Major radio stations blueprint own national program service Page 23
Appraisal of tv film: there are fewer, but bigger, syndicators Page 39
BMI-radio pact set; ASCAP surprises, ask court to pick fees Page 43
FCC draws bead on tv networks’ spot representation adjuncts Page 51

1st in the Twin Cities

MOVIE SPECTACULAR
Paramount • MGM • Warner Bros. • United Artists

Sunday through Saturday

SHARE OF AUDIENCE

December ARB 10 PM - MIDNIGHT

Ask your Katz man for further substantiating Trendex and ARB coincidental ratings. He also has complete information on remaining minute availabilities in “Movie Spectacular.”
when to say Yes in Los Angeles...

Honey, that all depends. If you’re buying television, he’ll sweet-talk you about our unique kind of programming. He’ll whisper about our travel-adventure and personality shows that have the most ever-loyal audience in LA. And then he’ll soothe you with stories about ratings and costs per little ole thousands. And as tho that weren’t enough, he’ll murmur something about our signal, just the most powerful in sunny Southern California. Don’t fight it, baby. Anytime’s the right time to say yes to the man who’s selling KCOP.*

1000 Cahuenga Boulevard Hollywood 38, Calif.

*represented nationally by Edward Petry & Co., Inc.
This is the kind of hold our station has on people...

A "hold" can become a "pull", you know. Toward the marketplace, if desired. But first, it must really exist. (And it can exist only on a foundation of time-tested mutual station-viewer loyalty.)

How have we earned this special kind of loyalty? Through our programming, designed for friendly, adult minds. Through our greater than average interest in public service, news and sports. Through the community participation of our veteran staff members. Through our abhorrence of the frenetic announcer, the noisy gimmick, the triple spot.

How is it expressed? Ah! on 92% of the TV sets in fruitful farmland, country estate, suburb and city of our area, dials stay tuned longest to Channel 7. Says Pulse, with consistently superior ratings. And that's 92% of an annual $3.7 billion dollar purchasing appetite.

Ah! again! Picture your product thus jet-assisted in a quiet way. Consult George P. Hollingbery today.
Lancaster
Harrisburg
York
is ONE TV market when you use
WGAL-TV

WGAL-TV
CHANNEL 8
LANCaster, PA.
Nbc and CBS

In addition to being the first choice of viewers in these three important markets, WGAL-TV is the television station for Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

STEINMAN STATION - Clair McCollough, Pres.
Weaver's world • Latest word on plans of Sylvester L. (Pat) Weaver Jr., who legendarily is incapable of thinking small, lives up to his reputation. Former NBC head, now consultant to Kaiser Industries, McCann-Erickson and New York Gov. Nelson Rockefeller, has support of Henry Kaiser and Mr. Rockefeller on multi-million-dollar, long-range television project that eventually would put him into "network" programming, syndication and commercial production. He reportedly thinks that with good programs he not only could get on independent stations but into network option time via this route: Where network program is not sponsored, get affiliates to clear for his show instead. Production plans, both programs and commercials, said to rely heavily on use of videotape.

Dead issue • Prospect of formation of joint Washington organization by three TV networks has faded. Ex-Sen. Charles E. Potter who was mentioned as probable chief if set-up materialized has begun to give serious consideration to other offers. Proposal originally had support of CBS and ABC, but their interest failed to kindle equal interest at NBC.

Against the stream • Contrary to trend on other radio networks, NBC Radio this spring will expand its traditional programming service by 10-20% from present total of 70 hours per week. Plan, advanced by NBC Radio's executive vice president Matthew J. Culligan, was approved by network's radio affiliates advisory committee fortnight ago.

New programming at NBC Radio, entirely entertainment, will be on Monday through Friday schedule. Thus, NBC's radio network approach departs radically from CBS Radio Program Consolidation Plan which began this month and from project being fostered by group of stations contemplating establishment of own program service (see page 23).

ABC's brighter day • Things are looking up at ABC Radio, which less than year ago was on verge of going out of business. Good bet is that ABC will make close tie-up with one if not more of nation's major regional networks.

Vocalizing • Both Associated Press and United Press International have given thought to augmenting service to broadcasters with voice transmissions, and UPJ is quietly making tests to find out if there's adequate demand. In one test UPJ put note on wire advising clients that specific story was available by voice to any client calling specific radio station. Several called and taped report for use on their news shows.

Unexpected silence • Growing number of radio stations abandoning "local" and "national" rates in favor of single rate for both classes of business has been expected to bring howl from National Retail Merchants Assn., since in most cases new rate is higher than old "local" charge. But word from there now is that there'll be no blast. Not that NRMA doesn't object; it's just that, according to these sources, NRMA has "more important things" to think about, implication being that if radio rates seem to get out of line, stores could go back to newspapers.

Sellers' market • Buyers of at least one large agency report tightening of spot TV availabilities, noting that it is getting more difficult to place campaigns in desirable time on TV stations around the country. Reason appears obvious: There's no scarcity of national business for spot tv this winter.

New billing • Major last-minute change in NAB's Chicago convention program will be considered this week at NAB board meeting in Hollywood, Fla. Reason is unexpected programming coup -- appearance at Wednesday (March 18) engineering luncheon of Army's top missile boss, Lt. Gen. Arthur G. Trudeau, in charge of research-development. Program juggling would take this form: NBC board chairman, Robert W. Sarnoff, would formally open convention Monday morning instead of at luncheon, receiving keynote award and delivering keynote speech. This would make room for Monday luncheon address by NAB President Harold E. Fellows. Wednesday engineering luncheon, to which Mr. Fellows was originally assigned, would then become joint management-engineering function.

There may be turbulent discussion at NAB board meetings in Florida this week over rival public relations plans for television. One school, led by one major network, will advocate high-priced PR campaign to get critics off tv's back. Other, supported by at least one of two other tv networks, wants first to do depth study of public's attitudes toward tv and then think about PR campaign based on study.

Tepe jurisdiction • International Alliance of Theatrical Stage Employees officials and executives of Film Producers Assn. of New York met in closed-door sessions last Friday (Jan. 30) in effort to prevent future hassles over videotape jurisdiction by different IA locals (see story, p. 43). Parties declined to comment on progress of discussion but it was understood that "informal understanding" was reached and other meetings will be held this week to spell out solution.

Out of the can • Bernard L. Schubert Inc., which has been concentrating on TV film production-distribution for past five years, understood to be re-entering live TV packaging field, reviving series of 1949 vintage, Blind Date: early TV vehicle for such personalities as Arlene Francis and Jan Murray. Program was one of ABC-TV's earliest entries. Schubert aiming for network sale of Blind Date by company's recently-organized network sales department.

Marlboromen • Group of Leo Burnett executives from Chicago were in New York late last week to discuss advertising plans with client Marlboro cigarette (Philip Morris Co.). Topping their schedule: network negotiating soon to get underway on Marlboro's latest buy, United Artists Television's film series, Trouble Shooters with Keenan Wynn. Buy also is of importance to UA-TV as it marks first sale of five film projects company is whipping up for next fall. Marlboro, spot TV and radio advertiser, is deep in network TV with professional sports, To Tell the Truth on CBS-TV, and Jack Paar on NBC-TV.

Justice Dept. has convinced Rep. James Roosevelt (D-Calif.) that it is making all efforts to halt certain internal ASCAP practices attacked by congressmen's Small Business subcommittee (Broadcasting, Jan. 19). Rep. Roosevelt agreed to give Justice "reasonable time" to reach settlement with music firm before taking action which might "prejudice" case. He warned Justice, however, Congress would continue to keep "watchful eye" on progress and would not wait another seven months (case was referred to Justice in July 1958) before taking further action.
REACH FIRST DETROIT

with WJBK-TV's MORNING SHOW MOVIE!

Children off to school . . . husband off to work . . . a cup of coffee and now a Good Movie! The "Morning Show" is the first feature film of the day in Detroit, Monday through Friday at 9:00 AM. Every show is a top-flight feature from UNITED ARTISTS, SCREEN GEMS, NTA, RKO, and coming soon, PARAMOUNT.

Strategic programming to 1,900,000 Television homes is one reason why WJBK-TV has a consistent #1 rating in the nation's fifth market — 9 billion dollars worth of purchasing power! With this leadership and being Michigan's first station with full color and Video-Tape facilities, WJBK-TV tops them all in dominating Detroit and southeastern Michigan. Represented by the Katz Agency

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 - PLaza 1-3940

WJBK-TV WJW-TV WSPD-TV WAGA-TV WITI-TV
Detroit Cleveland Toledo Atlanta Milwaukee
The 'Sixties' are less than a year away • We've fallen into the bad habit of thinking the big population boom is still way in the future, but it isn't. It means constantly rising sales, more mobile markets and more educated buyers—discriminating buyers who won't keep falling for the "hard sell" of some of today's brusque radio-tv commercials. Norman H. Strouse, president of J. Walter Thompson Co., talks about it in Monday Memo. Page 19.

New name in radio • Nucleus of leading broadcasters start formation of a national program service, "Radio World Wide," which would sell stations programs but wouldn't sell advertisers' advertising. They think it answer to current network problems. Page 23.

Parliament push • Hi-Fi, recessed cigarette entry among the "tar derbies," breaks with new broadcast campaign. Surprise addition to its television lineup: radio spot broadside. Page 26.

No more agency commissions • KICD, in Spencer, Iowa, goes to single local rate and tells agencies they will have to collect their 15% from the man who is spending the money—the advertiser. Page 28.

Who is the audience? • Wb's Cash swings spotlight on the makeup of the television audience, says composition data takes risk out of tv; notes what the figures show on westerners. Page 30.

Tv films and mergers • The outlook for 1959 is for more consolidations among tv film companies as the industry expands and competition stiffens. Page 39.

IATSE locals squabble on tape • Stage union seeks to solve jurisdictional dispute in New York between two locals on videotape jurisdiction. Page 43.

Tv critics under fire • Fund for the Republic's study of tv criticism finds it wanting in many respects, powerful just the same. Wbc's McGannon tells radio-tv institute what he thinks of critics. Page 44.

De-spotting the networks • Fcc takes first move against tv networks; proposes divestiture of network spot representation of tv stations other than owned outlets. Commission meeting today on other Barrow Report recommendations, including harsh three-vhf limit in top 25 markets to one owner. Page 51.

Funds for educators • Senators, educators and Westinghouse all in agreement that federal aid to etv is essential if education is to realize full value offered by the medium. Senate Commerce Committee hearing provides forum for discussion of Magnuson bill. Page 55.

Broad areas for space • Suggestions for space allocations steer clear of specific broadcast assignments, but noted scientists recommend broad areas which include tv allocations. Only five comments filed at deadline last week. Page 56.
By any measurement, this radio is first in each Bartell market. Especially when figured in results...response...buyership. Your advertising reaches buyers (the best kind of audience!) Product of scholarship, showmanship, salesmanship.

_Bartell it...and sell it!_

Greater Buyership

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by **ADAM YOUNG INC.**
Schachte, Thurm move up with Lever Bros.

Realignment of Lever Bros.' top executives has elevated Henry M. Schachte, advertising vice president, to executive vice president, with Samuel Thurm, general manager, advertising services division at Lever for past year, succeeding Mr. Schachte.

Before joining Lever in 1956, Mr. Thurm for four years was associate media director at Young & Rubicam. Mr. Schachte (OUR RESPECTS, Jan. 5), who also is chairman of Assn. of National Advertisers, will supervise Lever's three main marketing divisions: Lever, Foods and Pepsodent, while continuing supervision of corporate advertising and public relations division. Lever's advertising budget is more than $80 million, of which estimated 75-80% is in tv.

Setting off changes is elevation of Milton C. Mumford, executive vice president, to president of Lever, relieving William H. Burkhart, who continues as board chairman.

Stanton reaffirms pay-tv opposition

CBS position that "use of the public's channels for pay television is against the public's interest" was reiterated by President Frank Stanton Friday. Also in line with previous position he refused to endorse portion of Harris bill for interim ban on wired as well as "broadcast" pay tv, by adding: "Further than this we do not propose to go—certainly at this time."

Earlier in statement, made to board of directors of CBS-TV Affiliates Assn. in answer to request for comment on Harris bill, he had said, "Any form of pay television," presumably including wired, "would inevitably tend to siphon off the best talent and material" from tv. Statement was at board meeting which, it was reported, laid plans for annual CBS-TV affiliates meeting, to be held in Chicago March 15, preceding NAB convention. Howard Lane, of KOIN-TV Portland, Ore., is head of board.

KXLJ-TV court loser

Federal court in Washington Friday denied request by KXLJ-TV Helena, Mont. for stay against FCC grant to Montana Microwave to feed Spokane, Wash., tv signals to Helena cable system. Court put argument on merits down for week of March 9. FCC granted Montana Microwave permission last year to extend service to Helena (it feeds Spokane tv to antenna systems in Kalispell and Missoula), and relay company also brought in KXLJ-TV Butte, Mont. Both Butte and Helena tv outlets are owned by Ed Craney-Z Bar Net group. Late Friday KXLJ-TV asked FCC for permission to suspend operations for 90 days "for reasons of which the Commission is aware."

Haas again target in KIRO-TV argument

Circumstances of Saul Haas'umption of control of KIRO Seattle in 1934 and his part-ownership in 1920's of Seattle newspaper alleged to have criticized "U.S. imperialism" and praised "communist line" were main subjects of contention in FCC oral argument Friday on Seattle ch. 7 case. FCC made grant to KIRO-TV in 1957.

KXA and KVI Seattle, other two contestants, charged Mr. Haas "peddled political influence" in 1934 to obtain stock in KIRO at fraction of its value and used influence in Washington to obtain better facilities for station, and, KVI said, Mr. Haas' association with Seattle Union Record in 1920's was enough to disqualify him as ch. 7 contestant for disloyalty.

KIRO held that Mr. Haas did not use influence and disagreed with examiner's finding that Mr. Haas showed lack of candor and "conveniently" poor memory in testifying on events leading to his acquisition of control of KIRO. KIRO emphasized that Treasury Dept. investigation in 1936-37 "exculpated" Mr. Haas of "influence-peddling."

FCC's Broadcast Bureau supported KIRO's denial that Mr. Haas did anything wrong and said that while Charles M. Thomsen and Ray DeChenne, from whom Mr. Haas bought KIRO in 1934, might have thought he used influence to obtain better facilities, this was not proved.

CBS cancels quiz

CBS-TV late Friday (Jan. 30) cancelled daytime quiz, For Love of Money, Mon.-Fri., 10-10:30 a.m., substituting, effective today (Feb. 2), filmed drama series, Morning Playhouse. Reason given: show, produced by independent firm, Philad Productions, and packaged by Walt Pramer productions, allegedly used "decimal" machine (to determine size of cash prizes awarded) which from time to time had "not been free from control." CBS-TV said this had been unknown to it, that network management had been informed of this by "personnel assigned to the show." Show is not sponsored, went on last June.

WLWI (TV) Dedicated

WLWI (TV) Indianapolis, Crosley Broadcasting Corp. outlet on ch. 13, dedicated $2½ million plant Friday as Crosley officials celebrated 10th year in tv. Hosts were Robert E. Dunville, Crosley president, and John Babcock, WLWI station manager. Guest list included Sen. R. Vance Hartke (D-Ind.), of Senate Commerce Committee; Gov. Harold W. Handley of Indiana and Lt. Gov. Crawford W. Parker, and Mayor Charles A. Boswell, of Indianapolis. Executives from other Crosley tv outlets—WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton and WLWA (TV) Atlanta—took part in ceremonies.

Two join ABC Radio

WWOL Buffalo and WCKI Greer, S.C., have joined ABC Radio as affiliates, network announced Friday (Jan. 30). WWOL operates with 1 kw on 1120 kc and is owned and operated by Greater Erie Broadcasting Co., of which Leon Wyszatycki is president and general manager. WCKI operates with 1 kw on 1300 kc and is owned and operated by Vernon T. Fox. ABC Radio affiliates now total 293.

Kraft seeksComo

J. Walter Thompson, N. Y., and Kraft Foods Co., Chicago, still negotiating Friday (Jan. 30) as to future of Kraft's 9-10 p.m. Wednesday slot in which Milton Berle and Bait Matterson now placed. Kraft seeks services of Perry Como for next fall as base of full-hour show on NBC-TV.

NBC hits FCC proposal

FCC's proposal for rulemaking to put network organizations out of spot representation business (see page 51) was condemned by NBC Friday (Jan. 30) as "completely contrary to the public interest," and one that "would restrict, rather than enhance, competition among spot representatives."
Mr. Baxter

Mr. Tasker

Mr. Holmes

Mr. Meigs

Mr. Goldman

Mr. Dickson

Mr. Matthews

Mr. Gorman

Mr. Baxter, research associate at CUNWingham & Walsh, N.Y., appointed director of research department, succeeding GERALD W. TASKER, who is retiring after 34 years with agency. Mr. Baxter joined C&W in 1957 as research associate from radio-tv research department of N.W. Ayer. Mr. Tasker for past 11 years has directed C&W's "Videotown" annual study of tv viewer habits. He founded agency's research department, has been credited with numerous techniques developed in broadcast research among them, coincidental radio check, recall on radio spot measurements, use of consumer panels to pre-test radio shows, and laboratory city to study consumer durables. Mr. Tasker was appointed director of research in 1940 and elected v.p. in 1951. CALEB BROKAW, with C&W since 1956 and before that with P. Lorillard and National Biscuit, and CHARLES SUTTON, who rejoined Cunningham & Walsh in 1958 after two years at Ted Bates, become associate directors of research.

William E. (Pete) Matthews, v.p. in media relations, Young & Rubicam, since March 1958, named v.p. and director of media relations, in effect taking over media post at agency from PETER G. LEVATHES, who was tapped for v.p. in charge of new radio-tv department Jan. 1 (BROADCASTING, Jan. 5, 12). Mr. Levathes also served as director of media during transitional phase. Mr. Matthews is Y&R veteran, having been with agency for all of his 15 years in advertising. He joined Y&R in 1944 as space buyer, became administrative assistant to media director five years later, associate director of media relations in 1952 and was named executive assistant to director of media relations in 1954.

Harold Goldman, executive v.p. and director of National Telefilm Assoc., N.Y., named president of NTA International Inc., new tv-motion picture subsidiary (see story, page 42). He will retain present posts with parent company. NTA Pictures Inc., which is current distributor of films for theatres, will become division of NTA International, with HERBERT H. GREENBLATT, NTA Pictures general manager, reporting to Mr. Goldman. SIDNEY KRAMER, NTA director of foreign distribution, and SAMUEL GANG, NTA foreign sales manager and sales executive in charge of distribution of films at home and abroad, also will report to Mr. Goldman. New NTA president joined Oliver A. Unger and Milton G. Ettinger in 1951 in formation of Television Exploitations Inc., tv film distributors. In 1954 Messrs. Goldman and Unger started Comet Television, which was absorbed by NTA. Mr. Goldman and Mr. Unger becoming officers and directors of latter company.

Benjamin Holmes, salesman in television & Edward Petry & Co., New York, representation firm, appointed v.p. in charge of radio division, succeeding WILLIAM MAIHLERFERT, resigned. Mr. Holmes, who joined Petry 21/2 years ago, had been with John T. Griffin stations (Oklahoma and Arkansas) in various executive posts for several years. He was national sales manager of group's KTUX (TV) (now KTUL-TV) Tulsa and KTUL, KOMA and KFPW Fort Smith, Ark., in 1954-55 and national sales manager of KTVX and KATV (TV) Little Rock in 1955-56.

Leon P. Gorman Jr., executive v.p., general manager and director of Hildreth stations in Maine (Community Broadcasting Service stations), announced resignation Tuesday (Jan. 27). Mr. Gorman said this action was taken with view of entering advertising business in New York. WALTER D. DICKSON, v.p. of Hildreth stations, will take charge of all operations. Mr. Dickson joined organization as chief engineer when WABI Bangor was acquired in 1949. Hildreth stations include WABI-AM-TV, WAGM-AM-TV Presque Isle, WABM Houlton and WPOR Portland.

Stanford Meigs, account executive in ABC-TV's central division office in Chicago, named by Television Bureau of Advertising to direct its new Chicago office which opens today (Feb. 2). Mr. Meigs joined ABC in 1954, after serving as account executive for 4½ years with Leo Burnett Co. New tvB branch is located in Suite 520 of Wrigley Bldg.

Peter Storer, general sales manager of WJW Cleveland and formerly in sales capacities at other Storer Broadcasting Co. operations in Detroit, New York, Birmingham, Atlanta and Miami, named managing director of WSPD-TV Toledo. Son of George Storer, president of company, he will report to ALLAN L. HAID, v.p. in charge of WSPD-TV.

Harry Sedgwick, 64, president, general manager and treasurer of CFRB Toronto, founder and past president of Canadian Assn. of Radio and Television Broadcasters, resigned Tuesday (Jan. 27) due to ill health. He remains as director. For some years he also was v.p. of CKLW Windsor-Detroit. Mr. Sedgwick is succeeded as president and general manager by J. Elsworth Rogers, brother of late Red Rogers who founded station in 1927. Coincident with Mr. Sedgwick's retirement, LLOYD MOORE, manager of CFRB since 1933, retires March 30, and is succeeded as manager and v.p. by Wes McKnight, veteran sportscaster and assistant manager. WALDO HOLDEN, commercial manager, appointed v.p. of sales.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES
It's Easy
To Pick
A Winner
In Memphis

It's Channel 3 First By All Surveys

At WREC-TV the finest local programming is combined with the great shows of CBS Television to constantly support our motto: "In Memphis There's More to SEE on Channel 3." Survey after survey proves it . . . so will the results of your advertising effort. See your Katz man soon.

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

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WREC-TV
Channel 3 Memphis

Represented Nationally by the Katz Agency
TROPIC ISLES CALYPSO FURIOUS FISTS BOLD BONGO DRUMS, MOONLIGHT, RECKLESS ADVENTURE!
AND IN CALYPSO-LINGO, THIS ALL MEANS

*CARIBBEAN DEFINITION: "DEVIL-MAY-CARE"*

Sassy as a calypso ballad! Romantic as a moonlit beach!
A potent blend of suspense, mystery and international
intrigue amid the feverish atmosphere of torrid Trinidad!

ZIV’S NEW "Devil-May-Care" SERIES

VENTURE

Explosive Action in the Colorful Caribbean!

starring

DANE CLARK

and introducing

JOAN MARSHALL

From the Florida Keys to Trinidad . . . . they find ADVENTURE in every port of call!

Every week a sparkling half hour! Already signed to sell for advertisers in over 120 markets!
THIS NEW FM TRANSMITTER is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

ADEQUATE COVERAGE—Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

UNIQUE EXCITER—New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

MULTIPLEX ACCESSORIES—Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

BROADBAND ANTENNA—New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

* For all your FM needs call your nearest RCA Broadcast Representative.

IN CANADA:
RCA VICTOR Company Limited, Montreal

OUTSTANDING FEATURES OF THE BTF-5B
- Designed for Remote Control
- Direct FM System
- Designed for Multiplexing
- Fewer Tubes and Tuned Circuits
- Built-in Oscilloscope for Easy Tuning
- Choice of Colors
- Matching Rack Available for Accessories and Additional Subcarrier Generator

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY
A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

*Indicates first or revised listing*

**FEBRUARY**

Feb. 1-6—Winter meeting of American Institute of Electrical Engineers, Statler Hilton Hotel, New York, includes four sessions devoted to radio and te 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 Committee; Feb. 4, TV Board; Feb. 5, Radio Board; Feb. 6, combined TV and Radio Boards.


Feb. 4—Radio & Television Executives Society's "Newsmaker" luncheon, 12:30 p.m., Ballrooms, Hotel Roosevelt, New York. FCC Chmn. John C. Doerfer and members of Commission will be honored. Mr. Doerfer will report on FCC activity.

Feb. 5-30—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. 9—Broadcast Advertising Clinic sponsored by Hollywood (Calif.) Advertising Club, Hollywood Roosevelt Hotel, 9:30 a.m. to 4:15 p.m. Club's first annual radio- TV commercial awards will be made at luncheon.

Feb. 10—Entries close for National Headlines Club awards. Address Mail Division, Convention Hall, Atlantic City, N. J.


Feb. 12—National Stereophonic Radio Committee of Electronic Industries Assn., Institute of Radio Engineers hotels, New York. Separate panels will start plans to create systems uniformly compatible stereo sources.


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

Feb. 16—Boston ch. 5 rehearing scheduled to begin. This is an question of off-record conversations with FCC commissioners during original comparative hearing, remanded to the FCC by the U.S. Court of Appeals for the District of Columbia. Examiner: Judge Horace Stern.


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 Broadcaster 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 4—California Broadcasters Assn., annual membership meeting, El Dorado Inn, Sacramento.

March 15—Assn. 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; non-agenda meetings scheduled March 15. Formal sessions open at noon March 16 with keynote speech by Robert W. Samoff and continue 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 and several joint management-technical sessions, will be held concurrently with convention in the same hotel.

March 16—NAB Tx Code Review Board, Conrad Hilton Hotel, Chicago.


March 23-26—National convention, Institute of Radio Engineers, Waldorf-Astoria, New York. The nation's leading electronic scientists 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 3-5—Mississippi Broadcasters Assn., annual meeting, Buna Vista Hotel, Biloxi.

April 5-8—National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.
the disappearance of Mel Makegood

Makegoods are no problem when you have TelePrompTer to keep your commercials accurate. And rehearsal time is cut way down, too. That's why so many stations are finding it profitable to install TelePrompTer. The smooth, professional delivery you get with TelePrompTer assures network quality at the local level. Both broadcasters and clients agree “No station is fully equipped without TelePrompTer.”

The TelePro 6000 Rear Screen Projector, too, can show your client's office, store or factory as a convincing background to any commercial. See both TelePrompTer and TelePro at the N.A.B. Convention, March 15th.

Wanted: Memorabilia

EDITOR:
We are preparing a slide file and strip-film lecture concerning the history of radio broadcasting to 1934. We are searching for photographs and any other materials concerning performers, studios, equipment, etc. of this period. If any of your readers should have any materials they believe would be of interest to us, we would appreciate it if they would write us at the Dept. of Speech, Ohio State U, Columbus 10, Ohio.

Jos. F. Schurrer and Raymond T. Bedwell Jr. Ohio State U. Columbus, Ohio

Farm program evolution

EDITOR:
Radio and television programs expressedly for farmers are passé.
Most of our food and fiber is produced by a small percentage of the nation's farmers. This man does not turn on his radio or television set to learn how to control chinch bugs and anthracnose, or to get the best ration for laying hens. Like anyone else he listens and watches for news, weather reports, music and entertainment.

We do need farm programs for city people to tell them the fascinating story of their “daily bread” — the things they too often take for granted.
Such a program can be made to appeal to all people and it will not be limited in sponsorship to feed, fertilizer and farm implement manufacturers.
Why doesn’t someone tackle it?
Charley Stookey
Box 611
Avon Park, Fla.

WFMJ-TV has Play-Doh

EDITOR:
RE YOUR PLAY-DOH SUCCESS (JAN. 12 PAGE 45), CH. 21 WFMJ-TV YOUNGSTOWN SHOULDN'T HAVE BEEN INCLUDED AMONG STATIONS PARTICIPATING IN THIS SUCCESSFUL CAMPAIGN.
MITCH STANLEY
MANAGER
WFMJ-TV YOUNGSTOWN, OHIO

BROADCASTING SUBSCRIPTION SERVICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

BROADCASTING, February 2, 1959
Another thriller-diller from WJRT—

“How’s this for undercover work, Chief?”

“You’re getting warm, Ponsonby. But next time try WJRT. It’s the efficient way to blanket Flint, Lansing, Saginaw and Bay City.”

**Hottest thing in mid-Michigan TV:** WJRT, the single-station way to reach the nearly half-million TV households in mid-Michigan. And surely the most efficient way—for WJRT covers all four mid-Michigan metropolitan areas—Flint, Lansing, Saginaw and Bay City—with a grade “A” or better signal. No further need to look in from the outside. WJRT gives you penetration from within. If you want to tell your story in Flint, Lansing, Saginaw and Bay City, WJRT is the way to cover all four with a single-station buy. Come on in; the selling’s fine.
Buy George, Smidley

Geo. P. Hollingbery, that is!

Yessir, Smid, the Cascade folks got a new rep.
And, by George, don’t you forget it—
George P. Hollingbery Company,
national representatives
for Cascade Broadcasting as of February 1st.
So let’s “buy” George and Cascade,
huh, Smidley? Right?

CASCADE BROADCASTING

KIMA-TV  KEPR-TV
YAKIMA, WASH. PASCO, RICHLAND, KENNEWICK, WASH.

KLEW-TV  KBAS-TV
LEWISTON, IDA. EPHRATA, MOSES LAKE, WASH.

KIMA  KEPR  KWIQ
YAKIMA, WASH. PASCO, RICHLAND, KENNEWICK, WASH. MOSES LAKE, WASH.

Now Represented by GEORGE P. HOLLINGBERY COMPANY

18 BROADCASTING, February 2, 1959
The ‘Sixties’ are less than a year away

For the past several years we’ve read articles in business publications and heard talks at various conventions written or delivered by those with sufficient authority and courage to forecast the remarkable opportunities that will suddenly spread out before us in the 1960s. These forecasts have been made so many years in advance that we’ve fallen into the habit of thinking of the event itself as set in the future, remote from our present problems.

This has been particularly true during the past year, when a sharp and largely psychological recession caused only too many business executives to drop their happy preoccupation with a constantly rising level of sales and profits and attend to the practical problems of an equally rising level of costs.

But the dreamed of “sixties” are literally just around the corner—only a matter of months away. And there is little reason to doubt that the dream will be a living reality. In fact, even during this past year the factors which have been at the root of our expanding economy have continued to operate and have been building a backlog of potential demand which we have only to trigger to convert into sales.

Long Range Look • The most disappointing fact of this past recession year was that so many American marketers lost sight of long-range objectives and curtailed their advertising and promotional investments in order to come up with an earnings-per-share figure on December 31 which would require the least explanation or defense. As a result, many companies suffered an unseen loss in opportunities to increase consumer preference because they allowed short-term expediency to weigh too heavily in the scale against long-term growth.

