FCC hard at work on plan to ease tv's bulging seams
Itchy hands: mobile services eager to pare television
How worthwhile was the NAB's Chicago convention?
Quarterly report: rundown on all radio-tv network time

Agreed, Mr. Stevens!

Campbell-Mithun, Inc. Advertising
1000 Northwestern Bank Building
Minneapolis, Minnesota

Mr. Phil Hoffman
General Manager
Station WTCN-TV
Minneapolis, Minnesota

Dear Mr. Hoffman:

Please accept our heartiest congratulations for a job extremely well done on last week’s state high school basketball tournament. We are particularly happy with the way your staff handled every phase of sales service and production.

I believe it was the most flawless programming of its type I have seen in the Twin Cities.

The tournament coverage technically and production-wise was excellent. Our commercials for Northwestern Bank were handled in a most professional manner.

Will you please express our sincere appreciation to all concerned who made this a top flight sports presentation.

Sincerely,

Richard Stevens
Manager
Radio-TV Production Department

Richard L. Stevens

 viewers agree: Fox. A&F: Coincidental: 11.9
 Rating: 42 PC: Share of Audience
 Represented Nationally by KATZ Agency
Westernwise, fact bears out fiction—good guys do come out ahead every time. VICTOI PROGRAM SALES has the ARB shares to prove it:

**STEVE DONOVAN, WESTERN MARSHAL:**
Current repeat-runs first in their time-periods . . . with even greater share-averages than previous runs. Pittsburgh, for instance: 1st run 71%, 2nd run 73%. Kansas City: 2nd run 38%, 3rd run 55%. Mobile: 2nd run 71%, 3rd run 74%!

**FRONTIER:** Increasing its share in its time period with each succeeding run. In Detroit, for example: 3rd run 32%, 4th run 38%. Portland, Oregon: 2nd run 26%, 3rd run 33%. Nashville, Tenn.: 2nd run 23%, 3rd run 54%. Columbus, Ohio: 2nd run 31%, 3rd run 50%!

**HOPALONG CASSIDY:** Still a strong front-runner. Beat everything again it in Baltimore, 4th through 7th run (7th run averaging an 81% share). Fresno: continuing 1st, 2nd, 3rd place leadership with 4th run 38% average share. Minneapolis-St. Paul: 6th through 7th runs averaging 86% share, 7th run average-to-date 92%.

All this at an average cost-per-thousand of $1.19! Strip ’em, rotate ’em, bet ’em back-to-back—with a buy like this, you’ve got to wind up winners!
buy St. Louis `a la card*

*KTVI RATE CARD...
your lowest cost per thousand
TV buy in St. Louis
live, tape, film or net...

the best way to cover the Dallas-Fort Worth Market is with KRLD-TV in Dallas. The powerful Channel 4 signal reaches 656,600 TV Homes — the greatest TV Circulation in the South! Ask any Branham man.

KRLD TV

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas
MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.
No sale • Recurring rumor that NBC would be sold, with or without its owned-and-operated stations, was answered last Thursday by Brig. Gen. David Sarnoff, chairman of RCA board, in this exclusive statement to Broadcasting: "You have asked me whether there is any truth to rumors you have heard that the NBC is for sale. Nothing is further from the truth. It would be interesting to know the source of these rumors since they are unfounded and malicious."

Stiffer labor law? • There'll be effort started in Senate within fortnight to plug loophole in labor law exposed by National Labor Relations Board decision last week upholding coercive picketing and secondary boycotts against WKRG-AM-TV Mobile (story page 79). Sen. Carl T. Curtis (R-Nebr.) will offer amendment to Kennedy- Ervin labor bill (S 1555) which would outlaw use of labor pressures like those applied by International Brotherhood of Electrical Workers against WKRG advertisers.

Policy on oversight • In drafting stage is policy statement by FCC on manner in which it will treat applications involving sale or purchase of stations in any way mentioned in House Legislative Oversight Committee proceedings. Presumably intent is to handle such matters on case-by-case basis but with decisions contingent upon whatever action FCC might take in final adjudication.

Similar practice has been followed by FCC in past in making contingent grants to stations, whatever their nature. Some 30 stations were mentioned in one way or another during House Oversight proceedings and in each instance FCC has thrown into executive docket any matters affecting these stations.

Pay is possible • Purchase of WXIX (TV) Milwaukee from CBS by Gene Posner does not preclude possibility that station may eventually file application for pay tv test of Zenith Television system there. While Zenith was known to have been interested in acquiring CBS odo outlet (Closed Circuit, March 16), there's still room for "rapprochement" between Zenith and WXIX, which plans to explore toll tv avenue.

There's also another gleam in WXIX eye: rights for telecasts of Braves road games in next couple of years, possibly in 1961. While uhf station eyes base-

ball privileges, it will concentrate on film programming (feature movies and syndicated properties, including bowling and wrestling), providing FCC approves sale to Merv Rosen, who is president of WMIL Milwaukee and prominent local real estate owner.

Test tube • Robert Saudek Assoc., production firm (Omnibus series and others), understood to be in expanding mood. Firm reportedly is considering acquisition of tv station, preferably in three- or four-station market of respectable but not biggest size. Although spokesmen would neither confirm nor deny report, one assumption is that station might be used to some extent as "laboratory" to test new program ideas.

Board seat • Added recognition to media at Benton & Bowles: Lee Rich, who heads media as vice president at agency, elected to board of directors. There'll be announcement to that effect soon.

Abroad in brief • Two FCC members—Chairman John C. Doerfer and Comr. T.A.M. Craven—are slated for overseas conferences in next few months. At behest of State Dept., Chairman Doerfer is on notice to head U.S. delegation to Tokyo conference having to do with cable project between Japan and U.S., but formal appointment is awaiting Congressional action on deficiency appropriation to be considered about May 1. Conference, probably to last about 10 days, formally would get under way May 4.

Comr. Craven, chairman of preparatory committee for International Telecommunications Conference in Geneva, which begins in mid-August, is understood slated for chairmanship of American delegation, but no formal announcement has been made pending State Dept. clearances. He would head radio conference, which would run August through September, with plenipotentiary conference to begin in October. Francis Colt deWolf, chief, Telecommunications Division of State Dept., is expected to head U.S. delegation to plenipotentiary sessions, which run from mid-October through December.

Radio World Wide • Exact date remains to be set, but that next meeting of stations interested in forming Radio World Wide (Broadcasting, March 23, 30) will be held during week of April 13 in New York. It will deal primarily with setting up corporation and operating details, and it'll separate men from boys as far as new program venture is concerned; it will be open only to stations which have deposited earnest money toward incorporation. Herbert L. Krueger, WTAG Worcester, heads three-man organizing committee, which probably will be expanded.

In the air • It's conceded at Young & Rubicam that tv is good bet to be included in American Airlines' future media planning. Tv figured prominently in presentation Y&R made when seeking account and reportedly airline officials were "impressed." American is radio user, already has shown signs of considering tv too and Y&R appointment may be clincher.

New slate • New staff for House Legislative Oversight Subcommittee probably will be named this week by Rep. Oren Harris (D-Ark.), chairman. Only few members of 1958 staff remain, among them chief counsel Robert Liberman and investigator Oliver Eastland, with majority to begin work fresh within next two weeks. Many new staffers already have been hired but announcement has been withheld until consultation with Rep. John Bennett (R-Mich.), ranking minority member who spent Easter recess in Florida.

Commercial and Conelrad • Makegoods are occupying agencies and stations and their reps these days in preparation for broadcasting blackout from 11:30 to noon April 17 for Conelrad drill (Broadcasting, March 30). General procedure is for stations and reps to let agencies know when commercials normally scheduled for that half-hour will be carried, get their ok or, if agency demurs, work out suitable alternative. Lloyd George Venard, for one, says make-goods for Venard, Rintoul & McConnell stations will have agency clearance by April 13.

Time is problem • This is what's behind report that Procter & Gamble may drop Loretta Young Show on NBC-TV: P&G seeks new time period for series it's programmed Sunday, 10-10:30 p.m. for several years. P&G would rather stick with show but definitely wants new slot. So far issue hasn't been resolved. Benton & Bowles, New York, is P&G's agency on show.

BROADCASTING, April 6, 1959
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<th>Studio</th>
<th>Average January-February ARB</th>
<th>January-February Nielsen</th>
<th>Monday through Friday, SPeedY Matinee Theater</th>
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<td>These premium packages form one of the largest and finest feature movie libraries available. Quality programming gives consistently high audience viewing. Current ratings prove Channel 13 advertisers receive top value advertising for low dollar cost. Ask your Katz man for the facts.</td>
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<td>&quot;Famous on the local scene&quot; WSPD-TV CHANNEL 13 • TOLEDO</td>
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<td>Storer Television WSPD-TV WAGA-TV WJW-TV WJSK-TV WITI-TV Toledo Atlanta Cleveland Detroit Milwaukee</td>
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'Shock treatment' radio sells Flako • Clinton E. Frank Inc., Chicago, found itself with a marketing problem for Quaker Oats Co.'s Flako which spot radio handled with flexibility and impact. The sales figures are secret, but the success story needn't be hid under anyone's bushel. So Buckingham W. Gunn, Frank's vice president and radio-tv director, tells about it in this week's Monday Memo. Page 21.

Ferment on tv allocations, spectrum • Heavy activity on tv allocations and the whole spectrum was underway in Washington last week: FCC struggles with tv's uhf-vhf problem, still can't resolve it. Kenneth A. Norton, propagation specialist, resurrects 1949 plan, calls for closer vhf spacing. Plan of Presidential Advisory Committee finally made public. Mobile users push for more spectrum space mostly at expense of tv; broadcast allocations defended by radio-tv spokesmen. Page 35.

tv sells telephones • Viewers out-buy non-viewers by three to one, sponsor tells ANA research group in case-history report. Workshop also hears Schacht admonish advertisers to face fact that advertising effectiveness cannot be measured precisely in dollar results. Page 48.

American Airlines lands • New agency for $6 million-plus account is Young & Rubicam. Page 50.

Coffee time at JWT • Nation's No. 1 radio-tv billing agency is appointed by Chase & Sanborn for regular and instant coffees. Account moves from Compton July 1. Page 50.

NAB convention pulse • Survey of delegates shows three out of five approve limiting exhibits to broadcast equipment and shift of film and service firms to hospitality suites scattered around convention hotel instead of bunched as in past years. Page 56.


Responsibility of U.S. journalism • Panel of editors and writers explores a wide variety of issues touching upon responsibility of mass communications media to the public and concludes there is room for improvement. Page 69.

Border trouble • KFMB-TV feud with XETV (TV) Tijuana, Mexico, erupts again as San Diego outlet take series of actions against Mexican tv outlet. Page 79.

Educational tv's own network • John F. White, head of National Educational Television & Radio Center, predicts regional hookups will be connected and tv tape recording will supply new program facilities. Page 81.

Radio-tv network showsheets • The quarterly rundown of the three tv networks and four radio networks and details of all programs and sponsors. New program cycles and sponsors starting during the next quarter are shown, too. The showsheets are divided into one-hour segments, morning, afternoon and evening, for easy reference. Page 94.

DEPARTMENTS

AT DEADLINE 9
BROADCAST ADVERTISING 48
THE MEDIA 35
THE WEEKLY 56
MONDAY MEMO 21
OPEN MEMO 24
OUR RESPECTS 113
PROGRAMMING 81
RATINGS 43
WEEK'S HEADLINERS 10

WXYZ-TV

NOW! WXYZ-TV
YOUR BEST BUY IN MICHIGAN IS NOW A BETTER BUY THAN EVER!

NEW TOWER!
tallest TV tower in southeast Michigan

NEW POWER!
blanketing an even larger area with a powerful signal

NEW AUDIENCE!
wxzy-tv adds new viewers running into the hundreds of thousands

NEW COVERAGE!
wxzy adds scores of suburbs, towns and cities

Now transmitting from the heart of America's fifth market - center of Southeast Michigan's population shift!

This huge 1,073 ft. tower permits WXYZ-TV to blanket a larger area than ever with a powerful signal... adding hundreds of thousands of viewers to its coverage area! new WXYZ-TV serves more people, better!

WXYZ-TV
CHANNEL 7
DETROIT ABC

BROADCAST HOUSE — 10 Mile and Northwestern, 14 miles northeast of central Detroit

Represented Nationally by BLAIR.TV

WXYZ-TV

WEEK IN BRIEF

WXYZ-TV

BROADCASTING, April 6, 1959
They buy as a family . . .

because they were sold as a family . . .

by their local Meredith station!

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

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines
Miami ch. 7 case reopened by FCC

FCC Friday (April 3) made it official in announcing that it wants to take another look at Miami ch. 7 case as result of testimony before House Legislative Oversight Subcommittee (CLOSED CIRCUIT, Feb. 23). Commission announced that, by its own motion, case was being reopened to determine (1) if any commissioner should have disqualified himself; (2) whether anyone attempted to influence FCC; (3) whether any party in proceedings "directly or indirectly secured, aided, confirmed, ratified or knew of any misconduct or improprieties," and (4) whether the grant is void and whether any applicant should be disqualified.

Biscayne TV Corp. (Niles Trammell, John Knight and James Cox) received 1956 grant over three competing applicants, East Coast TV Corp., South Florida TV Corp. and Sunbeam TV Corp. Biscayne's WCKT (TV) has been operating since July 1956.

FCC said hearing would be held at future date before unnamed examiner because of testimony before Oversight Committee which made reference to possible ex parte representations made during the course of the Miami ch. 7 proceeding. Justice Dept. was invited to participate as amicus curiae.

Ch. 7 grant is fourth case reopened as result of testimony before House subcommittee. Hearings already have been held in Miami ch. 10 and Boston ch. 5, with hearings announced for Orlando, Fla., ch. 9 (see page 80). Mr. Knight testified before House body during its investigation of Miami ch. 10 grant (BROADCASTING, March 24, 1958). His testimony was on this case, however, and not on ch. 7.

FCC refused to approve Biscayne sale of WCKR Miami to Sun Ray Drugs because of allegations made before Oversight Committee. Sun Ray since has withdrawn application to purchase radio outlet.

Westinghouse elects

Election of Mark W. Cresap Jr., president of Westinghouse Electric Corp., Pittsburgh, to additional position of chief executive officer, announced Friday by Westinghouse board of directors. Gwilym A. Price continues as board chairman and member of important committees of board and management. Mr. Price last week was elected president of U. of Pittsburgh’s board of trustees. Other Westinghouse board announcements: re-election of E. V. Huggins and John K. Hodnette to vice president and chairman of executive committee, and executive vice president, respectively.

Russell B. Read, former assistant treasurer, named treasurer.

Mack trial Tuesday

Trial of former Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside on criminal charges of conspiracy involving the grant of Miami ch. 10 to National Airlines due to start tomorrow (Tuesday) before U.S. District Judge Burnita S. Matthews. Defense motions to continue trial, change venue, take deposition, and for severance being argued today (Monday) as is prosecution motion to quash defense subpoena on Attorney General William P. Rogers requiring production of certain papers. Both Mr. Mack and Mr. Whiteside were indicted by federal grand jury following disclosures of alleged back-door pressures by House Oversight Legislative Committee last year.

Tv shopping center

"Today's one-stop retail shopping center is turning into a one-stop tv commercial center," Howard P. Abrahams, vice president and retail sales director, TVB, says in speech prepared for delivery today (April 6) before National Retail Merchants Assn. sales promotion convention at Eden Roc Hotel, Miami Beach. With video tape, Mr. Abrahams said, "retail commercials are much easier to produce." TV stations can move cameras "right into your store, 'shoot' the merchandise and beam the signal right back to . . . the station. . . ." Mr. Abrahams also presents brief video tape session previously recorded in New York and transferred to film for NRMA's meeting. In it, Mr. Abrahams and three other TVB executives discussed virtues of tape for retailers, national advertisers, stations and agencies.

Transoceanic tv rumored in London

Nobody in Washington will admit that it's true, but Boston Globe in copy-righted story from London said Friday that negotiations now are underway between London and Washington to establish live transatlantic television circuit to cover Queen's visit to U.S. in June. Globe correspondent said program will originate in America and be transmitted overseas by satellite put into space by U.S.

Spokesman at National Aeronautics & Space Administration said NASA knew nothing of plan. He referred to 100-ft. passive reflector balloon scheduled to be thrown up this fall, but pointed out this will be months after June. Dept. of Defense spokesman also said no knowledge of plans; Defense's Advanced Research Projects Agency has plans to put up active repeater soon, but information is that this will utilize only narrow bandwidths. All three tv networks knew nothing of plan or negotiations. AT&T spokesman said company was not engaged in any work on transoceanic tv at present time.

But new method of transoceanic communications has been announced by Navy—use of moon as passive reflector to bounce radio communication signals between Washington and Pearl Harbor. Information on whether link now being used or when system gets underway was refused, Navy claiming information is classified.

Newscasts & Sec. 315

Sen. Gordon Allott (R-Colo.) yesterday (Sunday) was to announce plan to introduce measure exempting newscasts from equal time provision of Communications Act. Sen. Allott hit FCC 4-3 decision in Lar Daly case (BROADCASTING, Feb. 23).

"President Eisenhower has aptly described this action," senator said. "He called it 'ridiculous' (BROADCASTING, March 23). Such a policy, maintained on a broad basis applicable to all news media, would make democracy as we know it, unworkable. . . . I am determined that this part of the law be modified. . . ." Colorado Republican plans to put his bill in hopper tomorrow (Tuesday). He said it will be companion measure to two bills pending in House.
Daytime filing May 8

NBC received "half a loaf" Friday (April 3) in request for extension of time from FCC to file comments on proposal to liberalize operating hours of daytime stations during winter months. Network asked for extension from April 8 (Wednesday) to June 12. Commission granted extension, applying to all parties who plan to comment, only to May 8. Rulemaking would permit daytimers to operate from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later). Daytime Broadcasters Assn. opposed NBC request.

- **Business briefly**
  - Revere Camera Co., Chicago, starts saturation spot tv test campaign in four major markets April 20 for eight weeks to demonstrate new EE-127 electric Eye-matic and Cine-Zoom 8mm movie cameras. Announcements to range between 10 and 30 per week on at least two stations in each city. Spot tv to be extended to other markets after introductory drive, with possibility of later network tv purchase. Agency: Keyes, Madden & Jones, Chicago.
  - Bakery Div. of Safeway Stores for its Roxbury candies, Jell-Well desserts, Fluff-I-Est marshmallows, appoints Erwin Wasey, Ruthrauff & Ryan, S.F.

**WEEK'S HEADLINERS**

**Alvin Kabaker**, vp and director of radio-tv for Compton Adv., Los Angeles, appointed to new post of general manager of agency's Los Angeles office. Effective immediately, all departments there will come under his management and direction. Mr. Kabaker is veteran of 22 years in agency field and, before joining Compton three years ago, had been with Dancer-Fitzgerald-Sample in Chicago, Los Angeles and New York for more than 18 years.

**Alan D. Courtney** and **Carl Lindemann Jr.** elected NBC-TV programming vp's. Mr. Courtney, director of nighttime programs since September 1957, has been named vp, nighttime programs, and Mr. Lindemann, director of daytime programs since April 1957, named vp, daytime programs. Mr. Courtney joined NBC in L.A. in 1947 and five years later transferred to NBC Station Relations Dept. in N.Y. His later duties have been as sales and programming administrator for *Today*, *Home* and *Tonight*, administrator for participating programs and executive producer of *Steve Allen Show*. Mr. Courtney was general manager of Metropolitan Theatres in L.A. before going to NBC. Mr. Lindemann's network positions since he joined in 1948 included associate producer of *Kate Smith Hour*, senior unit manager of *Home* and business manager of Tv Program Dept. Mr. Lindemann earlier was with Foote, Cone & Belding.

**G.T.C. Fry** and **Robert R. Burton** elected senior vp's, account management, Kenyon & Eckhardt. Mr. Fry, formerly vp in charge of K&E's Detroit office, continues there. Mr. Burton, who has been vp in charge of Chicago office, will join K&E's New York headquarters in May. Moving into Chicago managerial post on May 4 is **Robert B. Shirey**, now vp and account supervisor in New York. **Stuart Siebert**, vp and account executive, appointed assistant manager in Chicago and assigned responsibility for new business development. Mr. Fry had been sales promotion manager of CBS' Detroit office and national sales manager of ABC before he joined K&E in 1950. Mr. Burton has been with K&E since September 1957 as vp and manager of Chicago office, coming from Needham, Louis & Brorby where he had been vp and account supervisor in Chicago. Mr. Shirey joined K&E five years ago and before that was with J. Walter Thompson. Mr. Siebert, with K&E since 1956, had been with Weiss & Geller in Chicago.

**Daren F. McGavren**, president of McGavren-Quinn, station representative, announces change of firm name to Daren F. McGavren Co., following resignation of Donald J. Quinn, executive vp. Mr. Quinn, co-founder of M-Q in 1956, joins WNTA-TV Newark as general sales manager. He headed station rep's Los Angeles office for two years and later was executive vp, headquarting in New York. Other McGavren changes: Cy Ostrup moves from Los Angeles to San Francisco as manager; Charlye King, assistant to president, fills newly-created post of West Coast business manager; Walter Lake continues as Los Angeles head with Jack Davis joining staff to replace Mr. Ostrup.

**Anthony S. Gee**, media group supervisor at Erwin Wasey, Ruthrauff & Ryan, New York, named media director of agency succeeding **Harry D. Way**, who was appointed executive vice president in charge of EWR&R's New York office last month (Broadcasting, Feb. 23).

**Harry E. Wholley**, vp, Bryan Houston Inc., N.Y., to American Home Foods (subsidiary of American Home Products Corp.) as vp of advertising. **Warren Kratzke** promoted from assistant advertising manager to advertising manager, American Home Foods. At Bryan Houston Mr. Wholley supervised advertising and merchandising of Nescafe and several Colgate products. Prior to his six years there he was merchandising manager of soap products for Lever Bros. Earlier he spent eight years with Swift & Co., where he was district manager.

**Rolland V. Tooke** appointed executive vp of Westinghouse Broadcasting Co. effective May 1. Since 1956 he has served as WBC's Cleveland area vp in charge of KYW-AM-TV. Mr. Tooke in 1945 was made assistant general manager of WPTZ (TV) Philadelphia (now WRCV-TV), rising to general manager in 1953 when WBC bought station from Philco Corp.

**FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES**

**Broadcasting, April 6, 1959**
IT COMMUNICATES!

The deft flick of a woven blanket over a smoldering wood-fire once translated wisps of smoke into meaning that produced action. Electronic images have replaced the smoke signals of the Mackinaws, but the sense of communication remains. Now, the “flick” switches on television sets to the only real communication WOODlanders know — WOOD-TV! It blankets their firesides, weaving messages that inspire the buying action of the whole tribe. Got the message? Signal for the Katz brave and give 'im your schedule.

