of time to Dec. 19 to file motion for review of

Order of Hearing Examiner in proceeding on applica-

tions of Donner Bestg. Co. (KOOS), to increase ERP

in Chico, Calif., to 25 kw., 1 kw. E, and to increase

power from 30 kw., 1 kw. E. 

By Hearing Examiner Millard F. French on

December 1.

Granted petition by Standard Bestg. Corp. for

extension of time from Dec. 7 to file response to

motion to enjoin applications for am facilities in

Mid-America Broadcasters Inc., South Plainfield, and

Tri-County Bestg. Co., West Long Branch, N. J., to

cease to be operating under station names WDTF and

WDRF, Montauk, L. I., respectively, as applications of

WDTF are not in accordance with the plain meaning and

true intent of sections 7312 of the Act.

By Hearing Examiner Charles J. Frederick on


Continued without date further prehearing conference on

applications of KEEE, Keene, N. H., for new license

and license renewal, and Livsey for cp for new tv station to

operate on ch. 9 in Keene, N. H.

By Hearing Examiner Thomas H. Donahue on

November 22.

continued hearing to Dec. 22 in proceeding on

am applications of Capital Bestg. Co., East St. Louis, Ill.,

KTVI, St. Louis, Mo., for changes in location.

By Hearing Examiner Russell G. Salter, Dixon, Ill., et

al. on December 2.

No further prehearing conference scheduled for Dec. 12.

By Hearing Examiner Millard F. French on December 1.

Upon oral request by Mid-America Bestg. Inc., South Plainfield, N. J., to proceed with its standard station at San Mateo, Calif. 

By Hearing Examiner Millard F. French on December 1.

Evidentiary hearing will be resumed on Dec. 8 in proceeding on Cambria Bestg. Co. (WCKI), Watsonville, Calif., against application of Los Banos Bestg. Co., Los Banos, Calif., to cease to be operating under the name KKBX, Los Banos, Calif., to convert from 1330 kc to 1460 kc, to add stereo to operation, and to convert from 1460 kc to 1460 kc, to increase power from 4 kw., 1 kw. E, to 5 kw., 1 kw. E, and to change station location. 

By Hearing Examiner Ross C. Cooper on December 1.

Continued further hearing to Dec. 22 in proceeding on am applications of Capital Bestg. Co., East St. Louis, Ill., KTVI, St. Louis, Mo., for changes in location.

By Hearing Examiner Russell G. Salter, Dixon, Ill., et al. on December 2.

Continue further hearing to Dec. 19 to 20, 1959, for filing proposed findings and conclusions to Jan. 15, 1960, Petition by Standard Bestg. Corp. for relief against license granted Jan. 26, 1959, to KEEE, Keene, N. H., to continue to operate as Bay Area Electronic Associates, Santa Rosa, Calif.

By Hearing Examiner Thomas H. Donahue on November 25.

Granted petition by WDAK—Colombo, Wash., to increase ERP to 5 kw., to operate from 9 a.m. to 5 p.m., and to change station location.

By Commissioner Robert T. Bartley on November 25.

Granted petition by WDAK—Colombo, Wash., to increase ERP to 5 kw., to operate from 9 a.m. to 5 p.m., and to change station location.

By Commissioner Robert T. Bartley on December 9.

continued hearing on Dec. 22 in proceeding on tv station applications of KEEE, Keene, N. H., to operate a new tv station, and Livsey for cp, for new tv station to operate on ch. 9, in Keene, N. H.

By Hearing Examiner Thomas H. Donahue on November 22.

continued hearing to Dec. 22 in proceeding on am applications of Capital Bestg. Co., East St. Louis, Ill., KTVI, St. Louis, Mo., for changes in location.

By Hearing Examiner Russell G. Salter, Dixon, Ill., et al. on December 2.

three further prehearing conferences scheduled for Dec. 12 in proceeding on tv station applications of KEEE, Keene, N. H., to continue to operate as Bay Area Electronic Associates, Santa Rosa, Calif.

