An agency man puzzles: why does radio stand by defense? Page 21
Shapes and faces of congressional activity to come Page 27
Move for single radio rate wins friends—and makes foes Page 32
How one retailer succeeded with a modest broadcast budget Page 35
Life-line for industry and a major factor in the economy of the thriving WTRF-TV area is the storied Ohio River. On its broad surface flowed eighty-one and one-half million tons of cargo in 1957, for a total of seventeen billion, two hundred million ton-miles. This amazing tonnage is more than one and one-half times the tonnage locked through the Panama Canal in the same period. The cargo carried and the people who handle it on ship and shore are more reasons why the WTRF-TV market is a super market for alert advertisers... a market of 425,196 TV homes, where two million people have a spendable income of $21.2 billion annually.

The November ARB Survey for the six-county Wheeling (W.Va.)-Steubenville (Ohio) Metropolitan Area show WTRF-TV dominant in 81.6% of the nighttime quarter-hour segments, and in 73.6% of the daytime quarter-hour segments. Day and night, from sign-on to sign-off Sunday through Saturday, WTRF-TV dominates each quarter-hour more than 75% of the time!
ONE HUNDRED ELEVEN
NATIONAL
and REGIONAL
SPOT ADVERTISERS

KNOW...

TERRE HAUTE IS NOT COVERED
BY
OUTSIDE TV!

*BASIS 1938

WTHI-TV
TERRE HAUTE, INDIANA
channel 10

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.
all three* agree in Texas

* N I E L S E N
P U L S E
A R B

IN DALLAS and FT. WORTH
KRLD is your best buy

FIRST IN AUDIENCE: ARB's latest Dallas-Fort Worth report shows that KRLD-TV dominates in audience share from sign-on Sunday morning to sign-off Saturday night. The Nielsen Station Index (November, 1958) also shows more TV homes watch KRLD-TV than any other station in the Dallas-Fort Worth area!

FIRST IN POPULARITY: The latest Dallas Telepulse lists 15 out of the top 18 once-a-week shows and seven of the top ten multi-weekly shows—all on KRLD-TV.

FIRST IN AREA OF COVERAGE: KRLD-TV, with its low-band channel, and telecasting with maximum power from its tremendous tower (1,685 feet above average terrain), has the largest circulation of any station in the southern United States!

KRLD-TV

The Branham Company, Exclusive Representative.

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President
Radio revolution • Some of most outstanding radio broadcasters in country are talking seriously about formation of national program service to replace traditional network system. Stations would pay for service, use whatever of its programs they wanted, sell their own time at own rates. Broadcasters who have recently been discussing subject have present or former associations with both CBS and NBC.

Idea of national program service isn’t new; it’s been talked about off and on for years. But recent switch of CBS Radio to Program Consolidation Plan and belief of some station operators that NBC Radio may follow suit have given talks new momentum. Principal appeal of program service idea for stations is that national program source would not also be competitor for national advertising. Under present network operation, networks deliver stations to national accounts at much lower rates than accounts can buy spot on same stations.

Build-Up • There’s no general upheaval in sight at NBC, despite recurrent rumors of one, but network is shopping for executive talent to be brought into television programming, sales and perhaps other departments. It’s part of plan of Bob Sarnoff, chairman, and Bob Kintner, president, to beef up managerial team by importing select few to executive ranks.

Tape troubles • No public squawk yet, but big users of videotape (networks and independent production firms) are fretting about high casualty rate in tape stock they’re getting from tape makers. Rejection rate is running from 20% to 40% overall, up to 90% or worse for specific batches. Irritations are three: (1) it’s nuisance having to ship batches back for replacement; (2) it takes valuable time to check tapes out (some tapes have to be run through VTR’s up to seven times); (3) test runs wear out recording heads, which have limited life anyway. Aside from obvious hope that manufacturers will improve processing, buyers think better pre-testing should be done by tape maker, not left up to user.

Slight relaxation of ban on affiliates’ videotaping network programs for later broadcast is being considered by NBC-TV. Actually, network’s expected to hold to its basic policy that shows should be carried as scheduled by network, but also to recognize that conditions may arise in which exceptions should be considered. Subject is one of several, along with summer and fall program plans, to be discussed by NBC officials with affiliates board of delegates, headed by Jack Harris of KPAC-TV Houston, at meeting Thursday (Jan. 29) in New York.

Single rate • Stimulated by drive for single rate structure in radio, which it avidly supports, Station Representatives Assn. Committee on TV Trade Practices is undertaking analysis of spot tv, looking toward elimination of differential between national and local rates. TV began on one-rate basis but some stations gradually shifted to dual structure, notably with development of daytime tv. Committee, headed by Adam Young, Young Television, includes Edward P. Shurick, Blair-Tv; Lloyd Griffin, Peters, Griffin, Woodward; Edward Codel, Katz; Frank E. Pellegren, H-R Television; Tom White, Avery-Knodel; Bates Halsey, Weed; Richard Foote, Blair Television Associates and James O’Grady, Young Television.

Media moves • Not yet announced is change in media responsibility quietly effected at Foote, Cone & Belding, New York. Agency, which operates media in two account sections with Associate Media Directors Arthur S. Pardoll and Charles B. Hoffman in charge of each, now goes step further: broadcast buyers Peter Bardach (Mr. Hoffman’s group) and Richard Pickett (Mr. Pardoll’s) advance to senior media buyers with these accounts assigned respectively: Bardach—Air Wick (Lever); General Foods’ Baker’s Instant chocolate, Minute potatoes and Minute onions; Pickett—Savaria and Norwich, and continues timebuying on Lever’s Pepsi. Moved moves to accommodate media expansion to free associate media directors for more planning activity and bring two senior media buyers closer to planning-buying decisions on their accounts.

Price of politics • With Los Angeles selected by Democratic Site Committee for 1960 convention, networks still are hopeful that Republicans will pick same site so that coverage overhead can be cut by estimated $900,000. But indications last week were that because of attitudes of potential nominees (principally Nixon and Rockefeller) Los Angeles would not be acceptable. Emphasis was placed upon Chicago or possibly Philadelphia, latter having made unprecedented bid of $375,000 plus fringe benefits for convention. So far Chicago has offered GOP $300,000.

If GOP doesn’t select Los Angeles, consideration may be given to proposal of NBC Chairman Robert W. Sarnoff that convention coverage be rotated among networks as means of holding down expenses. Mr. Sarnoff last August suggested that besides rotating coverage of outstanding news events among networks, such as political conventions, individual stations could work out rotational systems in their cities. Both national committees, cognizant of importance of tv exposure, have announced intentions of scheduling their sessions to mesh with visual coverage.

Clipping penalty • Benton & Bowles, which last year hassled with networks because of stations clipping credits off shows and then triple-spotting, is about to apply pressure again. Agency now claims proof some stations take 4-5 seconds off network time. They don’t triple-spot but log two 20-second spots, or a 20- and a 30-second spot or 1-minute announcement. B&B cries foul, says stations are breaking into time that over full network schedule can average some $4,000 that advertiser has paid for the few seconds. Another concern: union agreements on credits which consequently don’t appear.

Spring showing • With FCC approval of its new location, utilizing CBS’ KMOX-TV’s tower, new ch. 11 KCCP (TV) St. Louis has set April 1 as target date. Independent, representing investment in excess of $1.5 million, is controlled by Harold Koplar, prominent St. Louis hosteler and business executive, who will direct policy. James L. Caddigan, until recently vice president of Odyssey Productions (Lowell Thomas) and former DuMont executive, is vice president and station director.

Labor savers • In constant effort to improve product, RCA’s Industrial Electronic Products division is working diligently on new devices to reduce operating costs. While equipment manufacturers have gone long way in automation in past five years, they reportedly have on threshold other innovations which will cut down on need for scarce technical manpower and resist union feather-bedding. Videotape and automation equipment are expected to be major items in 1959.
cleveland has stars in its eyes

WITH WJW-TV'S BIG MOVIES!

WJW-TV has skyrocketed to the top with the BIG STARS in all THE BIG MOVIES from Warner Bros, 20th Century, and United Artists. Take the late shows for instance at 11:20 PM - 12:45 AM ... an average 9 A.R.B. rating Sunday through Saturday. Add to this the great new Paramount Features and you have a galaxy of stars selling for you. Represented by The Katz Agency, Inc.

“Famous on the local scene”

WJW-TV
CHANNEL 8
CBS • CLEVELAND, OHIO

Storer Television

WJW-TV Cleveland • WJBK-TV Detroit • WSPD-TV Toledo • WAGA-TV Atlanta • WITI-TV Milwaukee
Why does radio stay on the defense? • It shouldn’t as far as Ben Potts, partner in Potts-Ray & Assoc., Los Angeles advertising agency, is concerned. He’s seen too many radio success stories from start to finish to doubt the sell-ability of radio. People seldom question spending advertising dollars in newspapers, magazines or even tv, but why do they keep asking “why radio?” He answers in MONDAY MEMO. Page 21.

Congress on electronic binge • What’s in the hopper and what will happen plus a who’s whom of the Senate and House Commerce Committees, who they are and who they were before they got there. Page 27.

Single rate wins friends, makes foes • Station Representatives Assn. says elimination of double standard will be major project; WADK Newport adopts single rate for both local and national advertisers, others are reported almost ready. But Allied Stores executive says move can lead to less money for radio, more for newspapers. Page 32.

Retailer likes radio-tv • Fort Worth store tells Retail Advertising Conference how largest store in two-city market uses spot and programs to move merchandise—with only 15% of budget. He urges small retailers to buy broadcast media to “close gap” behind larger stores. Page 35.

Newspapers and radio-tv • ANPA Bureau of Advertising and allied groups unveil 1959 “total selling” concept at Chicago convention. Page 40.

Media jousts • They don’t happen in agencies where all-media buying is instituted say Benton & Bowles’ Donovan and Burnett’s Banks. Cards go to the broadcast specialist at New York session. Page 42.

ABC-TV’s November rose • Network’s gross time charges hit all-time high at $10.3 million mark, a gain of 27.9%. Three networks together chalk up 8.4% increase that month. Page 50.

Radio, tv wages up • NAB analysis shows spread of station pay among various types of jobs by market size and region. Page 53.


Licenses for tv shows? • Bill to license and censor television programs introduced in New York Legislature, but tv legal experts say it couldn’t get past precedents which have been affirmed, at least indirectly, by U.S. Supreme Court. Page 59.

Sites for Presidential picking • GOP pigeonholes decision on where it’ll convene in 1960 as Democrats apparently decide on Los Angeles. Page 76.

State of the art • Latest developments in broadcast equipment and techniques will be displayed and described at NAB convention. Page 89.

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How to get your product on the BIGGEST SHOPPING LIST in Southern California

Your product or service automatically goes on 100,000 official shopping lists . . . just as soon as your radio spots go on KBIG’s HOME-MAKERS’ CLUB, INC. package. As a participating sponsor, your labels are worth money to over 500 active women’s clubs in Southern California. Guaranteed also are product demonstrations at a minimum average of 5 club lunches or dinners a week; access to consumer panel testing; low-cost sampling and couponing; regular product bulletins to member clubs; and monthly listings in Everywoman’s Family Circle.

You can buy this proven merchandising plan (together with the effective selling power of KBIG) for package rates as low as $155 weekly. Ask your KBIG or WERD representative . . . or write for special brochure.

100% back 10,000 waste
Sea Beans
for all
Southern
California

KBIG
JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd.
Los Angeles 28, Calif.
Hollywood 3-3305
NATIONAL REPRESENTATIVES: WERD & CO.
© 1958 JOHN POOLE BROADCASTING CO., INC.
you’ll sell **more** on

**KPHO RADIO**

...that happy-sellin’ station in **PHOENIX**

whose happy listeners are kept in a buying mood by these popular sellin’ personalities

RED McILVAINE
RAY CURTIS
DAVE STEERE
LARRY BURROUGHWS
JIM TOPPING

**KPHO RADIO**

Good for Listening Good for Selling...

910 ON THE DIAL

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming magazines.

**KPHO RADIO** is one of Meredith’s BIG 5... an All Family Station

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

**BROADCASTING**, January 26, 1959
Cox group acquires WSOC Charlotte

Sale of WSOC-AM-FM-TV Charlotte to Miami Valley Broadcasting Co. (WHIO-AM-FM-TV) Dayton, Ohio, for $5.6 million agreed to Friday (Jan. 23) subject to usual FCC approval. WSOC Broadcasting Co. executives, headed by E. E. Jones, principal stockholder, and Larry Walker, president and general manager, completed negotiations last week with James M. Cox Jr., president of Miami Valley and of Cox newspapers and radio and television stations, and J. Leonard Reinseh, executive director of Cox broadcast operations. Transaction involves acquisition of all capital stock.

Mr. Jones, 67, recently retired as president of Pyramid Life Insurance Co. Mr. Walker, pioneer Charlotte broadcaster, has been in frail health but has actively directed stations and will continue as general manager under new ownership.

WSOC-TV began operation in early 1957 on ch. 9 and has primary affiliation with NBC-TV, plus secondary affiliation with ABC-TV. WSOC operates on 1240 kc with 250 w.

Miami Valley is associated in ownership with WBAM-AM-FM-TV Atlanta and WCKR-WCKT (TV) Miami (42.5%). Newspapers in Cox group are: Atlanta Journal and Constitution, Miami Daily News, Dayton News and Journal Herald and Springfield (Ohio) News and Sun.

Coca-Cola headed back to net tv

Major McCann-Erickson move in network tv fast developing, agency bringing Coca-Cola back to network sponsorship after two-year lapse and using talents of ex-NBC Chairman Sylvester L. (Pat) Weaver Jr. Details:

Coca-Cola has budgeted estimated $400,000 for program on CBS-TV and presumably could go into 10-11 p.m. slot pre-emping Westinghouse's (also M-E client) Destilu Playhouse March 30, which is firm date. Show will be musical, will have spring festival format, have Barry Wood as executive producer, Harry Sosnik as musical director and Mr. Weaver (M-E's tv consultant since early this year) consulting on program.

Beverage firm may not stop there, is expected to sponsor another special this season (possibly June 1 or thereabouts) and may follow with another four before year's end. Coca-Cola in February 1957 dropped Coke Time on NBC-TV which it had sponsored since April 1953.

Mack trial shift to Miami urged

Federal judge was asked Friday to change trial of former FCC Commissioner Richard A. Mack and his friend and benefactor, Thurman A. Whiteside, from Washington to Miami because of extensive and unfavorable publicity grand jury indictment received in capital city.

Attorneys for Mr. Mack and Mr. Whiteside charged that because of extensive and unfavorable publicity grand jury indictment received in capital city, government attorneys opposed the motions.

U.S. District Judge Burnita S. Matthews took motions under advisement. She said she would have decision out within week.

Defense attorneys also charged that Justice Dept. lawyers deliberately leaked information that grand jury was preparing true bill against Mr. Mack and Mr. Whiteside. They claimed that release of this information before formal indictment was handed down violated rule of grand jury secrecy. This means, they said, indictment should be dismissed.

Code coats

Licensed practitioners are appearing in tv commercials, replacing physicians, dentists, pharmacists and nurses portrayed by actors, NAB TV Code Review Board was told Friday at Washington meeting. White-coat ban went into effect recently but does not cover appearances by licensed professional people. Board staff understood to have ruled recently against use of greeting "Doc" by younger entering drug store. Code group reports to NAB TV Board next week at Hollywood, Fla., directors meeting. Roger W. Clipp, WFIL-TV Philadelphia, president at code session. Group slated to meet March 16 during NAB convention in Chicago.

• Business briefly

- Union Oil Co. of California has named Erwin Wasey, Ruthrauff & Ryan, L. A., to handle broadcast advertising. Print advertising remains with Young & Rubicam, L. A.
- Leo Burnett Co. Friday (Jan. 23) resigned account of Bisell Carpet Sweeper Co., Grand Rapids, Mich. Client appropriated approximately $500,000 for spot tv in 1958 but has been inactive recently.
- Philco Corp. (radio-tv sets, washers), Philadelphia, reported to be launching four-week spot tv campaign in 40 markets in late February. Agency: BBDO, N. Y.
- Peter Pan Foundations Inc., N.Y., through Ben Sackheim Co., same city, has contracted with 11 stations in as many markets for extensive tv spot campaign starting early March for 10 weeks.

Tax court ruling

U. S. Tax Court ruled Friday that expense incurred in obtaining tv channel was capital investment—not "ordinary and necessary" business expense. Ruling came on appeal by WBIR Inc. (WBIR-AM-TV Knoxville, Tenn.) which went through comparative FCC hearing in 1955. Tax court upheld 1954 ruling of Internal Revenue Service. IRS also said, however, that where radio station attempt to secure tv permit failed, expenses could be deducted as business loss. Import of ruling, it is understood, is that radio stations may not amortize tv hearing costs as they do with other business expenses.

Oversight probe gets green light

House Commerce Committee Friday (Jan. 23) received Rules Committee approval of its 1959-60 resolution (H Res 56) authorizing continued investigations by Legislative Oversight Subcommittee. Commerce Chairman Oren Harris (D-Ark.) and ranking minority member John Bennett (R-Mich.) presented resolution to rules group Friday morning.

Rep. Harris replied in affirmative when asked specifically by Rep. Clarence J. Brown (R-Ohio) if resolution authorized continuance of subcommittee investigations. Cue to what extent Oversight will operate in new Congress should come today (Jan. 26) when Com-
**AT DEADLINE CONTINUED**

Commerce submits its appropriation request to House Administration Committee. Commerce was allocated approximately $100,000 for its operations during 85th Congress, while Oversight Subcommittee was first given $250,000 and later an additional $60,000.

**KCOP (TV) strike over**

KCOP (TV) Los Angeles is getting back to normal after five-week strike (see page 52) of 42 engineering and technical employees, members of International Brotherhood of Electrical Workers Local 45, who returned to work Saturday (Jan. 24). Terms of settlement not disclosed, but it was understood wage increase was $7.50 weekly, compromise between $10 asked by union and $5 originally offered by KCOP. IBEW gets jurisdiction over all videotape operations at station. KCOP is dropping its $1 million suit against union. All business lost by station during strike has returned.

**Doerfer for boosters**

FCC Chairman John C. Doerfer, Friday, told protesting western officials in Denver that he would do what he could to extend 90-day grace period for existing unlicensed tv boosters. About 50 representatives of western states urged FCC to reconsider Dec. 31, 1958, decision ordering deletion of on-channel vhf boosters (see page 60).

**WEEK’S HEADLINERS**

Brent O. Gunts and Thomas A. Carr have been appointed station managers, respectively, of WBAL-TV and WBAL Baltimore, effective Feb. 16, replacing Leslie H. Pear Jr., who has resigned both posts. D. L. Provost, v.p. and general manager of radio-division of Hearst Corp., said that Messrs. Carr and Gunts will work as team in managing two Hearst properties. Mr. Carr was formerly part owner and station manager of WANN Annapolis, Md., and served as executive secretary and administrative assistant to Maryland governor Theodore R. McKeldin prior to joining WBAL as director of public relations earlier this month (Broadcasting, Dec. 29, 1958). Mr. Gunts entered radio at WJBR Baltimore in 1936 and was originator of radio show, Quiz of Two Cities, which went network and was syndicated for 12 years. He later formed his own New York production company, Entertainment Enterprises Inc., and in 1949 started Brent Gunts Productions in Baltimore. He served in advisory capacity to WBAL-TV for past eight months. Mr. Provost also announced that Alfred E. Burk will serve as assistant station manager of WBAL in addition to present position of sales manager. Willis K. Freierert will continue as assistant station manager and sales manager of WBAL-TV.

**Murrow rebuffed**

It was Genevieve (Jack Paar’s French pixie) in for Babe (Mrs. Ruth, the ballplayer’s widow) on CBS-TV’s Person to Person Friday (Jan. 23). Last-minute substitution came after landlord of Mrs. Ruth’s apartment, Felix Harding of 110 Riverside Drive, New York, refused to let network on premises—apparently because there was no dough in deal for him. It was first time in show’s 457 guest remotes situation had occurred.

**Blatnik ad probe ordered to disband**

Congressional thorn in sides of advertising and Federal Trade Commission has been removed with disbandment of Legal & Monetary Affairs Subcommittee of Government Operations Committee. However, subcommittee Chairman John Blatnik (D-Minn.) said Friday (Jan. 23) work of investigative group would be absorbed by five remaining arms of parent committee.

In three separate reports last summer, Blatnik body shook advertising circles with charges FTC had failed to police false and misleading advertising of weight reducers, dentifrices, false teeth and cigarettes. It was no dough in deal for him. is (TV) Los Angeles is getting back to normal after five-week strike (see page 52) of 42 engineering and technical employees, members of International Brotherhood of Electrical Workers Local 45, who returned to work Saturday (Jan. 24). Terms of settlement not disclosed, but it was understood wage increase was $7.50 weekly, compromise between $10 asked by union and $5 originally offered by KCOP. IBEW gets jurisdiction over all videotape operations at station. KCOP is dropping its $1 million suit against union. All business lost by station during strike has returned.

**Senators propose ethics standards**

New York’s two Republican senators, Jacob K. Javits and Kenneth B. Keating, Friday (Jan. 23) introduced legislation designed to promote government ethics. Among provisions: all communications by members of Congress with FCC and other agencies would be made part of public record; “an enforceable code of ethics” for legislative as well as administrative officials; give rules committees jurisdiction over alleged violations by members of Congress and their staffs, and set up bi-partisan federal commission on ethics.

Two additional bills were introduced Thursday in House to repeal 10% excise tax on communications. They were sponsored by Reps. William S. Broomfield (R-Mich.) and George M. Grant (D-Ala.).

Rep. John D. Dingell (D-Mich.) Friday announced plans to introduce today (Jan. 26) measure prohibiting pay tv. In doing so, Rep. Dingell hit FCC plans to authorize test, which he said, would “produce no new information . . . but will permit the sponsors of subscription tv to invest large sums of money which they will later use as a justification for continuing. . . .”
That little old cupboard dilemma of Ma's was nothing, really.

Consider Joe Foy, now. He's General Manager of Spartan Stores, Inc., of Grand Rapids. Behind him is his new 310,000 square foot warehouse. When this picture was taken, all those acres and acres of cupboard had yet to be filled.

Yet, once that's done, Joe's job is just barely started. He's got to turn right around and proceed to empty it — and then fill it again and empty it again — umpteen times a year, and do it year after year.

But, whereas Dame Hubbard contemplated her project with knitted brow, Joe approaches his eagerly and with confidence. In the twelve years he's been boss at Spartan, volume has increased 1,000%. It now grosses more than 60 million dollars a year. In all, Joe serves more than 500 stores all over Michigan.

Joe is a modern grocery merchandiser, using modern techniques. He says, "The sale of grocery products requires effective pre-selling in top-notch advertising media. We know WOOD and WOOD-TV can do this pre-selling job competently."

Your sales manager knows the importance of distribution in WOODland. Make certain that distribution is followed by sales. Keep a schedule on WOOD and/or WOOD-T. Wherever you are, there is a Katz man to help you get it.

WOOD-TV is first-morning, noon, night Monday through Sunday November '55 ARB Grand Rapids
WOOD-AM is first-morning, noon, night Monday through Sunday - April '58 Pult Grand Rapids

Everybody in Western Michigan is a WOODwatch
DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JANUARY

Jan. 27—Board of directors, Assn. of Maximum Service Telecasters, Shoreham Hotel, Washington, to hear reports on TASSO directional antenna test program.


Jan. 27-29—South Carolina Radio & Television Broadcasters Assn., winter convention, Hotel Wade Hampton, Columbia. Members of General Assembly will be entertained at Jan. 28 banquet.


Jan. 30—Oral argument scheduled before FCC en banc on Seattle ch. 7 grant held by Queen City Broadcasting Co. (KIRO). Case reopened on petition for reconsideration filed by KXA and KVJ, both Seattle.

FEBRUARY

Feb. 1-6—Winter meeting of American Institute of Electrical Engineers, Statler Hilton Hotel, New York. Includes four sessions devoted to radio and TV experiments and operations. NBC and CBS videotape installations will be described.

Feb. 2-6—Combined NAB boards will meet at Hollywood Beach Hotel, Hollywood Beach, Fla. Semi-annual session opens Feb. 2 with TV Finance Committee; Feb. 3, General Fund and Membership Committees; Feb. 4, TV Board; Feb. 5, Radio Board; Feb. 6, combined TV and Radio Boards.

Feb. 5-April 30—Thursday evenings, 13-week seminar in operations research for advertising and marketing personnel, sponsored by Advertising Research Foundation, at site to be announced.

Feb. 5-8—Hi-fi Show, Shoreham Hotel, Washington. The newest in stereo and reproducing gear will be on display.

*Feb. 6-7—Radio-TV Short News Course, U. of Minnesota School of Journalism, Minneapolis.

Feb. 8-14—National Advertising Week, sponsored by Advertising Federation of America and Advertising Assn. of the West.

*Feb. 9—Broadcast Advertising Clinic sponsored by Hollywood (Cali.) Advertising Club, Hollywood Roosevelt Hotel, 9:30 a.m.-4:15 p.m. Club's first annual radio-television commercial awards will be made at luncheon.


Feb. 10—Entries close for National Headliners Club awards. Address Mall Dodson, Convention Hall, Atlantic City, N. J.


Feb. 15—Trial of former FCC Commissioner Richard A. Mack and friend, Thurman A. Whiteside, for conspiracy to defraud United States scheduled in U. S. District Court, Washington. Motion for trial to be held in Miami are pending.


Feb. 18—Comments due on FCC proposal to revise program and commercial listings in application forms for new radio and TV stations, licenses and transfers. Docket No. 12,673.


Feb. 24-25—NAB Conference of State Broadcasters Assn. Presidents. Annual meeting and conferences with legislators. Shoreham Hotel, Washington. A feature of the final day will be the annual Voice of Democracy awards luncheon.

Feb. 25-27—Electronic Industries Assn. industrial relations conference, Chase-Park Hotel, St. Louis.

MARCH

March 2—Boston ch. 5 rehearsing scheduled to begin. This is on question of off-record conversations with FCC, comparative hearing, remanded to the FCC by the U.S. Court of Appeals for the District of Columbia. Examiner: Judge Horace Stern.

*March 15—Asn. of Maximum Service Telecasters, annual membership meeting, Conrad Hilton Hotel, Chicago, 10 a.m.

March 15-18—NAB's annual convention at the Conrad Hilton Hotel, Chicago. Exhibits open; nonagenda meetings scheduled March 15. Formal sessions open at noon March 16 with keynote speech by Robert W. Sarnoff and continued through March 18; schedule topped by an address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast equipment are eligible to exhibit. Annual NAB Engineering Conference, with several joint management-technical sessions, will be held concurrently with convention in the same hotel.


March 23-26—National convention, Institute of Radio Engineers, Waldorf-Astoria, New York. The nation's leading electronic scientist will attend. Advances in space technology and major new electronic fields will be explored.

APRIL

*April 1—Research workshop, Assn. of National Advertisers, Hotel Pierre, New York.

April 5-8—National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—National Premium Buyers, 26th annual exposition, Navy Pier, Chicago. Premium Advertisement Assn. of America will meet April 7, same site.

*Indicates first or revised listing.
you'll find the answer on WKMH

When Mitch and Robin get together, the air waves crackle! Here indeed are two MUSIC MEN—each a leader in his field. Just as Mitch Miller has his enthusiastic fans, WKMH's Robin Seymour has an immense and loyal following. Robin was recently named one of the top 10 radio personalities in America. Why not let this national award winner make sales for YOU in the rich Detroit market?
Typical? Not really.
Only a great show can rack up audience shares and late-evening ratings like these. But they prove again that big movies on CBS Owned Stations draw huge audiences. And now, of course, the audiences will be bigger than ever: four CBS Owned Stations have just added the Paramount pictures to their star-studded film schedules. (And this week, these films make their debut on WCBS-TV, New York.)

CBS TELEVISION STATIONS
A Division of Columbia Broadcasting System, Inc.

KMOX-TV, ST. LOUIS
68.4% share
27.9 rating

WBBM-TV, CHICAGO
76.3% share
40.6 rating

WCAU-TV, PHILADELPHIA
54.5% share
24.9 rating

KNXT, LOS ANGELES
72.8% share
32.9 rating

*Trendex study of "Going My Way" broadcast Jan. 15 — starting at 10:15 pm on KMOX-TV, St. Louis; 11:15 pm on WCAU-TV, Philadelphia; and 10:00 pm on WBBM-TV, Chicago and KNXT, Los Angeles.
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OPEN MIKE

KPRC survey well liked
EDITOR:
First—Congratulations on having to change the format of your useful and informative publication. I like the “new look.”
Second—Your article “Formula for the Ideal Station?” [Jan. 5] should be read by all people in the medium of radio . . . as well as advertising agencies, sponsors and even TV personnel. These questions about the squib “If Public Directed Programs.” How many people were interviewed? What age group? What income? Education? Etc.?
Third—Hat’s off to KPRC [Houston].
It did a good job. The results may not have been completely favorable to KPRC but I’m sure the station gained more respect and is now gaining more listeners. This step by KPRC today, may be the foundation for better radio tomorrow.
Ted J. Simon
WPBN-TV Traverse City, Mich.

EDITOR:
Will you kindly ship 250 reprints . . .
Sima S. Rothman
KMAM (AM)-KFMF (FM)
Alamogordo, N.M.

EDITOR:
We would like as many copies as possible . . .
Jane Bedell, Director
Press & Public Information
Institute for Motivational
Research Inc.
Croton-On-Hudson, N.Y.

[EDITOR’S NOTE: Reprints 10¢ each.]
New York newspaper strike
EDITOR:
Please send me 25 copies of your article “Have Newspapers Been Over-sold?” which appeared in your Dec. 29, 1958, issue.
Ed Morgan
Sales Manager
KOWH Omaha, Neb.

EDITOR:
Please send us 25 reprints of the Dec. 29 editorial, “People and Papers.” Very interesting!
Steve Fayer
Promotion Director
WTOL-TV Toledo, Ohio

Pittsburgh radio success
EDITOR:
In the Dec. 15, 1958, issue you carried a lead article, “If Anyone’s Wondering About Radio,” based on the fund-raising promotion of one of our members, the Pittsburgh United Fund. It is an excellent article and we are much interested in it.
I hope you will give us permission to have the article duplicated so that we can send it to our 1,500 other member communities.
Martha Wiant
Associate Director
Television-Radio-Films
United Community Funds and
Councils of America
New York

[EDITOR’S NOTE: Permission granted.]
Dropping the multiple rate card
EDITOR:
We do not applaud the Balaban Stations and KTUL Tulsa for their moves to one rate, but we also say, “Welcome to the Club” (LEAD STORY, Jan. 19). WFBR has operated with a single rate for years and years and we found that everybody wins—advertiser, agency and station.
Robert B. Jones Jr.
Vice President and General Manager
WFBR Baltimore

Echo from Young & Rubicam
EDITOR:
Many thanks for a very fine story (BROADCAST ADVERTISING, Jan. 12). I marvel at the way you made sense out of the disorganized stuff I threw at you.
Peter G. Levathes
Young & Rubicam
New York

WMBR in Blair portfolio
EDITOR:
Your CLOSED CIRCUIT on page 5 Jan. 19 says WMBR Jacksonville, Fla., is represented by CBS Spot Sales. This was true up to Jan. 1. Since that time WMBR has been represented by John Blair & Co.
Ben Strouse
President
WWDG Washington, D. C., and WMBR Jacksonville, Fla.
WEATHER SHOW RATINGS GO UP

with Collins Weather Radar

Collins Weather Radar takes advantage of TV's unique attraction. Watching things happen while they happen. The fascination of seeing the weather is a sure-fire audience puller.

Collins Weather Radar is simple to install. Your own engineers can do it with technical help from Collins if they need it. The antenna is mounted on the roof and connected to receiver-transmitter and synchronizer units in the building. An indicator is rigged in a shadow box for camera close-ups. Acetate maps of your local area are placed over the indicator to pinpoint weather activity with respect to geographical location.

Be the first in your market with Collins Weather Radar and watch your ratings climb. For complete information call or write your nearest Collins Broadcast Sales office.
Now on the Milwaukee scene
If you want to open more doors and close more sales,

IT ALL Depends WHO you knock on.

If you want to open more doors and close more sales,
it's sound practice to "knock" over KFMB in the highly reliable company of such welcome newsmen as Edward R. Murrow, Eric Sevareid, Lowell Thomas and Walter Cronkite. They have access to some 301,000 San Diego County homes (plus thousands more in five additional Southern California Counties) and will help add deep conviction to your message. And they're backed up by a whole corps of local reporters who cover the news reaching such new peaks of interest.

KFMB in San Diego CBS Radio Station has one of the strongest selling voices in America. If you would like to knock over KFMB, get in touch with your nearest CBS or赶快 contact your local CBS affiliate.

In San Diego, KFMB IS CBS. FIRST ON MORE LISTENING THAN ANY OTHER SAN DIEGO RADIO STATION.
Storer Broadcasting Company

Storer is proud to become a part of Milwaukee and WITI-TV.

The strength of Storer's experience in the sales industrial area and the nation's eighth most important retail market of $1,270,000,000 annual retail sales can now be applied in this market of $1,270,000,000 annual retail sales.