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

WOODland Center, Grand Rapids, Michigan
WOOD-TV—NBC Basic for Western and Central Michigan. Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.
The HOT SHOWS

MACKENZIE'S RAIDERS
starring RICHARD CARLSON

SEA HUNT
starring LLOYD BRIDGES

HIGHWAY PATROL
starring BRODERICK CRAWFORD

GRAND RAPIDS-KALAMAZOO
WOOD-TV

SHARE 30.9 RATING
BEATS Peter Gunn, Wells Fargo, Perry Como, Restless Gun, Lawman, Store Alias and many others.

BEAUMONT-FORT ARTHUR
KPAC-TV

SHARE 40.3 RATING
BEATS Maverick, Wells Fargo, Danny Thomas, 77 Sunset Strip, Groucho Marx, Perry Como and many others.

DAVENPORT-ROCK ISLAND
WOC-TV

SHARE 25.2 RATING
BEATS Naked City, U. S. Steel Hour, Playhouse 90, Dragnet, Highball, Steve Allen and many others.
RALEIGH-DURHAM
WRAL-TV

SHARE 23.3
RATING 16.6%
BEATS Lawman, Danny Thomas, This Is Your Life, Trackdown, Ozzi & Harriet, Cimarron City and many others.

LOUISVILLE
WHAS-TV

SHARE 43.7
RATING 66.7%
BEATS Yancy Derringer, Loretta Young, Wells Fargo, Gunsmoke, Wyatt Earp, Ed Sullivan and many others.

TOLEDO
WSPD-TV

SHARE 27.2
RATING 52.1%
BEATS To Tell the Truth, Restless Gun, Texas, Perry Como, Phil Silvers, Yancy Derringer and many others.

WICHITA
KAKE-TV

SHARE 39.9
RATING 51.2%
BEATS Gunsmoke, Lawman, Perry Como, Peter Gunn, Have Gun Will Travel, Perry Mason and many others.

CHARLESTON, W. VA.
WCBS-TV

SHARE 24.0
RATING 40.9%
BEATS Loretta Young, Red Skelton, Steve Allen, Alfred Hitchcock, Rawhide, Yancy Derringer and many others.

ROCHESTER, N. Y.
WVEH-TV

SHARE 38.6
RATING 70.8%
BEATS Alfred Hitchcock, Ed Sullivan, Texas, Wells Fargo, Peter Gunn, Red Skelton and many others.

ATLANTA
WAGA-TV

SHARE 24.4
RATING 36.4%
BEATS Red Skelton, Danny Thomas, Cafe 45, Spellbinder, Matt Wallace Presents, Ozzi & Harriet and many others.

NASHVILLE
WSM-TV

SHARE 24.0
RATING 51.2%
BEATS Restless Gun, Perry Mason, DePuy Phippin, GL Theatre, Peter Gunn, E. Cumings and many others.

SALT LAKE CITY-
OGDEN-PROVO
KSL-TV

SHARE 32.0
RATING 52.5%
BEATS Red Skelton, Danny Thomas, Ann Sothern, Have Gun Will Travel, Ed Sullivan, Peter Gunn and many others.
fire
the fast one
down the middle
in Detroit

TIGER BASEBALL takes the spotlight in one of America’s greatest sports towns. For your sales strategy in the rich Detroit market, FIRE THE FAST ONE DOWN THE MIDDLE! Pitch your story to the big, enthusiastic audience on WKMH with a brand new sports team—Van Patrick and George Kell. The Edward Petry Company has full details on how to crack Detroit’s rich market.

tiger baseball with a brand new sports team on

Represented by Edw. Petry Company Inc.

knorr BROADCASTING CORPORATION

BROADCASTING, April 6, 1959
DATEBOOK

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

APRIL

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

April 6-9—National Premium Buyers, 20th annual exposition, Navy Pier, Chicago. Premium Advertising Assn. of America will meet April 7, same site.

April 7—Peabody Awards Luncheon, Main Ballroom, Roosevelt Hotel, New York.

April 7—Academy of Television Arts & Sciences Chicago chapter, luncheon, Sheraton Hotel, Harry Ackerman, president of National Academy, is principal speaker. Chicago chapter is conducting own ballot for local awards, to be announced immediately following NBC-TV "Emmys" telecast May 6 on special program over WNBQ (TV) Chicago.

April 7—Trial of former FCC Commissioner Richard A. Mack and lawyer Thurman A. Whiteside for conspiracy to defraud U.S. President; Judge Burnta S. Matthews, U.S. District Court, Washington, D.C.

April 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. Docket 12,723.

April 9-10—National Religious Publicity Council, Mayflower Hotel, Washington. Radio-tv awards will be presented for service in coverage of religion.

April 10-U. of Missouri conference on more effective advertising, with agency executives participating, Columbia, Mo.

April 10-11—Republican National Committee meets at Sheraton Park Hotel, Washington, Host city for the 1960 nominating convention will be picked.

April 10-11—West Virginia Broadcasters Assn., spring meeting, Press Club, Charleston. Speakers: FCC Comr. Robert E. Lee; Al N. Sears, national president, Sales Executives International; Adam Young, president, Adam Young Inc.; Charles H. Tower, NAB labor relations dept., and Robert Mison of WMJR Marlton, Ohio, chairman of the All Industry Radio Music License Committee.

April 10-11—Michigan AP Broadcasters Assn., Leland Hotel, Detroit.

April 12-13—Texas Assn. of Broadcasters, spring meeting, Commodore Perry Hotel, Austin. Members of Legislature will be April 13 luncheon guests.

April 12-15—Assn. of National Advertisers, annual west coast meeting, Santa Barbara Mission, Santa Barbara, Calif.


April 14—Special luncheon meeting of Louisiana station managers and key engineering personnel on civil defense. FCC Comr. Robert E. Lee will speak. Site is Arnaud's Restaurant, New Orleans.

April 16—Public Relations Spring Conference, Ambassador Hotel, Los Angeles, sponsored jointly by U. of Southern California and Southern California chapter, Public Relations Society of America. Theme is, "Our Publics Look at Public Relations." Twenty professional groups are cooperating.

April 16-17—Illinois Broadcasters Assn., spring meeting, Hotel Pere Marquette, Peoria.

April 17—AM, fm and tv nationwide blackout, 11:30 a.m.-noon, for Convert drill involving 1,200 stations. Ordered by FCC on request of Office of Civil & Defense Mobilization.

April 17—Radio Advertising Bureau sales clinics at Tulsa, Okla., and Minneapolis, starting nationwide series that ends May 22. RAB will present 30 how-we-sold-it stories and exhibits.


April 22—"Genii" awards banquet of Radio & Television Women of Southern California, Beverly Hills Hotel, Los Angeles.

April 23—Georgia Assn. of Broadcasters, management conference, Dinkler Plaza Hotel, Atlanta.

April 23-24—Assn. of National Advertisers two-day workshop on advertising expenditures, Westchester-Billmore, Rye, N.Y.

April 23-25—Western States Advertising Agencies Assn., ninth annual conference, Oasis Hotel, Palm Springs, Calif.

April 23-25—American Assn. of Advertising Agencies, annual meeting at The Greenbrier, White Sulphur Springs, W. Va. Annual elections, other business in closed sessions April 23. April 24, presentation of "The Revolution in Rising Expectations" by correspondents, editors and publishers of Time Inc. magazines. Award-winning tv commercials, chosen by Art Directors Club of New York, and advertising films from Venice film festival will be shown both April 24 and 25. Creative session April 25 on safeguarding creativity in today's advertising agency, with discussions by Anthony C. Chevins, Cunningham & Walsh; John A. Sidbotham, Young & Rubicam, and David Ogilvy, Ogilvy, Benson & Mather, all New York. Rep. Bob Wilson (R-Calif.) to discuss legislative threats to advertising and what advertising needs to do. Other speakers to be announced. Annual banquet April 24.

April 24—Ohio Assn. of Broadcasters, Sheraton Gibson Hotel, Cincinnati.

April 24—Oregon AP Radio Assn., Multnomah Hotel, Portland.


April 24-25—New Mexico Broadcasters Assn., Bishop's Lodge, Santa Fe.


April 25—Idaho-Utah AP Broadcasters Assn., Boise Hotel, Boise.

April 25—New Mexico AP Broadcasters, Santa Fe.

April 26—Colorado-Wyoming AP Broadcasters Assn., Denver.

April 26-29—National Assn. of Transportation

BROADCASTING, April 6, 1959
Consumer spendable income is 22% above the national average. Based on Pulse ratings, any one of many 1-minute spot packages buys 1,000 quality radio homes for 51¢ on WISN.

### WISN Weekend Special

5000 watts none bigger
According to Pulse, it's BIG; adult sound reaches over 70% of Milwaukee Metropolitan homes every week.

WISN RADIO
5000 WATTS
NONE BIGGER

**FREE**
Merchandising Aids
Ask about WISN's complete merchandising plan that will move your product in and out of A & P, I. G. A. and Sentry stores.

**WISN 1ST**
In Milwaukee

5000 WATTS
non bigger

According to Pulse, it's BIG; adult sound reaches over 70% of Milwaukee Metropolitan homes every week.

James T. Butler, Station Manager
Represented by Edward Petry & Co., Inc.

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**Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.**
April 26-29—U.S. Chamber of Commerce annual meeting, chamber offices, Washington, D.C.
April 27-28—Potts-Weatherby Adv. Agency Radio-Tv Farm Clinic, Belleurvre Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

*April 29-May 3—American Women in Radio & Television, annual convention, Waldorf-Astoria, New York. Open House 10:30 p.m. April 29; tours and receptions, April 30 plus 7 p.m. opening and banquet; breakfast, speakers, luncheon, special events, May 1; breakfast, panels, speakers, luncheon, receptions, May 2; business meeting May 3.*

*April 30-May 2—Alabama Broadcasters Assn. annual meeting, Buena Vista Hotel, Blxoi, Miss. Speakers include FCC Comm. Robert T. Bartley; Dallas Townsend, CBS News; Charles H. Tower, NAB personnel-economics manager, and John M. Outter Jr., WSB Atlanta.*
April 30-May 3—4th district, Advertising Federation of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

**MAY**

*May 1—National Radio Month opens.
May 1—National Law Day.*

*May 1—Journalism Institutes, Center Bldg., U. of Wisconsin, Madison.*
*May 3-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.*

*May 2—Virginia AP Broadcasters, spring meeting, National Press Club, Washington.*

*May 2-3—Spring caucus sponsored by Los Angeles Advertising Women, Americana Hotel, Los Angeles. Includes business meetings, social features and awards luncheon.*

*May 3—Oklahoma AP Broadcasters Assn., Lake Texoma Lodge, Durant.*

*May 3-9—Canadian Radio Week, sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.*

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

*May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be “Films and Television for International Communications.”*  

*May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.*

*May 5—American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio. Association correlates work of groups and individuals interested in better radio-tv programming. Agenda includes panels on tv music, tv and children, and great plays on tv.*

*May 6—National Aeronautical Electronics Conference, biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.*

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10:30 p.m. (EST).
In one food store it quintupled the daily sales of a gardening product. In another it quadrupled business for a KNX beer advertiser. A store traffic study made by a major food chain revealed that it was the only display that people could associate with the product it promoted. Such are the facts about KNX Radio's own fabulous Product Peddler...the most colorful, effective, mobile point-of-sale display anywhere. For information about this proved bonus merchandising service see your KNX or CBS Radio Spot Sales representative.
spot
summer radio goes where
the family goes

Vacation may mean getting away from home...but Radio goes along.

You're traveling “right” with SPOT RADIO in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.
in the NEW PITTSBURGH

Take TAE and See

research proves

WTAЕ is the "hot" buy

WTAЕ

4

PITTSBURGH

CHANNEL

PRESENTED

BY

THE

KATZ

AGENCY

BASIC

ABC

IN

PITTSBURGH

REPRESENTED BY THE KATZ AGENCY / BASIC ABC IN PITTSBURG
MONDAY MEMO

from BUCKINGHAM W. GUNN, vice president and radio-tv director, Clinton E. Frank Inc., Chicago.

‘Shock treatment’ radio sells Flako

We believe in radio.

More than half of our agency’s gross billing is in broadcast media and 20% of that billing is placed in radio alone. We are making radio work for most of our clients. Let us give you one example.

A little over a year ago we were given the opportunity to advertise a new line of grocery store products which recently had been purchased by one of our clients, Flako Products Div., Quaker Oats Co. Historically, these products were advertised in a hit or miss sort of way: with small space in many newspapers, scattered radio spots, a few magazine insertions, a little outdoor, etc. The products were of excellent quality, but such scatter-shot advertising won them no real importance in the market place. Additionally, they were now facing strong competition from similar product lines supported by large advertising budgets.

The Challenge • This was our challenge: to successfully advertise these products in one half of the country with a limited budget for 26 weeks and reach as many people as often as we could. This is no small task for a limited budget!

We knew that the success or the failure of the advertising would be largely dependent on the media selected for this unusual job. Guesswork was out. We had to be right in our media selection. We set up a list of the most desirable qualifications against which we would judge various media:

(1) Our medium must adapt itself to the marketing program of 40 selected markets in the eastern half of the country. (2) Our medium must reach the primary audience of housewives, who control food store purchases. (3) The medium selected should give products the opportunity to be as dominant as possible. (4) The medium, if possible, should provide coverage outside the metropolitan areas of the selected markets.

(5) The medium should lend itself to forceful presentations of appetite appeal. (6) The medium should help the establishment of strong brand awareness. (7) The medium should be highly flexible. (8) The medium should have strong merchandising impact with brokers and the trade.

As we analyzed various media against these eight desirable qualities, it became apparent that many measured up in certain respects, but fell down in others.

For instance: national magazines, network tv and network radio did not properly fit the marketing program. Grocery store magazines, while local buys in theory, were better and less expensive buys on a national basis. Sunday supplements reach the consumer just after the big shopping days instead of before.

Newspapers, though local and timely, would not make the most of appetite appeal in black and white reproductions and could not give our products the wide extra coverage outside the metropolitan areas. ROP color in daily newspapers would give dominant impact, it’s true, but would not give us the repetition we needed. Spot tv could be exciting and highly merchandisable, but would be too costly for our budget.

The Method • And so we enthusiastically selected spot radio: because it is local, because it reaches an audience dominated by women, because it is inexpensive, because it gives extra coverage outside metropolitan areas, because it is flexible, because it lends itself to appetite-appeal selling and because it can be effectively merchandised to food brokers and the trade.

Having carefully selected radio as our medium, we concentrated on developing a highly dramatic use of that medium to do our job. We created an entirely new concept in concentrated radio saturation. We called it "shock treatment." In over 40 markets, on one or more stations in each market, we purchased a commercial announcement every 15 minutes, between 9 a.m. and 4 p.m., on Thursdays and Fridays, for a period of 26 weeks.

We knew that in order to give our products the importance needed and deserved, we must dominate our markets with one important medium. Did it work?

The Results • Here is what the "shock treatment" approach gave to our client’s advertising:

(1) Complete dominance in the market on the stations that housewives listen to most. (2) Concentration on the days that influence most food sales. (3) Concentrated advertising during the hours most housewives are listening. (4) Impact and selling power that only continuity and repetition can give.

(5) A wide daytime coverage that reached outside the metropolitan areas. (6) Selling announcements that carried the endorsement of local personalities that housewives could believe in. (7) Memorable jingles for strong brand identification. (8) A dramatic “off beat” merchandising approach to the trade.

With respect to the unusual merchandising approach, we gave each of some 80 food brokers a transistor radio with a Flako display sign. They were asked to take along the radio and sign when they called on their customers and they were able to tune in Flako spot announcements on an average of every 15 minutes during actual calls. Giving them the transistor radios—for sales calls and their own personal use—generated a good deal of enthusiastic response.

The Exclusive ‘Plus’ of Radio • Only radio could have done this job with the money available. Only radio would have been made to work so hard.

Sales figures must be well-kept company secrets, but let it be said that our client was so happy with the results of this radio effort that a new radio saturation plan was developed for the second year’s advertising and radio alone was responsible for wider distribution and increased sales.

We know that radio works. We have proved it!

A graduate of the U. of Illinois (1933), Buck Gunn served first with J. Walter Thompson Co., Chicago, then moved to WGN Chicago as program director from 1943-48. He was supervisor of radio-tv for Foote, Cone & Belding next for six years, joining the Frank agency in 1955. Under his aegis are 15 of Frank’s 17 accounts (including Formfit Co., Quaker Oats Co.-Flako products, Reynolds Metals Co., Hamilton Beach and Toni Co.’s Pamper, Tame, Bobbi products). Among Frank’s new accounts: Bisell Carpet Sweeper Co., Curtiss Candy and Brown Berry Oven. Mr. Gunn has three children, Giles 21, Charles 5 and Caroline 4.
"...and he had a microphone." Ray Newby (right) in 1959 recalls how he, at the age of 16 and Charles D. Herrold founded a radio station in San Jose, California fifty years ago. Credit to Herrold as the originator of broadcasting is many years overdue. While other experimenters were using their wireless equipment for point-to-point communication, Herrold thought of radio as an entertainment medium for a mass audience. Mr. Newby recounts, "Folks with crystal sets in San Jose and for miles around at first were amazed to hear voices instead of code. We'd go on Wednesday evenings and broadcast voice and music for a half hour. And sometimes we could run longer if the microphone and everything didn't get too hot."

That 15-watt station which Herrold started back in 1909 has continued, through KQW, to the present 50,000 watt KCBS in San Francisco. And, Herrold’s dream to “broadcast” to a mass
“I bought a one inch coil...

Audience has become a striking reality. Today, KCBS is heard by eight out of ten Northern California families each week.

1909 The first radio broadcasting station in the world.
1959 The Bay Area’s first station in the world of entertainment.

OPEN MIKE

Attention-getter
EDITOR:

For years I have been writing "Monday memos" to the staff and have always felt that like most memoranda from the front office, nobody pays too much attention. However, now that the Monday Memo has appeared in your March 30 issue (page 21, "Supporting the media buy boosts sales"), my faith in human nature has been re-established.

From the comments already received, I am convinced that there are readers aplenty and all seem to react quite favorably. . . .

David Wermen
President
Wermen & Schorr Inc.
Philadelphia

This is no bull
EDITOR:

You have to see it to believe it. None other than Henry I. Christal's representative from Detroit recently taken in El Escorial, suburb of Madrid, Spain.

This evidence will dispel all the theories that Christal salesmen throw

Bullfighter Spadea in Spain
the bull; they shy away from it. We sell and tell the facts and this picture is a fact.

Joseph R. Spadea
Henry I. Christal Co.
Detroit

Walter Damm's 'umbrella'
EDITOR:

After thoroughly digesting Broadcasting of March 16, I could not help but think back to 1949 when the original TV Ass'n amalgamated with NAB.

It was at this time that I was promoting the "umbrella" concept which you so justly refer to in the lead editorial.

True, it takes time for things to come about. But it seems to me, and always has, that in the radio and television business it takes longer.

Here is to your continued efforts to

expand the philosophy of the "umbrella" theory.

Walter J. Damm
2470 Treasure Lane
Fort Royal
Naples, Fla.

P.S. I was of course considered all wet at the time mentioned above by most people in the industry.

Convention coverage
EDITOR:

As usual, Broadcasting did an outstanding job in covering the annual NAB convention. After thoroughly reading the March 23 issue I feel well-informed on all the happenings in Chicago, and the book is certainly the next best thing to being there . . .

Oscar Elder
Committee on Appropriations
U.S. Senate

Views about the news
EDITOR:

Three cheers for Phil Wilson's view of reporting the news in depth (March 16, page 26).

We at WPEL firmly believe in a meaningful presentation to let our listeners discern the important, genuine news, not the superfluous conglomeration of odds and ends as is heard on many Top Forty stations.

M. Clare Patterson
News Director
WPEL Montrose, Pa.

EDITOR:

Concerning "News is No Circus" by Phil Wilson, news director, WANE-AM-TV Ft. Wayne, Ind., this "news show" is absolutely the correct title for a Top Forty station. It is an informative show and in accordance with the modern trend of programming.

First, it takes an intelligent news director to put together such a news program instead of the "run of the mill" type straight newscast that audiences are tired of listening to. A so called "circus" news show captures the discriminating type audience and is not a dull commodity.

And, too, there is another difference of the two types of radio stations. Some are satisfied with dining on beans; some prefer steak. Here in our area we are eating steak because we have an audience to our top 100 format and "circus-type news" along with the extra and memory tunes. If they (the listeners) didn't like this type programming we

BROADCASTING, April 6, 1959
Squeegee’s Mail proves the Community Coverage of KWTV Oklahoma City

Squeegee, star of the Big 9 Circus, received mail from more than 100 towns in the KWTV Community over an 8-month period...representing requests to appear on his show, and resulted in more than 10,000 youngsters coming to the studios of KWTV. Proof of KWTV’s Community Coverage!

BUY the TOWER with SALESpots in Oklahoma!

in TV and Radio... IT’S BROADCASTING YEARBOOK!

In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today’s rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to know what you’re doing—or else. That’s why so many busy people look to BROADCASTING YEARBOOK as the authoritative standard for latest facts about these twin media (and keep looking, all year ‘round, whenever they need information). The 1959 BROADCASTING YEARBOOK soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 16,000 subscribers in broadcast advertising. If you have some facts of your own for them, your message will enjoy a guaranteed gate of profitable attention month after month. There’s still time before the first round bell: deadline for proofs, July 1; final deadline, July 15. Call or wire collect to reserve space.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D.C.

ence” supposedly demands a special type of program appeal. Apparently the trained Negro does not have this appeal...I, however, subscribe to the principle of individual differences as being the most important, general factor in human behavior. I cannot accept the theory that mass media audiences differ racially.

Walter E. Brown
Wayne State U.
Detroit

Past may be prologue

EDITOR:

...WFHA-FM believes that the time has passed when the American family is satisfied to sit before a tv screen just because it is there to be peered at. We believe further that network radio, as known in the hale and balmy days, is also a thing of the past...[But] we believe that “network-type” programming of the type [William] Hayward speaks of (page 26, March 9) is definitely something to be considered on a local level. With more and more of the audience looking for something other than the typical tv fare or “music and news,” it is time for radio to offer something “new,” no matter that it may be something that’s been used before.

...WFHA-FM has made arrangements to program the same type programs that Mr. Hayward speaks of so glowingly...It is our firm conviction that we are instituting a “new” system of programming that will soon become the standard of our type operation.

Raymond H. Boyce
Program Director
WFHA-FM Red Bank, N.J.

‘Air-opinions’

EDITOR:

We have come up with a different term for our on-the-air expressions, usually called editorials. Someone was fussing about using that term. We are calling them “air-opinions.” It is put on the air in this manner:

REG. ANNCR: Here is one of KFMJ’s air-opinions for today.

FEATURE VOICE: (gives opinion).