Fortunately, the consumer was not too greatly influenced by such management practices, except to the extent that they were not sufficiently prodded to purchase durable goods.

But our economy is swinging up again with reassuring resilience, thanks not so much to the wise business statesmanship of American marketers but rather to the dynamic economic health of the great body of American consumers who are sometimes sounder in their judgments than our multiplying echelons of management.

As we move shortly into the “golden sixties” of today’s director 1949-59 financial speeches, it’s important that we renew our basic convictions about the unquestioned growth and change in our economy. In recent talks I attempted to summarize this growth and change by means of the concept of a four-dimensional or “4-D Consumer” which I would like to repeat.

His first dimension is height, you might say—he’s greater in numbers. And in playing the numbers game, he has repeatedly embarrassed the population authorities by undertaking earlier marriages and making larger families stylish again. The Census Bureau in its 1946 forecast missed by 17 million people the size of our population in 1955. Now we have passed 175 million, and we can expect a market of 195 million by 1965 and very likely 211 million by 1970.

Acceleration • But because of the sudden acceleration of the birth rate in the early 1940s and the increasing longevity due to the astonishing advances in medicine, we now find ourselves with a disproportionately low percentage of our total population in the development age range of 25 to 45, which will create serious personnel shortage problems.

The second dimension of our 4-D Consumer is breadth—he’s changing rapidly in his geographical distribution. He has become a mobile animal and for the past five years over 30 million of them have been changing their addresses each year. They are bringing about significant regional shifts in our population and at the same time are coalescing into what we now identify as “interurban strips.” These are continuing phenomena, demanding close attention of both advertisers and media to avoid getting out of focus with the market.

The third dimension is depth—the economic resources of the 4-D Consumer are increasing with unprecedented speed. Whereas in 1950 our population contained just over 11 million spending units with a disposable income of $4,000 or more after federal taxes, by 1956 there were 26 million such spending units, and in 1960—next year—it is forecast that there will be 36 million such spending units.

This is resulting in a greater range of purchase option, a lessening in the importance of price alone as a decision factor and an increase in demand for quality and convenience.

‘Hard Sell’ Out • The fourth and final dimension we might call texture—the 4-D Consumer is becoming better educated and therefore more discriminating both in the kitchen and in his appraisal of and his response to the methods of communication by which we attempt to sell him.

And the discriminating consumer is much less apt to be impressed with the “hard sell” which has had a tendency to elbow its way so brusquely into our broadcast commercials this past year or so. With our increasing level of education, we must be careful not to fall into that self-deception that assumes that millions of people will succumb to advertising techniques which we would not be proud to fall for ourselves.

During the “sixties” we will be knee-deep in luxuriant markets, but anyone who judges these markets strictly on the basis of numerical increases and attempts to sell them with simply “more of the same” will risk losing in share of market and all the attendant ailments that flow from what we may term, in the colloquial, “slipping.” And if your slip is showing, it is amazing how many of your competitors will notice it—and take advantage of it.
a NEW plus market
The $3 BILLION GOLDEN CIRCLE
Albany – Schenectady – Troy

a

13

CH W A S T

ALBANY, N.Y.

is engineered to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million.

Represented by VENARD, RINTOUL & McCONNELL, Inc.

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BROADCASTING, February 2, 1959
Florida makes good business news with an average of 45 new plants every month

Some wag recently quipped—New plants are going up in Florida faster than new hotels. Curious thing about that statement is, it’s true! Florida gained more than 500 new industrial plants and major expansions in 1958. That’s more than all the hotels ever built here in any single year.

This doesn’t mean Florida is for one moment forgetting its still-biggest industry, tourism. Far from it. With a $1.3 billion annual tourist trade, Florida continues to be one of the leading vacation meccas in the world.

It does mean, however, that another sturdy footing now underpins the prosperity of the state, and business news from Florida is vying with resort news for headlines.

The new missile–rocket field is a prime example with Cape Canaveral high in dateline popularity. And not to be overlooked are the many plants contributing to this tremendous project. New electronics firms and allied facilities are being launched throughout Florida with countdown regularity. Over 150 manufacturers are already in avionics, communications, missile tracking, computing and related industries. Yet these space-age businesses are only part of the story.

Now, each of the 21 major industrial classifications listed by the federal government is represented in Florida. That these new companies are enjoying a prospering economic environment is proven in the large number of expansions taking place each year.

Capital investment for plants and equipment jumped 134% in the last ten years. The nation averaged 79%. Florida manufacturing employment rose 74% in the same period. U.S. averaged 10%. Plant payrolls soared 190%.

This growth requires skilled labor. Florida has it. Population gains keep pace with demands for personnel. An average of 3,000 new residents move here every week. Sixty-six percent are in the working-age bracket—18 to 64 years old. Thousands more want to come. Businessmen, professional men, skilled technicians and their families, plus the manufacturers who want to get closer to Florida’s fast-growing markets. All want to know about living and working in Florida.

If you’d like to give them such facts in your time-to-time reporting on the Florida scene, we’d like to help you gather the information you need. Simply address:

State of Florida Development Commission
515-T’Caldwell Building
Tallahassee, Florida

Florida Y E A R ' R O U N D L A N D O F G O O D L I V I N G
CHARLOTTE-WBTV RULES ABSOLUTE AS FIRST TELEVISION MARKET IN ENTIRE SOUTHEAST AS MEASURED BY N.C.S. #3

The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV’s set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.
A NETWORK WITHOUT ADVERTISING?

- Nucleus of national radio program service takes shape
- It includes some of CBS's and NBC's biggest affiliates
- They want network product without network competition

Some of the most respected broadcasters in the country last week took a long step toward formation of a nationwide radio program service which would supply network-type programs but would not sell advertising.

Some have already signed a "letter of intent" committing them to undertake the project, which is tentatively named "Radio World Wide." The start of operations is contingent upon commitments from at least 25 major stations in major markets for a minimum of two years at a subscription rate of 30 times the station's highest one-time, one-minute rate per week.

It is estimated that from 25 such stations a minimum of $3 million for the first two years of operation would be guaranteed. That figures out to an average contribution of $60,000 per year per station.

Planning Session • The plan was discussed in detail last week at a secret meeting of executives of some 30 long-established radio stations. The meeting was held at the Conrad Hilton Hotel in Chicago. The "letter of intent" (see text, next page) was circulated at the meeting. Some signed it; some took it home to obtain approval from ownership of their properties. A few reportedly rejected the plan. At least one station which was not represented at the meeting reportedly had made a tentative endorsement. Still others who were not at the meeting have indicated interest.

Several leaders of the project are represented by the Henry J. Christal Co., a representation firm dealing exclusively in radio, but not all Christal stations were at the meeting, nor are all Christal stations reported in favor of the plan. The movement embraces stations represented by several different representation firms and affiliated (now or recently) with both CBS Radio and NBC Radio.

A complete list of the stations with delegates at last week's meeting could not be obtained at the time this story was written late Thursday. But these were definitely identified:

- NBC affiliates: KFI Los Angeles, KHQ Spokane, KSD St. Louis, WGY Schenectady, WTIC Hartford and WFAX Dallas (which operates on two frequencies alternately with WBAP Fort Worth and is NBC on 820 kc and ABC on 570 kc).
- CBS affiliates (or recent disaffiliates): KTRH Houston, WTAG Worcester, WHAS Louisville and WJR Detroit. The majority of the other 18-20 stations which were represented at the meeting reportedly were CBS affiliates now or stations which recently disaffiliated as a consequence of CBS Radio's adoption of its Program Consolidation Plan. Still other CBS Radio outlets have the proposal under consideration although they did not attend the meeting.
- Non-Competitive Supplier • Details of Radio World Wide's operations and programming have not been planned, but the broad purpose of the service is to provide high-quality news, public affairs and entertainment programs from a national program source that does not compete with its members for national advertising revenue (CLOSED CIRCUIT, Jan 26).

Stations could use whatever Radio World Wide programs they chose at times of their own choosing. All national advertising on the stations would be spot, sold by the stations themselves at their own rates.

In this respect Radio World Wide would differ radically from the defunct Quality Radio which was originally supported by several of the stations that are now prominently identified with Radio World Wide. Quality, which never went into operation but for several years had a skeleton sales staff, was to be not only a program service but also a national advertising vehicle sold as a unit as conventional networks are sold. The Quality idea was abandoned because it could not compete with established network prices. It never made a sale.

Radio World Wide would be nothing but a program service. Several of its supporters emphasized last week that the programs would include entertainment as well as news and public affairs, although at the outset it was expected that news and public affairs broadcasts would dominate the schedule.

Early Feelers • It was learned that supporters of Radio World Wide had conducted exploratory talks with several established program sources, including both the major news associations, United Press International and Associated Press. These explorations have dealt with the possibility of either UPI or AP supplying voice broadcasts. Radio World Wide supporters have also talked with ABC Radio about the possibility of its providing the kind of service they want. At the moment an
The plan for 'Radio World Wide'

Here is the text of the "Letter of Intent" which the founders of the proposed program service have been asked to sign.

This is to affirm that Radio Station XXXX is in accord with the basic principles outlined for a proposed program service, tentatively named "Radio World Wide," and hereby asserts its interest in becoming a subscriber, contingent upon the following:

1. That at least 24 other high calibre stations in major markets have similarly signified their intent.
2. That all programs and services under contract will be under full control of the individual station and will be entirely separated from any sales activity for advertising revenue by any person or organization other than the station's own sales forces.
3. That qualified legal counsel has developed and submitted a charter and set of bylaws which reasonably protect the associates by requiring approval of future applicants to insure that only stations of similar quality will become associates.
4. That the maximum cost of each station's subscription will not exceed 30 times the station's highest one-time, one-minute rate weekly.
5. That details of corporate structure and programming policies will be subject to our review and approval before any formal and legally binding contract is tendered.

We further express our agreement that if and when all the foregoing conditions are met, the term of the formal contract would be for a period of two years.

(Signed)

arrangement with ABC seems unlikely. All these discussions have been tentative in the extreme, it was emphasized. At the Chicago meeting last week there were further discussions about program sources, but it was decided that organizational plans must be drawn before programming details could be arranged.

Two of the first items of business assuming enough stations sign the letter of intent, will be the design of a corporate structure and the selection of a chief executive to head Radio World Wide.

Orderly Procedure • There is no specific target date for the beginning of Radio World Wide operations. Leaders of the movement were described as wishing to proceed with an orderly organization. They were hopeful of avoiding premature publicity that would wrongly indicate that their project was a sudden spasm induced by CBS Radio's conversion to PCP and by talk that NBC Radio might follow suit. These developments, it was stated, had to some degree crystallized action on the Radio World Wide idea, but the basic concept of such a service had been under investigation for years.

All the existing national networks and their affiliates have repeatedly studied proposals for conversion to a program service.

In the fall of 1956, this magazine took a national poll of both network affiliates and independent stations which showed substantial sentiment in favor of a "press association" type of network service that would be supplied to stations for a fee and would not be sold as a national advertising vehicle. In that poll 37.6% of the 580 network affiliates that responded said they would prefer a "press association" type of service to existing network service and 64.4% of the 565 independents that responded said they would be "interested" if such a service were offered (BROADCASTING, Nov. 26, 1956).

Mutual's Conversion • Shortly after the publication of the BROADCASTING survey the Mutual Broadcasting System, then under the ownership of General Teleradio, made a serious study of the prospects of converting to a program service to be sold to stations. The network's eventual decision was a modification. MBS was the first to offer stations programs, mostly news and commentary, at no compensation in return for the right to sell some of the programs to network advertisers while allowing the stations to sell others as they chose. (For news of Mutual's current consideration of a straight program service, see box page 23.)

Both before and after BROADCASTING's publication of its survey, CBS and NBC and their affiliates discussed the program service plan. Each time the networks concluded that the costs of operation could not be recovered from fees that stations were willing to pay. The fourth radio network, ABC, made an intensive exploration of the subject only last April when there was some doubt that the company would stay in the radio network business. At that time, ABC officials calculated it would cost $4 million a year to run a national program service. In consultation with key affiliates, the network decided it could not collect that much in station fees.

Supporters of Radio World Wide say that the conventional networks have exaggerated the costs of a program service. For $2.5 million a year, they say, a high quality service including national and international news broadcasts and top entertainment shows can be scheduled regularly over Class A lines. They feel that the $1.5 million a year budget which the 25 charter subscribers would guarantee is enough to put Radio World Wide into sound business.

Only Way Out • In the belief of these broadcasters, a program service is the only way that big stations in big markets can continue to supply varied programming without going broke.

"The economics of present network arrangements are cockeyed," one leader in the Radio World Wide movement said last week. "Either the network has to lose money or the affiliates have to lose money. The only way to make sense out of this is to revise the arrangement so the same facilities are sold at the same price to all national advertisers.

"As it is now, if a network affiliate tries to sell a minute spot to Chevrolet, for example, Chevrolet says: Why should I buy the spot for your $50 spot rate when I can get the same commercial on your station through a network buy for maybe $3.25?"

Clicquot big in radio

Aiming for one of the nation's biggest radio promotions, Clicquot Club Co., Millis, Mass., has announced plans to sponsor 3½ hours of recorded dance music in selected market areas throughout the country every Saturday night.

General Sales Manager Donald M. Smets explained at a three-day sales conference in Boston last week that there will be local promotions coordinated with the radio programs, including dance parties in the largest available facilities. The music will be adjusted to the tastes of each area but will emphasize the 1959 Clicquot slogan, "Let's go For Kicks!"

The agency for the 78-year-old soft drink company is Daniel F. Sullivan Co., Boston.
POWERFUL NEW WITH DRUG MERCHANDISING!

- Covers 30 of the highest volume independent stores in Baltimore!
- Two weeks display of your product on the big WITH Drug Merchandising display stand in all participating stores!
- In-store poster displays of your product in all stores!
- Jumbo mailings to every retail drug store in the Baltimore Metropolitan area!
- Many more merchandising “pluses”! No other Baltimore radio station has anything like it! Get full details—now.

Write to Radio WITH Baltimore 3, Md.
or contact the W-I-T-H national representative nearest you:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clark Browne Co. in Dallas, Houston, Denver, Atlanta, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast
PARLIAMENT'S QUARTER-INCH

Radio-tv jingle adapts newspaper slogan

Parliament cigarettes breaks with a major media move today (Feb. 2) as its first commercials on a new copy theme sweep across the country, using network tv, spot tv and radio. The saturation radio campaign is a last-minute addition to the campaign.

The broadcast schedule, through Benton & Bowles, includes network tv (Doug Edwards and the News and Perry Mason on CBS-TV), spot tv using about 150 station in the top 50 markets, and a "wave" of radio spot (an average of 100 spots weekly on some 65 stations covering 14 major markets and others).

Behind the broadcast acceleration is a media story of a copy theme developed in newspaper advertisements and then adapted to radio and tv. It is part of a stepped-up move by Parliament in the war of the filter brand cigarettes.

Actually the broadcast approach of Parliament is quite simple though its action was one that its executives at first thought couldn't be done. The Parliament newspaper ad copy theme of "the most important one-quarter inch in smoking today" was put into a jingle.

It was the jingle, nurtured by Parliament's agency, that got the hot-selling Philip Morris filter brand off the ground and into the broadcast air. Benton & Bowles and Faillace Productions, New York, came up with the lyrics and music. The jingles so captivated the client that radio was also brought into the plans.

The jingles were recorded the first week of January. Also during that week, MPO Productions, New York, filmed commercial footage at its studio and on location at the Long Island Daily Press. In the jingle, Faillace used five voices. The tv commercial has these credits: Mickey Schwartz of MPO, directing; Sol Dworkow (also producer), Bob Hughes and Ray Fitzgerald, all of B&B, copywriters. Frank Sims does the announcing for the tv commercial.

Prepared were two 60-second commercials and two 1D's for television, and one minute radio announcements. Said Parliament's ad people: "We used radio because of the easy translation from print to sound of a product advantage." The advantage: the recessed filter (high-filtration) that traps nicotine and tar and has no "feedback." As the jingle clocks it in a lilting tune: "It's the most important quarter inch in smoking today. It's the quarter inch the filter is recessed from the tip. So no filter feedback."

Can reach your lips
Tobacco tastes best
When the filter's recessed
Smoke Parliament."

Parliament and B&B say they realized that in their copy theme they had something other than statistics which have loaded filter-tip cigarette makers' ad claims. And this could be seen and dramatized on tv. The difference for radio: the jingle.

The brand—now knocking at the sales door of the majors in the filter tip field—received new packaging and a price compatible with other filters when Philip Morris acquired Benson & Hedges more than a year ago.

Ketchum's best year was '58's $27 million

Ketchum, MacLeod & Grove, with offices in Pittsburgh, New York and Washington, D.C., had its biggest billing year in 1958, a total of $27 million. President George Ketchum placed the gain over 1957 at 12%, for the advertising and public relations agency. Noted was a trend among clients to increase their budgeting for services rendered (KM&G has a list of heavy industry accounts, places some radio-tv business and handles some stations themselves).

Otero, Winters open

• Page B. Otero and Curtis R. Winters, formerly executives of McCarty Adv., L.A., announce opening of their advertising and marketing agency, Otero & Winters Inc. Mr. Otero is president and Mr. Winters is vice president of the new agency which is located at 9110 Sunset Blvd.; telephone: Crestview 4-5917.

League picks tv spot

• Joseph I. Sonnenreich Adv., New York, was presented with an award in the tv presentation category by the League of Advertising Agencies last Friday (Jan. 30) for a spot tv campaign conceived for Wispese Corp. (light-weight girdles), New York. The campaign, created by Sonnenreich Adv., ran in 35 markets last year and utilized semi-animation and illustrated techniques in explaining the features of the product. The tv award was one of 10 in various media categories presented by the league at its eighth annual dinner held at the Hotel Plaza in New York.
Whether direct airing of the daily
morning and evening traffic flow... on-the-spot
reporting of a hot news story... or delivering
a WGBS personality to a music hop...

ABOVE ALL... the sound that counts
is Radio Miami, WGBS—THE GREAT BIG SOUND.
Listeners know they can depend on for the
first word in news, the last word in music and
the authoritative voice in service.

WGBS is a "touch of home" for the tremendous number of CBS radio fans among the
more than six million visitors who come to Florida every year (74% by automobile).

ABOVE ALL, WGBS is at home with one and a half million radio listeners who
live within its exclusive 50,000-watt Hi-Fidelity signal area 12 months of the year.

Storer Radio

WGBS WAGA WWVA WBG WSPD WJW WJBK
Miami Atlanta Wheeling Philadelphia Toledo Cleveland Detroit

"Famous on the local scene"

WGBS
RADIO MIAMI IN FLORIDA
Represented by the Katz Agency
NO AGENCY 15%
... says KICD in move to single local rate

KICD Spencer, Iowa—"a 250-watter in a town of 7,400 people" which "grossed $234,000" last year—told advertising agencies last week it no longer will pay them 15% commission on business they place with KICD. Instead the agencies will have to bill their clients for the service, KICD explained, pointing out that in return the agency buying KICD will get "an honest dollar's worth of effort for its client."

This unique policy was disclosed by KICD President-General Manager Ben B. Sanders in announcing the station's swing to single-rate, dropping the former national rate and offering the present local rate to all advertisers. Mr. Sanders said KICD also will operate without a station representative. The station has been in the John E. Pearson Co. portfolio.

But Madison Ave. last week scarcely blinked at KICD's contribution to the drive for a single rate card policy in the broadcast media (Broadcasting, Jan. 26, 19). Of the station's $234,000 gross in 1958, only 5% was national money.

A Pearson spokesman declined to comment on the KICD action. However, he said a national account now on KICD is Sinclair Refining Co., placing $1,500 on KICD in 1958.

Mr. Sanders wrote agencies in part: "... We're (1) going to one rate, (2) operating without a rep and (3) making our rates net-to-station. ... We're going out on the limb, by doing something we feel will straighten up the rate problems eventually for all stations—one rate to all.

"And if a man wants the services of an advertising agency, let him pay for the services, not by paying us a higher rate, but by paying the persons performing the services—the agency. And in turn the agency will feel it is getting an honest dollar's worth of effort for its client."

"Your client will pay exactly the same rate as our main street merchant plus your commission. In this way he has the benefits of your ability at local rates. Advertising agencies have asked for this service—the local rates. We feel you are justified in your demands for fair and equal treatment. Hence the move. Time will demonstrate if we're right—we hope we are.

"A year from now we'll look at the figures and let you know."

Katz forms new agency for Baltimore clients

A new agency, Joseph Katz Co. of Baltimore, was organized yesterday (Feb. 1) as a separate entity from Joseph Katz Co., New York. The new firm will continue to handle accounts that were serviced in the former Baltimore office of the Katz Co.

Stanley E. Blumberg, vice president of the Katz agency, becomes president of Joseph Katz Co. of Baltimore. Harry Kullen, executive vice president of the firm headquartering in New York, is vice president of the new Baltimore operation. Gertrude Myers, administrative assistant to the late Joseph Katz, agency founder, will be secretary-treasurer of the Baltimore firm.

The original Katz agency was founded 39 years ago. In New York, Mr. Kullen said the Katz agency in that city will continue to handle American Oil Co. and other accounts. Plans of the agency will be announced soon, he added.


10-second restriction placed on prize plugs

Free plugging of products given away as prizes on audience participation programs is restricted under an "interpretation" by the NAB TV Code Review Board.

Roger W. Clipp, Triangle Stations, chairman of the code group, said the identification of giveaway prizes must not exceed 10 seconds of air time. The interpretation applies to all prize agreements made after Feb. 1. Code subscribers may complete existing agreements.

The 10-second limit was interpreted as "reasonable and limited." If identification of a giveaway exceeds 10 seconds, the entire announcement or visual presentation will be charged against the total commercial time allotment of the program period.

The TV Code itself specifies that "reasonable and limited identification of . . . contest awards and prizes . . . shall not be included as commercial time" and that "any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time."

RAB local ad survey

New and used car dealers came out on top in latest RAB survey of local radio advertising. The average RAB-member station chalks up 10% of its local dollar from this group. Furthermore, car dealers had the highest score in number of responding stations reporting revenue from a customer category —94.6%.

In second place were supermarkets with 7% of average local revenue and 9 out of 10 stations listing them as clients. Department and appliance stores followed (tied for third), and furniture stores, banks, soft drink bottlers, savings and loan associations and religious (tied for seventh), gasoline stations, men's wear stores and dairies completed the top ten.

NL&B billings up 15%

Needham, Louis & Brorby added 15% more billings in 1959 over the previous year, showing an increase of nearly $5 million for a total of $37,814,767. Addressing an employees' meeting, Maurice H. Needham, NL&B president, also reported a net profit of $203,403.

This data was included in the 12th annual report of the employee-owned agency, one of the few which makes public its financial details. Capitaliza-
PREVIEW

Million dollar boost for $25 watch • Benrus Watch Co., New York, is investing $750,000 in tv specials (out of an estimated advertising budget of $1 million for the first six months of 1959) to promote a company innovation: a new watch that sells for $25 retail and carries an unconditional three-year guarantee.

Harvey Bond, vice president in charge of advertising, said Benrus decided to produce a one-price watch with an unconditional guarantee because the domestic watch industry as a whole has been plagued by "discountitis" and misleading guarantees. The new watch, styled "Today," includes a man's dress watch, a lady's dress watch and a man's waterproof sport watch. The big problem: how could Benrus tell the story of its new, one-priced timepiece most effectively?

Benrus and its agency, Grey Adv., New York, after considerable evaluation of all media, chose network television specials primarily to get the message to the consumer. The company has signed for one-half sponsorship of the Jack Benny one-hour specials on CBS-TV March 18 and May 23 and one-half of the Emmy Award telecast over NBC-TV in April, date not set. If the tv

ion consists solely of common stock available only to employees, 52% of whom hold shares.

Re-elected to the board of directors were Mr. Needham, Melvin Brorby, Paul C. Harper Jr., James G. Cominos, Edmond C. Dollard, Vinton H. Hall, Frederick A. Mitchell and F. Winslow Stetson Jr. John F. Whalley was named to the board as financial vice president and secretary.

N&L&B had combined radio-tv billings of $16.8 million last year, representing 47% of all billings, according to BROADCASTING's annual agency survey. Most of its activity was in network television.

Longer series pact sought by Gillette

Baseball Commissioner Ford Frick acknowledged last week that the Gillette Safety Razor Co., Boston, has proposed that its current pact for radio-tv rights to the World Series and All-Star games, concluding in 1961, be extended to 1964. Mr. Frick said no decision has been reached.

Mr. Frick said Gillette pays $3.25 million a year for the rights through 1961 but reported that financial terms for the proposed extension have not been discussed. He added there has been "no action on Gillette's proposal and I don't know if there will. If we can get a good deal, I'd just as soon extend it."

Mr. Frick insisted that Gillette's move would not necessarily tie up the games and head off the threat of pay tv, adding: "We have an escape clause in the contract in the event pay tv comes into being."

Foreign commercials given ATAS screening

America may have put television into business first, but foreign tv commercial makers have forged ahead in that field with technical skill and freshness and are picking up the prizes to prove it. This was the point tv commercial consultant Harry Wayne McMahan was out to prove at two showings last week of international prize-winning filmed commercials for members and guests of the Academy of Television Arts and Sciences in New York.

Mr. McMahan, who was the American judge of the 1958 Venice Advertising Film Festival last September, presented 44 of the best European, Asian and American commercials, and for additional comparative purposes, ran off 14 domestic spots.

Mr. McMahan's remarks before each film pointed out the need for greater communication among the world's film production centers. America ranked behind France, England, Italy and Germany in the Venice competition. The U.S. lost out, according to Mr. McMahan, because of foreign superiority in "basic visual concepts" and "non verbal communication." The French commercials and theatre advertising films were notable for their lack of words, semi-abstract treatments, stop motion technique, transition smoothness and electronic sounds.

Mr. McMahan introduced a Belgian ad for Attraction bras as "the nearest thing to subliminal advertising." An attractive miss in a close-fitting dress was mentally undressed by a customer buying cravats. Quick flashes showing just her bra were inserted during her sales talk.

BROADCASTING, February 2, 1959
WHO'S LOOKING?
Cash gives counsel on use of research
A more detailed profile of the tv audience is on the way for advertisers and their agencies, according to Norman E. (Pete) Cash, president of Television Bureau of Advertising.

Mr. Cash spoke about the tv audience at a luncheon meeting of the Radio & Television Executives Society's timebuying and selling seminar in New York.

What Mr. Cash stressed: Data already available "have helped reduce the advertiser's risk by showing him the specific performance of his specific message."

Mr. Cash revealed Tvb is preparing a comprehensive summary of tv audience composition, details of which will be released within the next two months.

Tvb worked with A.C. Nielsen and The Pulse audience measurement firms, to tabulate the number of men, women, teenagers and children viewing by period of the day, by program type both network and local. Said Mr. Cash: "We believe this report will be a major contribution to media, time period and program selection."

Mr. Cash's major point: It is important in good media research and use to know, not only the media, but the market of the product to be sold. It's necessary to know whom you should go after in your advertising and how often you should reach each person to convince him of the product's merits.

The Tvb executive demonstrated evaluation of available data—and the fact that there must be skill and understanding when using averages because "all kinds of averages can be misleading"—by discussing westerns.

On the basis of general criticism, one would think the average tv show is a western, said Mr. Cash. But actual Nielsen data in December revealed 21 westerns, or less than 18% of nighttime network programming. In terms of total audience four out of the top 10 nighttime shows were westerns. On the basis of average audience, seven of the top 10 nighttime shows were westerns.

He also found:

Of those who view tv the least, westerns rated 26% higher than the average evening program; of the 20% who watch tv the most, westerns rated 63% above the average. The point: It is not true that the cautious viewer will shun westerns. He likes westerns above the average as does (though not to the extent of) the viewer who watches the most. "A total of 27 different sponsors, aiming at men, women, teenagers and children, used westerns."

To swap media ideas
"Marketing Assn. of North America" is the working title of an advertising agency network being organized by Yards Adv. Co., Philadelphia, to enable member agencies to exchange creative ideas.

MANA is conceived as a group of medium-sized agencies that, through meetings, news bulletins and intercommunication, will improve the services and increase billings of member agencies.

A meeting to organize the association is tentatively planned for Chicago in April. Inquiries regarding MANA may be sent to Yard's, 2116 Walnut St., Philadelphia.

Media planners meet
A new professional group in the media field, New York Advertising Media Planners, elected officers at its first formal meeting Thursday (Jan. 29) at the Harvard Club. Formed by 20 men representing media departments of top New York advertising agencies, the group plans monthly meetings for discussions of integrated media plans, buying techniques and market information, as well as to maintain active communication with media groups in other sections of the country.

Media Planners first officers include President Newman F. McEvoy, senior vice president and media director of Cunningham & Walsh; Vice President W.E. Matthews, vice president and director of media relations of Young & Rubicam; Secretary Julius Joseph Jr., vice president and media director of Heineman, Klienfeld, Shaw & Joseph; and Treasurer William Schink, vice president and media director of G.M. Barford Co.

‘Operation Gasoline’
RAB is well armed for “Operation Gasoline,” a major sales effort designed to make giant oil companies see the wisdom of increasing 15-20% radio budgets to 30-50%.

The ammunition: just-completed, independently researched study of gasoline station patrons' media habits which shows (1) 48% more spots are exposed to radio on the day they buy gas than any other medium; (2) motorists spend nearly twice as much time with radio (61%) than with all other media combined on the day of gasoline product purchase; (3) final advertising impression closest to the time of petroleum product sales comes from radio more often than any other medium—three times as many hear radio within 30 minutes of the purchase than all other media combined, and (4) four out of ten drivers listen to car radios, a third while en route to the gas station.

• Business briefly
Time sales
Clorox liquid bleach plans an expanded tv campaign using both day and nighttime spots. Honig-Cooper, Harrington & Miner, San Francisco, is the agency.