The same principles of integrity and responsibility which prevail in all other Storer stations will be the policy at WITI-TV. It is this close community alliance that has made Storer Broadcasting famous on the local scene, yet known throughout the nation.

Milwaukee is proud to become a part of WITI-TV.

Sales Offices:
625 Madison Ave., New York 22, Plaza-3940
230 N. Michigan Ave., Chicago 1, Franklin-2-6949

W.61W VV.SPD WAGA WWVA WIBG WGBS
WBKB WWL WSAW WMJO
WSPD-TV WAQA-1 TV WITI-TV
MONDAY MEMO

from BEN POTTS, partner in Potts-Ray & Assoc., Los Angeles

Why does radio have to keep proving itself?

Whenever our agency announces a newspaper campaign or a proposed use of magazines or even television, no one ever questions the wisdom of the plan. But the minute we consider radio someone is bound to ask, "Why radio?"

We happen to believe that radio has been and continues to be a high-potential, low-cost advertising medium. We can remember its successes beginning as far back as the Eveready Hour, one of NBC's first commercial network shows. We've seen radio change, adapt to new conditions, making enormous transitions in status from a star-studded glamour medium of yesterday to the functional necessity it has become today. A common mistake is the belief that the advent of television arrested the development of radio. The fact is that television simply caused radio to grow in a new direction.

For about 30 years before television became a factor in advertising, radio was recognized as a powerful persuader. Radio attracted crowds to its market place by the lure of entertainment, created a suitable mood for its salesmen to work in, then sold its prospects in an atmosphere of sincere, or sometimes synthetic, intimacy.

Changing Times • In its transition from big productions to the ad libs of record spinners, radio has continued in the direction of an easy, conversational relationship with its listeners. In radio today, there are practically no artificial production techniques or distractions which come between the speaker and his listeners. When commercials share this informality or capitalize on it, there's a good chance that listeners will absorb the commercial suggestions or recommendations unaware that they are being sold.

Those who ask "why radio?" seem to think that radio is somehow smaller or less important than it was in the pre-tv days. That's simply not so.

At the present time, just about every home in the U.S. is a radio home. Perhaps a statistic will help clarify this misconception. In 1945, the last year that radio was without important tv competition—radio's last "good year," according to some—radio's gross billings were $425 million. Ten years later —when many admen were hanging black crepe on the medium killed by tv —radio's gross stood at $546 million, about $121 million higher than radio's "best year."

While it's true that the console radio in the living room has been replaced by a television set, the loss of the one set for the family has been more than offset by the fact that there are small sets for individual members of the family all over the house.

Radio Goes Everywhere • Nor are people limited to in-home listening. Thanks to the portable radio, millions of listeners have taken radio out-of-doors—onto the patio, into the garden. Transistor radios are handy enough to go everywhere—to the beach, to picnics, to work. Sports fans take their portables along to baseball and football games and hear the play-by-play descriptions of their favorite sportscasters while they watch the games.

The obvious bigness of the automobile radio audience should provide some part of the answer to the "why radio?" crew. How large or how important the car radio audience is, no one can even guess. It is no longer uncommon for radio stations to gear their programming to the interests of this large audience on wheels. It is no longer uncommon, either, for stations to charge a premium commercial rate for what they call peak traffic times.

But, as any self-respecting driver on the freeways and expressways of our major cities will testify, practically any hour is a high traffic period.

The most recent occasion on which we heard the "why radio?" question was in connection with a 30-day market test we planned to run in Los Angeles for Bat Guano. Bat Guano, a fabulous plant food, is hidden away in caves in the Grand Canyon by bats thousand of years ago, had only a short time before become available in the supermarkets in the Los Angeles area. Our distributor wanted a one-month test to determine whether it was possible to establish consumer acceptance of the new product within this brief period.

Half the budget was used up in a one-time-only ad in each of the four metropolitan dailies. The other half purchased one-minute spots on eight Los Angeles stations for the whole month. No doubt the success of the test was due to the combined efforts of newspaper and radio. We noticed however that most of the comments from the grocery trade and from consumers mentioned radio as the attention catcher.

Local Legend • As pointed out earlier, no one ever raised any objections to the use of newspapers. But, in connection with our radio efforts, we were offered quite a bit of advice. Radio, said one oracle, is risky business for new products. Of course, he was right in the sense that all promotion is a speculation. Another said, and quite correctly, that the short word "bat" followed by the strange-sounding word "guano" would be a difficult combination for the ear to assimilate. Apparently, however, a good many ears did assimilate not only the two words but the whole message. Within a few weeks, Bat Guano was a popular topic of conversation. Radio personalities, particularly Dick Whittinghill at KMPC Los Angeles, made so many humorous references to Bat Guano that some of the stories have become local legend.

The upshot of the 30-day test is that radio was successful beyond our expectations. The schedule was renewed and expanded. Before the next cycle was completed, we received the green light to open up the 11 western states.

Perhaps people who ask "why radio?" don't know why. We think we do.
WEEK, LAST NIGHT!

THE TIME OVER THE U.S.A. BECAUSE OF RATING POWER FROM TV

"STATE OF THE UNION" 60.9% SHARE
PHILADELPHIA

"FOR WHOM THE BELL TOLLS" 81.9% SHARE
SAN FRANCISCO

"GOING MY WAY" 75.4% SHARE
LOS ANGELES

"A FOREIGN AFFAIR" 52.0% SHARE
CHICAGO

"ROAD TO MOROCCO" 63.0% SHARE
PHILADELPHIA

"DEAR RUTH" 51.6% SHARE
SEATTLE

"THIS GUN FOR HIRE" 57.7% SHARE
OMAHA

"THE CRUSADES" 52.5% SHARE
BOSTON

SOURCE: TRENDEX—January, 1959
AR6—October, November, 1958
in Knoxville

The BIG 10

is now

The BIG 1

NOV., '58 ARB
(4-WEEK RATING)

• 20 out of the top 30 shows in Knoxville are on the BIG 10, WBIR-TV.

• In the daytime, from 9:00 AM to 6:00 PM, WBIR-TV had 158 top rated quarter hours; Station B had 93; Station C had none.

• In the evening, from 6:00 PM to Midnight, WBIR-TV had 89 top rated quarter hours; Station B had 79; Station C had none.

ask your KATZ man

WBIR-TV, Ch. 10
KNOXVILLE, TENN. • CBS

"Knoxville’s Number 1 Station"
Here’s how WSB-TV dominates television in Atlanta

In few major markets of America do advertisers find such massive preference for one television station. Chart shown reflects Atlanta viewing habits for the last quarter of 1958 — WSB-TV viewed by the most people 53.1% of the time. A preference greater than that of the other two stations combined!

This massive preference, teamed with WSB-TV’s bigger coverage pattern, is producing uncommonly good sales for advertisers. Certainly your advertising in Atlanta belongs on WSB-TV.

WSB-TV is affiliated with The Atlanta Journal and The Atlanta Constitution. NBC affiliate. Represented by Edward Petry & Company.
Two ways to get them up to their ears in commercials

Some commercials build up resistance . . . others build up sales.
The differences—all the way from failure to middling success to real success—are evidence of the creative selling ability of your advertising agency.
HEARING CIRCUS IN 86th CONGRESS?

- Move for network regulation may result from ratings hassle
- Other Hill agendas, bills forecast hot time for broadcasters

The House and Senate Commerce Committees took their first steps in the infant 86th Congress last week—steps that forebode a coming stampede into legislative matters.

In less than three weeks of the new Congress, approximately 50 bills on industry matters were introduced.

Just seven days after its final three members were assigned, the Senate committee which has jurisdiction over radio-tv will begin hearings on educational television tomorrow, Jan. 27 (see story, page 59). But this will constitute a tame beginning for the hearings and investigations to follow.

The following industry and FCC matters, after all, will be up for committee consideration:
- New York hearings next month on the rating services, instituted by Sen. Mike Monroney (D-Okla.). This began as a one-man crusade over a year ago but the outspoken Oklahoman since has enlisted the enthusiastic support of Chairman Warren Magnuson (D-Wash.). Witnesses will include CBS commentator Edward R. Murrow, former NBC Chairman Sylvester (Pat) Weaver, now special consultant to McCann-Erickson, network spokesmen and advertising agency executives. Questionnaires were sent to agencies and broadcasters Christmas week but only a few replies have been received.
- Close observers predict that a tie-in is inevitable between the ratings inquiry and charges by many members of Congress, particularly Sen. Paul Douglas (D-III.), that network programming is killing locally-originated programs and talent. The end result, it is freely predicted, will be either an outright network regulation proposal or an effort to free prime network option time to non-network productions.
- The over-all allocations problem, with emphasis on the uhf dilemma and tv service to sparsely-settled areas. A group of western senators are demanding that the committee take action to upset the recent FCC decision banning vhf boosters. Special counsel Kenneth Cox already has completed a report on the latter problem (BROADCASTING, Jan. 12) and his views on the former are imminent. The committee has consistently harassed the FCC in the past on allocations and currently is awaiting an FCC stand before taking further action.
- Sen. Magnuson has stated that action on a spectrum study is a "must" for this session of Congress with hearings a strong probability.
- A bill enacting major changes in the Communications Act is a must, the chairman feels. Final form will come from proposals for "ripper" legislation on the one extreme to the curing of minor ills turned up by the Legislative Oversight Subcommittee investigations.
- Hearings are a distinct possibility on pay tv and moves to ban alcoholic beverage advertising in interstate commerce, an annual congressional headache. The drys already have made known that they will intensify their efforts, feeling they have new ammunition with recent removal of the distillers' ban against the use of women in advertising.

The committee received its new GOP members last Tuesday, with the ratio now standing at 11 Democrats and 6 Republicans. Minority members assigned to the committee include Sens. Clifford Case (N.J.), Thruston Morton (Ky.) and freshman Hugh Scott (Pa.), who moved over from the House. An organizational meeting had been scheduled for last Wednesday but was set back until tomorrow (Tuesday) due to the late assignment of the Republican members.

And, things will not be quiet on the other side of the Capitol where most of the 1958 headlines were made by the House Commerce Legislative Oversight Subcommittee. Broadcasters and Commissioners will watch with interest—and testify on—the following matters:
- First up will be hearings "fairly soon" on pay tv, according to Chairman Oren Harris. He has constantly fought FCC moves to authorize a toll system and two weeks ago introduced a resolution banning pay tv except for "technical tests" (BROADCASTING, Jan. 19). The committee, in preparation, has questioned all pay tv proponents, major league baseball teams, professional football teams and telephone companies on any pay tv negotiations held and contracts consummated.
- Hearings will be held on corrective legislation introduced to carry out recommendations in the final report of the Oversight Subcommittee. Work of the subcommittee also will be continued but hearings are not probable before late in the year, or possibly not until the second session of the 86th Congress.
- Rep. Harris also feels that a congressionally sponsored spectrum study is needed. He said last week that the committee would wait for recommendations of the President's special commission before taking any positive steps.
- Rep. Kenneth A. Roberts (D-Ala.) last week introduced an etv measure and will push the committee for early action. It is somewhat different from the Magnuson proposal on the same subject. Rep. Roberts was chairman of 1958 hearings by a subcommittee on the Senate-passed educational television bill.

KEY COMMITTEES READY TO GO

The lineup on Senate and House Commerce units
The Senate and House Commerce Committees

Following are pictures and short biographies of all the 17 Senate and 33 House Commerce Committee members. They are arranged in order of seniority by parties.

**SENATE COMMITTEE**

**MAGNUSON, SEN. WARREN G. (D-Wash.):** Chairman of Commerce Committee with four years remaining in third full term as senator; sponsor of federal aid to etv and favors spectrum study; has continually prodded FCC for action on allocations; member of House eight years; entered Senate in 1944 as appointee.

**PASTORE, SEN. JOHN O. (D-R.I.):** Second ranking member of committee and chairman of Communications Subcommittee; outspoken critic of FCC for its failure to take positive steps to solve allocations dilemma; senator since 1950; former governor and lieutenant governor of Rhode Island.

**MAGNUSON, SEN. ALFRED A. (Mike) (D-Okl.):** Four years to serve in second term as senator; member of House eight years. Leader in attack on rating services, with second round of hearings planned next month; member Communications Subcommittee; co-author Legislative Reorganization Act of 1946; former newspaperman; member of Sigma Delta Chi and Phi Beta Kappa.

**SMATHERS, SEN. GEORGE ARMISTEAD (D-Fla.):** Served in 80th and 81st Congresses before election to Senate in 1950. Served in Marine Corps in World War II. No plans to reintroduce bill which would divorce broadcasters and networks from BMI; name mentioned prominently in Oversight hearings last year in connection with appointment and service of FCC Comr. Richard Mack.

**THURMOND, SEN. STROM (D-S.C.):** Former governor, much decorated World War II veteran, reserve Brigadier General; States' Rights candidate for President of U.S. (1948) polling 39 electoral votes; was elected to Senate in 1954. Against pay tv, for larger anti-liquor ad proposal; holds Senate filibuster record.

**LAUSCHE, SEN. FRANK J. (D-Ohio):** First term in Senate ends January 1963. Five terms as Ohio governor; mayor of Cleveland, 1941-44. Served as judge previously. Has questioned radio practice of recording telephone talks and rebroadcasting without warning.

**YARBOROUGH, SEN. RALPH W. (D-Tex.):** Staunch friend of etv. First elected to Senate in special election, April '57; re-elected last November for full six-year term. Practised law, taught legal courses, served as assistant attorney general, five years a district judge. On Texas Board of Law Examiners, 1947-51.

**ENGLE, SEN. CLAIR (D-Calif.):** Newly elected to Senate after serving in House since 1943. Assistant Democratic whip from 80th to 84th Congress; Chairman of Committee on Interior & Insular Affairs. Formerly state senator, district attorney.

**BARTLETT, SEN. E. L. (Bob) (D-Alaska):** Delegate to Congress from Territory of Alaska past 14 years; elected senator in Alaska's first election as 49th state; will serve only two-year term through luck of draw. Former newspaperman, gold miner and secretary of Alaska by Presidential appointment.

**HARTKE, SEN. VANCE (D-Ind.):** Freshman senator who defeated Gov. Harold Handley for seat formerly held by Sen. William Jenner (R); mayor of Evansville when elected to Senate; attorney.


**SCHOEPFEL, SEN. ANDREW F. (R-Kan.):** New ranking minority member of Commerce Committee, replacing defeated Sen. John W. Bricker (R-Ohio). Two years remaining in second term as senator; governor of Kansas for two terms; attorney.

**BUTLER, SEN. JOHN M. (R-Md.):** Four years remaining of second term in Senate; No. 2 Republican on committee. Began Baltimore law practice in 1926; with City Service Commission of Baltimore April 1947 to June 1949.

**COTTON, SEN. NORRIS (R-N.H.):** Entered Senate November 1954; present term expires January 1963. Member of House, 80th through 83rd Congresses; lawyer.

**CASE, SEN. CLIFFORD P. (R-N.J.):** Former Congressman (1945-53), elected to Senate in 1954; new Commerce Committee member; former president of The Fund for the Republic; trustee of Rutgers U; member of Council on
The **SALESMAN** makes a difference......

and so does the **STATION**!

You can bet on it — a reputable, believable salesman will make less noise — *and make more sales* — than a carnival pitch man.

50,000-watt WHO Radio is the most believable, effective salesman in this State. Iowa has confidence in WHO because WHO has confidence in Iowa. We have proved our faith for decades — by building and maintaining the greatest Farm Department in Mid-America — the greatest News Department — a fine, professional Programming Department that does a *lot* more than play the “first 50”.

*As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined — and BELIEVE what they hear!*

Of course you are careful about the salesmen you hire. You of course want to be equally careful about your *radio* salesmen. Ask PGW for all the facts about Iowa’s GREATEST radio station!

Morton, Sen. Thurston B. (R-Ky.): Elected to Senate two years ago but new to Commerce Committee; served three terms in House (1947-52); Assistant Secretary of State, 1953-56; graduate of Yale; director of several Kentucky organizations.

Scott, Sen. Hugh (R-Pa.): Freshman senator but 16-year veteran of House of Representatives; Republican Party national chairman, 1948-49; former member of President Eisenhower's personal staff; author of several books and magazine articles; recipient of numerous awards.

House Committee

Harris, Rep. Oren (D-Ark.): Beginning 10th term in Congress, third year as chairman of House Commerce Committee. Specialized in communications; bitter foe of pay TV; advocates spectrum study; headed 1958 Oversight investigations of FCC and will introduce several reform measures as result; keeps tight control of his committee.

Williams, Rep. John Bell (D-Miss.): No. 2 man on committee and rumored set to take over new version of Oversight Subcommittee; beginning 13th year in Congress; former county prosecutor; had considered entering upcoming Mississippi governor's race but since has withdrawn name.

Mack, Rep. Peter F. Jr. (D-Ill.): Oversight member; critic of FCC and its deintermixture decisions. In sixth congressional term. Active in aviation for which has received numerous awards.

Roberts, Rep. Kenneth A. (D-Aka.): First elected to 82nd Congress. Chairman of last year's evtv hearings in Communications Subcommittee; last week introduced evtv bill; former state senator.

Moulde, Rep. Morgan M. (D-Mo.): Began 1958 as chairman of Oversight Subcommittee but lost control of members and staff and "resigned"; beginning 11th year in Congress; former attorney.

Staggers, Rep. Harley O. (D-W. Va.): Has served in House since 81st Congress. Former high school coach and teacher; former sheriff; past president of W. Va. State Moose Assn.


Friedel, Rep. Samuel N. (D-Md.): Former state legislator and member of Baltimore city council, serving in latter as chairman of finance and ways and means committees. First elected to 83rd Congress from new 7th congressional district.


Rhodes, Rep. George M. (D-Pa.): First elected to 81st Congress. Veteran of World War I; has worked as printer, business manager, labor editor and labor representative.

Jarman, Rep. John (D-Okla.): Fifth term in Congress. Formerly served in both branches of state legislature, and as enlistee in Army four years during World War II. Holds Harvard law degree.


Moss, Rep. John E. (D-Calif.): As member of Oversight Subcommittee, outspoken critic of practices before FCC during hearings. Sponsor of freedom of information legislation which became law during past Congress; member of House since January 1953; former member of California Assembly.

Dingell, Rep. John D. (D-Mich.): Elected to 84th Congress in special election to succeed late father, who represented district since founding in 1932. Against pay TV; has been outspoken critic of FCC; former research assistant to U.S. Circuit Judge.
KILGORE, Rep. JOE M. (D-Tex.): Beginning third term. In Texas House of Representatives 1946-52; practiced law until elected to Congress in 1954. Appointed to Commerce Committee in the summer of last year to fill a vacancy created by the retirement of Rep. Martin Dies (D-Tex).

ROGERS, Rep. PAUL G. (D-Fla.): Now in third term in Congress but new member of Commerce Committee; attorney member of Supreme Court Bar. Father formerly was member of House Commerce.


Brock, Rep. LAWRENCE (D-Neb.): Beginning first term, lowest-ranking minority member of committee; pharmacist-cattleman; former member of state highway commission and active in public power field.

Bennett, Rep. JOHN B. (R-Mich.): Following November elections, jumped four seats to become ranking minority member of Commerce Committee; member Oversight Subcommittee and one of first to call for agency reforms. Beginning eighth term in Congress.


Schenck, Rep. PAUL F. (R-Ohio): First elected to 82nd Congress. Teacher and scoutmaster; Dayton recreation director; president of board of education for 7 years.


Younger, Rep. J. ARTHUR (R-Calif.) First elected to 83rd Congress. Served in World War I, financial administrator; has been executive vice president of Citizens Federal Savings & Loan Assn., San Francisco, since 1937.

Avery, Rep. WiLLiAM H. (R-Kan.): Starting third term in Congress. Four years as state legislator. Formerly farmer and stockman. Father was state senator.

Collier, Rep. HAROLD K. (R-Ill.): First elected to 85th Congress. Former newsmen; served in Berwyn City Council; served three terms as secretary-treasurer of Cook County Supervi-


Devine, Rep. SAMUEL L. (R-Ohio): Freshman congressman; three terms as state legislator; five years with FBI; LL.B. from Notre Dame and former Columbus district attorney.


Keith, Rep. HASTINGS (R-Mass.): Freshman congressman occupying bottom rung on seniority totem pole; state senator for two terms and chaired that body's counterpart to Commerce Committee; chartered life underwriter; is a graduate of U. of Vermont.

Committee staffs

The staffs of the Senate and House Commerce Committees are important in furnishing expertise, drafting reports and legislation and conducting hearings.

On the Senate committee, chief clerk is EDWARD JARRETT, in that position since October 1942 except during the 1953-54 GOP Congress; communications expert is counsel NICHOLAS ZAPPLE, in that job since January 1950.

On the House committee, chief clerk is W. E. WILLIAMSON, former mayor of Magnolia, Ark., appointed by Chairman Harris in November 1957; communications counsel is KURT BORCHARDT, in that job since 1947.

BROADCASTING, January 26, 1959 (LEAD STORY) 31
SINGLE RATE GAINS SUPPORT

WADK switches with dozen more on brink; retail critics no deterrent to SRA move

The attack on the two-rate system of pricing radio-tv time for national and local advertisers gained strength last week, but also ran into some resistance.

Officials of Station Representatives Assn. said a drive to get stations to convert to single rates for all advertisers, national and local, or at least amend and stiffen current policies, would be one of SRA’s “main projects” for 1959. And, in the meantime, one more station abandoned the double standard and at least a dozen others were reported on the verge of the same decision, following the lead of four stations a week earlier (Broadcasting, Jan. 10).

The movement was by no means unchallenged, however. The director of radio-tv advertising for Allied Stores, which operates more than 80 department stores across the U.S.—most of them substantial users of radio—issued a sharp warning that the trend could lead to substantial revenue losses for stations, with newspapers the gainers.

Critics Heard • Critics among retailers also contended that station representatives leading the move were motivated by a desire to get advertisers’ co-op funds spent nationally rather than locally through their dealers. They claimed dealers would respond by diverting co-op appropriations back to newspapers—those hold on co-op advertising, they noted, radio has only recently been able to loosen. They also recalled that years ago newspaper representatives tried a similar tactic among newspapers but failed.

Such arguments did not appear to deter SRA leaders in their determination to push for abolition, or at least substantial amendment, of the dual rate structure. They said their radio and television trade practices committees, headed respectively by Arthur McCoy of John Blair & Co. and Adam Young of Young Television Corp., planned to work together on this program.

It has been estimated that approximately one-third of the nation’s leading radio stations already have single rates.

WADK Newport, R.I., announced last week that it would join this group March 1, following on the heels of similar decisions a week earlier by the Balaban radio stations (WRIT Milwaukee, KBOX Dallas, WIL St. Louis) and KTUL Tulsa.

Miller Explains • Milton E. Miller, owner-manager of WADK, said he considered a single rate for all advertisers the best solution of a long-standing and difficult problem—that of national advertisers’ pressing through their local dealers and distributors for the lower local rate. The new single rate of WADK, announced after consultation with Everett-McKinney, the station’s national representative, is a compromise between the old local and national rates.

Where the one-time 1-minute national rate has been $7 and the comparable local rate $6, the new single rate will be $6.50. On an end-rate basis it comes down to $5.30, as against $5.50 for the national and $3.90 for the local under the old two-rate system.

Officials of Everett-McKinney and those of other rep firms said they had a number of stations which were considering abandonment of the two-rate policy and probably would act soon.

Indirectly, they had the encouragement of a number of broadcasters who volunteered to broadcast their experiences under a single rate.

Testimonials • Robert Fehlman, manager of WHBC Canton, Ohio, said that he had “operated successfully” on the one-rate basis since 1947 and had “recommended single-card operation on many occasions.” President Robert Feagin of WPDQ Jacksonville, Fla, said “we have found it completely successful and a major step in station progress.” Manager H. William Koster of WEAN Providence, R.I., reported that “we have always operated with single-rate card”; President-Manager J. Marion O’Hara of WMAN Mansfield, Ohio, said WMAN has had a single rate since December 1950, and Robert B. Jones Jr. of WFBR Baltimore said he had found that under this system “everybody wins” (also see page 16).

Matson entering radio

Matson Navigation Co., operator of a steamship line between Australasia, Pacific ports and the West Coast, has bought Frank Goss & the News, a new series of CBS newscasts to run through March. This marks the first time the 76-year-old company has used radio. The newscasts are carried Monday-Saturday on 19 CBS coast affiliates.

The concern also is advertising cruises in 60-second spots over KSFO San Francisco, KFAC Los Angeles, KDYL Salt Lake City, KTLN Denver, KLIF Dallas, KFIZ Fort Worth and KNUZ Houston. Agency: Fuller & Smith & Ross Inc.

Timing timebuyers’ time • H-R Representatives Inc. has an answer to timebuyers’ complaints that rep visits take up too much of their time. The gimmick: alarm watches, set for a mutually-agreeable period, which tell both rep and timebuyer when it’s time to go. H-R salesman Tom O’Dea (1) here takes his new watch into a meeting with Ed Fieri, chief timebuyer for BBDO.

There are two reasons behind the technique, according to James M. Alspaugh, H-R vice president. The first to help the timebuyer, whose time is in great demand, the second to help the rep salesman budget more calls in his week. H-R thinks it can increase calls 15% by using the watches.

In practice, the rep salesman asks the timebuyer about his schedule when setting up the appointment, then computes what he’s got to pitch, sets the watch to determined period and walks in. When the alarm (they’re all Helbros alarm watches, purchased on a special deal) goes off, the salesman goes out.
design for sales...

Since the day H-R was started by a group of Working Partners we have focused all our efforts and facilities toward the goal of consistently producing more sales for each of our stations. Over the years, thanks to a mature and sales-seasoned staff backed by imaginative research and sales planning, we have developed a distinctive type of representative service that has proven unusually sales productive.

“We always send a man to do a man’s job”
BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

Audience up 900% in Hooper, 130% in Pulse. Billing up 400%. All over the first 10 months of Balaban Operations!

WIL KBOX WRT
St. Louis Dallas Milwaukee
THE BALABAN STATIONS
In tempo with the times

JOHN F. BOX, JR., Managing Director
Sold Nationaly by Robert E. Eastman
STORES MISS RADIO-TV BOAT?

Retail ad parley hears that broadcasting deserves more emphasis by merchandisers

Retailers are simply "kidding" themselves when they talk about testing television—they're really testing their ability to use the medium effectively.

That was the view of Jack Miller, advertising director of Leonards Department Store, Fort Worth, Tex., which has been experimenting with tv since 1948. He told the Retail Advertising Conference in Chicago how both radio and tv have proved effective in moving "best-selling items and in special promotions"—with store expenditures representing a mere 15% of its advertising budget. What's more, radio-tv represents the "best way" for small stores to close the gap between them and their big competitors, without being "covered, smothered and completely dominated" by them in newspaper space.

Mr. Miller was one of several top speakers at RAC's seventh annual convention in the Palmer House Jan. 17-18, appearing on the closing Sunday agenda. Most retailers regard radio-tv as "two step-children of retail advertising today" and tv as a kind of "Cinderella medium," he observed. They watch it and some have tested it but, as with the weather, nobody does anything about it. This is a mistake, Mr. Miller intimated (also see story page 41).

Leonards started testing tv in 1948 when the market comprised one station and 500 tv receivers, he recounted. The store made mistakes and found some answers with changing trends reflecting "the nature of the retail business rather than a basic characteristic of television." It bought football games, several live quarter-hour shows, record formats, cooking and gardening programs, syndicated films and feature movies. In 1954 it purchased WBAP-TV Fort Worth's Weather Telescripts, whose "cost-to-sell" ratio has been "very satisfactory," with additional "institutional value."

Today, Leonards also runs about 62 spots per week on WBAP-TV, Breakfast at Leonards Monday through Saturday on KFJZ radio, and 64 spots per week on KXOL five-minute newscasts. Breakfast at Leonards has been on the air since 1942, Monday through Saturday, 7-7:30 a.m.

Spot schedules are utilized during departmental and divisional events and saturation schedules during store-wide events. "We have found through experience that a spot schedule during daytime will often produce better results than a program in prime evening time at the same cost," Mr. Miller reported, because each spot reaches a new audience. Leonards uses 20-second spots for well-known items and minute announcements for items requiring demonstration.

Must Consider Return • What of cost? Says Mr. Miller: "The initial cost is more often considered than what is produced per dollar spent. If tv will produce a reasonable return from what you invest, it's not too expensive. Most tv stations have '10-plans' and '5-plans' and low cost programs and participations which will fit into most local budgets." He noted that retailers tend to "gloss over" newspaper ads which don't produce and "we seldom blame the newspaper. With tv, it's a different story. We are prone to say that 'tv just doesn't work for me.'"

Production may pose a problem, Mr. Miller conceded, noting viewers can "be merciless in their judgment of your locally-produced spot when it follows a $50,000 Remington razor spot with Dick Stark. We do not have the money, time nor talent to produce quality tv commercials that would compare favorably with a national advertiser's spot."

Conversely, he observed, viewers may become so hardened to the smooth national spot they will welcome a local announcement with "sympathetic attention."

Videotape may be a "partial answer to the local production problem," Mr. Miller felt, in terms of permitting store executives to compress an entire week's schedule into one session, to pre-evaluate the finished product and to rectify mistakes and improve commercials. "Commercials produced by retailers will not be up to the standards set by national advertisers, but [vtr] will insure a commercial that is the best they can produce."

Little Fellow Too • Mr. Miller was not talking about big stores alone. "Radio and/or tv, used effectively, is the best way the small store can close the gap between it and its big competitors. Most any small store in the average market can, with a relatively small portion of its budget, actually dominate radio or become the dominant retail advertiser on television."

"This same small store is being covered, smothered and completely dominated by big store advertisers in the newspaper—even though they spend 100% of their budget in newspaper. When your spot is on tv, there is no competition. You fill the entire screen and it is yours exclusively during the time you bought."

"The same is true of radio. You people from small stores have had the experience of being buried in the fourth section or stacked beside a full color ad from a big competitor. This cannot happen on radio and tv. Oh, you may be double or triple spotted but while you are on, it's yours alone. You're just as big as the next fellow on radio and tv."

Advertising Manager Miller suggested that monies for 20-page advertising sections for anniversary sales and seasonal promotions might well be cut in half ("Does anyone ever wade through 20 pages of advertising from one store?") and "probably still dominate" a particular newspaper, and that "we could saturate every radio and tv station in our market and have money left over from the ten pages we saved."

The character of small and big stores alike can be communicated through radio-tv, he claimed, with the former building stature and the latter overcoming "your bigness through personal appeal" of the media.

Big Bit • Mr. Miller said that only 15% of Leonards' total advertising budget goes into radio-tv to back up and support its major newspaper effort, but emphasized the importance of using all media to maximum advantage and keeping fully appraised of all selling tools at advertising managers' command.

Most store executives carry the title of advertising or sales promotion manager when, actually "we are little more than newspaper advertising production supervisors," Mr. Miller acknowledged. While such supervisory chores are likely to remain their "prime responsibility" for many years, Mr. Miller admitted, "let's live up to our titles and really become advertising managers."

Other speakers at the two-day weekend conference included Arthur S. Corridor conference • Between Chicago sessions Mr. Miller (r) compares notes with Arthur L. Grim, WBAP-TV Fort Worth.

BROADCASTING, January 26, 1959
Heads, you win

Here's how to head for more of the kind of business that earns you 100 cents on every dollar. You do it in a big volume way when you answer the big demand for minute-spots in your market with NTA'S TV HOUR OF STARS. Look: 90 hour-length films made especially for television by top studios such as 20th Century-Fox and Warner Brothers. Look: the big...
names, the big stories and the big new way to give more advertisers the advantages of in-pro-
gram minutes, plus star point-of-salesmen for local merchandising. Look: they work for you
90 different ways. Strip them five days a week! Double them up for double audience interest,
double selling strength. Play them as singles day or night! Any way, any time, anywhere
they represent a wide new avenue of spot sales for you. **NTA'S TV HOUR OF STARS**

CONTACT HAROLD GOLDMAN, EXECUTIVE VICE-PRESIDENT, NATIONAL TELEFILM ASSOCIATES, 10 COLUMBUS CIRCLE,
N. Y. 19; ATLANTA, BOSTON, CHICAGO, DALLAS, MEMPHIS, HOLLYWOOD, MINNEAPOLIS, TORONTO, LONDON

NTA
Truitt, national retail sales promotion, Montgomery Ward; Dr. Burleigh B. Gardner, executive director, and Charles B. McCann, assistant, Social Research Inc., and John Caples, vice president, BBDO. Conference is held annually for retailers and their suppliers, media representatives, advertising agency and other personnel. Co-sponsors are Budd Gore, retail advertising manager, Chicago Daily News, and Ralph Heineman, head of his own retail consulting firm.

RAB hits agency road

A ten-man team from the Radio Advertising Bureau was in New York, Philadelphia, Detroit, Chicago and St. Louis last week. Its objective: to give “the quickest, most complete pitch in radio history” to the 50 top agencies of the country whose combined billing totals more than $2.8 billion.

The presentation, called “New Facts,” runs 12 minutes. At cutoff time, a timing device rings a bell and RAB’s salesman stops talking. (Another broadcast advertising interest is also using this time limit technique; see H-R box, page 32.) RAB executives have been advised to tell agency officials: “When the bell starts ringing, we stop talking. Any questions you have are on your own time.”