Lawson Taylor
KFMJ Tulsa, Okla.

BROADCASTING
SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00, Add $1.00 per year for Canadian and foreign postage. Subscriber’s occupation required. Regular issues 15¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.
IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION
to Complete the Picture!

40% of the Memphis Market is NEGRO—and you need only one medium to sell it—WDIA!

MEMPHIS MARKET 40%

WDIA NEGRO PROGRAMMING EXCLUSIVELY

NOW REPRESENTED BY

THE BOLLING COMPANY, INC.

WDIA

MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC
TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!
How did it get so late so early?

Advance reservations are running heavy for the Storz Stations' Second Annual
INTERNATIONAL RADIO PROGRAMMING
SEMINAR and POP MUSIC
DISC JOCKEY CONVENTION

May 29-30-31, Americana Hotel, Miami Beach

Reason? Tremendous success of last year's Kansas City confab. Almost before that one adjourned, reservations started coming in for 1959, site unseen. Now that news of city, site, hotel and program is out, the mail turned heavy. Suddenly it's late—almost too late. Space in the seven hotels of Bal Harbour is going fast. Soon we'll have to berth you elsewhere on the Beach.

So don't be shut out—rush the registration form below to Bill Stewart . . . convention coordinator for the Storz Stations.

MEET AND HEAR: Harold Fello
John Blair, President, John Blair & Co.
John Box, Exec. V.P., Balaban Stations
Matthew J. Culligan, Exec. V.P., NBC
Bob Eastman, President, Robert Eastman Co.
Harvey Glascoc, General Manager, WHK, Cleveland
Marty Hogan, General Manager, WCFL, Chicago
Harold Krelstein, Pres., The Plough Stations
Gordon McLendon, President, the McLendon Stations
Duncan Mounsey, Exec. V.P., WPTR, Albany
Bob Purcell, V.P., G.M., KFWB, Los Angeles
Frank Stisser, President, C. E. Hoover, Inc.
Adam Young, President, Adam Young Inc.
Martin Block, WABC, New York
Ira Cook, KMPC, Hollywood
Howard Miller, WIND, Chicago

Discuss these and a score more vital subjects:

"Humanizing the Format Machine"

"Public Service in the Format Station"
"Counter Programming to Top 40"
"Programming of Music on Network Affiliates"
"Trends in Music"

Meet, hear and thrill to the big Saturday Night All-Star Show, featuring Peggy Lee . . . George Shearing . . . and many other stars to be announced.

NO COST TO YOU FOR ANY OF THE FUNCTIONS . . . including meals, Saturday night's banquet and show. These are completely underwritten by America's leading record companies—thus your expenses are limited to transportation and hotel accommodations, all of which are tax-deductible, according to competent legal counsel.

CONVENTION OPENS with cocktail party Thursday evening . . . business sessions Friday . . . Saturday and until noon Sunday.


RUSH TO BILL STEWART

Convention Coordinator,
The Storz Stations, 820 Kilpatrick Building, Omaha 2, Nebraska

Name ___________________________
Address _______________________
Station or Company Affiliation ________
Type of room ______________________
Rate desired (approx.) ______________
Rates in Hotels of Bal Harbour start at $10 daily for two.

BROADCASTING, April 6, 1959
YOUR TWO GALLONS ARE ON THEIR WAY! Every day, every American uses an average of two gallons of oil products. You could carry that much home in a bucket. But—carrying two gallons for every American every day comes to over a hundred billion gallons a year. That takes enough tankships to outweigh the U. S. Fleet... enough tank cars and trucks to reach from Boston to Houston... enough pipelines to go eight times around the world. Quite a job! And all part of the "everyday miracles" oilmen do for you every day.

Helping to build a better future... Standard Oil Company (New Jersey)  

[One of a series of messages appearing monthly in newspapers from Maine to Louisiana—the area served by Esso Standard Oil Company.]

[Other Jersey Standard affiliates and their distributors market elsewhere in the United States and 134 other countries and dependencies.]

The everyday miracles of oil
Inside the envelope of this famous power triode are incorporated many modern techniques of power tube manufacture. Some were basic to the "original" design. Many others have been adopted over the years—in line with RCA's never-ending effort to increase tube reliability and operating life.

But whether these techniques are old or new, this fact is sure: every one pays off for you in lower tube cost per hour of transmitter operation.

A typical example, this, where constant attention to tube engineering details makes the better tube!

Your RCA Industrial Tube Distributor handles RCA Power Tubes for every broadcast and TV station application. He's standing by to serve you.
Now...EVERETT-McKINNEY Sells

WHFB—S.W. Michigan's most powerful station—proudly announces the appointment of EVERETT-McKINNEY as its National Representative.

See EVERETT-McKINNEY for all the facts and figures about WHFB's area-wide domination from the heart of one of the Nation's newest Potential Metropolitan Areas and Michigan's Number One Farm Market.*

Talk to your EVERETT-McKINNEY man about this important, diversified market of Agriculture, Industry and Resort served by WHFB's FULL-RANGE Programming concept.

AREA-WIDE 4-COUNTY RADIO SERVICE

WHFB | 1000 W

BENTON HARBOR-ST. JOSEPH

* 4-County Data (SM—May ’58):
Pop—296,100 . . . . $3,572,569,000; Farms—1,396 . . . . O.F.I.—$8,832,000

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name

title/position

company name

address

city

county

counties

code
ANOTHER SURE THING
FROM ITC
NOW COMING YOUR WAY......
The famous **FURY** Already signed up for a FIFTH year on NBC-TV by General Foods Corporation and The Borden Company, through Benton & Bowles, Inc., now available as Brave Stallion for your profitable sponsorship.

The adventure series about a black stallion that . . .

lassoes a whopping 64.1% average share of audience (Nielsen, July-Dec., 1958) at a $1.70 Cost Per Thousand (Jan.-Dec., 1958)

ropes off an impressive 17.8 rating (Nielsen 4-Season Average, Oct., ’55 through Jan., ’59) on NBC-TV, Saturdays, 11-11:30 A. M.

BRAVE STALLION will corral a loyal all-family audience in your market . . . available right now! For a sure thing, wire or phone Plaza 5-2100 collect.

INDEPENDENT TELEVISION CORPORATION

488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100
"The Sound of Quality’ on WRC Radio has proven to be the 'Sound for Saving’ for us at First Federal Savings and Loan Association, Washington. We believe that the ‘Sound of Quality’ on WRC Radio, during the many years that we have sponsored the news, has been our best medium for obtaining new savings customers.” (signed) W. Franklin Morrison, Vice President and General Manager, First Federal Savings and Loan Association . . . Further proof of WRC’s effectiveness as a sales agent and image builder in the Washington market. NBC Leadership Station in Washington, D. C. Sold by NBC Spot Sales WRC - 98.
HOW TO GO ABOUT EXPANDING TV

FCC works toward plan to add some stations soon, more later

The FCC tackled the difficult TV allocations problem twice last week and, as far as can be learned, still has not been able to move off dead center.

The Commission met all day Monday and also on Thursday morning. No meeting of minds took place.

Further meetings are scheduled. An implied three week deadline was understood to have been set by FCC Chairman John C. Doerfer.

As near as could be ascertained the seven FCC members could not get together on the general outline of where TV is going—either on a long range basis or on an interim foundation.

A sentiment seems to be developing, it is understood, to agree that nothing definitive can be accomplished on the TV allocations matter until it has been determined whether or not the military services will trade some VHF space for other areas of the spectrum under FCC control.

Know in Three Months • The position of the military, it is hoped, will become known in two or three months.

If a trade is agreed upon, an all VHF TV system seems certain. The hope is to secure 38 channels contiguous to the present Ch. 13 (210-216 mc), to establish a 50-channel TV system.

It is believed that the Commission seems to be at an impasse. Only FCC Comr. Robert E. Lee has spoken out in favor of moving TV to UHF.

Comr. Robert T. Bartley has indicated that he might not be adverse to moving to UHF by degrees.

The other extreme are Chairman Doerfer and Comrs. T. A. M. Craven and John S. Cross. All three feel that a move to UHF would be disastrous.

Chairman Doerfer has from time to time made known that if no other solution is in sight, he might consider relaxing some of the present stringent regulations to permit additional channels to be assigned to troublesome areas—particularly those with less than three comparable assignments.

Cross' Thoughts • Comr. Cross presented his ideas to the FCC last month. In a communication to his colleagues, Comr. Cross suggested that the Commission accept the idea of a 12-channel VHF TV system, that some standards be relaxed to permit additional assignments to be made, and that UHF be used for translators and boosters to broaden service.

The Arkansas Democrat made no bones about his doubt that the Commission could secure additional VHF channels from the military. He said:

"Swapping some existing VHF and some existing VHF spectrum space with the military services so as to permit 25 to 50 contiguous TV channels (starting with Ch. 7) involves replacing hundreds of millions of dollars worth of existing military (and allied) electronic equipment. It also has receiver compatibility disadvantages. Moreover, it involves conflicts with existing international agreements to which the United States is a party. . . . Even if the swap could be arranged, and the international agreements changed, I see no possibility of any appreciable relief from this proposal for at least 10 years. I have therefore abandoned this proposal except as a very long range possibility."

He continued: "I therefore find myself in the uncomfortable position of being convinced that 12 VHF channels are too few; that it is too late now to change from VHF to UHF, and that the proposal to have 25 to 50 contiguous channels (starting with Ch. 7) offers no appreciable relief for at least 10 years. . . ."

The answer, according to Comr. Cross, is to recognize as basic that the present 12 VHF channels "offer the only immediate opportunity" for providing the maximum amount of TV service to the maximum number of people. He suggested that the Commission work toward accomplishing two objectives: (1) multiple services to concentrated populations and (2) some service to sparsely settled areas.

U's for Small Towns • In discussing the use of UHF for small towns and perhaps rural service, Comr. Cross suggested that maximum radiated power be limited to 10 kw, that separations be reduced and that translator operation be permitted on all UHF channels. He also suggested that UHF assignments be deleted from the rules and that grants be made on an application basis.

Comr. Rosel H. Hyde is believed still clinging to the hope that a combined VHF-UHF allocation—although not intermixtures—can be made to work.

Comr. Frederick W. Ford generally has expressed himself as withholding a decision one way or the other until it is learned definitely whether or not extra VHF channels can be secured from government sources.

The TV allocations presentation on which the FCC is working is essentially a status report to the Congress. The Commission has been informed that when it is ready it will be asked to appear before the Senate Commerce Committee.

Hill Beckoning • This call may be coming shortly. Back with the Senate committee for the next two or three weeks is Kenneth Cox, Seattle attorney, who has acted as special TV counsel for the group. Mr. Cox is working with the committee on a matter unrelated to broadcasting.

Mr. Cox still has to submit his report on TV allocations to the Senate committee. He has let it be known that he does not intend to submit this document until the FCC has taken some action. He is also said to be waiting for answers to questions submitted by the committee to the FCC last year.

Government engineer wants more VHFs squeezed into system

A long-range plan for better management of the spectrum

Other users eye TV space, but telecasters argue to keep it
A PLEA FOR SQUEEZING IN MORE V'S

Bureau of Standards expert says shorter separations are answer

The government engineer whose calculations led to fm's present placement in the spectrum urged the FCC last week to create more vhf tv stations by reducing the distances between them.

Dr. K. A. Norton, who is now chief of the radio propagation engineering division of the National Bureau of Standards and Chairman John March of the allocations problem, ought to radically cut down separation mileage between tv stations on the same channel.

This move would take care of the tv allocations problem, he stated in a March 27 letter addressed to FCC Chairman John March. The letter was also signed by Dr. Norton's three section chiefs (J.W. Hebstreit, P.L. Rice and R.S. Kirby).

Dr. Norton, as an FCC propagation engineer, was the architect of the FCC fm allocation of 1945 which put the fm broadcasting system in the 88-108 mc range it now occupies. In 1949, having moved to the Bureau of Standards, he and associates submitted recommendations like those resubmitted last week for distribution of tv channels.

AMST Attacks • The recommendations were immediately attacked by W. Lindow, executive director of the Assn. of Maximum Service Telecasters. Mr. Lindow charged that the Norton suggestions were precisely the same as those advanced in 1949; "a proposal which was repudiated because it was unsound and impractical."

Mr. Lindow continued: "They themselves conceded that television service would be concentrated around the transmitters of television stations, and that metropolitan areas would get practically all of the service at the expense of rural areas, suburban areas and other outlying districts."

"...today some 99% of the families in the United States are able to enjoy television service. Under the proposal of these people this service would be cut to ribbons."

FCC Chairman John C. Doerfer was more stringent in his reaction to the Norton idea. He commented:

"There is an ideal of engineering symmetry, and it looks awfully good on paper. But the resolution of the tv allocations problem is not only a technical matter, it also involves economics, social philosophy and overall policy. The Commission must meld the engineering dreams into practicality."

Dr. Norton's letter began with a reference to the TASO report, submitted to the FCC last month at the NAB convention (BROADCASTING, March 23, 16). This report represents only a majority opinion, Dr. Norton said, and this is its "strength and a weakness."

The Boulder scientists made three reservations to the findings of TASO:

1. Methods of defining service area of tv stations are confusing.
2. Claim of the development of a useful prediction method are based on a study of the correlation between the observed and the predicted field strength variations without regard to absolute values; and
3. "...the finding that CRPL transmission loss prediction formula for specific terrain conditions does not increase the accuracy of prediction relative to universal curves sufficiently to justify the extra labor."

Then the writers turned to what they call the "proper understanding of technical principles of allocation."

References: The Norton letter refers to the 1949 ad hoc committee report and an addendum written in 1950, in which it was recommended that the FCC should attempt to "maximize the service area per channel rather than maximize the service area per station."

This still seems the correct procedure to adopt, the government radio engineer stated.

Using the information then available the conclusion was reached that stations could be co-channel spaced as little as 110 miles apart and for adjacent channel as little as 40 miles apart. With the TASO information at hand, the letter continued, the FCC could "...simply adopt" a reasonably small minimum spacing (e.g., 100 miles) between high power co-channel stations as a basis for a technically efficient and yet administratively convenient method of allocation. Even spacings closer than 100 miles might sometimes be justified, Dr. Norton stated.

The present FCC allocation principles of maximum power, maximum antenna height and required spacing appear to be wasteful, the Norton letter stated. This cannot be afforded any longer where the demand for other legitimate and important uses is so great, he said.

Today's Standards • Present FCC television standards require vhf co-channel stations to be no closer than 170 miles in Zone I, 190 miles in Zone II and 220 miles in Zone III. Spacings for uhf co-channel stations are less than these separations. Power and antenna height maximum are based on bands of frequencies—ch. 2-6, 100 kw at 1,000 ft; chs. 7-13, 316 kw at 1,000 ft, and chs. 14-83, 5,000 kw at 2,000 ft. Antenna heights in Zones II and III—the western regions and the gulf coast respectively—may be 2,000 ft. with these powers.

The Norton letter continued:

"We believe that the trouble the FCC has been having in the allocation of television channels arose from its decision to satisfy everyone, and a tendency to lean too heavily on the advice of industry engineers who obviously have their own selfish interests to protect."

The present allocation was based on the FCC desire to serve rural televisioners, the letter stated, but this is "fallacious. The answer, Dr. Norton said, is that "...you can't satisfy everyone—only the majority."

Since the majority of people live in metropolitan areas, he continued, rural televisioners will necessarily suffer interference if spacings are shortened.

The move of tv to uhf not only would be economically unsound, Dr. Norton said, but it would be an inefficient solution since the demand for channels will never be wholly met using present wide spacing between tv stations.

Vary Powers • The CRPL letter advocated the use of varying powers for individual stations and also the use of low power vhf translators and boosters. This would encourage "many thousands" of such translators and boosters in the less populous regions. It concluded:

"...we believe there is a good chance that all of the really important and economically feasible television requirements of this country can be accommodated on the present 12 vhf channels by..."
Some radio stations call them announcers. At WITH, we call them personalities. The difference? First, experience—110 years of it, and most of it on WITH. Second, approach—these men manage to put personal selling into even a transcribed commercial. Third, popularity—each has his own big band of fans that multiply during our 24-hour broadcast day.

The result? PRO-fitable PRO-motion of your PRO-duct!

Tom Tinsley, Pres.

Radio Baltimore

R. C. Embry, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans
Ohio Stations Representatives in the state of Ohio

McGavren-Quinn in Chicago, Detroit and West Coast

BROADCASTING, April 6, 1959
MANAGING THE SPECTRUM

Special committee report at last disclosed

The rumor-surrounded report of an Administration ad hoc spectrum committee became officially available last Thursday (April 2).

Subject of controversy that ranged all the way from the Capital broadcast fraternity to the NAB convention in Chicago (BROADCASTING, Feb. 9, March 23), the report emerged after three months of government review.


The advisory group proposed a study of spectrum management and use by a three-man board to be appointed by the President "by and with the advice and consent of the Senate."

Director Hoegh overruled his ad hoc committee in part last Feb. 5 by proposing the study be conducted by a five-man Presidential commission. The Hoegh proposal drew bipartisan protests from Capitol Hill where legislators said membership of any spectrum commission should be chosen with Congressional participation. Proposed legislation (SJRes 76, HJRes 292) calling for Congressional authorization of a Presidential study is pending.

Other members of the Cooley committee, appointed Nov. 4, 1958, were Frank G. Kear, of the Kear & Kennedy consulting firm; William G. Thompson, retired assistant vice president of the American Telephone & Telegraph Co.; Maj. Gen. W. Preston Corderman (retired), vice president of Litton Industries, and Dr. Irvin Stewart, onetime member of the FCC and former president of the U. of West Virginia.

Need for More Space • This reference was made in the report to the industry's problem: "Non-government users of the spectrum, for example the broadcasters, have indicated a need for additional channels in certain frequency ranges not now available."

The ad hoc committee noted the importance of telecommunication systems to national security and the vastly increased need for spectrum space. It spoke critically of the "numerically inadequate" staff of 12 telecommunications people at OCDM. This later drew from Director Hoegh a promise to increase the staff.

Interdepartment Radio Advisory Committee (IRAC), giving technical guidance in assignment of frequencies to government agencies, was described as "primarily a group of co-equal users and as such is not an appropriate group to act, nor does it act, as a policy making or authoritative body." FCC, it was explained, has a staff of 1,000 people, with seven commissioners providing high-level direction.

Under the Communications Act of 1934 the President has the responsibility for assigning radio frequencies to federal agencies and the FCC to commercial and private users, including state and local governments. This sets up a dual control over a single resource, a point stressed by the report of the
Wonderful people, Wovbugs. We're just mad about them. They're just mad about WOV. You'll be wild about the sales results they'll work for you. Reach the Wovbugs and you reach the largest Negro Listening Audience in the entire 17 County Area of Greater New York.

Seriously, this alert Negro Community encompasses 1,500,000 people living in New York, New Jersey and Connecticut. Its population has grown over 40% in the past 10 years. Its income level has grown even more. It spends more of its spendable income than any people in America.

WOV programs 11 1/2 hours a day to the needs and interests of this powerful economic force. It is the only radio station of its kind in the market that reaches every one of the 17 counties in it. That's why — in your media strategy it makes sense to include WOV on the schedule.

WOV NEW YORK
Representatives: John E. Pearson Co.
President's Communications Policy Board in 1951.

FCC is Expert • The ad hoc group was struck by the lack of high-level consideration by the government of many vital telecommunications matters whereas the FCC "provides a vehicle for adequate consideration in the non-government area." It added, "There is also an unfortunate absence at present of anyone in the Executive Branch with adequate knowledge, experience and stature to act for the President in these (government vs. non-government) matters and there is not available there in an organization adequate to accumulate the information and experience upon which to base sound action."

In its conclusions the ad hoc group felt the Executive Branch should strengthen its telecommunications management and opposed the vesting of additional powers in this area to the FCC.

The proposed three-man board would know plans of all agencies it serves and have a bearing on war plans and production of civilian and military gear.

The board, it was recommended, should study use of frequencies, become familiar with military and civilian operations and research, suggest areas of research, maintain continuing review of allocations, review international telecommunications and advise the President of developments in the field. Provisions for an adequate staff were set out, with the FCC not to be disturbed in its work. The board would have "no responsibility for the operation of any telecommunications." Procedure suggests the President ask for legislation and draft language was submitted.

OTHER USERS STAKE CLAIMS ON UHF

But AMST submits study showing need for both u and v bands

The FCC's touted grand inquiry into the use of the radio spectrum between 25 and 251 mc has turned into a slug- ging match between AT&T on one side and private mobile radio advocates on the other—and a general game of dart-throwing at the uhf television allocation.

Basic difference between AT&T and others commenting on the requirements of mobile radio users is one of policy.

AT&T recommended a wide-band allocation under common carrier auspices to handle all mobile radio usage ranging from taxicab service to citizens radio.

Private mobile advocates, led by Motorola, bitterly attacked this principle and plumped hard for a separate, privately-run individual service for each of the mobile services.

But both AT&T and Motorola—and others in the Motorola camp—hit hard at what they termed the large number of television frequencies not heavily used—the uhf. Motorola went one step further and recommended the elimination of chs. 2-6.

Television Defended • Defense of the television allocations was vigorously made by the Assn. of Maximum Service Telecasters and NAB. The present fm allocations were defended by FM Broadcasters.

The 25-890 mc study was instituted by the FCC in 1957. A second inquiry involves the use of the spectrum above 890 mc. Both are designed to tell the FCC the present and future needs of radio and whether these two major areas.

The presentations filed last week were in the nature of direct testimony, as requested by the FCC. More than 50 papers were filed at deadline last Monday. The next step, according to the FCC, may be an open hearing. The most important filings particularly those affecting broadcasting frequencies is contained below:

Maintain Tv Principles • Assn. of Maximum Service Telecasters, a group of 120 top drawer tv stations most of which operate in the vhf band, defended vigorously their position in the spectrum by saying it was the only reasonable position in the radio spectrum and urged the FCC not to make any changes in standards or techniques without exhaust all tests to make sure they work. The presentation was made by Lester W. Lindow, executive director.

Mr. Lindow urged that the FCC maintain the present vhf and uhf bands for tv. He also stated that uhf frequencies should not be removed from their allocation to the tv service unless comparable vhf frequencies were added as compensation.

Technical presentation was made for AMST by Howard T. Head, of A. D. Ring & Co., AMST's consulting engineering firm. The fact-packed document presented a channel breakdown of the radio spectrum between 25 mc and 890 mc showing that tv occupied only 82 channels (3.5% of all non-government allocations) in this portion of the spectrum (as against other services' usage ranging as high as 547 for public safety).

AMST agreed that on the basis of space alone, AMST stations had the 216 bands of the 25-890 mc space. But, it continued, this is "unrealistic" and actually "distorts" the allocations picture.

If only vhf is considered, AMST related, tv has 12 channels, or less than 0.6% of all such channels above 25 mc. Even in uhf, tv has only 70 channels (less than 5% of all uhf allocated to non-government services.