Sales representing $275,000 for CBS Radio were announced last week by John Karl, sales vice president. He said LehN & Fink, for Lysol, bought 14 weekly units for eight weeks starting today (Feb. 2) through McCann-Erickson; American Motors' Rambler, eight weekly segments for 13 weeks effective Jan. 12 through Geyer Adv.; Clairol Hair Treatment, a unit each week for 30 weeks effective Jan. 27 through Foote, Cone & Belding and Mail Pouch Tobacco, segments during the week of March 3 through Charles W. Hoyt Co.

Mennen Co., Morristown, N.J., has made extensive purchases on NBC-TV, calling for half-sponsorship on alternate weeks of "Cimarron City" (Sat., 9:30-10:30 p.m.) starting Jan. 31; "Dagmar" on alternate weeks (Tues., 7:30-8
Unlike anything you’ve seen before!
Unlike anything you've seen before!

LARAINA DAY, GARY MERRILL, PAT HINGLE, CLIFF KEENAN WYNN, DAVID WAYNE, BERT LAHR, JAMES MARGARET HAMILTON, GENE WILLIAM PRINCE, EDWARD ANDREWS, LOU NOVA, PATRICIA SMITH, BIFF McGUIRE, BOB PASTENE, & OTHERS MEET
Darryl Hickman, Robertson, Nancy Coleman, Arthur Kennedy, Mitchell, Joseph Wiseman, Lyons, Gene Saks, Kim Hunter, Mona Freeman, Timmy Everett, Mike Kellin, Isobel Elsom, Charles Drake

On CBS Films' "Rendezvous"
“RENDEZVOUS”

is the most important dramatic series ever presented for first run syndication—the chance of a lifetime for local and regional advertisers to get a network-quality showcase for their products.

On “Rendezvous,” intrigue, romance and drama meet... in 39 new half-hours based on stories by such distinguished authors as Stephen Vincent Benet, John Hersey, Reginald Rose, Dylan Thomas.

No expense has been spared. The series stars one of the most brilliant casts in television. It’s produced by MGM’s famous Edwin Knopf (Lili, The Valley of Decision) and Broadway’s Howard Erskine (The Desperate Hours and The Happiest Millionaire). And directed by such talents as Dan Petrie (DuPont Show of the Month)... Richard Whorf (Gunsmoke)... Fielder Cook (Patterns).

Major advertisers—Rheingold Beer, for instance—are buying “Rendezvous” regionally... and markets are going fast. To reserve yours, r.s.v.p.

CBS FILMS

“...the best film programs for all stations”

New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. In Canada: S.W. Caldwell, Ltd.
p.m.), starting tomorrow (Feb. 3) and 28 participations on The Jack Paar Show (Mon.-Fri., 11:15 p.m.-1 a.m.), starting last week.

- Rexall Drug Co., L.A., will sponsor a full-hour comedy-variety show Sunday, May 3, on NBC-TV from 10-11 p.m. EST, starring Sid Caesar and Art Carney. The special show makes the second Rexall sponsorship announcement this month. Rexall has set the same time slot on NBC-TV for March 15 (BROADCASTING, Jan. 26). BBDO is agency.

- Coca-Cola Co., N.Y., has confirmed the earlier report of an hour-long special on CBS-TV Monday, March 30, but at an earlier time slot (AT DEADLINE, Jan. 26). The time selected is 7:30-8:30 p.m. EST, and marks Coca-Cola's return to network TV after a two-year absence. Agency is McCam-Erickson, N.Y.

- Parker Bros. Inc., Salem, Mass., is supplementing regular print and broadcasting schedules with radio spot campaigns for its game of “Rock” on 48-60 stations in the South and Midwest. Schedules will run four weeks. Badger & Browning & Parcher Inc., Boston, is agency.

- The Academy of Motion Picture Arts and Sciences, Hollywood, will sponsor the Academy Award ceremonies over NBC Radio and NBC-TV on April 6 (10:30 p.m.-12:15 a.m.). The presentation will be on 199 radio stations and 192 tv stations. It will be carried on 33 Canadian tv stations for one hour.

- Kellogg Co., Battle Creek, Mich., has signed to sponsor the new Dennis the Menace half-hour tv film series over CBS-TV next fall, it was announced last week by Screen Gems Inc., New York, producer of the series. The time period has not been set. The series is based on the popular comic strip. The agency for Kellogg is Leo Burnett Co., Chicago.

- Edison Electric Institute, N.Y., through Fuller & Smith & Ross, N.Y., has bought segments on various NBC-TV daytime programs, including The Price Is Right, Young Dr. Malone and County Fair. The Gold Seal Co., Bismarck, N.D., through Campbell-Mithun, Minneapolis, has bought segments on the following NBC-TV daytime shows: Tie Tac Drought, Treasure Hunt, Concentration and County Fair. The orders take effect early this month.

- RCA, Camden, N.J., will sponsor on a one-time basis “The Third Commandment,” a play by Ben Hecht, over Kaleidoscope on NBC-TV Feb. 8 (5-6 p.m.). Agency: Kenyon & Eckhardt, N.Y.

- Venus Pen & Pencil Corp., N.Y., for its Paradise “Pre-Sketched” coloring sets, has begun a 10-week tv spot campaign around children's shows, in 11 markets. Beginning in March, Venus also will begin an eight-week campaign for its '363' pencil on the WOR-TV New York Million Dollar Movie. Doyle Dane Bernbach, N.Y., is agency.

- Edsel division of Ford Motor Co. signs as co-sponsor with Timex watches for Feb. 6 colorcast of Phil Harris Show (NBC-TV, 8-9 p.m. EST). Agencies: Kenyon & Eckhardt for Edsel; Doner & Peck for Timex.

- Drackett Co., Cincinnati, has launched a 13-week spot tv campaign in 31 markets on behalf of drain product—Vanish. Agency: Young & Rubicam, N.Y.

- Corn Products Co., N.Y., has renewed for 52 weeks its schedules of six alternate-week quarter-hour segments in four NBC-TV daytime programs: It Could Be You (Mon.-Fri. 12:30-1 p.m.); Queen for a Day (Mon.-Fri. 4:30 p.m.); Treasure Hunt (Mon.-Fri. 10:30-11 a.m.); and The Price Is Right (Mon.-Fri. 11-11:30 a.m.). Lennen & Newell, N.Y., is agency.

- Atlantis Sales Corp., marketing group for R.T. French Co., Rochester, N.Y., is using four CBS Radio programs on 100-station network to promote French's Worcestershire sauce. The programs: Love of Life, Edge of Night,
The Verdict Is Yours and Art Linkletter’s Houseparty. Plans for other products will be announced shortly. Business was placed through J. Walter Thompson Co.


- Philip Morris (Parliament cigarettes) and agency, Benton & Bowles, N.Y., are considering additional budget for spot radio on limited basis. Decision not yet made. Broadcast-conscious Parliament already runs heavy radio and tv schedules.

Agency appointments

- E&H Gallo Winery, Modesto, Calif., shifts $2 million account from Doyle Dane Bernbach, N.Y., to BBDO, S.F., effective March 1. Heavy broadcast user, Gallo plans three quarters of budget in broadcast media, bulk in spot tv. Switch attributed to need for closer geographical proximity of agency to client.

- CandyGram Inc., Chicago, appoints Reach, McClinton & Pershall, Chicago and New York, for new candy-by-wire service launched nationally via Western Union Tuesday (Jan. 27). Broadcast media to be used “later in 1959” after preliminary and exclusive print media exposure.

- Rapidol Distributing Co. (Blenso color shampoo), New Hyde Park, L.I., N.Y., appoints Fletcher Richards, Calkins & Holden. Budget is some $200,000 with approximately 15% going to co-op radio through drug chains.

- Cal-Ray Bakeries, Glendale, Calif., names Donahue & Coe Adv., L.A., with Southern California budget expected to be between $75,000 and $100,000.


- Chemical Specialties Co., health products division, Brooklyn, appoints Kenneth Rader Co., N.Y. Three new medicated products packed in spray cans to be introduced this year with use of tv-radio spot heavy in New York.

- Wershaw-Gould Co., New York, toy manufacturers’ representative, last week named Product Services Inc. as its advertising agency to handle a 52-week campaign on behalf of W-G’s participating members. Budget is reported to be about $200,000, of which an estimated 85% is scheduled for spot tv participations in children’s programs primarily.

- Thrivo Co. (Thrivo dog food), Phila., names Clements Co., that city.

- Chris-Craft Corp. (boats and marine engines), Pompano Beach, Fla., names Grant Adv., Miami.

- Also in advertising


- Advertising Federation of America announces its folder “Some Questions and Answers About Advertising,” originally issued 10 years ago, has been revised and is again available. For free copies contact the federation, 250 W. 57th St., N.Y. 19. Quantity prices on request.

- XETV (TV) Tijuana, Mex., names Heintz & Co., L.A., as its agency.

- Allan J. Moll, west coast manager of Frank B. Sawdon Inc., has been placed in charge of western advertising for Kinney shoes, account acquired by Sawdon when the agency absorbed F. B. Stanley Adv. Co. of New York (Broadcasting, Jan. 19, 12). Sawdon agency has moved to new quarters at 6115 Selma Ave., Los Angeles 28. Phone is Hollywood 4-7579.

- Grant, Schwencik & Baker, Chicago, announces it has resigned Bankers Life & Casualty Co. (White Cross insurance plan), account, that city. Company sponsors Paul Harvey News on ABC Radio and bills about $1 million, with additional $6 million in direct mail.

- Ogilvy, Benson & Mather has opened a west coast office at 9033 Wilshire Blvd., Beverly Hills, Calif. Telephone: Crestview 5-6165. Christie Walsh is general manager.
43 GOOD REASONS FOR BUYING WKST-TV TO COVER YOUNGSTOWN, OHIO THE NATION'S 36TH MARKET

The November ARB shows WKST-TV with 43 first place quarter-hours + 50 second place quarter-hours...graphic evidence that the new WKST-TV is the fastest growing station in the market!

WKST-TV ABC FOR YOUNGSTOWN, OHIO, AND NEW CASTLE, PA.

REPRESENTED NATIONALLY BY:

Weed Television Corporation

New York • Chicago • Detroit • Atlanta • Hollywood
San Francisco • Boston • Dallas
Sustain promotion, service

The subject of the “total selling” approach by the nation’s daily newspapers and comparable efforts among broadcasters (Broadcasting, Jan. 26) was broached Jan. 28 by Robert F. Hurleigh, Mutual’s news vice president. He told the South Carolina Radio & TV Broadcasters Assn. at its winter convention at the Wade Hotel, Columbia:

When I was in print media I was impressed with the behind-the-scenes activities of the promotion and circulation men. These men always were in the forefront in top-level management on newspapers. A publisher wouldn’t move without consulting his promotion or circulation executive.

But broadcasters tend to be opportunists. They stage specialized promotional drives only during rating weeks and die on the vine during other periods.

The Storz formula may differ from the Plough formula, and the McLendon formula may have a secret ingredient, while other stations seek the secrets of all three. But news has become the one common merchandise for all, including the stations disdaining the set formula. I think we are all agreed that the jube box formula—the “Top 40” formula—has had it. The enterprising entrepreneur must look for a new formula, while the present highly successful (from a financial point of view) top 40 station begins to spend itself like a satellite with a given, but not quite predictable, time left before it burns itself out.

If you believe in responsible journalism you are going to have to admit the fraud of the frenetic announcer accompanied or preceded by whistles, klaxons and piercing frequency tones, and using an echo chamber to report a fire in some outlying section when, after the frenzied newscast, it is learned that a trash can was afire and was out before the fire engines arrived.

While the station rating is a yardstick of immense importance to the timebuyer and the operator, we must be prepared for more attacks on the rating yardstick for buying, with that embarrassing question “Who buys your product, Mr. Advertiser?”

Advertising and Uncle Sam

While quick to defend capitalism and democracy, many are too quick to criticize advertising, a foundation stone of the free economic system, Ivan Hill, executive vice president, Cunningham & Walsh, Chicago, observed in a talk before the board of directors of Brand Names Foundation Inc., New York. To cure this, he said “we must be more concerned with the political values in advertising than we have been,” continuing:

Perhaps we should recognize the fact and tell the American public that advertising is the very essence of our free enterprise system as we have known it. It may be that whereas advertising and the brand name concept contributed considerably to the growth of our economy in the past, in the immediate future it may contribute even more to the maintenance of modern capitalism and the stability of an ethical democracy.

This is also the time when advertising, in spite of its being a real economic workhorse, is being kidded too much. I would like to see an element of patriotism associated with advertising.

The benefits that advertising produces in a democratic society cannot be obtained any other way.

Could it be that the maligned huckster is really one of democracy’s heroes?

Institutional ads sold short

American business has failed to sell confidence along with its products, according to Charles F. Adams, executive vice president, MacManus, John & Adams Inc. Mr. Adams, speaking before the Des Moines Advertising Club, voiced the need for more institutional salesmanship:

Of advertising money there has been an abundance. But most of it has been devoted to the immediate case in point: the moving of goods. Each year since the end of World War II an increasingly smaller portion of each advertising dollar has been earmarked for building confidence in the institution rather than the item.

Institutional advertising, the building of a compelling public image not of a product alone but of its maker, also, was practiced like Republicanism in Alabama... by little nests of fanatics operating in the dark of the moon.

But circumstances were conspiring to bring about a renaissance of institutional advertising. Squeezed by cost and competition, business was forced to maintain its profit margins by expansion and diversification, by mergers and re-groupings. The market swarmed with new products—old products under new sponsorship—and there existed no protecting umbrella of the corporate image, no reservoir of public goodwill that would embrace any worthwhile product or service because it was a part of the corporate image.
RICH GETTING RICHER IN TV FILM

But small operator likely to be squeezed out in 1959 as trend to concentration heightens.

Example: current talks between NTA, G-K-S

The television film business is getting bigger and bigger for fewer and fewer companies.

This trend to concentrate bigness was confirmed by leading film producers-distributors in a Broadcasting survey on business prospects for this year. And, it was underscored last week by the projected alliance of Gross-Krasne-Sillerman, New York, with National Telefilm Assoc., also New York (see box, this page).

Gross-Krasne-Sillerman was formed about three months ago with the expressed intention of functioning as a major production-distribution organization. In the past few weeks, the firm has held numerous discussions with NTA about an association. NTA insists this will mean that NTA will assume distribution of G-K-S product (and not outright merger), plus the absorption of some G-K-S personnel.

Whatever organizational move is achieved, leading TV film officials questioned by Broadcasting had come to this conclusion: G-K-S realized after three months of operation that its overhead had increased perhaps tenfold over old distribution to production functions. The financial burden was more than the firm could carry.

Gross-Krasne-Sillerman is the first of several medium-sized organizations that will have to face the "economic facts of life" in 1959, it is the consensus of top TV film companies. The conviction is strong that other companies will have to enter into similar arrangements or outright merger with organizations with strong sales forces and formidable financial backing.

Consolidations, of course, are nothing new. In the past three or four years, the ranks of large and medium-sized companies that have merged or ceased operation are numerous. The number of smaller companies that have gone out of business is inestimable.

Among the more significant consolidations over the past four years: UM&M and PSI-TV with NTA; Television Programs of America with Independent Television Corp.; Unity Television Programs with Hygo and subsequently Hygo-Unity with Screen Gems; United Television Programs with MCA; Terry-
a producer, and must sell its product for networks, national spot and re-run use and be active in feature films. (Many of the leading companies, including Screen Gems, operate in all or some of these spheres.)

Mr. Landau envisages stiffer competition for 1959 and in the future because of network tape program activity. He believes the successful tv film producer-distributor must pursue tape operations too.

Because of the static market in the U.S., Mr. Landau believes that tv film companies must concentrate more heavily on the international market in the future. He hopes that NTA can attain as much as 25% of its gross within the next 24 months from overseas sales, but adds that only the companies with a large, strong sales organization can expect to compete successfully in this area.

Here are some of the leading film organizations and the 1959 outlook as they see it:

ABC Films Inc. • Phil Williams, vice president in charge of sales, believes the film business generally, and his company particularly, will increase sales in 1959 because of (A) more network sales, (B) the use of spot films by a larger number of national advertisers and (C) the trend on the part of all advertisers to use more tv films. ABC Films has two pilots currently in the planning stages but Mr. Williams declines to talk about them at this time.

In 1958, ABC Films sold three properties for network exposure: Man With A Camera, One Step Beyond, and Meet McGraw. The company has in syndication 10 program series, including 26 for the People's Choice and Adventures of Jim Bowie.

Flamingo Telefilm Sales Inc. • Herman Rush, president, foresees a good year generally for film since “more local time will exist and stations will have a greater need to fill that time.” He predicts a 300% increase in business for Flamingo in 1959, explaining that 1958 was primarily a year of reorganization for the company. At the end of 1957, Mr. Rush pointed out, the company had only one program; in 1959, Flamingo will have 17 series in its catalog. During the year, Flamingo will have a minimum of two new series—Deadline, and Juvenile Hearing—and will add to its feature backlog, covering both foreign-made and independently-produced pictures of 1950 vintage.

Ziv Television Programs • John L. Sinn, president, believes the outlook for 1959 is “excellent on all levels: network, national spot, regional and local.” Ziv TV has ten new pilots in various stages of preparation. Among them is Moon Probe, Klonlike Fever, Bravo, and seven other series, still untitled, one of which falls into a category that Ziv TV calls “a fantastic” (based on fantasy). Of the 10 series Ziv TV produced in 1958, three were sold to networks: Bat Masterson, Rough Riders and Tombstone Territory. The others were released for syndication. Ziv TV has a total of 27 series in syndication, some of which already have had multiple runs and are sold through a company subsidiary, Economee TV. Ziv TV is experimenting with videotape and plans to do some shooting in tape on at least one series this year.

California National Productions • With additional product and expanded services to clients planned by California National Productions during 1959, the company anticipates a record year, attaining a domestic sales goal of $16 million. CNP believes the industry as a whole will benefit as “more and more national advertisers enter syndication.” For 1959, CNP is producing three pilots: Philip Marlow, The Lawless Years and Outpost in Space. CNP operates with two sales units: NBC Television Sales, which syndicates largely first-run properties, and Victory Program Sales, which handles re-run series. All told, CNP has 28 series on the air, of which 21 fall under the jurisdiction of Victory Program Sales. CNP has sold none of its serials to the networks.

Screen Gems Inc. • An optimistic picture for 1959 is painted for Screen Gems by Ralph M. Cohn, president. He points out that in 1958 the company made seven new national sales and this year expects to surpass that mark. In syndication, according to Mr. Cohn, SG is counting on doubling its 1958 volume, covering the planned release of four new first-run series, plus the continuing sales of re-runs and further release of feature films of Columbia Pictures Corp., SG's parent company. Screen Gems does not rely solely on pilots for sales, Mr. Cohn said, but this year plans to offer sponsors at least a dozen properties for fall release. For some of these, pilots will be produced, while others will be placed directly into full series production. Screen Gems currently has 11 shows on networks, two in national spot. Screen Gems has 18 separate made-for-tv series in syndication plus the Columbia Features Library.

Bernard L. Schubert Inc. • Indications are that with its increased sales force and expanded product lineup, Bernard L. Schubert Inc. will do a gross business of at least 25% more than in 1958, Bernard L. Schubert, president reports. For 1959, pilots being made for the company include Counter Spy and the New Adventures of Mr. & Mrs. North. Several weeks ago, Mr. Schubert announced plans for setting up an international division this year as a means of distributing Schubert product more widely to the growing world market. Mr. Schubert hopes to have a new package of 26 post-1948 feature films available for release shortly. Schubert presently syndicates six series and has none on the networks.

MCA TV Ltd. • The film industry generally should have a better year in 1959 than in 1958 because “there is more sponsorship money around, advertisers are becoming more aware of the worth of supplementary tv presentation, and new sponsors are being won over to syndication who have never tried the medium before.” This is the view of David V. Sutton, vice presi-
LOOK! WLOS-TV IS CHANGING THE RATING PICTURE IN THE CAROLINA TRIAD!

SKILLED NEW MANAGEMENT, IMAGINATIVE NEW PROGRAMMING GIVEN CREDIT IN DYNAMIC DRIVE FOR DOMINANCE

In just two months, WLOS-TV's new management has shaped ABC's great line-up and strong new local programming into the powerful new force in the Carolina Triad rating picture.

The prominent new position enjoyed by WLOS-TV is shown in the figures below. Watch for further impressive gains!

ARBO NOVEMBER — 1958 ... Asheville • Greenville • Spartanburg

SHARE OF AUDIENCE

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<tr>
<th>SUNDAY through SATURDAY</th>
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Remember—WLOS-TV delivers the only unduplicated VHF network service and the only complete coverage of this rich triad—425,360 TV homes in 62 counties of six states*, with retail sales of $1,848,670,000.

*NCS #3—All TV Homes Sales Management—May, 1958
Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

The "Early Show"—6:15-7:30 p.m. Monday thru Friday has the highest weekly cumulative rating in the November book.
"American Bandstand" on WLOS-TV is the highest-rated daytime show in the Carolina Triad!

WLOS-TV
Unduplicated ABC in Asheville — Greenville — Spartanburg
WLOS AM-FM

BROADCASTING, February 2, 1959
dent, who believes a contributing fac-
tor to tv film's growth this year is the
network practice of revising downward
the "must buy" system. He said the
company will probably have three or
more shows ready this year but will
know definitely in a few months when
its schedule of new releases is set. The
company has 26 series in syndication
and a dozen on the networks.

National Telefilm Assoc. • Ely A.
Landau, board chairman, believes the
tv film business will flourish in 1959,
but it will be "the year of the shake-
out." Strong companies, he believes,
will emerge stronger as competition
stiffens. He has confidence in the con-
tinued growth of NTA, particularly in
the overseas area of 1959. Among new
programs being produced for NTA dis-
tribution are The Third Man, Man-
tovani, High Noon and Grand Jury.
Programs sold to the NTA film net-
work are How to Marry a Millionaire,
Man Without a Gun, This Is Alice and
Tv Hour of Stars. NTA is distributing
31 series to stations, including Sheriff
of Cochise, U.S. Marshal, Official De-
tective, Walter Winchell File, Adven-
tures of William Tell and feature films
from the library of 20th Century-Fox,
plus features of independent producers.
NTA has a controlling interest in Tele-
studios Inc. and plans to videotape
programs for distribution.

CBS Films Inc. • During 1958 CBS
Films sales were 30% over those of
1957 and the company is looking for-
ward to an "even better year," ac-
cording to Sam Cook Digges, vice
president-administration. CBS plans to
produce seven new series plus several
pilots during the year, including Diplo-
mat and House on K Street. None of
the CBS Films shows is now on net-
work but the company is shooting for
a network sale this year, according to
Mr. Digges. CBS Films has 40 pro-
grams in syndication in the U.S. and
abroad. Mr. Digges believes that tape
will be "a much more important factor"
in television in 1959.

Independent Television Corp. • Jack
Wrather, board chairman, points to
this year as one of building and pre-
paring, while 1960 will be "the first
year of actual realization of our plan
for taking our place as number one
in the industry." The first new ITC
series is Cannonball, now in syndica-
tion. ITC anticipates an eventual sched-
ule this year that will have a new series
in syndication every other month, or
at least five by September. ITC bought
TPA and acquired the latter's proper-
ties.

United Artists Television • Bruce
Eells, executive vice president, notes
that UA-TV, which just last year com-
pleted plans for its initial series pro-
duced for tv, has no sales comparison
but that the company expects to do well
this year in a "buyer's market." Mr.
Eells did not comment on a report that
UA-TV has concluded its first sale to
an advertiser for network sponsorship
(the series is Trouble Shooters). UA-
TV has four others being filmed: Miami
Undercover, The Dennis O'Keefe Show,
Hudson Bay, and Tales of the Vikings.
Parent United Artists purchased Asso-
ciated Artists Productions, and
through AAP (now called United
Artists Associated) distributes Warner
Bros. features and cartoons, Popeye
Cartoons and other product.

MGM-TV • The outlook here is full
speed ahead. The film has an operation
gearied to activity headed by Sol C.
Siegel, who is MGM's motion picture
and tv production boss, and George
Shupert, v.p. in charge of tv. MGM-
TV offers programs for network sale
and may enter syndication as well. The
studio is turning out seven pilots for
tv series, one of them Father of the
Bride, already committed for by Gen-
eral Foods (Y&R). Sales to date: The
Thin Man (Colgate-Palmolive on NBC-
TV) and Northwest Passage (NBC-
TV). MGM-TV also continues its sales
of the MGM library.

Three CNP series set
Cameras are rolling on Metro-
Goldwyn-Mayer's Culver City lot for
three new tv film series to be syndicated
by California National Productions
(NBC's film subsidiary).

The three series represent CNP's new
product planned thus far this year.
The series, as announced by CNP
President Earl Kitting:

Outpost in Space, a dramatic science-
fiction series with Boris Sagal directing,
and Robert McQueeney and Ted
Marcuso in leading roles; Lawless
Years (former working title of Barney
Ruditsky) with a roaring twenties
setting, production by Jack Chertok
Television Inc., and the Philip Marlowe
detective series based on Raymond
Chandler's writings and produced by
Goodson-Todman. Frank Cleaver,
CNP programs vice president, is over-
seeing all production, writing and cast-
ing for the three series.

National Telefilm goes international
National Telefilm Assoc. is stepping
up its activities in the international
market.

Ely A. Landau, board chairman of
NTA, last week announced the forma-
tion of NTA International Inc. to serv-
ice the tv and motion picture market
throughout the world. Harold Goldman,
executive vice president of NTA, will
take on additional duties as president
of NTA International (see Week's
HEADLINERS, page 10).

In 1958, about 5% of NTA's gross
came from overseas. The company is
aiming to expand that figure to about
25% within the next 24 months, ac-
cording to Oliver Unger, president.
During this year, NTA will open its
own offices in London, Paris, Rome,
Brussels, Munich and in Australia, Mr.
Unger added.

NTA International intends to enter
into co-production ventures in foreign
countries. The company recently joined
hands with the BBC in co-producing a
half-hour series, The Third Man, and
other projects are contemplated, ac-
cording to Mr. Unger.
BMI WILL RENEW MUSIC LICENSES
But ASCAP won't and goes to court seeking radio 'interim fee'

Radio music license negotiators came to terms in one case last week but found themselves in court in another.

The All-Industry Radio Music License Committee, headed by Robert T. Mason of WMRN Marion, Ohio, recommended that its contributing stations accept Broadcast Music Inc.'s offer to renew current BMI licenses for five years.

Meanwhile, in a surprise move, ASCAP applied for a court-fixed "interim fee" for the use of its music by broadcasters whose licenses expired Dec. 31, 1958, and whose negotiations for new terms have been stalled by the breakdown in talks between ASCAP and the all-industry group (Broadcasting, Dec. 8, 1958, et seq.).

Industry Group's Position • Under the consent decree signed by ASCAP in 1950, stations could get licenses merely by asking ASCAP for them, and if they and ASCAP did not come to terms within 60 days, then the U.S. District Court for the Southern District of New York could be asked to set reasonable fees. Through Emanuel Danzig, its counsel, the All-Industry Committee is expected to argue that the ASCAP motion is premature because it was filed before the 60-day negotiating period expires the latter part of February.

ASCAP wants the old rates continued "as interim fees pending resolution of the rate issue either by negotiation or by court decree." The motion is set for argument during the court term starting Feb. 2.

Hammerstein Affidavit • In an affidavit supporting the motion, Oscar Hammerstein 2nd, chairman of the ASCAP television and radio committee, charged that the old rates were forced upon ASCAP by the radio industry in 1941, that the terms were unfair then and more so now, because radio "is nearly 100% music" and "more prosperous than ever."

He reminded that ASCAP had told stations what rates it now considers reasonable but at the same time had offered to renew the old contracts for one year to allow time to explore the situation more fully (Broadcasting, Jan. 12). He said 970 stations have accepted the one-year renewal, 770 have applied for licenses under the consent decree course recommended by the all-industry group and 1,050 have licenses which have not expired.

The All-Industry Committee's position is that the rates should be reduced, not raised.

BMI Licenses • In contrast to the complications in the ASCAP negotiations, the committee's recommendation for renewal of the BMI licenses came after two meetings with BMI negotiators. In a message sent to the approximately 700 stations contributing to the committee's support, Chairman Mason said last Tuesday (Jan. 27):

"As you no doubt know, the highest BMI rate under its blanket commercial license is 1.2% [of net time sales] as contrasted with the ASCAP commercial rate of 2.25%. In addition, BMI does not have any sustaining fee. After careful consideration of all matters affecting the BMI license, particularly the increased use of BMI musical compositions during recent years, this committee has concluded to recommend the renewal of the BMI license on the old terms for a further period of five years."

Each Must Decide • The letter stressed that each station must decide for itself "on all license matters" and that this means "freedom to accept or reject your committee's recommendations."

BMI meanwhile last week completed sending out to all of its radio licensees (virtually all radio stations) its offer to renew for five years. Current licenses expire March 11. Practically all television stations already have renewed their BMI tv licenses. These terms are 10% less than the radio fees. ASCAP tv licenses were renewed more than a year ago.

Internal vtr strife afflicts N.Y. IATSE

The International Alliance of Theatrical Stage Employees scheduled a conference in New York last Friday (Jan. 30), designed to solve an internal squabble that has flared up over videotape jurisdiction.

Invited to attend the meeting with IATSE officials were Anthony Termini, president of Termini Videotape Services Inc.; William Van Praag, president of Van Praag Productions, and officers of IATSE's New York Local 644 and of the union's unnumbered local. It was believed that no definitive solution would be reached on Friday since Richard Walsh, IATSE's president, and other officials of the union, probably would not be back in New York from a business trip in Hollywood.

The internecine hassle developed on Jan. 16 when two Edsel commercials were to be shot on tape in New York for the Ed Sullivan Show on CBS-TV. Kenyon & Eckhardt, New York, employed two contractors to produce the tape commercials—Termini and Van Praag. Because the contractors required spacious facilities, Termini and Van Praag decided to use the studios of Hi Brown, a film producer.