By Hearing Examiner Thomas H. Donahue on November 25.

continued hearing on Dec. 22 in proceeding on am applications of Capital Bestg. Co., East St. Louis, Ill., KTVI, St. Louis, Mo., for changes in location.

By Hearing Examiner Russell G. Salter, Dixon, Ill., et al. on December 2.

No further prehearing conference scheduled for Dec. 12.

By Hearing Examiner Millard F. French on December 1.

Upon oral request by KEED Inc., Eugene, Ore., to proceed with its standard station at East Tawas, Mich. 

By Hearing Examiner Thomas H. Donahue on December 1.

Upon oral request by KEEE Inc., Eugene, Ore., to proceed with its standard station at East Tawas, Mich. 

By Hearing Examiner Thomas H. Donahue on December 1.
This is the kind of hold our station has on people

The helping hand is a reality here.
A true cross-section of home-owning America, the roots of family life go deep — in the many thriving cities and on the flourishing farms. Here families like to cater to their wants through friends and neighbors.

We are friends and neighbors. The veteran members of our staff are solid figures in the community, active in church and community projects — the P.T.A., the Community Chest, Scouting. Our programming is friendly, too. Lots of public service. Help on community problems. No triple spots.

So our audience loyalty is intense, by every measure. As you consider our quantity story (747,640 TV homes in 41 counties of 3 states) never forget the qualitative one . . . George P. Hollingbery will show you a realistic, one-price rate card.

JULY PULSE -12 of the top 15 once-a-week shows.
FIRST 2 top 10 multi-weekly shows originate in our studios.

ONE OF AMERICA'S GREAT AREA STATIONS
Reaching and Holding 2,881,420 People
What does the 15% really mean to media?

The customer-seller idea has come to dominate agency-media relations to a point where the two may be losing sight of their real partnership. This is a working relation rooted in their financial partnership and expressed in the commission system.

The Western States Advertising Assn. has set out to put things back in perspective in its current Media Relations program. The subject is up for primary examination as the association follows its major objective of putting special emphasis on basic functional aspects of the agency business.

A recent meeting in Los Angeles of the WSAAAs comprised a Media Relations Night, in which a panel of advertising agency and media executives discussed the key role of the advertising agency in building media business. At the conclusion of this meeting a four-point policy was outlined:

1. **Renewing the close association with media which has marked the organization's history;**

2. **requesting opportunities to make presentations of the agency business to media personnel;**

3. **inviting the establishment of an Agency Relations Committee by each medium to work with members of the agencies' media groups, and**

4. **giving leadership to the formation of an overall media-agencies program to explore and develop common interests.**

The response to these proposals was immediate. Major media, speaking through their associations and on their own behalf, expressed enthusiastic support of the entire program. First to turn its expression into action was the Southern California Broadcasters Assn., which within 24 hours following the meeting issued an invitation for the agencies' association to make its first media presentation. This was done at a well attended meeting of radio executives in Hollywood on Nov. 20, and an Agency Relations Committee was appointed by the broadcasters to work with the WSAAAs.

It is the opinion of our association that the value of agencies to media should not be taken for granted. The agency commission system would not have survived and grown, spreading through the newer media of radio and television far more predominantly than the older medium of newspapers, if this were not an empirically successful system, yielding productive benefits to media, agencies and advertisers. But this is no sign that the agency system and its basis in the financial relationship with media no longer need selling.

The responsibility for such selling belongs to the advertising agencies. The need for it goes beyond the generalization that any good and continuing thing should go on being sold. Despite the success story of advertising agencies in the distribution economy of the nation, there are chapters being written in that story that provide less than glowing accounts of progress. And I am not referring merely to the finger-pointing of current novels and the generally poor public-opinion "image" our business has been acquiring. I am referring rather to more immediate concerns:

1. **The increasing criticisms in the past few years within the advertising industry of the commission system;**

2. **The willingness on the part of some individual media to pay commissions to anyone who asks for them if he can deliver a piece of business;**

3. **The noncommissionable trade arrangement;**

4. **The non-commissionable program package.**

This list could be extended, and unfortunately it could only be said that if these practices don't hurt agencies much, this is another tribute to the inherent strength of the agency business. They could hurt more and in certain cases do. Certainly they provide specific reasons, if any were needed, why the whole agency industry should be selling itself to media to a greater extent than it is presently doing. They also offer basis enough for the presentations of the agency business and the selling portion of the media relations activity in which our association is engaged.