Vital to American Public • Not only is tv available to the American public in bringing news, education and information but tv has contributed to the expansion and vigor of the economy. "Television well deserves its title of the $100 Billion Pump Primer," AMST said.

Between 85% and 90% of all tv homes in the U.S. are served by at least three stations. The average u.s. television home has a choice of at least five television stations and actually views more than three stations.

There are now more than 50 million tv sets in 44 million tv homes (147 million people). There are actually more tv homes than those with telephones (39 million), electric toasters (37.5 million), electric washing machines (43 million), electric irons (43.5 million), electric clocks (36.4 million) or bathtubs (41.2 million).

Moreover, AMST, said, "more than 20% of the entire waking life of the average tv viewer is spent watching tv," that's television.

The loading of frequency channel is another method of determining us usage. AMST said that 94% of the authorized and authorized stations and translator mean that each frequency has an average load of 11 stations. If only one station is used, the average frequency loading is more than eight stations per channel.

"This is a much higher average frequency loading than for television broadcast than was for standard broadcasting at a comparable stage in its development," AMST said.

This average is also higher than for fm radio, AMST pointed out. Fm now in its 18th year, has an average of eight authorized stations on each of its 100 channels.

Segregating the vhf and uhf portion of the tv band, the 12 vhf channel have an average frequency loading o
"Don't tell me Roanoke has 420,000 tv families."

We won't. That's the number of tv families in the greater Roanoke market, which is bigger than all of us.

"Top 50" buyers ought to scrutinize our market before they leave us off a schedule. *Whoa, man, that's negative.*

Well, how's this?

Careful buyers who plan tv schedules for results get what they plan for with WSLS-TV. With full power of 316,000 watts on Channel 10, a healthy assist from NBC, strong local programming, and a signal that leaps off a mountain 3934 ft. high, WSLS-TV welds a 58-county area into the greater Roanoke market of 420,000 tv homes.

For more information, listen to Blair Television Associates.

**WSLS-TV**

*Channel 10 • NBC Television*

Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio) of Shenandoah Life Insurance Company
Well, statistics confirm what I've known for years—the **WGAL-TV** audience is greater than the combined audience of all other stations in the Channel 8 area.

**AMERICA'S 10th TV MARKET**

**WGAL-TV**

**CHANNEL 8**
**LANCASTER, PA.**
**NBC and CBS**

STEINMAN STATION • Clair McCollough, Pres.

*Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco*
42 on-the-air and authorized stations. If pending, non-duplicated applications are counted, this figure increases to 45.

**Investments Heavy** • As of the end of 1957, AMST said, the 3,076 operating, non-network owned radio stations had an average investment in tangible property of $100,575 and expenses of $125,900. Television's 485 operating, non-network stations had an average investment in tangible property of $571,800 and expenses of $795,500. TV stations, AMST noted, cost 8.7 times as much as AM radio to construct and 6.3 times as much to operate.

All but four of the 82 channels allocated to TV have a station either on the air, authorized or pending a grant, AMST cited. This means that more than 95% of the channels allocated to TV either were in use, authorized or applied for by late February 1959, AMST said. Nearly 80% of the channels were occupied by operating stations. Stations are operating on all 12 vhf channels and 52 of the 70 uhf channels.

The investment figure in tangible broadcast property for TV, AMST said, approximates $600 million under original costs.

From 1946 to 1958, AMST estimated the public invested more than $25 billion in TV receivers, antenna and other components, installation repairs and replacement parts. The public is spending $2.7 million annually on receivers and allied equipment and services, AMST said that Electronic Industries Assn. had estimated.

Each vhf channel serves almost 50.5 million people, AMST noted. Stations on the air, not counting translators, bring TV directly to an average of more than 324,000 persons per channel. Stations on nine of the uhf channels serve more than 1 million persons per channel and stations oper-

**NIELSEN**

**TOP 10 NETWORK PROGRAMS**

Tv report for 2 weeks ending March 7

<table>
<thead>
<tr>
<th>Rank</th>
<th>No. Homes</th>
<th>Program</th>
<th>Rating</th>
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<tbody>
<tr>
<td>1.</td>
<td>17,048</td>
<td>Gunsmoke</td>
<td>12.2</td>
</tr>
<tr>
<td>2.</td>
<td>16,808</td>
<td>Wagon Train</td>
<td>12.4</td>
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<tr>
<td>3.</td>
<td>15,346</td>
<td>Have Gun, Will Travel</td>
<td>11.8</td>
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<tr>
<td>4.</td>
<td>14,872</td>
<td>Rifleman</td>
<td>10.6</td>
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<tr>
<td>5.</td>
<td>14,300</td>
<td>Danny Thomas</td>
<td>10.6</td>
</tr>
<tr>
<td>6.</td>
<td>13,840</td>
<td>I've Got a Secret</td>
<td>10.6</td>
</tr>
<tr>
<td>7.</td>
<td>13,323</td>
<td>Wells Fargo</td>
<td>10.6</td>
</tr>
<tr>
<td>8.</td>
<td>13,244</td>
<td>Peter Gunn</td>
<td>10.6</td>
</tr>
<tr>
<td>9.</td>
<td>13,200</td>
<td>Maverick</td>
<td>10.6</td>
</tr>
<tr>
<td>10.</td>
<td>12,672</td>
<td>Real McCoys</td>
<td>10.6</td>
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</table>

**PULSE**

**TOP 20 NETWORK PROGRAMS**

Tv report for Jan.-Feb.

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Playhouse 90</td>
<td>26.6</td>
</tr>
<tr>
<td>Wyatt Earp</td>
<td>25.4</td>
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<tr>
<td>Father Knows Best</td>
<td>24.6</td>
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<tr>
<td>Wells Fargo</td>
<td>20.0</td>
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<tr>
<td>GE Theatre</td>
<td>19.7</td>
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<tr>
<td>Perry Mason</td>
<td>19.2</td>
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<td>Top 10 Network Programs</td>
<td>18.6</td>
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<tr>
<td>My Little Margie</td>
<td>17.9</td>
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<tr>
<td>Jack Paar Show</td>
<td>17.4</td>
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<tr>
<td>Gunsmoke</td>
<td>16.5</td>
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<tr>
<td>Studio One</td>
<td>16.5</td>
</tr>
<tr>
<td>Father Knows Best (CBS-124)</td>
<td>15.8</td>
</tr>
<tr>
<td>Hanging Around</td>
<td>15.8</td>
</tr>
<tr>
<td>Have Gun, Will Travel (CBS-148)</td>
<td>15.8</td>
</tr>
<tr>
<td>Western Union (CBS-149)</td>
<td>15.8</td>
</tr>
</tbody>
</table>

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

**Adventure Time (ABC-127):** Participating sponsors, Tues. & Thurs. 5:30-6 p.m.

**American Bandstand (ABC-131):** Participating sponsors, Mon.-Fri. 4:53-5:00 p.m.

**CBS News (CBS-151):** Various sponsors, Mon.-Fri. 6:45-7:00 p.m.

**Cheyenne (ABC-137):** Johnson & Johnson (Y&R), Armour (FC&B), Harold Ritchie (K&E), Tues. 7:30-8:30 p.m.

**Perry Como (ABC-132):** Various sponsors, Sat. 8-9 p.m.

**Concentration (NBC-152):** Various sponsors, Mon.-Fri. 11:30 a.m.-noon.

**Desilu (CBS-123):** Westinghouse (M-E), Mon. 10-11 p.m.

**Father Knows Best (CBS-124):** Lever Bros. (JWT), Scott Paper (JWT), Mon. 8:30-9 p.m.

**GE Theatre (CBS-147):** General Electric (BBDO), Sun. 9-9:30 p.m.

**Guiding Light (CBS-129):** Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

**Gunsmoke (CBS-173):** Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
AMST said that in the spring of 1958, there were more than 3.5 million active uhf tv viewing homes, or an average of 12 million persons.

The 162 translator stations in operation in mid-February, all using the upper uhf band, serve almost 1 million persons, AMST said.

Only 26 stations in the continental U. S. are not affiliated with a network, AMST noted. Nineteen of these are in markets already served by three stations which are affiliated. Eight are located in New York and Los Angeles.

The average tv station furnishes service for about 14½ hours per day, AMST said. For the 546 stations now on the air, this equals 7,900 hours per day, 55,000 hours per week and nearly 3 million hours per year.

This does not count the 162 translators on the air.

**Service to Farmers** • More than 68% of the 5.3 million farm households have tv, AMST pointed out. This covers nearly 14 million persons. tv. AMST said, is the leading medium on farms—with radio second and reading third.

During the week of Feb. 13-19, 94.7 million persons over 12 years of age—74.9% of the adult population—watched tv some time or other. More people watched tv than listened to the radio, read magazines or attended movies. Although more people over 12 read newspapers than watched tv, AMST pointed out, the total time spent watching television was nearly five times the total spent reading papers.

"In fact, more time was spent by persons over 12 years of age watching television than was spent listening to the radio, reading newspapers, reading magazines or attending movies combined," AMST stated.

The AMST position was predicated on two counts: "Maintain the present high technical quality of American tv and the present wide availability of multiple tv services throughout the country."

Tv's present heavy utilization of existing spectrum space is not the sole criterion, AMST warned. Tv broadcasting is "dynamic and expanding" and requires room for growth.

**Move to Uhf?** • If tv were reallocated to uhf, a major portion of the investment by broadcasters and the public, exceeding $264 billion, would be obsolesced, AMST warned. It added:

"In order to continue to provide the American public with the volume of service which it now receives and to provide room for growth, all 12 vhf channels as well as each of the 12 vhf channels must be preserved for television broadcasting and the 70 uhf channels must also be preserved for television unless an appropriate number of additional uhf channels is allocated in exchange."

If tv were moved to uhf, AMST warned, more than 25% of the total land area of the U. S. would be without "service of consistently good quality," in quoting the "critical distances" developed by the Television Allocations Study Organization.

In spelling out some of these losses, AMST estimated that Iowa would lose 23,700 square miles, or 42% of the total state area. Virginia, for example, would lose 8,100 square miles, or 20% of its land area.

Actually, AMST pointed out, these figures are "dramatically diminished. The critical distances in uhf become less and less as the frequency is higher in the spectrum. TASO reported, AMST recalled, that the "critical distance" for the upper uhf (chs. 41-43) is only 30 miles—75% of the critical distance for chs. 14-40. The critical distance for the lower uhf channels was estimated by TASO to be 40 miles from a transmitter.

"Taking into account long range consideration," AMST said, the most advantageous allocation would be additional uhf space for tv.

AMST also demolished the possible contention that tv should be operated via wire lines. It would cost, AMST said, from $12 to $50 million to install the cable for just one market, Los Angeles. One proponent of pay tv, AMST noted, estimated that a wired system designed to serve 150,000 subscribers in a single market would range from $11 million to $18 million. This is a capital investment of $73.50 to $122 per subscriber.

A wired tv service, AMST said, would serve only the great centers of population in metropolitan areas; at least 36% of the population living in rural and small towns would lose service they now receive from free, broad coverage tv, the organization pointed out.

AMST also insisted that present standards be maintained—a 6-mc channel, directional antennas, precise and very precise carrier frequency control operations. AMST said:

"With respect to these techniques, the TASO Report recognizes that further investigation and reliable field testing in particular is required. Accordingly, AMST respectfully suggests that, until completion of the essential tests, it would be premature to attempt to present details on the feasibility of such techniques and it would be premature for the Commission to consider them, at this time, as a means of reducing the spectrum space now allocated to television broadcasting."

**Keep Status Quo** • Harold Fellows, president of NAB and speaking presumably for the entire broadcast industry, asked the FCC to maintain the status quo until the findings of the TASO report have been evaluated and until the government has completed its analysis of government and non-government spectrum occupancy.

"It is obvious", Mr. Fellows said, "since television occupies more than 50% of the non-government space between 25 mc and 890 mc that that service holds the key to the entire band. tv should be a nationwide, free competitive service, the NAB president said. An allocations plan involves considerations which include economics, social objectives, political aspects and technical factors. It cannot be known at this time whether tv should have 40, 60 or 80 channels. "But I do believe," Mr. Fellows stated, "that it is important that sufficient channels be reserved so that growth will not be stunted." Mr. Fellows foresaw the day when small television stations serving local communities will be required to serve as outlets for the huge increases in advertising and expenditures to move tremendous upsurge in goods and servicing that will be the economy of tomorrow (A.D. 2000, 273 million people, $900 billion gross national product).

Mr. Fellows also estimated that by 1968 there will be more than 78 million tv sets in use (vs. 48 million today).

"To that end," Mr. Fellows concluded, "it not only is necessary to have sufficient allocations for present usage, but it is doubly important that sufficient space be reserved for the station of tomorrow." And he said:

"No steps [should] be taken which would preclude the reservation of an adequate number of channels for a nationwide competitive television service based upon anticipated growth in the nation's population and economy."

**Auxiliary Services** • A. Prose Walker, NAB engineering manager, urged that allocations for broadcast and television remote pickup channels in the 25-26 mc area be retained as there are about 1,500 authorizations in these areas. The same should be done with the broadcast pickup bands in the 152-153 mc area, Mr. Walker stated. Mr. Walker asked that the six channels now proposed to be allocated to broadcast at 161 mc be expanded to 10 channels. He also asked that two bands of 10 channels each, separated by about 5 mc, be made available for broadcasting in the 450 mc region. He also called on the present channel width at 160 mc to be retained.

**Future of tv First** • American Broadcasting-Paramount Theatres: AB-PT said that "it does not at this point de-
sire to submit evidence in the 25-890 mc proceeding. ABC called attention to the TASO report, its own 1957 pleading with the Commission for more vhf channels in major markets and other moves to solve the tv problem.

"Accordingly, . . . ABC remains of the view that the future of television allocations should be determined before any overall reallocation of frequencies in the 25-890 mc band is attempted," the network stated.

**Hold Fm Untouched** • Ben Strouse, WWDC-AM-FM Washington, director of Fm Broadcasters, championed fm as the only hope for truly satisfactory broadcast stations and strongly urged the FCC to leave untouched the space currently assigned to fm.

"The 88-108 mc band presently allocated for fm broadcasting must in the public interest remain intact," Mr. Strouse said. "Fm should not be transferred to another portion of the spectrum, nor should it be deprived of any of the frequencies presently available . . . and the width of fm channels should not be diminished."

This is required, Mr. Strouse emphasized, because present provisions provide the best possible allocation in the context of present broadcasting and other radio requirements and because fm broadcasting is now in the process of a second period of substantial growth and popularity which clearly shows that fm frequencies will be utilized to a greater extent and for more significant purposes than any alternative use of those frequencies which might be proposed."

Mr. Strouse pointed out that current fm space was assigned by the Commission in 1945 after lengthy proceedings. He continued: "There can be no claim that frequencies should be deleted from the fm service because its development in the past 12 years has failed to fully utilize the spectrum set aside for it.

**No Error** • "No evidence has been adduced which indicates that the Commission erred in concluding that fm can function best in the 88-108 mc band. Moreover, it is clear that any shift from that band would virtually doom the ultimate development of fm." He pointed out that there are now 15 million fm receivers in the hands of the public, representing an investment of $500 million. Investment of 591 operating fm stations is approximately $25 million, he stated.

**High Fidelity** • Alfred M. Zucker-man, chief engineer, Bogen-Presto Co., for the Institute of High Fidelity Manufacturers (85 members, 25 associate members) declared: Fm is the "most effective single service" which stimulates and meets the public demand for high fidelity music and speech. He urged that the present fm allocation be retained. It is "the only reservoir for unlimited aural broadcasting," he stated.

**Educational Radio** • Harry J. Skornia, executive director, National Assn. of Educational Broadcasters, dwelled principally on the role fm has played in educational broadcasting and urged the Commission not to molest current assignments.

He pointed out that educational radio has survived and grown despite lack of support in the past by the government. During early development stages, educators were constantly shifted around in the spectrum—never
having am space and now with only 20 reserved fm channels (between 88 and 92 mc).

"That an fm service for education exists at all today in the U. S., in view of the reaction it has suffered, is a miracle," Mr. Skornia stated.

**Don't Hinder Educational Tv • Ralph Steeple, executive director, Joint Council on Educational Television, urged the FCC not to do anything in the present proceeding that would hinder educational tv. "The underlying strength of the etv movement in the U. S., reflected in its achievements during the past seven years," he said, "is both the desire and demand of American citizens to strengthen the keystone of democracy—an education for all members of this society.

"It is of the utmost importance that this demonstrated demand for educational opportunity through the use of tv . . . is not thwarted in the months and years to come."

**Reallocate Tv • Motorola's Daniel E. Noble called for the reallocation of tv to a new band beginning at 174 mc (present ch. 7) and extending upward in a continuous band to 354 mc. This is similar in part to the proposals of Comrs. T. A. M. Craven and Frederick W. Ford. Mr. Noble added:

"As distasteful as this at first may appear, it is a feature which can be accommodated with proper planning so as to minimize negative reactions. The benefits that will accrue are definitely the lesser of evils. Such an adjustment can be managed over a 10-year period minimizing the obsolescence to set owners. The equipment changes required of the broadcasters are comparatively minor and can be accommodated with minimum hardship."

The Motorola executive vice president also called for the establishment of a single government authority having jurisdiction over both government and non-government allocations.

"No rational pattern for the control of spectrum occupancy will ever be achieved," Dr. Noble stated, "until a single authority is established. The FCC, with its vast experience of federal radio regulation, might be expanded to the degree necessary to extend these activities over the entire spectrum."

The Motorola presentation asked for an additional 55 mc to be allocated to the private land mobile service in the 50-72 mc, 140-150.8 mc, 162-166 mc, and 470-489 mc bands.

The need is imperative, Dr. Noble said. There are today about 700,000 transmitters operating in that service. Electronic Industries Assn. has estimated that by 1978 there will be 5 million such transmitters operating, the Motorola executive noted.

**Bell Plan • Harold R. Huntley, chief engineer, AT&T, urged broadband public mobile service on common carrier basis to handle all elements of public service to public and to institutions. He asked for flexibility, running from 765 mc to 840 mc. This is upper uhf television band, ranging from ch. 63 to ch. 83. The presentation was accompanied by exhibits showing locations of uhf stations operating in this area, also translators operating in this area. Mr. Huntley said "Together these exhibits show that very little use of the spectrum has been made or is planned in this frequency region."

Mr. Huntley continued:

"But equally important is the fact that these stations are so located as to result in minimal interference to public mobile service in metropolitan areas which would be early candidates for this service. . . . No broadcast stations and only a few translators are in operation in interference range of the 20 largest metropolitan areas (above about 700,000 population) and only a small handful is planned.

Other elements of the AT&T testimony were presented by John J. Hanselman, Robert Bright and Paul W. Byer.

**Manufacturers Speak • For Electronic Industries Assn. the following testified:

Robert Casselberry, manager, product planning and marketing research, communication products department, General Electric Co.:

Mr. Casselberry said land mobile services require 1,200 voice channels or 40.8 mc of spectrum by 1960, for growth between 1962 and 1968, apportioned as follows: below 100 mc (4.8 mc or 240 channels); 100 mc to 300 mc (18 mc or 600 channels); above 300 mc (but below 890 mc) (18 mc or 360 channels).

He said requests by the telephone industry for the 75 mc band between 765 and 840 mc should be dismissed because the 50 mc of space between 890 and 940 mc, reallocated to government use, has been adequately re-placed by an allocation of 90 mc between 2110 and 2290 mc.

E. C. Tracy, RCA, chairman of EIA's broadcast and closed-circuit tv equipment section, said various members have studied possible uses of portions of the uhf tv band for distribution of educational program material to supplement closed circuit systems now planned and 75 use. It appears that while the cost of distribution of educational program material from a central studio site over a whole county or state may be prohibitive using coaxial cables or microwave, this activity may be entirely practical through supplemental broadcast type transmission from one or more strategically-located low power uhf transmitters, he said.

The FCC should consider clarifying the eligibility of educational institutions to use designated uhf tv channels for transmitting classroom program material as part of an associated distribution network, Mr. Tracy said.

**Other Testimony • Robert J. McNutt, chairman, Communications & Radio Committee, American Municipal Assn.—"We request that a 'long hard look' be taken at the present allocation of all the frequencies between 470 mc and 890 mc for television . . . [these] are little used . . . and not usable in the economic competition with vhf." Recommends use of frequencies between 470 mc and 890 mc for mobile services and reducing uhf television from 70 uhf channels to 56.

Don Rettick, San Francisco service engineer, in behalf of himself and similar companies—Only region available is uhf television. Some of this should be allocated for non-common carrier use for urban, industrial exploitation. Urges that public safety, land transportation and industrial services be expanded either immediately above or below 150-162 mc.

International Municipal Signal Assn.—Fire radio service needs 30 more mobile channels in the 100-890 mc area. Also four or more frequency pairs in the 450-860 mc region.

Lenkurt Electric Co. (equipment supplier to large communications users), Alan F. Culbertson, manager of mobile telephone division—Mr. Culbertson asked exclusive assignment of 840-890 mc (uhf chs. 70-83) for common carrier fixed service. He said Lenkurt concurs in the AT&T proposal that 765-840 mc be allocated to domestic private mobile radio service for use by land line common carriers and that these frequencies be made available to fixed common carrier service on a second shared basis.

R.H. Herrick for United States Independent Telephone Assn.—wants the transfer to the common carrier fixed service of the 840-890 mc frequency band . . . "A reduction of 50 mc from this large uhf portion for the essential services of telephone companies would be justified and wholly equitable from the standpoint of the public interest."

United States Independent Telephone Assn. by Donald C. Power, chairman of Gen. Telephone & Electronics—has "an unsatisfied need for frequencies for fixed service located near the upper limit of the spectrum . . . for substituting frequencies immediately below 890 mc . . . ."

Charles R. Cutler on behalf of Alaska Aviation Radio Inc.—Frequencies between 76-100 mc are also available
We Have the National Accounts Too!

Local advertisers know the score.
In St. Louis WIL has more local advertising than any two stations combined!
in Alaska for operational fixed use on a shared basis with the government frequencies in both of these bands are presently licensed, for example, by AARI for transmitter link and control purposes. The continued availability of these frequencies is essential."

**Use of spectrum space should be probed: FCC**

Any investigation to be conducted of the radio spectrum should consider not only the space allocated to various users, but also just how that space is being utilized, the FCC told the Senate Commerce Committee last week.

The Commission was commenting on S J Res 76, introduced by Committee Chairman Warren Magnuson (D-Wash.) at the request of President Eisenhower (Broadcasting, March 16). The White House acted after the Cooley telecommunications advisory group had recommended that such a study be made.

Members of Congress and broadcasters, in past pleadings for a spectrum investigation, have pointed up the secrecy surrounding the use made of military-allocated space. Many, such as Rep. William Bray (R-Ind.), have charged the military is wasting space that could be utilized by commercial tv.