The presentation itself has a twofold purpose: to summarize important data accumulated on radio during the last few months by independent research, advertisers and agencies, and to remind media personnel that the material exists and is available in greater detail from RAB.

Rheingold switches

Rheingold is rolling out the beer barrel in spot television.

For the brewery (Liebmann Breweries Inc., Brooklyn, N.Y.) spot tv announcements—about $500,000 worth—mark an important change in advertising strategy. (Actually Rheingold is a veteran advertiser of “program” spot as distinguished from “announcement” spot.) Rheingold’s change is the addition of an intensive announcement campaign starting March 1.

The eastern brewer’s spot tv announcement buying will be concentrated in Massachusetts and Rhode Island.

Of significance: radio-tv will take 80% of the budget in these two states where Rheingold had been putting 90% of its ad money into print and outdoor.

In some of its other market territory (which extends through the New England states, New Jersey and parts of Pennsylvania and New York state (including New York City)), Rheingold sponsors State Trooper, Headline and Federal Men syndicated series.

The new spot announcement campaign will be in prime evening time, and will go through the end of 1959.

Agency is Foote, Cone & Belding, New York.

M-E Chicago shuffle

McCann-Erickson’s Chicago office is adopting a reorganization plan it has considered for over a year—the agency is going into a group system of operation, officially centralizing media and programming under one person.

Under the new operation, already adopted by other Chicago agencies, a group system is being set up in media to include supervisors and buyers. Kenneth Fleming, formerly senior media group head of Leo Burnett Co., has been appointed director of media and broadcast programming.

His appointment and two other staff additions were announced Thursday (Jan. 22) by Chester L. Posey, vice president and general manager of McCann-Erickson’s Chicago office. John Deacon, assistant group supervisor and a broadcast media manager at Tatham-Laird, Chicago, joins M-E as media group head. Ruth Leach, recently sales coordinator for Edward Petry & Co., station representative, joins M-E as media buyer.

In part, Mr. Fleming succeeds Howard A. Heller, who has resigned as media director. Also leaving McCann-Erickson are William Kennedy, chief timebuyer, to become manager of the Detroit office of Robert E. Eastman & Co., station representative, and Esther Anderson, timebuyer.

ARBITRON’S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Jan. 15-21 as rated by the multi-city Arbitron ratings of American Research Bureau.

<table>
<thead>
<tr>
<th>DATE</th>
<th>PROGRAM and TIME</th>
<th>NETWORK</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thurs, Jan. 19</td>
<td>Playhouse 90 (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>21.6</td>
</tr>
<tr>
<td>Fri, Jan. 16</td>
<td>Wait Disney Presents (8:00 p.m.)</td>
<td>ABC-TV</td>
<td>23.4</td>
</tr>
<tr>
<td>Sat, Jan. 17</td>
<td>Gunsmoke (10:00 p.m.)</td>
<td>CBS-TV</td>
<td>30.2</td>
</tr>
<tr>
<td>Sun, Jan. 18</td>
<td>What’s My Line? (10:30 p.m.)</td>
<td>CBS-TV</td>
<td>26.8</td>
</tr>
<tr>
<td>Mon, Jan. 19</td>
<td>Danny Thomas (9:00 p.m.)</td>
<td>CBS-TV</td>
<td>24.1</td>
</tr>
<tr>
<td>Tues, Jan. 20</td>
<td>Rifleman (9:00 p.m.)</td>
<td>ABC-TV</td>
<td>22.4</td>
</tr>
<tr>
<td>Wed, Jan. 21</td>
<td>Wagon Train (7:30 p.m.)</td>
<td>NBC-TV</td>
<td>25.1</td>
</tr>
</tbody>
</table>

Copyright 1959 American Research Bureau

BROADCASTING, January 26, 1959
putting out a manual for conducting telephone surveys).

Charles B. Lord, Indianapolis (Ind.) Star and News and outgoing NAEA president, warned that “if newspapers are not selected as one of the basic media by national advertisers, then all newspapers will be left out in the cold. When they are under consideration, along with other media, newspapers will be evaluated by advertisers and agencies as a media classification, not as individual newspapers. The deciding factor will be the advantages we are able to sell together in competition with other media.”

But Allied Stores’ Samuel H. Cuff, director of radio-tv advertising and long-time exponent of radio for department stores, viewed the one-rate movement with “considerable alarm.”

He said “the bases for the existence of the local-retail rate are sound. . . . thus it seems rather odd that the industry as a whole should seriously consider abandoning a practice that has been in force since its inception, and which now brings into its coffers about two-thirds of every dollar it earns, with much more to come, at the urging of a group [station representatives] contributing less than half of this.”

Cuff’s Criticism • Mr. Cuff continued: “I have seen nothing substantive to indicate that the abolishing of the local-retail rate will result in more gross revenue to radio stations. On the other hand, I am positive that, if all radio stations abolish the local-retail rate, they will both price and classify themselves right out of a great deal of local-retail revenue. Retailers will return in full force to their traditional medium [newspapers], which incidentally does offer them a local-retail rate.

“Without in any way implying that I am the spokesman for the retail industry, I nevertheless feel that something should be said, and said strongly, in the behalf of the retention of the existing local-retail rate structure…”

Among station representatives pushing for the change was acknowledgement that, for some stations, adoption of one rate would be difficult. It is easier, they said, in very large and in relatively small markets, more difficult in those of medium size—this because of the competitive situations involved.

Alternative Plan • For those stations which feel they cannot go to a single rate, SRA has an alternative. As explained by SRA director Lawrence Webo in a speech 10 days ago, this is to reclassify “local” and “national” rates as “retail” and “general,” define those rates: clearly, price them fairly and then stick to the rate card.

By one of these means or the other stations will be urged by SRA members to tackle the problem of national advertisers seeking local rates on the grounds of some local connection—a problem they sometimes call that of the “three B’s,” after some of the principal users of this device: breweries, bakeries and bottlers.

PREVIEW

Aluminum and high fashion • An incongruous combination? Alcoa shows in a new commercial to be presented on ABC-TV’s Alcoa Presents tomorrow (Jan. 27 10-10:30 p.m.) and next week (Feb. 3) that the amalgamation makes sense. Fuller & Smith & Ross, Alcoa’s agency, in a three-way tie-in with Kimberly Knitwear and Chrysler division, is emphasizing high-fashion aspects of Chrysler cars dressed smartly with Alcoa products. (Kimberly, Chrysler and Alcoa are currently in the midst of a month-long print and window display campaign around the theme of “Fashion on the Move.”)

The commercial opens with a woman reading the Feb. 1 issue of Vogue magazine in which she turns to a double-page Alcoa spread. The camera focuses on the still (shown above) of a high fashion model in a Kimberly dress standing alongside a Chrysler Saratoga. The model comes to life, shows the dress and moves out of frame. Remainder of the commercial concentrates on the aluminum appointments of the Chrysler automobile from outer grill work to under-the-hood and to interior detail. Clip ends with the models posing next to three cars forming a three-pointed star and announcer (Brooke Taylor) tying in once again “Fashion on the move . . . a bold new beauty with a practical plus: the plus of Alcoa aluminum ‘gleam and go’.”

The campaign was prepared and conceived by F-S-R in cooperation with Young & Rubicam (Chrysler) and Vogue (arrangements for Kimberly).

Big radio groups in both spot, network

Radio’s biggest customers are heavy in both network and spot advertising. This conclusion was reached by RAB last week on the basis of an analysis showing that, in terms of product categories, seven of the top 10 buyers of spot radio are also in network radio’s top 10. Ranking the advertisers according to volume of radio time used (not dollars spent, since network radio dollar figures are not available, although RAB thought there would be a “close parallel” between the two), the bureau came up with these figures for the second and third quarters of 1958:

<table>
<thead>
<tr>
<th>SPOT</th>
<th>NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Category</td>
</tr>
<tr>
<td>1</td>
<td>Food and grocery</td>
</tr>
<tr>
<td>2</td>
<td>Gasoline, lubricants</td>
</tr>
<tr>
<td>3</td>
<td>Tobacco</td>
</tr>
<tr>
<td>4</td>
<td>Ale, beer and wine</td>
</tr>
<tr>
<td>5</td>
<td>Cleansers</td>
</tr>
<tr>
<td>6</td>
<td>Drugs</td>
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<tr>
<td>7</td>
<td>Textile</td>
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<td>8</td>
<td>Toys</td>
</tr>
<tr>
<td>9</td>
<td>Finance</td>
</tr>
<tr>
<td>10</td>
<td>Agriculture</td>
</tr>
</tbody>
</table>
'BASIC AD MAN'  All-media buyer analyzed in seminar

The all-media buyer is modern, not just a timebuyer and not engaged in a "joust" between buying specialists within an agency.

That's the image as presented in last week's Radio & Television Timebuying and Selling Seminar in New York by executive spokesmen for Leo Burnett Co. and Benton & Bowles, two of the largest advertising agencies in the country.

Dr. Seymour Banks, vice president of Burnett, and Michael J. Donovan, vice president and associate media director at Benton & Bowles, quickly reached a common ground on the all-media buying concept.

- This was surprising in one respect because the topic had been billed in advance as "pro and con."

The place where the two gentlemen were somewhat apart: Dr. Banks said his agency's media group supervisors present the media plans for all the accounts grouped under them (though there may be some alternations by upper echelon) and bear the media responsibility within the department; Mr. Donovan pointed out that at his agency there is a plans board, but Dr. Banks commented this group is outside of the media department.

Of the old-type system, pre-1953 when broadcast specialists were employed at Burnett, Dr. Banks noted that each of the buyers would emphasize his own medium—"shotgun marriages usually don't work out too well."

Mr. Donovan stressed that at B&B the media man is house-trained, comes up through set patterns of job conditioning (months of job training, year of lectures, participation in "synthesized advertising campaigns" and finally 6-12 months as a buyer administrator).

Basic Ad Man  • Mostly, he said, the all-media buyer becomes a "basic advertising man," meaning that the buyer can come through with a marketing profile to accompany each of his media proposals. He "works for all of the agency," said Mr. Donovan, who pointed out that these people were sources upon which the agency could draw for account executives (took in 14 such people last year).

Dr. Banks, in answer to a question from the audience, as to who in the media department makes the decisions on station buys, made these two points:

- In nearly all cases, timebuyers select the stations for announcement campaigns.

- But this job is handled by timebuyers and their supervisors working together when the purchasing is more complex for them, as the Kellogg extensive, nationwide spot television set-up wherein the Burnett people had to examine discount structures of and time placement on stations throughout the country.

Business briefly

Time Sales

- Monsanto Chemical Co., St. Louis, which is sponsoring six-hour-long Conquest programs on CBS-TV this season, has signed as an alternate-week sponsor of 10 Conquest programs during 1959-60, when series will be presented on a half-hour basis for 20 weeks. Agency: Gardner Adv., St. Louis.

- Parker Pen Co. (Jetter ballpoint pens), Janesville, Wis., has bought participations on ABC Radio's Breakfast Club for 13-weeks and is bidding up tv spot schedule in 60-70 market sets in terms of heavier saturation for spring advertising push (March-June). Agency: Tatham-Laird, Chicago. Purchase of Don McNeil show marks Parker's first network radio advertising since Information Please in mid-40's. TV spots will demonstrate pen-writing over difficult surfaces.

- Maybelline Co. (eye publicity aids), Chicago, has pulled an estimated $1.5-2 million out of spot tv and put its money into NBC-TV's Perry Como Show.

- Long a heavy user of spot television — and before that active in network special shows — Maybelline is retaining an announcement schedule in only a handful of markets, and those adjacent to "spectaculars." It has been using spot schedules in upwards of 100 markets. The company, through Gordon Best Co., Chicago, bought into alternate weeks of the Como series.

- Rexall Drug Co., Los Angeles, will sponsor a one-hour special colorcast on NBC-TV — Frances Langford Presents — on March 15 (10-11 p.m.). Telecast will be the first for Splendex Enterprises, formed by Miss Langford, her husband Ralph Evrusize and producer Charles Wick. BBDO is agency.

Agency appointments

- Brand Owners Cooperative Assn. (wine marketer), N.Y., appoints Weiss & Geller Inc., N.Y., as its agency.

- Vick Products Div., Vick Chemical Co., N.Y., names Ogilvy, Benson & Mather Inc., N.Y., for the company's double-buffered cold tablets.

- Smith Bros. Inc. (cough drops), Poughkeepsie, N.Y., names Kastor, Hilton, Chelsey, Clifford & Atherton Inc., N.Y., effective Feb. 1, replacing Sullivan, Stauffer, Colwell & Bayles, N.Y.

- B. T. Babbitt Co. transfers its recently-acquired Charles Antell Div. (Broadcasting, Dec. 29, 1958), Baltimore, from Paul Venze Associates, Baltimore, to Brown & Butcher Inc., N.Y. Company said that Venze would continue for the present its produced ads as "the speed with which Antell was acquired precluded the possibility of having the new ad programs ready at this early date."

- Also in advertising

A survey of the 200,000 Negroes living in the Bay Area has been completed for KSAN San Francisco by Far West Surveys there. Titled "The Negro Consumer in the Bay Area — A Survey of Product & Brand Use," the report is culled from personal interviews with about 500 San Franciscans. Background material includes occupations and family income, family size, radio listening habits, etc. The 120-page report, to be an annual publication for KSAN, may be obtained from Far West, 166 Geary St., San Francisco 8.
Announcing the formation of

ARKWRIGHT ADVERTISING CO., INC.

65 EAST 55th STREET • NEW YORK 22, N.Y.
PLAZA 1-5515

JERRY BESS  
Executive Vice-President

JAMES HACKETT  
Media Director

JACK WILCHER  
Vice-President

THOMAS MANNOS  
Radio-TV Prod., Director

Servicing the following accounts:

Robert Hall Clothes  
Abelsons Jewelers
Chief Apparel  
Meadow Sportswear
The American Male  
West Coast Slacks
Comark Plastics  
Stanley Blacker Associates

West Coast Office:

1717 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIFORNIA

Richard Westman,
MANAGER
THE SYLVANIA AWARDS: A MEASURE OF NBC'S TOTALITY OF PROGRAM SERVICE!

There are many ways to judge the performance of a television network. But perhaps the most significant of all is the breadth and diversity of its offerings. When 13 out of 15 Sylvania network awards go to NBC, they indicate something more than a preponderance of excellence. They indicate a range of programming that blankets virtually every category of television drama, news, comedy, public service, music, variety, religion. They lend fresh emphasis to NBC's belief in a broad and balanced schedule that offers rewarding television for every program taste.

The true measure of a network's greatness is the totality of its program service.

NBC TELEVISION NETWORK
TAKE A CRACK AT $1,169,
Negro Retail Sales
IN THE GOLD COAST OF THE GULF COAST

One-tenth of the Negroes of America are in the coverage area of THE OK GROUP. Their average annual family income is in the $3000 to $4014 bracket. WBOK, New Orleans, reaches a Negro market of 35% of the population. KYOK, Houston, reaches a Negro market of 22%. WLOK, Memphis, reaches a Negro market of 42%. WXOK, Baton Rouge, reaches a Negro market of 44%. WGOK, Mobile, reaches a Negro market of 44%. KAOK, Lake Charles, reaches a Negro market of 30%. You

NOBODY..BUT NOBODY..HAS MORE KNOW HOW..More Proven

There is far more to selling the Negro market than good Negro Personalities. You also need intensive merchandising and promotion...support which THE OK GROUP gives all its advertisers. And even more important is a knowledge of the Negro people...their buying habits...their brand preferences...their product preferences...their personal habits and responses. THE OK GROUP digs for this information...we are experts on the subject. THE OK GROUP has just acquired exclusively an
"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>ARB - December, 1957</th>
<th>WDAY-TV</th>
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</thead>
<tbody>
<tr>
<td>Metropolitan Area</td>
<td></td>
</tr>
<tr>
<td>9:00 A.M. — 6:00 P.M. Monday - Friday</td>
<td>77.2</td>
</tr>
<tr>
<td>6:00 P.M. — 10:00 P.M. Sunday - Saturday</td>
<td>74.1</td>
</tr>
<tr>
<td>10:00 P.M. — Midnight Sunday - Saturday</td>
<td>81.1</td>
</tr>
</tbody>
</table>

Ask PGW for all the facts!

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

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives
negotiations with the American Federation of Musicians on a new contract to replace the current agreement that expires midnight Jan. 31. Negotiators said talks are still in the "preliminary stage" and indicated that the deadline probably would be extended beyond Jan. 31.

Storm topples tower; kills WLEX-TV staffer

A WLEX-TV Lexington, Ky., employee was killed and two people injured Thursday (Jan. 21) when the station's tower fell onto its building after being struck by a tornado.

Killed was WLEX-TV receptionist Susan Grazley. Nita Wash, the station's bookkeeper, and an unidentified man were injured.

The 651-ft. tower's guide lines were cut by an old 300-ft. tower when the smaller tower collapsed by the twister. Earl L. Boyles, WLEX-TV part owner-vice president-general manager, estimates the damage at $300,000-400,000. Mr. Boyles could not say when the station would be back on the air.

Changing hands

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

- WRAW Reading, Pa.: Sold to Charles T. Weiland, 40%, Hugh L. Hamilton and Perrin C. Hamilton, each 20%, and others by Steinman station interests for $290,000. WRAW is on 1340 kc with 250 w and is affiliated with NBC.
- WMNF Richwood, W. Va.: Sold to W. Courtney Evans, owner of WSUX Seafood, Del., by Royal Broadcasting Co. for $40,000. Blackburn & Co. handled the sale. WMNF is on 1280 kc with 1 kw, day.

KCOP(TV) talks fail

Because of a breakdown in negotiations of the five-week old strike of IBEW's Local 45 against KCOP(TV) Los Angeles, the station is switching its programming almost entirely to film, KCOP President Kenyon R. Brown, announced last week. With the change, KCOP is laying off 85 employees in addition to the 42 who are on strike. A weekend meeting produced a formula acceptable to the union's negotiating committee, but by a 40-to-2 vote, the strikers rejected the deal which reportedly offered to increase engineers' wages from $175 to $182.50 a week, and to give other workers $5 a week raises.

Earlier, KCOP filed a $1 million suit
against the union in Los Angeles Superior Court, claiming damages of $500,000 from the picketing of KCOP advertisers and asking punitive damages of the same amount. KCOP also asked that Local 45 be enjoined from continuing to harass its advertisers, which resulted in the cancellation of a half-dozen advertising schedules.

Late last week, KCOP had curtailed its operations from three studios to one studio and had cut programs with two-camera coverage to productions needing only a single camera.

Broadcast payroll

6.6% over 1955—NAB

Wage and salary payments to broadcast employees are up 6.6% over three years ago (1955) at the average U.S. radio station or 2.2% per year, according to an analysis conducted by the NAB broadcast personnel-economics department. TV pay levels range well above radio scales.

Television wage payments in 1958 were up 3.1% over 1956, or 1.6% a year, the study showed. Neither radio nor TV payments should be construed as wage-salary yardsticks, according to NAB. The figures are designed to show the spread between jobs in each medium by market size and major geographical region (North and South).

In general, the study shows wages are higher in the North. The scale was found to be higher, as a rule, as the size of market increases.

Total employment at radio stations, including part-time staffers, ranged from a high of 39.3 employees in markets of 1.3-2.5 million in the South to 6.6 employees in towns of less than 10,000 in the South.

Average weekly gross compensation of radio station employees by job classification follows: sales manager $156; salesman $114; program director $114; chief engineer $110; staff announcer $92; technician $82; traffic manager $64; continuity writer $64. The figures were described as weighted toward smaller stations because of the large number in this group.

Average weekly gross compensation of television station employees by job classification follows: sales manager $225; chief engineer $171; program director $162; salesman $147; staff announcer $125; producer director $113; technician $106; art director $104; film department head $98; staff photographer $97; traffic manager $80; production man $76; cameraman $75; film man $72; floorman $65.

Total number of TV station employees ranges from 102.6 in cities of 1 million up to 25.4 employees in markets of less than 25,000 population.
RELIgIOUS ASSN. LAUDS NAB Stand against liquor advertising cited

NAB’s stand against hard liquor advertising on radio and television was commended last week by National Religious Broadcasters, organization of evangelicals, at the annual convention in Washington.

The Jan. 21-22 session awarded citations for outstanding leadership to President Eisenhower, Vice President Richard M. Nixon and Harold E. Fellows, NAB president. Dr. Billy Graham was given the association’s annual award for outstanding religious broadcasting. At the Jan. 22 discussion, Mr. Fellows said NAB has held the line on liquor advertising by radio stations, citing the abandonment of liquor accounts by two stations after they had indicated last autumn they would not follow the NAB Radio Standards of Good Practice. The NAB TV Code has a similar liquor ban.

NRB adopted two resolutions, one opposing hard-liquor advertising on broadcast media and endorsing NAB’s stand, and the other opposing the suggestion made by FCC Comr. T.A.M. Craven that FCC has no control over programs.

FCC Chmn. John C. Doerfer, addressing the group, predicted international television will bring closer understanding among nations, particularly when the language barrier is solved.

Mr. Fellows said that “if the peoples of the world would spend more time praying and less time parading we might be closer to a solution of our grievous problems.” He reminded that the power of a nation may reside more and more in its intellectual and spiritual resources.

“Let us not beseech others to practice freedom and enjoy the fruits of democracy unless we are prepared to demonstrate our personal and corporate sense of responsibility to be free men ourselves,” he added.

Sen. Spessard Holland (D-Fla.) said religious broadcasters should develop programs that will hold public interest “by selling the product.” He said it is their responsibility through radio and tv “to bring the teachings of Christ to literally millions who will not otherwise be reached.” He voiced the hope that differences between members of the ministry and commercial broadcasters over religious programs will be resolved.

Dr. Eugene R. Bertermann, of the Lutheran Hour, St. Louis, president at the meetings as NRB president (See FATES & FORTUNES, p. 88).

Media reports

- Emmett Keough, manager, KSWo-
- AM-TV Lawton, Okla., was re-elected chairman of UPI Broadcasters of Oklahoma Jan. 16 at a Claremore meeting in connection with the Oklahoma Broadcasters Assn. convention.
- UPIBO’s 1958 Five Star Award, for “contributing most to the UPI state news report,” was given to KVOO-AM-TV Tulsa. Winners of UPI’s Certificates of Merit for individual news coverage in 1958 include Max Wolf, KWTV (TV) Oklahoma City; Don Strasner, KGYN Guymon; Allan Page, KGWA Enid; Bill Morgan, KNOR Norman; Dean Ward, KWPR Claremore; Frank Hicks, KRHD Duncan; Carl Boye and Roy McKee, KVOO.

- North Carolina Broadcasting Foundation supported by commercial broadcasters in the state) is aiding the U. of North Carolina’s Dept. of Radio-Tv & Motion Pictures and the Communications Center, Chapel Hill, in an enlarged program of courses for the staffers of radio-tv stations and students.
- The foundation has collected money and equipment worth more than $20,000 from member stations, it was revealed at NCBF’s board of directors’ annual meeting.
- Radio’s success in New York’s late newspaper blackout (BROADCASTING, Jan. 19) may have helped WABC New York achieve what general manager Ben Hoberman termed “our best fourth quarter in more than three years.” Local radio sales were up 52% in 1958’s fourth quarter against the like period in 1957, Mr. Hoberman reported, and among the new clients signed up were a number of “strike advertisers” such as Willoughby Camera Stores, Stern Bros., Macy’s New York, B. Altman & Co., Davega Stores, Montgomery Ward, General Electric, Eastman Dillon Union Securities & Co. and Abraham & Straus.
- Better Music Broadcasters of America awards (presented annually to stations that have maintained a high standard of music programming) have been presented this year to WAYE Baltimore; WVNJ Newark; WDOK Cleveland, Ohio; KADY St. Louis, and KSAY San Francisco.
- Marietta Broadcasting Inc. announces plans for construction of new building to house studios and offices of its station, KERO-AM, Bakersfield, Calif. Completion is scheduled for some time next year.
- WDAF Kansas City will be originating station for baseball broadcasts of Kansas City Athletics during 1959 season.
- WTCX (FM) St. Petersburg, Fla., is scheduled to go on the air the middle of next month. The station’s format will be light classics and classical music.
- WTCX, owned and operated by Trans-Chord Inc., is on 99.5 mc with 31 kw.
- WMAL Washington has moved to new studios on Greentree Rd., Bethesda, Md.
- John Fraim, news director of WSAI Cincinnati, became the object of a police search party a fortnight ago. The newsman had set out with a group to

Plaque for Fellows • National Religious Broadcasters presented a plaque to NAB President Harold E. Fellows at their Washington convention for his broadcast leadership and contribution to freedom of the air. L to r: Dr. T.F. Zimmerman, Springfield, Mo., NRB first vice president; Dr. E.R. Bertermann, St. Louis, president; Mr. Fellows; Dr. T.W. Willingham, Kansas City, treasurer.

34 (THE MEDIA) BROADCASTING, January 26, 1959
THE QUALITY TOUCH

—to the trained ear it is quickly recognizable. Likewise, the quality atmosphere of a television station is just as instantly apparent and valued by quality advertisers!

WEAA-TV

abc • channel 8 dallas

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • A TELEVISION SERVICE OF THE DALLAS MORNING NEWS

BROADCASTING, January 26, 1959
Nothing else like it
in Greater New York

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off—365 days a year.

IN AUDIENCE: So different, too. So largely adult—so able to buy—so able to persuade others to buy. And in Essex County alone (pop. 983,000) WVNJ dominates in audience—in quality of audience—and in prestige.

IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes—by far the lowest cost of any radio station in the market.

RADIO STATION OF The Newark News

Newark, N.J.—covering New York and New Jersey
explore a southern Kentucky cave. When WSAL did not hear from the
staffer, it called the Kentucky police. The party of explorers was located after
a two-hour search. They had been lost in the cave for almost 16 hours.

- WGN-AM-TV Chicago reports its "employees suggestion system" during
the first 16 months developed 28 awards made totaling $865 (taxes pre-
paid). Winning ideas were for saving space in the music division, increasing
output of letters in radio sales, installing tv transmitter displays to promote
WGN-TV audience programs in the Prudential Bldg., increasing tv produc-
tion office efficiency and better use of IBM record-keeping equipment. Slightly
less than one-third of all employees have participated thus far, averaging 2.5
suggestions per participant.

- KQED (TV) San Francisco has in-
creased its power from 30 to 156 kw. The educational-community station re-
ceived the money for the new ampli-

tifier and antenna from foundations, corporations, individuals and com-
mercial station KPIX (TV) San Francisco.

- CBS Foundations Inc. has made
grants to private colleges and univer-
sities, based on the length-of-service
records of women graduates who have
been employed by CBS or its divisions for 15 years or more. The 1958 list
includes Cornell U. ($1,000) on behalf of Dorothy M. Leffler, manager, maga-
zine division, press information depart-
ment, CBS-TV; St. Joseph's College for
Women ($500) in the name of Rose
Marie O'Reilly, manager of ratings,
CBS-TV (an earlier $1,000 grant was
made on behalf of Miss O'Reilly), and
St. Lawrence U. ($1,000) on behalf of
Betty Lippold, administrative assistant
to the general manager, Housewives' 
Protective League, CBS Radio.

- WKEY Covington, Va., has com-
cenced broadcasting from its new stud-
ios at Third and S. Lexington Sts.,
Covington.

- Tele-Broadcasters Inc. has announced
that it had a 14% overall increase in
business during 1958. In 1957 firm
grossed $771,078. Business has in-
creased 450% from the 1954 gross of
$155,453, it was noted. The Tele-
Broadcasters stations are KALI Pasa-
dena, Calif., KUDL Kansas City, Mo.,
WPOP Hartford, Conn., and WPOP New York. KUDL and WPOP have
appointed Adam Young Inc. as nation-
al representatives, it was announced.
KALI is on 24-hour a day operation,
it also was reported.

- Educational-noncommercial WTTW
(TV) Chicago has received $120,000 so
far in its fund-raising drive. WTTW
hopes to collect $760,000 by the time
the campaign closes March 31, 1960.
An additional $500,000 is anticipated
from etv classes produced for the edu-
cational TV & Radio Center, Ann Arbor,
Mich., and for the Chicago Board of
Education. The station is allocating
$110,000 for a video-tape recorder; the
rest of the money is for operating ex-
penses.

- Hollywood local of AFTRA has un-
animously approved terms of new net-
work agreement (Broadcasting, Dec.
29, 1958). As pact has previously been
ratified by AFTRA New York and Chi-
cago chapters as well as by the national
board, it is now in effect, with the con-
ditions retroactive to last Nov. 15.

- KOOL-TV Phoenix, Ariz., on Feb.
2 starts originating Spanish 101-TV,
a daily (7-7:30 a.m.) telecourse in
beginners' Spanish. The course, for full
college credit, is presented by Arizona
State U.'s College of Liberal Arts For-
language Dept. through the uni-
versity's Radio-Tv Bureau.

- Localized news coverage offers the
small city station an opportunity for
having difficulty with its landing gear
came into the stations' newroom at
12:53 p.m., Jan. 17. While the plane,
originally going to St. Louis, but re-di-
rected in the emergency, circled for
four hours, trying to get its wheels
down, the KMBC stations' staffers set
up microphones and cameras and kept
listeners informed of the plane's prog-
ress right through the actual successful
belly-landing on a sea of foam.

**DATELINES**

**CLEVELAND** • Local police last Monday (Jan. 19) apprehended a murder sus-
pect, thanks to WJW-TV Cleveland's nightly City Camera news show. A photo of 29-year-old William Hathaw-
way, sought in connection with the Jan. 14 stabbing of his former sweetheart,
was shown on the telecast, prompting a citizen of Mansfield to notify authori-
ties of the fugitive's whereabouts. With-

in hours he was arrested.

**WEST BERLIN** • WTX Springfield, Ill.,
sent staffer D.J. Keller Jr. to interview
West Berlin Mayor Willy Brandt, Jan.
7 prior to the Berliner's visit to Ameri-
ca. The mayor is to visit Springfield in
connection with the Lincoln sesqui-

cennial. A tape of Mr. Keller's inter-
view was relayed via trans-Atlantic tele-
phone to WTX.

**EVANSVILLE** • The efforts of Southwestern Indiana Broadcasters Assn. in
ameliorating relations between some
300 striking city workers and city of-

cials has been officially recognized
by factions. SIBA member stations,
working in the shadow of a strike that
could have paralyzed the area, brought
the two sides together in a series of

*BROADCASTING*, January 26, 1959

Crucial Moment: KMBC photographer Charles Campbell captured this dramatic sequence.
'Golden K Network' is winner of oil well

The association of KAKE-TV Wichita with satellites KTVC (TV) Ensign and KAYS (TV) Hays, both Kansas, has been formally christened 'The Golden K Network'—and an advertising agency man realized a bonanza.

Edward L. Bailey, copywriter at Leo Burnett Co., won first prize in KAKE-TV's 'Win an Oil Well' contest, launched last fall to select a suitable name for the new group.

When originally announced, the contest promised the winner the option of a life-of-the-well lease income or $1,000 in cash. New wells were drilled in Kansas on the lease, however, and the winner was offered a $5,000 cash purchase of his interest or the oil royalty for duration of the wells. As of last Thursday (Jan. 22), Mr. Bailey had not made up his mind but was leaning toward royalties.

The contest was open to all advertising people interested in retiring 'at an early age instead of being an ad man all your life.'

Other winners: Reginald F. Spurr.

Young & Rubicam (whole Grade-A Kansas beef); William E. Stauber, C. Knox Massey & Assoc. (50 bushels of Kansas wheat), and Robert F. Gorby, J. Walter Thompson Co. (stock shares in Boeing and Cessna Aircraft).

Oil's well that ends well • Mr. Bailey (seated), receives congratulations from (1 to r) Draper Daniels, Burnett, executive vice president; William Joyce, Katz agency; Bob Sullivan, Katz, and Donivan Waldron, KAKE-TV national sales manager.

audience-building, community service and profit. This was the decision of a panel of radiomen at a Jan. 13 meeting of the Atlanta professional chapter of Sigma Delta Chi.

Panel members were Jim Hardin, president-general manager, WDUN Gainesville; Bob McGarrity, news director, WKEU Griffin; Ed Mullinax, general manager, WLAG Lagrange, and Gus Mann, radio-tv news editor, Georgia Agricultural Extension Service, Athens.

• WDSM Superior, Wis. (710 kc, 5 kw), signed as NBC Radio affiliate, effective Jan. 19, replacing WEBC Duluth, Minn., in NBC lineup. WDSM, which had been affiliated with ABC and Mutual, is owned—along with WDSM-TV Duluth, already NBC affiliate—by Northwest Publications.

• WBML Macon, Ga., is proposing to start a combination educational-commercial tv station in Macon.

Meeting this month with the Georgia State Board of Education in Atlanta, the company said that the state could save about $500,000 by relinquishing the board's educational ch. 9 Savannah to the operation of ch. 3 there so that ch. 3 could be moved to Macon. (Ch. 3 Savannah is occupied by WSAV-TV.) In the WBML plan, commercial interests would finance and operate ch. 3, allowing the board to use it for emergency school hours on a cost basis. WBML has petitioned the FCC for rulemaking to move ch. 3 to Macon.