Jurisdictional Lines Cross • The dispute arose because Termini technicians and cameramen on the assignment are members of IATSE's unnumbered local which has jurisdiction at WOR-TV New York, the facilities ordinarily used by Termini. The Hi Brown organization, a film company, is under the jurisdiction of IATSE's Local 644, encompassing film technicians and cameramen. Local 644 cameramen insisted on using the live cameras. After lengthy and heated discussion, a decision was reached to use the Local 644 personnel. It was reported that the Termini technicians had to stand shoulder to shoulder with the 644 men, explaining which knob to turn next on the live camera. The upshot was that both crews had to be paid for the taped commercials.

COLORCASTING

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

NBC-TV
Feb. 2-6, 9-11 (2:30-7 p.m.) Truth or Consequences, participating sponsors. Feb. 2-6, 9-11 (7:30-4 p.m.) Haggis Baggis, participating sponsors.

Feb. 2-6, 9-11 (10:15-11 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell.
Feb. 3 (8-9 p.m.) Eddie Fisher Show, Liggett & Myers through McCann-Erickson.

Feb. 4 (10:30-9 p.m.) The Price Is Right, Spiegel through Norman, Craig & Kummel and Lever through J. Walter Thompson.
Feb. 5 (9:30-11 p.m.) Hallmark Hall of Fame, through Foote, Cone & Belding.

Feb. 6 (7:30-8 p.m.) Northwest Passage, Helene Curtis through Edward H. Weiss.
Feb. 6 (9-10 p.m.) Phil Harris Show, Edsel through Kenyon & Eckhardt.

Feb. 7 (8-9 p.m.) Perry Como Show, participating sponsors.
Feb. 8 (7:30-9 p.m.) Music Shop With Buddy Bregman, sustaining.

Feb. 8 (9-10 p.m.) Steve Allen Show, Mutual of Omaha through Dozell & Jacobs.

Feb. 9 (9-10 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.
Feb. 10 (8-9 p.m.) Bell Telephone Hour, Bell Telephone through N. W. Ayer.

Feb. 11 (10-11 p.m.) An Evening With Fred Astaire, Chrysler through Leo Burnett (program rescheduled from Jan. 28 as previously announced).
which were said to be satisfactory in quality. Termini absorbed the costs of both crews.

Neither Mr. Termini nor Mr. Van Praag would comment on any demands they would make on IATSE but they voiced the belief the problem would be ironed out satisfactorily.

It was believed that IATSE International leaders would insist that its locals stop battling another. Recurring friction could drive tape business away from IATSE shops into those which have jurisdiction by the International Brotherhood of Electrical Workers (CBS-TV) or the National Assn. of Broadcast Employees & Technicians (NBC-TV).

Fund author analyzes critic: ‘tired writer’

A sneak preview of the upcoming Fund For the Republic study of TV criticism was given New York radio-TV executives last week by Patrick M. McGrady Jr., the report’s author. His conclusion: “By and large, television criticism is the fitful labor of tired writers of monumental good will, a degree of talent and a jaded perspective.”

Mr. McGrady in his findings, summarized for the Radio-Television Executives Society Wednesday (Jan. 28), nevertheless assigned the critic a powerful role, although he questioned whether that should be the case—“There is no reason why they should give the orders in programming. They have not the responsibilities nor the creative facilities for the job.” Yet they do, he said, citing several instances of a critic’s comment altering a network’s or a station’s programming.

Referring to the “Severeid Syndrome” (CBS commentator Eric Severeid’s call for expertise on the part of critics), Mr. McGrady found it unrealistic as far as newspapers are concerned. He said many TV critics, principally outside New York, have other duties assignments in addition to their critical sideline, and have neither the training nor the time to be the kind of critics Mr. Severeid would prefer.

Mr. McGrady’s criticism of critics continued to find their efforts “generally inconsistent, capricious and of questionable value. The chief cause for this unhappy state of affairs is the critics’ abiding concern with a fantastic amount of mediocre, trivial material.”

Only two exceptions were made to this charge: the previewer (such as Steven Scheuer’s “Tv Key” and Richard Klein-er’s “Tv Scout”) and one lone critic, Marya Mannes of The Reporter.

Previewing, as opposed to after-the-fact criticism, came in for a lot of at-tention in Mr. McGrady’s report. He found this development to be a growing one, both in numbers and importance. In fact, at one point he said that “it is not inconceivable that after-the-fact reviewing will go the way of the free lunch and the nickel beer, both dandy ideas, but in the end commercially passe. Right or wrong, however, the trend is that way.”

Another Heard From • Tv criticism drew comment from another quarter last week. Donald H. McGannon, president of Westinghouse Broadcasting Co., told the U. of Georgia’s Radio-TV Institute that if newspapers applied to themselves the same standards they suggest for tv, “our daily press would more closely resemble the lofty editorial objectives of Harper’s or Atlantic Monthly.”

Mr. McGannon said he doesn’t go along with those who see in adverse tv criticism an effort by competitive media to “dischant” the public about tv. Instead, he said most tv critics are merely “atypical” of viewers in general because they have to look at tv whatever they want to or not, and cannot view according to their own tastes. He also said the task of criticism is especially demanding in that the critic must be an expert on too many things—which he frequently is not.

CBS starts vtr series

CBS Films now is in videotape. Skippering the maiden effort, a half-hour anthology series, is Producer Robert Herridge. The project, which starts immediately at CBS-TV, New York, is under supervision of Leslie Harris, vice president in charge of production. April 15 is target date for the first two programs, with a total of 13 due by Aug. 1. The series will include three original plays by S. Lee Pogostin (tv adapter of Maugham’s Moon and Sixpence), a jazz show and possibly a western by Mr. Herridge.

Sam Cook Digges, administrative vice president, said “the series will be produced on a modest budget, but with a quality that we are certain will have tremendous impact. The series will be offered for network sale.”

• Program notes

- Princeton Television Center names Televisul International, N.Y., as distri- butor of its The Handyman, series of 52 five-minute tv films starring Norman Brokenshire.
Because Local Sponsors Buy With That "Critical Buck," They Buy The Station That Gets "Next Day" Results...

In DES MOINES, that result-getting station is . . . and has always been . . . KRNT RADIO, that "know-how, go-now" station that keeps pace with all that's going on in Des Moines, Iowa's lively center of business activity. Because KRNT has news on the hour, total sports, the best of music, dramatic shows, complete weather and complete service, local sponsors spend nearly as much on KRNT RADIO as on the other 5 Des Moines stations combined! Better See Katz Soon.

SOURCE: LATEST AVAILABLE F. C. C. FIGURES

KRNT RADIO-CBS
A Cowles Station
TV: PRACTICE AND PRINCIPLE
Weaver, Gould, Susskind strong on latter

Television is a powerful advertising medium but derelict as a programming vehicle. Its service to the public is good but not good enough. Tv must get better.

Essentially this is what it took three very different more than two hours to discuss before the cameras of a metropolitan New York tv station on Jan. 25.

The telecast, entitled Open End, and featuring host David Susskind, producer and head of Talent Associates Ltd., was on WNTA-Tv Newark, N.J. The weekly discussion program, un-sponsored until yesterday (Feb. 1), goes on the air at 10 p.m. (cosmetic maker Helena Rubenstein signed last week to sponsor the first hour.)

By the time the program dragged to its post-midnight close, the trio apparently had violated (and with obvious chagrin) the very tenet of excitement which they agreed ought to be basic in tv. The program was dull.

Show participants: Tv advertiser-agency consultant Sylvester L. (Pat) Weaver Jr., producer Susskind and New York Times tv critic Jack Gould, all of whom agreed that tv is a staple for millions of people but is not what it should be. The observation was repeated in many different ways. Missing was a spokesman of the networks.

One Way to Go • Mr. Weaver's view was summed up at the program's finale: tv must become a real communications service, "has to get better," must be a responsible medium while providing good entertainment, must serve all segments of the people while having a basic quality of upgrading tastes. Tv is a business like any other, he said, mentioning the cement business, but the medium has one essential difference, that of "values."

Mr. Gould: Tv should be considered a trust by broadcasters (networks and licensees), advertising agencies and sponsors alike; "no man can say, 'I don't have a responsibility' . . . Culture is embodied in the tv medium."

Mr. Weaver says tv is no longer a "communications" medium with "coverage" as its primary function—that is coverage of "all attractions" in the American culture as well as storytelling. The Gould version: The "world" of tv has become a studio world.

There's some history to tv's problem, Mr. Weaver reflected. Milestones he cited: creativity in radio when broadcasting was new, the subsequent move-in of advertising agencies ("I jumped very fast to Y&R") and a carry-over of the pattern into television. The selling formula was, "Be popular, be liked and at the least cost, be successful."

Tv (presumably under his tutelage at NBC-Tv) climbed out of this period for a few years but now has gone back to the formula, both in programming and selling. Mr. Weaver declared that the networks had a $100 million profit in 1956, but are not bringing in such profit now, so mediocre or imitative programming apparently doesn't mean greater profit.

Wall St. Will Note • It is Mr. Weaver's belief that parallel decline in programming with decline in profit will boomerang—for it "gets to Wall Street."

He said a similar situation occurred with the motion picture business.

Other observations of Mr. Weaver, supported in one form or another by the other two program participants:

Tape will bring some change to tv, possibly as the avenue for Mr. Weaver to further his independent Program Service—"I would have been in business much earlier than this . . . if more major cities were served by facilities (if, for example, every major city had five stations)."

The "cultural curve" among Americans is rising along with a climbing curve of increased leisure time. If the networks fail to provide cultural needs via tv, "leaders of the country" will find some other way. He's not for pay tv but admitted it might be inevitable, not, he hopes, "at the expense of commercial frequency."

On ratings—The trouble is "misuse of scientific information" by unprofessional people. Cumulative circulation is more important than that for a specific program or time period. An advertiser buys a series of values, not just a rating of circulation.

At one time he had considered a "public subscription" (not pay tv) program plan but had been talked out of it by advisers. Mr. Weaver's idea was to have people subscribe perhaps $1 per month for special information on the scheduling of cultural programming (as done by many fm stations).

The subject of pressures in programming was also discussed briefly by the panel.

Ohio court refuses broadcaster immunity

An Ohio state law which grants immunity to newspapermen who refuse to reveal their sources of information does not grant the same immunity to radio and tv newscasters, Common Pleas Judge Kenneth Sater ruled in Columbus last week. The ruling was made in a $300,000 libel suit filed by Bill Jorgensen, former newscaster for WVTV-AM TV Columbus, against Bert Charles, manager of WVKO Columbus. Mr. Charles, also a newscaster and sports announcer, refused to answer seven questions asked of him in a deposition filed by Mr. Jorgensen's attorneys last October, holding he was given immunity as a newsman by the state law. Judge Sater ruled that any notary or commissioner had authority to demand answers and persons refusing could be punished for contempt.
Changing hands

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

• KXGI Ft. Madison, Iowa: Sold to Cecil and Richard Gillespie (father and son) by Joseph E. McNaughton and family (owners of WCRA Effingham and WRMN Elgin, both Illinois) for $90,000. Blackburn & Co. handled the sale. KXGI is on 1360 kc with 1 kw, day.

• WBRO Waynesboro, Ga.: Sold to Collins Corp. of Georgia by Carl and Harrod Pugh for $35,000. F.K. Graham has the majority interest in the purchasing corp. The sale was handled by Paul H. Chapman Co. WBRO is on 1310 kc with 1 kw, day.

APPROVED • The following transfers of station interests were approved by the FCC last week (also see For The Record, page 70):

• WCUE-AM-FM Akron, Ohio: Sold to WCUE Radio Inc. (Edwin B. Estabrook Jr., president) by Akron Broadcasting Corp. for $450,000 plus employment of Edwin Elliot and Edwin T. Elliot, owners of Akron Broadcasting, for five years for $156,300. WCUE is on 1150 kc with 1 kw, day, directional antenna. WCUE-FM will be on 96.5 mc with 14.5 kw.

• KGDE Fergus Falls, Minn.: Sold to Northland Broadcasting Corp. (Kingsley H. Murphy Jr., vice president, has interest in KRNT-TV Des Moines, Iowa) by Fergus Radio Corp. for $100,000 plus agreement to pay Frederic T. and Harold L. Dell, majority owners of Fergus Radio, $24,000 over a 5-year period not to compete within radius of 100 miles. KGDE is on 1250 kc with 1 kw, day, 500 w, night, directional antenna, night.

• WSKN Saugerties, N.Y.: Sold to VIP Radio Inc. by John Lynker and others for $37,050 (for 62.06% interest). VIP Radio is owned equally by Martin Stone (50% owner of WWES-AM-FM New Rochelle and WVIP Mount Kisco, both New York) and Plymouth Rock Publications Inc., owned 100% by multiple owner John Hay Whitney. Comr. Robert Bartley did not participate in this decision. WSKN is on 920 kc with 1 kw, directional antenna, day.

AFM-networks talk about new contract

Negotiations between the American Federation of Musicians and the radio-television networks were scheduled to continue up to last Saturday at midnight (Jan. 31) when the pact expired. Indications...
were that the contract deadline would be extended. An AFM source said the union had not asked for strike authorization.

The networks had been reported seeking a reduction in the staff musicians’ quota. Under the expiring contract, ABC, CBS and NBC each maintain 65 musicians in New York and 45 in Chicago. In Los Angeles, ABC and CBS each have 21 musicians and NBC, 45. Mutual is not involved in the negotiations since it does not use staff musicians.

The federation is understood to be asking for a ban on the networks’ use of musical sound tracks recorded in foreign countries.

The Radio and Television Directors Guild, which reached an agreement with the networks on Jan. 21 (Broadcasting, Jan. 26), reported last week that the proposed contract has been ratified by the membership in New York, Washington, and Chicago and awaits approval by the Los Angeles local.

‘Look’ publisher hits tv research on viewers

An “Audit Bureau of Paid Circulation for Television & Radio”—that was the suggestion advanced last week by Vernon Myers, publisher of Look magazine—with an implied pitch for pay-
tv.

Such a bureau, comparable to that for print media, would do much to lessen the confusion on media circulation claims, he told the Magazine Publishers Assn.’s midwest conference in Chicago Tuesday (Jan. 27). Even an “Audit Bureau of Television” would be helpful, he suggested.

An audit bureau for paid circulation for tv would “(1) put on a comparable base the reach, the cost-per-1,000, the guarantees of print and broadcast circula-
tions; (2) would cut through much of the confusion and uncertainty which now underlie media decisions; (3) remove from advertising’s bill the present costs and risks of audience building today which the advertiser must bear completely; and (4) provide broadcast-
ing with a vast source of additional revenues which in turn would enable the full development of the media to their fullest potential of service to the nation.”

Defends Print Methods • Mr. Myers interlaced his speech with references to the views of Dr. Sydney Roslow, president of Pulse Inc.; George C. Huntington, vice president and general manager of Television Bureau of Ad-
vertising, and George Abrams, chair-
man of the Assn. of National Adver-
tisers’ radio-tv committee. Mr. Myers challenged Mr. Huntington’s charge before an American Marketing Assn. meeting (Broadcasting, Jan. 12) that “while television was busy pin-pointing its audience, print went back to the 1930’s and rediscovered page traffic and like rabbits started a magic tech-
nique of multiplication.” He said Mr. Huntington also accused print media of having “an aversion to the facts.”

Said Mr. Myers: “There is one thing don’t ask [TvB] for—cost-per-1,000 remembered impressions for your com-
mercial. You’ll get a Nielsen average
minute for the time your commercial went on but won’t know how many people saw or heard it, who they were, were they even in the room, and please
don’t ask if anybody remembered it.”

Mr. Myers cited Daniel Starch & Staff magazine surveys and challenged Mr. Huntington to produce “any measure of anything like this for tv commercials,” adding that “if Starch ratings are so important for print, why doesn’t the TvB engage the Starch staff to make the same studies of commercial memorability for tv which is done on magazine advertisements? I know of no station or network which supplies them.”

Total tv operation • Mr. Myers de-
clared if, as some research claims, the top show on tv is tuned to 16 million households per average broadcast, and if it has this real appeal, wouldn’t you think that each household would be willing to pay say 10 cents per week to see it? If so, that show then would gross per week from the public some
$1,600,000—more in one week than the entire programming costs of that show for a full year. And, if the public is willing to pay this cost (or even some fraction of it), why then should it now be on advertising’s bill? The elimina-
tion of program costs for network tv advertisers would make available twice as much money for direct selling ad-
vertising. And, which, may I ask, sells goods—programming or advertising?”

NAB boards in Florida with full work agenda

NAB’s Combined Boards are meet-
ing this week at the Hollywood Beach Hotel, Hollywood, Fla., opening today (Feb. 2) with committee sessions.

The Tv Board, meeting Wednesday, will review the proposed community antenna property-rights suit, tv alloca-
tions and a report on the Television Al-
locations Study Organizations (TASO), proposals to amend the tv code, the “Impact of Television” public relations campaign and pay tv legislation. C. Howard Lane, KOIN-TV Portland, Ore., is chairman of the Tv Board. Thad H. Brown Jr., NAB tv vice presi-
In Revolution.
ONE WORD IS BETTER
THAN 10,000 PICTURES!
The word is: EMT-140

And, Mr. Harold R. Krelstein, President, the
Plough Stations—WOC, Baltimore, WCOP, Boston, WJJD, Chicago, WMPS, Memphis—
words about the EMT-140 make it even more imperative that you look into this
unit... and what it will do for you.
Mr. Krelstein says:
"... the EMT-140's exceeded
our expectations as to use and
adaptability for recording work
in the production of special
sound effects."

But, listen for yourself. The EMT-140 — added to your system easily... adds that
extra presence, that extra quality, that will
make your broadcasting stand out above
competition's.
Send us a recorded tape. We'll add the
quality of the EMT-140... no coloration,
and no degradation. You'll see that with the
EMT-140, HEARING IS BELIEVING!
For a picture, and specifications, write to:

HARVEY RADIO CO., INC.
103 West 43 Street
New York 36, New York

Our 31st year of service

U. S. IMPORTER: ELECTRONIC APPLICATIONS, INC.
dent, will participate in the meeting.

At the Radio Board meeting Thursday topics will be am and fm committee reports, Standards of Good Practice, radio transmission tariffs, the "Hear and Now" and "Look for a Room With a Radio" public relations campaigns and Radio Month observance. J. Frank Jarman, WDNC Durham, N.C., is chairman. John F. Meagher, NAB radio vice president, will head staff participation.

The combined boards will meet Friday, going into the 1959 convention, finances, editorializing, freedom of information, the Hall of Fame project, legislative developments, public relations, state association activities, membership and the Voice of Democracy contest. Harold E. Fellows will preside as NAB president-board chairman.

NEW ERA IN ACCESS

Georgia parley hears optimistic prediction

Not far distant is the day when all courts and legislatures of the land will have permanent radio and television pickup installations not unlike those of the United Nations. That prediction was made last Wednesday by Robert D. Swezey, WDSU-AM-FM-TV New Orleans, in an address before the Georgia Radio & Television Institute at Athens.

Mr. Swezey, one of four speakers who covered all facets of electronic journalism and chairman of the NAB Freedom of Information Committee, cited as one of the remaining roadblocks to full access to news the "arbitary refusal of Speaker Sam Rayburn to allow broadcast pickups from House committees." The Rayburn ban, he argued, impedes the free flow of information and deprives the public of seeing an important arm of its government in action.

The combined audience of some 150 Georgia broadcasters, plus the students and faculty of the Henry W. Grady School of Journalism, also heard at the opening session of its 14th annual program, Matthew J. Culligan, executive vice president in charge of NBC Radio, Donald H. McGannon, president of Westinghouse Broadcasting Co. and Sol Taishoff, editor and publisher, BROADCASTING.

Mr. Culligan in a treatise on "memory vision" animated his talk with direct radio pickups from Chet Huntley in New York, Joe Harsh in London, Ed Stevens from Moscow, Welles Hangen in Cairo and John Rich in Berlin. These instantaneous reports, he said, demon-

strate the range, scope, immediacy and authority of the human voice in covering global affairs. He called memory vision—the association of old events with the new—as the "great secret weapon of the new world" embattled against communism.

Mr. McGannon said that public service broadcasting in 1959 must be exciting as well as entertaining. Moreover, he contended public service can be salable if it is good and strong enough to attract and hold advertisers.

The space age, and all its possibilities for evil as well as good, increases the dimension and the responsibility of the broadcaster who cannot rely alone on network service.

Alluding to critics and criticisms, Mr. McGannon said he personally does not believe that newspaper critics have launched a "fifth column dedicated to disenchating the public about tv," though he would say he had misgivings about some magazines. He described the critic as an atypical observer and not by any stretch typical of the average viewer. Just as tv is a new art form, he observed, criticism of tv is a new avocation. A tv critic, he said, cannot be an expert on all things that transpire on the television screen.

In a discussion of editorializing, Mr. Taishoff urged a prompt review, in the courts if need be, of the FCC's 1949 ruling which, he said, on the one hand looks with favor upon editorial comment by stations, but on the other requires stations to affirmatively seek out opposing viewpoints by responsible persons. He described this opinion as a contradiction that requires prompt clarification if broadcasters are to enjoy the freedom of expression guaranteed by the First Amendment.

Speaker at Wednesday's dinner session was Bennett Cerf, president of Random House Inc. and chairman of the George Foster Peabody Radio & Television Awards Advisory Board. The Peabody awards are made by the U. of Georgia.


Technical brain trust • A committee for the Assn. of Maximum Service Telecasters met last Monday to prepare an agenda for the next day's meeting of the full AMST board in Washington.


The AMST board reviewed and discussed the tv allocations problem, the final report of the Television Allocations Study Organization and its part in the forthcoming TASO study of directional antennas. It agreed to continue to support TASO, voting its share of funds for the first quarter 1959. AMST includes about 120 stations in its membership.
GOVERNMENT

FCC SLAPS NETWORK SPOT SALES

Rulemaking proposal would limit networks
to representing own tv; comments due Feb. 28

The FCC last week tentatively took
the first punitive step against television
networks. It issued a proposed rule-
making notice that would prohibit net-
works from representing any stations
but their own in the spot advertising
field.

The order, applying only to tv at
the outset, asks for comments by Feb.
28. It permits replies to be filed 15 days
later. There were no dissents.

The order also asks that comments
include a discussion on the need and
desirability of a similar prohibition in
the radio field.

The FCC action is primarily directed
at CBS and NBC; ABC gave up rep-
quest for $125,000—$25,000 of which was earmarked for the Legislative Oversight Subcommittee. Earlier in the week, the committee's investigative powers had been approved.

The House Commerce Committee has not as yet made its subcommittee appointments nor decided in what form the Oversight work will be continued. Sources on the committee from both parties indicated it probably would be at least two weeks before any decision is made.

First witnesses named in Boston ch. 5 case

The first act cast of characters in the Boston ch. 5 rehearing was made public last week at a pre-hearing conference in preparation for the Feb. 16 hearing. Special ranking the committee's questions asked to the FCC last summer by the U.S. Court of Appeals because of allegations of ex parte contacts between applicants and some commissioners. FCC List • Other witnesses announced by Edgar W. Holtz, Commission counsel, and were: Forrester A. Clark, investment banker and vice president of unsuccessful ch. 5 applicant Massachusetts Bay Telecasters Inc.; George C. McConnaghy, former Commission chairman; John L. and W. Davis Taylor, of the Boston Globe (which only the week before had been granted the right to intervene in the case); John B. Fisher, former administrative assistant to Sen. Leverett Saltonstall (R-Mass.) and associated in a D.C. public relations firm with Thomas Joyce, attorney-friend of Mr. Choate; and Charles F. Mills, former chairman of the Contract Renegotiations Board (of which Mr. McConnaghy also was at one time chairman) and recipient of long-distance phone calls from Mr. Choate, according to staff investigators of the House Subcommittee on Legislative Oversight. In reminding Boston ch. 5 to the

What Congress asks about ratings...

In preparing for its upcoming ratings hearing, the Senate Commerce Committee last week prodded advertising agencies to answer questionnaires asking how ratings are used in buying and placing tv shows.

Replies to the 18-question inquiry, mailed late in December, have been slow in arriving. None of the agencies executives were overly concerned or interested in the questionnaire.

Rating Impact • Among the questions asked of the agencies:

"What effect, if any, do ratings have on your decision in selecting or recommending the continuation of a commercial TV program?"

"Do you use your own measurement service...or do you use the owned subsidiary of the Boston Herald-Traveler was made in 1957 by a 4-2 FCC vote. Then the FCC was remanded to the FCC last summer by the U.S. Court of Appeals because of allegations of ex parte contacts between applicants and some commissioners. FCC List • Other witnesses announced by Edgar W. Holtz, Commission counsel, and were: Forrester A. Clark, investment banker and vice president of unsuccessful ch. 5 applicant Massachusetts Bay Telecasters Inc.; George C. McConnaghy, former Commission chairman; John L. and W. Davis Taylor, of the Boston Globe (which only the week before had been granted the right to intervene in the case); John B. Fisher, former administrative assistant to Sen. Leverett Saltonstall (R-Mass.) and associated in a D.C. public relations firm with Thomas Joyce, attorney-friend of Mr. Choate; and Charles F. Mills, former chairman of the Contract Renegotiations Board (of which Mr. McConnaghy also was at one time chairman) and recipient of long-distance phone calls from Mr. Choate, according to staff investigators of the House Subcommittee on Legislative Oversight. In reminding Boston ch. 5 to the FCC the Appeals Court upheld the Commission's grant to WHDH-TV. The original vote in the FCC granting the grant placed Comrs. McConnaghy, Richard A. Mack, John C. Doerfer and Robert E. Lee in favor with Comrs. Rosel H. Hyde and Robert T. Bartley dissenting. Comr. T.A.M. Craven abstained. The charges of ex parte contacts with commissioners aired last year before Legislative Oversight involved Messrs. McConnaghy and Mack.

Other parties involved in the new hearings include two more unsuccessful applicants for ch. 5, Greater Boston Television Corp. and Allen B. DuMont Labs, as well as the Dept. of Justice, participating as amicus curiae.

Mack denied shift of trial to Miami

A federal judge in Washington last week denied requests that the trial of former FCC Comr. Richard A. Mack and Miami attorney Thaddeus Whiteside be held in Miami rather than in Washington. The trial is scheduled for Feb. 16.

U.S. District Judge Burnita S. Matthews denied defense motions to change the site of the trials. Attorneys for Messrs. Mack and Whiteside claimed that their clients could not receive a fair trial in the District of Columbia because of the wide publicity the indictment received in Washington.

Judge Matthews also refused to dismiss the indictments accusing Messrs. Mack and Whiteside of conspiring to influence the award of ch. 10 Miami to National Airlines. They were indicted by a grand jury last September.

Although the trial of the former FCC commissioner (he resigned last March after allegations he had received financial aid from his friend Mr. Whiteside in exchange for his vote in the Miami ch. 10 case) and Mr. Whiteside is scheduled for Feb. 16, Judge Matthews indicated last week that she would consider a delay if requested by defense attorneys.

KGMB hearing set

The FCC last week designated for hearing the already-approved sale of 75.45% interest in KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-AM-TVs Waikiki, all Hawaii. The sale was approved last Dec. 3, but the grant remains in effect until the Commission's decision after the hearing, FCC said.

The sale was set for hearing after a protest by Harry Weinberg, 1.6% stockholder of the parent corporation of the stations and a Hawaiian theater chain, and a company in which he is president-stockholder, which owns...
YOU CAN TELL IF IT'S A COLLINS TRANSMITTER

Real proof of quality transmission is in the listening. The difference between a Collins high fidelity signal and an ordinary signal is measurable. And you can often actually hear the difference.

Collins high fidelity and unique quality of "presence" are achieved by taking advantage of the improved performance offered by modern tubes and components. Only Collins transmitters deliver greater audio range with minimum distortion.

Typical audio frequency response is within ±1.5 db from 30 to 15,000 cps with less than 3% distortion from 30 to 15,000 cps for 95% modulation.

Before you buy any transmitter, compare these specifications with others. See why Collins out-performs them all.

For unequalled reliability, convenience, economy, and quality, specify Collins — your one complete source for all broadcast needs.

For complete information about Collins high fidelity transmitters, write or call Collins Radio Company, Broadcast sales division, 315 Second Avenue, S.E., Cedar Rapids, Iowa.
April last week on 54 Merged House joint resolution and stated opposition's anti-headlong animously extended stations. institution: unlicensed vhf booster last week to the continuance Hialand "fraudulent" understatement Consolidated New Orleans Tv Corp., In FCC Denver the extension of time chorus of protests claimed stockholders were not 30. Earlier in the week Oklahoma

Booster ban delayed as Congress presses

Congressional pressure forced FCC last week to double the life span of what the Commission hopes is a dying institution: unlicensed vhf booster stations. Last Monday (Jan. 26), FCC unanimously extended from three to six months the time for existing boosters to either convert to uhf translators or close down. The Commission's original three-month ultimatum to booster operators, delivered late last year, ran headlong into a wall of congressional opposition (BROADCASTING, Jan. 26).

FCC Chmn. John C. Doerfer flew to Denver two weeks ago and listened to a chorus of protests on the Commission's anti-booster action at a gathering of western officials and booster operators. The meeting was arranged by Colorado Gov. Stephen L. R. McNichols. In its action last week, FCC noted that the extension of time does not apply to new boosters; the Commission intends to prosecute the operators of any boosters which take to the air from now on. The Commission also stated that it will give further study to the legal and technical aspects of the booster situation.

Congressional support for continuance of uhf boosters was strong last week: 18 senators co-sponsored two resolutions directing FCC to authorize boosters to continue, and one bill, a joint resolution and 16 concurrent resolutions were introduced in the House for the same purpose.

Merged applicants on ch. 12 New Orleans

New Orleans Tv Corp., a merger of two applicants in the New Orleans ch. 12 contest, was given FCC permission last week to operate temporarily on ch. 13 from February 1 to April 30. Earlier in the week Oklahoma TV Co., a third applicant, was permitted by Chief Hearing Examiner James D. Cunningham to withdraw its application for ch. 12 without prejudice.