The FCC also suggested to Sen. Magnuson that the resolution be amended to specify that the investigative commission have authority and access to such classified information. Also, the FCC stated, life of the investigation should not be limited to one year (as now spelled out in the bill) because there is "some doubt" the work could be completed in such a short period.

Title of the bill should be clarified to specify the investigation would be of the radio spectrum. The FCC said. The broader term "telecommunications," which is used, could be construed to include wire and cable transmissions, the Commission pointed out.

"We continue to believe that a comprehensive study of present and future radio frequency spectrum usage and needs as well as of the organization and procedures employed by the federal government for spectrum management would be useful," the FCC said. In its comments to the Senate, the Commission did not mention a study already announced by Rep. Oren Harris (D-Ark.) for his House Commerce Committee.


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**BROADCAST ADVERTISING**

**VIDEO AND THE TELEPHONE**

ANA workshop gets phone success story; Schachte, Ogilvy heard on ad sciences

A case history showing how television softens up the advertiser's prospects—producing three times as many sales in this case—was detailed by a New York Telephone Co. executive last week.

Speaking at a research workshop conducted by the Assn. of National Advertisers in New York last Wednesday (April 1), Pitt F. Carl Jr., assistant vice president of the telephone company, reported on studies conducted among both viewers and non-viewers of *Weather* -6-1212, a five-minute early evening program sponsored by his company on WRCA-TV New York.

Mr. Carl was one of a number of speakers at the closed session, including Henry Schachte, executive vice president of Lever's Mr. Schachte said flatly that advertising management should face up to the fact that the effectiveness of advertising expenditures cannot be measured in terms of dollar sales returns. Nor can it ever be, he asserted, adding: "Isn't it enough that we sell more?"

When advertising people stop worrying about "what we can't measure," he said, they will have more time to spend on "what we can," and thus create better advertising.

Mr. Schachte saw an analogy between medicine and advertising, and suggested that advertising work be called the "practice of advertising," as doctors refer to their as "the practice of medicine."

**Ogilvy on Research Costs**

Mr. Ogilvy advised advertisers, "Abandon your attempts to get your agencies to furnish free, unprejudiced evaluations of their own performance. Instead, set aside a small percentage of your total advertising budget and turn it over to the best independent research organization you can find; let them evaluate the message."
New York Art Directors Club: annual tv awards

Winners were named March 31 at the awards luncheon of the 38th annual national exhibition of advertising and editorial art and design of the Art Directors Club of New York. On display from March 31-April 8 in the Astor Gallery of the Waldorf Astoria Hotel in New York are a total of 487 entries from more than 14,000 submissions in 30 major classifications.

For the second consecutive year NBC won the club's gold medal for television. The winning entry was the titling for the *Chevy Show* starring Ethel Merman, colorcast March 30, 1958. Edward J. Bennett, manager, design and art for NBC, and Guy Fraumeni, artist-designer, accepted the medal.

A special medal was awarded to Stephen Frankfurt, tv art director-production director, Young & Rubicam, for general excellence of a group of tv commercials for Johnson & Johnson products.

All judging was determined by a jury under the direction of Henry Wolf, art director of Harper's Bazaar, and chairman of the exhibition committee.

Recipients of certificates of distinctive merit, their agencies and advertisers in the various classifications of the tv category are:

Tv live action (minimum of 90% live action)—Bob Johnson, D'Arey, Anheuser-Busch Inc. Tv animation (minimum of 90% animation), two winners—Abe Liss, MacLaren Adv., Esso Imperial; Jack Wohl, J. Walter Thompson Co., Ford Motor Co. Tv limited technique, still art or photography with or without camera movement—Jack Wohl, J. Walter Thompson Co., Ford Div., Ford Motor Co. Tv full stop motion, three dimensional (puppets)—James Henson, M. Belmont ver Standig Inc., Wilkins Coffee. Tv color (in any or all techniques)—Robert Gage, Doyle Dane Bernbach, Chemstrand Corp. Tv still art—George Olden, CBS-TV.
Prudential shopping for alternate sponsor

The Prudential Insurance Co. of America would like to buy network TV for next fall prudently, but in the unpredictable buying season wisdom apparently is not enough. It also takes a dose of luck.

The insurance advertiser, identified with its $4 million sponsorship of the prestige series, *The Twentieth Century*, on CBS-TV, wants to retain identification with that show but buy into a nighttime program but without having to knock the budget into a cocked hat.

Prudential has *Twentieth Century* firm for next season on a 52-week basis. The insurance firm would sell off one-half the series to another "suitable" advertiser if Prudential also could obtain a "suitable" advertiser to share costs on a new fall show on CBS-TV called *Twilight Zone* (tentatively set for Friday, 10:10-10:30 p.m.).

Objective: identification with two programs appealing to two different audiences at about the same cost for one series.

As of Thursday (April 2), Prudential had no indication whether or not CBS-TV could accommodate its wants on *Twilight*. This part would have to be settled before it could begin contacting other advertisers as possible customers for half of *Twentieth Century*.

Negotiating for Prudential is its agency, Reach, McClinton, New York.

Radio-tv prescribed to pre-sell insurance

The insurance industry was urged Friday (April 3) to consider broadcast media as personal salesmen.

The speaker was Robert H. Teter, vice president and director of radio for Peters, Griffin, Woodward, station representative. The audience: members of the Life Advertisers Eastern Round Table meeting in New York.

Mr. Teter saw radio and TV as pre-conditioners of the home audience making them aware of the services and relieving "apathy toward the initial contact of the individual insurance salesman."

He said insurance people ought to consider broadcast media as the route to "educate and pre-sell your prospect . . . With radio and television you are reaching a family audience."

American Airlines account lands at Y&R

American Airlines Inc., New York, last week chose Young & Rubicam as its new advertising agency, to handle an estimated $6 million budget.

Before the year is out, the airline budget is expected to go higher, probably $7 million or more.

About $1.2 million of the budget is in radio.

The account formally lands at Y&R June 1. The airline on March 10 announced termination with Lennen & Newell where it had been for 3½ years (Broadcasting, March 16).

Charles A. Rheinstrom, executive vice president of American Airlines, had said then American was interested in tv "if we can find a way to use the medium effectively."

Radio sponsorship consists of the late evening-early morning *Music 'Til Dawn* in nine major markets and spot (RAB reported the spot investment for 1958 at about $1 million).

Y&R ranked third last year among U.S. agencies in broadcast billing. It handles an estimated $220 million per year of clients' advertising, of which nearly $100 million is in the broadcast media.

Maine advertising tax

Legislation aimed at imposition of a 3% state tax on advertising awaits action in a joint House-Senate committee of the Maine legislature. The Maine Assn. of Broadcasters testified at a hearing before the joint group, pointing to the defeat of a similar tax imposed last year by the city of Baltimore.

AFTER 10 YEARS

Chase & Sanborn back on shelf at Thompson

Chase & Sanborn last week delivered a coffee break for J. Walter Thompson, worth an estimated $6.5 million in yearly advertising.

For the two it was a reunion after a 10-year separation. In the interval, C&S was Compton's account. The coffee billing includes both regular and instant.

Standard Brands Inc., New York, which markets Chase & Sanborn, appointed JWT on Thursday (April 2), only two days after it had dropped Compton effective July 1.

A substantial portion of the account is in the broadcast media.

No "Outsider" • In picking up the new business, J. Walter Thompson, already the nation's top agency both in total advertising revenue and in radio-tv billing, added a feather in its cap. JWT is no "outsider" at Standard Brands, for in addition to its former handling of Chase & Sanborn, the agency also services other Standard Brands' products (namely Fleischmann's yeast and Tender Leaf tea and one or more of the Royal products).

With Compton going, JWT and Ted Bates are the two agencies with the bulk of Standard Brands' food products. In fact, it was Bates and not Thompson to which handicappers initially had given the inside track.

JWT last year had a conservative estimate of $113.5 million in radio and tv combined. Compton, ninth agency on the national listing, had some $47.2 million in radio-tv.

There had been reports at Compton of trouble long brewing with Chase & Sanborn, fomented principally by increased competition in the coffee field (along with the growth of regional and local coffee brands). Standard Brands recently effected changes in marketing personnel.

At one time Chase & Sanborn and competitor Maxwell House (marketed by General Foods Corp.) sold the most coffee in the country. And typically Maxwell House and Chase & Sanborn were associated with the most popular network radio shows.

Majors in tv • Now Chase & Sanborn's major broadcast effort is in television. In network, the coffee brand sponsors daytime shows. It also is in spot tv and has been active in radio. Television Bureau of Advertising's listings for 1958 show C&S investing more than $2.3 million in network tv and nearly $2 million in spot television (these figures, however, represent gross time charges).
Broadcasting has never had so many opportunities to do so much

"If only someone had stopped and taken the time to try to understand me... if only they had!"

Here’s the story of a delinquent, beginning when he was 12 years old, told by him in his own voice as he lived it. His experiences—muggings, dope-pushing, larceny, and other crimes—were recorded by Helen Parkhurst, eminent psychologist and educator, over a period of twelve years, as they took place.

Last week this unusual and tragic story was presented by the Westinghouse Broadcasting Company in a series of five consecutive nightly one-hour broadcasts called “Autobiography: My Road to Crime”... heard across the country, from Boston to Portland, Oregon, on all six WBC radio stations.

For mothers and fathers, educators and public officials, this WBC-initiated, WBC-produced series was a definitive and penetrating attempt to understand this serious problem. (The Saturday Evening Post adapted the WBC material into a 3-part serialized story; last installment is in the current issue.)

It represented another great opportunity for radio service. For what better way is there to understand and help these youths than to listen to the words of one of them...

...to actually hear the anger, the problems and decisions, the revolt as it stirs in what is probably the most troubled mind of our times...

the mind of a delinquent

IT COULD ONLY BE HEARD ON RADIO!
Your Salesman for More Than 700,000
CALLS ON SIGHT IN THE SOUTHEAST'S
BIGGEST, RICH MARKET

WSJS TELEVISION
WINSTON-SALEM

Put your salesman where he can make the most calls at less cost. Buy WSJS-television's 713,062 TV sets in 75 Piedmont Counties in North Carolina and Virginia.

Winston-Salem
Greensboro
High Point

Call Headley-Reed
Liquor ads boost SatEvePost revenue

The Saturday Evening Post, which waited 230 years before accepting alcoholic beverage advertising in its Oct. 4, 1958, issue, has reported revenues exceeding $750,000 from that source in the last quarter of 1958.

And, unlike broadcasters who were thoroughly castigated for considering relaxing radio’s voluntary ban on such advertising, the publication’s new policy has detonated no explosions.

Peter E. Schruth, vice president and advertising director for the family magazine, said, “we are more than encouraged by the initial reaction of the liquor industry to our acceptance of alcoholic beverage advertising.” It is estimated that Post revenues from liquor advertisers in 1959 will top $5 million.

When asked about reader response to the new policy, a Post spokesman replied: “We are surprised by the smallness of the reaction.” Aside from protest letters received from the WCTU and church groups, the general tone has been one of “calm acceptance,” he stated. “We have received several letters commending us for being modern,” he added.

The advertising switch was contained in an announcement made last August by Robert E. MacNeal, president of Curtis Publishing Co. He explained that the change in Post policy “is deemed appropriate at this time and compatible with the viewpoint of the vast majority of its present and potential audience.”

This judgment was backed up by figures released in February which revealed that the circulation of the Saturday Evening Post hit an all-time peak of 6,100,000 with its Feb. 14 issue.

Mr. Schruth listed a dozen distillers and breweries currently using the Post as an advertising medium, including Anheuser-Busch, Seagrams-Distillers, P. Ballantine & Sons and Four Roses Distillers. Three new accounts reported in the last week are Schaefer Brewing, Miller Brewing and the Wine Advisory Board. A total of 18 liquor advertisers have bought space in the Post so far.

Commenting on this advertiser interest, Mr. Schruth said that “business now on the books for 1959 exceeds our most optimistic estimates for advertising revenue in this category.”

The Curtis Publishing Co. also publishes Holiday magazine, which has accepted liquor advertising since its beginning in 1947. There is no alcoholic beverage advertising in the other Curtis publications, which are Ladies’ Home Journal, American Home and Jack and Jill, a children’s magazine.

STANDARDIZING

Burnett suggestions on tv-tape given NAB

Suggestions for standards being prepared by NAB for video-tape were offered by an executive of Leo Burnett Co. last week.

They were contained in a letter from David W. Dole, vice president in charge of broadcasting business, to Harold P. See, general manager of KRON-TV San Francisco and member of the NAB video-tape usage advisory committee. The Burnett agency has been active for Kellogg Co. and other accounts in taping tv commercials.

Mr. Dole advised Mr. See that Burnett is submitting a standard provisions agreement draft to producers of videotape. Because of the importance of positive identity of the tape, and the large cost of equipment necessary to allow each handler to identify the material recorded, Burnett suggested inclusion of a “coding” provision in NAB’s uniform procedures.

Mr. Dole’s recommendations also covered “commercial insertion standards” and quantity copying.

Identification • Mr. Dole felt “correct, foolproof, simple and automatic identity of every copy made of the master tapes to be copied is essential” and should “be a part of the industry standards.” He pointed out that the producers of programs and/or commercials on video-tape will not have sufficient machine-hours available for quantity duplication of copies of commercials . . . nor will the economics of duplication . . . operate properly if the overhead of studios, camera, crews and production costs have to be amortized against machine hours used for copying. Just as the film producer uses the film labs, the tape producer needs a ‘tape lab’ for such service.”

Mr. Dole described Burnett’s use of film production contracts covering job specifics and standards provisions.

He concluded that coding and other handling details “are problems of the future . . . but this future is coming . . . sooner than at a terrific rate.” He warned: “All that needs to happen to make it a real ‘must’ is for one completely coded commercial to be sent to stations now equipped with video-tape recorders and have it turn out to be the wrong one. Who indemnifies whom . . . for station time, tape production, copying and shipping costs and the entire carefully worked out, then joused-up advertising campaign?”

Lestoil’s competition

Procter & Gamble’s new liquid detergent—Mr. Clean—soon expects to blanket the country with spot tv leading the way. It’s already in New England, and moved into New York last Wednesday (April 1). It will soon follow with
HOW PEOPLE SPEND THEIR TIME

There were 126,564,000 people in the U.S. over 12 years of age during the week March 13-19.

They spent:

2,190.7 million hours Watching Television
1,201.1 million hours Listening to Radio
485.6 million hours Reading Newspapers
233.6 million hours Reading Magazines
361.4 million hours Watching Movies on TV
126.0 million hours Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by Broadcast ing each week, are based on a 48-state, random dispersion sample of 7,000 inter views (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the figures expected and duplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two days of the interviewing week.

SINDLINGER'S SET COUNT: As of March 3, Sindlinger data shows: (1) 114,011,000 people over 12 years of age have access to TV (90.1% of the Gallup Safety group); (2) 44,558,000 households with TV; (3) 49,701,000 TV sets in use in the U.S.

**"Activity" summary was not published for the week March 6-12 because of clerical problems. (Copyright 1959 Sindlinger & Co.)

other regions agency is Tatham-Laird, Chicago). P & G tested its product successfully in California and has adopted a formula of saturation tv spot (minutes and 20-second spots) and some other radio.

Lever's Handy Andy, via Kenyon & Eckhardt, N.Y., says it entered the last section of the country only last month. It has been in using network tv augmented by spot tv in specific markets.

Colgate-Palmolive's contender—Genie—through Street & Finney, concedes the lead to Handy Andy but says it was the first liquid detergent to land on the West Coast. It has extended its spot tv coverage to include that entire region and is testing on the East Coast with plans nearly ready to go.

All three brands are the top companies' answer to Lestoil, No. 1 spot tv brand spender in 1958. Lestoil spent more than $12.3 million at gross rates and expects to be up to the $14-15 million spot level by end of year.

**Business briefly**

**Time sales**

• Pontiac, through Macmanus, John & Adams, is planning another series of eight one-hour-long tv specials for the 1959-60 season: with heightened competition anticipated for "special-time" in the coming season, the advertiser is considering placing all shows on one network if necessary in order to attain satisfactory scheduling.

• Barnhart-Morrow Consolidated, Los Angeles, has purchased $1 million worth of time on K.H.J-TV Los Angeles, to be used for spots, at all times in the station's schedule over a period of months, to advertise Perky Parakeet Seed and Kitty Kat Products, made by Maginot Products, L.A. Following its purchase of time on K.H.J-TV, one of the largest single time buys in west coast history, Barnhart-Morrow is preparing plans to use other tv stations. In Los Angeles, New York, Chicago and San Francisco, the company is buying time directly, with no advertising agency involved. Barnhart-Morrow, primarily in oil, has just acquired Maginot Products.

• Dodge Div. of Chrysler Corp. begins a $330,000 spot radio campaign today (April 6). Involved are 150 markets over a six-week period. Agency: Grant Ad., Detroit.

• The heavyweight championship bout between Floyd Patterson and challenger Brian London of England will be broadcast on radio and tv by NBC. Scheduled for May 1 from Convention Hall, Las Vegas, Nev. (10 p.m. EDT), its sponsor is the Gillette Safety Razor Co., through Maxon Inc. NBC has also acquired radio-tv rights to two additional heavyweight title fights over an 18-month period starting May 1, excluding the Patterson-Ingram Johansson June 25 bout.

• Florists' Telegraph Delivery will repeat its pre-Easter radio-tv saturation campaign for the 12 days prior to Mother's Day, May 10. The schedule calls for spot radio in about 150 markets (an average of 10 spots per week per station) during peak traffic periods and also spot tv in about 25 markets (over 10 per week, per market). Similar campaigns are planned for upcoming peak promotion periods. Agency: Keyes, Madden & Jones, Chicago.

• American Tobacco Co., through Lawrence C. Gumbinner, and Whitehall Labs Div. of American Home Products Corp., through Ted Bates, will alternate sponsorship of Bachelor Father when that situation comedy film series moves from CBS to NBC in mid-June. New time period: Thurs. 9-9:30 p.m. From April 16 until arrival of Bachelor Father, NBC will be replacing Behind Closed Doors with new panel show, Laugh Line, sponsored by Whitehall.

• NBC Radio estimates business for the first three weeks of March at nearly $1,700,000 in net revenues. Latest orders, totaling $1,190,596: Liggert & Myers' purchase of Stardust series for 13 weeks beginning May 18, through Dancer-Fitzgerald-Sample; Pepsi-Cola's order for 10-week schedule of 30-second spots, which began March 18, through Kenyon & Eckhardt; Chrysler Motors' (for Simca autos) sponsorship of 19 segments per week in Monitor for five weeks beginning May 30, through Richard N. Melitzer, San Francisco; American Machine & Foundry Co.'s order for report on stockholders meeting (one shot April 21) through Cunningham & Walsh; 14 weeks of sports segments in Monitor starting May 2 for Raybestos Div. of Raybestos-Manhattan Inc., Stratford, Conn., through Gray & Rogers, Philadelphia, and renewal of Hour of Decision (Sun. 10:10-10:30 p.m.) by Billy Graham Evangelistic Assn. through Walter F. Bennett, Chicago.

• American Home Products, N.Y., through Ted Bates, N.Y., has purchased nine weeks of Laugh Line (NBC-TV Thurs. 9-9:30 p.m.), a game show which begins April 16.

• Perma-lift (women's underclothes), Chicago, will run 30-second announcements on NBC's Monitor starting April 25 for four consecutive weekends. The company is suggesting that stores tie in the commercials with their own in-store spots. Perma-lift reports that 72% of the tie-ins have been bought. Agency: Cruttenden Adv., Chicago.

Agency appointments

• Wheatena Corp., Rahway, N.J., appoints Charles W. Hoyt & Co., replacing Cunningham & Walsh, effective last Wednesday (April 1). Budget and media plans were not disclosed, though the account has used spot radio-tv.

• American Dairy Assn. of Iowa appoints Truppe, LaGrave & Reynolds Adv., Des Moines.


• American Silicone Co. (cleaning-polishing products), Denver, appoints Cunningham & Walsh, San Francisco, to handle its full product line. The company entered field in 1957 when it began producing silicone concentrates for Convair B-58s to increase air speed and reduce maintenance problems and has since adapted its products for general consumer and commercial use. Plans are not set on radio-tv use.

• Molinos Nacionales, Caracas, Venezuela, subsidiary of International Mill ing, Minneapolis, names Young & Rubicam Inc., Caracas office, for its all-purpose flour.
Almost everyone in Eastern Iowa watches WMT-TV.
KEEP NAB CONVENTION EXCLUSIVE

Broadcasting's annual Pulse survey shows they like limitations

What do broadcasters think of the annual NAB convention, held March 15-18 in Chicago? Which programs do they prefer? What about limiting delegate participation to ownership-management executives?

The questions broadcasters ask themselves and each other are answered in a survey conducted during the convention by The Pulse Inc. Broadcasting commissioned the research firm to conduct delegate interviews during the convention.

With a 200-delegate and random sample base taken from NAB's official registration list, interviewers contacted delegates registered in the Conrad Hilton Hotel. This formula resulted in a somewhat smaller number of interviews for delegates in the North Central area.

A higher representation of ownership-management delegates was shown than was the case in a similar Broadcasting survey conducted at Los Angeles a year ago by Pulse.

Three out of every five delegates at the March 15-18 NAB convention approved the new format limiting exhibits to broadcast equipment.

Seven out of every 10 approve the effort to limit delegate attendance to ownership-management executives.

These findings in the second annual convention survey conducted by The Pulse Inc. are among the opinions voiced by a sample of 200 of the 2,400 registered delegates. Only broadcaster delegates were included in the results.

Biggest Draw • The best attended convention function (not including the annual banquet) was the March 18 luncheon addressed by FCC Chairman John C. Doerfer, according to Pulse results, with 58.9% of delegates present.

Second-ranking was the luncheon addressed by NAB President Harold E. Fellows, with the Keynote speech of Robert W. Sarnoff, NBC chairman, running a close third.

Nearly four out of five delegates interviewed said the convention sessions were of value to them, citing a variety of reasons.

The March 16 labor clinic drew the top vote (55 delegates) as most valuable session, with 41 citing the FCC-industry roundtable and 37 specifying the Radio Advertising Bureau presentation.

The poll showed that 68% of delegates were in the top management bracket, 21.3% in engineering and 5.6% department heads.

Seven-eighths Satisfied • Seven out of eight convention delegates consider NAB an effective trade organization. The other one-eighth mentioned assorted ways they thought the organization could be improved.

Pulse pollsters found that over half of delegates believe the FCC is doing a good job on allocations, with one-fourth taking the opposite view. Seven out of 10 believe the Commission is subject to political pressures; two out of five believe the Commissioners are influenced by private talks.