• With the advent of Daylight Saving Time April 26, Pacific Coast affiliates of CBS-TV will push their network schedule back one hour to synchronize with New York time instead of Chicago time as before. The new schedule lines up CBS-TV with ABC-TV and NBC-TV to provide the same inter-network competition on the Pacific Coast as in the East. It will continue after the end of daylight time in the fall. The change was decided Jan. 15 at a meeting of CBS-TV western affiliates and network officials.

• KEXX San Antonio, Tex., is changing its call Feb. 1 to KARS. The Spanish-language station will then be an all-English operation. The station is on 1250 kc with 500 w.

• WATR Waterbury, Conn., an ABC affiliate, next month adds affiliation with Mutual.

• WMCT (TV) Memphis, Tenn., has arranged with the local Imperial Bowling Lanes to telecast bowling matches using Bowling Lanes' own cameras. The new 48-lane bowling alley has more than $60,000 of General Electric television equipment—reportedly the first bowling alley to be so equipped.

• Rep appointments

• WPBN-TV Traverse City, Mich., appoints Elisabeth Beckjordan as station network and personal representative, effective immediately. Mrs. Beckjordan also will represent WBDG-TV Cheboygan, Mich., satellite station of WPBN-TV, scheduled to go on air on or about March 1.

• KVKM-TV Monahans, Tex., names Clyde Melville Co., Dallas, as its southwest area regional representative. Everett-McKinney, N.Y., represents station nationally.

• CKLW Windsor, Ont. (Detroit), appoints Robert E. Eastman & Co., N.Y., as its national representative.

• KBON Omaha has appointed McGavern-Quinn Corp., N.Y., as its station representative.

• KREM Spokane, Wash., names Edward Petry & Co., N.Y., as its national representative.

• KQDE Renton, Wash., names Forjoe & Co., N.Y., as its national representative. KQDE operates fulltime on 910 kc with power of 1 kw.

• CHLO St. Thomas, Ont., appoints Radio & Television Sales Inc., Toronto and Montreal, as its station representative.
IKE ASKS $11 MILLION FOR FCC

Budgets for VOA, FTC, spacemen also upped

A substantial boost in FCC appropriations for fiscal 1960 is reflected in President Eisenhower's budget recommendations to Congress, submitted last week. A total of $11 million was asked for the FCC, compared with $9,820,000 estimated for fiscal 1959 ($9,042,000 actually appropriated) in the largest media arm of the Government (Voice of America-USIA's largest media arm) to $106,800,000, representing an increase of $150 million in fiscal 1960.

Increases also were asked for the U.S. Information Agency from $98,500,000 in fiscal 1959 (plus $3,397,000 salary increases, or a total $101,897,000) to $106,800,000 in fiscal 1960 and for the Federal Trade Commission from $5,975,000 in 1959 (plus salary increases of $540,000 for total $6,515,000) to $6,975,000. The USIA estimates represent an increase from $18,288,900 (in 1959) for broadcasting services (Voice of America-USIA's largest media arm) to $19,051,900 in 1960 and from $707,600 (in 1959) to $1,263,300 for television in 1960.

The presidential recommendation for the FCC's broadcast activities was $2,361,601, compared to an estimated $1,942,055 for the current fiscal year. These activities are for regulation of an estimated 5,325 broadcast stations, both radio and tv, for fiscal 1960, as compared to an estimated 5,105 radio and tv outlets in the current fiscal year. The FCC expects to handle 842 applications for new or major changes in fm facilities, 391 for fm and 319 for tv during fiscal 1960.

The budget statement said the recommended FCC appropriation provides for an increase in average number of employees from an estimated 1,164 during the current fiscal year to 1,301 for the 1960 fiscal year, with an average salary of $6,906 for the upcoming fiscal year. This manpower increase is needed, the statement said, because of the growth in workloads coupled with the "needed reduction in time lag between dates of receipt and dates when applications are reached for consideration."

More Voice Power • The USIA will expand in Africa and Latin America and strengthen tv and other activities and will continue the major rebuilding of VOA radio facilities begun in 1959 to improve reception of the Voice's programs abroad, the statement said.

The President's statement flatly recommended an increase in fees charged by Securities & Exchange Commission and generally recommended, in a major proposal, that the cost of federal services "which convey special benefits...be recovered through charges paid by the beneficiaries rather than through taxes on the general public." No direct suggestion was made, however, for fees for FCC licensing activities.

Plans for Space • The President said the National Aeronautics & Space Administration, among other things, will continue to experiment with the use of satellites to serve as relays for the intercontinental transmission of messages, voice and television. The present budget asks $130 million for NASA, proposed legislation would add $150 million and the President is asking obligatory authority to bring the total to $485 million for fiscal 1960.

Hill hearing tomorrow: federal etv subsidies

The Senate Commerce Committee begins a two-day hearing tomorrow (Jan. 27) on its chairman's proposal to allocate $1 million to each state for educational tv.

In the House, two slightly different versions of the etv proposal were introduced last week by Reps. Kenneth A. Roberts (D-Ala.) (HR 2926) and Morgan Moulder (D-Mo.) (HR 3043).

Sen. Warren Magnuson (D-Wash.), with the co-sponsorship of Sen. Andrew Schoeppel (R-Kan.), introduced the bill (S-12) which will be the subject of tomorrow's hearing. It would grant authorized organizations in each state federal funds to "establish or improve television broadcasting for educational purposes." No state could receive over $1 million in grants, which would be administered by the Commissioner of Education.

Leadoff witness will be Rep. Stewart Udall (D-Ariz.), who introduced HR 1981, identical to the Magnuson-Schoeppel bill. He will be followed tomorrow by Comr. T.A.M. Craven; John Ivy, executive vice president of New York U; Donald McGannon, president of Westinghouse Broadcasting Co.; Raymond Hurlbutt, head of the Alabama etv three-station network; Ralph Steelet, executive director of the Joint Council on Educational Tv; and Mrs. Edmund G. Campbell, president of the Washington, D.C., Educational Tv Assn.

Wednesday witnesses will include William Harley, president of the National Assn. of Educational Broadcasters; Dr. William Friday, president of North Carolina U.; William Britch, superintendent of Washington County (Maryland) public schools; Richard Hall, radio-tv director of Ohio State U., and Henry Chadeayne of St. Louis.

This same bill, introduced in the past Congress by Sen. Magnuson, passed the Senate without serious opposition but died in the House Commerce Committee.

The Roberts-Moulder proposal would require that each state put up matching funds for federal funds allocated "in the construction" of etv stations. Just as in the Senate bill, the most each state could receive, for etv construction would be $1 million.

The House bills, however, also would give each state $10,000 "to survey the need and to develop programs for the construction of educational tv facilities."

In introducing his bill, Rep. Roberts said lack of sufficient money is the reason only 36 etv stations have actually gone on the air. He said if the remaining 226 etv reservations are not used, "there is a danger of losing them to commercial stations."

He pointed out that his home state of Alabama has a three-station etv network operating and that other states would speed up activity in the field if they were given federal assistance. He promised to press for quick action by the House Commerce Committee, of which he is the fourth-ranking majority member.

Tv program license asked in N.Y. bill

A bill to require the licensing of most television programs was introduced in the New York legislature last week but it did not appear to worry television legal experts.

They said it clearly was unconstitutional under rulings which the U.S. Supreme Court had refused to overturn.

The bill would give the New York State Board of Regents the same sort of censorship power over most tv programs that it now has over motion pictures in New York state. It would exempt public service programs, telecasts of sports events and newscasts, but other programs would have to get a license from the Board of Regents at a cost of $50 for each half-hour or less.
The license fees would be paid by the station.

Assemblyman A. Bruce Manley of Fredonia, N.Y., sponsor of the measure, charged that TV shows have been displaying "a disproportionate amount of crime, sex, horror, terror, brutality and violence" and thus promoting juvenile delinquency.

If enacted and held constitutional, the bill presumably would apply to all network television shows originated in New York as well as all local programs in that state.

But authorities on radio-TV law cited legal precedents against such a measure. Specifically they called attention to the Pennsylvania State Board of Censors' attempt in 1949 to censor motion pictures used on television. The move was contested by a group of Pennsylvania television stations. A federal district judge ruled the board's would-be regulation was invalid and this ruling was unanimously upheld by three judges of a circuit court of appeals.

An appeals court held that FCC is the regulatory body for radio-TV: "It is clear that Congress has occupied fully the field of television regulation and that that field is no longer open to the states. Congress possessed the constitutional authority to effect this result. . . . It follows that the Commonwealth of Pennsylvania cannot censor the films used on the programs of the plaintiffs' stations" (Broadcasting, Sept. 11, 1950).

Television lawyers also reported that this decision was finally appealed to the U.S. Supreme Court, which refused to review it.

**Sen. Gore introduces elections reform bill**

An elections reform bill, which also would restrict the "equal time" provisions of the Communications Act to eliminate its application to candidates for presidential or vice presidential nomination or election if they or their parties do not have substantial popular support, was introduced last week by Sen. Albert Gore (D-Tenn.).

Candidates in general elections for the offices of President and vice president, to qualify for time equal to their opponents on radio and TV stations, would have to be (1) nominees of a party which received at least 4% of total popular or electoral votes, or (2) supported by petitions representing at least 1% of total votes cast in the preceding election.

Candidates for nomination by a political party, to qualify under the equal time provisions, would have to be (1) the incumbent of a federal or statewide elective office, (2) the nominee for President or vice president at a prior convention of his party or (3) be supported by petitions signed by 200,000 persons or 1% of the total popular vote in the preceding election. This section would weed out insubstantial candidates for nomination by the major parties. Stations, of course, could be expected not to provide time for any candidates for nomination by smaller, splinter and minority parties.

**Overseer body sought**

A bill supported by the American Bar Assn. which would create an office to coordinate and direct administrative practices and procedures conducted by federal agencies was introduced last week by Sen. Thomas C. Hennings Jr. (D-Mo.). Sen. Hennings, who introduced a similar bill in the 85th Congress, said his measure ($600) would establish an Office of Federal Administrative Practice, an independent office to examine and make recommendations to conduct cases within their present agencies, provide a legal career service for attorneys in government and impose standards of conduct for lawyers and others who practice before federal agencies. Sen. Alexander Wiley (R-Wis.) co-sponsored the bill.

**Senate sports bill**

A bill which would grant "certain antitrust exemptions" to professional baseball, football, basketball and hockey—including permission by baseball clubs to black out telecasts in areas where local major league teams are playing—was introduced last week by Sens. Thomas C. Hennings Jr. (D-Mo.), Kenneth Keating (R-N.Y.) and Everett Dirksen (R-Ill.).

The bill is similar to measures introduced in the House the week before (Broadcasting, Jan. 19). "This bill," said Sen. Hennings, "is not a broad, blanket antitrust exemption. It exempts only those practices which have become, not only common in professional sports, but vital and necessary because of the unique problems facing them." Sen. Hennings said the TV clause in the bill "makes it possible for major league baseball teams to control their telecasts so that they are not telecasting into a minor league team's area on the day the minor league is playing."

Sen. Philip A. Hart (D-Mich.) recently resigned as a director in the organization that runs the Detroit Lions professional football team, explaining he wanted to avoid any possible conflict of interest issue in the Senate controversy he expects to arise from the sports antitrust legislative issue.

**Sen. Carroll sees vhf booster backing**

Congress was urged to go on record as opposing the FCC's recent ban on vhf booster stations by Sen. John J. Carroll (D-Colo.) last week. He predicted solid support by western senators for a resolution he intends to sponsor in an effort to initiate an investigation of the FCC action of Dec. 31, 1958.

Two other western senators, Gordon Allott (R-Colo.) and Mike Mansfield (D-Mont.), have criticized the FCC action (Broadcasting, Jan. 19). The vhf booster problem was discussed in an organizational caucus Jan. 16 by a group of 19 senators representing 12 western states.

Sen. Carroll charged last week that the FCC "delayed taking any action for many years until a vast number of repeater or booster stations had been established." Then it ordered booster operators to cease in 90 days, he said. "We can't throw back progress in that arbitrary fashion without some showing that this low-cost TV is detrimental," he added.

Embellished western television booster operators—and their elected officials—were scheduled to hold a round-up in Denver Friday as a rally to fight the FCC's latest ruling on the controversial unlicensed booster situation.

Answering the call of Colorado Gov. Stephen L.R. McNichols, a host of western state officials, legislators and booster operators, planned to meet over the weekend to formulate battle plans to promote continuance of booster operations.

FCC Chairman John C. Doerfer
In Omaha...
if you want to 
ring the 
right doorbells...

you 
want 
KOWH 
radio 

9 years at or near the top-consistently!

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.
Labor petitions Hill on foreign production

The Hollywood AFL Film Council last week commended Rep. Frank Thompson (D-N.J.) for introducing a bill calling for an investigation of foreign-produced movies and sound tracks and at the same time asked that the inquiry be expanded to include TV films produced overseas.

Rep. Thompson's measure, HR 2441, would authorize an investigation by the House Ways & Means Committee of the film practice with "particular attention" given to tax advantages gained and effect on employment of American artists and musicians. The bill, referred to the Ways & Means Committee, also would reduce the tax on admissions to live musical performances.

Also last week, Rep. A. Paul Kitchin (D-N.C.) introduced a bill (HR 2776) repealing the excise tax on communications and Sen. William Langer (R-N.D.) introduced S592 repealing the tax on radio-TV sets, communications and other items. Both were referred to Ways & Means.

Rep. Thomas G. Abernethy (D-Miss.) has re-introduced a bill (HR 311) which would exempt small-market radio-TV stations from provisions of the Fair Labor Standards Act. Rep. Abernethy sponsored the same bill, which removes the maximum hours provisions of the act, in the 85th Congress. The bill went to the Committee on Education & Labor for action.

FTC tells Continental wax won't stand wear

Continental Wax Corp., Mt. Vernon, N.Y., a TV advertiser in 20 eastern markets has been charged by the Federal Trade Commission with misrepresentation. A hearing is scheduled for March 16 in Washington.

The FTC declared that the company's products will not last for the six months the firm claims in radio-TV and print advertising. A typical TV spot cited in the FTC complaints depicts the "durability" of Continental Six Month Floor Wax as "proved" in a classroom, where "thousands of footsteps" couldn't destroy the six-month protection of the wax.

Lee Hall, Continental president, last week termed the FTC complaint "unfounded." He stated that Continental's claims will be supported with "authoritative research data from independent science laboratories."

Moving day at FCC

The FCC is shifting a number of its offices in Washington's Post Office Building in a move initiated by the Postmaster General. Chairman John C. Doerfer will move to the seventh floor directly above the sixth floor offices, occupying odd-numbered rooms 7105 to 7121. Comr. Rosel H. Hyde and Robert T. Bartley also move upstairs, Comr. Hyde to odd numbers 7307 to 7317 and Comr. Bartley to odd numbers 7405 to 7415.

Comr. Doerfer displaces the Common Carrier Bureau's telephone division, which moves to the 2200 corridor on the second floor. Comrs. Hyde and Bartley displace part of the Broadcast Bureau, which in turn will occupy about 20 rooms occupied by the Chief Engineer's Office in the 7500 corridor on the seventh floor. The Chief Engineer's office in turn moves to the 2200 corridor on the second floor.

The Post Office Dept. thus acquires all of the 6200 and most of the 6100 corridor on the sixth floor. The moves are expected to be completed by the beginning of March.

Dirksen, Langer bring first anti-pay TV bills

SenateMinority Leader Everett Dirksen (R-Ill.) and Sen. William Langer (R-N.D.) Tuesday (Jan. 20) introduced the new Senate's first anti-pay measure. The bill, S 591, would prohibit toll TV until the FCC has authorized the controversial video method and also tells the FCC it cannot approve pay TV until and unless Congress gives specific authorization.

Sen. Langer authored a similar bill in the 85th Congress. In introducing the new measure, he called attention to a poll he conducted of residents of Bartlesville, Okla., while that city had a wired-pay system in operation. Over 1,900 of the Oklahomans were against pay TV and only 163 for, he said.

The senator disclosed that last month he wrote a letter to all other members of Congress seeking their support of the anti-pay TV measure. He also entered in the Congressional Record liberal quotes on pay TV polls from the Broadcasting issues of Nov. 11 and 4, 1957. The bill was referred to the Commerce Committee.

Four bills against pay TV have been introduced in the House this session.

FCC has discretion to stay grant—court

A three-judge appeals court last week told the FCC it has discretion as to whether or not a final station grant should or should not be stayed pending the outcome of a protest hearing.

In doing so, the court apparently reversed a 13-year-old judicially-imposed rule.

Involved is a 500 w, daytime grant (1390 kc) in Tomah, Wis. (pop. 5,000 according to the 1950 census). The grantee, Tomah-Mauston Broadcasting Co., received its unopposed permit last October. A protest was filed by WRDB Reedsburg, Wis., claiming electrical interference.

The Commission, under Sec. 316 of
TWX NBC NEW YORK PRESIDENT & GENERAL MANAGER, WASHINGTON NORTH CAROLINA, CONGRATULATIONS TO THE JUDGES OF THE NBC DAYTIME AUDIENCE PROMOTION CONTEST, WHO HAVE AWARDED FIRST PRIZE AMONG OPTIONAL AFFILIATES TO WTN; EIGHTY NBC-TV AFFILIATES ENTERED THE CONTEST, MORE THAN 30,000 ON-THE-AIR PROMOTION SPOTS FOR THE NETWORK'S DAYTIME PROGRAMS WERE BROADCAST DURING THE CONTEST AND STATIONS PLACED MORE THAN 100,000 LINES OF LOCAL NEWSPAPER ADVERTISING, THE COMBINED VALUE AMOUNTED TO MORE THAN $1,000,000.

BEST WISHES=
KENNETH W BILBY EXECUTIVE VICE PRESIDENT FOR PUBLIC RELATIONS

REPS.: Healdy-Reed Television
James L. Ayn Co.

there's nothing finer in eastern north carolina

with

channel 7

for eastern north carolina
top programming! complete coverage!
winning... and now... promotion... award... full power!
the Communications Act, stayed the effectiveness of its grant to Tomah-Mauston, and set the protest down for hearing. Tomah-Mauston went to court, charging that the FCC erred in stating it has no discretion on whether or not to stay the grant. The grantee claimed that Sec. 309(c) as amended in 1956, specifically gave the FCC discretion as to whether or not to stay a grant pending a hearing on a protest.

The order issued last week by U.S. Circuit Judges E. Barrett Prettyman, David L. Bazelon and George Thomas Washington told the FCC that it has discretion whether or not to stop the construction of the new Tomah station, radiating.

Among the provisions of Sec. 316 or of the 1943 "KOA case." The court held that where a station is likely to suffer interference, that is considered a modification of its license and therefore a stay against the new grant is imperative.

On the SEC record

The following stock transactions by officers and directors in the radio-tv and allied fields have been filed with the Security & Exchange Commission. Common stock is involved, unless otherwise indicated.

Admiral Corp.—Carl E. Lantz disposed of the 112 capital shares he held. Avco Manufacturing Corp.—James D. Shouse purchased 7,500 shares for 11,550 total; Frank S. Larson acquired 2,000 shares giving him 2,500.

Associ., Motion Picture Industries—Albert W. Lind purchased 100 shares, giving him 3,100.

CBS Inc.—Louis Cowan purchased 800 shares of Class A, raising his ownership to 900.

Colubia Pictures Corp.—Fico Corp., which has several common officers-directors with Columbia, purchased 4,100 shares for 45,458 total.

Allen B. DuMont Labs—Eugene J. Tanner disposed of his 100 shares of 5% cumulative convertible preferred stock.

Emerson—Harvey Tullo purchased 3,000 shares of capital stock, sold 1,000, leaving him with 2,009; Harold Goldberg retained 810 shares of the same type through buying 810 shares and selling 500.

General Electric—Samuel Littlejohn purchased 5,370 shares for total ownership of 5,940; William C. Wichman purchased 1,695 shares giving him 5,971 total; George L. Haller sold 400 shares leaving him with 100.

Hoffman Electronics—I. J. Kaar purchased 1,000 shares, his only stock in Columbia. Birchard sold 200 shares in October, purchased the same number in November leaving him 200.

Loew's Inc.—Joseph Tomlinson purchased 16,900 shares raising his total ownership to 150,000.

Minnesota Mining & Manufacturing—John G. Ordway (through trust) sold 16,800 shares leaving trust with 1,643-768; Clarence B. Sampair purchased 7,048 shares for total ownership of 9,240; Maynard H. Patterson purchased 200 shares giving him 5,806, plus an additional 98 shares owned jointly with wife.

National Airlines Inc.—Alexander G. Hardy increased his holdings to 2,375 shares by purchasing 1,100.

National Telefilm Assoc.—Harold Goldman in June 1958 purchased, and then sold, 1,000 shares leaving him with 40,125; B. Jonny Graff in August 1958 purchased 1,000 shares, later sold the same number in October leaving him with 3,200; Burt Kleiner purchased 5,000 shares for total ownership of 150,000.

Republic Pictures Corp.—Victor M. Carter acquired 35,837 shares for total ownership of 98,337; Ernest A. Hall sold 4,000 shares leaving him with 9,700.

• Government Notes

- The FCC last week formally decided to allow the Boston Globe to intervene in the re-opened ch. 5 tv case, but only on the issue of whether any Commission member should have disqualified himself from voting in the original grant to the Boston Herald Traveler (WHDH Inc.), a Globe competitor. The Commission had previously made this decision on a tentative basis (Broadcasting, Jan. 19).

- A court order has been issued for interested parties to appear at the Circuit Court in Lansing, Mich., Wednesday (Jan. 27) to show cause why the account of the receiver of Inland Broadcasting Co. should not be approved and the receiver discharged. Inland Broadcasting, now in the process of dissolution, was the permittee of ch. 54 W TOM-TV Lansing, which has been off the air for the past two years.

- The FCC last week granted a construction permit for ch. 10 Presque Isle, Me., to WLBZ Television Inc. Mrs. Adeline Rines, owner, also owns WLBZ-AM-TV Bangor, WRDO Augusta and WCSH-AM-TV Portland, all Maine.

- An FCC hearing examiner last week granted the joint petition of L.E.U. Broadcasting Co., The Jet Broadcasting Co. and WERC Broadcasting Corp., all of Erie, Pa., for dismissal without prejudice of their separate applications for ch. 66 Erie. The FCC on Dec. 22, 1958, refused to deintermix Erie, thus making it "economically unsound" for any of the three applicants for ch. 66, in their opinion, to continue consideration of another uhf facility there. Two operating Erie stations are ch. 12 WICU-TV and ch. 35 WSEE (TV).

- The FCC last week advised ch. 13 KSOO-TV Sioux Falls, S.D., that unless it requests a hearing within 30 days, its application for additional time to construct will be dismissed and its construction permit cancelled. A hearing is necessary also, said the FCC, for the KSOO-TV application for equipment, power and transmitter site changes.

- Two regional stations, WPEN Philadelphia and WERE Cleveland, have requested the FCC to amend its rules to enable regions to increase their current 5 kw power limitation up to 25 kw. WPEN stated that such an amendment is "... urgently needed to allow existing and proposed stations located in large metropolitan districts ... to provide primary service" to their entire districts.

- The FCC has directed preparation of a document looking toward the revocation of the construction permit of ch. 4 KAKJ (TV) Reno, Nev. The Commission's move follows an initial decision of last March wherein a hearing examiner accused the station of "... false representations knowingly made."
The Thinking Man’s Station

WMT-TV’s 50.8 overall share of sets in use is the highest ever recorded by ARB in this market. (Nov. 1-wk. 4-wk. Cedar Rapids - Waterloo.) And: 19 of 20 top shows in Dubuque (Nov. 1-wk. ARB) on WMT-TV.

WMT-TV, CBS Television for Eastern Iowa, represented nationally by The Katz Agency, covers over half of the TV families in Iowa, and dominates three of Iowa's six largest cities.
GRUSKIN INTO TV PACKAGING

Ex-talent man has finance formula for independents, bypassing bankers

A new company—and a new way of doing business in the packaging of TV shows—was launched last week by veteran talent representative George Gruskin, who left the William Morris Agency two weeks ago after 27 years. For the last 10 of those years he had been co-head of the TV department in New York, and before that had been based in Hollywood as head of radio-TV for the talent agency.

Mr. Gruskin's company, George Gruskin & Assoc., will offer varied services in the talent field, the most important involving creative programming, sales, financing and production arrangements for independent program packages. It's the latter two areas which involve the most radical departures.

His plans envision a number of independents getting together under the umbrella of Gruskin representation to effect savings in financing, leasing of studio facilities, sharing of writers, producers and directors and mutual assistance in production.

According to Mr. Gruskin, conventional financing arrangements call for the producer going to a banker (banks, networks, other moneyed sources) for the required funds, in return giving the banker 50% of the proposed series. This 50% breaks down into 25% for the pilot, 12 1/4% for interim financing of the series and 12 1/4% for deficit financing and completion guarantee. Mr. Gruskin's arrangement is said to allow independents to cut that financing from 50% to 18 3/4%.

Of the resultant 31 1/4% saving, 10% would go into a holding company owned by all the various independents working under the Gruskin umbrella. Each would therefore have an interest in aiding the others, as 10% of the profits of all would go into this common fund. The money pool thus created would be used to arrange for studio facilities and similar items (at a saving over deals the independents might arrange separately) and also be invested in suitable projects.

The other 21 1/4% of the saving would be used to lure big-name creative talent into the projects. These people (working producers, head writers and directors) would participate on a partnership basis.

Method to Be Utilized • How does Mr. Gruskin intend to arrange the savings in financing? By preselling an anthology series, comprised of new pilots, to a sponsor.

For example, one of the pilots might cost $60,000. Under conventional arrangements all that money would have come from a banker. Under Mr. Gruskin's plan a sponsor would pay, say, $45,000 for the pilot, leaving only $15,000 to be financed.

How do you persuade the sponsor to put up this money in advance? By showing him the actual scripts by top people, the cast he can get for the show, the important names working on it and so forth.

Actually, Mr. Gruskin says, many sponsors did this up until several years ago, when some of the larger firms involved suggested they go back to the radio system—not paying until 10 days after broadcast. The financing costs that went to banks for this money were deducted from program budgets, cutting into the quality of the shows. Mr. Gruskin says that under his system the sponsor—while not paying less in actual dollars for the program—will be getting his full money's worth rather than paying interest on money somebody else has borrowed.

Mr. Gruskin says he has about 30 properties already in the works, most of them already represented by agents like William Morris. He says he will not be in competition with these agents, but rather, will assist them with properties already under their respective roofs. Among the clients are Harlequin Productions (Jerry Stagg, Phil Shukien, and Johnny Greene), Hawk Productions (Jim Heneghan, John Wayne and George Kellner), Sol Lesser Co. and a joint venture of Sol Lesser Co. and the Sidney Box Division of J. Arthur Rank, England.

Gruskin's Track Record • Among the talent and programs Mr. Gruskin has developed and represented with William Morris are the late Bob Burns, Joan Davis, The Life of Riley, Groucho Marx, Gale Storm, Burns & Allen, Garry Moore, Amos 'n' Andy, People's Choice and Duffy's Tavern.

Mr. Gruskin said his concept was both alike and different from that of United Artists in the motion picture field. Alike in that he encourages name stars to form their own production firms, different in that where UA put up the financing for those efforts, his job will be to arrange financing from the sponsors.

He said he was not against the "big company" concept, but felt that present-day financing arrangements—favorable to those with bigger bankrolls—were making it difficult for the independent star and creator to get started.

Among the properties he's working on initially are three far eastern series (Files of the Tokyo Police, International Affair and Richard Tregaskis' Hong Kong Diary.) Under his set-up, each would help the other—as when a Hong Kong episode needs footage produced in Tokyo, and vice versa.

Mr. Gruskin's offices will be set up initially in Hollywood and New York, and later in London and Tokyo as well as other cities in the United States.

Radio-BMI talks begin on station licenses

Informal, preliminary discussions of new radio station music licenses from Broadcast Music Inc. were held Thursday (Jan. 22) by representatives of the All-Industry Radio Music License Committee and officials of BMI. More detailed talks are planned today (Jan. 26). The subject is terms for licenses to replace those that expire in March. BMI is expected to offer five-year renewals of the present contracts, which call for fees on a sliding scale up to 1.2% of net time sales (Broadcasting, Jan. 19).

No further developments were reported in the All-Industry Committee's stalled negotiations for new ASCAP licenses, which appeared headed for court.
SYLVANIA AWARDS

‘Alban’ takes four out of 30 categories

An original television play, “Little Moon of Alban,” won four of the 30 categories in the 1958 Sylvania Television Awards, which were presented in New York last Thursday (Jan. 22) during the eighth annual ceremonies.

Awards were made in 30 categories for “distinguished achievements in creative television techniques.” More than 400 persons attended the presentation dinner at the Plaza Hotel. Don G. Mitchell, chairman of the board of Sylvania Electric Products, presented the awards. Comedian Orson Bean was master of ceremonies.

The complete list of network winners:

- Telecast of the year—“Little Moon of Alban” on Hallmark Hall of Fame (NBC).
- Original teleplay—“Little Moon of Alban” by James Costigan.
- Television adaptation—“The Bridge of San Luis Rey” by Ludi Claire for DuPont Show of the Month (CBS).
- Original comedy writing—“The Beggar Patrol” by John Vlahos for The Steel Hour (CBS).
- Performance by an actor (star)—Neville Brand in All the King’s Men on Kraft Theatre (NBC).
- Performance by an actress (star)—Julie Harris in “Little Moon of Alban” on Hallmark Hall of Fame (NBC).
- Performance by an actor (supporting role)—Oscar Homolka in “The Plot to Kill Stalin” on Playhouse 90 (CBS).
- Performance by an actress (supporting role)—Maureen Stapleton in “All the King’s Men” on Kraft Theatre (NBC).
- Dramatic program—“Little Moon of Alban.”
- Light musical program—An Evening with Fred Astaire (NBC).
- Contribution to serious music—Leonard Bernstein.
- Variety program—The Bob Hope Moscow Show (NBC).
- Comedy program—The Chevy Show starring Sid Caesar (NBC).
- Special Award—Juliette Co. for outstanding contribution to the American public interest.
- News and Special Events Program—Explorer launching coverage (NBC).
- Special Award—CBS-TV for coverage and presentation of the coronation of Pope John XXIII.
- Religious Series—NBC-TV religious series (Frontiers of Faith, Catholic Hour and Eternal Light).
- Documentary program—The Face of Red China (CBS).
- Documentary Series—The Twentieth Century (CBS).
- Public service series—Continental Classroom (NBC).
- Children’s program—Art Corney meets Peter and the Wolf (ABC).
- Exceptional Merit Citation—Bonne Enternal on NBC’s Catholic Hour.

The list of local winners:

- Local children’s series—Captain Puget, KDSO-TV Seattle.
- Local educational series—The Criminal Man, KQED San Francisco.
- Local public service program—Open Heart Surgery, KPIX-TV San Francisco.
- Exceptional Merit Citation—WRCA-TV New York for spot news coverage by its reporter, Gabe Pressman.
- Exceptional Merit Citation—WPXITV New York for spot news coverage by its reporter, John Timman.

Winners in special categories:
- Special Award—Adventures in Numbers and Space, Westinghouse Broadcasting Corp.

BROADCASTING, January 26, 1959
Christophers cite 35 in tv with medallions

The 1958 Christopher tv awards for "having used their God-given talent in a constructive way...to inform, inspire and entertain," were presented Jan. 1 to 35 producers, directors, and writers by the Christophers. Cited with the bronze medallion inscribed with the Christopher motto: "Better to light one candle than curse the darkness" were the following:


Also: producer Lowell Thomas Jr., director Jean Philippe Carson, writers Prosper Buranelli and Mr. Thomas (Oct. 8 CBS-TV High Adventure with Lowell Thomas, "Alaska"); producer Jacqueline Babin, executive producer Robert Costello, director William Corrigan, writer Jerome CooperSmith (Nov. 26 CBS-TV Armstrong Circle Theatre "SSN 571 Nautilus"); executive producer John Green, producer Bert Shevelove, director Dick Feldman, music director Paul Weston (Nov. 30 ABC-TV Art Carney Meets Peter and the Wolf); producer Burton (Bud) Benjamin, writer Norman Borisoff, film editor Robert Collinson, composer Paul Creston (Dec. 14 CBS-TV The Twentieth Century, "Revolt in Hungary"); and producer Fred Heider, director Dick Dunlap, writers Harold Flender and David Gregory (Dec. 22 ABC-TV Firestone Hour).

SDX nominations due

A deadline of Feb. 1 has been set by Sigma Delta Chi, (Professional Journalism Fraternity), for nominations for its 1959 distinguished service awards in journalism.

Bronze medallions and plaques will be offered for excellence in 15 fields, including radio or tv newswriting, radio reporting, tv reporting, and public service in both radio and television journalism.

The awards will cover the period Jan. 1 through Dec. 31, 1958, and all, except those for public service, are offered to individuals (members and nonmembers) on the basis of work published or broadcast in the U. S.

Nomination forms may be obtained from the director of the Sigma Delta Chi Distinguished Service Awards in Journalism, 35 E. Wacker Drive, Chicago, Ill.

Barry, Enright, Noah retain jury immunity

Jack Barry and Dan Enright, producers of the former Twenty-One quiz on NBC-TV, last week declined to sign waivers of immunity for prosecution before a grand jury probing quizzes in New York. An associate producer Robert Noah, also refused to sign the waiver.