Oklahoma, licensee of KWTV (TV) Oklahoma City, had asked for withdrawal after an agreement wherein the two other applicants, Supreme Broadcasting Co. (WJMR-AM-FM-TV) and Coastal TV Co., effected a merger. The new corporation is to pay Oklahoma $75,000 for out-of-pocket expenses incurred in prosecuting its application (BROADCASTING, Jan. 19).

Examiner Cunningham retained the applications of Supreme and Coastal in hearing status.

The new corporation also will pay Supreme $350,000 for WJMR-TV facilities. WJMR-TV was permitted to operate from Jan. 13-31 on ch. 13, assigned to Biloxi, Miss., and discontinued operation on its permanent assignment, ch. 20, on Jan. 13. Under the merger, Supreme will own 40% of the new ch. 12 station upon grant and the nine partners in Coastal will own the remaining 60% in equal shares.

WJMR-AM-FM are not involved in the proposed merger.

The FCC said last week its action is not to be construed as approval of the merger and is without prejudice to any future action it may take in the ch. 12 case.

Philco protest allowed by court

The U.S. Supreme Court last week virtually told the FCC that anyone—no matter how remote from broadcasting—has the right to protest an FCC action.

It refused to review an appeals court ruling last June holding that Philco Corp., Philadelphia, has standing to protest the FCC renewals of the licenses of the NBC-owned stations in Philadelphia (WRC-TV-AM-FM-TV).

Last December, in response to an unusual request from the Supreme Court, the Justice Dept. and the FCC filed divergent opinions on the right of Philco to bring the protest. Justice maintained that the lower court was correct; the FCC held that the appeals court "misconstrued" the protest provisions of the Communications Act and opened the door to indiscriminate and time consuming proceedings.

Philco originally protested the 1957 FCC license renewals of the Philadelphia stations. It charged that NBC's ownership was unfair competition since the stations were identified with RCA and RCA was a competitor in the appliance and radio-tv receiver fields. The FCC denied the protest on the ground that Philco had no standing. In June 1958 the U. S. Circuit Court for the District of Columbia, by a two to one vote, upheld the Philco viewpoint. NBC then asked Supreme Court to review.

Ch. 13 crossfire by Crosley, WIBC

Crosley Broadcasting Corp. and WIBC Indianapolis swapped "concentration of control" charges in oral argument last week (Jan. 26) on the court-remanded Indianapolis ch. 13 case.

WIBC pictured Crosley as a "giant" regional broadcasting empire which wants to add ch. 13 to its holdings and as an "outsider" which does not know "local" needs and intends to employ its regional tv network to telecast programs on ch. 13 WLIW(TV) which are more suitable for Cincinnati, Columbus and Dayton.

Crosley contended that 50-kw WIBC is the area's most powerful radio station and that the station's owners (Richard Fairbanks family) not only hold interests in the Indianapolis Star and News but are in position to gain control of the two newspapers if the Pulliam interests, which bought the two newspapers from the Fairbanks in 1948, should default on interest payments to the WIBC owners.

WIBC charged that Crosley has no scruples about gaining an area monopoly through multiple station rates and cited Crosley's violation of FCC rules in using pressure against NBC-TV to keep that network from placing programs, not accepted by one of Crosley's tv stations, on another non-NBC affiliate in the area (BROADCASTING, May 26, 1958). WIBC claimed superiority in nine of 11 comparative issues and equality in the remaining two.

Crosley said it is a public firm where as WIBC is owned by a private family, that its past experience in programming and its regional network programming cannot be duplicated by WLWI, that the Fairbanks family's interest in the two newspapers amounts to $5.7 million and that Crosley's past record shows it has built up its broadcast properties instead of "trafficking" in stations.

Chairman John C. Doerfer last week refused to admit WIBC's argument concerning its attempt since the court remand to purchase present ch. 13 facilities operated by Crosley as WLWI. The FCC granted ch. 13 to Crosley in March 1957, WIBC appealed and the case was remanded by the U. S. Court of Appeals for the District of Columbia in June 1958.

Comr. Craven is not participating in the ch. 13 case.
EDUCATORS PLEAD FOR ETV FUNDS

Matter of national necessity: consensus at hearing on bill

Educators and senators warned last week that Congress must provide federal funds for educational tv if this country is to keep up with others in the advancement of education.

The Senate Commerce Committee provided the forum Tuesday and Wednesday (Jan. 27-28) with hearings on S 12, which provides up to $1 million to each state and territory for etv facilities. The bill was introduced by Sens. Warren Magnuson (D-Wash.), chairman of the committee, and Andrew Schoeppe (R-Kan.), ranking minority member.

Both witnesses and senators hearing the testimony stressed these points: (1) Lack of money has kept etv from reaching its potential (there currently are 35 etv stations operating); (2) Federal assistance is a must if the potential ever is to be reached; (3) Etv stations must get on the air if they are to withstand attacks on educational-reserved channels by commercial operators; (4) Etv would be just as valuable for adult education as for students; (5) The FCC should make more educational vhf channels available in heavily-populated areas, and (6) Etv could help alleviate the classroom-teacher shortage.

Smooth Sailing Forecast • An identical measure to S 12 passed the Senate last spring but died in the House Commerce Committee. Sen. Magnuson has promised fast Senate action during the new session and his committee will consider the bill at its next executive session, scheduled for Feb. 11. So far, there is no opposition within the committee to the proposal.

Sen. Mike Monroney (D-Okla.), who was chairman of the hearings due to the illness of Sen. Magnuson, at one point suggested the FCC be called before the committee to determine what can be done about acquiring more vhf channels for educational use. When Sen. Hugh Scott (R-Pa.) brought up ch. 12 Wellington, the senators agreed this channel should be re-assigned for educational use. Storer Broadcasting Co. formerly operated a commercial station on ch. 12 but has returned the construction permit to the FCC.

Sen. Monroney was particularly distressed because heavily-populated eastern areas do not have etv stations—or vhf assignments for education. He mentioned specifically New York, New Jersey, Philadelphia and Washington.

Keep Up With Joneses • Rapid advancement by other nations in education makes it mandatory that Congress pass S 12, Sen. Ralph Yarborough (D-Tex.) said. Also, he stated, if money is not appropriated to break "the bottleneck choking of educational tv," mounting pressures for the unused channels by commercial interests may be successful.

The Texas Democrat and Sen. Clifford Case (R-N.J.) asked that the bill be amended to make it possible for educational organizations crossing state lines to be eligible to receive federal money.

All of last week's witnesses except Comr. T.A.M. Craven, speaking for the FCC, favored federal aid for etv and the commissioner did not take any position. He said the Commission "does not have any special competence as to whether or not federal appropriations should be used" to assist etv. He pointed out the FCC has always expressed a "favorable attitude" toward etv with 86 vhf and 171 uhf channels reserved.

Rep. Stewart Udall (D-Ariz.), the lead-off witness, told the committee that "everything we said last year [during April 1958 hearings on the same bill] is now more true than ever before." He is the author of an identical bill in the House.

Donald McGannon, president of Westinghouse Broadcasting Co., said that etv has accomplished much in the past six years "but far more lies in the future than in the past." Mr. McGannon, accompanied by WBC Washington Vice President Joseph Baudino, said that commercial tv makes an indirect and intangible contribution to etv. He outlined the monetary, equipment and programming contributions of WBC to educational television.

Money Crisis • "The U.S. must improve and increase the use of all educational means at our disposal," Mr. McGannon stated, "but surely radio and tv have a great opportunity and a still greater obligation in this regard." He said a lack of money hindered establishment of educational radio, with only 40 educational am outlets on the air, and the same could happen to etv if the federal government does not provide funds.

John Ivey, executive vice president of New York U., said the time could come when it would be possible for a student to qualify for a college degree through tv without ever going near a campus. He said the monetary back-
ing proposed by the Magnuson bill should be increased.

Raymond Hurlbert, general manager of Alabama’s three-station etv network, labeled etv a “providential tool” in helping education shift from the traditional to modern teaching needs. “Tv is a natural for character education and citizenship training,” he said. “It transmits emotion, ideals—makes communications far more real and personal than the printed page.”

A plea for the assignment of an educational vhf channel to the Washington, D.C., area was made by Mrs. Edmund G. Campbell, president of the Greater Washington Etv Assn. Mrs. Campbell said the association’s plans are being stymied by inability to get time on Washington’s four commercial stations.

The Wisconsin Way • William Harley, president of the National Assn. of Educational Broadcasters, said that the Wisconsin educational radio network is an indication of what etv can accomplish with sufficient funds. Wisconsin, he said, has 10 radio transmitters in operation teaching 284,000 individual students. Unless federal support is forthcoming, he stated, etv reservations will continue to lie fallow and open to attack by commercial interests.

Ralph Steete, executive director of the Joint Council on Educational Tv, reported on etv achievements to date, including both air and closed-circuit operations.

Others who testified during the two-day hearing included Richard Hull, director of radio-tv, Ohio State U.; William Friday, president of North Carolina U.; William Brish, superintendent of Washington County (Md.) schools, which operates an extensive closed-circuit system; Carl Hansen, superintendent of Washington, D.C., public schools; Roland Kirks of the D.C. school board; D.C. Comr. Robert F. Kneipp, and Leeland Hazard, member of board of the Educational Tv & Radio Center, Ann Arbor, Mich. Sen. Andrew Schoeppe (R-Kan.), the AFL-CIO and others entered statements into the record.

TASO report to FCC due end of February

The final report of Television Allocations Study Organization will be in the hands of the FCC by the end of February. This is the hope Dr. George Town, TASO executive director, expressed after a stormy TASO board meeting in Washington Jan. 24-25.

Two points of conflict at the meeting were: Whether Dr. Town or the board should write the final report, and whether Dr. Town should refer to recent equipment developments not noted or discussed in technical panel reports which make up the bases of the bulky report. This was in reference to such recent developments as master amplifiers, parametric amplifiers, etc.

The TASO board decided, by split vote, that Dr. Town should write the report—including mention of new devices—taking into account suggestions advanced by board members but permitting him to use his discretion. It was also agreed that before final printing all members of the board would see galley proofs and be permitted to add their own comments or clarifying explanations.

The board reconfirmed its backing of directional antenna study and took up other administrative details.

Appeals court hits FCC ‘expense’ ruling

The FCC has not made a sufficient showing that $55,000 paid to an applicant which withdrew from the Beaumont, Tex., ch. 6 case represented actual expenses, the U.S. Court of Appeals for the District of Columbia said last week in a unanimous 3-0 decision reversing the Commission. The case now goes back to FCC for further proceeding.

Judge John A. Danaher, who had dissented from the court’s decision reversing the Commission in January 1956, this time went along with Judges David L. Bazelon and Charles Fabry in the new ruling on an appeal by the Beaumont Enterprise (KRIC Beaumont) (Broadcasting, Dec. 22, 1958). KRIC held that the FCC didn’t determine “affirmatively” whether FCC and administrative processes were abused by an agreement between Beaumont Broadcasting Corp. (KFDM) and W.P. Hobby, publisher of the Houston Post (KPRC-AM-FM-TV Houston), giving the latter an option to buy 32.5% of the ch. 6 station if KFDM won the grant, and by the $55,000 payment.

The FCC originally granted ch. 6 to KFDM in August 1954. A new oral argument was held after requests for reconsideration and stay. FCC affirmed the grant in January 1955. The Enterprise appealed and the court reversed the case in January 1956. After KFDM lost an appeal to the U.S. Supreme Court the FCC held a new hearing and in April 1958 reaffirmed the grant to KFDM. KFDM began operation on ch. 6 April 24, 1955.

The $55,000 payment was made to a third applicant, KTRM Beaumont, as out-of-pocket expenses in consideration for its withdrawal. The sum was made as a loan to KFDM by Mr. Hobby, who had held 10% interest and an option for 25% of the KTRM application. Mr. Hobby withdrew from the KTRM application after the FCC’s 1954 grant to KFDM and before the ensuing oral argument.

The court said last week it will “withhold” judgment on whether the payment of actual out-of-pocket expenses contravenes the public interest and abuses FCC processes, especially in view of rulemaking issued on that question by the FCC on June 30, 1958, and still pending. The court found “reasonable” the FCC’s position that KFDM should not be disqualified because of alteration of its proposal.
Only 5 show interest in space allocations

Only five organizations filed frequency allocations suggestions for space exploration with the FCC at the deadline last week.

Although none of the specific recommendations impinging directly on broadcast bands, many general suggestions by noted scientists enveloped TV channels and FM broadcasting by their very broadness.

TV channels in the upper VHF allocation and the UHF video band were involved in most of these references. The lower end of the TV VHF band was also included in other general comments, as were the TV studio-transmitter link and remote pick-up assignments at 2000 mc and at 7000 mc.

Filing last week were NAB, American Rocket Society, Air Transport Assn., Aeronautical Radio Inc., and the National Academy of Sciences.

The comments were in response to an invitation issued by the FCC last month for suggestions on assignments in the radio spectrum for space-space and space-earth services (Broadcasting, Jan. 12).

The Commission emphasized that only government bands were involved and that the contemplated allocations were only for control, telemetering, position observance and guidance.

NAB asked that the FCC make certain that any bands used for outer space electronics steer clear of conflict with the present FM allocation (88-108 mc). NAB specifically mentioned that part of the FM band between 100 and 108 mc.

The American Rocket Society recommended 25 assignments, ranging from 1.3-1.5 mc for space services to 80,000-81,000 mc for earth-space and space services.

ARS queried a number of outstanding scientists for their personal comments on spectrum utilization and submitted its recommendations after these responses were screened by a five-man panel.

Among suggestions received by ARS was Dr. Werner von Braun’s comment on the lack of frequency allocations in the range 200-300 mc, recommending its use for space and satellite telemetry, and the use of the 450-500 mc and 900-1000 mc bands for tracking. This band includes television chs. 11-13 and the lower portion of UHF TV. Another expression involving 250-1000 mc (UHF television allocation runs 470-890 mc), came from James L. Middlebrooks, engineering vice president, King Broadcasting Co. stations. Dr. Richard W. Porter, GE consultant, noted the “seri-

ous gap” in the region between 150 and 1700 mc (this area includes the upper VHF chs. 7-13 and the UHF TV band).

James R. Dempsey, Convair-Astronautics vice president, called for allocations in the lower end of the 5925-8500 mc band. This covers the television studio-transmitter link and remote pick-up bands between 6875 mc and 7125 mc.

Other recommendations were that two 50-mc bands be reserved in the 100-150 mc band by Peter K. Omnigian, chief engineer, KBET-TV Sacramento, Calif., and that 1,000 mc bands be assigned above 10,000 mc (by Clure H. Owen, ABC engineering administrative assistant). TV studio-transmitter links and remote pickup also are at 12,700-13,200 mc.

In one instance ARS recommended that a band be taken away from another service. This is the 430-435 mc area, now assigned to amateur service. The other recommendations refer only to government spectrum space.

ATA and AirINC on behalf of civil aviation interests expressed opposition to the allocation of any frequencies between 108 mc and 136 mc. A portion of this band is being considered for air traffic control, they pointed out.

The National Academy said it would like to see “more adequate” allocations between 150 mc and 1,700 mc (again the upper VHF channels and all of the UHF video space). It advocated the reservation of a 10-mc-wide band in the vicinity of 400 mc and near the 900-1000 mc areas for tracking and telemetry. The Academy stated that frequencies above 2000 mc be used for meteorology, altimeters and planetary exploration.

NAS also mentioned “space for harmonically related frequencies near 60, 80 and 160 mc (involving chs. 2, 3 and 5) for refraction and electron density experiments.” It also noted 100 mc and 400 mc as possible areas for scientific utilization (FM occupies 100 mc as part of its 88-108 mc band).

WCLW-Journal sale up for FCC hearing

The FCC last week designated for hearing the proposed sale of WCLW Mansfield, Ohio, to the Mansfield Journal Co. for $45,000. The Commission in November (Broadcasting, Dec. 1) sent McFarland letters to WCLW owner Frederick Eckardt and the Mansfield News-Journal saying a question still exists as to whether the newspaper company engages in activities inconsistent with FCC policy on controversial issues and in monopolistic business practices.

The FCC last week made WMAN Mansfield a party to the hearing. WMAN had asked for a hearing on the sale last September (Broadcasting, Sept. 15), charging the newspaper company engages in business practices “contrary to” the Sherman and Clayton antitrust acts.

FCC Chmn. John C. Doerfer dis- tended to last week’s action.

The Commission denied a broadcast license to the Mansfield Journal Co. in 1948 on grounds the company’s affiliated Lorain (Ohio) Journal refused to sell advertising to firms which advertised on WEOE Elyria, Ohio. WMAN at that time charged similar practices by the Mansfield newspaper. The U.S. Supreme Court supported the FCC’s position in the Lorain case. Both WMAN and WEOE have triple damage suits in Ohio federal district court against the newspapers as a result of the 1948 cases. The trial date in the WEOE suit is next September.

Moline race narrows

The six-way Moline, Ill., ch. 8 case became a five-way contest last week with the announcement by Iowa-Illinois TV Co. that it will withdraw. Reasons are to be given when the official request for withdrawal is made. Iowa-Illinois is 65% owned by Nationwide Mutual Insurance Co., which is sole owner of Peoples Broadcasting Corp. Peoples is licensee of one TV and five AM outlets.

The remaining contestants are Community Telecasting Corp., Tele-Views News Co., Midland Broadcasting Co., Illiway TV Inc. and Moline TV Corp.

Backs labor bill

NAB endorses legislation aimed at union corruption but objects to portions of the Kennedy-Ervin labor bill (S 505), Charles H. Tower, NAB economics-personnel manager, told a Senate labor subcommittee Friday (Jan. 30).

Mr. Tower opposed Title VI of the bill on the ground only one of five amendments to the Taft-Hartley Act had even a remote relation to abuse of union power and corruption. His major objection was based on a requirement (Sec. 103) that employers report under certain circumstances their expenditures over $2,500 to influence employees by advertising and other methods. He also op- posed a requirement that employers report hiring of labor relations counsel used directly or indirectly to influence employees. He noted that no similar requirements apply to unions.
Advertisers

- **Don C. Miller**, formerly senior v.p. of Kenyon & Eckhardt, N.Y., elected marketing v.p. of B. F. Goodrich, N.Y. Mr. Miller was previously director of market research and head of sales organization and analysis of Packard Motor Co.

- **Richard L. Dexter**, formerly account executive, Rogers & Smith Adv., Kansas City, to Interstate Securities Co., that city, as director of advertising and public relations.

- **Maurice E. Atkinson**, previously assistant to v.p. and director of marketing, Jacob Ruppert Brewery, N.Y., appointed advertising manager.

- **Harry F. Schroeter**, formerly of Procter & Gamble, Cincinnati, and with National Biscuit Co., N.Y., since 1945, named director of newly-created general advertising department.

- **Arthur E. Rosengarten**, sales representative of Ronson Corp. in metropolitan New York, appointed western regional sales manager, headquarters in Los Angeles.

- **Ogden Kniffin**, formerly with Young & Rubicam, to Colorforms, N.Y., toy manufacturer, as advertising director and manager of new products division.

- **Owen H. Klepper**, with Philco Corp., Phila., since 1948, appointed advertising and sales promotion manager, home laundry equipment and air conditioners.

Agencies


- **Frank Armstrong**, president of Sales Communications Inc., N.Y., named v.p. of parent company, McCann-Erickson Inc.


- **Wallace J. Rigby**, 52, v.p. of Sales Communications Inc., N.Y., died Jan. 22 following heart attack. He had been with parent McCann-Erickson as associate director of merchandising department before joining SC in 1957.

- **Leroy B. Block**, v.p. and account supervisor; Hal F. Davis, assistant to president; Dr. E. L. Deckinger, v.p. and director of media department; and Theodore M. Kaufman, v.p. and account supervisor, elected to board of directors, Grey Adv., N.Y.


- **William C. Gordon Jr.** will resign as executive director of American Marketing Assn., effective June 30. Mr. Gordon, executive director since October 1953, plans to concentrate on personal affairs and to be marketing and management consultant.

- **Graeme W. Stewart and Donald L. Cuttle**, account executives of Henri, Hurst & McDonald, Chicago, elected v.p.’s.

- **Louis F. Cahn** assumes duties as president of Cahn, Miller & Strouse Inc., Baltimore agency formed from merger of Cahn-Miller Inc. and Strouse & Co. Samuel S. Strouse will be v.p.-treasurer, and William C. Harris, v.p.-secretary. C. Leroy Miller has retired. Agency will operate from 510 St. Paul Place, telephone Saratoga 7-4466.


- **Thomas L. Burch**, formerly v.p., account supervisor and member of plans board, Young & Rubicam, L.A., to Tatham-Laird, Chicago, as account supervisor.

- **Gordon G. Hurt**, formerly advertising and merchandising director, Norge Div. of Borg-Warner Corp., Chicago, named account supervisor on Bell & Howell account at McCann-Erickson, that city.


- **Fred A. Epps**, president, Fred A. Epps & Assoc., and Jack Trustman, president of Jack Trustman Adv., both Detroit, have merged their agencies to form Epps-Trustman Co., Detroit. Mr. Epps headed his own agency for 14 years, Mr. Trustman, five years. New firm’s address is 10324 Puritan.

- **John I. Prosser**, formerly executive

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**FATES & FORTUNES**

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**Advertisers**

- **Mr. Miller**

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**Agencies**

- **Mr. Gil- len**

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**This is the Jingle Mill Record**

**$38 PER JINGLE ON CONTRACT**

**COMPLETELY CUSTOM MADE**

**OVER 400 STATIONS SOLD**

**98% OF STATIONS HAVE REORDERED**

**OVER 7,000 JINGLES ORDERED AND WRITTEN**

**PUT THIS RECORD TO WORK FOR YOU**

**Complete custom made jingles for commercial accounts and station breaks — no open ends and no inserts.**

**JINGLE MILL**

201 W. 49th St., New York City

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**Broadcasting, February 2, 1959**
David Strourse, past five years with Grey Adv., to Warwick & Legler, N.Y., as senior account executive on Revlon account.


John W. Robinson Jr., tv commercial producer, McCann-Erickson, N.Y., named tv-radio account executive.

Frederick C. Sterbins, previously advertising and sales promotion manager, Corning Glass Works, Corning, N.Y., to Fuller & Smith & Ross, Pittsburgh, as account executive on Westinghouse account.

Robert Roth, formerly of Magnavox Co., Ft. Wayne, Ind., to Lavenson Bureau of Advertising, Phila., as account executive.

Charles W. Johnson, formerly account executive of KYA-AM-FM San Francisco, to Gross & Roberts Adv., that city, in similar capacity.

Frederick C. Williams, account executive at D'Arcy Adv. Co., Chicago, to Clinton E. Frank, that city, in similar capacity.

Ted Malone to House of J. Hayden Twiss Inc., N.Y., as director of radio, tv and films.

Peter Triolo, formerly associate media director, Dancer-Fitzgerald-Sample, to Ogilvy, Benson & Mather Inc., N.Y., as media supervisor on Maxwell House coffee account.

Jeremy Sprague, media buyer for past four years, Cunningham & Walsh, N.Y., and before that time buyer at Compton Adv., named assistant media supervisor at C&W.

Bruce C. Crawford, formerly account executive with Benton & Bowles, N.Y., to Ted Bates & Co., N.Y., as member of Brown & Williamson account group.

Dale Fisher, formerly copywriter at BBDO, Chicago, to copy staff of Clinton E. Frank, that city.

I. Jerrold Johnson, formerly product supervisor for retail advertising at Northrup-King, Minneapolis, to creative and copy department of Richard Crab & Assoc., Chicago advertising-marketing-public relations agency.

George Hall, formerly program director of WRAL-TV Raleigh, N.C., to J. T. Howard Adv., that city, as copy director.

Ted Van Dyk, formerly with Prudential Insurance Co., to copy staff of Doyle Dane Bernbach, N.Y.

Networks

Norman Racusin, director of budgets, pricing and planning for NBC-TV, adds duties of director, business affairs, replacing Howard L. Letts, who re-joins RCA as v.p. and controller.

M. S. (Bud) Rukeyser Jr., with NBC since January 1958 and before that in television publicity department of Young & Rubicam Inc., named press editor, news and public affairs, newly-created unit in NBC press department. William Facou and Arthur Oppenheim, NBC press staff writers, were named to unit to supervise publicity for news and public affairs, respectively.

Robert D. Kasmires, formerly of WJAR-TV Providence, R.I., named coordinator, special projects, corporate planning, NBC, N.Y.

Myra Clark, continuity editor of KFI Los Angeles for 12 years, moves to continuity acceptance department of ABC, that city, Feb. 15. Dorothy Wood succeeds her as continuity editor of KFI.

Harry K. McWilliams, recently with J. Arthur Rank organization, named promotion and publicity coordinator for 1959 Academy Awards telecast (NBC-TV, April 6, 10:30 p.m.-12:15 a.m.).

Stations

John A. Patterson, sales manager, WPXI (TV) New York, elected v.p. in charge of sales.

Edward V. Cheviot and Rex Preis appointed station managers of WOAI-TV and WOAI San Antonio, respectively. Mr. Cheviot, commercial manager of WOAI-TV since 1952, was formerly general advertising manager of San Antonio Light. Mr. Preis, commercial manager of WOAI since 1951, was formerly assistant general manager and commer-
Mr. Page

Mr. Hastie

WANTED:
A Creative Advertising Salesman

You are a creative salesman who has sold radio and TV time successfully. You appreciate the opportunity to join a growing advertising firm doing specialized promotional work. You start and sustain the speed of your own rocket. You’re well organized, ready for greater responsibility, and require a minimum of supervision. You are in your early 30’s, married, and welcome the challenge of an expansion opportunity limited only by your own ability. If you are the right man for this job, write fully concerning your background, including salary requirements and all vital statistics to

BOX 556H, BROADCASTING

in that city. Mr. Silver was formerly general manager of WNLA Peekskill, N.Y.

- DAVE ARCHARD promoted to production manager of WALT Tampa, Fla., and ROY NILSON, formerly of WHOO Orlando, Fla., named WALT program director.

- JAMES FERGUSON, program director of WSAZ-TV Huntington, W.Va., to WMCT (TV) Memphis, Tenn., as program manager.

- STAN RICHARDS, program director of WILD Boston, elected v.p.

- DON BREWER, formerly of KCNO Kansas City, to KBKC, that city, as news director.

- GILBERT MARTYN, 53, formerly news director of KTTLA (TV) Los Angeles, died in Los Angeles of throat cancer Jan. 24 after illness of two years. During New York World’s Fair in 1939, Mr. Martyn delivered news program over WNBTV (TV), believed to be first TV newscast in history.

- DON ROSS, formerly program director of KGFI Los Angeles and with KFMB San Diego since 1956, named program director of KFMB.

- W.W. CHAPLIN, with NBC News since 1943, joins KTRL Bradenton, Fla., as news director today (Feb. 2).

- ED POLLOCK, formerly newscaster of WWVFA-AM-FM Wheeling, W.Va., to WSTV-TV Steubenville, Ohio, as news editor.

- KEN WALIGORSKI promoted from director to production manager of WISNTV Milwaukee. Mr. Waligorski’s new post was erroneously given as station manager last week (BROADCASTING, Jan. 26).

- CHET BROUWER, program coordinator for Groucho Marx show, joins KTTLA (TV) Los Angeles as director of film and tape operations.

- TOM CARY, air personality of KMTV (TV) Omaha, Neb., for seven years, promoted to account executive.

- PAUL DOWNS, formerly assistant advertising manager of Greenville (N.C.) Daily Reflector, to WAVY Portsmouth, Va., as account executive. BOBBY RANDOLPH DAVIDSON, formerly with Kraft Foods, named merchandising man and GEORGE HANNA appointed assistant bookkeeper for WAVY-AM-TV.

- RAY MARKHAM, formerly of WIBV Belleville, Ill., to KWK St. Louis as account executive.

Robert Garick, who has appeared in more than 20 motion pictures, to WWIN Baltimore as air personality.

Robert Anderson to KLAC Los Angeles as newscaster.

Bill Daniels, formerly d.j. of KFWB Los Angeles, to KTNA (TV), that city, as member of publicity staff.

Bill Davis, Red Robinson and Ray Horn, formerly of KEX-AM-FM Portland, Ore., to KGW Portland as air personalities.

George Rice joins WCNO Minneapolis-St. Paul as host-moderator of Open Mike, panel-discussion night program heard Mon.-Fri.

Joseph Delia Malva, formerly of WDGY Minneapolis, to WPBC, that city, as news commentator.

Ronald A. Barrett, air personality of KYW-TV, Cleveland, to KYW-FM as announcer.

Ken Jones, formerly of WCPO-AM-FM Cincinnati, to WHTN-AM-FM Huntington, W. Va., as announcer.

James Dawson, formerly weathercaster of WOAI-TV San Antonio, to KONO-TV, that city, in similar capacity.

Owen Spann, formerly air personality of WBT Charlotte, N.C., to KCBS-AM-FM San Francisco in similar capacity.

Reed Farrell, formerly air personality of WKK St. Louis, to WIL, that city, in similar capacity.

Jerry Blair to WDRC-AM-FM Hartford, Conn., as announcer.

James Mudge, formerly feature writer and reporter of Grand Rapids (Mich.) Herald, to WOOD, that city, as newsmen. Other WOOD appointments: George Davis, formerly of WAMM Flint, Mich., to announcer, and Constance Miller to copywriter.

Al Bronick, formerly of WMCK McKeenport, Pa., to WSTV-TV Steubenville, Ohio, as announcer. Bob Anderson joins WSTV-AM-FM as air personality.

Bill McMullan, formerly newsmen

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This limiting amplifier is often considered the standard of comparison both as to smooth, fast limiting performance and very low distortion at abnormally high degrees of limiting action. The SA-39B will handle input levels from —20 to +20 db, with an output level of +25 dbm or less adjustable by means of individual attenuators. Audio response is from 30-15,000 cycles and distortion is 1/2% or less at 20 db compression. Attack time is essentially instantaneous while the release time is adjustable from .2 to 1.2 seconds. For additional information, write today for Bulletin No. 123—yours for the asking.