The vote in favor of confining exhibits to broadcast equipment thus eliminating the annual film-transcriptions-service "carnival floor," was far off the 1958 Pulse survey (Broadcasting, May 12, 1958). That poll had indicated that only a small minority, 19.5%, were in favor of limiting exhibits to broadcast equipment, with 63.1% at that time favoring combined equipment and program service exhibits.

Last year's figures closely followed this year's pattern in the percentage who attend conventions regularly, attend autumn regional meetings, percentage of top management (73.4% last year, 68% this year), reason for attending convention (mainly a group category of "new ideas, information, knowledge gained from others and meetings").

Code Vote • About one out of three delegates (34.5%) consider the NAB's Tv Code effective compared to 74.7% a year ago; 29.3% consider it not effective compared to 14.9% a year ago; 36% had no opinion this year compared to 10.4% a year ago. On the other hand only 42.2% felt the code can be improved, compared to 53.9% who saw room for improvement in 1958. Those who wanted improvement cited mainly the need for more enforcement, better definitions of practice and more policing.

Similarly the number of delegates who felt the FCC is doing a good allocations job fell off from 74.1% in 1958 to 53.8% this year. A larger number, 70.6%, felt the FCC is subject to political pressures, compared to 55.8% last year; 39.6% felt the FCC is influenced by private talks compared to 27.3% a year ago.

A year ago 57.8% favored the plan to limit conventions to top management-ownership delegates. At that time 73.4% of the delegates interviewed were in that category. This year 70.1% preferred the ownership-management limitation, but 68.0% of delegates were in this category.}

Two-Year Favorite • The choice of the labor clinic as favorite program repeated the results of last year's survey.

Complete results of the survey follow:

<table>
<thead>
<tr>
<th>Question 1</th>
<th>Do you attend NAB Conventions regularly?</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>167</td>
</tr>
<tr>
<td>NO</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>197</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question 2</th>
<th>Do you attend NAB Autumn Regional Conferences regularly?</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>98</td>
</tr>
<tr>
<td>NO</td>
<td>99</td>
</tr>
<tr>
<td>TOTAL</td>
<td>197</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question 3</th>
<th>What part of the country do you come from?</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORTHEAST</td>
<td>37</td>
</tr>
<tr>
<td>SOUTHEAST</td>
<td>55</td>
</tr>
<tr>
<td>NORTHWEST</td>
<td>28</td>
</tr>
<tr>
<td>SOUTHWEST</td>
<td>37</td>
</tr>
<tr>
<td>NORTH CENTRAL</td>
<td>23</td>
</tr>
<tr>
<td>SOUTH CENTRAL</td>
<td>16</td>
</tr>
<tr>
<td>CANADA</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>197</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question 4</th>
<th>What category of management and/or ownership do you represent and for which types of stations?</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. By Level of Management</td>
<td>%</td>
</tr>
<tr>
<td>TOP MANAGEMENT</td>
<td>134</td>
</tr>
<tr>
<td>DEPARTMENT HEAD</td>
<td>11</td>
</tr>
<tr>
<td>ENGINEERING</td>
<td>42</td>
</tr>
</tbody>
</table>

BROADCASTING, April 6, 1959
First for four ... in the 14th

WISH-TV is first in the nation's 14th television market . . . as it has been in every survey for the last 4 years! This great station serves almost 2,500,000 people with over $4 billion in buying income. Represented by Bolling.

SOURCES: ARB, Nielsen, Television Magazine, Sales Management

© WISH-TV Indianapolis

A CORINTHIAN STATION Responsibility in Broadcasting

LOTV Tulsa  •  KGUL-TV Houston  •  WANE & WANE-TV Fort Wayne  •  WISH & WISH-TV Indianapolis
PACKS THE BIG SELLING PUNCH! BEATS ALL COMPETITION IN THE HOTLY COMPETITIVE N.Y.C. SEVEN-STATION MARKET

Look at William Tell after only three weeks on the air in New York: Mar. 4 Arbitron shows the program catapulted into number 1 position in its time period with a resounding 8.6 rating, 25.9 audience share. This beats all other competition in this tough 5:00 to 5:30 time period. And William Tell does it all alone! As WPIX’s first commercial program of the day, stepping off from a 1.8 public service show lead-in, William Tell increases the WPIX audience almost 500%.

That’s how “William Tell’s” all-family costume drama appeal works for TROPICANA ORANGE JUICE in New York. It works all around the country, too… punching up sales for such advertisers as MEADOW GOLD DAIRY, FISHER FOODS, LUCKY 7 STORES, GARDEN FRESH FOOD CHAIN in Pittsburgh, Cleveland, Houston, and Clarksburg, W.Va. More important, “The Adventures of William Tell” packs the same big punch for you! For complete details, phone, wire, write

NTA PROGRAM SALES

NTA PROGRAM SALES, A DIVISION OF NATIONAL TELEFILM ASSOCIATES, INC., 10 COLUMBUS CIRCLE, NEW YORK 19, N.Y., JU 3-7300
Question 5
Why do you attend these conventions?

| EXCHANGE OF IDEAS WITH OTHERS | 45 | 22.8 |
| VISITS, CONTACTS, AND FELLOWSHIP WITH OLD FRIENDS AND ACQUAINTANCES | 69 | 35.0 |
| NEW IDEAS, INFORMATION, KNOWLEDGE GAINED FROM OTHERS AND MEETINGS | 84 | 42.7 |
| PART HOLIDAY AND VACATION AND PLEASURE | 2 | 1.0 |
| VISIT EXHIBITS, SEE NEW EQUIPMENT, NEW PRODUCTS | 39 | 19.8 |
| ATTEND NETWORK (AFFILIATES) MEETINGS | 1 | 0.5 |
| REGULAR HABIT AND TRADITION OF ATTENDING | 3 | 1.5 |
| SENT BY MANAGEMENT | 2 | 1.0 |
| MISCELLANEOUS | 7 | 3.5 |
| NO SPECIFIC REASON | 10 | 5.1 |
| TOTAL RESPONSES | 262 | * |
| TOTAL | 197 | *

Question 6
Which sessions did you attend?

<table>
<thead>
<tr>
<th>Monday, March 16</th>
<th>%**</th>
</tr>
</thead>
<tbody>
<tr>
<td>LABOR RELATIONS</td>
<td>36.5</td>
</tr>
<tr>
<td>FM MEETING</td>
<td>26.4</td>
</tr>
<tr>
<td>KEYNOTE SPEECH (FORMAL OPENING)</td>
<td>54.3</td>
</tr>
</tbody>
</table>

* Total over 100% because of multiple responses.

60 (THE MEDIA)

Question 7
Were these sessions of value to you?

<table>
<thead>
<tr>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>155</td>
</tr>
<tr>
<td>NO</td>
<td>12</td>
</tr>
<tr>
<td>NO OPINION</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL RESPONDENTS</td>
<td>197</td>
</tr>
</tbody>
</table>

Question 8
Which of the sessions you attended were the most valuable?

<table>
<thead>
<tr>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>LABOR CLINIC</td>
</tr>
<tr>
<td>JOINT SESSION FCC PANEL</td>
</tr>
<tr>
<td>RADIO ADVERTISING BUREAU</td>
</tr>
<tr>
<td>RADIO MANAGEMENT-PROGRAMMING TRENDS</td>
</tr>
<tr>
<td>FM MEETING</td>
</tr>
<tr>
<td>KEYNOTE SPEECH</td>
</tr>
<tr>
<td>PRESIDENT FELLOWS' LUNCHEON</td>
</tr>
<tr>
<td>TV MANAGEMENT-GOVERNMENT RELATIONS</td>
</tr>
<tr>
<td>TV MANAGEMENT-DISCUSSION OF TV SPECTRUM</td>
</tr>
<tr>
<td>TV MANAGEMENT-TV BUREAU OF ADVERTISING</td>
</tr>
<tr>
<td>RADIO MANAGEMENT-AUDIENCE RESEARCH</td>
</tr>
<tr>
<td>RADIO MANAGEMENT-RADIO CODE PRACTICES</td>
</tr>
<tr>
<td>TV MANAGEMENT-FILM &amp; TAPE DEVELOPMENT</td>
</tr>
<tr>
<td>TV MANAGEMENT-TRENDS IN SALES &amp; COSTS</td>
</tr>
<tr>
<td>TV MANAGEMENT-TV CODE DEVELOPMENTS</td>
</tr>
<tr>
<td>RADIO MANAGEMENT-STATION PROSPECTS IN 1970</td>
</tr>
</tbody>
</table>

Question 9
How do you feel about the size of the convention?

<table>
<thead>
<tr>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOO SMALL</td>
<td>6</td>
</tr>
<tr>
<td>TOO BIG</td>
<td>43</td>
</tr>
<tr>
<td>ABOUT RIGHT</td>
<td>143</td>
</tr>
<tr>
<td>NO OPINION</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL RESPONDENTS</td>
<td>197</td>
</tr>
</tbody>
</table>

Question 10
How do you feel about the NAB Code for TV? Is it effective? Could it be improved?

<table>
<thead>
<tr>
<th>Effectiveness</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFFECTIVE</td>
<td>68</td>
<td>34.5</td>
</tr>
<tr>
<td>NOT EFFECTIVE</td>
<td>58</td>
<td>29.5</td>
</tr>
<tr>
<td>NO OPINION</td>
<td>71</td>
<td>36.0</td>
</tr>
<tr>
<td>TOTAL RESPONDENTS</td>
<td>197</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Possible Improvement

<table>
<thead>
<tr>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAN BE IMPROVED</td>
<td>83</td>
</tr>
<tr>
<td>CANNOT BE IMPROVED</td>
<td>61</td>
</tr>
<tr>
<td>NO OPINION</td>
<td>53</td>
</tr>
<tr>
<td>TOTAL RESPONDENTS</td>
<td>197</td>
</tr>
</tbody>
</table>

Question 11
Do you feel the NAB is an effective trade organization? Could it be improved?

<table>
<thead>
<tr>
<th>Effectiveness</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>173</td>
<td>87.8</td>
</tr>
<tr>
<td>NO</td>
<td>18</td>
<td>9.1</td>
</tr>
<tr>
<td>NO OPINION</td>
<td>6</td>
<td>3.1</td>
</tr>
<tr>
<td>TOTAL RESPONDENTS</td>
<td>197</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Possibility of Improvement

<table>
<thead>
<tr>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOING A GOOD JOB</td>
<td>106</td>
</tr>
<tr>
<td>NOT DOING A GOOD JOB</td>
<td>50</td>
</tr>
<tr>
<td>NO OPINION</td>
<td>41</td>
</tr>
<tr>
<td>TOTAL RESPONDENTS</td>
<td>197</td>
</tr>
</tbody>
</table>

Political Pressure

<table>
<thead>
<tr>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBJECT TO PRESSURE</td>
<td>139</td>
</tr>
<tr>
<td>NOT SUBJECT TO PRESSURE</td>
<td>32</td>
</tr>
<tr>
<td>NO OPINION</td>
<td>26</td>
</tr>
<tr>
<td>TOTAL RESPONDENTS</td>
<td>197</td>
</tr>
</tbody>
</table>

Influence of Private Talks

<table>
<thead>
<tr>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFLUENCED BY PRIVATE TALKS</td>
<td>78</td>
</tr>
<tr>
<td>NOT INFLUENCED BY PRIVATE TALKS</td>
<td>71</td>
</tr>
<tr>
<td>NO OPINION</td>
<td>48</td>
</tr>
<tr>
<td>TOTAL RESPONDENTS</td>
<td>197</td>
</tr>
</tbody>
</table>

Question 13
Do you approve of the new NAB limit on convention participants to top management & ownership delegates? If no,
to the master silversmith each new assignment presents an exciting challenge... to better his best! It is basic where "quality" is paramount. This very same exciting challenge is also what sets apart great radio and television stations... maintaining, always improving that "quality touch"!

WFAA
radio & television
dallas
do you prefer the convention as it was before?

# %
YES 138 70.1
NO 46 23.3
NO OPINION 13 6.6
TOTAL RESPONDENTS 197 100.0

Prefer Previous Status

# %
YES 38 82.6
NO 4 8.7
NO OPINION 4 8.7
TOTAL OPPOSED TO
LIMITING CONVENTION 46 100.0

Question 14

This year the convention exhibitors are limited to manufacturers of broadcast equipment, with program and service companies restricted to hospitality suites around the hotel instead of being bunched on a special floor. Do you approve?

# %
YES 118 59.9
NO 65 33.0
NO OPINION 14 7.1
TOTAL RESPONDENTS 197 100.0

Five more in ABC fold

ABC Radio last week signed three new affiliates, all effective April 27, the network announced. The stations are WLOW Norfolk-Portsmouth Va., WKAL Rome-Utica, N.Y., and WLST Escanaba, Mich.

The new trio follows two affiliates added the first of this month. These were KWJJ Portland, Ore., independent since its founding in 1925, and KLRA Little Rock, Ark., re affiliating after one month's operation as an independent.

WLOW, owned by the James Broadcasting Corp., operates on 1400 kc with 250 w. Michael Henry is general manager. WKAL (Mid New York Broadcasting Corp.) is on 1450 kc, 250 w. Gordon Gray is president and Richard Gesner general manager. WLST (Lake Michigan Broadcasting Co.) operates with 1 kw on 600 w. William C. Johnson is general manager and Jay Merrick is station manager.

KWJJ operates on 1080 kc, 10 kw. Rod F. Johnson is president and general manager. KLRA is on 1010 kc, 10 kw day and 5 kw night. Leonard Coe is president.

Headliner Club awards

WWDC Washington has been chosen as the station that most consistently presents outstanding radio editorials, in the National Headliner Club Award. Other winners in the radio and television categories:

CBS Radio and CBS-TV won top honors for their newscasts. WJJD Chicago and free lance photographer-newspaper Dick Elliot won awards for their coverage of the December Chicago school fire. WPTR Albany, N.Y., won the local public service award. KOMO-AM-TV Seattle won for "extraordinary effort by a local station covering the Washington U. boat race crew in foreign competition." WTAE (TV) Pittsburgh and news director Herbe Morri son won the award for local tv newscasts.

Overseas newsmen cite 9 in radio-tv

Overseas Press Club of America Inc., New York, announced winners in 10 categories and made 15 citation awards at the club's 20th annual awards dinner March 28 at the Waldorf Astoria Hotel. A record 250 entries were submitted for the 1958 OPC awards by newspapers, radio and tv stations, magazines and book publishers, said William L. Laurence, chairman of the awards committee.

Award and citation winners in the broadcast field:

Best radio or tv reporting from abroad: Winston Burdett, CBS; citations to Joseph C. Harsch, NBC, and John Secondari, ABC.

Best photographic reporting (motion pictures) from abroad: Josef Oxle, NBC; citation to George Markham, CBS.

Best American radio or tv interpretation of foreign affairs: Chet Huntley, NBC; citations to Louis Lyons, WGBH-TV Boston, and Howard K. Smith, CBS.

The Robert Capa Award "for superlative photography requiring exceptional courage and enterprise abroad": Paul Bruck, CBS.

KTTV (TV) sales force

Expansion of KTTV (TV) Los Angeles' sales department, inauguration of a new service concept and creation of a new commercial operations manager post have been announced by John Vrba, KTTV vice president in charge of sales. Changes, he said, are aimed at providing advertisers with the most comprehensive sales information and servicing in television.

Account executives at KTTV are being given sales assistants to help service clients, prepare availability lists, confirm orders and follow through on orders placed. These sales assistants are either college graduates who have majored in advertising and marketing or young men with business experience in these fields.

NETWORK GROSS UP

TvB reports January 5% ahead of last year

The three tv networks started off 1959 by ringing up more than $52 million in gross billing for January, a gain of 5% over that month's total in 1958.

ABC-TV increased its time billing the most—up 16.1%. CBS-TV was up 0.2% and NBC-TV 5.2%.

Broken into different times of the day, the nighttime slice decreased 2%, with daytime climbing a hefty 21.4%.

Complete data as issued by Television Bureau of Advertising last week based on compilations of Leading National Advertisers and Broadcast Advertisers Reports:

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>January 1959</th>
<th>January 1958</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>$10,647,078</td>
<td>$9,169,609</td>
<td>+16.1%</td>
</tr>
<tr>
<td>CBS-TV</td>
<td>22,129,246</td>
<td>22,093,015</td>
<td>+0.2%</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>19,299,853</td>
<td>18,344,111</td>
<td>+5.2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$52,076,179</td>
<td>$49,606,735</td>
<td>+5.0%</td>
</tr>
</tbody>
</table>

U.S. Leasing Corp. eyes tv station market

"Need new equipment for your television station? You might be better off leasing it than buying it."

That's the sales pitch of the United States Leasing Corp., San Francisco (Closed Circuit, March 9). The company is eyeing the television station market as a prime prospect for its business—buying equipment of all types to the client's specification and then leasing it under an arrangement extending over a specified period of years (with monthly, quarterly, semi-annual or annual payments).

The leasing of tv station equipment is virtually a pioneering effort. In fact, the leasing business itself has become big business only in the last five years, although leasing has existed for many years. U.S. Leasing, regarded as one of the top three or four companies of its kind, is only two years old in its present form; it is an amalgamation of four other leasing organizations. In 1952, the original U.S. Leasing Corp. had rentals receivables (the total amount due to the company on existing leases) of $263,000. At the close of 1958, Leasing's rentals receivables had jumped...
Western New York’s hosts to over a million families

In the WBEN-TV coverage area, taking in well over a million television families, Bill and Mildred Miller are the authorities on better cooking, better serving, better entertaining and better living. Why? Because, since 1949 they have been doing this type of Mr. and Mrs. show better! Troupers, turned gentleman and woman turkey farmers, the Millers bring to their TV shows a warm professionalism, an inherent affability and the sophistication and background that their years of travel and experience have given them.

In this interesting atmosphere of entertainment and information they do a real selling job for their sponsors. And their sponsors read like a “who’s who” of the package goods field.

We suggest you MEET THE MILLERS and showcase your product where more homemakers see it and create a desire to buy it.

HARRINGTON, RIGHTER & PARSONS, our national representatives, will be happy to arrange the introduction.

WBEN-TV
CBS IN BUFFALO

The Buffalo Evening News Station Ch.
STATIONS PRAISE GENERAL

"Saved cost..."

WIIC, Ch. 11, Pittsburgh
"Our transmitter dumps 100 KW into the antenna... this input power is no problem for our VHF helical and our signal blankets the Tri-State Area right up to the base of our tower."
Robert Mortensen, General Manager

WQED, Ch. 13, Pittsburgh
"Simple power division of our sectored VHF helical antenna puts our signal in close to our downtown antenna site... a G-E UHF helical antenna for second educational channel (WQEX) piggyback atop the VHF helical—saving cost of another tower."
Edward Horstman, Director of Engineering

WTEN, Ch. 10, Albany, N. Y.
"Charlie Heisler, our chief engineer, and I are delighted with the performance of the VHF helical. We went on air Dec. 1, 1957, and the only complaint I have heard to date is from the poor fellow who has to climb 1400 feet to change the beacon light."
Tom Murphy, General Manager

WAST, Ch. 13, Albany, N. Y.
"Extensive field strength tests (and mail) show that we're putting a good signal where we want it, and that we're meeting FCC requirements to a tee."
W. G. Riple, General Manager

WJMR-TV, New Orleans, La.
"We've been simulcasting on experimental station KK2XFW, Ch. 12, since September, 1957. Our VHF helical has performed perfectly, both directionally and non-directionally. We've had no pattern variations caused by weather, and no maintenance problems."
George Mayoral, General Manager & Chief Engineer
ELECTRIC VHF HELICAL ANTENNA

"Delighted... Good signal... "No problems"

STRONGER, SIMPLER, GIVES BETTER RECEPTION IN DIFFICULT AREAS

90% Fewer Components, Easier to Maintain The helical antenna is simpler in design than any other type. Gain for gain, it has 90 percent fewer junctions, feed points and other connections. Transmission lines are inside the mast, completely protected from weather and shielded from the RF field. The helical antenna withstands winds up to 112 miles per hour, while its superior rigidity prevents pattern fluctuations. The radiating helix doubles as its own de-icer.

Greater gain, custom coverage General Electric helicals are available with power gains of up to 25. Horizontal field patterns can be directionized by means of simple tuning stubs on the helix. Power division and phasing between sections provide desired null fill-in. Antenna experts at Electronics Park will work with your consultant for the best coverage patterns.

The helical antenna has been proved in use by TV stations in every section of the country. For further information, contact your nearest G-E Broadcast Equipment representative, or write Broadcasting Equipment, General Electric Company, Electronics Park, Syracuse, N. Y. In Canada: Canadian General Electric Co., Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Outside the U. S. A. and Canada: International General Electric Co., Inc., 150 E. 42nd St., New York, N. Y.

Outstanding Advantages of the G-E VHF Helical

- Fewer feed points and feed lines greatly reduce air leak and coupling problems.
- Another antenna can be "piggy-backed" on the helical, permitting two or more stations to use the same tower.
- Feed lines inside mast protected from weather and shielded from RF field.
- Helical can be readily sectionalized for emergency operation.
- Choice of self-diplexing dual-line feed or diplexed single-line feed.
- Has no separate heating elements for de-icing; using helix as own de-icer takes less power.
- No feed lines smaller than 3/8" diameter — rugged, durable with high load capacity.
- Structurally rigid; resists shifting of feed lines, eliminates pattern fluctuations in winds.

EW—VHF LOW-CHANNEL WRAP AROUND HELICAL

If the advantages of standard helicals but utilizes tower structure mast. Stations now using include WKTV, Ch. 2, Utica, N. Y., and KVIE, Ch. 6, Sacramento.
to $29 million and is expected to rise to $41 million in 1959.

**Limitations**

Eric H. Biddle, vice president and general manager of Leasing's New York office, told BROADCASTING: "We will lease anything. Just let us know what's wanted and we will get it. Television station equipment is a new phase of the business for us—we think it will grow..."

Mr. Biddle said he preferred not to disclose the identity of Leasing's several TV station clients. As a matter of public record, Mr. Biddle added, he appeared before the FCC a few weeks ago to explain details of a lease contract planned for Tampa Telecasting Inc., one of six applicants for a Florida vhf channel. If successful in securing the grant, Tampa Telecasting will receive approximately $350,000 worth of studio equipment on lease, payable back over five years at $7,000 per month. Equipment includes four Ampex video recorders (two in mobile units), one helicopter, three station wagons and various lighting apparatus.

Leasing equipment eventually will cost a company more in the long run than if it had bought the equipment in the first place. Mr. Biddle explained that rental charges will cover the purchase price, interest cost on the borrowed money (leasing organizations borrow substantially from lending institutions) and a service fee to the leasing organization. The term of the lease contract is closely related to the useful life of the equipment—usually about 75-80% of its useful life. The leasing organization stands to make more than 50% of its profits on re-sale of the leased item.