They were called to testify on alleged fixing on the program. Both Mr. Barry and Mr. Enright had denied any contestants had received answers in advance. The program went off the air in October because of a ratings decline. A producer on the show, Albert Freedman, who was indicted by the special grand jury, awaits trial and is on $1,500 bail on two counts of perjury. The indictment was based on his testimony denying he supplied questions and answers to at least two contestants.

After the trio declared immunity, the jury panel excused them and did not schedule a further appearance. According to the district attorney's office, they had been asked to appear as cooperative witnesses not as defendants.

CBS-TV, military pact

Agreement between CBS-TV and the Office of Armed Forces Information & Education will permit the Dept. of Defense to record for rebroadcast network tv shows on armed forces tv stations and the sound portion on armed forces radio outlets.

In CBS-TV President Louis G. Cowan's announcement last week detailing the pact, the network was pointed up as the first "outside party" to permit such recording for the armed forces. It supplements CBS-TV's former service to military tv stations that made available station-return prints for overseas rebroadcast. In the new service, all direct, commercial messages must be deleted by the government. The military is not permitted to broadcast the show in any area that has population in the coverage area of a commercial tv station.

How about ALASKA?

How will your message come through in those faraway spots beyond the suburbs? An ivory tower is a sure road to nowhere! Pre-testing becomes more and more vital as costs grow.

And film makes pre-testing easy...lets you use impartial audiences where and when you want...lets you test your heart's content...economically!

Actually, film does three things for you...3 big important things:

1. Gives you the high-polish commercials you've come to expect...fluff-free...sure.
2. Gives you coverage with full pre-test opportunities.
3. Retains residual values.

For more information write: Motion Picture Film Department EASTERN KODAK COMPANY Rochester, N. Y.

East Coast Division 342 Madison Ave. New York 17, N. Y.
Midwest Division 130 East Randolph Drive Chicago, Ill.
West Coast Division 6706 Santa Monica Blvd. Hollywood 38, Calif.

or

Always shoot it on EASTMAN FILM... You'll be glad you did!
**MANIE'S FRIENDS**

Stars to turn out for NBC tribute to Sacks

For 90 minutes on NBC-TV’s March 3, Manie Sacks once more will be linked with top TV entertainment.

Perhaps few people did more to supply the mortar in the buildup of TV as a mass entertainment medium than did the legendary Emanuel Sacks, NBC-TV talent-programming executive, whose death from leukemia at 56, nearly a year ago (Feb. 9) saddened scores of stars whose careers he helped.

Liggett & Myers Tobacco Co. (Chesterfield) will sponsor a special memorial tribute, Some of Manie’s Friends, over the network on March 3, 8-9:30 p.m. Chesterfield’s agency is McCann-Erickson, New York.

A number of top stars will appear on the program, among them, Edgar Bergen, Sid Caesar, Rosemary Clooney, Nat “King” Cole, Perry Como, Eddie Fisher, Harry James, Betty Grable, Tony Martin, Dinah Shore, Frank Sinatra, Kay Starr, and Jane Wyman. The special will be produced by Bob Finkel for L&M and McCann-Erickson.

**Work for Scale** • All stars on the program, as well as the producer, directors, writers, conductors and others were guided and tutored by the late network and recording executive (RCA Victor records). In 1955 Mr. Sacks established the Emanuel Sacks Foundation to finance research in blood diseases at the Albert Einstein Medical Center. As part of the tribute, all people on the show will work at minimum union scale making it possible for Liggett & Myers to donate in excess of $200,000, which is a guaranteed minimum, to the foundation. In addition to the talent fees being turned back, it was reported that the network may channel some of the time charges into the fund.

Plans for the program were announced last week by C. Terence Clyne, senior vice president for tv-radio corporate services at McCann-Erickson. He emphasized that the telecast would not be a “fund-raising tv telethon.” (During his lifetime, Mr. Sacks and most of his friends made substantial contributions to the foundation.)

The program and turnout of stars was inspired by Mr. Clyne, who also is credited with handling arrangements with Chesterfield, the network and with the talent. Liggett & Myers will preempt the 30-minute Colgate slot for the show at 9 p.m. as the regular 8-9 period is sponsored by the tobacco firm (alternatively with RCA).

**NCAA sets Feb. 3 for tv plan airing**

The National Collegiate Athletic Assn. announced last week that its 1959 Television Committee will hold a hearing Feb. 3 in the Conrad Hilton Hotel in Chicago to get suggestions on a 1959 tv plan from networks, advertising agencies and other interested groups, including a subscription television organization.

A spokesman for NCAA said Thursday (Jan. 22) that an invitation to the hearing was sent to Skiatron Tv, developer of a subscription television system. During the 53rd annual convention of NCAA in Cincinnati earlier this month, delegates heard that Skiatron representatives were prepared to meet with the 1959 Television committee and submit a proposal for a specific area of the country.

Officials of Skiatron were not available for comment.

After listening to proposals from all interested parties, the tv committee will formulate a plan for 1959 and submit it to the membership for approval in a mail referendum. In recent years, NCAA has adopted a so-called “limited” tv plan, in order to stimulate attendance at football games not telecast or sold out. The 1958 NCAA schedule was carried on NBC-TV under the sponsorship of the Sunbeam Corp., Gulf Oil Corp., Bayuk Cigars Inc. and Libbey-Owens-Ford Glass Co.

**Compete, urges BFA**

Formation of a Broadcasting Foundation of America advisory committee to encourage U.S. radio-tv broadcasters to submit programs to international competitions has been announced by BFA.

A foundation spokesman said that in the past, few commercial broadcasters have entered such competitions as PRIX ITALIA or Cannes Festival. Therefore America has not been satisfactorily represented abroad. Committee members are Edward Stanley of NBC, chairman; John Daly, ABC; Harold Fellows, NAB; Irving Gitlin, CBS; Carl Haverlin, BMI; Romney Wheeler, U.S. Information Agency, and John White, Educational Radio & Television Center.

Further information may be obtained from BFA, 342 Madison Ave., New York 17.

**Case for classics**

KASI Ames, Iowa, has found a key to tap its local campus market: classical music.

The station’s area is divided in two: about 10,000 of the city’s population are Iowa State College students and KASI’s problem has been to reach this group. A survey made by the station showed that more than 85% of the students had a taste for symphonic music. This led to the birth of Background, a whole Sunday afternoon of orchestral programming.

The format was a sellout, with 20 local advertisers signed until June. Success of the format can be gauged by the reaction KASI staff get as they distribute the printed program of pieces to be played on the week’s Background to sponsoring stores: “Background is the most successful advertising we’ve done.” The Ames Hardware & Music Store commented: “... About the cheapest money I’ve ever spent to get them [students] into my store,” is another typical reaction from sponsoring Ames merchants.

**N.Y. cherche la femme**

New York politicians and police unsuccessfully sought names and facts from CBS Radio, Ed Murrow, et., after last week’s broadcast of the network’s report on prostitution in business (Broadcasting, Jan. 19). They were spurred on by some newspapers’ banner headlines on the broadcast, and press statements that the issue was the “most important matter facing the police today.”

Mayor Wagner’s office issued a statement the day after the broadcast saying that he was shocked to hear that such a condition existed, but that if it did, his administration would go after it. District Attorney Frank Hogan and First Deputy Police Commissioner Kennedy both sought to get the names of program participants from CBS and Mr. Murrow, but failing in that, set up a special phone and encouraged anyone with evidence to let them know.

**70 (PROGRAMMING)**

Broadcasting, January 26, 1959
"NITE-WATCH...IS ONE OF THE BEST INVESTMENTS WE HAVE EVER MADE..."

SAYS TED NELSON OF KFEQ-AM AND KFEQ-TV

Mr. John R. Price
Gates Radio Company
Advertising Director
Quincy, Illinois

Dear Mr. Price:

We have your inquiry of November 13 concerning the Nite Watch Unit and rather than simply fill out your form, I am sending this letter to bring you up to date on our experience with the unit. You have our permission to use any part of this letter in your advertising or promotion as you see fit.

The unit that we have does everything that Gates has claimed for it and we feel that as we get to know the unit better, we will find ways to use it that will make it an even more versatile tool. We bought it because of the things Gates said it would do and it is more than satisfactory. To try to tell you the one thing we like best about the Nite Watch is not practical for it does many things and we like the overall performance and the whole job.

We now use Nite Watch to program four (4) hours each day and very frankly I doubt very much if anyone could tell when we're running on Nite Watch and when we're running live. The principle difference is that Nite Watch doesn't make mistakes since we have the advantage of previewing every sentence before it goes on the air.

The tape recording equipment which is with the unit is of excellent quality and we feel that it is equal to or better than the comparable equipment sold under other brand names.

There is no question but that Nite Watch has been a great benefit to our operation and we feel that it is one of the best investments we have ever made in equipment.

Very sincerely yours,

Ted Nelson

The new Gates Nite-Watch Automatic programming system provides up to 7½ hours of continuous programming. Three basic requirements are supplied as a complete package with Nite-Watch: (1) production console, (2) tape control unit (a top grade tape recorder/playback mechanism of advanced professional design), and (3) the 100 record (up to 200 plays, both sides) 45 RPM automatic cueing transcription changer. This transcription unit may be operated, when not automatically programming, as a Gates Auto-Trans by purchasing an inexpensive remote control operations box. All 45 RPM records may then be pushbutton started with assured automatic cue-up.

Write today for 8-page brochure describing each outstanding feature of this new automatic programming system—yours for the asking.
Negative and Positive...

So that your records will be more accurate, we thought we should point out that SEVENTH-DAY ADVENTISTS should not be confused with other groups.

**Seventh-day Adventists ARE NOT**

- Jehovah’s Witnesses, who hold meetings in Yankee Stadium, are earnest workers with the Watchtower.
- Latter-day Saints, who have the beautiful temple at Salt Lake City and the famed tabernacle choir.
- Christian Scientists, who publish the respected Christian Science Monitor.

**Seventh-day Adventists ARE**

A conservative, Christian church of Protestant origins, best known for:

1. Worldwide education, missions, and philanthropic programs—more than 3,000 schools, at work in 185 lands.
2. Hospitals (102) in many countries, medical service in remote and needy areas. Civil defense, rescue activities. Service to all without distinctions of race or creed.
3. A definite health-education program. Contributing to a better life now, presenting a Christian message of hope based on the promised return of Christ—at a time unknown to man, but relatively near.

For a free, leatherette-bound, tab-indexed INFORMATION FILE on the Seventh-day Adventist Church, write:

**Seventh-day Adventist Information Services**

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

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

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**IMAGE RUSSIA**

**NBC Radio series documents Soviet life**

An intra-mural joke making the round at NBC last Wednesday went something like this: “Well, if we can’t give them sex, we’ll at least give them Russia.”

The quip was an obvious reference to the highly-controversial and well-publicized documentary on sex on CBS Radio last Monday (Jan. 19), which preceded by a day the launching of NBC Radio’s exhaustive examination of a perhaps more prosaic—but certainly equally significant subject—the Soviet Union.

Over the next four weeks, the network will present at least 30 hours of programming, exploring various phases of life in the Soviet Union. The program, titled Image Russia (Mon.-Thurs., 8:35-10 p.m.) is one of three or four extensive radio documentaries planned by NBC Radio during 1959.

Albert L. Capstaff, director of NBC Radio network programs and executive producer of the series, last week told BROADCASTING that planning for the series began more than three months ago when a special staff was assembled for Image from other departments of NBC Radio. It consists of Mr. Capstaff and Peter Lassally, director; Alice Wallace and Bill Bales, writers; Doreen Chu, feature coordinator and Lily Weil-er, research associate.

**In the Past Three Months**

The staff so far has interviewed more than 500 individuals in order to amass information on specific areas of Soviet life and to obtain tapes of well-known persons to be used on the program series. The staff, Mr. Capstaff said, has tracked down rare recordings of many Soviet leaders, including Lenin and Stalin. An authentic background, including the actual sounds of traffic in Moscow, a beach party at a Soviet resort, the circus and the Bolshoi Ballet, will be integrated into the programs.

Mr. Capstaff noted that the undertaking is not a modest one, financially speaking. He estimated that the budget would run about $10,000 per week (this does not cover the activities of NBC News department abroad or its public affairs department in behalf of Image Russia). Above and beyond this, Mr. Capstaff pointed out, NBC Radio stands to lose about 25% of the commercial time on Nightline, which Image Russia pre-empts. The remainder of Nightline advertising will be shifted to other time periods or carried in station-break time on Image Russia, which is
not being offered for sale to stations.

The staff encountered the "usual" difficulties in obtaining tapes for the program, according to Mr. Capstaff. Though the project has the cooperation of such broadcasting agencies as the United States Information Agency, Radio Free Europe and Radio Liberation, more than 75% of the tapes for the series will be "fresh and never before heard on radio," the executive producer emphasized. Among the voices to be heard will be those of Soviet Ambassador Mikhail Menshikov; industrialist Cyrus Eaton; Mrs. Eleanor Roosevelt; newspapermen Harrison Salisbury and Eddy Gilmore; John Gates, former editor of the Daily Worker; and many others.

The program's format makes use of commentator-columnist Bob Considine in the role of an "authenticator." As the various program participants make comments or unleash charges, it is Mr. Considine's function as "authenticator" to "see that the various opinions and information presented are given their proper perspective, regardless of the reputation of the persons making the statements."

Mr. Capstaff observed that Image is a flexible series and the last quarter-hour segment of each program will be kept "open" for possible news developments relevant to the series. He added that Image may run more than the four weeks planned, if circumstances dictate an extension.

**COLORCASTING**

Here are the next 10 days of network color shows (all times are EST):  

**NBC-TV**  
Jan. 26-30, Feb. 2-4 (2-2:30 p.m.) Truth or Consequences, participating sponsors.  
Jan. 26-30, Feb. 2-4 (2:30-3 p.m.) Haggis Baggis, participating sponsors.  
Jan. 26 (7:30-9:30 p.m.) Bell System Science Series, Bell Telephone through N. W. Ayer.  
Jan. 26, Feb. 2 (10-10:30 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell.  
Jan. 27 (8-9 p.m.) George Cobel Show, RCA Whirlpool through Kenyon & Eckhardt.  
Jan. 28, Feb. 4 (8:30-9 p.m.) Price Is Right, Spedel through Norman, Craig & Kimmel and Lever through J. Walter Thompson.  
Jan. 28, Feb. 4 (9-9:30 p.m.) Milton Berle, Kraft through J. Walter Thompson.  
Jan. 28 (10-11 p.m.) An Evening With Fred Astaire, Chrysler through Leo Burnett.  
Jan. 29 (9:30-10 p.m.) Ford Show, Ford Motors through J. Walter Thompson.  
Jan. 29 (10:30-11 p.m.) Masquerade Party, P. Lorillard through Lennen & Newell.  
Jan. 30 (8-9 p.m.) Ellery Queen, RCA through Kenyon & Eckhardt.  
Jan. 31 (8-9 p.m.) Perry Como Show, participating sponsors.  
Feb. 1 (7:30-8 p.m.) Music Shop With Buddy Bregman, sustaining.  
Feb. 1 (8-9 p.m.) Steve Allen Show, Polaraid through Doyle Dane Bernbach, Greyhound through Grey and de Pont through BBDO.  
Feb. 1 (9-10 p.m.) Chevy Show, Chevrolet through Campbell-Ewald.  
Feb. 3 (8-9 p.m.) Eddie Fisher Show, Liggett & Myers through McCann-Erickson.
NTA announces profit as stockholders meet

The net profit of National Telefilm Assoc., New York, for the first fiscal quarter ended last Oct. 31 amounted to $1,364,887, equal to $1.24 per share, Ely A. Landau, board chairman, told the company’s annual stockholders meeting in New York.

Mr. Landau noted significantly that the profit included a capital gain of $1,144,756 net applicable expenses and taxes, equal to $1.04 per share, resulting from the sale of NTA’s contract to purchase Associated Artists Production’s stock. Net operating income for the quarter amounted to $220,131, or 20 cents per share, as compared with net operating income of $269,577, or 26 cents per share, in the previous fiscal quarter.

Oliver A. Unger, NTA president, told stockholders that the company has acquired a group of 39 British-produced pictures for release to tv in the U.S. He said the majority of the films were produced after 1948. Included in the group are “Last Holiday,” with Alec Guinness; “No Place for Jennifer,” with Leo Genn; “Laughter in Paradise,” with Alistair Sim; “So Little Time,” with Maria Schell and “Angels One Five,” with Jack Hawkins.

Telestar Absorbed

Bernard L. Schubert Inc., New York, which has produced filmed tv programs for distribution by Telestar Films Inc., New York, will now release films to stations and advertisers under the Schubert name.

Bernard L. Schubert, president of both companies, reported last week that Schubert Inc. has absorbed Telestar Films with the purchase of all Telestar shares. Branch offices and personnel of Telestar, he said, have been placed under the supervision of Schubert Inc. and an election of officers and directors will be held shortly.

Mr. Schubert said that his company is in the midst of an expansion program, having established a branch office recently in Mexico. Schubert already has representatives in England, Venezuela, Canada and Australia. By March, he added, Schubert Inc. will be distributing 78 new half-hour tv films and a new package of 26 post-1948 feature films. In May, Schubert will release a new half-hour tv series, Counterpunch.

Ready-to-air opinion

Formation of a new service to supply daily editorials for radio and television stations is being announced today by William F. Brooks and A. Maxwell Hage. The company is Brooks-Hage Services Inc., 252 E. 50th St., New York 22, telephone Plaza 9-8179.

The daily editorial scripts will be prepared by some 15 correspondents of worldwide reputation and will be nonpartisan and factual, the announcement said, adding that the service will be “wholly supported by radio and television stations.” It is set to start Feb. 2, with daily scripts delivered by air mail seven days a week, exclusive to one station in each city.

Mr. Brooks, chairman of the editorial board, was an AP reporter, editor and executive for 14 years, executive editor of Forbes magazine for two years, and NBC news and special events vice president for 10 years. Mr. Hage has served on the New York Daily News and its WPIX (TV) New York, was director of special radio services for United Press and news editor of both NBC and Mutual.

More space at MGM-TV

As part of Metro-Goldwyn-Mayer plans for increased film production, (Broadcasting, Jan. 19), the studio is modernizing Stages 16 and 19 “to keep pace with expanded motion picture and tv production schedules.” Each stage will be divided into two, increasing MGM’s total available stages from 25 to 27. Latest equipment will be featured.
Reasons why
"It's good
business to buy
from an
experienced
tower
company"

Look as long and as hard as you will at this tower—or the hundreds of others by Dresser-Ideco, serving broadcasting stations all over the country—and you just won't be able to see that really unique "something" that makes every Dresser-Ideco tower different from towers of any other make.

But there are many very real differences which add up to a safer tower, with lower maintenance costs than you'll find in other towers on the market.

For example:

Dresser-Ideco uses structural rib bolts for connections throughout each tower. These bolts are specially designed to stay tight as the tower moves and vibrates in the wind. They won't work loose as other types of bolts tend to do, won't allow the tower and antenna to slip out of alignment.

Dresser-Ideco engineers plan the layout for the installation of broadcast equipment and supply detailed equipment installation drawings to the erection contractor. Long-experienced Dresser-Ideco tower engineers know this step in the erection process should not be left to extemporaneous "fitting up" on the job.

Complete final inspection is given every Dresser-Ideco tower by a field engineer, who makes certain that erection and equipment installation is carried out in accordance with the designer's specifications. Here again, experienced Dresser-Ideco tower builders know this final step is necessary to insure that you get a completely safe and satisfactory tower.

Just 3 examples ... 3 details among many ... that serve to illustrate the careful planning and attention to detail that goes into every Dresser-Ideco tower and that serve to illustrate why we think you'll agree "It's good business to buy from an experienced tower company."

So when your new tower is in the ofing ... look to experience you can believe in and results you can see. Better than 60% of all TV towers over 1,000 feet tall are towers by Dresser-Ideco ... twice as many as the second tower company's total ... more than all the rest of the tower companies combined.

Put Dresser-Ideco's unparalleled 38-year record of tower experience to work for you ... write Dresser-Ideco, or contact your broadcast equipment representative.

Radar Towers on the DEW line in northern Alaska—designed and fabricated by Dresser-Ideco. Keeping pace with the rapidly developing needs of radar and microwave — helping the broadcast industry meet its expanding needs — these are the challenges that keep Dresser-Ideco's thinking fresh and "alive", now and in the years ahead.

Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-83, 875 MICHIGAN AVE., COLUMBUS 8, OHIO
GOP may bypass L.A. to networks' dismay

Republicans last week put off making a decision on a site for the GOP national presidential nominating convention of 1960 until late February or early March.

Meanwhile, the Democrats' site committee meeting in New Orleans, announced last week (Jan. 18) that it would recommend Los Angeles as a site for the Democrats' convention when the national committee meets in Washington Feb. 27-28. Although national committee approval usually is a formality, national committee man Jacob Arvey said he would campaign for his hometown, Chicago, as a site.

GOP National Chairman Meade Alcorn said Tuesday (Jan. 20) during the Republican national committee meeting in Des Moines that Republicans will decide on a site "independently of what the Democrats have done." He added that "the television and radio folks are not going to like our decision." The radio-tv networks and other broadcasters who will cover the 1960 presidential conventions have campaigned to get both parties to select a common site to avoid the confusion and expenses of moving men and equipment from one city to another for both conventions (Broadcasting, Jan. 19; Dec. 8, 1958).

Sig Mickelson, vice president in charge of CBS News, and William R. McAndres, NBC's vice president for news, both made pleas at the Des Moines GOP meeting that both parties get together to select the same city. Cities competing for the GOP choice are Chicago, Philadelphia, Los Angeles, San Francisco, New York and Miami Beach.

Among reasons the Democrats' site committee selected Los Angeles were reported to be a $350,000 cash offer plus other features and that city's new sports arena, expected to be completed in May, and seating 17,000 it is de-
PHILCO TV Microwave

Provides Maximum System Reliability for Unattended TV Relaying!

Here is a completely modern microwave system... especially designed to meet the needs of community TV operators for thoroughly dependable operation.

Philco television microwave systems provide economical transmission of NTSC compatible color or monochrome TV signals... plus full audio... for relaying "off-the-air" television programs over both short and long distances with excellent picture quality and reliable performance.

Only Philco's TLR microwave system provides true multihop operation for extremely long hauls. Heterodyne relay equipment... a true repeater... contains advanced circuitry exclusive with Philco. This true repeater has been field proven in systems up to 15 hops.

All components of the TLR system mount in standard 19" racks. Heavy duty power supplies provide 1 full watt output to insure outstanding unattended service. Unitized circuit construction simplifies maintenance. Built-in test, metering and alarm circuits combine with automatic stand-by to assure continuous operation.

Performance satisfaction of your Philco microwave system is assured by Philco's thorough, personal service available on a turnkey basis, which includes... site surveys, system planning, complete installation and preventive maintenance.

Philco engineers will be happy to help you with your particular microwave requirements. Please contact us for further information. Look ahead... and you'll choose Philco.

- Highly reliable, unattended one-watt operation
- Field proven in extended multihop applications
- True repeater permits top quality, long haul operation
- Highest power in the industry
- Full voice channel multiplexing
- Philco offers complete turnkey service... surveys... installation... maintenance

At Philco, opportunities are unlimited in electronic and mechanical research and engineering.

PHILCO 

Government & Industrial Division
Philadelphia 44, Pennsylvania

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario
Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape® Recording. For tape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone. Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

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

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

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

AMPEX CORPORATION
professional products division

BROADCASTING, January 26, 1959
Program notes

- Screen Gems Inc., N.Y., reports that Rescue 8, half-hour tv film series, has been sold in a total of 42 markets, with latest sales in Baltimore, Minneapolis, Kansas City and Oklahoma City.

- MGM-TV, N.Y., has sold Our Gang Comedy films to WSB-TV Atlanta, KFIZ-TV Fort Worth, KUTV (TV) Salt Lake City and KCIIX-TV Nampa, Idaho, portions of the MGM feature library to KRTV (TV) Great Falls, Mont.; KSFR-TV Casper, Wyo. and KFDM-TV Beaumont, and John Nesbitt's Passing Parade to KEYT (TV) Santa Barbara and WSB-TV Atlanta.

- Forecast of future events, combining a system of speculative analysis with present facts and figures, is being offered for syndication by Frank Freeman Radio Features, Davenport, Iowa. Titled Prediction, the daily five-minute series ranges from future inventions to the fates and fortunes of motion picture stars and economic or political events. Sample show, rates and brochure are available from the company at 5. O. Box 742, Davenport.

- Ziv Television Programs, N.Y., announces the completion of a group of regional sales on its Cisco Kid series, covering total of 25 markets. Advertisers are Dan-Dee pretzels and potato chips, Cleveland, for 12 markets in the Ohio-Pennsylvania area; Piggly Wiggly supermarkets for six North Dakota cities and the Eddy Bakeries Div., General Baking Co., nine Idaho markets.

- Hal Tate Productions, Chicago, announces sale of Who's Talking telephone personalities quiz show to WCAE Pittsburgh; WBNS Columbus, Ohio; WGR Buffalo, N.Y.; WFEC Miami and WTTB Vero Beach, both Florida; KDTJ Dubuque, Iowa; KRUX Phoenix, Ariz.; KSUE Susanville and KWTC Barstow, both California. Tate firm supplies stations with voices of over 100 celebrities used in telephone quiz programs conducted by local announcers, and has expanded to larger quarters in Ogden Bldg., 192 N. Clark St.

- Fremantle International Inc., N. Y., has reported that total sales in December 1958 amounted to $218,000, said to be a 300% increase over the December 1957 figure. Contributing heavily to the December sales was the 52-week purchase by Cervisia Cuauhtemoc (Mexican beer) of three Spanish-dubbed series, Have Gun, Will Travel, The Whistler and San Francisco Beat.

- United Artists has been awarded $50,819 ($32,819 damages, plus $18,000 attorneys' fees) in judgment against Charles Weintraub and Quality Films over the release of four UA films to tv allegedly without authorization, according to ruling of Judge Thurmond Clarke of U.S. District Court in Los Angeles. Pictures are: "Don't Trust Your Husband," "Cover Up," "Without Honor" and "Almost a Bride" (originally "A Kiss for Corliss").

- WGN-TV Chicago is offering 6,800 area school teachers opportunity to watch themselves on television during courses on reading and language arts—thanks to Ampex Corp., videotape recording facilities. Teachers receive instruction from other teachers in afternoon tv sessions (with about 20% signed up for credit), and are enabled to watch Ampex vtr-telecast every morning, 8:15-45. Project is joint effort of WGN-TV, Chicago board of education and Chicago Teachers College, with station donating equivalent of $70,000 grant in time charges and production costs over 36-week period.

- Film-O-Radio Enterprises, Hollywood, announces plans for three tv series based on the Bible, music and sports. Fifty-two week series of Bible stories and 30-minute musical series on film will go before the cameras shortly as Film-O's initial tv productions, announced President L. Milton King. A sports series is in final stages of planning, added Mr. King, who has named Kroger Babb as general manager. Miss Chelle Janis has been appointed executive assistant and O. L. Bosserman, secretary-treasurer. Film-O's address is 6357 Selma; telephone, Hollywood 4-2194.

- Twin States Bestg, Inc., licensee of WFBM-AM-TV Indianapolis, has acquired a 10-year franchise with the Muzak Corp. to distribute Muzak's planned music service in central Indiana.

- MCA's Tv Film Syndication Div., N.Y., reports the initial sale on its new half-hour series, 34 7, to the American Tobacco Co. (Lucky Strike cigarettes), N.Y., for 34 markets, largely in the eastern part of the U.S. Agency: BBDO, N.Y. Series deals with the activities of a special agent in the Dept. of Internal Revenue.

- British Information Services announces a new catalogue of free tv films for distribution in the U.S. Most of the films are shorts. They deal with various cultural, scientific and historical aspects of life in Britain. The service maintains 12 offices in the U.S. with branches in San Juan and Honolulu. Alaska is served via its Seattle bureaus. These films supplement BIS product now distributed by Sterling
PLAYBACK

Consumer Spending

An over-all look at the U.S. economy and the role advertising and marketing must play in order to raise our sights for a target of some $330 billion or more in consumer expenditure by 1960 was presented Thursday (Jan. 22) to the New York chapter of the American Marketing Assn. by Dr. Arno H. Johnson, vice president and senior economist, J. Walter Thompson Co. He touched on the advertising approach:

"While both industry and services have an opportunity for substantial growth in their markets, they face greatly increased competition. With the increased share of the consumers’ income in the form of discretionary spending power, competition for the consumers' choice is broadened. It goes beyond just brand versus brand or competing services within a classification. It will include competition between whole product classes or with entirely different interests and services such as travel.

"To sell the volume of goods and services necessary to support a $700 billion level of production in 1969 could well require from $17 billion to $22 billion of total advertising—or nearly double the present. That would represent between 4% to 5% of the standard of living, measured by personal consumption of $345 billion.

"In its educational influence advertising expands total markets as well as speeds up the sales and turnover of recognized brands.

"Advertising has become an important stimulus to our expanding standard of living, and as a part of increased selling and vendor brand effort it can play an important role in making possible our reaching a goal of a 50% increase in the standard of living within the next ten years.

"This need for increased advertising becomes more apparent with the rapid changes in the character of our population—with the changes in age structure, education, reading habits, tv and radio saturation, and mobility."

A prizewinner's punch

Dr. Robert M. Hutchins, former president of the U. of Chicago and now president of The Fund For The Republic, warned Wednesday (Jan. 21) that U.S. survival hinges on the maximum in education.

Dr. Hutchins spoke at a dinner at the Commodore Hotel in New York where he received the $1,000 Sidney Hillman Foundation award (for meritorious public service). Twice Dr. Hutchins focused on mass media, specifically broadcasting, and cited a "failure of the FCC and Congress to develop any concept of the public interest, convenience and necessity." His suggestion for media appraisal:

". . . As automation advances, as new sources of energy are applied in industry, as the hours of labor decline, we have the chance to become truly human by using our new and disturbing leisure to develop our highest human power to the utmost. . . ."

"A dozen years ago the Commission on the Freedom of the Press recommended the establishment of a continuing independent agency, privately financed, to appraise and report periodically on the performance of the media. Everything that has happened since, and especially the use of the most marvelous electronic methods of communication for the communication of triviality, to give it no harder name, makes the adoption of this recommendation more urgent every day. . . ."

Know your customers better

Much waste in advertising can be attributed to the tendency of advertisers to forget their public is not like them in income and education, Kevin B. Sweeney, RAB president, told the Knoxville Ad Club last week. He said:

"In the world where most advertising and sales planning is done we tend often to forget that half of the families in this country have lower annual income than the lowest-paid outside salesman we know. We forget that our secretaries make more money than the total family income of over one-third of families.

"We forget that half our prospects can't read well unless you consider the reading ability of your sixth grader good."

Hutchins: periodic media appraisal needed
One of a series of salutes to successful Radio and TV stations across the nation ... and to the Northwest School graduates who have contributed to their success.

KGU
HONOLULU, HAWAII

KGU went on the air on the evening of May 11, 1922 as Hawaii's first radio station ... the 32nd licensed in the United States. KGU with 10,000 watts serves a market area of nearly 600,000 persons living on the six populated islands of the Hawaiian chain. KGU has been the voice of NBC in the Pacific for over a quarter of a century. Owned and operated by the Advertising Publishing Company, Ltd., publishers of Honolulu's morning daily, KGU has been under the same ownership since its founding. In a field of ten radio stations KGU ranks first both in income and sponsors served.

William O. Paine, Vice President & Manager, had this to say about Gene Good, a Northwest Schools graduate. "Gene has proven himself a valuable asset at KGU not only in his capacity of Sports Director but Gene's training has been so varied that he is able to step in and capably handle any assignment whether it's broadcasting from the atom-powered Nautilus over 300 feet below the ocean's surface or breaking the sound barrier at 40,000 feet in a jet plane. In addition to over 250 play-by-play broadcasts annually, Gene Good is MC of KGU's famed "Breakfast At Waikiki," and his friendly voice is heard on the offport broadcasts from the Lurline and Matsonia greeting Hawaii's visitors. Production techniques learned at Northwest Schools have enabled Gene to serve as Production Co-ordinator on the world-wide "Hawaii Calls" broadcasts. We at KGU are mighty proud of your student, Gene Good."

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

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood
Advertisers
• S. Warner Pach, assistant to president of Gillette Co., elected president of Paper-Mate, division of Gillette, succeeding R. Nisoden Harris, resigned. Mr. Harris also resigned as v.p. of Gillette, but will continue as member of board of directors.

• Andrew A. Lynn, Chesebrough-Pond’s v.p. in charge of domestic marketing, to become president of Prince Matchabelli Inc., C-P subsidiary, effective April 1. Mr. Lynn will continue in his present duties.

• Frederick C. Hitchcock Jr., previously director of new products, Warner-Lambert Pharmaceutical Co., to Shulton Inc., as assistant to president.

• Raymond B. George, with Philco Corp., Phila., since 1936, and v.p., merchandising, named merchandising manager-consumer products.

• J. A. Burgess, 59, manager of industrial advertising of Gulf Oil Corp., Pittsburgh, died Jan. 16 in Pittsburgh. Mr. Burgess had been with Gulf Oil since 1933.