GATES—Leader in Creative Engineering

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HARRIS INTERTYPE CORPORATION
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

BROADCASTING, February 2, 1959
of WKY Oklahoma City, Okla., to KOMA, that city, in similar capacity.

Representatives

- Paul C. Holter, formerly San Francisco sales manager, KLX Oakland, appointed head of radio sales department, Avery-Knodel, S.F.
- Ed Dyer, production director of KLAC Los Angeles, has become manager of Los Angeles office of Broadcast Time Sales.
- Lee W. Swift Jr., formerly in sales department, WVUE (TV) Wilmingotn, to radio sales staff of Headley-Reed, N.Y.
- George Backus, for past 10 years with radio sales staff of Edward Petry & Co., and Richard Hayes, since 1953 tv account executive with Branham Co., N.Y., appointed to Petry's New York tv sales staff.
- Roger Sheldon, previously with KFMB San Diego, to Adam Young's Los Angeles sales staff.

Programming

- Bob Ganon, former production coordinator for TV Spots, promoted to v.p. and general manager of company, producer of Crusader Rabbit cartoon series and of tv commercials. He succeeds Bill Bauman, resigned.
- James E. Dennings, formerly with NBC, appointed v.p. in tv department, MCA-TV, N.Y.
- Sig Frohlich elected v.p. of Fryman Enterprises, Hollywood motion picture-tv production company. Mr. Frohlich will be in charge of development of new tv film series.
- Don Gilman, on production staff of Filmways Inc., named art director of Filmways Inc., N.Y.
- Bob Nash, formerly with WPAT Paterson, N.J., named manager of production and sales for Faillance Productions Inc., N.Y., producer of musical commercials for tv and radio.
- Devery Freeman named producer of Ann Sothern Show, replacing Albert J. Cohen, who will form own packaging firm. Ann Sothern is Anso-Desilu Productions show.
- William Don Bryan, formerly of Ziv Television Programs, named southern area sales manager of Screen Gems, replacing Frank Stone, resigned. Don Fuller, southern sales representative, has also resigned.
- Robert Klein, former account executive with Classified Telephone Directory, named account executive for Pittsburgh area, Ziv Television Programs, replacing Eugene Adams, resigned.
- Don Fuller, formerly with ABC-TV and before that, Screen Gems Inc., to Official Films Inc. as southwestern representative, headquartered in Dallas.
- Bert Granet, producer of "Lucy Makes Room for Danny" on Westinghouse-Desilu Playhouse series on CBS-TV, and William Froug, producer of "Eddie" for NBC-TV's Alcoa-Goodyear Theatre (filmed at Screen Gems) has received Screen Producers Guild awards for "the best television film of the year." Dual awards resulted from tie vote in SPO balloting.
- John Bowman, named executive producer and sales manager of Cluster Enterprises Inc., Baltimore, producer of several tv shows including Strikes 'n' Spares. Ken Calfee to executive producer of Romper Room Inc., producer of Romper Room School tv program.
- Barry Winton, previously with Television Programs of America, to Official Films' New York sales force.
- Alan Barzman, formerly editor of Marketing Research Bureau index and program director of KEX Portland, Ore., to writing staff of Freberg Ltd., L.A. organization specializing in creation-production of radio-tv commercials.
- Judy Frankel, previously with NBC International, to Gotham Recording Corp., N.Y., as production assistant.
- George Stevens Jr., son of Academy Award winning director and associate producer of film, "The Diary of Anne Frank," to direct segment of Mark VII Ltd. tv series, The D.A.'s Man.

A new operation • Operations manager Cliff Gill (lower right) of KBIG Santa Catalina, Calif., hands over his slide rule to successor Alan Lissner. Resigning after seven years with KBIG, Mr. Gill plans to build his own station in Anaheim, Calif. Also pictured at the Hollywood farewell party are (1 to r) Edith Brundage, Lois Decker, Barbara Beach, Bertha Lasar and Edloi Van Camp.

Equipment & Engineering

- Titus Haffa, board chairman of Webcor Inc., Chicago, assumes additional duties of president and chief executive officer of electronics firm. Mr. Haffa succeeds Nicholas Malz, who had been president since 1957.
- Wendell R. Smith, formerly v.p. of Alderson Assoc., Phila., management consultant firm, appointed director, marketing research and development, RCA.
**Raymond K. McClintock**, with Sylvania Electric Products, N.Y., since 1936, named manager of new Mountain View (Calif.) tube plant of special tube operations.


**Are Morin**, formerly of Western Electric Co., N.Y., to Bogen-Presto division of Siegler Corp., N.Y., as purchasing agent, replacing **Louis Ellen-son**.


**H. S. Crawford**, formerly purchasing agent of electronics and air arm divisions of Westinghouse in Baltimore, Md., named purchasing agent for technical products division of Packard-Bell Electronics Corp., L.A.


**Miss Gerry Colson**, formerly west coast publicity director of Compton Adv., to Autonetics, Downey, Calif., division of North American Aviation Inc., as writer in promotional publications.

**Allied Fields**

**Mike Gould**, formerly of Capitol Records, Hollywood, appointed general professional manager of music publishing operations, Walt Disney Productions, Burbank, Calif. Mr. Gould will head both Los Angeles and New York offices. **Moe Pressell**, who had been in charge of both publishing and recording phases in New York, assumes duties of eastern sales manager for three Disney labels (Disneyland, Buena Vista and Mickey Mouse Club). **Jack Fine** continues on New York publishing operations.

**E. P. (Jimmy) James**, v.p. of A.C. Nielsen, Chicago, named head of Nielsen TV Index service in United Kingdom, effective later this month, replacing **Graham Dowson**, who joins board of Southern Television, British program contractor.


**Herb Kaufman**, with American Research Bureau, Beltsville, Md., since 1954, named assistant manager of New York office.

**Howard Pyle**, deputy assistant to President Eisenhower, has resigned to become president of National Safety Council, Chicago. Mr. Pyle is ex-governor of Arizona and holder of minority interest in KTAR Phoenix.

**Henry C. Cassidy**, formerly director of radio news, special events and public affairs for NBC, New York, named consultant to director of Radio Free Europe, N.Y.

**Earl J. LeClair Jr.**, with United Press International since 1953, appointed manager of Pittsburgh news-pictures bureau.

**J. K. Peterson**, formerly news director of KTVH (TV) Hutchinson, Kan., named director of publicity, promotion and television for Private Enterprise Inc., Wichita, Kan., international small business investment organization.

**Elston Brooks**, with Fort Worth (Tex.) Star-Telegram since 1948, to Bevel Assoc., Fort Worth-Dallas public relations firm.

**Julius M. J. Madye**, 18, to receive General Electric's annual radio amateur award for public service in 1958. Mr. Madye, who plans to enter Rutgers U. next year, was cited for handling thousands of messages for personnel at
isoleted Antarctic, Arctic and South Pacific posts.

**Government**

**International**
- **Dorothy Gill**, with Kenyon & Eckhardt, Ltd., Toronto, as media supervisor since 1956, to media manager.
- **Jack C. Lindle**, formerly of Ford Motor Co. of Canada, to CKLW-AM-TV Windsor, Ont., as director of public services.
- **Gordon S. Bennett**, assistant superintendent of broadcast services, Canadian Pacific Railway, Montreal, Que., has retired and started own business as telecommunications consultant at 155 Westminster Ave. N., Montreal W., Que.
- **Lauree Irvine**, formerly special events director of CKWX Vancouver, B.C., to program manager of CFCF Montreal, Que.
- **Benoit Laplleur**, director of French-language radio for CBC at Montreal, Que., to CBC representative at Paris, France, succeeding Jean Beaudet.
- **Harvey Dobbs**, announcer at CHUM Toronto, to sales staff.
- **Larry Costello**, announcer of CKTB St. Catharines, Ont., to CKGB Timmins, Ont.

**BOOKS**
- **It Floats; 99 and 44/100% Pure**, by Alfred Lief, Rinehart & Co.; 338 pp.; $5.95.

This is the fascinating story of Procter & Gamble Co., from that momentous day in 1878 when the bar of floating soap was born, to the present, when P&G thrives as the world's largest television advertiser. Although much of P&G's advertising story has been told elsewhere (Broadcasting, June 3, 1957) and this book is by no means a critical business biography, it is nevertheless a concise and enlightening survey for anyone toiling in the vineyards of broadcast advertising.

In 1921, for instance, the reader learns that the brash young J. K. Fraser's Blackman Co. (now Compton Adv.) literally took away the P&G account from its own house agency. Two years later, on experimental station WEAF New York, P&G pioneered commercial radio and five years afterward P&G became the first radio network advertiser. By 1930, in the words of the author: P&G's radio activity "added up to a good deal of talk." There were 20 NBC Red stations, 11 NBC Blue stations, 22 CBS affiliates as well as five NBC Pacific Coast outlets. And this was only the beginning.

In 1932, on WLW Cincinnati, P&G's Oxydol became the first sponsor of what later was to become popularized as "soap opera." In the two-year period of 1935-37, the P&G network radio budget jumped from $2 million to $4.5 million, then to $8 million in 1939 (as against $1.8 million in magazines). Later, with the advent of radio's companion medium, tv, the P&G broadcasting growth expanded accordingly. In 1939 the firm sponsored a local New York sportscast between the Cincinnati Reds and the Brooklyn Dodgers. Two years later, when WNBT (TV) (now WRCA-TV) New York went on the air, P&G sponsored a video version of Ralph Edwards'*Truth or Consequences,* reaching all of 5,000 sets.

By 1944, network radio was eating $13 million from the P&G ad budget table; the next year it took $15 million. Yet less than a decade later, 1953, the firm was spending that much on tv alone. Today, P&G relies so heavily on tv that about 82% of its total $59 million ad budget is spent here.


The subtitle of this slim collection of gags, "Hiley Seasoned," prepares the reader for its contents. Under such chapter headings as "Foolosophy," "The Tender Passion" and "This Mortal Coil" may be found as varied a group of puns as Joe Miller could wish for. It being impossible to amuse all of the people all of the time, some of the thoughts are funny and some are not, but the percentage that do bring a grin or a chuckle is surprisingly high.

The last gag in the book is apropos on all sides:

"Here's to a departed disc jockey,
At his passing we are naturally sad,
But he rates special glory
On the ending of his story—
He was reading a commercial—
Bravo, lad!"

- **shrdlu:** an affectionate chronicle of the National Press Club, Colortone Press; 160 pp.; available through NPC, Washington 4, D.C., or its members at $3.25.

On its golden anniversary, the National Press Club has produced an informal history of its founders and members, the myriad personalities who have been its guests and many of the amusing incidents which have given it so distinctive a character. The NPC has been called "the largest exclusive club in the world," and a comparison of its original roster—32 men on March 12, 1908—with its present roll of 4,673 confirms the description. *shrdlu* reflects in words and pictures the spirit of this constantly growing organization of newsman.

Among the many firsts that have occurred within the club's walls was one of broadcasting significance on Jan. 14 of this year. President Eisenhower set a precedent that day by permitting live radio-tv coverage of a presidential news conference following a NPC luncheon. Lasting 50 minutes, the session was fed to all major networks. At its conclusion, the President was proclaimed a member, prompting him to say, "I hope possession of this card gives me certain immunity that, up to this moment, has not been mine." This, along with other advances by radio-tv newsmen, is chronicled in *shrdlu.*

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*Broadcasting, February 2, 1959*
EIA committee to set stereophonic standard

Stereophonic broadcasting, growing suddenly in popularity without pattern or uniform definitions, will be given a set of standards.

Methods of broadcasting multiple versions of programming will be taken up by a new National Stereophonic Radio Committee, formed under the auspices of Electronic Industries Assn. Its function is of a public service nature, similar to the National Television Systems Committee that created technical standards governing television.

Dr. W.R.G. Baker, director of the EIA engineering department, said the committee will be organized into six panels. These will review technical factors in broadcasting stereo on a compatible basis (not interfering with existing public broadcast service). Present radio sets continue to provide their existing service under compatible stereo but additional equipment is required to provide stereo sound from compatible stereo broadcast signals.

Dr. Baker invited all those who have technical proposals to send them to the committee, care of Virgil M. Graham, 11 W. 42nd St., New York 36. Mr. Graham is associate director of the EIA engineering department. The NSRC operation will be under policy direction of an administrative committee headed by Dr. Baker and David B. Smith, Philco Corp., vice chairman.

The panel organization:
- Coordination—Donald G. Fink, Philco Corp., chairman; William J. Morlock, General Electric Co., vice chairman.
- Panel 2, Interconnecting Facilities—Axel Jensen, chairman; John M. Barstow, Bell Telephone Labs., vice chairman.
- Panel 3, Broadcast Transmitters—Ralph N. Harmon, Westinghouse Broadcasting Co., chairman.
- Panel 4, Broadcast Receivers—Joseph N. Benjamin, David Bogen Co., chairman.
- Panel 6, Subjective Aspect—Dr. A. N. Goldsmith, chairman.

Raytheon splits market

Raytheon Manufacturing Co. (electronics), Waltham, Mass., has split its trading areas into six regional sales offices: Boston, New York, Baltimore, Cleveland, Chicago and Los Angeles.

Resident commercial managers are being installed in these areas. They will report to Assistant Vice President Curtis R. Hammond, who has been appointed corporate director of regional commercial administration.

Zenith splits stock

A three-for-one stock split, anticipated since last fall, was recommended by the board of directors of Zenith Radio Corp. Tuesday, after the market closed at $178 on Zenith stock. Shareholders are expected to vote on the proposal at their annual meeting April 28.

The directors also declared a 75 cent quarterly dividend on present stock, payable March 31 to shareholders of record March 13. The previous dividend was 50 cents. The current split actually represents a 200% stock dividend.

Zenith initially split its stock two-for-one March 31, 1958. The new split calls for the issuance of two additional $1 par shares to each share outstanding. Zenith stock reached a new high of 208 1/2 last month, but fell off 8 1/2 points last Monday and Tuesday.

- Technical topics
- Telechrome Mfg. Corp., Amityville, L.I., announces introduction of a special effects generator, model 490-A, which is capable of producing "72 different pre-set dissolves and an infinite number of special effects which may be keyed electronically." Model is reportedly the only commercial instrument which will operate on both black-white and color tv signals. Additional separate features are waveform generator, switching amplifier, remote control panel and power supply. For further information write H. Charles Riker, v.p., Telechrome Mfg. Corp., 28 Ranick Drive, Amityville, L.I.
- Califone Corp., Hollywood, introduces the Cue Master, a precision instrument for its phonographs that provides "immediate and exact selection of any desired groove on any size phonograph record." For further information, write Califone Corp., 1041 N. Sycamore Ave., Hollywood 38, Calif.
- RCA's broadcast and tv department, Camden, N.J., announces availability of the new RCA broadcast camera equipment catalog. Book describes company's line of color and monochrome cameras, camera accessories, lighting equipment and mobile units for tv stations and closed-circuit use.
- May 1 is the deadline for technical papers to be presented at the Aug. 18-21 Wecon technical sessions in San Francisco. Authors may submit 100-200-word abstracts, plus complete texts or additional detailed summaries to: Chairman of the Technical Program, Dr. Karl R. Spangenberg, Wescor, 60 W. 41st Ave., San Mateo, Calif. Authors will be notified of acceptance or rejection of papers by June 1.
- Collins Radio Co. has been chosen to develop the complete electronic apparatus aboard the first U.S. manned space satellite, the Cedar Rapids, Iowa, company has announced. The National Aeronautics & Space Agency awarded Project Mercury to McDonnell Aircraft Co. last week, and McDonnell has chosen Collins for the electronic instrumentation — radio voice, command, telemetry, guidance and tracking facilities. Collins is also providing voice communications and electronic navigation.

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Wooland 9-0770

OMAHA, NEB.
P. F. Fry
P. O. Box 1731
Benson Station

NEW YORK
41 E. 42nd St.
MUr. Hill 7-8457
CODE IN CUBA
Mestre says U.S. films have bad influence

U.S. television films are exerting an undesirable influence on Latin American tv, according to Goar Mestre, president of Cuba's CMQ radio and tv networks.

In a panel discussion Wednesday (Jan. 28) of the impact of global tv on Hollywood and vice versa during a meeting of the Academy of Television Arts & Sciences, Mr. Mestre said that for many years the governments of Central and South American countries had been trying to gain program control of radio and television, using the excuse that control of program content was necessary for moral reasons.

To combat this, Mr. Mestre explained, 12 years ago in Cuba, broadcasters, advertisers and advertising agencies, together with groups of civic leaders, prepared a broadcasting code and appointed a czar whose decisions are final. Since then, he said, the broadcasters have kept government out of programming by demonstrating that they themselves were adequately policing their own output.

But today, Mr. Mestre stated, Cuban advertisers are beginning to resist the code. They complain that the rules that bind their live tv programs do not apply to the U.S. producers whose tv films are broadcast in Cuba. Already, he said, it has been necessary to revise the code, to ease restrictions on local live programs which cannot be imposed on imported telefilms.

"We're waging a losing battle," he declared, pointing out that under the code's prohibition of suicide scenes and dope addiction in tv programs, a number of the 52 U.S. film shows seen on Cuban television each week would have to be dropped.

Ralph Cohn, president of Screen Gems, one of the largest producers of filmed programs for television, asked for copies of the Cuban code and of any similar codes from other countries. The motion picture industry faced this problem many years ago, he reported, and collected codes from all parts of the world, which were considered when motion pictures were produced so that they would not be shut out of profitable foreign markets. The same thing could happen in television, he indicated.

Along with Mr. Cohn and Mr. Mestre, the ATAS panel on worldwide tv film problems included Rodney Erickson, vice president in charge of global sales for Warner Bros. Tv; Michio Ito, board member of the Nippon Tv Network of Japan; Peter Lorne, chairman of the European marketing committee of McCann-Erickson, London; Alfred Stern, NBC director of international operations, and Jean Bartel, singer-actress who has been appearing on Brazilian tv. Frederic W. Wilte Jr., business manager of MGM-Tv, was moderator.

Some of the topics discussed at the meeting were:

- Foreign markets, which provide up to 50% of the gross revenue of theatrical pictures, may produce as much as 25% of the gross of a tv film, but to get this distribution under current conditions may cost up to 40% of the gross, Mr. Cohn said. In five years, foreign markets may account for 45-50% of a telefilm's gross, Mr. Erickson predicted, concurrently with Mr. Cohn on the high cost of selling tv film abroad.

- Commercial tv in Britain, with its emphasis on entertainment as a place of culture, has been very popular with both advertisers and public, Mr. Lorne said. He reported that currently about...
50% of all advertising placed by McCann-Erickson in the United Kingdom goes to radio.
- Global tv networks are things of the distant future, according to Mr. Stern. He put live trans-Atlantic television, from five to ten years off, at least. More optimistic, Mr. Ito said Japanese scientists are studying the feasibility of a trans-Pacific tv network via Alaska and hope to have real progress to report within the next year.
- Videotape is either installed or on order in England, Germany, Japan, Mexico, Cuba, Argentina and elsewhere. Mr. Stern predicted it will become as important abroad as at home. Differences in currents, with some countries on 50-cycle, some on 60-cycle, at present prevent complete interchangeability of tapes, but both Amex and RCA are working on this problem, he reported.
- Discussing his recent visit to Russia, Mr. Cohn said that tv there is in movies for television it was in the U.S. ten years ago. There are about three million tv homes. Moscow has two stations operating seven hours, six days a week; other Russian cities have one station on the air three-to-eight hours a day, three-to-seven days a week. Networks are just getting started and in the near future will connect Russia with the outside world, through Eurovision, as well as provide national service.
- Unfavorable rate of exchange and high import duties have kept U.S. television films out of Brazil. Miss Bartel reported. Programming there is 98% live, time is paid for and there are few if any rehearsals. There are no unions for performers, who get paid by the month, and no residuals. The biggest show on Brazilian tv, a two-hour musical in which she was starred, cost less than $3,000 to produce, she said.

**Canadian television at 77% saturation**

There are now 3,241,300 television households in Canada, out of total 4,196,000 households, or 77% of all households, according to the Bureau of Broadcast Measurement, Toronto, Ont. Total estimated population at November 1958 was 17,180,200. BBM reports no radio households, on basis that almost all households have radio receivers.

High point in tv household saturation is in Quebec province with 86% or 920,300 tv households. Ontario province has 85%, Nova Scotia 75%, British Columbia 67%, Manitoba 66%, New Brunswick 66%, Alberta 64%, Prince Edward Island 59%, Saskatchewan 56% and Newfoundland 40%.

Heaviest saturation in metropolitan districts is for Quebec City, Que., with 97% saturation with 66,900 tv households out of 69,100 households, followed by Windsor, Ont. (opposite Detroit) with 95 per cent saturation or 51,600 tv households out of total 54,100 households.

**Canada music fee 2%**

Canadian radio stations will pay 2% of gross revenue to the Composers, Authors & Publishers Assn. of Canada Ltd. (CAPAC), for use of its repertoire in 1959, and Canadian tv stations will pay 1¼% of gross revenue. This is up from the 1¾% on gross revenue which independent Canadian radio stations have been paying in recent years and the nominal sum Canadian tv stations have been paying. The rate was set after hearings before the Canadian Copyright Board at Ottawa last fall. Canadian Broadcasting Corp., owned by the Canadian government, will pay CAPAC 2 cents per capita on the present population of about 17,750,000, or about $355,000.

**Lord’s Day decision**

The Supreme Court of Canada ruled Tuesday (Jan. 27) that Canadian Broadcasting Corp. was immune from prosecution for broadcasting on Sunday. It was a 4-3 vote by the court. CBC had been charged along with CKEY Toronto, and three Toronto daily newspapers for violation of the 50-year old Canadian Lord’s Day act in March 1957. CBC appealed through courts that as a government body it was exempt from the charge. Following the Supreme Court announcement, Ontario Attorney General Kelso Roberts stated that the Toronto case against CKEY and the newspapers will probably be dropped when it comes up in the magistrates court late this month.

**Abroad in brief**

- Yugoslavia now has more than 1 million radio sets in use. The country, population about 8 million, has eight medium wave stations, 15 shortwave and vhf transmitters plus 11 satellite transmitters. Yugoslavia’s three tele-
CMQ stations putting out peaceful signal

When Fidel Castro's rebel forces marched into Havana last month, one of their first moves was to commandeer the facilities of CMQ and CMQ-TV, program source of the CMQ Radio and TV Networks, and take them over as their own communications center, directing military activities and keeping the public informed. CMQ President Goar Mestre gave a firsthand account last week in Hollywood, where he participated in a panel discussion of global tv presented by the Academy of Television Arts & Sciences (see page 66).

Although the six days that his networks were run by the rebels cost something like $100,000 in lost commercial revenue, Mr. Mestre is not unhappy about the situation. "We came through very nicely, along with other Cuban broadcasters who took an impartial position," he said. He contrasted their lot with that of two other Cuban radio networks, Circuito Nacional Cubano and Union Radio, whose station holdings have been confiscated by the Castro government. CNC's former owner, also a former son-in-law of deceased dictator Fulgencio Batista, will probably not return to Cuban broadcasting as long as the Castro regime is in power. Union Radio, owned by the Confederation of Cuban Workers (comparable to the AFL-CIO in the U.S.), will probably be returned to the organization after its official ranks have been purged of Batista supporters.

As a Cuban patriot, Mr. Mestre is happy that his stations helped to prevent bloodshed in Havana by "letting people stay at home and watch the revolution on tv instead of going out in the streets."

And as a broadcaster, he rejoices in the end of "seven miserable years, during which we were harassed, persecuted and annoyed by the government." For the last two years, he said, Cuban broadcasting has operated under rigid censorship, with "all constitutional guarantees taken away and all civil rights gone. That's no way to operate radio and television."

Mr. Mestre, in September 1957, went into self-imposed exile in protest against a Batista decree which "converted broadcasters into mere puppets of the government" and did not return to his native land until the following year, after the law had been repealed. He credits the change in large part to the Inter-American Assn. of Broadcasters, of which he is a past president. The repeal came, he said, following a meeting of the IAAB board with Mr. Batista.

CMQ was an important part of the rebel movement. Mr. Mestre stated, with 80% of its personnel either active in or sympathetic to the movement. "In the last two years, we lost 38 employees who were in prison, in exile, in hiding or fighting with Castro. They're all back now at their old jobs, which we held for them."
The boys from Syracuse

Former boxing champion Carmen Basilio and other professional sportsmen were the stars of a Jan. 22 WSYR-AM-TV Syracuse, N. Y., luncheon for about 100 agencymen in Chicago.

The Syracuse outlets took Mr. Basilio, Cleveland Browns fullback Jimmy Brown and Adolph Schayes of the Syracuse Nationals basketball team to show the Chicagons that Syracuse is "the home of champions." Among the WSYR stations' staffers attending the luncheon: E. R. Vadeboncoeur, president-general manager; William V. Roth- rum, vice president; William R. Alford, sales director; Fred I. Geiger, tv sales manager; Fred Hillegas, news editor; Ed Murphy, air personality, and Bill O'Donnell, sports editor.

WBRE-TV puts money in radio

WBRE-TV Wilkes - Barre -Scranton, Pa., is allocating most of its first-quarter advertising budget to radio, David M. Baltimore, vice president-general manager, has announced. The tv outlet has bought spots, slated between 6:30-7 p.m., on seven northeast Pennsylvania radio stations.

Of the radio advertising, Mr. Baltimore says, "We can reach potential tv viewers in the home and another all-important group, those tuned to automobile radios—a segment that can't be reached through newspaper advertising." WBRE-AM-FM are radio companions of WBRE-TV.

16,000 dig for 'Treasure'

To promote Bill Burrud's Treasure series of filmed visits to famous treasures of the world, broadcast Tuesday, 7-7:30 p.m., on KCOP (TV) Los Angeles, Bill Burrud Productions set up a treasure trove of its own, at Corriganville, Calif. (some 30 miles out of Los Angeles), and for four weeks invited Treasure viewers to go out at 2 p.m. one Sunday and start digging for treasure chests containing $500 in cash, $200 in cash, a trip for two to Hawaii and numerous other lesser prizes.

In place of the usual admission charge of 90 cents for adults and 50 cents for children, Treasure viewers were told they could gain admittance to Corriganville on that day with a seal from a jar of Mary Ellen's Jams & Jellies, made by the program's sponsor. Although it turned out to be a cold, raw day, 16,000 persons delivered Mary Ellen seals to Corriganville gatekeepers, to the delight of Bill Burrud, Mary Ellen and Guild, Bascom & Bonfigli, San Francisco, Mary Ellen's agency.

WAVE-AM-TV commission opera

An original three-act opera based on Maeterlinck's play "Sister Beattrice," has been commissioned by WAVE-AM-TV Louisville, Ky., to mark the dedication of the station's new radio-tv center next autumn. The composer is Lee Hoiby, 34, whose first opera, "The Scarf," was produced in Italy last summer. Mr. Hoiby's new work will be broadcast and telecast by WAVE-AM-TV following the completion of the center, now under construction.

WGBK-FM heard in Europe

A Boston Symphony concert broadcast across the Atlantic by WGBK-FM Boston sounded "very good" in the capitals of Europe, listeners abroad have told WGBK-FM. The educational station on Jan. 23 originated the live program conducted by Pierre Monteux to Great Britain, France and Belgium directly from Boston's Symphony Hall.

The concert was transmitted by ocean cable and picked up by the BBC, Radio- diffusion Francaise and Radio Brussels. It was beamed to a potential audience of 90 million in Great Britain, France and Belgium.

• Drumbeats

• WRDC Hartford is giving the welcome treatment to new members of the Greater Hartford Chamber of Commerce. Harvey Olson, WRDC public relations vice president, interviews them on tape, broadcasting tapes throughout the station's 24-hour schedule.

• KMOX-TV St. Louis reports originating the first live telecast from local police headquarters when it visited the police crime laboratory on the Saturday morning program, On Location. The program concentrated on firearms identification, lie detector and scientific investigation procedure.

• Five thousand spectators turned out...
to watch a d.j. of KUSN St. Joseph, Mo., broadcast for two hours from a flag pole atop the station's new studio building. Five hundred balloons were dropped, containing merchandise gift certificates.

- In three weeks of intensive air promotion, WONE Dayton, Ohio, collected $3,500 to send an 18-year-old boy needing heart surgery to Mayo Clinic. The operation is credited with saving the boy's life.

- KNTV (TV) San Jose, Calif., launched 11 new shows in a "Blitz Off" heralded with an 11-day countdown. Propellants: a KNTV space man who wandered streets of San Jose, Salinas, Monterey and Santa Cruz; air spots; newspaper ads; 70,000 jumbo postcards, and other mailings.

- WMT Cedar Rapids, Iowa, reports it had 86 new advertising outlets following snow-storms hitting the state. They were the area's schools which advised families "in case of storms, please tune to WMT." The station carried "no-school" announcements for the schools as a public service, when difficult transportation conditions forced cancellation of classes.

**FOR THE RECORD**

**Station Authorizations, Applications**

As Compiled by Broadcasting

Jan. 22 through Jan. 28: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

**Abbreviations:**

DA—directional antenna; cp—construction permit; ERP—effective radiated power; vhf—very high frequency; uhf—ultra high frequency; ant.—antenna; aura.—aural; vs.—vertical slice; kl—to kilocycles; D—day; N—night; L—local sunset; vls.—vertical slice; local; modification; trans.—transmitter; vpl.—unlimited hours; kw—kilowatts. RCA—broadcasting; SSA—special service authorization; SBA—special temporary authorization. *ede.*

**New TV Stations**

**ATIONS BY FCC**

Pregue Isle, Me.—WLHJ TV Inc.—Granted ch. 65 (192-106 m1), ERP 15.6 kw vis., 7.8 kw aur.; ant. height above average terrain 591 ft., above ground 687 ft. Estimated construction cost $153,000, first year operating cost $35,000, revenue $70,000. P.O. address 197 High St., Portland, Me. Studio—trans. location, Presque Isle, Geographic coordinates 46° 43' 58" N., Lat. 67° 36' 50" W. Long. Trans. and ant. RCA. Legal counsel Smith & Hennessey, Washington, D.C., Consulting engineering to Creutz, Steele & Waldschmitt Inc., Wash., D.C. Maine Broadcast Co., licensor (license of WLBJ-AM-TV Bangor) owns 88% of applicant, Mrs. Adeline Rines, who owns 96% of Maine Bestg., also owns 88% of WDGO Augusta and WCSS-AM-TV Portland, both Maine. Announced Jan. 22.