Why do companies lease equipment, rather than buy it, even though it costs them more in the long run? Mr. Biddle gives this explanation: Leasing is advantageous for many companies because it is often the only sound means of acquiring equipment without seriously depleting working capital; others figure their money could be invested more profitably elsewhere; some companies lease because they need their credit line for more pressing funds.

**More stations ready for baseball season**

Further plans for the 1959 baseball season are being finalized by broadcasters and major league clubs in preparation for this week's opener (BROADCASTING, March 16). Among further reports:

- Pabst Brewing Co. through Young & Rubicam, Los Angeles, and American Tobacco through BBDO, New York, are sponsoring KTTV (TV) Los Angeles coverage of 11 games that the Los Angeles Dodgers will play with the San Francisco Giants in San Francisco.
- Cast & American Tobacco will underwrite the Dodgers' full 1959 season on a network of which KMPC Los Angeles is the key station.

The Dodgers-KTTV arrangement this year is similar to that of 1958 except that last year the decision to permit the telecasting of the games with the Giants in San Francisco was not reached until after the season had begun and several such games had been played (BROADCASTING, May 5, 1958).

Detroit Tigers' games this season will be carried on a seven-city tv network sponsored by Goebel Brewing Co., Speedway Petroleum Corp., both Detroit, and Phillies cigars, Philadelphia. This is the 18th year that Goebel has underwritten the Tigers' broadcasts. Speedway has sponsored the games for six years. Stations lined up for the 40-game schedule: WJBK-TV Detroit; WSIP-TV Toledo, Ohio; WJIM-TV Lansing; WKZO-TV Kalamazoo; WTV (TV) Cadillac; WPBN-TV Traverse City, and WJRT (TV) Flint, all Michigan. Games also will be broadcast on a radio network of some 40 stations, with the same sponsorship.

Falstaff Brewing Corp., St. Louis, Mo., is renewing sponsorship of half the KSFQ San Francisco coverage of San Francisco Giants schedule. J.A. Folger & Co. (coffee), that city, and American Tobacco Co. (Tareyton cigarettes), split the remaining half. The Giants' games are to be carried by Golden West Network (KFBK Sacramento, KEBE Modesto, KMJ Fresno, KCRE Crescent City, KSYC Yreka, KCNO Alturas, KIBS Bishop, KOHE Truckee-Tahoe, all California, and KOH Reno, Nev.).

**N.Y. access bills**

The Radio-Newsreel-Television Working Press Assn. and the NAB Freedom of Information Committee have condemned the failure of the New York State Legislature to pass the Mitchell-Savarese bills, which would have permitted radio-tv news coverage of certain proceedings at which witnesses are appearing or may appear under subpoena. The legislative session ended March 25.

The bills would have amended section 52 of the state civil rights laws, which now prevents radio-tv coverage of such proceedings. The amendment would have left such coverage to the discretion of the presiding officer at hearings of the legislature, its committees or of temporary state commissions. The bills were still in committee when the session ended.
BUT... Your WKZO Radio Will UP Your Audience In Kalamazoo-Battle Creek And Greater Western Michigan!

The one sure way to get highest listenership in Kalamazoo-Battle Creek and Greater Western Michigan is to use WKZO Radio. Pulse rates WKZO Radio undisputed leader (6 A.M.—12 Midnight, Monday through Friday) in 360 quarter hours.

And that's not all—WKZO Radio's audience is 43% larger, day and night, than that of the next station.

Ask Avery-Knodel for avails!

*U.S. Navy blimp ZPG-2 made a record flight of 8 days, 8 hours, 4 minutes in May, 1955.
TALK, TALK, TALK
But musical spots click under new KLIQ policy

"Top 30" may become the new cry in radio broadcasting if KLIQ Portland, Ore., is successful in its all-news and no-music format which uses 30 different announcer voices for six days a week.

A 1 kw daytimer, KLIQ abandoned its former semi-good music policy March 18. Les Malloy and Stan Bryer, who bought the station March 1, had been planning an all-talk station for years.

There is no music on the independent outlet except for the musical commercials, which stand out like "sequoia trees on an Arizona desert," according to Station Manager Dick Calender.

There are four basic parts of the KLIQ all-news schedule:

- Four staff announcers (replacing three d.j.'s under the old regime) handle headlines, weather and miscellaneous information off the UPI radio and news wires.
- A "topic of the day" is discussed by station listeners via telephone for 25 minutes of every hour. The April 2 topic upon which listeners expounded: "What do you think of organized labor?"
- A staff of six reporter-announcers in San Francisco read items from some 15 national magazines (including Time, McCall's, Cosmopolitan) 2-10 days before publication under a special agreement paid for by KLIQ.
- BBC, London, jets to the station daily an hour tape of interviews by correspondents in England and Europe. These are aired in three-minute segments.

Owner Malloy has laid down a dictum that no one may talk longer than 3.5 minutes at a stretch. His scatter-talk approach has brought encouraging results, including 15 new accounts. Only five written complaints have been received from listeners.

KLIQ gives its announcers a day of rest on Sunday when it offers uninterrupted music except for headlines on the half-hour. Operations manager Allan C. Henry summarized the station's initial reaction: "We've found that people stick with us longer than we dared dream. And the people who do stick with us are the persons alone who want someone to talk with. In a word, the results are fantastic."

RAB adds 53 members
Radio Advertising Bureau signed 53 stations into membership in March, the highest total for a single month in its history (CLOSED CIRCUIT, March 23). The previous monthly high was 32, set in May 1958.

In announcing this development today (April 6), Warren Boorom, RAB member service director, reported that bureau membership now stands at 938. The total includes stations, networks and representative firms. New RAB members include two stations operated by the Hearst Corp.—WBAL Baltimore and WISN Milwaukee and a group of five southern stations owned by R. E. Hook.

News in depth
"It's the details that count." So Walter C. Schaefer, general manager of WFRX West Frankfort, Ill., has abolished all five-minute newscasts and WFRX now presents three 30-minute newscasts daily, 7 a.m., 12 noon and 4 p.m. WFRX presents 10 minutes of world news, 10 minutes of local news and five minutes each of sports and weather. "The response has been overwhelming," Mr. Schaefer adds. "News is our number one program service."

WGR-TV
Selling the Buffalo-Niagara Falls market

A TRANSCONTINENTAL STATION
ARB instant ratings shuttered in Chicago

American Research Bureau shut down its Arbitron instant-rating service for Chicago local TV programs last week before it officially started.

James W. Seiler, ARB director, said the Chicago service failed to secure local station support because it showed nighttime ratings about 15% below those reported by another rating service. For some weeks prior to the April 1 scheduled start of commercial operations, the Chicago Arbitron installation had been in operation, with reports distributed free.

ARB's regular diary service will continue in Chicago. So will the Chicago portion of Arbitron's multi-city network report. The Chicago homes linked for the multi-city operation had been augmented by additional homes to make possible a separate Chicago local report. Cost of the additional facilities for the local report was estimated at less than $25,000.

Mr. Seiler said the abandoned local service was a "beautiful" one with a "perfect" sample and equipment operations. He said there was no question about the accuracy of the ratings. But, he said, another service was showing higher nighttime ratings and stations accordingly feared that use of the Arbitron reports might make it necessary for them to reduce their nighttime rates.

The Chicago local service needed about $8,000 a month to break even. Rate to the stations was to be about $1,500 a month, which, with four stations, would amount to $6,000. This was to be augmented by sales to agencies.

Abandonment of the Chicago local service will not affect other Arbitron operations, Mr. Seiler asserted.

ABC, MBS, Don Lee

ABC Radio reported last week that it is continuing negotiations with West Coast stations formerly affiliated with the Don Lee regional network, saying that 99% of those stations have agreed to continue carrying the Don Lee business under ABC auspices. However, none of those stations has entered into affiliation agreements with ABC itself.

Broadcasting's story March 30, which reported that 20 of the Don Lee stations would affiliate with ABC, was based on information which proved to be incorrect. Most of these stations have separate affiliation agreements with the Mutual Broadcasting System.

JOURNALISM ROLE
CBS-TV show surveys media responsibility

Is American journalism meeting its responsibilities?

A panel of news executives explored this question on CBS-TV's The Great Challenge series March 29 (3-4 p.m.) and produced varying answers. But the panel appeared to reach this conclusion: Journalism is making an effort to live up to its responsibilities. However, there is opportunity for improvement.

(An edited version of the program was presented March 31 on CBS Radio, 4:30-5 p.m.)

The program was the first of a two-part series scrutinizing U.S. journalism. The second was to be presented (yesterday) April 5 on TV and April 7 on radio and will center around this question: "Is the American public getting the information it needs?" The series is produced by the public affairs department of CBS News in cooperation with Sigma Delta Chi on the occasion of the journalism fraternity's 50th anniversary of its founding.

The panel examining the responsibilities of journalism consisted of Barbara Ward, author and formerly for-

REPEAT ORDERS in the nation's 14th market, as anywhere else, are the best evidence of television's selling ability. WGR-TV, NBC in Buffalo, is proud that 25 national and 21 local advertisers, who have used the station continuously since it started in 1954, have renewed for 52 weeks of 1959.

These, and newer advertisers, will get even better sales results in 1959, as WGR-TV continues to provide better service for more viewers in the mighty and prosperous market known as the Niagara Frontier.

Two recent developments that emphasize WGR-TV's continuing leadership in Buffalo are the installation of the first videotape equipment in the area and the purchase of a new tower—300 feet taller—to further extend its coverage in Western New York.

For best results from America's most powerful selling medium, be sure to call Peters, Griffin, Woodward about availabilities in Buffalo.

NBC • CHANNEL 2 • BUFFALO
The panel (l to r): Sevareid, Fischer, Mickelson, Ward, Pulliam, Wiggins


The panel participated in a spirited discussion of the "equal time" issue of political parties. Except for Miss Ward, the panel agreed that it was not the prerogative of the government—but of the individual station or network—to decide how much time to give particular candidates with the criterion being the newsworthiness of the candidates.

Miss Ward indicated that as the media of mass communications become larger and start to rely more and more upon advertising, they tend to present news or programming that will appeal to large masses and to minimize significant news developments, such as the Berlin crisis.

Mr. Mickelson disagreed. He contended that the communication media needed "bigness" to provide the tools and the mechanical devices to accumulate information, sort it out, analyze it and make it understandable to the general public. He claimed there was also room for "smallness," citing the function of *Harper's* magazine.

Miss Ward continued: "I think I meant something slightly different from that, and that is, if the program—this is particularly, I imagine, true, in television (certainly it has happened in Britain)—has to get out to a mass audience, don't you find that the programs themselves have to be, say, of a nature that has greater emphasis on westerns and fun and *I Love Lucy?* This sort of program will inevitably shut out the serious program on the crisis of Berlin and this is one of the elements of our program."

Mr. Mickelson reported that the information media have been covering the Berlin crisis "moderately well," despite the presence of entertainment elements on the air and in the newspapers.

Mr. Pulliam defended large circulation newspapers, claiming the more readers a paper has, the better the opportunity "to focus people's attention if you really have a sense of responsibility." He said that in the past 10 years, the *Indianapolis Star and News* has increased its readers' interest in foreign news.

Mr. Wiggins observed: "I think on the fundamental point that quality and quantity of readership are incompatible, that is not so . . . as the level of education and the audience increases, I believe it's possible to have a mass audience and still to have the media, whether it be on the air or in print, one with a rather high quality of content and I think the gulf or abyss between the lady and the lady's maid is nowhere as great as we often imagine and the range of interest is a lot more universal and more uniform than we might imagine. So you can do both."

Mr. Fischer at one point expressed the view that journalists are doing an inadequate job, failing to focus "on central facts and issues." He felt they tend to underestimate the intelligence of their audience.

At the conclusion, Mr. Sevareid asked whether journalism is meeting its responsibilities in informing the public on the "fallout" problem. The panel agreed that providing this information would be extremely difficult and recommended that a corps of scientifically-trained journalists be developed.

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**Network unions study closer cooperation**

Seven labor unions with network contracts held a closed-door meeting in New York last Thursday (April 2) to discuss the possibility of stronger inter-union cooperation in future industry negotiations.

None of the union officials in attendance would comment later on developments at the session. Representatives at the meeting were from the American Federation of Television & Radio Artists, the American Federation of Musicians, the International Alliance of Theatrical Stage Employees, the International Brotherhood of Electrical Workers, the Radio & Television Directors Guild and the Writers Guild of America.

The meeting was arranged by the National Assn. of Broadcast Employees & Technicians, which holds contracts for technical staffers at CBS, NBC and ABC. G. Tyler Byrne, NABET international executive vice president, said it was the first such gathering of broadcast unions. He pointed out, before the session, that networks cooperated closely during labor negotiations but there was no such unity among the unions. He stressed that the session was not called because of any specific dispute now under consideration.

It was reported that some labor organizations, particularly those representing the technical crafts, fear possible displacement of employees because of the increased use of video-tape, leading to stockpiling of programs, and to plans by networks to produce more programs abroad via tape.

**FCB told fm is for 'the thinking ad man'**

Fm broadcasting was called "a thinking ad man's medium" Thursday (April 2) in a presentation made to media personnel of Foote, Cone and Belding, Los Angeles, by Fm Broadcasters of Southern California. Jack Kiefer, KMLA (FM) Los Angeles, president of the association, described the luncheon session as the first industrywide presentation of fm broadcasting ever made to an agency.

The presentation traced fm's history, described its audience and quoted liberally from the MONDAY MEMO of agency principal Joe Gans (*Broadcasting*, Dec. 15, 1958), stating that fm advertising works, and cited statistics on fm sets, homes and income.

It was also claimed that most fm stations strengthen their appeal to intelligent adult listeners by limiting the number of commercials and by banning shouted sales pitches.

*BROADCASTING*, April 6, 1959
During and following a traffic-crippling snowstorm in Iowa last month (March 5th), public demand for information about impassable roads . . . concern for whereabouts and welfare of relatives was critical!

Fortunately, most people in this area have learned from past experience that KRNT always provides service to fill these personal needs. They knew that KRNT would help, and a thousand business executives, school principals and individuals used KRNT's aired-telephone interview service with the familiarity of daily routine.

The fact that KRNT is the preferred source of help and information in times of emergency stands as proof of KRNT's image of dependability in the minds of people in Central Iowa. Obviously, KRNT has earned this recognition with long-standing excellence in public service . . . reliability that is vital in all selling! KRNT advertisers know this. They used twice as much KRNT Radio in February of 1959 as in the same period a year ago. It's no wonder that most people listen to, believe in, and depend upon the COMPLETE radio station in Des Moines, KRNT TOTAL RADIO!

According to another recent survey (when there was no emergency) . . . a depth study by Central Surveys, Inc.,

**KRNT RATED AS THE TOP DES MOINES STATION:**
- MOST PEOPLE LISTEN TO MOST
- MOST RELIABLE NEWS
- MOST BELIEVABLE PERSONALITIES

**KRNT TOTAL RADIO in Des Moines**

Represented Nationally by **THE KATZ AGENCY**
AB-PT GROSS: $245 MILLION
Goldenson reports ‘significant gains’ for ABC Broadcast Div. to stockholders

Record gross income of $244,821,000 was set by American Broadcasting-Paramount Theatres Inc. in 1958, Leonard H. Goldenson, AB-PT president, announced last week.

In the annual report to stockholders, Mr. Goldenson stated that the ABC Broadcasting Div. showed improvement in income and earnings in 1958, with ABC-TV “making the most significant gains in audience and billing in the industry.” Other highlights of the report: “profitable improvement” was made by the five owned tv stations; ABC radio network operation was streamlined in 1958; the theatre division’s profits were about equal to those of 1958.

Gross income for 1958 compared with $215,877,000 in 1957. Consolidated earnings after taxes in 1958 rose to $6,116,000, or $1.40 per share, from $4,894,000, or $1.10 per share, in 1957.

ABC’S Record Income • Mr. Goldenson reported that the ABC operating income in 1958 reached a record high of $136,967,000, as against $109,393,000 in 1958.

The ABC Radio loss, he continued, is being kept to a minimum by “streamlining the operation and yet providing the public, our affiliates and advertisers with a well balanced programming structure.”

The net worth of AB-PT in 1958 was placed at $85,146,000, equal to $18.97 per share, as against $83,718,000, equal to $18.62 per share, in 1957.

At the year’s end, AB-PT had 511 operating theatres as against 537 in 1957; ABC-TV had 228 affiliates, compared with 216 in 1957 and ABC Radio had 330 affiliates, as against 229 in 1957.

Changing hands
ANNOUNCED • The following sales of station interests were announced last week, subject to FCC approval:

• WEAR-TV Pensacola, Fla.: Sold to Rollins Telecasting Inc. (O. Wayne Rollins) by Charles W. Smith, Mel Wheeler, and others for $1.5 million. Mr. Wheeler, who owns WJDM (TV) Panama City, Fla., will remain with the station as general manager under the new ownership. The sale was handled by Blackburn & Co.

Other Rollins stations include WNJR Newark, N.J., WBEE Harvey, Ill., KATZ St. Louis, Mo., WRAP Norfolk, Va., WGEE Indianapolis, Ind., WAMS Wilmington and WIWL Georgetown, both Delaware, and WPTZ (TV) Plattsburgh, N.Y. Rollins has applied for Wilmington ch. 12 (BROADCASTING, Feb. 23).

• KRKD-AM-FM Los Angeles, Calif.: Sold to Communications Corp. of California for $1.2 million by Continental Telecasting Corp. (Frank Oxartar, Jack Feldman and Albert Zugsmith).

Continental, in addition to KRKD, owns extensive real estate for which oil drilling is in negotiation, and has other radio-tv applications before the FCC. CCC is owned by a syndicate headed by Bob Yeakel, Paul Anka (singer), Bob Fox (KRKD sales manager), Albert Marks, Syd Sundheim, E.L. Brooks (KRKD account executive), Dawkins Eapy (broadcasting consulting engineer), Robert Smith (MGM writer-producer), Irvin Feld (Mr. Anka’s manager), and Messrs. Oxartar, Feldman and Zugsmith. KRKD general manager Feldman, who has signed a five-year contract with the station, announced that no changes in personnel or operating policies are contemplated.

KRKD is on 1150 kc with 5 kw, day, 1 kw, night. KRKD-FM is on 96.3 mc with 54 kw.

• WAGA-AM-FM Atlanta, Ga.: Sold by the Storer Broadcasting Co. to Plough Inc. for over $800,000. Storer is selling WAGA-AM-FM, it was announced, to obtain FCC approval for the purchase of KPOP Los Angeles (AT DEADLINE, March 30) on the maximum ownership question. Plough Inc. stated that it intends to retain the present management and other personnel of WAGA.

Other Plough stations are WMPS Memphis, Tenn., WJJD Chicago, Ill., WCAO Baltimore, Md., and W COP Boston, Mass. Multiple owning Storer Broadcasting is to retain WAGA-TV in its present quarters, while WAGA-AM-FM moves under its new management. The sale was handled by R.C. Crisler & Co.

WAGA is on 590 kc with 5 kw, directional antenna night, and is affiliated with CBS, WAGA-FM is on 103.3 mc with 36 kw.

• WEDR Birmingham, Ala.; Sold to Vincent A. Sheehy Jr. (majority owner)
Doing the job by going places

In this jet age, where you are has no relation to where you can be in a few hours.

That's why we have built up personnel on the east and west coasts to reach almost any city in the country within a business day.

Our staff comprises a highly experienced service team in the broadcasting field. We criss-cross the continent day and night to contact clients.

We know what's going on, and we discover new things every day. It isn't done by occupying offices.

It's done by traveling in planes, trains and automobiles to see you—when and where you want to discuss buying or selling a TV-Radio property.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Important Radio and Television Stations

WASHINGTON 1625 Eye Street N.W. National 8-1990
NEW YORK 60 East 42nd Street Murray Hill 7-4242
WEST COAST 915 North Commerce St., Stockton, Calif. Howard 5-7367

James Bonfils, one time general manager of WTTG (TV) Washington, C., by Edwin H. Estes for $225,000. The sale was handled by Blackburn & Co. WEDR is on 1220 kc with 1 kw, day.

- KGHI Little Rock, Ark.: Sold to Michael Heller and Eugene M. Kramer (50%) by multiple owner Harold King for $125,000. The sale was handled by Blackburn & Co. KGHI is on 1250 kc with 1 kw, day, and is affiliated with MBS.
- WTTT Arlington, Fla.: Sold to Ted and Janet Weber by multiple owner Harold King (who also sold KGHI Little Rock, see above) for $125,000. Ted Weber is a former sales manager of GNTV Chicago and Jane Weber is account executive with Walter Schwimmer, radio-ty produce. The sale was handled by Blackburn & Co. WTTT is on 1220 kc with 250 w, day.
- KTUR Turlock, Calif.: Sold to Danny Landau and others by A.R. McMillen and others for $115,000. Mr. Landau is in advertising and is a broadcasting personality. The sale was handled by Allen Kander & Co. KTUR is on 1390 kc with 1 kw, directional antenna night.
- WALY Herkimer, N.Y.: Sold to Richard Thorman and George A. Baker (former program director of WRC-TV Washington, D.C.) by Louis Adelman (WLLY Richmond) and D.C. attorneys Norman E. Jorgensen and Seymour Krieger for $75,000. The sale was handled by Blackburn & Co. WALY is on 1420 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 101):
- KDDD Dumas, Tex.: Sold to Dumas Broadcasters Inc. (Kenneth E. and Eleanor M. Duke and Alfred A. Tremble) by Lucian W. Spencer and others for $100,835. KDDD is on 800 kc with 250 w, day.
- WDSR Lake City, Fla.: Sold to WDSR Inc., Charles B. Britt, president, and other holders own WIRY Pittsbourg, WJS De Land, Fla.) by Deep South Radioways for $385,000. WDSR is on 1340 kc with 250 w and is affiliated with MBS.

Nometco registers stock sale with SEC

Nometco Enterprises Inc. (families of Mitchell Wolfson and Sidney Meyer) have filed a registration statement with the Securities & Exchange Commission proposing to sell 325,000 shares of its.
outstanding Class A common stock.

Official name of the firm, which owns WTVJ (TV), Miami, WLOS-AM-FM-TV Asheville, N.C., and 20% of WFGA-TV Jacksonville, Fla., now is Wolfson-Wometco Theatre Enterprises Inc. It is to be changed to Wometco.

Under the plan filed with the SEC, the Meyer family is selling the 290,000 Class A shares it owns to the public through Leo Higginson Corp., underwriter. The Meyer family will retain 82,000 shares of Class B common (10% of Wometco).

Mitchell Wolfson and his family propose to sell 35,000 Class A shares to officers and employees of Wometco. The family group will retain 35,000 Class A shares (9.6% of the total outstanding) and the 458,000 Class B shares it now owns. Mr. Wolfson, individually, will retain 5,481 Class A shares (one-half of what he now owns) and 70,468 Class B shares.