Agencies
• Edwin Sonnecken, executive v.p. and general manager, Market Planning Corp., McCann-Erickson subsidiary, named president, succeeding Geo. Park, appointed management service director with account responsibilities, M-E’s N.Y. office. Nevin Gelman, manager of central research division, MPC, succeeds Mr. Sonnecken.

• James Watt Jr., for past three years member of Young & Rubicam’s account management group, Louisville, Ky., named v.p. and account supervisor.

• Terrell Van Inger, formerly on sales staff of Saturday Evening Post, to Erwin Wasey, Ruthrauff & Ryan, N.Y., as v.p. and member of new business development committee, EWR&R eastern division.

• William D. Lewis, account executive, Geyer, Morey, Madden & Ballard, Detroit, elected v.p.

• Ted Breining, account executive, Ben Sackheim Inc., N.Y., elected v.p.

• Charles S. Winston Jr., general manager of Chicago office of Foote, Cone & Belding, elected to board of governors of central region, American Assn. of Advertising Agencies. He represents Richard W. Tully, FC&B, transferred to agency’s New York office.

• Theodore O. Simpson promoted from copy supervisor to director of newly formed creative-contact department (to service agricultural and industrial clients) at Gardner Adv. Co., St. Louis. John O. Roche, copy group supervisor, named director of copy department; Josephine Walsh, copy group supervisor, named associate copy director. Mr. Roche succeeds Dean Pennington, now v.p. in charge of radio-tv commercials.


• Randolph T. McKelvey, with Young & Rubicam since 1944 and most recently v.p. and contact supervisor, named manager of agency’s Detroit office.


• Alan A. Bloomfield, formerly marketing analyst at Edward H. Weiss & Co., Chicago, to North Adv. Inc., that city, as account director.


• Hubert R. Sweet, formerly media director, Atherton & Currier, N.Y., to Doremus & Co., N.Y., as director of broadcast media.

• Maurice J. Garrett, former manager of Los Angeles office of Kudner, to Los Angeles office of C. J. LaRoche & Co.

• Hal Weinholdt, formerly with Young & Rubicam International and N. W. Ayer & Son, to McManus, John & Adams’ international department, N.Y., as business manager and account supervisor for consumer products; Norbert J. Delville, currently with department in executive capacity, promoted to account supervisor for commercial products.

• Michael Allen, formerly with CBS, Hollywood, to N. W. Ayer, Hollywood, television program department; Nicholas J. Orloff, formerly copywriter with Geyer, Morley, Madden & Ballard, to Ayer’s Detroit copy department; Sanford C. Reynolds, for past four years account supervisor, Gallup & Robinson, Princeton, N.J., to Ayer’s New York business development staff; W. Keith Hafer, business development, N.Y., to service department, Hollywood, as account supervisor; Alwyn W. Knight, in Ayer’s Philadelphia copy department, transferred to Honolulu office to take charge of Hawaiian Telephone Co. account.

• William Worster promoted from media supervisor to media director at Erwin Wasey, Ruthrauff & Ryan, L.A. Appointment relieves Roger Johnson, v.p. in charge of media and research, permitting him to devote more time to research and broad planning.

• Summer Rulon-Miller Jr., formerly with Colgate-Palmolive Co., to Cunningham & Walsh, S. F., as account supervisor.

• Andrew C. Quale, formerly of Campbell-Mithun, Minneapolis, to Wade Adv., Chicago, as group supervisor.

• Robert R. Jacobs, formerly general manager at Chicago Squirt Bottling Co., to Lilienfeld & Co., Chicago agency, as account supervisor.

• Stanley Colber, formerly advertising manager of Langendorf Bakeries, S.F., to Hoefer, Dieterich &
The only video tape in telecasting use today is "SCOTCH" BRAND Video Tape

Many people know how to make magnetic tape for video recording; some have even produced it. But only "SCOTCH" BRAND has the treasury of research experience, the technical skills and the precise manufacturing facilities to deliver a magnetic tape of consistent quality that meets the critical demands of video recording.

Today "SCOTCH" BRAND VR Tape is in frequent and growing use on every major network for delayed broadcasts and for some originations. (Examples are shown above.) Its quality is surprisingly superb — undetectable from "live" telecasts on home receivers.

Not so surprising, when you think of it, is that the first and only successful video recording tape comes from "SCOTCH" BRAND, pioneers of magnetic tapes for sound recording and instrumentation as well.
Brown Inc., San Francisco advertising agency, as account executive.

- **Carl M. Jensen**, formerly creative director of MacFarland Adv., S.F., to BBDO, L.A., as copywriter.
- **Herb Grayson**, formerly account executive at Mohr & Eicoff, Chicago agency, and director of informational services at CBS, Chicago, appointed public relations counsel at Klau-Van Pietersom-Dunlap Inc., Milwaukee.
- **Hal Stebbins**, president of Los Angeles agency bearing his name, to receive Western States Advertising Agencies Assn.'s annual award for "outstanding contributions to advertising in the West."
- **Esther K. Schwartz**, previously with WFLN Philadelphia, to print media department, Feigenbaum & Wermen, that city.
- **Joseph F. Mahan**, with Television Bureau of Advertising, N.Y., production staff since last November, promoted to assistant to director of production.
- **Daniel C. Beattie**, previously copywriter with Ross Roy Inc., Detroit, to Geyer, Morey, Madden & Ballard Inc., N.Y., as copy writer.
- **Thomas E. Armstrong**, formerly tv-radio account executive, Campbell-Ewald, Detroit, to creative staff of Fuller & Smith & Ross, Pittsburgh.

**Networks**

- **Thomas M. Lufkin**, program service manager, ABC-TV western division, has resigned. Program service activities are included in duties now handled by Court McLeod, newly appointed administrative manager, program department, ABC-TV western division. (BROADCASTING, Jan. 5).
- **Earl Zeigler**, assistant manager and photo editor, NBC press and publicity, Pacific division, named manager.
- **Norman Racusin**, director of budgets, pricing and planning for NBC-TV, N.Y., appointed director, business affairs.
- **William Koblenzer**, formerly director of sales for NTA Film Network and director of program sales, NTA, to ABC-TV as account executive.
- **Mark Loeb**, segment producer of NBC-TV's Monitor since 1955, named producer; **Norman Kehn**, production assistant, named director of Sunday evening segment; **Priscilla Blackstone**, also with production staff since 1955, named Saturday and Sunday supervisor; **Burroughs H. Prince** continues as managing editor.
- **Oliver Treyz**, president of ABC-TV, has been named chairman of television committee, and **Matthew Culligan**, executive v.p., NBC Radio, has been appointed chairman of radio committee for Brotherhood Week, Feb. 15-22, under auspices of National Conference of Christians & Jews.

**Stations**

- **Alex A. Coe** resigns as manager of KITE San Antonio to become co-owner with Connie B. Gay (also owner of KITE) of WYFE New Orleans. Mr. Coe will also serve as v.p. and general manager of WYFE. Other KITE appointments: **Ed Winton** adds duties of general manager in addition to present post as national sales director, and **Kelly Wofford** to station manager in charge of sales.
- **James E. Goldsmith**, formerly sales manager of KWK-TV (now KMOX-TV) St. Louis, appointed director of sales of ch. 11 KCPP (TV) St. Louis, scheduled to begin broadcasting in early spring.
- **Harry Edelman** resigns as general manager of KELP-AM-TV El Paso, Tex.
- **Hurbert Taft**, 81, formerly editor and publisher of old Cincinnati Times-Star, died Jan. 19 in Indian Hill, Ohio. Mr. Taft joined Times-Star as police reporter in 1901 and was chairman of board when paper was sold to Scripps-Howard July 20, 1958. Mr. Taft is survived by several children including Hurbert Taft Jr., president of Taft stations (WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, both Ohio; WBRD-AM-FM-TV Birmingham, Ala.; WBRJ-AM-FM-TV Knoxville, Tenn., and WKYT [TV] Lexington, Ky.).
- **Joseph E. Cain**, president of P.R. Mallory & Co. (precision electronic BROADCASTING, January 26, 1959
and metallurgical products), Indianapolis, elected to board of directors of Gross Telecasting Inc. (WJIM-TV Lansing, Mich.).

- Harvey L. Glascock, formerly national sales director, Kluge Radio, appointed general manager of WHK-AM-FM Cleveland, effective Feb. 1, replacing Henry W. Simmen, assigned to sales post at WNEW New York. Three stations are owned by Metropolitan Broadcasting Corp.

- Richard L. Gravel, local sales manager of WTAG-AM-FM Worcester, Mass., past eight years, promoted to national sales manager. Herman H. Kramer succeeds Mr. Gravel as local sales manager.


- Ken Waligorski promoted from director to station manager at WISN-TV Milwaukee.

- Harry C. Offutt Jr. assumes duties of president of Trans-Chord, licensee of WTXC (FM) St. Petersburg, Fla., good-music station scheduled to begin broadcasting in February. Other appointments: Harry Brown, station manager; Jim Riser, sales manager, and Ray Dowell, program director.


YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

Nebraska has two big markets. One is in the extreme East. The other is big (66 counties), well-to-do Lincoln-Lancaster, containing more than half the buying power of the entire state!

Three top TV stations are battling for ratings in the extreme Eastern market (and, naturally, slicing the pie three ways). In Lincoln-Lancaster, there are no such goings-on. The NCS #3 map shows clearly that KOLN-TV is the one-and-only station that covers this wealthy area.

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

here is... modern radio

"We are batting 100% on all presentations so far and think RADIO HUCKSTERS will make 1959 a banner year." Chet Miller, WVPO, Stroudsburg, Pa.

"These extra sales in one week will almost pay for our use of Lang-Worth for a year! Chas. Seebeck, WTON, Staunton, Va.

You get results from Radio—Modern Radio—with RADIO HUCKSTERS jingle service. Inquire today!
FLORIDA'S largest shopping center developers have picked Jacksonville and Jacksonville has shown over this recent addition to the rapidly expanding North Florida economy.

Howard E. Stark
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

ROBERT NOVAK, formerly national manager of Mutual, appointed program manager of KPIX (TV) San Francisco, succeeding John Highthander, resigned. DR. DAVID PARKER, formerly tv director of NBC, Chicago, named KPIX editorial writer, and Fred Joslyn, with station since 1952, to education director.

AL DANERI, air personality of KCKC San Bernardino, Calif., elevated to program manager.

JACK G. CARNEGIE, formerly of KLX Oakland, Calif., and KCBS-AM-FM San Francisco, appointed program director of KOFY San Mateo, Calif.

ALBERT J. SIMON, formerly film director of WSAV-TV Savannah, Ga., to KSBW-TV Salinas, Calif., in similar capacity.

FRANK ARVEY, formerly farm service director of KWWL Waterloo, Iowa, to WOW-AM-TV Omaha, Neb., as assistant farm director.

DAN INGRAM, air personality of WNHC-AM-FM New Haven, Conn., promoted to director of production department.


LANSDELL ANDERSON, formerly account executive of BBDO, N.Y., appointed regional sales manager of Intermountain Network, headquartered in Salt Lake City, Utah.

PHIL SANFORD, formerly account executive of WKAT Miami Beach, Fla., to WTVJ (TV) Miami in similar capacity.

HOWARD, program director of WINS New York, adds similar duties of sister station KDAY Santa Monica, Calif. Jim Hawthorne, KDAY morning air personality, moves to afternoon slot, replacing Earl McDaniel, resigned.

EDWARD L. MORRIS, formerly public relations director, United Charities, appointed director of development at WTTW (TV) Chicago, educational station, succeeding Chalmers H. Marquis Jr., named programming director.

ALIDA MERSOP, former public relations coordinator, NBC-TV's Tonight program, named manager of publicity, WPIX (TV) New York.

TOM MATTs, formerly news director, KELP El Paso, Tex., to same post, KBOX Dallas, Tex.

avery chenoweth, formerly art director of WMBR-TV (now WJXT [TV]) Jacksonville, to WSAZ-TV Huntington, W. Va., as program director.

RUSSELL HOFFMAN, formerly production manager of WTXL West Springfield, Mass., to program director of KDuo (FM) Riverside, Calif., scheduled to begin broadcasting Feb. 14, according to Larry Smith, general sales manager. Other KDuo appointments: Bruce Grant, formerly news and farm director, WHB-AM-TV Kansas City, to similar post; Bob Howard, formerly with sales staff of KMLA (FM) Los Angeles, to commercial manager; Bob Sperry, formerly commercial manager, KBcA (FM) Beverly Hills, Calif., to sales promotion manager; Patricia Bennie, formerly with McGavren-Quinn Corp., L.A., to market research director; Don Ridgeley, formerly construction engineer of KFMU (FM) Glendale, Calif., chief engineer, and Don Chambers, formerly of KGVO Missoula, Mont., to announce.

SHERMAN A. STRICKHOUSE, with WIE Providence, R.I., for eight years, appointed program manager.

CLIFF MICHAELS, formerly assistant advertising manager of Nelson Electric Mfg. Co., Tulsa, to KACK, that city, as public relations director.

BARRY SHERMAN, formerly manager of WSCR Scranton, Pa., to WITH-AM-FM Baltimore as operations manager.

ing Ben Strouse, president, WWDC Washington and WMBR Jacksonville, Fla., resigned.

HAMILTON M. Woodle, formerly program director of WOLF Syracuse, N.Y., to WSPB Sarasota, Fla., as v.p. and general manager.

HENRY H. Franz, account executive of WBFM Indianapolis since 1955, promoted to local sales manager, effective Feb. 1.

ERWIN NEEDLES, formerly sales manager of WKNB New Britain, Conn., to WMAS Springfield, Mass., as commercial manager, effective today (Jan. 26).

IRVIN G. (Mike) Boudreau, account executive with WDBC Hartford, Conn., for six years, promoted to local commercial manager. Shirley Dobson to WDRC as assistant music librarian.

Harry Ladis, commercial manager of KBLO Hot Springs, Ark., named station manager.

Howard - TV
Channel 12
Jacksonville, Florida
Florida's Colorful Station

Ralph Bierbaum,
Vice President and General Manager,
Food Fair Properties, Inc.

Food Fair Properties, Inc., has picked Jacksonville for a gigantic 41-acre shopping area—Phillips Highway Plaza. The faith of America's largest shopping center developers in the State of Florida's Gateway City is exceeded only by the enthusiasm Jacksonville has shown over this recent addition to the rapidly expanding North Florida economy.

And Jacksonville Picks WFGA-TV
In Jacksonville, Jaxons have picked WFGA-TV, Channel 12 as the best family station in the huge $1.5 billion North Florida-South Georgia market. Basic NBC and Selected ABC Programming. Represented nationally by Peters, Griffin, Woodward, Inc.

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS 86 (FATES & FORTUNES) BROADCASTING, January 26, 1959
Representatives

- **FRANK HUSEY**, account executive in Chicago office of CBS-TV Spot Sales, to New York office in similar capacity.

- **KENNETH R. ATWOOD**, formerly of CBS Spot Sales, Chicago, named branch manager of new St. Louis office of Robert E. Eastman & Co., which opened last week.

- **FRANKLIN C. WHEELER JR.**, formerly account executive for KJBS San Francisco, to The Katz Agency 1v sales staff, San Francisco office.

Programming

- **JAMES WEATHERS**, national sales manager, World Broadcasting System Inc., N.Y., named general manager, succeeding RICHARD LAWRENCE, who has joined Economee TV, N.Y., as general sales manager (Broadcasting, Jan. 19).

- **ROBERT MONROE**, World's representative in southwest, named western division sales manager, S.F. Also appointed to sales staff were JOHN S. MURPHY, formerly president and general manager of WROD Daytona Beach, Fla., and EDWARD L. DAVIS, formerly account executive, WFBR Baltimore.

- **CECIL BLOUNT DE MILLIE**, 77, Hollywood mogul for 45 years and once producer-narrator of Lux Radio Theatre, died Jan. 22, in Hollywood, following a heart attack. Mr. De Mille produced and directed 70 films, including "The Ten Commandments," which promises to be greatest money maker in cinema history. He was associated with Lux Theatre from June 1, 1936, until Jan. 22, 1945, when his refusal to pay $1 assessment levied (improperly, he said) by AFRA (now AFTRA) caused his loss of union membership, automatically barring him from air.

- **VAN B. PHILLIPS**, general sales manager, Recordak Corp., N.Y., elected v.p. of sales and advertising.

- **MARC DANIELS**, director of Theatre Network Television for four years, appointed v.p. in charge of programs.

- **KURT BLUMBERG**, formerly manager of sales administration and planning for Independent Television Corp., resigns to join United Artists Television Inc., Feb. 1, as administrative assistant to Bruce Eells, executive v.p. of United Artists Television. Mr. Blumberg also becomes UA-TV's manager of syndication operations.

- **KAY NORTON**, consultant with United Artists Records since last September, named v.p. in charge of administration.

- **WILLIAM FROUG**, formerly producer at Screen Gems, to Goodson-Todman Productions in Beverly Hills, Calif., as head of creative production.

- **FRED RAPHAEL**, manager of film commercial production, J. Walter Thompson Co., N.Y., to join Videotape Productions of N.Y. in February as manager of client relations.


- **WILLIAM A. CORNISH**, formerly of Official Films, N.Y., as account executive, appointed director of national sales of Flamingo Telefilm Sales, N.Y.

- **DICK JACOBS**, musical director for Coral Records, N.Y., to director of artists and repertoire.

- **MELVIN DANHEISER**, formerly of RKO Radio Pictures, named administrative assistant to director of foreign distribution and film coordinator of National Telefilm Assoc., N.Y.

- **KEVIN COUGHLIN**, associated with Ruth Burch in Hollywood since 1952, has established independent casting agency with headquarters at Desilu Gower studios, Hollywood. His assistant will be Pat Rose. Mr. Coughlin was previously with MGM casting department.

- **ALBERT J. COHEN**, producer of Ann Sothern series at Desilu Productions,

**ΦΩΣ and ΑΛΗΘΕΙΑ**

**APOLLO**

**Light and Truth**

APOLLO was considered to be "the most Greek of all the gods" and even by today's standards, he would be considered quite a hunk of man—handsome, sophisticated, cultured—but why go on, let's just say he had many excellent characteristics attributed to him. The Greeks called him the God of Light and Truth. Whenever the Greeks wanted to know the truth, they always went to Apollo's shrine at Delphi, and the oracle there came up with the right answer.

Today's advertisers and time buyers want to know the truth too, so if you are in the dark about selecting the best radio station in Cincinnati to sell your product, let us enlighten you—IT'S WCKY, and truthfully, here's what you get:

1. Adult audience—73% of WCKY's audience is composed of housewives who control the family purse and spend the major portion of family income.

2. 50,000 Watts of Selling Power, covering all of the Cincinnati trading area.

3. Good music and news 24 hours a day.

4. Air salesmen who sell your product.

5. A prestige station with progressive management.

.... So don't go to Apollo's shrine at Delphi, just consult our oracle: Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who will shed some light on your problem and tell you the true story about WCKY and its power to sell your product.

**WCKY**

50,000 Watts of Selling Power

Cincinnati, Ohio

BROADCASTING, January 26, 1959
Hollywood, has secured his release to devote time to developing number of TV series. Mr. Cohen will headquarter at Samuel Goldwyn Studios.

- **KEN WELDON**, formerly midwest representative of Flamingo Telefilm Sales, N.Y., to Hollywood Television Service as mid-states distributor.

**Equipment & Engineering**

- **HARVEY TULLO**, v.p. in charge of purchasing, Emerson Radio & Phonograph Corp., Jersey City, N.J., assumes additional responsibilities as senior v.p. in charge of consumer products, engineering, manufacturing and purchasing. DORMAN D. ISRAEL, executive v.p. and chairman of executive committee, will now devote efforts to Emerson's government electronics division.

- **CHARLES L. HULSWIT**, president and director of Orange & Rockland Utilities Inc., Nyack, N.Y., elected to board of directors of Dynamics Corp. of America, N.Y.

- **DR. LLOYD T. DEVORE**, formerly general manager of Stewart-Warner Corp.'s electronics division, to Hoffman Electronics Corp., L.A., as v.p. and director of new research division, Hoffman Science Center. Center will establish temporary quarters in Santa Barbara, Calif., pending construction of modern research facility.

- **THOMAS L. TAGGART**, formerly of Douglas Aircraft Co. and treasurer of Ampex Corp., Redwood City, Calif., past five years, named v.p. and treasurer of Ampex.

- **RICHARD W. LEE** and **WILLIAM P. HILLIARD** named v.p.'s, respectively, of engineering and research and administration and manufacturing of General Precision Lab Inc., Pleasantville, N.Y., subsidiary of General Precision Equipment Corp. Mr. Lee was formerly v.p. and director of firm's avionic engineering division. Mr. Hilliard continues as president of company's manufacturing subsidiary, Pleasantville Instrument Corp.

- **THOMAS H. MOSS**, general sales manager of Turner Co. (makers of microphones and electronic devices), Cedar Rapids, Iowa, elected v.p. Mr. Moss joined Turner in 1952 as assistant sales manager and was named jobber sales manager in 1956.

- **ALEXANDER M. MACLENNAN**, 64, recently retired assistant v.p., public relations, International Telephone & Telegraph Corp., died Jan. 19 in Del Ray Beach, Fla., following heart attack.

- **LEONARD J. BATTAGLIA**, with RCA since 1940, named manager, communications marketing department.

- **LEWIS E. GILLINGHAM**, formerly marketing manager of RCA International Div., to Altec Co., L.A., as marketing director and advertising manager.


- **RICHARD O. BAILEY**, with Burroughs Corp., Detroit, since 1947, appointed director of public relations, succeeding EUGENE LITTLEJOHN, resigned to join Standard Oil Co. of New Jersey in public relations department.

- **KENNETH A. SIMONS**, with Jerrold Electronics Corp., Phila., since 1951, appointed chief engineer and will head research and development program.

- **ERNEST LYLE**, with Lansdale Tube Co., division of Philco Corp., Phila., since 1940, appointed technical administrative assistant to plant manager.

**Allied Fields**

- **D. GORDON GRAHAM**, most recently with Edward Gottlieb & Assoc., N.Y., to Creative PR Inc., N.Y. as account executive.

- **GEORGE FRANK**, formerly senior accountant at Klein, Hinds & Finke, N.Y., to Theatre Network Television with responsibility for financial, legal and administrative matters.

- **COLIN KEMPNER** and **JANET SILEN**, study directors, Institute for Motivational Research, named research coordinator and director, women's products division, respectively.

- **GEORGE GRUSKIN** resigns from William Morris agency after association of 25 years, last decade in national radio and tv department. Mr. Gruskin will establish offices as consultant in creative programming, sales and financing of tv and motion pictures.

- **MARGARET K. MACCOLL**, for past two years owner of own public relations firm and FRAN RILEY, head of own publicity-promotion office, have combined to form MacColl-Riley Assoc. (public relations) 232 Madison Ave., Murray Hill 8-5982, in New York.

- **DR. EUGENE R. BERTERMANN**, director of overseas operations, Lutheran Hour program and president of National Religious Broadcasters, named executive director of Lutheran Church-Missouri Synod Foundation, effective Feb. 15.

**International**

- **J. ALPHONSE OUIMET**, president of Canadian Broadcasting Corp., suffered heart attack Jan. 18 and was taken to hospital where he was reported to be "resting comfortably." Mr. Ouiemt's duties were assumed by E. L. BUSCHEL, who will attempt to find solution to strike of 73 CBC producers, which began Dec. 29, 1958.

- **JOHN L. MOORE**, formerly of CJSP Leamington, Ont., to general manager of CHLO St. Thomas, Ont.
NAB SPOTS TECHNICAL GROWTH

Chicago affair to feature equipment news

Technical progress and new developments in broadcast equipment will be demonstrated at the NAB convention, to be held March 15-18 at the Conrad Hilton Hotel, Chicago.

Automatic tv programming systems, intercity relays, stereo, remote control, multiplex, transistors and weather radar will be discussed at the Engineering Conference, to be held concurrently with the Management-Ownership Conference.

Contracts for displays of equipment in the lower lobby of the hotel utilize extra space available since the 1957 convention at the Conrad Hilton. Space totals nearly 19,000 square feet, over 20% more than the combined equipment exhibits at the 1958 convention in Los Angeles. The 1959 meeting will not have a separate sample-room floor for programming, film, transcription and other service exhibits.

As of today, here is how the three days of events are scheduled:

The engineering sessions start the morning of Monday, March 16, with Raymond F. Guy, NBC, presiding. Dr. George A. Town, executive director of Television Allocations Study Org. will review the findings of Taso tests, aided by William L. Hughes, Iowa State College; Lucien E. Rawls, L. H. Carr & Assoc., and Harold C. Towson, General Electric Co.

James B. Thorpe, president of Visual Electronics Corp., will explain a building-block tv program automation system, and an NBC engineer will describe automatic programming at WRC Washington. J. Roger Hayden, Dresser-Ideco Co., will outline tower and guy-wire vibration problems. D. Pederson, RCA, will speak on tv antenna impedance requirements. Orrin W. Towner, WHAS-AM-TV Louisville, will read a paper on tower lighting and marking.

The inter-city reversible microwave relay built by Jefferson Standard Broadcasting Co. will be described by M. J. Minor, WBTB (TV) Charlotte. N.C. Lynn R. Zeilmer, General Electric Co., will speak on semi-conductor transmitter plate supplies.

Emil P. Vincent, ABC, will open the Tuesday program with a discussion of stereophonic broadcasting and Frederick Chassey, WFLN Philadelphia, will go into stereo mixing problems. Jay Black, Gates Radio Co., will review spot tape recorder operations.

Harold L. Kassens, FCC Broadcast Bureau, will analyze FCC's action on applications for remote control of directional stations. Dwight Harkins, Harkins Radio, will trace multiplex developments. A paper on transistors by R. N. Hurst and John W. Wentworth, RCA, will be read by Mr. Wentworth.

Engineering delegates will take part in the Monday and Tuesday management luncheons and the annual FCC-industry question-answer forum Wednesday morning. At the engineering luncheon Wednesday the first NAB Engineering Award will be presented to John T. Wilner, Heearst Radio.

The final technical session Wednesday afternoon will open with a panel on videotape standards and operational problems. R. Craig Christie, Collins Radio Co., will speak on radar weathercasting. Dr. George H. Brown, RCA chief engineer, will read a paper on simplified methods of array design to obtain a desired directive pattern. Herbert R. More, Kleigl Bros., will describe a high-power transistor dimmer.

Film, program, transcription and other services firms holding NAB associate membership will be assigned hospitality suits around the hotel.

Those showing broadcast equipment in the convention's exhibition hall are:


Cold tube developed

The Dept. of Defense announced last week development of a cold radio tube which is considered the first major breakthrough in basic tube design in more than 30 years. The heatless tube
was developed by the Army Signal Research & Development Lab, Fort Monmouth, N.J., and Tung-Sol Electric Inc. "In the future radio and tv sets equipped with cold tubes may rarely if ever need replacements," the announcement said. The tube consists of a tiny nickel cylinder coated with dried milk of magnesia, the Army said. It uses less than one-tenth the power of a standard radio tube and requires no warmup period.

**Dick Tracy in space**

Entire electronic circuits no bigger than a cough drop may cut down the electronic gear in missiles and space satellites to one-tenth their present bulky size, RCA President John L. Burns said last week. Addressing RCA distributors in San Francisco, Mr. Burns declared entire assemblies of transistors, wiring and other elements have been compressed into micromodules. This is part of a two-year, $5 million development contract with the U.S. Army Signal Corps, he said. Mr. Burns told his distributors that electronics sales to business and industry was expected to increase by 27% in 1959.

According to a letter to Mr. Boyd Lawlor, Mid-West Sales Manager, of Community Club Services Inc., Mr. Joe Rohrer, President & Manager of Radio Station WLX, La Crosse, Wisconsin, stated the following: "We are just getting underway with our Community Club Awards Campaign. It looks as if Community Club Awards will be a big success in La Crosse. We have heard about Community Club Awards for several years from other station managers, and without exception, they give it their recommendation. It appears to be the answer to a radio station's requirements for a well-planned promotion and sales campaign with a bonus of excellent public relations and public service. It should produce some happy advertisers.

Perhaps we should apologize for giving you such a workout. You were willing and we were eager! An ordinary man has trouble just keeping up with you. Not that you use pressure either. It is just a smooth flow of logical facts with all the answers. The way it adds up for Community Club Awards is to take a good station, a good market, mix them up and it should be nothing but good!"

**Japan's radio exports to America on increase**

Nearly one million Japanese transistor radios entered the United States in three months last autumn. This amounted to one-third of the more than 2.95 million non-auto radio sets produced by American manufacturers in the same period.

Official Dept. of Commerce figures show that Japanese radio imports are increasing at a fast pace but so far TV imports are only a trickle. Japanese radio imports by the U.S. totaled 1,899,574 receivers (valued at $12.8 million) in the first nine months of 1958, according to commerce figures. This nine-month total more than doubles 1957's figure when 642,334 Japanese radios (valued at $5.3 million) were imported.

Japan's electronics industry reported production valued at $333 million in the first nine months of 1958, 24% above the same 1957 period. The commerce study, compiled from reports prepared by the American embassy in Tokyo, showed that production of consumer electronic products and semi-conductors in the first three months of 1958 exceeded the entire 1957 output.

Japanese exports of TV receivers and chassis rose from 6,116 units (valued at $266,800) in 1957, to 10,802 units (valued at $632,800) in the first nine months of 1958.

Total production of Japanese radio receivers numbered 3,357,100 units (valued at $65 million) in the first nine months of 1958 compared to 3,685,000 units (valued at $72 million) in 1957.

**Electronics to add over billion—Burns**

The expanding electronics industry will continue to flourish in 1959 and business is expected to climb from nearly $14 billion in 1958 to "well over" $15 billion this year, according to John L. Burns, RCA president. In a statement issued during a Chicago meeting of RCA's consumer products officials and distributors, he said the electronics industry's growth is being accelerated by "dramatic innovations" in products for defense, business, industry and the home. He called the consumer products market "a big one," and added:

"It is estimated that factory sales of consumer products in 1959 will increase by at least 7% over the 1958 volume of $1.6 billion. Sales of phonographs and tape recorders will be considerably higher with the growing shift to hi-fi and stereo instruments."

Mr. Burns asserted that "color television is ready, color is right, color is here."
**DOWN TO THE SEA WITH SUDS**

*County Fair*, NBC-TV's daytime stunt show (Mon.-Fri., 4:30-5 p.m.), does things in a big way, as witness the "world's largest washing machine" episode broadcast Jan. 12.

The idea was that a couple who had won a week's series of contests on the show were to be flown from New York to Cypress Gardens, Fla., to wash a ton of laundry in an outdoor swimming pool. The cleaning agent: Wisk liquid detergent, a sponsor on the show.

The pictures show what was involved: the Cypress Gardens pool, built in the shape of the state of Florida and containing 80,000 gallons of water; four Johnson Sea-Horse outboard motors as agitators; four gallons of Wisk; a specially-built laundry hamper 10 ft. high, 8 ft. wide and 6 ft. deep; a ton of dirty laundry collected from hotels, motels and commercial laundries in the area.

It worked. Suds 3 ft. deep covered the 2,200 sq. ft. area in less than two minutes. Filming of wide overhead shots was done from a 60-ft. tower that was erected originally at Cypress Gardens to shoot an Esther Williams movie some years ago.

The stunt involved 11½ minutes of air time, and Wisk liked it so well that it's had a 1-minute commercial extracted for additional airing.

The giant wash was set up through Gale-Gernnatt, packager firm, and BBDO, agency for Wisk. Technical crews made three trips to Florida in advance of the actual shooting and "pre-tested" the stunt in a smaller pool before the "live take" was filmed. That "take" took three days. Not the least of the hazards was weather, as Florida was suffering from rain a good part of the time.

They got it into the can before air time, but not enough before to get the film back to New York. The segment was fed into the network line from Jacksonville, where NBC-TV is affiliated with WFGA-TV.

Bill Ballard and Bob Ellis of BBDO represented the client and the agency in working with Herb Landon, executive producer for the program.
Three for four • KGW Portland, Ore., hired a chimpanzee to lead two models in a "saturation" tour of downtown Portland, giving away balloons and candy that proclaimed KGW's "Sound 62 (620 kc), Fourth Dimension Radio."

The Fourth Dimension buildup started four weeks ahead of time in an all-out local schedule of air announcements by the station manager, bus cards, daily television spots, daily newspaper ads and double billboards. Christmas shoppers got free rides on three KGW "shoppers' special" buses.

While promoters and programmers explored new dimensions in their departments, the KGW engineers went to work and came up with an improved signal. The Fourth Dimension sound debuted Jan. 9 with new station personalities, big-band jingles, stepped-up news operation and a "KGW Dollars" promotion, awarding up to $1,000 a day to listeners.

Brains behind the Fourth Dimension were Fred Von Hofen, station manager; Bob Franklin, promotion director; Don Porter, program director, and Jackson Fleming, local sales manager.

Listen, look and call police

Hot car reports are going like the proverbial hot cakes on WHB Kansas City. Stolen car broadcasts on Eddie Clarke's morning show produced such results that WHB has added a second "hot car" report each day on the 4-7 p.m. Top 40 Show. The Kansas City Police Dept. credits WHB with the fast recovery of several stolen autos in a few weeks, the station reported.