The value of advertising agencies to the media is basically the same as their value to advertisers: namely, a highly developed creativity in the area of action-producing communication. In their service to clients, advertising agencies are "think tanks" for getting people to do things, in other words, for more successful marketing. In their service to media, advertising agencies are creative to a varying and sometimes critical degree in determining what is to be advertised and why. They are directly charged with the responsibility of creating the physical form of the advertising. On the correctness of their creative application on these points rests the results of advertising, by which the continued use of a medium stands or falls.

With media dependent on the creativity of advertising agencies, it behooves them to do all they can to see to it that agencies remain in good creative health, retaining, developing and attracting to the business the best possible talent.

The broadcast media have been born, have grown up, and in the case of radio attained metamorphosis, all within the framework of the advertising agency system. The degree to which their development has been shaped by this system must be open to some variety of interpretation. But few could declare that the effect has not been considerable.

If this much has happened this fast, what does the future hold? Much more, to be sure, if advertising agencies can grow in creative capacity with the media they have helped to nurture. This means money: to keep, develop, and attract the best creative brains in a new, very unusual, and highly critical profession.

Money? For all the discussion that has taken place recently on the subject of 15%, most agency studies show that this traditional commission isn't enough and must be augmented by fees.

Should this fact be of interest to media? I think it should, if media want to serve their own interests and to maintain and strengthen their traditional relationship with the creative nerve-centers of the advertising industry. In this most dynamic segment of our highly dynamic economy, advertising agencies can produce a lot more for advertisers, media and themselves if they can get media to recognize their worth more fully, and to act accordingly.
Is This Army Necessary?

No responsible broadcasters or broadcast advertisers will object to the principle behind the Federal Trade Commission's intensified monitoring of radio and television commercials. The enlistment of 350 FTC staff members in a radio-television monitoring force is for a commendable purpose—to drive illegal and misleading advertising off the air. And in the face of so large a force suggests that bad advertising must be rampant. It isn't. Indeed the quality of broadcast advertising is infinitely better today than it was a few years ago. Bait and switch accounts, which were widespread in the early days of television, are virtually non-existent now. The extravagances of pitch advertising have almost disappeared.

The 350 FTC monitors will find little on the air that needs correction. The danger is, of course, that the monitoring force will seek to justify its perpetuation by making trouble were no trouble is deserved. It is that development which the broadcast media must do what they can to discourage.

For Posterity

There is merit in the project formally initiated last week to raise $10,000 in seed money to explore ways and means of establishing a Broadcasting Hall of Fame.

Originally proposed last year by John F. Patt of WJR Detroit, during his tenure as president of Broadcast Pioneers, the initial move is being made under NAB auspices. Appropriately, Mr. Patt is chairman of the advisory committee.

Broadcasting is one of the phenomena of this century. It has become part of our way of life to a greater extent than perhaps any other development of the era. It was born, nurtured and developed in the U.S.A. It deserves the recognition that would be accorded it through the Hall of Fame-Museum-Library project. And it should be undertaken while many of the pioneers who contributed to the development of broadcasting are still with us, and while old gear, recordings, scripts and other invaluable data are still available.

Option Time Dilemma

The FCC, which moves from crisis to crisis, has reached the point of no return on its tv network study. Between now and the convening of Congress in January, it is obliged to decide how far it expects to go in revising existing network regulations. With the crucial question whether option time is or is not to be.

The punitive Barrow Network Study Report of October 1957 held, in essence, that networks are essential in tv broadcasting. But it concluded that option time is not essential, despite the unanimous contention of networks, affiliates and station representatives that without guaranteed clearances no network could survive, much less thrive.