**Applications**

New Orleans, Louisiana Corp., New Orleans, La.—Request for STA to operate on ch. 13, 210-216 m1; ERP 50 kw, ant. height above average terrain 1045 ft., antenna height 1300 ft., in New Orleans, La. Subject to condition that operation on ch. 13 shall cease at such time as regularly authorized tv service commences in New Orleans on ch. 12, but in no event to continue beyond time of commencement of operation on ch. 13 at Biloxi, Miss. (Request waiver of Sec. 133(b) of Commission rules.) Announced Jan. 27.

**ALL-TENNESSEE hook-up**

The 72-station network formed by the Tennessee Assn. of Broadcasters for the governor's inaugural set a state-network size record, TAB reports. Behind the microphone (to 10 guests) were Governor Frank Clement, Tennessee Supreme Court Justice Allen Prevett and Gov. Buford Ellington, being sworn in. WLAC Nashville originated the pickup for the TAB, but used only "TAB" call letters.

**FOR THE RECORD**

**Station Authorizations, Applications**

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**New TV Stations**

**ATIONS BY FCC**

KOPP (TV) San Diego, Calif.—Granted application to change trans. and studio location, decrease aur. ERP 90 kw., from 316 kw vis., and ant. height to 1910 ft., change trans. and act. and make other equipment changes without prejudice to whatever action Commission may take with respect to pending petitions of St. Louis Amusement Co. and legialy before Special Subcommittee on Legislative Oversight of House Committee on Interstate and Foreign Commerce, with respect to ex parte representations allegedly made to Commission on behalf of Columbia Broadcasting System Inc., with respect to ch. 11 in St. Louis. Announced Jan. 22.

**Applications**

**KB0O-TV Sioux Falls, S.D.—Is being advised that, unless within 30 days it requests hearing, its application for additional time to construct will be dismissed, op canceled, and call letters deleted: also, application to increase vis. ERP, ant. height above average terrain, change type trans., and to make other equipment changes, indicates necessity of hearing, announced Jan. 22.

**Applications**

**KBIC-TV Los Angeles, Calif.—Mod. of up to change station location from Los Angeles, Calif., to South Pasadena, Calif. Studio location from 6540 Sunset Blvd., Los Angeles, Calif., to South Pasadena, Calif. ERP from 75 kw to 130 kw, ant. height 1910 ft. (Amendment to change type trans., change in ant. and ant. height above average terrain. Request waiver of Section 301(e) and Section 303(a) of Rules.) Announced Jan. 28.

**Call Letters Assigned**

**KTVN (TV) Boise, Idaho—Assigned to KIDO Inc. Changed from KIDO-TV.

BROADCASTING, February 2, 1959
BROADCASTING, February 2, 1959

New Am Stations

APPLICATIONS BY FCC


Albuquerque, N.M.—Tara Bestg. Corp.—Granted 1350 kc, 1 kw D. P. O. address Box 233, Albuquerque, N.M., $10,800, first year operating cost $22,000, 1 year operating starting Jan. 20. Authorized broadcast Englewood, Colo. Announcement Jan. 22.

Glasn Falls, N.Y.—Vacationland Bestg. Corp.—Granted 1410 kc, 1 kw D. P. O. address Box 189, New York, N.Y., $10,800, first year operating cost $22,000, 1 year operating starting Jan. 20. Authorized broadcast Englewood, Colo. Announcement Jan. 22.

New Fm Stations

APPLICATIONS BY FCC

San Jose, Cal. — United Bestg. Co.—Granted 1540 mc, 5 kw D. P. O. address Box 527, San Jose, Cal., $50,000, first year operating cost $10,800, 1 year operating starting Jan. 22. Applicant is licensee of KEYO San Jose.

Dayton, Ohio—Skyland Bestg. Corp.—Granted 154.1 mc, 4.3 kw, P.O. address 356 W. First St., Dayton, Ohio, $12,000, first year operating cost $24,000, 1 year operating starting Jan. 22. Applicant is owner of WING Dayton.

San Juan, P.R.—Department of Education—Granted 96.9 mc, 1 kw P.O. address Box 221, San Juan, P.R., for new non-commercial educational FM station to operate on 96.9 mc, ERP 450 watt, on site to be selected. Announcement Jan. 22.

APPLICATIONS

Atlanta, Ga.—Georgia Broadcasting Co.—Granted 1270 mc, 1.3 kw P.O. address 356 Bank St., Atlanta, Ga., first year operating cost $13,500, 1 year operating starting Jan. 22. Applicant is licensee of WSB Atlanta.

Existing Fm Stations

APPLICATIONS BY FCC

KRCW (FM) Santa Barbara, Calif.—Grant- ed license to control new station and transmit in functional basis on multiple bases. Announcement Jan. 22.

WOTA (FM) Portland, Ore.—Granted license to control new station and transmit in functional basis on multiple bases. Announcement Jan. 22.

WFPD (FM) Rio Piedras, P.R.—Granted license to control new station and transmit in functional basis on multiple bases. Announcement Jan. 22.

KTTF (FM) Phoenix, Ariz.—Voice of Ariz. operation to increase daytime power from 50 kw to 500 kw and install new trans. Announcement Jan. 22.

KOTM-FM Placentia, Calif.—For additional authorization. Announcement Jan. 22.

Ownership Changes

APPLICATIONS BY FCC

KXLX Pasadena, Calif.—Is being advised that Mr. R. D. T. V. is the proposed corporation and to Eleven Ten Bestg. Corp. indicates to change call letters to Tesla.

KGDG Fergus Falls, Minn.—Granted, ass- ignment of license from L. G. Donnell Bestg. Corp. (Ringsley R. Murphy, president), a corporation, which has interest in KXNT Des Moines; consideration $100,000 plus $5,000 operating costs due in 90 days.

WQXI (FM) Atlanta, Ga.—Industrial trans. to increase daytime power from 250 kw to 750 kw. Announcement Jan. 22.

WJSN—Awndsma, Wis.—Amended license to change of hours of operation from 1:30 a.m. to 9:30 p.m. Announcement Jan. 22.

KBBN—Keene, N.H.—KBBN Stations Inc., 1298 Broad St., Keene, N.H., for new station to operate 7:30 a.m. to 6:30 p.m. Announcement Jan. 22.

WRAN—Cape Girardeau, Mo.—For new station to increase power from 1 kw to 10 kw. Announcement Jan. 22.
ers are Harry C. Lane (32%) KIEW manager; Howard C. Bradshaw (28%) Sitka manager; and others. Announced Jan. 28.

KHMB Monticello, Ark.--Seeks assignment of license from Baker Broadcasting Co., owner of Baker, Miss., to current manager of KHMB, and nephew of present owner. Announcement Jan. 27. 

KJU Klamath Falls, Ore.--Seeks assignment of license from Mabee-Miller Broadcasting Co., to serve in Triangl Corporation, Inc. California Inland is wholly owned subsidiary of Western Broadcasting Corp., Inc.


WGRC Green Cove Springs, Fla.--Seeks assignment of license from Frank Van Hobbs. Consideration $1,000,000. Mr. Hobbs former sales manager WDBB and WACG Chattanooga, Tenn. Announced Jan. 25.


WJVH Boise, Idaho--Seeks assignment of license from Earl F. Hash to A. V. Hamford, to cover all of Idaho. Consideration $1,483,887. Mr. Hamford (36%) has always managed the station. Ariz., KHOR Golden, Colo., and KIEY El Paso, Tex., are employees of KJPD. Announced Jan. 24.

WMBC Macon, Miss.--Seeks assignment of license from Converse B. Young, a co-owner of radio for $2,000. Purchaser, Walter Welch is former chief engineer of WMMS TV, St. Louis. Announced Jan. 27.

KHIT Nesho, Mo.--Seeks assignment of license from Radio Athens to Radio Athens Inc., with present partnerships in corporation. Owners are A. H. Kowen (70%), and Richard Kowen (30%). Consideration $10,000. Mr. Kowen's application to operate by remote control. Announced Jan. 20.

KUIK Hillsboro, Ore.--Seeks assignment of license from Radio Broadcasting of Oregon Ltd. Application is for voluntary transfer of control from present partners John P. Gillis, James L. Dennen and George I. West, and former partner Donald F. Stites. Consideration $200 for 20%, Announced Jan. 18.

KHTV (TV) Portland, Ore.--Seeks assignment of license from.assertThat KHTV, to Channel 27 Inc. Action sought is organization of corporation comprised of present owners. Announcement Jan. 22.

KLQI Portland, Ore.--Seeks assignment of license from KURT, owned by equal partners John F. Malloy and Stanley H. Breyn, to a group of present owners of KQAI San Francisco. Consideration $500,000. Announced Jan. 23.

WCBG Chambersburg, Pa.--Seeks assignment of license from James R. Reese Jr. to Reese Best Co., consisting of Mr. Reese (60%) and Norman E. Stisser (40%). WBCG sales manager. Mr. Meseran will pay $18,000 for his 20% interest in station. Announced Jan. 25.

WICI Erie, Pa.--Seeks assignment of license from Community Service Best Co. to Dispatch Inc. Community is wholly owned subsidiary of Dispatch. Announced Jan. 26.

WRAW Reading, Pa.--Seeks assignment of license from Reading Best Co. to WRAW Inc., for $299,000. Purchasers are Charles T. Weiland (40%) Phoenixville, Pa., meat packer; William L. Cremers Jr. (10%), Phoenixville attorney; John F. Cremers (10%), farmer; Hugh L. Hamilton (20%), Narbath, Pa., Engineer; and Hamilton (20%), Philadelphia lawyer. Announced Jan. 26.

WFLL Lookout Mountain, Tenn.--Seeks assignment of license from WKGU, consisting of Cyril G. Brennan, T. Julian Skinner (25%), James G. Stenzenmuller to same company with Irkle W. Bents as new owners. Consideration of $1, Also, Mrs. Bents is acquiring majority interest in station held by Mr. Skinner for $1, making her 45% owner. Announced Jan. 27.


KEVA Shamrock, Tex.--Seeks involuntary assignment of license filed in bankruptcy by Clark Bumpers, deceased to his widow, Merita Bumpers, present 20% owner. Controlling partner is Albert Cooper who owns 60%. Announced Jan. 27.


Hearing Cases

FINAL DECISIONS

By order, Commission adopted Dec. 9, 1958 initial decision and granted application of WLBE Inc. to increase daytime power of am station WLBE Leucsburg - Rustis, Fla., from 1 kw to 5 kw and change from DA, to non-DA, continuing operation on 700 kc, from Oct. 27, 1957, DA, N. Announced Jan. 23.

By order, Commission adopted petitions of Carthage Best Co., and (2) adopted and made final decision granting application granting application of that company for new am station to frequency 1320 kc, 500 w, in Carthage, Tenn. Announced Jan. 28.

INITIAL DECISIONS

Hearing Examiner Annual Hunting issued initial decision looking toward grant-
JANSKY & BAILEY INC.
Executive Offices Mt. 8-5411
1725 DeSales St., N. W.
Offices and Laboratories
1259 Wisconsin Ave., N. W.
Washington, D. C. Federal 3-4800
Member AFCCE

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and specify location and change studio location.

Following stations were granted extensions of completion dates as shown: WFKX (TV) New York to 8-3 (aux. ant.); WELZ Beloit, Miles, to 2-28; KSLF Dallas, Tex., to 7-20; WZKZ Key West, Fla., to 8-16; WTKO Evansville, Ind., to 11-19; WHYL-FM Carlisle, Pa., to 3-28.

Actions of Jan. 29

KNOB (FM) Long Beach, Calif.—Granted cp to change ERP to 79 kw; ant. height 85 ft; install new ant. and trans.

WSON-FM Henderson, Ky.—Granted cp to change ERP to 6.8 kw; remote control permitted.

WJEL-FM Leesville, N. C.—Granted cp to decrease ERP to 13.5 kw.

WJMI Miami, Fla.—Granted cp to install new trans.

WKRD Tuscaloosa, Ala.—Granted cp to install new trans. to be used as auxiliary tv stations, employing D-A-N.

KCMR McCamey, Tex.—Granted cp to install new transmit.

WTRT Westminister, Md.—Granted cp to install auxiliary trans.

WHHL Hempestd, N. Y.—Granted cp to increase tower of auxiliary trans. and specify location.

WIVY Jacksonville, Fla.—Granted cp to install new trans.

WKRM Dearborn, Mich.—Granted cp to install auxiliary trans. at main trans. site.

WPAT Patterson, N. J.—Granted cp to install an alternate main trans. at main trans. site.

WISK South St. Paul, Minn.—Granted cp to install new trans. for nighttime use (two main and one auxiliary). 126-ERP; 137 kw; 205-feet.

WCHL Carbondale, Ill.—Granted cp to install new trans. 102-ERP; 1 kw; 180-feet.

KARA Saline, Idaho—Granted mod. of cp to change studio location, type trans. and specify location.

RAOL, Carrollton, Mo.—Granted cp of cp to change studio location, type trans. and specify remote control point same as studio location.

KFWX Yakima, Wash.—Waived Sect. 320(a) of rules to permit main studio location 1.1 miles from center of town on Holly Pike.

KJFL Sacramento, Calif.—Granted mod. of cp to change in ant. system.

WKIC-FM Hazard, Ky.—Granted cp to change ERP to 9 kw and type trans.; remote control permitted.

KQBW Belgrade, Mont.—Granted mod. of cp to change studio locations and type trans.

The following stations were granted extensions of completion dates as shown: WELO Duluth, Minn., to 4-17; KBSW Salinas, Calif., to 3-28; KAOL, Carrollton, Mo., to 3-28; KLOW, Creston, Ia., to 4-26; KDGO, La Habra, Calif., to 6-14; KKMZ Santa Barbara, Calif., to 6-31; WRIW Youngstown, Ohio, to 7-11; and KVFN Ventura, Calif., to 5-26.

Actions of Jan. 19

Granted licenses for following noncommercial educational tv stations: WFPK Louisville, Ky.; WTVG Gainesville, Fla.; WJCT Jacksonville, Fla.; and WPTF Winston-Salem, N. C., to specify correct location; WABR Louisville, Ky., and to specify correct trans. location.

*WGCH-TV Boston, Mass.—Granted li. to change extension and type trans. in noncommercial educational tv station.

Granted licenses covering changes in following tv stations: WBNV-TV (main trans. and ant.), Columbus, Ohio; KPBC-TV Houston, Texas (main trans. and ant.).

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Jan. 28

<table>
<thead>
<tr>
<th>LC</th>
<th>AIR</th>
<th>CPS</th>
<th>CP TOTAL APPLICATIONS</th>
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<tbody>
<tr>
<td>AM</td>
<td>3,286</td>
<td>52</td>
<td>80</td>
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<tr>
<td>FM</td>
<td>543</td>
<td>37</td>
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<tr>
<td>TV</td>
<td>432</td>
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OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Jan. 28

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<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
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<tr>
<td>435</td>
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<td>30</td>
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COMMERCIAL STATION BOXSCORE

As reported by FCC through Dec. 31, 1958

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<th>COMMERCIAL</th>
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<th>TV</th>
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<tbody>
<tr>
<td>Commercial</td>
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<td>80</td>
</tr>
<tr>
<td>Non-Commercial</td>
<td>30</td>
<td>8</td>
</tr>
</tbody>
</table>

There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

These seven tv stations were granted licenses, but have not started operations.

There have been, in addition, one uhf educational tv station granted but now deleted.

One of the best growth markets in West Texas, Oil—Ranching—Agriculture. Sunflower less than two years and will gross asking price. $85,000. Lower price for oil cash deal.

WEST TEXAS DAYTIMER

Contact the DALLAS OFFICE, 1517 Bryant St., Dallas 8-1175, or the office nearest you
HELP WANTED—MANAGEMENT

Commercial manager with 1st class ticket. $9,000, plus expenses, no bonding, no announcing. Salary plus percent of profit to permanent, experienced top man. 200 Mutual E. North Carolina. Write in detail. Box 560H, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHAU, Asbury Park, N. J.

Station manager—For Florida property with tremendous 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 references and requirements. Hal Yuen, Station Manager, Wolo, Vernon, Illinois.

ANNOUNCERS

Metropolitan Washington’s number one station expanding sales force. 5000 watts, 24 hours a day, unique ground floor opportunity. Top station, top money. Big modern chain, 66th managers, data. General Manager Box 134H, BROADCASTING.

Sales manager. Major central Ohio market. Top salesman’s future for man who loves to sell. Box 578H, BROADCASTING.

Salesman for leading station in mid-South media market. Good starting salary with opportunity for advancement. Box 522H, BROADCASTING.

Radio salesman in the upper-midwest 5 kw am 21 station in market, stationary population 1,300,000. If you have background of selling experience and are interested in new position contact Box 584H, BROADCASTING.

Sales representative, for new Westport radio station. College background preferred. Excellent future. Call Westport Capital 2-5133 or write P.O. Box 511, Westport, Connecticut.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Expanding sales force. Wanted energetic, young, experienced salesman. Some local agency but mostly direct, State qualifications. Write for interview. Box 598H, BROADCASTING.

Solid radio salesman wanted to take over established account list. Highly successful 1 kw station. 24 hours a day to go to 5 kw. Openings with equipment and by staff promotion. Full details to WMIX, 7418 West 76th, Chicago, Illinois.

Salesmen—Needed for our Florida stations. We have immediate openings for responsible, reliable, experienced men, salary plus percentage. Send complete details to Hal King, WITC, P.O. Box 716, Jacksonville 11, Florida.

Small-market managers—salesmen contact the city and sell for the south’s most progressive negro radio group. Twenty-five 1,000 station affiliations and advancing to managers making 12-15 years. We are now looking for the right men 28 to 32. Send complete resume and questionnaire now. Good pay, good future. McLendon Ebony Radio, Suite 509 Lamar Life Building, Jackson, Mississippi.

ANNOUNCERS

Stable, creative announcer with first phone, of 15 years experience, able to handle spot voice work. No top 40, no rock ‘n roll. Needs gathering and writing ability desirable but secondary at present in expanding Illinois market. Good pay for competent man. Bonus, insurance, sick leave, many other fringe benefits. Good pay, good growth. Experience in detail. Box 145H, BROADCASTING.

New south Florida station metropolitan market needs 3 DJ’s. Experienced, smooth, fast paced professionals only. $100 week to start. Send tape references, resume. Box 251H, BROADCASTING.

Rocky Mountain university town needs announcer with first phone. Send salary requirements, experience, air check. Box 358H, BROADCASTING.

Morning dj for high base of growing chain in year round vacation land. Happy sound. Fast paced in good taste. Only pros apply. Send tape, salary. Box 441H, BROADCASTING.

Staff announcer for independent Pennsylvania station, 24-hour week, large market, excellent salary plus over-time, vacations. Desire an experienced announcer looking for a permanent job in a chain organization with an opportunity for advancement. Tape and resume required. Box 430H, BROADCASTING.

Modern music station in Chicago wants experienced announcer with night decay show. Good station, good working conditions, employment for experienced men only, personal interview a must. No tapes. Write Box 526H, BROADCASTING.

Experienced announcer for growing station near New York City. No rock ‘n roll. Send tape, resume, and photo to: Box 554H, BROADCASTING.

New independent in suburban area, major metropolitan market upstate New York seeks experienced announcer with first phone. Write giving full details, send tape with letter. Box 595H, BROADCASTING.

Modern radio-tv in the upper midwest has opening for fast-paced, bright dj who is interested in getting tv experience. Box 583H, BROADCASTING.

Sales manager wanted 8 to 10 years or more well-rounded experience in radio. Proven sales record and knowledge in production spots. Illinois born and raised, liberal salary, over-ride, bonus, many fringe benefits. List experience in detail to WIRC, Box 596H, BROADCASTING.

Ventral announcer-engineer wanted for Wisconsin station. Please send audition tapes and resume of experience to Box 550H, BROADCASTING. Airwork prime essential, engineering secondary.

Fifty kilowatt North Carolina station now auditioning for general staff vacancy. Southern background and experience helpful. Send resume, tape Box 589H, BROADCASTING.

Top announcer wanted, see ad on page 78.


Announcer with some programming experience by independent with music, news and sports format. Moves from south or southwest. Live operation. Wire or call Radio Station IXTEN, Temple, Texas.

News announcer with first phone wanted. WITC, P.O. Box 716, Jacksonville 11, Florida.

WOC am-tv-tv, Davenport, Iowa, will accept qualified applications for anticipated radio-tv staff openings. Experience and board ability required. Address resume, picture, requirements and tape of song to right phone to program director.

HELP WANTED—CON'T

$5,000 watts in Miami. South’s biggest music and news independent has immediate opening for top-rated disc personality to progress to Miami’s largest and loudest audience. Must be thoroughly experienced in radio and able to handle production and a warm production background and a warm personality. Top on the air selling ability. No top 40 screamers. Send tape, resume, and photo to Ned Powers, WGNZ, Miami.

Wanted—Top notch all night man to take over popular “Mr. No. 1” show. Program presently sold out commercially. Announcing position, knowledge to handle telephone interviews. Rush tape, photo, home address with background to Bill Frosch, WISH, Indianapolis.

TECHNICAL

Young engineer who wants to be chief. Must be a whiz on maintenance. Fit in with young, modern staff. New equipment forthcoming, but you have to be a pro to handle job. Tim. Job is not immediate. We check references. List past experience. Kilowatt directional, south Florida metropolis. Box 555H, BROADCASTING.

Director of engineering. Two radio and two tv stations. Former director going into manufacturing. Upper middle wage, $9,000-$10,000 per year to start. Only completely qualified need apply. Box 558H, BROADCASTING.

Growing chain needs first class licensed engineer for independent Pennsyvania station. Box 559H, BROADCASTING.

Chief engineer for 5 kilowatt cultural-religious station. Must be experienced and have some background in television. Box 560H, BROADCASTING.

Chief engineer, experienced! Must do maintenance. Announcing position, no selling required. Good pay for right man. Mail qualifications. WILS, Jackson, N. C.

Need fully experienced engineer about 24-30 years old for responsible position. Good pay and expenses. Call Al Evans, WOKI, Jackson, Mississippi. Fleetwood 3-7373.

PRODUCTION—PROGRAMMING, OTHERS

Washington, D. C. market’s 21 station needs engineer who can handle all aspects of production, including station. Fabulous opportunity, top money. Good cash, data, photo. Box 350H, BROADCASTING.

Modern radio production director-announcer. Top rated 5,000 watts around clock. 10th largest market. Leading chain, top pay, send tape, photo, letter Box 354H, BROADCASTING.

Progressive station in upper midwest needs top am and tv news man and tv traffic man. College and university. Experience in radio and tv production a must. Salary commensurate with experience. Box 352H, BROADCASTING.

CLASSIFIED ADVERTISEMENTS
(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELP WANTED 25¢ per word—$3.00 minimum.

DISPLAY ads $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 your transcription or bulk package application is returned $1.00 check enclosed, (Forword 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 its return or delivery.

BROADCASTING, February 2, 1959

75
Help Wanted—(Cont'd)

Production-Programming, Others

Needed immediately. Experienced, alert radio newsman for opening on fast-pace, top-flight news staff of number one McLeod station. Must be able to broadcast news as well as gather. Replaces man elevated to news director at one of sister stations. Salary $500 and resume to Dave Munthe, KLBP, Dallas.

Experienced newsman, needed immediately in fully equipped radio market. Experienced, ambitious, reliable, newsman, BROADCASTING school.

Sales

General manager or sales manager, 31, family, experience, and general manager. Desire change. Box 565H, BROADCASTING.

Experienced manager, engineer, estimator currently managing small market. Desires contacts and market. BROADCASTING.

Experienced salesman with first ticket available immediately. L. H. Estes, Marble Hill, Missouri.

Announcers

Negro announcer, no clown, sensible and intelligent delivery, network quality, desire of eastern or west coast spot. Rush. Box 445H, BROADCASTING.

Here's your man! Announcer, program director, production manager and continuity, 9 years experience. Desire progressive adult programming. Excellent references. Will travel. Box 446H, BROADCASTING.

Staff announcer five and one-half years experience, former Network commentator, engineer, Age 35, married, draft exempt. With you 's crazy or anywhere. Minimum salary weekly $80.00. Box 497H, BROADCASTING.

Announcer-dj; recent professional radio school graduate. Trained all phases. Operate own board. Prefer own. Will travel. Box 474H, BROADCASTING.

Just graduated from professional radio school. Qualifications include gathering and writing news, ad-libbing disc jockey shows, writing and producing commercials, engineering and promotion work. Box 537H, BROADCASTING.


Experienced, ambitious, reliable, combo. Presently employed. Desires midnight loca- tion. Married. Box 539H, BROADCASTING.

I'm the best dj on this page. Young, educated, married. Vast show his experience, imagination, and personality. Desires to be able to "make it." Box 535H, BROADCASTING.

Announcer, some experience, know board, available. Prefer south. Box 536H, BROADCASTING.

Situation Wanted—(Cont'd)

Announcers

Personality dj. One year experience as dj and program director. Experience in copy- writing, programming, and operate own board. Prefer north or midwest. Available immediately. Box 535H, BROADCASTING.

Country music deejay, recording artist, nationally broadcast. 28, sober, reliable, best references, know radio promotion, production, operate own board. Desires to re-locate. Box 536H, BROADCASTING.

Women's program-announcer-director. General good background, Cooperative. Versatile. Box 460H, BROADCASTING.


Negro announcer/dj, capable, sales, music, controls. Good related background. Cooperation. Box 543H, BROADCASTING.


Announcer-dj; operate board. Strong, copy, sales, gimmick, drive. Reliable. Box 545H, BROADCASTING.

Announcer, mature. Sales minded. Good related background, engineering. Excellent sales personality. Cooperative. Box 546H, BROADCASTING.

Girl-dj announcer. Operate board. Capable, sales, gimmick, personality, steady. No bad habits. Box 547H, BROADCASTING.

Announcer; dj; ready. Operate board. Capable, sales, gimmick, worker. Ready for larger market. Box 548H, BROADCASTING.

Look no further for capable staff announcer, deep resonant voice. Two years experience; married, dependable. Ready for larger market. Box 549H, BROADCASTING.


News-sports director desires change. Tapes and personal appearances available. Box 563H, BROADCASTING.

Announcer, 1st phone, available immediately. Will work on or off air. Box 564H, BROADCASTING.

Dj and sports. Eight years experience in all phases of radio including pd. Presently employed. St Louis, Mo. Box 565H, BROADCASTING.

Experienced announcer-salesman. Young family man, reliable. Dependable and time salesman, desires position southern metropolitan area, prefer Nashville, Chattanooga. Three years radio, presently 5 kw. Know music, run tight board. Minimum $100. Tape, resume, p.s. on request. Box 597H, BROADCASTING.

Relaxed delivery dj. Perfect late or all night, news, experienced. Box 588H, BROADCASTING.

Versatile announcer available now. Dj, news, sports (play-by-play) 5 years experience. Married. Box 589H, BROADCASTING.

Announcer-married, good personality, experience. Operate own board, cooperative, versatile, industrious. Service completed. Box 590H, BROADCASTING.

Announcer—Experience, AFRS and commercial radio. Operate own board. Recent graduate of professional radio school. Run own board. Box 591H, BROADCASTING.

Versatile, good music and news man. Experienced from top to bottom of log. Commercial, advertising. Box 592H, BROADCASTING.

Situation Wanted—(Cont'd)

Announcers


Announcer. Two years experience New York radio market. Desire to learn more. Present progress too slow. Newscaster, disc personal to national accounts. Will wire first contact. Box 600H, BROADCASTING.

Personality announcer negro NYU trained. Will travel. Salary open. Box 601H, BROADCASTING.


Several years of basic radio experience. Prefer eastern coast. Any phase. If you want a young, steady announcer who is willing to learn, contact Box 663, Gary, Indiana.

Announcer, married, 8 years experience. Employed 2 years with California station, prefers California. Call Redwood 4-7090, Simi Valley, Calif. Box 603H, BROADCASTING.


Have dictionary, first phone, will travel. For a dj or news show, 1 year experience KTFA, John Kirby, Sunset Blvd., Hollywood, Calif. 80-1928.

I'm certain, I can become a good newsman. Single, 35, single, 1 year experience. Desire position only with radio station that pays $200 or UP per week. College degree, only H.S. Diploma. No clockwatcher, but casually cooperative, honest, conscientious person. Available immediately. Box 1093, P. O. Box 1660, phone UN 4-9193, Clifton, Arizona.


Three years aircraft radio, ten years radio, 5 years, age 35, single, 2 years experience, first phone license. Howard C. Williams, 1018 Front St, Binghamton, N. Y.

Technical

Chief engineer—Experience 5x am direction high power fm, multiplex, remote control installation, maintains all equipment, age 40. Best references. Box 422H, BROADCASTING.

Combo man, seven years at present position with Pennsylvania network affiliate, desires position in major western coast market. Will serve in either or both capacities. Sincerely interested. His name will be furnished to all particulars. On request. Box 479H, BROADCASTING.

Chief engineer announcer. Experienced both phases including studio and locations担任, hillbilly and country announcing. Salary depends on location. Must go South only. Box 530H, BROADCASTING.

BROADCASTING, February 2, 1959
Continuity director, woman. Eleven years radio-tv. Past, versatile, cooperative. Excellent references. Box 510H, BROADCASTING.

Copy and account man with two-dimensional experience—broad and long. Been with 4a agency. Write radio; tv and print copy, consumer and industrial. Handle accounts as well. Of particular interest: Will exchange skills for challenging opportu- nities. Can solve problems. Write Box 558H, BROADCASTING.