Farflung salesmen see preview

When a sponsor's employees are spread out over many counties and he can't bring them in to preview his new film property, what's the best solution? That problem confronted Steffen's Dairy Foods of Wichita, which bought Rescue 8 on KTVH (TV) Hutchinson-Wichita.

The answer, as suggested by the station, was an advance promotion blast, including 2,000 handbills, direct mail pieces, program bulletins—and a special Sunday morning preview for employees. Thus, the day before the film series bowed, a sustaining show was pre-empted for the special half-hour syndicated showing plus a 15-minute announcement talk to employees (8:45-9:30 a.m.).

Announcing it to employs (and other viewers), station officials and local and area fire department representatives joined sponsor executives in KTVH studios to announce and view the series themselves.

Chicagoleans want space news

A new "space age news map," published by Rand McNally & Co. and offered by WNBQ (TV) and WMAQ Chicago as a public service, drew over 5,000 requests from listeners-viewers over a 10-day period. The maps were originally printed by Rand McNally to sell for $1, and were available to stations in Chicago and other major markets for distribution to listeners and viewers for 25 cents to cover postage and handling. Included on the map: information and diagrams about the International Geophysical Year, earth satellite programs and new weapons for the space age, a polar map of the world and various geographical areas.

BFR group all over capitol

The BFR Stations of South Dakota spread their call letters around the state capitol while giving full-scale remote coverage of the governor's inauguration and legislature opening. The outlets (KELO-TV Sioux Falls, KPLO-TV Reliance and KDL-O-TV Florencia) installed a complete closed-circuit operation in the state capitol at Pierre, with tv sets placed strategically in the building so overflow crowds could watch the inauguration and activities of inauguration week. KSO Des Moines and WLOL St. Paul (also in the BFR group) are providing news of the Iowa and Minnesota legislatures, respectively, for airing on KELO.

WISN-TV spices film package

Promotion with an Italian flavor was served up by WISN-TV Milwaukee for the premiere movie of its new feature film package. Key advertising executives in the area were treated at home to pizza a few minutes before Italian movie actresses Sophia Loren and Silvana Mangano appeared in "Gold of Naples" on the WISN-TV channel.

The pizza dinners followed up perfumed letters which arrived earlier to urge the admen to "please stay home this Saturday night," and signed, "See you on WISN-TV—Sophia."

WJHO solves p.a. crisis

A crisis which occurred only hours before dedication ceremonies of a new $1 million high school in Opelika, Ala., was smoothed over by WJHO, that city, which broadcast the event from the school's auditorium. School officials were "slightly chagrined," WJHO said, to learn that the auditorium had not been equipped with a public address system. WJHO saved the day by picking up its own broadcast on the school's am tuner and feeding it through the intercom system to every speaker in the building, including the auditorium. The time lapse was less than one microsecond, WJHO estimates.

Prizes aid rise of South

For copping first prize in WSM-TV Nashville's sales contest, David Grimm, account executive for the Edward Petry Co., station representative, was presented a commission as Colonel in the
Confederate Army by Hi Bramham, commercial manager of the station. Second prize in the competition was $500—in Confederate money.

**KMBC-AM-TV contest swings**

With three weeks until deadline, KMBC-AM-TV Kansas City staffers are sorting entries in the tripartite "Swing Girl" contest. Winners in separate art, copy and media divisions of the competition will have their choice of week vacations in New York or Las Vegas. Victors will be named March 1. The contest is named for the "girl on the swing" featured in the stations' advertisements. Goal of the art contest is to develop a fresh treatment for the KMBC "Swing Girl." Copy contest: suggest a campaign theme for trade advertising. Media contest: mediamen are asked to prove why they'd use KMBC-KFRM (FM) Radio and KMBC-TV as basic stations in Kansas City.

**Snow melts sales resistance**

KPIX-TV San Francisco credits a promotion on the theme of "Snow Falls in Maiden Lane" with helping to sell out all advertising in three feature Paramount film programs on the station. The Maiden Lane Assn., a group of business establishments in San Francisco, cooperated in advancing the "snow" theme by decorating their shops with wintry scenes; restaurants and bars featured snow hiballs and martini snow-cones. The station itself created a miniature of the familiar Paramount snow-capped mountain by bringing in 24 tons of snow. At a kick-off party on Jan. 7, promotional features included models clad in bathing suits and fur pieces, Alaska huskies, a skier and a snowball fight.

- **Drumbeats**
  - It's North vs. South in the latest race for record in marathon broadcasting, launched on Jan. 20. Two Florida d.j.'s—Red Evans of WTAL Tallahassee and Dave Hunter of WZRO Jacksonville Beach—are competing against each other and also with d.j. Peter Tripp of WMGM New York in an effort to exceed a record of 7 days and 19 hours claimed for Mr. Hunter last August.
  - KRCA (TV) Los Angeles is celebrating its 10th birthday by broadcasting pictures and news from a 10-year-old edition of the L. A. Examiner. Viewers who identify themselves in the old news get prizes.
  - WLWA (TV) Atlanta, Ga., calls attention to its "Tower of Stars" in a mailing piece featuring a pair of optical-illusion spectacles captioned, "Look what you're missing." Copy behind the fake eyes lists market and coverage data and describes WLWA's "traveling wave" tower.
  - Guests at a preview luncheon of Alcoa Presents (ABC-TV) found note-taking lighter than usual. Alcoa presented each with an aluminum clip-board equipped with aluminum pen, aluminum pencil and aluminum-covered publicity kit.
  - A total 584 stations have pledged more than 11,000 spots in the NAB "Look for a Room With a Radio" campaign, aimed at traveling listeners. Some have tied in motel-hotel commercial schedules.
  - KXOK St. Louis got 5,000 lipstick kisses in a 20-day lip-imprint contest conducted by Gentleman Jim Bradley, d.j. More than 1,200 KXOK listeners entered d.j. Jack Elliott's beard-naming competition, vying for electric shaver prizes with such descriptions as "Muss-Tuchit." "Old Faceful" and "Mug-Rug."
  - KREK Spokane, Wash., equates good works with "Good Words." Rotating such keywords as "crusade aider" (promoting United Givers Fund), "smile" and others plugging general good will or specific charities, KREM awards cash to listeners who answer the telephone with the Good Word.
  - A feature of the annual meeting of the Fresno (Calif.) County-City Chamber of Commerce on Feb. 6 will be a sound-on-film presentation of the chamber's activities in 1958 from KFRE-TV Fresno. The film is an annual public service project of KFRE-TV.
  - Rex Dale, d.j., at WAMP Pittsburgh, conducted his afternoon record show in an iron lung for three days to raise $2,100 for the March of Dimes.
  - WAYE Baltimore is sending out free copies of its February program guide in exchange for contributions to the March of Dimes.
  - CJON-AM-TV St. John's, Newfoundland, has issued the second in a series of long-play discs of "Newfoundland Folk Songs," sung by the CJON Glee Club. The Glee Club is maintained by the CJON stations on a continuing basis.
  - A daily reminder of WDIA Memphis, Tenn., is in homes of 12,500 listeners. The 1959 edition of the station's annual 12-page "Historic Almanac Calendar" (25 cents) has been mailed to Negro listeners in a six-state area.
  - Frank Sinatra, often cool to reporters, made himself available for a telephone interview with a nighttime disc jockey of WIRL Peoria, Ill. Stan Major of WIRL snagged the star on Hollywood movie set and taped a five-minute interview for broadcast with a new Sinatra album.

**Parade on four tv channels**

St. Paul's (Minn.) annual winter carnival parade this year will be covered live by all four Twin Cities tv stations, WCCO-TV, in addition to its Jan. 31

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**Magnetic look** • Pre-tested for eye-attraction and identity-retention qualities the "V for Video-tape" is one of the symbols being distributed by the tape developer, Ampex Corp., to VR-1000-equipped stations for promotion of local recording and playback services.
Cubist sculptor • Milt Spencer, news-sports personality of WFLA-TV Tampa-St. Petersburg, Fla., clears away chips from the “World’s largest ice cube,” placed downtown by WFLA-AM-TV for the First Annual Florida Snow Carnival, merchants’ promotion.

Broadcast audiences and downtown shoppers were asked to guess how long the cube (512 cubic feet, 17½ tons) would last under the Florida sun. A total of 4,721 responded to a week and two days of air promotion, the winner guessing within 1:30 minutes of actual melt time, which was two days, two hours, 57:14 minutes. The estimate was worth a trip to Paris for the winner and her husband.

parade pickup, plans an hour-long carnival preview. Other stations participating will be KSTP-TV, KMSP-TV and WTCN-TV.

Television stars scheduled for appearances at the winter event include performances of CBS-TV’s Jimmy Dean Show, George Montgomery, star of NBC-TV’s Cimarron City series, and Ronnie Burns of the NBC-TV George Burns Show.

Long distance movie promotion

WCKR Miami reached 5,000 miles across the Atlantic to produce a movie commercial. The special, live spot announced the opening of the British film, “A Night to Remember,” in three theatres owned by Florida State Theatres. Two days before the movie opened, Diane and Dick Osborne of WCKR’s Miami After Dark program called the film’s producer in Belfast, Ireland, to interview him on production techniques of recreating the Titanic ship disaster, subject of the movie. Peak crowds came to the three theatre openings, WCKR reports.

WCCO lands editors’ help

Newspaper editors in the five-state area served by WCCO Minneapolis are cooperating in station-sponsored contest to find the ice fishing champions of the Northwest. Fishermen enter the event by registering catches with the editors of their hometown newspapers, who complete the entry blanks and forward them to WCCO. Contest details and progress are broadcast daily on the 10:15 p.m. sports show, Outdoor Report. WCCO will award $50 savings bonds to winners in each of three classes and merchandise prizes to others.

WBKW-TV rep issues factbook

Avery-Knodel Inc., N.Y., released last week a report entitled “Facts about WBKW-TV New TV Giant in Buffalo.” The presentation describes the ch. 7 station’s market coverage, transmitting facilities, promotion campaigns offered and advertising advantages. It makes a comparison of all Buffalo television stations according to costs and coverage. The report may be obtained from the station representative’s home office, 720 Fifth Ave., New York City. WBKW-TV is completing its second month on the air.

Parlay at the summit

You are cordially informed of a Parlay at the Summit whereat will be promulgated matters of highest importance affecting Proces Verbal, Aides Memoire, Protocol, Precedence, Non-Belligerent Measures Short of War, Show of Force, Jurisdiction of States, Boundaries and Servitudes, and other matters.

Thus formally WIS-TV Columbia, S.C., announces its new 1,526-ft. tower, which is expected to double coverage. Inside the fold of the announcement is a glossary explaining: "Proces Verbal is the process by which WIS-TV gets words and pictures (not to mention music) into the minds of South Carolina’s richest buying audience." The "jurisdiction of states" is a coverage map, while "Aides Memoire [is] a diplomatic device . . . aiding the buying memory of nearly 2.5 million people." The "summit" is taller than the Empire State Building, the Eiffel Tower and the Pyramid of Cheops, Egypt.
FOR THE RECORD

Station Authorizations, Applications

As Compiled by Broadcasting

Jan. 15 through Jan. 21: Includes data on new stations, changes in existing stations, ownership changes, hearings, cases, rules & standards changes and routine roundup. Explanation of abbreviations on page 103.

New TV Stations

APPLICATION

New Orleans, Louisiana—Coastal Television Company files application for 3210 kHz in New Orleans, La., subject to condition that operation on ch. 13 shall cease at such time as regularly authorized tv service commences on ch. 12 in New Orleans, La., but in no event is to continue beyond time of commencement of operation on ch. 13 at Biloxi, Miss., in association with Sunbeam Television Corp., and 2850 kHz in Fayetteville, Ark., in association with Central Carolina Television Corp., or both. Announced Jan. 15.

Existing TV Stations

ACTION BY FCC

WJMR-TV New Orleans, La.—Modified Dec. 17 grant for temporary operation on ch. 13 until Jan. 15, 1959, with expiration, by Oklahoma Television Corp., and Coastal Television Company, of interim operation. All three are competitors for ch. 12 in New Orleans. Announced Jan. 15.

New AM Stations

APPLICATION

Uni-System Communications, Inc., owner of WEMI, Erie, Pa., seeks 1420 kc, 500 w D. P.O. address 38 W. Sixth Street. Announced Jan. 15.

New Publications

APPLICATION


New FM Stations

APPLICATION

KTCX-FM Austin, Tex.—Seeks assignment of license to KTCX (1030 kc) 2 kw, fee to change from KTDX-AM to KTCX-FM. Also change of ownership to owners of KTCX-AM. Announced Jan. 15.

KCFA Helena, Mont.— Granted assignment of license to KCFA Inc. (Tate G. Moore, president; 34 holders own KBNN Boxman, Mont.;) condition $40,000. Announced Jan. 21.

KRMW The Dales, Ore.—Granted transfer of control of ownership from Oliver A. Smith to KRMW Inc. (Maxwell Broadcast Co. (KEWI Weyer and KATT Rupert, Idaho); condition $35,000. Announced Jan. 21.

KXGF Logan, Utah.—Granted assignment of license to KXGF Inc. (George H. Ferguson, president;) condition $52,500. Announced Jan. 21.

WYOM Moundsville, W. Va.—Granted transfer of control of operation from Joseph O'Donovan to John T. Taylor (now 24% owner; condition $25,000. Announced Jan. 21.

APPLICATIONS

KQFQ Phoenix, Ariz.—Seeks assignment of license from Q Broadcasting Co. to Dyn-Ame Communications Inc. (For $25,000) owner of Dynamic Communications in Carson City, Kansas City, Mo., real estate man. Announced Jan. 21.

KBRA Benton, Ark.—Seeks assignment of control from Partition Inc. to Broadcasting Co. to Best Media Inc. (For $150,000) owner of Dynamic Communications in Carson City, Kansas City, Mo., real estate man. Announced Jan. 21.

WBAY Milwaukee, Wis.—Announced Jan. 17 (89.1 kw, WNYC through sale of station to Edward C. Haverslott Inc. (in 1924 owned by Edward R. Haverslott Inc. for 95 years), and Edward E. Haverslott Inc. through sale of station to the city of Akron, Ohio. Announced Jan. 17.

APPLICATIONS

KFNQ Phoenix, Ariz.—Seeks assignment of license from KFNQ Inc. to KFNQ Inc. (For $59,000) owner of Dynamic Communications in Carson City, Kansas City, Mo., real estate man. Announced Jan. 21.

KXGL-AM Katy, Tex.—Seeks assignment of license from KXGL-AM (850 kc) to KXGL-AM (950 kc) owner of Dynamic Communications in Carson City, Kansas City, Mo., real estate man. Announced Jan. 21.

KXLY-AM Spokane, Wash.—Seeks assignment of license from KXLY-AM (1150 kc) to KXLY-AM (1130 kc) owner of Dynamic Communications in Carson City, Kansas City, Mo., real estate man. Announced Jan. 21.

KWTX-AM Bellaria, Ohio—Seeks assignment of license from WTVX Inc. to WTVX Inc. (For $117,000) owners of West Ohio Valley Broadcast Co. in Ohio. Announced Jan. 19.

KXLY-AM Spokane, Wash.—Seeks assignment of license from KXLY-AM (1150 kc) to KXLY-AM (1130 kc) owner of Dynamic Communications in Carson City, Kansas City, Mo., real estate man. Announced Jan. 21.

KWTX-AM Tuscaloosa, Ala.—Seeks assignment of license from WTVX Inc. to WTVX Inc. (For $117,000) owners of West Ohio Valley Broadcast Co. in Ohio. Announced Jan. 19.

KXLY-AM Spokane, Wash.—Seeks assignment of license from KXLY-AM (1150 kc) to KXLY-AM (1130 kc) owner of Dynamic Communications in Carson City, Kansas City, Mo., real estate man. Announced Jan. 21.

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KXLY-AM Spokane, Wash.—Seeks assignment of license from KXLY-AM (1150 kc) to KXLY-AM (1130 kc) owner of Dynamic Communications in Carson City, Kansas City, Mo., real estate man. Announced Jan. 21.
Get More Coverage With The New RCA 500- and 1000-Watt AM Transmitters

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RADIO CORPORATION OF AMERICA

Equipping a Radio Station?

station, and Harold S. Ledder and Leo M. Ledder, who at present own 25% each. Present stockholders will transfer one-third of stock owned to group consisting of Nancy Epstein, El Fink, Maurice Schrager, a Herbert Schoenbrod, for $13,330. After transfer, three groups; Galban, Ledder brothers and Epstein, et al., will each own one-third interest in WRIK. Same groups own W!L St. Louis and KBOX Dallas. Announced Jan. 19.

Hearing Cases

FINAL DECISIONS

By order, Commission granted request of M & M Best, Co. and made effective immediately Dec. 31, 1958, initial decision; and announced March 19, 1958, grant of application to transfer control, M & M Best, Co. WMMAM and WMBB-AM, ch. 11. Marnette, Ws., from William Walker, et al., to evening Telephone, opinion of Mr. Postles and Walter C. Bridges. Announced Jan. 21.

INITIAL DECISIONS

Hearing Examiner Jay A. Kyle issued initial decision looking toward denying application of South Kentucky Boyst, to increase power of WRSU Russellville, Ky., from 500 w to 1 kw, continuing operation on 610 kc, daytime only. Announced Jan. 17.

Hearing Examiner Forest L. McElroy issued initial decision looking toward granting application of M & M Best, Co. WMBV-TV, ch. 11, Marnette, Ws., to move trans. site from point about 14 miles southwest of Marnette and about 38 miles north of Green Bay to about 14 miles southwest of Marnette and about 14 miles northeast of Green Bay, increase ant. height from 780 to 860 ft., increase vis. ERP to 315 kw, etc. Announced Jan. 21.

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Radio Dinuba Co. to change facilities of KRDU Dinuba, Calif., from 1450 kc, 250 w unil, to 1130 kc, 1 kw, D.A. unil., with engineer conditions, and denying applications of Air Waves Inc. to change facilities of KONG Vina, Calif., from 1460 kc, 250 w, unil. to 1130 kc, 1 kw, D.A. unil., and Enterprise Best, Co. for new station to operate on 1150 kc, 1 kw, D.A., in Fresno, Calif. Announced Jan. 16.

OTHER ACTIONS

By memorandum action, order, Commission granted petition by Globe Newspapers Co. to extend of permitting that company to intervene (but only on issue no. 1) having to do with possible disqualification of one of more of Commissioners in Boston, Mass., ch. 5 regarding pending involving applications of WIBRC Inc. (WIBRC-TV), Greater Boston Television Corp., Massachusetts Bay Telecasters Inc., and Allen B. DuMont Laboratories Inc., for new tv stations, and (2) denial of WIBRC Inc., and Globe for oral argument on subject pleading. Com. Coverage, Hearing. Participating. Announced Jan. 21.

By order, Commission granted petition by WIBRC Inc., and extended to 20 to 20 minutes time for presentation of argument by each of parties. Argument schedule for Jan. 23 in proceeding on application of WIBRC Inc. and Century Best, Co. (WLIB) for new TV stations to operate on ch. 13 in Indianapolis. Announced Jan. 15.


Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Jan. 10

WJMO-AM-FM Cleveland, Ohio—Granted assignment of cps to Tewsham Best, Co.

KIMO Independence, Mo.—Granted mod. of license to change studio location and remote control point to Kansas City, Mo.; waived Sec. 330 of rules.

KYOK Houston, Tex.—Granted cp to install new trans.

Rhenandah Telephone Stations Inc., Roanoke, Va.—Granted cp and license to change loca- tion of trans. and make changes in ut. system.

Following stations were granted extensions of completion dates as shown: WMAR-TV (main trans.-ant.) Baltimore, Md., to 9-5; WBAL-TV (main trans.-ant.) Baltimore, Md., to 3-1; WJZ-TV (main trans.-ant.) Baltimore, Md., to 8-4.

WENN Bessemer, Ala.—Granted authority to sign-off at 8 p.m., daily for period of 90 days.

WTTL Letchfield, Ky.—Granted mod. of cp to change studio location and type trans.

Actions of Jan. 15

KVOM Morillton, Ark.—Granted assignment of license to Walter R. C. Willis.

Granted licenses for following tv stations: KNA-C-TV Fort Smith, Ark., to Bcstg. Corp., Inc., ERP vis. 315 kw, aud. 58 kw, ant. 640 ft.; WNRV-TV Binghamton, N.Y., ERP vis. 115 kw, aud. 388 (DA), ant. 630 ft., and change studio location; WKBV-TV Anderson, Ind., ERP vis. 20.9 kw, aud. 11.2 kw, ant. 590 ft.; WTAG (Weston), Mass., ERP vis. 246 kw, aud. 138 kw, ant. 560 ft.; KVTP-TV Redding, Calif., ERP vis. 117 kw, ant. 590 kw, ant. 3600 ft.; WITC-TV (Pittsburgh, Pa.), ERP vis. 114 kw, ant. 158 kw, ant. 1600 ft.

Granted licenses for following tv translators: K70BF City of Douglas Trans- late Committee, Douglas, Ariz.; K7TAL Board of Education, Trust or Consequences Municipal School, Trust or Consequences, N.M.; W78AA Frostburg Com- munity TV Inc., Frostburg, Md.; x-side Video Club, Seaside, Ore.; K766AX Entergy County, A Public Body Corporate and Political, Orangeville, Utah.

WNMF Monroeville, Ala.—Remote control permitted.

Actions of Jan. 14

WTTL Madisonville, Ky.—Granted assignment of license to Conway M. Smith and Robert M. Thomasam.

WMED-TV Youngstown, Ohio—Granted li- cense covering installation of aux. ant. on WNCI antenna tower near main trans. and re-describe trans. location.

WVTV-AM Ameillo, Ariz.—Granted license covering changes and redescibe studio and trans. locations (no change in coordinates).

WKBV-TV Kickers Hill, Wis.—Granted license covering changes in tv station.

WPBS-TV Fowdar, Ky.—Granted license

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GEO. P. ADAIR ENG. CO. CONSULTING ENGINEERS Radio-Television Communications-electronics 1619 Eye St., N. W. Washington, D. C. Executive 3-1250 Executive 3-5951 Member AFCCE

WALTER F. KEAN CONSULTING RADIO ENGINEERS George M. Sklom, Robert A. Jones 19 E. Quincy St.—Riverside 7-2153 Riverside, Calif. (A Chicago suburb)

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MERL SAXON CONSULTING RADIO ENGINEER 672 Hoskins Street Lufkin, Texas Neptune 4-4242 Neptune 4-9558

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 640 Camford Ave. Cambridge 28, Mass. Phone Thawbridge 6-2810

COMMERCIAL RADIO Monitoring Company PRECISION FREQUENCY MEASUREMENTS A FULL TIME SERVICE FOR AM-FM-TV P. O. Box 7027 Kansas City, Mo. Phone Jackson 5-4666

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covering changes in tv station.

WFBC-TV Greenville, S.C.—Granted li-

ence covering changes in tv station.

WLEX-TV Lexington, Ky.—Granted li-

ence covering changes in tv station.

WSPD-TW Wichita Falls, Tex.—Granted cp to make changes in ant. system and ant.

height above average terrain to 1000 ft. (By

installation new tower adjacent to present one) and make other equipment changes.

WFMO-FM Cleveland, Ohio—Granted cp to replace expired permit for new fm sta-

WPIC Alexandria, Va.—Granted cp to change ant.-trans. location; remote control permitted.

*WENH (TV) University of New Hamp-

shire Durham, N.H.—Granted mod. of cp to change ERD to vis. 51.3 kw, aur. 25.7 kw, ant. 97 ft., install new trans., change type of ant. and other equipment.

KOOS Flagstaff, Ariz.—Remote control permitted.

Actions of Jan. 13

WTVD (TV) Durham, N.C.—Granted as-

ignment of cp to Capital Cities Television Corp.

WMUR-TV Manchester, N.H.—Granted in-

voluntary transfer of control from Francis P. Murphy, deceased, to estate of Francis P. Murphy, Nashua Trust Co. and Agnes H. Fischer, executors.

KUEN Las Vegas, Nev.—Granted assign-

ment of license to KUEN Bestg. Co.

WFDS-FM Baltimore, Md.—Granted li-

cense for fm station.

KITE San Antonio, Tex.—Remote control permitted.

WDOT Burlington, Vt.—Granted change of remote control authority.

Actions of Jan. 12

KGEN Tulare, Calif.—Granted assignment of license to McMahan Bestg. Co.

WLOD Pompano Beach, Fla.—Granted ac-

quisition of negative control by each Arthur F. Harre and Leonard A. Verulius through purchase of stock from Wellington F. Shil-

ling and Charles L. Johnston.

KMAK-FM Fresno, Calif.—Granted trans-

fer of control from McMahan Furni-

ture Co. to Robert O. and George T. Mc-

Mahan and Rebabelle McMahan Boswell.

KPAS Banning, Calif.—Granted reas-

signment of positive control by Edwin J. and Jo-Ann B. Stevens through sale of stock to Harrison M. Fuerst.

WHSM Hayward, Wis.—Granted license ex-

piring Jan. 15, 1958, for station change of ant. system (increase height); condition.

KBLY Albany, Ore.—Granted mod. of cp to change location and remote con-

tro point and change type trans.

Following stations were granted exten-

sion of completion dates as shown: KMOX-

TV (St. Louis), Mo., to 3-15; KTAG-TV Lake Charles, La., to 7-9; KIERT-FM and KNEN, Calif., to 6-30, and KGNS-TV Laredo, Tex., to 4-20.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

Jan. 15

Granted petition by Bridgeport Bestg. Co. (WICC) Bridgeport, Conn., for extension of time to Jan. 14 to file exceptions to initial decision in proceeding on its am application.

By Hearing Examiner Basil P. Cooper

Jan. 15

Scheduled prehearing conference for Feb. 5 on am application of Intrastate Beaters, Pomona-Claremont, Calif.

By Hearing Examiner Annie Neal Huntingon

Jan. 15


Granted request by WTVH Bestg. Corp. for continuance of hearing from Jan. 25 to Feb. 25 in proceeding on its application and that of Young People's Church of the Air Inc. for fm facilities in Philadelphia.

Granted motion for continuance of date for service of exhibits under issue date from Jan. 10 to Jan. 30, at 9 p.m., filed by Broadcasters Incorporated, Jan. 15, on its am application, et al.

By Hearing Examiner Charles J. Frederick

Rescheduled hearing to reconvene at 9 a.m., Jan. 27, on am application of Radio Mid-Pom Inc., Middleport-Pomory, Ohio.

By Hearing Examiner Iadore A. Honig

Jan. 16

On own motion, continued without date hearing scheduled for Jan. 20 in proceeding on application of Blue Island Community Bestg. Co., Blue Island, Ill., pending action on Blue Island's petition for leave to amend its fm application.

By Hearing Examiner J. D. Bond

Jan. 16

Confirmed order made on Jan. 16 hearing record and continued further hearing in New Orleans, La., ch. 12 proceeding, to date to be fixed by subsequent order.

By Commissioner T. A. M. Craven

Jan. 12

Granted petition by Broadcast Bureau for extension of time to Jan. 15 to file responses in petition by Upland Bestg. Co., Upland, Calif., to enlarge issues in proceeding on its am application, et al.

By Hearing Examiner H. Gifford Irion

Jan. 15

Continued hearing from Jan. 30 to Feb. 10 on applications of Frank James and San Mateo Bestg. Co., for fm facilities in Red-

wood City and San Mateo, Calif.

By Hearing Examiner Iadore A. Honig

Jan. 15

On request by KIEW Inc. (KWVEW), Hobbs, N.M., extended time for filing pro-

posed findings and conclusions from Jan. 16 to Jan. 25 and for replies thereto from Jan.

27 to Feb. 3 in proceeding on an application of KIEW Inc.

By Hearing Examiner Charles J. Frederick

Jan. 15

Scheduled hearing for 8 a.m., Feb. 7 on an application of Radio Mid-Pom Inc., Mid-

deport-Pomory, Ohio.

By Hearing Examiner Thomas H. Donahue

Jan. 14


18 time for filing proposed findings in pro-

ceeding on Tri-County's am application, et al.

By Hearing Examiner Forest L. MeClennig

Jan. 14

Scheduled prehearing conference for Feb. 5 on applications of John H. Philbur and

Continued on page 103

THE STATIONS

WASHINGTON 1625 Eye Street, N.W. National 8-1990 NEW YORK 60 East 42nd Street MURRAY HILL 7-4242 CHICAGO 35 East Wacker Drive RANDOLPH 6-6760 DENVER 1700 Broadway ACOMA 2-3623

98 (FOR THE RECORD)

BROADCASTING, January 26, 1959

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Jan. 21

ON AIR TOTAL APPLICATIONS

Lic. CPs Not on air For new stations

AM 3,286 543 432 432

FM 543 37 122

TV 421 83 104 105

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Jan. 21

VHF UHF TOTAL

Commercial 435 80 515

Non-Commercial 30 8 38

COMMERCIAL STATION BOXSCORE

As reported by FCC through Dec. 31, 1958

License (all on air)

CPS on air (new stations)

CPS not on air (new stations)

Total authorized stations

Applications for new stations (not in hearing)

Applications for new stations (in hearing)

Total applications for new stations

Applications for major changes (not in hearing)

Applications for major changes (in hearing)

Total applications for major changes

Licenses deleted

CPS deleted

1 There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

2 There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

3 There have been, in addition, 211 tv stations (as granted, but now deleted (44 vhf and 167 uhf).

4 There has been, in addition, one uhf educational tv station granted but now deleted.

By Hearing Examiner Basil P. Cooper

Jan. 15

By Hearing Examiner Annie Neal Huntingon

Jan. 15

By Hearing Examiner Charles J. Frederick

Rescheduled hearing to reconvene at 9 a.m., Jan. 27, on am application of Radio
CLASSIFIED ADS

(Payable in advance. Checks and money orders only. -(FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word, 25¢ minimum • HELP WANTED 25¢ per word, $2.00 minimum.

• $20.00 per inch—STATIONS FOR SALE advertising require display space.

• All other classifications 30¢ per word—$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Aggressive manager wanted for top Mississippi station. Must have good sales background. Write, wire, phone Ross Charles, WDDT, Greenville, Miss.

Sales manager. Experienced. Excellent opportunity. WHTW, Ashbury Park, N. J.

Station manager—For Florida property with broadcasting potential. We need a stable, experienced man who can assume direction of all phases of a promising operation. Write, wire, or call with complete information including background and accomplishments. Hank, WTTT, P.O. Box 8176, Jacksonville 11, Florida. Phone Raymond 4-2186.

Sales

Metropolitan Washington's number one station expanding sales force. 6000 watts, 24 hour day and night ground operation. Top station, top money. Big modern chains, Direction, Sales. Eastern General Manager Box 134H, BROADCASTING.

Metropolitan market in southern New England also looking for aggressive, experienced salesman. Salary plus incentive. Will take option on accounts. Send resume and availability. Excellent opportunities for earnings and advancement with independent music and news station. Box 240H, BROADCASTING.

Salesman—Excellent opportunity for good producer. Strong independent, major Indiana market. $6000 plus. Box 44H, BROADCASTING.

First am station in major market offers immediate opening for experienced sales manager interested in making real money. Self-starting ability a must factor. Box 473H, BROADCASTING.

Salesman for leading station in mid-south medium market. Good starting salary with opportunity for advancement. Box 522H, BROADCASTING.


California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Expanding sales force. Wanted energetic, young, experienced radio salesman. Some local agency but mostly direct. State qualifications and salary requirements. Photo requested. Write Joe Wolfman, Sales Manager, KSON, San Diego.

Solid radio salesman wanted to take over established account list. Highly successful 1 year soon to go to 5 kw. Opening created by promotion. Full details to WMIX, Mt. Vernon, Illinois.

Salesman—New to our Florida stations. We need immediate openings for responsible, reliable, experienced men, salary plus percent. Send complete details to Hall King, WTTT, P.O. Box 8176, Jacksonville 11, Florida.

Small-medium market managers-sales managers come to the city and sell for the southern most progressive negro radio group. Top salesman make 8-10 thousand per year. Advancement for making 12,000 per year. Opportunities unlimited, aggressive men 25 to 35. Send complete resume and photograph first letter. McLendon Ebony Realty Suite 609 Lamar Life Building, Jackson, Mississippi.

HELP WANTED—(Cont'd)

Announcers

New south Florida station metropolitan market needs 3 4½'s. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Wanted: Topnotch announcer for major role in 1000 watt Pennsylvania daylight station. Good pay for right man! Send all first letter. Box 283H, BROADCASTING.

Rocky Mountain university town needs announcer with first phone. Send salary requirements, experience, air check. Box 356H, BROADCASTING.

Staff announcer for varied duties including news and sales. Wages open based on ability and experience. Box 464H, BROADCASTING.

Morning dj for home base of growing chain in your market! Happy sound! Fast paced in good taste. Only pros apply. Send tape, salary. Box 444H, BROADCASTING.

Staff announcer for independent Pennsylvania station. 48-hour week, large market, excellent salary plus over-time, vacations. Desire an experienced man looking for a permanent job in a chain organization with an opportunity for advancement. Tape and resume required. Box 455H, BROADCASTING.