There are other Barrow recommendations of course—37 of them. The most onerous, that on multiple ownership which would have cut the quota to three tv stations in the first 25 markets, as against five anywhere, was to all intents dealt with when the FCC last July approved the $20 million transfer of the WCAU stations in Philadelphia to CBS, giving it its fifth owned tv outlet.

That left option time, among all the others, as the critical issue. And here the FCC's dilemma is compounded. The Dept. of Justice has already concluded in an unusual departure from normal procedures, that option time (and must buys) appear to constitute violations of the antitrust laws. It also exacted from the FCC a commitment that it have an opportunity to examine the FCC's proposed findings before the final decision is issued.

And now, as reported by us last week, the FCC's special network study staff has drafted a document which, instead of being an objective analysis of all the testimony adduced at last spring's hearings on the Barrow Report, turns out to be a partisan opinion supporting the Barrow findings by putting into the FCC's mouth words that summarily would eliminate option time as non-essential. It dismisses the testimony of affiliates and representatives as prejudiced and as having been influenced by the networks.

Which prompts the question: Who's running the FCC anyway? It is not for the Dept. of Justice to insinuate itself into legislative proceedings. Its recourse is to the courts, if it feels that the antitrust laws are being violated. It is not for the staff attorneys and economists to lead the FCC, as they did during the height of the New Deal, by initiating policy through clever paper work.

The responsibility for policy under the law originally written 31 years ago devolves upon the members of the FCC. It was because Congress thought the FCC and other administrative agencies had become pawns of the executive branch that the House Oversight Committee averted was created. That it went far afield into headline hunting by way of exposing influence peddling was not the fault of the House leadership.

The FCC must assert its jurisdiction if it is to fulfill its legislative duty. It cannot ignore the unanimous view of networks and affiliates that option time is essential. That is not to say that the existing segments must remain inviolate. Nor can it accept without challenge the Barrow-Justice-Staff party line. It must assert its independent judgment on the basis of all the testimony.

The next formal step is for announcement of proposed rule-making. But before that happens, the FCC is committed to submit its proposed findings to the Dept. of Justice—an extraordinary procedure probably without precedent in government. Lest there be false and dangerous conclusions based on false premises, it would only be fair for the FCC simultaneously to make public the document it submits to the Dept. of Justice so that the public's best interest may be served by comments and rebuttal from all parties in interest.

Ready and Able

Frank Bartholomew, president of United Press International, last week proposed the creation of a reserve corps of war correspondents who would be kept informed of military developments and would be ready for assignment in case of action. The proposal makes sense, especially for broadcasting. In the unhappy event of war, it would be radio and television to which the people would turn for the fastest news coverage.

No correspondent can provide knowledgeable coverage of military action unless he has an adequate education in military principles and techniques. This is not the sort of education that can be acquired overnight.

In the company of radio and television newsmen there are many who have had personal experience in war and so already have at their command a fund of basic knowledge about military matters. But how many, we wonder, are fully informed about modern weapons and modern tactics? The M-l warfare of World War II or Korea is obsolete.

We are certain that broadcasting would be glad to bear the slight expense in money and man-hours that would be involved in the creation of a stand-by-corps of correspondents.
Only Santa Claus reaches more northwest homes than

KSTP Radio

and

KSTP-TV

MINNEAPOLIS-ST. PAUL

Season's GREETINGS
Select any program or announcements from these Friendly Group stations—WSTV-TV, WBOY-TV or KODE-TV on a 13-week budget—and our exclusive "Shopper-Topper" merchandising service is yours at no extra cost in the important Steubenville-Wheeling, Central West Virginia and Joplin markets. In these three rich markets—with combined food sales of $167,562,000—only these stations offer advertisers this unique merchandising support. Find out today how "Shopper-Topper" can move the goods for you.

The Shopper-Topper Merchandising Plan guarantees:
- in-store displays, placement of point-of-sale material, shelf stocking, checks on prices, exposure and activity of major competitors, obtaining comments from stores—in 170 high-volume supermarkets
- merchandising activity report every 13 weeks to advertisers and agencies
- complete direct mail service
- product highlighting on popular local shows, including live demonstration

For more details ask for our new "Shopper-Topper" brochure