Have skills! Will deliver! Accomplished air/tv woman; creative, resourceful, experienced. Publicity, community liaison. Will exchange skills for challenging opportu- nities. Send full details to box, BROADCASTING.

Somewhere a station owner is about to make a staff change or will be needing ex- perienced personnel for a new operation. Send your qualifications to Box 593H, BROADCASTING. Have car. Box 593H, BROADCASTING.

TELEVISION

Help Wanted—Sales

If you can sell and would like to make a permanent connection with a progressive, dynamic station in a rapidly growing Texas market, then you should contact George Breeding or Dan Guthrie at KRBCT-TV, Abilene, Texas.

Announcers

If you are an experienced announcer and have a good track record and ticket and would like to learn television, we have an opening on the #1 radio station 5 kw upper. West. Box 507H, BROADCASTING.

Opportunities for tv announcer-director, for personality work on the air, good com- mercial delivery. Also chance to develop your own creative ideas. Tx experience preferred. Progressive midwest station in 3-station market with tape, pictures, per- sonal and experience data, and salary expec- tations. Box 600H, BROADCASTING.

Technical

Transmitter engineer, experienced, for Du-Mont 25 kw installation. Current top $2.45. Contact Chief Engineer, KVVR, Denver, Colo.

Tired of snow, move south. Need experi-enced, responsible salesmen, and other benefits. WAIM-WCAW-WAIM-
TV.


Help Wanted—Production-Programming, Others

Network vhf with radio affiliate in highly competitive market is seeking a well-quali- fied and experienced man to serve as news director, do on-camera newscast. We are seeking someone who will do outstanding news and public relations job, hold good public relations position in department. Man selected will direct activities of other newscast personnel. Working in well-staffed, well-equipped newscast. Excellent salary by man who will submit complete information and background, exper- tise, education and references in first letter. Please do not apply unless you meet the qualifica- tions. No beginners for this one please. Write Box 579H, BROADCASTING.

Wanted, creek news director. Prefer on-air man. Interesting challenge, solid oppor- tunity. Sunny, diverse, million market. Applicants must have proven record. Box 605H, BROADCASTING.

Creative commercial copywriter, experi- enced in tv and radio. Position open March 1. Excellent opportunity with top operation. Mail complete details with sample work to Program Director, KRON, Des Moines, Iowa.

Situations Wanted—Continued

Network vhf with radio affiliate in highly competitive market seeking a well-quali- fied and experienced man to serve as news director, do on-camera newscast. We are seeking someone who will do outstanding news and public relations job, hold good public relations position in department. Man selected will direct activities of other newscast personnel. Working in well-staffed, well-equipped newscast. Excellent salary by man who will submit complete information and background, exper- tise, education and references in first letter. Please do not apply unless you meet the qualifica- tions. No beginners for this one please. Write Box 579H, BROADCASTING.

Majors midwest tv-station—multi network affiliate needs girl, 2 tv traffic. Position includes responsibility for programming in sales coordination. Excellent working con- ditions. Send personal and experience expectation letter first. Box 586H, BROADCAST- ING.

Film department opening anticipated im- mediately—midwest vhf-tv station. Responsible position—opportunities for advance- ment—excellent working conditions. State your experience and qualifications first let- ter. Box 597H, BROADCASTING.

TELEVISION

Situations Wanted

Sales

Radio-tv sales executive desires affiliation with progressive national network. Excellent references. 15 years same station, 16 years experience. Write Box 385H, BROADCASTING.

Announcers


Ambitious, experienced radio man with first phone, wants first job in television-announc- ing area. Single. Married, California only. Resume, photo on request. Box 579H, BROADCASTING.

Young, thoroughly experienced radio an- nouncer desires first tv opportunity. Presently employed in radio. Write Box 579H, BROADCASTING.

Technical


Qualified young man seeks position in engi- neering department. Have first phone. Will travel. Available immediately. Box 625H, BROADCASTING.

Dependable, neat appearing salesman. Ex- cellent telephone manner. Two refer- ences. Write, Box 571H, BROADCASTING.

First phone, 28, married, technical training, need experience. Secure position in radio or television. California only. Box 579H, BROADCASTING.

1st phone experienced in tv transmitter and control room work. Family of four. Box 580H, BROADCASTING.

Production-Programming, Others


Situations Wanted—Continued

Production-Programming, Others


Production. Producer-director, public rela- tions, sales, production assistant, film, tele- vision. Must have experience. Box 572H, BROADCASTING.

Production manager: 9 years radio, tv. Elm. Currently production manager film division of ad agency, solid professional background. College grad. Will travel. Box 574H, BROADCAST- ING.

Skilled young man desires any tv production assignment, assistant director, floor man- ager, camera, audio, etc. College graduate, with experience in tv production. Available immediately, anywhere in U.S. Box 562H, BROADCASTING.

Staff reorganization causes Michigan tv sta- tion to release ambitious, reliable an- nouncer-producer. Stable, married, M.A. de- gree, veteran, will relocate. Still employed but available immediately. For references and resume, write Box 572H, BROADCASTING.

Young man, family, college graduate, 3rd ticket, experienced, desires any tv position WEEB, Menomonie, 1119 Terminal, Houston, Texas 3-8586.

FOR SALE

Equipment

Four Western Electric 9-A heads. Will sell for $750. Box 503H, BROADCASTING.

Two Altec type 670-A microphones, both in good condition. Box 504H, BROADCASTING.

Two dishes, two dipoles and two parabolas that fit KTRB1000 Raytheon one watt micro- wave transmitter and receiver. Box 577H, BROADCASTING.

Gates CB-11 turntable, less arm and filter, fair condition, $100. KFLP, Phoytexas, Texas.

1-G, 1 kw fm broadcast transmitter type 4DLIA1, 250 exact type 4FLIA1, 1 kw am- plifier. Box 579H, BROADCASTING.

One radio console. Perfect condition. Also one link mobile unit, type 1903, recorder, xmitter, accessories. Priced to sell. Call WMNE, Horace, Wisconsin.


IMPORTANT ANNOUNCEMENT

Effective February 2, 1959, all Classified for SALE-STATIONS advertising from individuals or brokers must be in the form of display advertising, minimum one inch (2½" wide by 1" deep).

The one time rate for an inch display, is $30.00. The 13 time rate is $19.00. The 26 time rate is $17.50. The 52 time rate is $15.00 per inch. Proportionate inch rates apply for larger units. (Example: 1½" display on the one time rate costs $30.00.)

If proofs are desired before publication, the deadline is 10 days in advance of Monday publication. Otherwise, final deadline is 7 days in advance, no proofs.

BROADCASTING, February 2, 1959
FOR SALE

Equipment—(Cont’d)


Commercial crystals and new or replace- ment coils, RCA, Gates, W.E., Biller and J-K holders, restringing, repair, etc. BC-64 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eldon Electronic Co., Box 61, Temple, Texas.

AM-FM-TV transmitters, studio-terminal equipment, cameras-cables-SLT, etc. We maintain a testing and recording lab. Buying or selling equipment? We can recondition it for you. Technical Systems Corp., 12-01 46th Ave., L.I.C. 1, N.Y.

WANTED TO BUY

Stations

Small or medium market station, or op. Prefer fulltime, will consider anyone. Location open. New or used down payment and terms desired by experienced and responsible op- erator. F.C.C. broadcast, BROADCASTING.

FM station in metropolitan area. Write Percy Crawford, P.O. Box #1, Philadelphia 5, Pennsylvania.

Equipment

2 kw RCA tv lowband transmitter preferably 375B, 376B, BROADCASTING.

Wanted—Used field Zoomar slate price, condition, etc. Box 5931H, BROADCASTING.


Wanted: Types 6181, 6448, 5653-A, 1890-A (iconoscope). 165P4, A tubes, used or new. Send full details to Glenn W. Winter, Chief Engineer, WSBA-TV, York, Pennsylvania.

INSTRUCTIONS

F.C.C. first phone preparation by corre- spondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grandstream School, Dept. 2, 381-16th Street, N. W., Washing- ton, D. C.


First phone in six weeks. Intensive training in resident class. Broadcast and DJ training included, no extra cost. Pathfinder Radio Services, 810 16th St., Oakland, California. 1-562-262-622.

Since 1946. The original course for FCC 1st phone license, 6 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, June 20, Sept. 2, and Oct. 28. For information and reservations write William B. Ogden Radio Engineering School, 1150 West Olive Avenue, Burbank, California.


MISCELLANEOUS

Blago Time U.S.A. printers of personalized bingo cards for radio, television or newspa- per ad. P.O. Box 887, 1500 Lincoln Street, Den- ver 5, Colorado.

RADIO

Help Wanted—Management

STATION MANAGER

Need aggressive and experienced station manager to take over in 28th market. Operation ready to grow. Need good tough man to do it. Opportunity unlimited. We want you for pay, not play. Only apply if you have a proven record.

Box 537H BROADCASTING

Sales

Nation's fastest growing major market group has openings for three top salesmen. $15,000 year maximum to proven producers. Opportunity for management. Send resume and photo to Box 593H, BROADCASTING.

Announcers

PERSONALITIES

Nation's fastest growing major market group wants versatile, coop- erative personalities. Top salaries, security and opportunity for management. Prefer men with Balaban or Storz experience. Send photo and tape or air check to Box 592H, BROADCASTING.

LIVE IN FLORIDA

Announcer job in beautiful Ft. Lauder- dale. America's fastest growing mar- ket.

ANNOUNCER: Mature, experienced DJ—good on production and newscasting. Immediate opening. Get full require- ments, experience, picture if possible, and tape with first letter to:

RADIO STATION WFTL
Ft. Lauderdale, Fla.

FOR SALE

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1¾", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacra- mento 20, Calif.

WANTED TO BUY

Stations

AVAILABLE CLIENTS WHO ARE INTERESTED IN PURCHASING ACTIVE RADIO STATIONS PREFERABLY IN THE SOUTHEASTERN STATES.

WRITE OR PHONE TODAY

UNIVERSAL PUBLICIZERS, INC.

SUPERIOR A 7-1924
986 No. Michigan Avenue
Chicago, Illinois

ARE YOU GETTING YOUR SHARE OF AUDIENCE?

Universal's patented locked-frequency "Mike Radios" captured your audience.

The "Universal Plan" brings you more listeners, revenue, new cus- tomers, promotion and publicity at no cost to the station.
BROADCASTING, Ore., enlarge Bcstg. South ch. 50%

By actual

Box Corp., Calif.

INCORPORATE

him in connection with expenses, TELEVISION STATIONS under time CALIFORNIA Consultants his application Jan. 20

for quick sale. Balance

IN

Exchange Examiner James D. on Jan. 22

upon petition by Broadcast Co.

truckee, Calif., for dismissal of his am application, ordered Donner on or before Feb. 2, to submit under oath detailed breakdown of expenses, viz., cash outlay, incurred by him in connection with filing and prosecution of his application to date.

By Hearing Examiner Annie Neal Hunting on Jan. 22

Upon agreement by parties, continued hearing from March 22 in proceeding on am applications of Tri-City Broadcasting, Inc. (WAXL), East St. Louis, both Illinois.

By Hearing Examiner Charles J. Frederic

Scheduled prehearing conference for Feb. 24, in proceeding on am application of Alkima Bcstg., Co., West Chester, Pa., et al.

By Hearing Examiner Millard F. French on Jan. 22

Scheduled prehearing conference for Feb. 24, in proceeding on am applications of Monocacy Bcstg., Co., Gettysburg, Pa., et al.

By Hearing Examiner Isadore A. Honig on Jan. 22

Scheduled prehearing conference for April 1 on am applications of Russel G. Salter Inc., Dixon, Ill., et al.

By Hearing Examiner Basil P. Cooper on Jan. 16

Continued oral and written evidence on am application, which if granted, may obviate necessity for further hearing.

By Hearing Examiner Basil P. Cooper on Jan. 16

Granted petition by Broadcast Co., Los Angeles, Calif., for continuance of date for evidentiary hearing on or before March 4, in proceeding on its fm application.

By Hearing Examiner James D. Bond on Jan. 16

By order, granted motion by Berkshire Broadcasting Co., (WBSI), Green Bay, Wis., for continuance of date for evidentiary hearing on or before March 1, in proceeding on am applications of Knight Broadcasting Inc., and KMBW, Inc., and for am applications of Sioux Falls Broadcasting Co., and for am application and for am applications of Wohlauer Broadcasting Co., and for their respective am applications, all in proceeding on or about March 1, in proceeding on am application.

By Hearing Examiner H. Gilford Iton on Jan. 16

By order, granted petition by Broadcast Co., (WBBC), Flint, Mich., for leave to amend its am application to include change in station name, of hearing examiner for new station in proceeding on am application of WYXO, Inc., Des Moines, Iowa, and for evidentiary hearing on or about March 2, in proceeding on am application of WYXO, Inc.

By Hearing Examiner James D. Cunningham on Jan. 16


By Hearing Examiner Elizabeth C. Smith on Jan. 19

Scheduled prehearing conference for Jan. 30 in proceeding on am applications of Southern General Bcstg. Co. (WZRO), Lynn Center, Tenn.

By Chief Hearing Examiner James D. Cunningham on Jan. 16

Set aside Dec. 31 action which specified March 12 for commencement of hearing ordered by Commissioner on Dec. 23, 1945, in proceeding on am applications of National Broadcasting, Inc., and KMET, Inc., and for am application of WAMV, Inc., and for am application of WAXL, Des Moines.

By Hearing Examiner James D.

Upon petition by Broadcast Co.

truckee, Calif., for dismissal of his am application, ordered Donner on or before Feb. 2, to submit under oath detailed breakdown of expenses, viz., cash outlay, incurred by him in connection with filing and prosecution of his application to date.

By Hearing Examiner Millard F. French on Jan. 16

Extended date for filing reply applications to December 17 in proceeding on am applications of The Riverside Church in the City of New York and Huntington-Montauk Bcstg. Co., Huntington, both New York.

By Hearing Examiner Alfred L. McElenney on Jan. 19

Granted petition by Browning of Clifton Springs, Inc., for reconsideration of order of Hearing Examiner for cancellation of exchange of direct affirmations, and for rehearing for new application scheduled for Jan. 15 and 20, respectively.

By Hearing Examiner Basil P. Cooper on Jan. 16

Granted petition by Broadcast Co., New York, for continuance of date for evidentiary hearing on or before March 4, in proceeding on its application.

By Hearing Examiner John L. Craven on Jan. 1

By order, granted motion by Sussex Broadcasting Co., (WBSI), Green Bay, Wis., for continuance of date for evidentiary hearing on or before March 1, in proceeding on am application.

By Hearing Examiner J. D. Bond on Jan. 16

Continued written and oral evidence on am application, which if granted, may obviate necessity for further hearing.

By Hearing Examiner J. D. Bond on Jan. 16

By order, granted motion by Southwestern Broadcasting Co., for continuance of date for evidentiary hearing on or before March 2, in proceeding on am application of WYXO, Inc.

By Hearing Examiner William H. Hoffman Radio Inc. (RFHR), Wisconsin Rapids, Wis., pending for 30 days, application and for am applications of Rapid City Broadcasting Co., and for its respective am applications, which if granted, may obviate necessity for further hearing.

By Hearing Examiner Basil P. Cooper on Jan. 16

By Chief Hearing Examiner James D.

Set aside Dec. 31 action which specified March 12 for commencement of hearing ordered by Commissioner on Dec. 23, 1945, in proceeding on am applications of National Broadcasting, Inc., and KMET, Inc., and for am application of WAMV, Inc., and for am application of WAXL, Des Moines.

By Hearing Examiner James D.

Upon petition by Broadcast Co.

truckee, Calif., for dismissal of his am application, ordered Donner on or before Feb. 2, to submit under oath detailed breakdown of expenses, viz., cash outlay, incurred by him in connection with filing and prosecution of his application to date.

By Hearing Examiner Millard F. French on Jan. 16

Extended date for filing reply applications to December 17 in proceeding on am applications of The Riverside Church in the City of New York and Huntington-Montauk Bcstg. Co., Huntington, both New York.

By Hearing Examiner Alfred L. McElenney on Jan. 19

Granted petition by Browning of Clifton Springs, Inc., for reconsideration of order of Hearing Examiner for cancellation of exchange of direct affirmations, and for rehearing for new application scheduled for Jan. 15 and 20, respectively.

By Hearing Examiner Basil P. Cooper on Jan. 16

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"At Heublein, every issue of Ad Age is well-thumbed..."

says FRANK C. MARSHALL
Advertising Manager
Heublein, Inc.

"I read Advertising Age because, as the masthead says, it is a marketing newspaper. It gives the facts and gives them fast. Its news coverage is, indeed, national and objective—its accuracy, unexcelled. At Heublein, every issue of Ad Age is a well-thumbed copy read by advertising, marketing and management personnel."

It's a fact: over the years (29 so far), advertising, marketing and management executives have relied on Advertising Age to bring them the news and trends of marketing—quickly, accurately, objectively. And here's another: among these readers are most of the executives of importance to you—those who influence as well as those who activate major broadcast decisions.

At Heublein, Inc., for example, interest in television as an advertising medium for its cereals is mounting steadily. Spot tv appropriations—for Maypo and Maltex—vaulted from just over $82,000 in 1956 to almost $255,000 in 1957.* The trend toward substantial increases for spot tv continued during 1958, and Heublein reports a similar pattern for the first half of 1959.

Every Monday, market-interested executives at Heublein turn to Ad Age to keep posted on the developments affecting them. Heublein and Bryan Houston, Inc., the agency handling the Maypo and Maltex accounts, receive a total of 24 paid-subscription copies of Ad Age each week.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

*Television Bureau of Advertising, Inc.

FRANK C. MARSHALL
A veteran adman, Mr. Marshall came to Heublein, Inc., as assistant advertising manager in 1935, from Johnson & Johnson. At J & J, he had been an assistant product manager for several products during a nine-year period. His background also includes some agency experience with Ferry-Hanley.

Mr. Marshall has served Heublein as advertising manager since 1940. Among the nation's 100 largest advertisers, this Connecticut concern markets a variety of liquor and food products, including Smirnoff Vodka, Heublein cocktails, A-1 Sauce and the Maypo and Maltex hot cereals.

Golf and photography occupy some of Mr. Marshall's after-hours time, while his professional affiliations include the Association of National Advertisers, in which he has been active for a number of years.
OUR RESPECTS TO . . .

Connie Barriot Gay

One day last week a chauffeur-driven Cadillac, of roughly the dimensions of the U.S.S. Forrestal, cruised majestically up Connecticut Avenue in Washington, D. C. Enfolded in the lush upholstery of the passenger compartment was an angular man who wore a derby, a Chesterfield and brown sports shoes with moccasin toes. He was rapitly listening to the Cadillac's radio, an instrument of resonant clarity. From it poured a deafening mixture of scraping fiddles, wheezing accordions and the wails of a love-struck mountain maiden singing through her nose. Connie B. Gay had begun his day at the office.

What the House of Morgan is to Wall Street, the General Motors Building to the auto industry and Onassis' yacht to international shipping, Connie B. Gay's $11,800 limousine is to the cult of country music. It is both a symbol and a source of affluence and power.

Mr. Gay is master of ceremonies, impresario, talent manager, music publisher, producer and owner of the Town & Country Network, the world's biggest country music package firm. An expansionist by nature, he has also acquired four radio stations, and his purchase of a fifth awaits only the formality of FCC approval. It is an empire which was built on Mr. Gay's recognition of a simple principle: city folks are more gullible than country folks and have more money.

If the story has been told on him during his childhood, but he lacked the laboratory in which to test it as long as he stayed in Lizard Lick, N. C., his home town where he was born Aug. 22, 1914. It was in 1931 that he decided to examine city folks at close range. That was the year he left Lizard Lick for Raleigh to study agriculture at North Carolina State College.

The Formative Years • To make ends meet at school he worked in the dairy and poultry barns, waited on tables, sold door to door, drove a bus, ran a switchboard and made $10 a week as manager of a college dance band.

After graduation in 1935 Mr. Gay spent two years taking soil samples with the Dept. of Agriculture's soil erosion service. This, he felt, was wasted time. He quit the security of government employment for an occupation in which he says he 'learned more about people than in any part of my life.' He became a pitchman.

For a year Mr. Gay roved the city streets, setting up his pitch on corners, in doorways, wherever there was shelter from the weather and the police. "I'd buy a knife sharper for 5 cents and sell it for 25," he recalled the other day. " Sometimes I'd get 50 cents in a sucker town like Washington."

By the end of his year of nomadic merchandising, Mr. Gay had fully confirmed the gullibility of the inhabitants of major cities of the East and South. He was ready for bigger things, but the U. S. economy was not. The Depression still discouraged empire building. He returned to government service to await the post-war boom.

Time Out for Depression • From 1938 to 1946, except for a few months' interval as farm director of WPTF Raleigh, Mr. Gay was with the U. S. Dept. of Agriculture in various jobs.

In November 1946 he figured the post-war boom had made America ready for Connie B. Gay. He signed on at WARL Arlington, Va., as farm director and d.j. He persuaded a reluctant management to let him start a half-hour country music show. Non-salaried, he lived on savings for three months while the show caught on and he began to round up sponsors. The show snow-balled. Mr. Gay's Town & Country Time went to three hours, WARL went completely country music, and Connie B. Gay went to the U. S. Patent Office to register "Town & Country" as his trademark.

If the network of rival broadcasters were opened, Connie's were opened even wider. He began lining up top talent from WSM Nashville's Grand Ole Opry for box office appearances in Washington. In 1948 he talked his way into Washington's highbrow Constitution Hall for a one-night stand. He stayed 27 Sundays and set a $22,000 all-time record for one night's gate.

With the country music kingdom now tres Gay, Connie went on to new firsts: performances at Griffith Stadium ballpark, a country music-air circus combination, outdoor amphitheatres, a special train to Nashville's Grand Ole Opry and country music moonlight cruises from Washington, Baltimore and Philadelphia.

The Network Big-Time • Two years ago CBS-TV took a dark horse out of Mr. Gay's stable—Jimmy Dean—and built a network show around him and a company of country musicians and dancers. Last September Mr. Gay sold his property rights in Mr. Dean to CBS-TV and turned his hand to grooming another singer, George Hamilton IV, whom he brought out of North Carolina in 1956 and whose first record, "A Rose and a Baby Ruth," sold more than a million copies. "This boy is a combination of Como, Crosby and Boone," Mr. Gay confides.

In the past few years Mr. Gay has been buying radio stations, WTCR Ashland, Ky., in 1955; WFTC Kinston, N. C., in 1957; KITE San Antonio last August; WYFE New Orleans last December. His purchase of WGAY Silver Spring, Md., a Washington suburb, is pending approval of the FCC.

Mr. Gay married Hazel Anne Pleasant in 1936. Their son, Jan, 20, and daughter, Judy Anne, 18, are in college. The family lives in Vienna, Va., another Washington suburb. Mr. Gay maintains two offices, one in a Washington apartment house and the other in his limousine.

Connie now is casting avaricious eyes at the capital of gullibility, New York City, where he feels his Town & Country product would really go to town. If he has his way, it won't be long before he invades the big town to produce enough live and film country music shows to make Tin Pan Alley think it's a dead-end street. Postmarks on CBS-TV's Jimmy Dean fan mail indicate a formidable fifth column is already busy.

He also aspires to fill out his radio quota with stations in Manhattan and Los Angeles. Asked whether he has such a station in mind as WNEW New York, Connie roared, slapped his thigh, pointed accusingly and said, "You said that—I didn't."
EDITORIALS

Two big jobs

Whatever else the NAB board of directors may do at its meeting at Hollywood, Fla., this week, it should give more than lip-service to at least two vital matters.

The board will receive a report from its ad hoc committee on editorializing. Instead of treaded water, we think the board should go all out in demanding that the FCC remove the burden of forcing stations which editorialize to "affirmatively" seek out opposing viewpoints by "responsible" parties. This requirement is unworkable and meaningless.

The board also should take a strong stand against the FCC's insistence upon programming reports in applications for licenses, renewals and assignments. It should give full support to the views expressed by Comr. T. A. M. Craven, who believes such reports are both illegal and impractical. Replies to the FCC's proposed rule-making are now due on Feb. 20—the deadline having been extended one month.

The NAB has the most important function than to resist intrusion by government into the business and programming affairs of licensees. Even if the FCC should turn thumbs down on the propositions, good will result. The way then will be opened for court reviews, which are essential in restoring to broadcasting the freedoms Congress originally intended for it.

Betwixt and between

The FCC these days is being whip-sawed between Congress and the courts. While, at the moment, Congress is reasonably quiescent getting itself organized, the courts are not.

Within the last fortnight there have been two court decisions which cause the FCC, and broadcasters, considerable travail. One is destined to have an important bearing on FM's development, just as that long slumbering aural service of admittedly superior quality is beginning to revive. The other may play hob with the FCC's way of doing its allocating.

The full panel of nine judges of the U. S. Court of Appeals split 5-4 in ruling that the FCC's 1955 FM multiplexing order, holding that functional music is not broadcasting, is wrong. That 1955 order required FM stations to multiplex functional music broadcasts, while continuing regular public broadcasts on their main channel.

According to the FCC, the court has substituted its judgment for that of the expert body itself. If the decision sticks, the FCC must force functional music and other non-broadcast operators using FM to perform as broadcasters. This means identification of sponsors (presumably meaning every subscriber), station breaks, program balance, and otherwise meet all the obligations of the broadcaster license.

In the second case, a three-judge panel of the appellate court reversed a long-standing tenet on allocations. The court, in effect, held that where a minor deviation from allocation standards is involved, and is protested on technical grounds, the FCC can let the authorization stand and hold the hearing required afterward. Under the long established KOA precedent, the FCC has been required to grant a stay enjoining the new operation prior to a formal hearing, on the ground that introduction of interference constitutes a modification of the dominant station's license without hearing.

What the court now has held is that if there is only slight interference, there is no reason to prevent the new facility from operating pending outcome of the required hearing. If that is valid, what would there be to prevent the new station from applying for improved facilities at regular intervals and thus gradually getting a dominant status that it otherwise could not procure?

It seems to us the FCC has no alternative but to seek Supreme Court reviews of both cases.

Sports steamroller again

The sports lobby is on schedule in picking up at this session of Congress where it left off last summer in its espousal of legislation to exempt major sports from the antitrust laws.

A half-dozen bills already have been introduced in both House and Senate. While they vary in some degrees, all would provide for blackouts of television in areas where home teams are playing. The sports entrepreneurs could black out free broadcasts in favor of pay television, or devise any other means of making the public pay, whether or not they go to the ball parks.

At the last session, the House passed the bill on the strength of enormous pressure from its proponents. It was stalled in the Senate, thanks to the intercession of the Dept. of Justice, Chairman Emanuel Celler (D., N. Y.) of the House Judiciary Committee and the late-starting, but nevertheless effective opposition of broadcasters.

There is plenty of steam beyond the legislation this session, with the baseball lobby again taking the lead. Their effort will be to knock down every argument advanced by the opposition in blocking Senate action last session.

It is our contention that the sports industry deserves no special privileges. Certainly broadcasting organizations, constantly threatened for antitrust infractions, are performing public service that transcends the importance of a baseball game.

We doubt whether broadcasters will be caught napping again. Nevertheless it is going to require skillful marshalling of broadcasting's counter-offensive to brake this year's model of the sports industry steamroller.

"Mind if I listen? I'm monitoring commercials for the Federal Trade Commission."
The world, the weather and the winners

Here are the top ratings in the Twin Cities in the 10:00 to 10:30 p.m. time segment, every week of the month!

Bill Ingrain presents "Today's Headlines" at 10:00. At 10:15 it's Johnny Morris in the "Weather Room," and at 10:20, Dick Nesbitt with complete coverage on the winners (and losers) in the world of sports.

Month after month, year after year this award-winning trio (with the assistance of KSTP-TV's unmatched news department facilities) leads the way in ratings, no matter what the competition.

There are (at this writing) a few choice availabilities around these top shows in the market. For further information, contact your nearest Petry office or a KSTP-TV representative.

Basic NBC Affiliate
MINNEAPOLIS • ST. PAUL
"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.
FIRST in All Surveys!

Top Fifteen Once A Week Shows*
Gunsmoke ................. KOOL-TV
Death Valley Days ........ Channel "A"
Alfred Hitchcock .......... KOOL-TV
Have Gun, Will Travel .... Channel "A"
Person to Person .......... Channel "B"
Wanted-Dead Or Alive .... Channel "B"
Trackdown ................. KOOL-TV

Top Ten Multi-Weekly Shows*  (Broadcast on Mid-Week Days, Monday-Friday)
San Francisco Beat .......... KOOL-TV
Art Linkletter .............. KOOL-TV
Final Edition (10 PM) .... KOOL-TV
Weather, Sports (10:15 PM) KOOL-TV
Big Payoff .................. KOOL-TV
As The World Turns ........ KOOL-TV
Verdict Is Yours ............ KOOL-TV
Guiding Light .............. KOOL-TV

Station | Show | Share of Audience
--------|------|-------------------
KOOL-TV | Ed Sullivan | 48.3 (ARB)
KOOL-TV | Have Gun, Will Travel | 61.5 (ARB)
KOOL-TV | Sun. Pro-Football | 82.7 (ARB)
KOOL-TV | Death Valley Days | 51.5 (Pulse)
KOOL-TV | Alfred Hitchcock | 48.0 (Pulse)
KOOL-TV | Gunsmoke | 51.0 (Pulse)

KOOL TV
316,000 watts CHANNEL 10
PHOENIX, ARIZONA

Population Ranking
Metropolitan Areas, SRDS
July 1, 1958

RANK | METROPOLITAN AREA | POPULATION
---|-------------------|-------------
37 | Memphis | 562,700
38 | Dayton | 565,800
39 | PHOENIX | 571,300
40 | Fort Worth | 560,900
41 | Albany-Schenectady-Troy | 543,000
42 | San Jose | 526,700
43 | Rochester, New York | 500,700
44 | Akron | 500,700

*Telepulse Report
November, 1958
A R B Nov-Dec 1958

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