Wanted—Combo man with first ticket for am station Virginia. Must be strong on announcing, engineering skill secondary, send tape and resume to Box 496H, BROADCASTING.

Good music station—3rd market! Knowledge or interest in classics and announcing experience necessary. Good salary, excellent future. Write, photo, resume. Box 476H, BROADCASTING.

Gulf coast area station seeking staff announcer with good music background and personal and background salary $85.00, 40-hour work-week—opportunity for advancement. Send resume, tape, and photo. Box 504H, BROADCASTING.

Due to health reasons have immediate opening for announcer. Must be able to qualify at one of Florida's fastest growing independent daytime kilowatt stations on east coast of Florida. Send resume, photo, all details and salary expected immediately to Box 507H, BROADCASTING.

Modern music station in Michigan wants good, lively announcer for night deejay show. Good station, working conditions, employee benefits. Experienced men only. Personal interview a must. No tapes. Write Box 498H, BROADCASTING.

Play-by-play sportscaster for three college football games. Must be able to handle large football crowds. Send tape illustrating irreducible or simulated game recreation. Box 510H, BROADCASTING.

 положение. Contact Fin Hollinger, KPOA, Honolulu.

Good, mature announcer needed by top station in Midland, Texas. The population of Midland, Texas is 148,000. This station is now increasing power to 5,000 watts and offers a real future to right man. Rush complete background information and tape to Jerry Sanders, KSEL, Lubbock, Texas.

HELP WANTED—(Cont'd)

Announcers


Eastern North Carolina station needs experienced announcer. Good salary, excellent opportunity for growth. Good future for right man. Send full information to Lee Hodges, WCPB, Tarboro, N. C.

59,000 watts in Miami, South's biggest music and news independent, has immediate opening for top-rated disc personality to program to Miami's largest adult audience. Must be thoroughly experienced in music and news operation with broad production background and a warm, friendly approach with top on the air selling ability. No top 40 scribes. Send tape, resume, and photo to Ned Powers, WINZ, Miami.

WOC am-fm-tv, Davenport, Iowa, will accept qualified applications for experienced radio-tv staff announcer position. Experience and board ability required. Address resume, picture, requirement and tape stressing work to program director.

Technical

Top Montana station needs chief engineer. Excellent opportunity for well qualified man. Must be able to handle directional pattern, remote control, maintain all broadcast equipment. Excellent working conditions and salary. Previous experience as necessary. Forward resume and references to Box 399H, BROADCASTING.

Chief engineer, capable of 5 kw installation, familiar with bridge, directional (we contemplate future up-scale), 50 kw, experienced engineer about town needs an engineer of highest caliber. Send full details and salary expected immediately to Box 500H, BROADCASTING.

Due to health reasons have immediate opening for chief engineer who can qualify at one of Florida's fastest growing independent daytime kilowatt stations on east coast of Florida. Send resume, photo, all details and salary expected immediately to Box 507H, BROADCASTING.

First phone engineer. Some experience preferred. Must have car. No announcing. Fred Epstein, KSTT, Davenport, Iowa.


Need fully experienced engineer about 24-30 years old for responsible position. Send pay and expenses. Cai Al Evans, WOKJ, Jackson, Mississippi. Fleetwood 3-733.
Help Wanted—(Cont'd)

Technical

Electronic engineers: Competent communications engineers needed for all aspects of large metropolitan broadcasting station design. To design communications systems and specify their equipment. Must have design experience. Good salary and equipment. Apply Box 425H, BROADCASTING.

Production-Programming, Others

Washington, D.C.'s market's #1 station needs sharp female copywriter. Modern, expanding station. Fabulous opportunity, top money. Rush snapshot, data. Box 384H, BROADCASTING.

News director, midwest metropolitan station. Must know how to stress local news in rapid fire modern style. Excellent production and better phones, mobile unit available. Send tape, photo, background. Box 385H, BROADCASTING.

Modern radio production director-announcer. Top rated 5000 watts around clock. 10th largest, large market. Highest salaries, largest market. Leading 378H, able. Box 377H, BROADCASTING.

Experienced newsman needed immediately for news department. Must cover current events and be thoroughly versed in television. Excellent background, salary. Box 379H, BROADCASTING.

Newsmen with ability to do more than routine news. We want men who can develop story ideas, create features, do personality interviews, present news from different angles. Must be highly motivated but we are trying to be different than the usual newsman. Prefer men who can announce well enough to present major newscasts. Send details of experience, recent snapshot or photo, salary requirements with any other pertinent information to Box 403H, BROADCASTING.

We need an A #1 md, must know Storz-McClendon-Barrett type operation thoroughly and must do a few hours on the board as needed. Salary top pay, top benefits. Send complete resume and details to Box 388H, BROADCASTING.

Experienced newsmen needed immediately in fully equipped radio newsroom. Good wages, marital, family, no phone. Family man, preferably. Must gather, write and broadcast news. Write or phone WTTI, Port Huron, Michigan.

Peter Smith, 222 West 45th Street, N.Y.C. 1 deton-4912 or P.O. Box 483 Huntington, Long Island. Excellent radio-writers agent radio-tv (tjingles etc.), excellent contacts.

RADIO

Situation Wanted—Management

General manager—Expert in forumula radio. Wants large market box, top formula station medium market 3½ years. Box 382H, BROADCASTING.

Manager, now employed has twelve years experience. Mature man with proven ability to build a profitable station. Family man, married, stable, two and a half years with present station. Interested in any good opportunity. Prefer a new station in the South. Box 380H, BROADCASTING.

Manager—8 years from ground up. Family man, college graduate, top references. Box 381H, BROADCASTING.

Aggressive broadcast executive with 18 years experience now available. Experienced in all phases of radio work. Also college education, management, and general manager in radio and television in metropolitan and midwest metropolitan markets. Extremely able, capable, best references, married, college graduate, age 35, experienced. Confidential. Box 469H, BROADCASTING.

Manager—Sales manager, operate your station, press strong on sales, production, married, sobe, ambitious. Box 448H, BROADCASTING.

Situation Wanted—Sales

Qualified manager or sales manager, eight years experience, looking for sales position in sales, programming, sports, music, Married, reliability, desire security, advancement will secure first letter. Box 464H, BROADCASTING.

General manager, over 35 years experience seeking coast to coast position. Box 373H, BROADCASTING.

Need a manager? Station in trouble? Can't pay much and patience is not square with me? Let's talk; it's cheap. Write Box 467H, BROADCASTING.

Successful commercial manager will manage your varied program station. Six years: sales, programming, billing University graduate, A.B. in radio, Active, Gideon, B.S.A. Married. 30, new station wagon. Will help build new station. Should give present employer 30 days notice. Box 456H, BROADCASTING.

Available at once, top reference, personal interview arranged. Experienced sales, radio, television, $125. Write Box 469H, BROADCASTING.

General manager or sales manager, 31, family, experienced, four years medium market experience. Desire change. Box 500H, BROADCASTING.

Sales

Good sales technique. Prefer deal including air work. Ten years experience, Operate board. Box 223H, BROADCASTING.

Salesman--announcer. Interesting back-ground in marketing. Experience-able. 23, married. 2 children. Box 257H, BROADCASTING.

Will trade Sixty hour, sixty week and seven years radio sales-programming-dj experience for cash/relocation. Salary two opportunity and profit percentage. Box 491H, BROADCASTING.

Sales executive, 15 years experience, desires opportunity to establish NY metropolitan station group. Box 500H, BROADCASTING.

Announcers


Announcer, young. Eager to learn. Good background. Cooperative, Operate board. Box 228H, BROADCASTING.


Personality-dj capable copy, sales, gimmicks Cooperative, Reliable. Operate board. Box 381H, BROADCASTING.

Announcer-dj. 2 years experience. Run own board, go anywhere. Box 286H, BROADCASTING.


Announcer, first phone. Employed. 5 years varied experience. Family man, reliable, cooperative. Looking for permanency and future. Box 371H, BROADCASTING.

Announcer, 6½ years experience seeking progressive station. Has done everything. Box 375H, BROADCASTING.

Country music first love! DJ. Versatile, Staff announcer. Will travel, no phone. Box 392H, BROADCASTING.

Recent graduate professional radio school. Versatile announcer excels in sports. Prefer small station, northwest. Box 400H, BROADCASTING.


Announcer, versatile, operates board, good disc jockey, single, will send tape, photo, resume request. Box 463H, BROADCASTING.

Negro announcer, no elbows, sensitive and dependable delivery, good judgment, experienced eastern or west coast spot. Rush. Box 388H, BROADCASTING.

Here's your man! Announcer, program director, production manager and continuity, the four in one. Desires program director position. Available now. Will travel. Box 447H, BROADCASTING.

Announcer—First, phone, experienced, will travel. Will consider all. Box 459H, BROADCASTING.

Young, ambitious, family man. Has FCC license, 2 years radio announcing, television degree, radio employment. Wants: start in television with possible promotion. Box 456H, BROADCASTING.

Announcer, versatile, operates board, good disc jockey, single, will send tape, photo, resume request. Box 463H, BROADCASTING.

Oregon, California, 7 years experience, announcer, program director, commercial, sales, creative, cooperative. References, personal references. Box 485H, BROADCASTING.

Announcer—10 years; young, single, college grad; music-news—programming background, sales. Salary, benefits, future first letter please. Box 456H, BROADCASTING.

Recent graduate of radio school desires position in south or southwest. Married. Box 371H, BROADCASTING.

First-phone announcer, 9 years experience, desires work in northwest. Very dependable. Good voice. Box 403H, BROADCASTING.

Experienced announcer, family, will settle east or west good pay, good working conditions. Now in large city competitive market, 1st ticket. Box 496H, BROADCASTING.

Staff announcer five and one-half years experience. Also sales, continuity, studio engineer. Age 25. Box 389H, BROADCASTING.

Announcer, professional radio school graduate. Trained all phases. Operate board. Prefer eastern or midwest. Resume on request. Box 474H, BROADCASTING.

Former McLendon dj and pd. 4 years present market. Seeking security and future in major market. Currently college major in music and sports. Bachelor, 28, sober. Box 452, BROADCASTING.

Announcer: experienced, dependable staffer, 9 years radio, tv agency. College grad, travel. Box 496H, BROADCASTING.

Ten years, all-around announcing, with solid references. Finest of background, veteran with college. Has produced, performed music and news background. Prefer night work. Box 479H, BROADCASTING.

Country music deejay, recording artist, nationally known, top man, 29, sober, reliable, best references, know radio promotion, production, energetic, employed. Desire to relocate. Box 480H, BROADCASTING.

Different style, relaxed dj, perfect late or all nits. Experienced. Box 481H, BROADCASTING.

Do you need thoroughly trained, reliable family man to program, help manage, announce at small southern station? They're hard to find but here's one available reasonably money and experience, now at 50 kw, degree, best references. Box 372H, BROADCASTING.

Polished announcer. Handle board. Degrees news or dj position evenings and/or Sundays, driving distance Philadelphia. Thorough knowledge music. Some experience. College grad, tape, resume, references. Prefer personal auton. Box 462H, BROADCASTING.

Graduate: College, radio school, desires situation in Washington (D.C.) area. Box 466H, BROADCASTING.

BROADCASTING, January 16, 1959
Situation Wanted—\(^{(\text{Con't\text{d})}}\)

Announcers

We're a deejay, that is, I'm an us. We're an uncyclopedia of the ones we know (that is, let me know—I don't trust the others) if you want to make sure that we're all right. We'll all sell you and entertain you for a sum of $150. Box 25TH, BROADCASTING.

Personality dj—imaginative performer—excellent news and commercial delivery. Frequently excellent, good friends. $800. No sign-on, please. Box 25TH, BROADCASTING.

Attention all radio station managers. For the news in radio meet Bill from Milwaukee and John from England. Have good show and will travel. Box 50TH, BROADCASTING.


Personality dj, Looking for swingin top "40" operation. Tight cutes and good production experience, aged 28, one child. Presently employed. Box 51ST, BROADCASTING.

Announcer dj, operate board. Recent professional experience, good voice, cooperate, reliable, prefer small market. Tape, references on request. Box 51ST, BROADCASTING.

Announcer, good morning man, prefer small stations in New England or south. Box 51TH, BROADCASTING.

Announcer, news, production, copywriting, also engineering experience. Box 51TH, BROADCASTING.

Successful 21 year old disc jockey now employed at 5000 watt station in small town, would like to move to station in large city. College graduate. Like playing Top 40 and rock and roll. Must give present employer two weeks notice. Box $18H, BROADCASTING.

Can talk or shut up! Experienced, intelligent. Take tape and see. Box 518H, BROADCASTING.

Announcer, single, 27, army vet, broadcast recent grad. College grad, one year law school. Radio school grad. Deep authoritative voice. Box 52TH, BROADCASTING.


Variety man strong on news $100 per week. Box 527H, BROADCASTING.

Staff announcer. First-class ticket. College background plus some on-the-air work. Will nick Carter, 510 16th Street, Oklahoma City.

Experienced, attractive girl announcer—married. Prefer New York, but will go anywhere if car not necessary. Worked with Ray Starr one of the greatest. Gets into radio. Operate board, copywriting time sales. Gloria Charles, 11 Riverside Drive, New York City, \# 2tolo.


Topodian. 37. Wrongly wedded to present station, diversing on grounds non-professionalism for compatibility, seeking permanent mate. 15 years top-rated, far above-average ratings in minor markets. "Know-how" character in general com- mercial ad-lib, excellent sales success. Zephyr, 201 Michigan Ave., Chicago. Excellent Mutual net show 1½ years. Friendly departure with present boss. Tape, references, (?) $225 per week. DJ, 542 Carilfa Lane, Columbus, \# 4, Ohio.


Situations Wanted—\(^{(\text{Con't\text{d})}}\)

Announcers

Experienced announcer—All phases, strong in news and commercials. Family man, best references. Contact Bob Henderson, 1525 Virginia Ave., Knoxville, Tenn. Phone 2-3454 Knoxville.

Young announcer specializing in sports and all. Audition tape available. Write Air Man, 221 East Second Street, Brooklyn 18, New York.


Technical

Chief engineer—Experience 5 kw directional high power fm. multiplex, remote control installation, maintenance, supervi- sion. Age 40. Best references. Box 422H, BROADCASTING.


Old fashion chief engineer announcer that believes in radio looking for job at station with some views. Thoroughly ex- perienced in construction and maintenance at, fm and da. Married, family, non- smoker. Good looks. Prefer large changed East Texas at present. Permanent only and complete information on request. Box 483H, BROADCASTING.

Experienced all phases. Have worked large and small market radio. Prefer engineer, good announcer, enough sales experience to believe and sell station. Want job with management possibilities. Box 485H, BROADCASTING.

Combo man, seven years at present position with Pennsylvania network affiliate, desires relocation in major west coast market. Will relocate in either or both capacities. Sincerely interested managers furnished all particulars on request. Box 497H, BROADCASTING.

Production-Programming, Others

Experienced program manager, 6 years ra- dio. Presently unemployed. Excellent air man. Box 368H, BROADCASTING.

Producer-director—creative, capable. B.S. Degree, three years experience radio, tv writing, production, including comedy, va- riety, musicals, news, sport, remote. Excellent market, presently available for new market. Excellent record available for personal interview. Box 469H, BROADCASTING.

Producer-director—creative, capable. B.S. Degree, three years experience radio, tv writing, production, including comedy, va- riet, musicals, news, sport, remote. Excellent record available for personal interview. Box 469H, BROADCASTING.

Creative idea man for sales presentations, copy-continuity, generally. Minimum $300.00 month. Locate anywhere. Family. Need job immediately. Box 469H, BROADCASTING.

Live wire program director currently unhappy in major network affiliate in one of top 5 markets. Goo- ded . . . so want to relocate with an aggressive music/news operation. Anywhere! 12 years radio, in- cludes McLendon and friends. Wire, write, confidentially, Box 488H, BROADCASTING. Whew! Help! Program director experienced all phases radio. Formula or block. Midwest only. $155 start. Box 499H, BROADCASTING.

Continuity director, woman. Eight years radio. Fast, present copywriting. Ex- cellent references. Box 510H, BROADCASTING.

News, Reporter, broadcaster, director. Ex- cellent, reliable, conscientious. Personal interview available in midwest. Box 511H, BROADCASTING.

TELEVISION

Help Wanted—Sales

Top-rated California vhf network affiliate has immediate opening for aggressive sales- man interested in improving income and future. Send complete resume including ex- perience, sales record, photo and recent photo to Jon Kelly, Local Sales Manager, KCRA-TV, Sacramento, California.

Help Wanted—(Con't)

Sales

Sales position open with top network station in southeast. Excellent list of accounts with big dollar volume to top producer. Part of service to these customers. Promotion in sales department makes this spot open. Salary guaranteed and attractive commissi- on arrangement. Starting salary for major in sales. We want a man who will be unhappy with less than $10,000—$12,000.00. Must have no maximum. Living and working condi- tions of all offices. Television market exceeds 100,000 sets. We want a sales professional with A-1 sales record. We will teach you television. This is a character position, good rates, policies. Write all about your- self, family and experience. Send snapshot if one available. Do not delay writing Box 336H, BROADCASTING.

Technical

Transmitter engineer first phone, experience with RCA uhf equipment essential. Midwest station. Excellent opportunity for right man. Presently unemployed. For recent photo. Box 369H, BROADCASTING.


TV transmitter supervisor for mountain top DuMont install. Must have experience. C. WEITZ, Pittsburgh, PA.

Production-Programming, Others

Commercial artist—for promotion depart- ment, radio-vo operation, Virginia. Send samples of work and letter of application to ground information to Box 483H, BROADCASTING. All replies answered, all mater- ials returned.

Creative commercial copywriter, experi- enced in tv, radio and print. Open March 1. Excellent opportunity with top operation. Must provide complete details of sample work to Program Director, WEAR, Des Moines, Iowa.

Experienced television copy writer. Send resume, samples and salary requirements to Program Manager, WAN-TV, Fort Wayne, Indiana.

TELEVISION

Situations Wanted—Management

General manager with proven small market record available for personal interview. Box 475H, BROADCASTING.

Sales

Radio-vo sales executive desires affiliation with major-market station. Excellent refer- ences same stations, 15 years experi- ence. Write Box 359H, BROADCASTING.

Announcers

Tv announcer on camera, booth, presently employed. Looking for market with strong, family, technical high power fm. Recommend, family. Tape, photo, resume on re- quest. Box 499H, BROADCASTING.

Weather, news, sports, commercials. Can expect good job. Some directing. Midwest only. $415 start. Box 499H, BROADCASTING.

Booth announcer for new station. Good sounding. No television experience, but some radio experience. Box 365H, BROAD- CASTING.

Announcer-director-production. 4 years tele- vision, 15 years radio. Presently employed. Prefer far west. Minimum $650. Box 505H, BROADCASTING.

Technical

11 years experience. Planning maintenance and construction.期待, Northeast preferred. Box 389H, BROAD- CASTING.

Chief of small tv station wants opportunity in larger operation. Experience, uhf, vhf maintenance and construction. Box 414H, BROADCASTING.

Technical

Tv technician. First phone, experienced all phases studio operation and remote. One year experience. Will consider recommendations, available immediately. Box 495H, BROADCASTING.
**Situation Wanted—(Cont'd)**

**Technical**

Maintenance and control-room operator, lst phone. Excellent training. Desires position in engineering. Available immediately Box 521H, BROADCASTING.

**Situation Wanted—(Cont'd)**

**Qualified young man seeks position in engineering. Will handle electrical work. Available immediately. Box 522H, BROADCASTING.**

**Production-Programming, Others**

Experienced newspaper: Now heading for- 

**Production-Programming, Others**

Experienced newspaper: Now heading for-

**Production-Programming, Others**

Experienced newspaper: Now heading for-

**Production-Programming, Others**

Experienced newspaper: Now heading for-

**FOR SALE—(Cont'd)**

**Stations**

Southwestern 500 watt daytimer, single station market. Over 500 retail businesses; experience only two years old. Excellent opportunity for owner-manager. $40,000 cash for quick sale. Box 464H, BROADCASTING.

**FOR SALE—(Cont'd)**

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BUSINESS OPPORTUNITY

Phenomenal potential earnings await $10,000 investment. Station owners preferred. For details write Box 46114, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 26th-19th Street, N. W., Washington, D. C.

First phone in six weeks. Intensive training in resident class. Broadcast and DJ training included in reasonable cost. Pathfinder Radio Services, 510 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.L. approved. Phone Fullwood 2-272, Elkins Radio License School, 3000 Regent Drive, Dallas, Texas.

Since 1948. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 4, June 24, Sept. 2, and Oct. 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1120 West Olive Avenue, Burbank, California.


RADIO

Situations Wanted—Announcers

Presently employed in one of the top 10 markets, by Network affiliate. With net, this station won't swing! I'm looking for indie operation that moves. Eight years with Nation's top radio and tv stations.

Box 485H, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

PROGRAM DIRECTOR

Major market dj seeks to move into Management. Want station that will give authority with title. Would like to take "sick" station and make it "healthy," with progressive format, and "swinging" sound, 7 years.

Box 485H, BROADCASTING

FOR SALE

Stations

FOR RENT

110 seat screening theatre
10th floor, 325 W 44 St., NYC
Fully air-conditioned
Private entrance
Call Murray Hill 9-1554 or write
Box 548-B, 300 W. 43 St., N. Y. 36

WANTED TO BUY

Equipment

WANTED—WANTED—
BC-567-x freq monitor $125
BC-223-m freq monitor $150
BC-221 freq monitor $80
BC-566-G freq monitor $12
BC-312 receiver $60
Cash paid for units in good condition
Southern Electronic Products
Atlanta 1, Georgia

EMPLOYMENT SERVICE

A Specialized Service for
Managers
Chief Engineers
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CONFIDENTIAL CONTACT
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1736 Wisconsin Ave., N. W.
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THE DYNAMIC CENTER OF A GROWING AMERICA
WELCOME SOUTH BROTHER!
Offering Tremendous Opportunities
to:
TV Announcers
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Immediate Openings Available
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PROFESSIONAL PLACEMENT
435 Peachtree Arcade
Atlanta, Ga.
JA 5-4841

FOR RENT

10th floor, 325 W 44 St., NYC
Fully air-conditioned
Private entrance
Call Murray Hill 9-1554 or write
Box 548-B, 300 W. 43 St., N. Y. 36

Georga State Board of Education for new TV stations to operate on ch. 8 in Waycross, Ga.

By Chief Hearing Examiner James D. Cunningham on Jan. 14

 Denied petition by Patrick Henry Best Co. (WKEE), Martinsville, Va., for leave to intervene in proceeding on an application of Old Bill Best Co. (WWJS) Hill Va., and John Laurino, Scotland Neck, N.C.

By Hearing Examiner Jay A. Kyle on Jan. 14

Denied motion by Walter G. Allen, Huntsville, Ala., to quash removal of重整 in proceeding on his am application and that of Marshall County Best Co., Arab, Ala.

By Hearing Examiner J. D. Bond

Formally stated rulings made on record at Jan. 9 third hearing conference disposing of various filings in proceeding on application of Berkshire Best Co. (WSBS); Great Eastern Broadcasting Co. (WPWI); WGMK, Inc., applications for renewal of WQ-AM, Great Falls, Mont., and WOEK, Inc., applications for renewal of WQAM, Atlanta, Ga.

By Hearing Examiner J. D. Bond

Grant motion by Russell G. Saltar, Inc., to, for leave to file a copy of its am application by mod. of DA proposal.

PETITIONS FOR RULE MAKING FILED

Wm. Penn Best Co. (WPEN), Philadelphia, Pa. (1-15-59) — Requests rule-making proceedings in order to authorize regional stations to operate with powers up to 25 kw.

Annnounced Jan. 18.

License Renewals

Following stations were granted renewal of license: KCOG Centralia, Ill.; KDSF, Des Moines, Iowa; KFAL, Fulton, Mo.; KGBX Springfield, Mo.; KGEM Brookfield, Mo.; KELA, Alaska, Iowa; KCSN Sedalia, Mo.; KODE Joplin, Mo.; KOKX Kecskem, Iowa; KSBZ Creston, Iowa; KXSF Dallas, Mo.; KXOV New York; WCJB Denver, Colo.; Wighet, Pa.; WQEM, Harrisburg, Pa.; WITN, New Bern, N.C.; WPEC Palm Beach, Fla.; WING Long Island, N.Y.; WRAY, Denver, Colo.; WRKX, Hot Springs, Ark.; WSHE, Galveston, Tex.; WRO, Bridgeport, Conn.; WUET, St. Petersburg, Fla.; WCTA, Detroit, Mich.; WACO, Dallas, Texas.

NARBA Notifications

List of changes, proposed changes and corrections in assignments of Canadian broadcast stations modifying Agreements containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Best Agreement Engineering Meeting.

580 kc
Montreal, P.Q.—to 10 kw, DA-1, U. Class III.
EIO 12-15-59. Mod. of notification on list 114.
New.

1680 kc
Prince Rupert, B.C.—to 2.5 kw, DA-1, U. Class II. Delete assignment.

1110 kc
Cornwall, Ont.—to 1 kw, DA, Class II, EIO 12-15-59. Location 45° 00' 27" N., 74° 37' 09" W.
New.

1230 kc
CKRB Barrie, Ont.—0.25 kw, ND, U. Class IV. Delete assignment, vld 920 kc.
Midland, Ont.—to 0.25 kw, ND, U. Class IV.
EIO 12-15-59. Location 44° 43' 35" N., 79° 33' 38" W.
New.

Abbreviations:
DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, antenna, aur—auroral wave, kw—kilowatts, mc—megacycles, D.—day, N.—night, LS—local sunset, mod.—modulation, trans.—transmission, sc—audio—unlimited hours, kc—kilocycles. SCA—subsidy—special service authorization, STA—special temporary authorizations, *—educ.

FOR THE RECORD 103
Help your family to a healthy, happy winter...

There is, of course, no sure way to escape colds and other respiratory ailments during the raw and chilly months of winter. But there are certain safeguards that you can take now to help you go through this season in better health—and enjoy some of those invigorating days that the winter season always brings.

Keep in top physical condition. If you neglected to have a health examination during the past year, now's the time to see your doctor for a check-up. If you're especially susceptible to colds, he may want to give you one of the immunizing agents to increase your resistance.

Eat a well-balanced diet. Food provides fuel for warmth and energy... and what you eat has an effect on whether you catch colds easily and whether you recover quickly from an illness. If your meals—including a good breakfast—are based on a wide variety of foods, you can be sure of getting all the proteins, vitamins and minerals you need.

Get lots of rest and sleep. Fatigue can lower your resistance to respiratory diseases. Plenty of rest, sleep and recreation can help you avoid that "run-down" feeling that so many people complain of during the winter season.

Stay away from people who have colds. When someone has a respiratory disease, it's easy to pick up germs from the sick person. Be particularly careful to protect young children from people who sneeze and cough carelessly.

Avoid drafts and chilling and always wear clothing suited to weather conditions. It's also wise to stay out of crowds.

If you protect your health in these ways, the chances are that your resistance to colds, virus infections and pneumonia will be increased. In the event you develop one of these ailments, your ability to fight the infection and recover quickly will be greater.

Remember that the danger of the common cold lies mainly in other infections that may follow it. So, if your cold is accompanied by fever, a persistent cough, or a pain in the chest, face or ear, call your doctor promptly.

Metropolitan Life Insurance Company
(A Mutual Company)
1 Madison Avenue, New York 10, N. Y.

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OUR RESPECTS TO Walter Ingalls Kingsley

Powerfully-built Walter I. Kingsley crashed his way into the tv film business, but not through a brawn. An auto accident lifted him out of a carefully planned medical career and into a top post in the tv film field.

The transition, though, was not quite as quick as the accident itself.

The auto mishap happened in an instant on Jan. 26, 1946, and 12½ years later Mr. Kingsley at the age of 35 became president of Jack Wrather-formed Independent Television Corp. In the interval, Mr. Kingsley had a crack at several different lines of endeavor.

Shirt-sleeve work and youthful drive characterize ITC's burgeoning operation.

At this time, Mr. Kingsley, whose diverse talents included the drums and some piano with the Cats 'n' Jammers dance and jazz band and a fling at dramatics at college, started the Veteran Speaks show on WHYN Springfield, Mass. In September 1947 he joined WHOB (now WGAW) Gardner, Mass., where he sold time, wrote copy, announced, played piano and handled a sports show. A few months later he became commercial manager and in March 1948 joined WCOP Boston.

From radio, Mr. Kingsley went to tv film—at Ziv Television in December 1949 as the first salesman hired specifically for tv and assigned to the Northeast, working out of Boston. In October 1950 he moved to the New York sales department, in September 1951 was sent to the West Coast to develop Ziv's western tv operation from Los Angeles, served as western division sales manager from 1952 to the summer of 1955 when he returned to New York to set up a national sales department. In September 1957, Mr. Kingsley became Ziv-TV's general sales manager for all syndication. He left in July 1958 to become president of ITC.

Back of this rapid stride is Mr. Kingsley's obvious knack in administration—knowing how to organize and how to coordinate. He says, "ITC is generated by young, dynamic people. We are putting together what we believe will be the best integrated production and distribution organization in the field."

Be the Best • He remembers the advice of his father: "He always said that if you become a peanut vendor—be the best on the street."

Mr. Kingsley and his family live at Stamford, Conn. The Kingsleys are carrying on the male line: they have three boys, Sam 10, Jim 7 and Tom 5.

His greatest athletic play today is "with the kids," but he does indulge in some grownup sport; he's a competent tennis player and dabbles in golf (at college, athletics included intramural basketball and football).

Life at the Kingsleys is to the tune of music interests. Mr. Kingsley keeps his fingers on the piano keys—a way to let off steam, he says—and on very rare occasions takes to the drums (he can still play them). His wife also plays piano and a son is adept at the accordion.

His interests include jazz records. He's an avid collector and the holder of original 78 rpm "shellacs" recorded by Benny Goodman.

His participation in organizations is limited and includes membership in Big Brothers of America (he was one of the founders and charter members in the Los Angeles chapter) and the Amherst Club of New York.

Of film he says, "There must be a flow of product," and ITC apparently is set to provide it. By the spring, he says, ITC will have a new release every other month. The sales operation now of about 40 people should be doubled by next June.

Physically, he continues, ITC is as big as any other film company and plans to be the "outstanding firm in tv film programs and production."

His father's advice: "Be the best on the street."

BROADCASTING, January 26, 1959
Reasoned rates

ONE of the stickiest problems radio has had to contend with has been the differential between local and national rates. Alert national advertisers have sought in various guises to be identified as local businessmen in order to get the lower local rate. Too often they have succeeded. More recently the problem has cropped up in television, too.

The system of different rates for national and local business traces back to the precedent set by newspapers and the newspaper medium to sell goods. Too frequently the advertiser or agency decision to go into television, radio, or in other media silences our selling guns . . . We must continue to press in every way for a return of this business to our more productive medium.

If the newspapers have declared total war against tv and radio, the simple instinct for survival must force tv and radio to declare total war in return.

In doing so they must realize that total war is expensive; it cannot be conducted with less than total resources. It is also uncomfortable; it cannot be fought on a schedule of the two-hour lunch, the six-hour day and the four-day week.

Total war requires the subordination of individual aspirations to the good of the whole. In this respect the newspapers have some advantage over television and more over radio.

Newspapers can act as a national unit in their 1959 campaign because there is less competition among newspapers than among broadcasting stations and networks. Pick a newspaper monopoly town, of which there are many, and you will find a town which may have as many as a dozen radio stations and three or more tv's. In such circumstances the primary promotion and selling effort of the radio station is more apt to be directed against other stations in its market than against other media. The monopoly newspaper, competing with no other, can afford to concentrate its efforts against tv, radio and all other vehicles of advertising.

This newspaper advantage in the war of 1959 will not be overcome unless radio and television devise the ways and provide the resources to compete not only with themselves but also with other media. It will not be enough for a station to base its selling on a rating advantage over other stations. If that station and broadcasting itself are to survive, it must also spend a large part of its effort on the promotion of all broadcasting.

The cost of waging total war is high, but the cost of losing it is higher.

Kurz, chairman of the Bureau of Advertising plans committee and advertising director of the Chicago Tribune, put it last week:

". . . We must emphasize the superior value of our newspaper medium to sell goods. Too frequently the advertiser or agency decision to go into television, radio, or in other media silences our selling guns . . . We must continue to press in every way for a return of this business to our more productive medium."

War of '59?

THE newspapers have marked 1959 as the year of total war against rival media. They aren't calling it total war; their phrase is "total selling," but it means the same.

Last week at the annual convention of the Newspaper Advertising Executives Assn. the newspapers' Bureau of Advertising unrolled its battle plans. They are formidable. They are intended to force a $300 million increase in newspaper ad revenues.

If that objective is achieved it will be largely at the expense of television and radio. Here's how Walter C. Kurz, chairman of the Bureau of Advertising plans committee and advertising director of the Chicago Tribune, put it last week:

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The cost of waging total war is high, but the cost of losing it is higher.
IF YOU ARE AN ADVERTISER OR ADVERTISING AGENCY, THIS BOOKLET WILL INTEREST YOU!

This is the first motivational research study ever made on radio listening.

Should you like further information on this revealing Dichter Probe ask your Petry Man, or wire, write or phone, KPRC, NBC in Houston, and your booklet will be forwarded to you.

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