Wolfsons to Control • After the sale is completed, the Wolfson family will hold 55% of Wometco, the Meyer's 10%, and the public 35% (Closed Circuit, March 9). Wometco is authorized to issue 3 million shares, of which 540,000 Class B shares and 360,000 Class A shares are outstanding. The $12.50 offering price has a par value of $1 per share. The estimated offering price is $12.50, with approximately $4 million to be realized from the sale.

After the current stock sale is completed, Wometco shares will be offered over-the-counter.

Sidney Meyer will retire from active participation in Wometco but will remain as honorary board chairman and director. In addition to the broadcast properties, Wometco also owns 22 theaters in Florida and a chain of co-owned vending machines.

An as an adjunct of the stock sale, the FCC last week granted transfer of control of Wometco to the Wolfson family. The company formerly was equally owned by the Wolfson and Meyer families.

10-year trend

The operation of ch. 4 WTVJ (TV) Miami has proved a profitable investment for Wometco Enterprises over the past 10 years. The following WTVJ financial figures were included in a Wometco registration of a public stock offering filed last week with the Securities & Exchange Commission:

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<tr>
<th>Year</th>
<th>Broadcast Income</th>
<th>Broadcast Expenses</th>
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<td>$122,078</td>
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</tbody>
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*Includes three-month operation of WLOS-AM-FM-TV Asheville, N.C.

WTVJ was the only tv station in Miami until July 1936, when the only station owned by Wometco until its purchase of WLOS-TV last September. WTVJ's gross revenue for 1958 was $4,328,490, with 13% coming from NBC-TV affiliation, 47% from national advertisers and 31% from local business. WLOS-TV grossed $547,063 in 1958 (22% from ABC-TV, 47% national and 31% local).

Wometco said that the WLOS stations are not making money and that the am-fm revenue is "not significant."

CBS INC. OUTLOOK Security analysts hear bullish report

A bullish report on the outlook for CBS Inc. and its various operating divisions was submitted by President Frank Stanton last week to the New York Society of Security Analysts.

His speech at the Monday (March 30) luncheon of the society followed the broad pattern of the company's recently released annual report for 1958 (Broadcasting, March 30) and also ranged across other areas. Highlights of the speech and a subsequent question-and-answer session included:

• CBS invested $531 million in television "before we began to make a profit from it."
• The company's tv film sales activities abroad are "only beginning. There are roughly as many television stations in the free world outside the U.S. as there are at home—500 stations ranging from Hamburg to Hong Kong—and they need what we can give them."

In addition, the CBS-TV Stations Div., in association with local partners, is building a studio plant and transmitter in Buenos Aires.

• Of CBS Radio's new Program Consolidation Plan: "We believe this new plan gives us a justified hope that we will be able to plug (the) drain on [network radio] profits." Though the plan has been in operation only three months, network audiences are up 29%.
• He displayed a "mesa transistor" not much larger than a speck of dust. Although "barely visible to the naked eye," it will amplify with switch electronic signals efficiently that it is opening new fields in electronics. It has military and industrial applicaitc—but limited at present by cost ($ each)—and may or may not have "e.ertainment applications."

Program plans of the CBS News Div. include "a project to deal with the whole question of money management for the general audience—a fgram that will attempt to provide information on investments, budget, and related matters."

• There is "every reason to believe" that television sets, now numbering 47 million—"could exceed 100 million units in the not too distant future."

"And there are definite signs . . . that developments already in the laboratory appear to promise increased efficiency in television receivers that could do the range of reception."

• He isn't worried that CBS-T's market share is declining. "It is ine that in times of high demand we may or may the gap will close between the leader and the followers. This is why we want to be the leaders of a healthy industry, not of an ailing industry."

• If FCC abolishes option time, this "would create serious problems for the public, the stations, the national advertisers and the networks." CBS also intends to fight the proposal to bar net-work organizations from spot representation.

• Most entertainment tv programming has moved or will move to Holly wood for originati. Dr. Stanton felt. He recalled that this happened in radio. He did think some entertainment shows would always be done in New York because the talent would not want to move to the West Coast.

• Television is not pricing itself out of the market. As long as cost-per-thousand remains steady or goes down there is no danger.

CBS Radio's Hayes urges 'free' me

The importance of radio's role in the future of broadcast is stressed by John McLeod, president of the National Association of Broadcasters, and by Marv Longview, WVLK, and from ill-cons. and opr. Inc., which has president of CBS.

He addressed the San Francisco Advertising Club (Wednesday, April 3). Coincidentally, CBS-owned KQW San Francisco was honored on its "50th anniversary," based on recently published claims that its predecessor, KQW, was started in 1909 by Charles David Herrold, founder of the radio school (Broadcasting, Feb. 16).

Mr. Hayes said Mr. Herrold's "unique contribution" was that "radio could talk to all people." In recognizing and demonstrating this function
New BTA-50012/1R 500- and 1000-watt transmitters in a choice of colors: red, blue, green, and dark amber gray.

ZATION REQUIRED
ut simplify the tuning.

ON FOR REMOTE CONTROL
ed in the transmitter for connection of
portion results in improved soundability.

TUBEXer stock.
tube inn,Y., and en reduced cost of operation.

CESSIBILITY
lical construction permits easy access for maintenance.

PLIFIED TUNING
one tuning control—on the front panel. All operating controls conveniently located on front, at both sides of door.

CTIONAL COLOR STYLING
into any surroundings through choice of color for doors—green, red or gray.

NEW RCA 500- AND 1000-WATT AM TRANSMITTERS pace the latest trends!

The design philosophy behind these new broadcast transmitters is based on years of experience in developing the most reliable of broadcast transmitters, but the features are radically new. Simplified tuning, reduced installation time, and built-in provision for remote control are some of the improvements. Also included in the design are provisions for remote Conelrad switching.

EASE OF ACCESS
All tubes can be reached from the front by merely opening the door. Access to the rear is provided through two interlocked panels behind the transmitter. These panels are easily removed with thumbscrew fasteners. Typical RCA vertical construction permits easy access and maintenance. Removable base makes the transmitter easy to move.

NEW OSCILLATOR
Three switchable temperature controlled crystal units, a spare on the main frequency, plus one for automatic Conelrad switching are incorporated in the new crystal oscillator of both transmitters. Six thumbscrews hold the etched oscillator-buffer circuit board to the exciter subassembly. All oscillator and buffer connections are made through a plug type terminal strip. Frequency stability is ±5 cycles for the new RCA crystal units.

SIMPLIFIED POWER INCREASE
The exciter unit is the nucleus of the basic transmitter; all low-level rf and audio stages are built into a single unit used in both 500- and 1000-watt transmitters. Thus, power increase is made easier.

For further information about these and other transmitters, call the nearest RCA Broadcast Representative. In Canada call: RCA VICTOR Company Limited, Montreal.
of radio, Mr. Hayes said, "he contributed to a phenomenon which has helped maintain our political and economic security."

**BBDO's Tiss warns of hidden toll in pay tv**

If toll tv ever materializes, "there are many palms that may have to be greased along the way," with costs probably passed on to set owners, Wayne Tiss, vice president in charge of BBDO's Chicago office, asserted last week.

Addressing the Chicago alumni chapter of Alpha Delta Sigma, national advertising fraternity, at a dinner meeting Tuesday evening, Mr. Tiss felt it conceivable that, free of FCC control, "not only cities but everyone from big development planners down to tract contractors might demand, and get, a percentage of pay tv's take in return for granting their own 'franchises' in developments, tracts, apartment houses and hotels."

On the other hand, he commented, with FCC now prepared to accept applications for subscription television tests, "there may be some results that will show the public is ready to accept some sort of plan." Yet, with the bulk of social, legal, technical and economy "problems" involved, he added, the whole concept of pay tv may be "tied up for years."

Mr. Tiss quoted the belief of "most experts" that California is "the most likely spot" for a tryout if the Commission proceeds with pay tv tests. He claimed it would probably have to cover a broader segment of population than the Zenith Chicago test in 1951, or that of Telemeter in Palm Springs, (Calif.) and Vidto Independent Theatres in Bartlesville (Okla.) in recent years.

The BBDO executive also said that "with the exception of first-run movies, there's precious little in the 'golden era' prospectus that we don't get now," under free tv. He added:

"I have a horrible vision of some disenchanted pay-tv booster summing it all up in a column written three or four years hence: 'Alas, the programming we're getting now is just like the programming we were getting back in 1959. There's just one difference: Now it can be tolled.'"

**Media reports**

- The National Educational Television & Radio Center, Ann Arbor, Mich., has received a $5 million grant from the Ford Foundation, the center's President John F. White announces. The grant, beginning next year, will go toward five years of operating expenses.
- WHYN-TV Springfield - Holyoke, Mass., has become a primary ABC-TV affiliate. Licensee of the Ch. 40 outlet is Hampden-Hampshire Corp. of Springfield.
- H-R Representatives Inc. and H-R Television Inc., which for years have run campaigns on the "working partners" theme, this month begin emphasizing the additional theme of values and advantages of spot advertising. The campaign is all part of H-R's new and concerted effort to "promote the spot medium," or as Frank Pellegren, vice president of the firm, noted last week, competition for the ad dollar is "fierce" — print media are stepping up attacks on broadcast advertising and "spot broadcasting needs all the promotional support it can get."
- Four formerly independent radio stations have been signed for affiliation with Mutual, and 13 additional stations have applied for affiliations within the past six weeks, MBS announced Thursday (April 2). With two of the four already programming MBS—KMRC Morgan City, La., and WELY Elly, Minn.—network service was to start yesterday (April 5) to WCBC Anderson, Ind., and April 9 for KSIG Crowley, La. KMRC began airing Mutual programs on March 16 and WELY joined the hook-up on March 30.
- Corinthian Broadcasting Corp., N.Y., reports that starting today (April 6), News Assoc., Washington, D.C., will create a special Washington news service tailored to meet the local and regional requirements of Corinthian stations KOTV (TV) Tulsa, KGUL-TV Houston, WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.
- Mr. and Mrs. Samuel I. Newhouse have added magazines to their radio-television-newspaper interests. They have purchased what is thought to be a controlling interest in Conde Nast Publications Inc., Greenwich, Conn., for an estimated $5.4 million. In this transaction they are said to have acted as private investors, and no resulting personnel changes are contemplated at Conde Nast beyond their appointment to the board. The company's publications include Vogue, House & Garden, Glamour and The Vogue Pattern Book. The Newhouses and family own 14 newspapers plus radio and tv stations in St. Louis, Mo.; Portland, Ore.; Syracuse, N.Y.; Birmingham, Ala., and Harrisburg, Pa.
- "New Krib [Mason City, Iowa] Day" was proclaimed March 15 by Gov. Herschel Loveless on the station's first anniversary. An open house, at which state Senator Walter Edelen was guest of honor, attracted about 2,000 to Krib.
- Benedict P. Cottone and Arthur Scheiner announce the relocation of their law offices of Cottone & Scheiner in suite 1228, 1001 Conn. Ave., N.W., Washington 6, D.C. Telephone: Executive 3-4477.
- N. E. Paton Jr. Assoc., Kansas City public relations consulting firm, announces the establishment of consulting service for broadcasters in fields of public relations, promotion and sales counseling. The firm also offers a new type of programming for radio stations.
- KPLR-TV St. Louis, Mo., has received a new antenna from Siemens & Halske, Munich. The antenna, said to be the first German-made one in the U.S., is being erected 1,100 ft. above ground at Lemay, Mo. The continuous transmission line (no splicers or couplings between antenna and distribution) arrived in three 17-ft.-round drums each weighing six tons. It is claimed that the S&H product needs no gas or fluid for dehydration nor de-icing devices, as it operates regardless of the thickness of ice. Two German technicians are in St. Louis to help install the antenna.
- KPUG Bellingham, Wash., started operating under a one-rate structure Wednesday (April 1). The station became an independent Jan. 1 after many years with Mutual-Don Lee network affiliation.
- WKCB-WKCO (FM) Berlin, N.H., starts stereophonic broadcasting next week. The stations will air stereo on afternoons when they are not carrying Boston Red Sox games. These two-hour musical stints by WKCO will deliver commercial stereo.
- The La Grande (Ore.) server has been purchased by Cleeland, Robert Cha E. Johnston of K Wash., according to tel field, Twining & Associates dled the sale. The price was $25,000.

**Rep appointments**

- WDIA Memphis names The Bellin Co., N. Y.
- KPLR-TV St. Louis has appointed Peters, Griffin, Woodward Inc. as a national representative, according to an announcement being made today (Apr. 6).
Who pays the bill for "Public Power"?

Every American pays part of the cost of federal government "public power" even though this electricity goes only to a few.

So far, more than $5,500,000,000 in taxes has been collected for federal government power dams and plants. But even that is just a drop in the bucket as far as the "public power" pressure groups and lobbyists are concerned. They are pressing hard for $10,000,000,000 more—with still more and more beyond that. All is to be collected from the taxpayers, of course.

Yet the promoters of government electricity can't even point to a justifiable need for this multi-billion-dollar spending. America's independent electric light and power companies are ready and able to provide all the power the nation needs—without depending on taxes.

So far, "public power" pressure groups have been able to get away with this scheme because most Americans don't realize they are footing the bill. But informed citizens can put a stop to it.

Will you help spread the word?

America's Independent Electric Light and Power Companies

Company names on request through this magazine
It's this easy
to get programs and sponsors together, anytime

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

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

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

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

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

*TM AMPLEX CORP.
KFMB-TV, XETV (TV) fight flares again

KFMB-TV San Diego's across-the-border dispute with XETV(TV) Tijuana has erupted again.

This time the San Diego outlet, is allying with other border radio and TV stations, it was understood, to seek legislation to prohibit U.S.-originated programs from being transmitted—physically or otherwise—to Mexican stations which broadcast them back across the border.

KFMB-TV also has complained to the Federal Trade Commission that XETV is misrepresenting itself as a U.S. station and has asked FCC to investigate the production of programs by California Western U. of San Diego for broadcast on XETV.

Meanwhile, ABC-TV, which transmits programs to XETV under FCC permit, has asked the Commission for renewal of the "affiliation" authorization. KFMB-TV is CBS-TV primary and ABC-TV and NBC-TV secondary.

KFMB-TV asked FTC to move against Bay City Television Inc., San Diego, XETV sales agent in the U.S., on the ground the station is advertising itself as a U. S. station.

'Educational' Programs • KFMB-TV told the FCC it believes commercial programs are being produced at California Western U. for broadcast on XETV and asked the FCC to investigate. KFMB-TV said the FCC had indicated the institution would produce only non-commercial programs in issuing a permit to the college for such production in April 1958.

FCC officials explained last week that its permit to the college covered program material transmitted to XETV by microwave relay or other means—not physical transmission of films, records and transcriptions. The college's permit for non-physical program transmission expired last February and since programs apparently no longer involve electrical transmission, no permit is required by law, it was indicated.

FCC sources said the U.S. Supreme Court's decision in the Baker case in 1937 found that mere physical transmission over the border to Mexico of films, records, etc., does not violate the applicable section of the Communications Act and that an FCC permit is required only when the transmission to Mexico takes place through electronic process.

The FCC's original permit for ABC-TV to transmit programs to XETV was finalized only after a hearing and an appeal to the U.S. Court of Appeals in Washington in 1957. The court remanded the case, but not on the basic question of the right to transmit programs across the border to Mexico. FCC afterward affirmed the permit.

State tax bites on outside firms probed

The Senate Small Business Committee will begin public hearings Wednesday (April 8) on the impact of recent Supreme Court decisions upholding the right of states to tax firms doing business in interstate commerce.

The hearings are the first step in a "thorough" study of the problem. Sen. John Sparkman (D-Ala.) said last week in announcing the inquiry. He cited three Supreme Court decisions late in February and early March which ruled that a state could tax interstate corporations for business conducted within that state (Broadcasting, March 2).

NLRB clears IBEW in WKRG Mobile case

The campaign of International Brotherhood of Electrical Workers to drive advertisers away from WKRG-AM-FM Mobile, Ala., did not violate the National Labor Relations Act, according to an April 2 ruling by the National Labor Relations Board.

NLRB affirmed a report by Trial Examiner William F. Scharnik holding the IBEW practices were not unfair (Broadcasting, Sept. 1, 1958). The examiner held the union's "sole object and motive for its action was to protect the bargaining with competing union stations by increasing their advertising revenues through a transfer of WKRG's advertising and, by this showing of advantage in operating under union conditions, to enable the respondent union to preserve for the union stations' employees their existing wages and working conditions."

IBEW had lost its representation at WKRG in 1957 at an NLRB election. The union had opposed adoption by the stations of a "combo operation" with announcers operating the control board.

Last Jan. 28 a Mobile local union was certified as technicians' bargaining agent at WKRG-AM-TV after an NLRB election (Broadcasting, Feb. 16). The vote was 16 to 1 in favor of the local. IBEW abandoned its picketing and advertiser contacts after results of the election were announced by NLRB.

GOVERNMENT
WKIS asks 'master' near Orlando ch. 9

WKIS Orlando, Fla., last week asked the U.S. Court of Appeals in Washington to appoint a "special master" under court jurisdiction to reheard the remanded Orlando ch. 9 case. The FCC's 1957 grant of ch. 9 to WLOF Orlando was remanded by the U.S. Supreme Court last October for reconsideration in view of testimony in 1958 on Capitol Hill alleging an ex parte representation had been made in behalf of WLOF during adjudication (BROADCASTING, Nov. 5, 1958).

FCC has notified the court it is ready to hold a rehearing of the case as soon as it gets instructions (BROADCASTING, March 30).

Losing applicant WKIS said the court should order a special master to hold the hearing because FCC "would be reluctant to disturb their grant" to WLOF. WKIS added that FCC's "mind has already been made up as to the innocence" of WLOF, although the FCC has told the court that its investigation indicates a new hearing is warranted. The information from this investigation has not been disclosed to WKIS, the station said.

WKIS said the special master should determine from the hearing whether WLOF should be disqualified. If WLOF is found disqualified, WKIS said, the court should remand the case to FCC for "further proceedings not inconsistent with any action taken." Allocations were made in testimony in June 1958 before the House Legislative Oversight Subcommittee that Florida attorney William H. Dial had made representations to former FCC Commr. Richard A. Mack who favored WLOF.

Appeals court upholds FCC in license renewal

The U.S. Court of Appeals in Washington last week upheld the FCC's denial of a protest by WSAY Rochester, N.Y., against a renewal of license for WBBF Rochester.

WSAY had charged WBBF refused to grant permission for rebroadcast of its programs; had engaged in unfair competition by offering advertisers who also used WBBF-affiliated WGVA Geneva, N.Y., 35 miles away, a 25% reduction in time charges, and that the FCC erred in requiring WSAY to specify "with particularity" the reason it asked for a hearing on the WBBF renewal.

The court agreed WBBF had been justified in refusing to grant rebroadcast rights because WSAY had not specified programs to be rebroadcast, time of rebroadcast and payments to be made for rebroadcasting privileges. The WSAY request for rebroadcast rights, the court said, was "patently unreasonable in scope."

The court also agreed that joint discounts offered by WBBF (and WGVA) were not unreasonable; that no claim was made that advertisers are required to advertise on both stations and that some $16,000 loss claimed by WSAY as a result did not impair its ability to broadcast in the public interest. The court said it was unable to find the FCC erred in failing to disapprove the joint advertising discounts.

The court had remanded the case in an earlier WSAY appeal on grounds the FCC decision was erroneous. Judges handing down the decision last week were David L. Bazelton, George T. Washington and Walter M. Bastian.

Class III power needs cited in FCC filings

Nearly a score of am stations and one network have filed comments favoring FCC action looking toward authorizing up to 25 kw for Class III (regional) broadcast stations. The papers were submitted on petitions for rulemaking filed in January by WERE Cleveland and WPEN Philadelphia.

One group of a dozen stations said FCC has the duty to review limitations imposed on Class IIIs under conditions of 20 years ago. Urban population centers have grown and sizable new urban areas have developed, they said, requiring increased power to provide service.

These stations were:

- WFLA Tampa, Fla.; WDSU New Orleans; KOIN Portland, Ore.; KGLO Mason City, Iowa; WWJ Detroit; WIP Philadelphia; WKBN Youngstown, Ohio; WTAD Quincy, Ill.; KVI Seattle; WBBF Rock Island, Ill.; WWDC Washington, and WMBR Jacksonville, Fla.

Another group of stations and ABC noted that there has been a doubling or tripling of the number of regional stations and the majority no longer provide regional coverage at night. They cited increasing urbanization and said the FCC should consider higher power for Class IIIs as it is now doing for Class IVs. The group said there is a need for Class IIIs to serve both the expanding metropolitan areas and the underserved rural areas surrounding them. These stations included:

- KXYZ Houston; KLEO Wichita, Kan.; KEVE Golden Valley (Minneapolis); WZOK Jacksonville, Fla.; KXXX Colby, Kan., and WSAU Wausau, Wis.

Selective Rulings Urged • ABC in additional comments said a horizontal increase of all Class IIIs to 25 kw would provide no improvement, and expressed the opinion that increased power should be on a case-by-case basis with the use of new directional antenna systems. For a "limited number" of stations, particularly "along the coast," an increase to 25 kw, with directional antenna, could be effected with no increase in interference to co-channel and adjacent-channel stations, ABC said. Other stations in the center of the country with "reasonably lenient" directional antenna requirements, might be given more modest increases of perhaps up to 10 kw, with slight directional modifications, ABC said.

No final rules can be written now, but a "notice of inquiry" would be an "excellent place to start," ABC said, since this would be introductory toward rulemaking and interested parties could furnish comments and work together to set forth an "adequate philosophy."

KFHW Hollywood cited the need for increased power and signal intensity of regions, particularly in the Los Angeles area.

Government notes

• NBC last week asked for more time to prepare comments on Daytime Broadcasters Assns.' proposed rulemaking to extend the hours of daytime am stations. The DBA proposal asks that daytimers be allowed to sign on at 6 a.m. or sunrise (whichever is earlier) and sign off at 6 p.m. or sunset (whichever is later). NBC asked that the time for comments be extended to June 12, five months from the time the rulemaking was proposed (Jan. 12), noting that a five-month period was allowed for comments on DBA's earlier proposal for extended hours (which was denied by the FCC).

• FCC Hearing Examiner Herbert Sharfman issued an initial decision March 31 which would affirm Commission grant of late last year to Tomah-Mauston Broadcasting Co., Tomah, Wis., for a 500 w daytimer WTMB on 1390 kc, with reduced antenna efficiency. The grant had been protested by William C. Forrest, WRDB Reedsburg, Wis. Late in February the FCC made a move to lift a Dec. 10 stay of the WTMB grant after first noting it might maintain the stay (BROADCASTING, Feb. 23).

• Philco Corp., Philadelphia, has filed a registration statement with the Securities & Exchange Commission proposing to offer $20 million of convertible subordinated debentures for public sale. The debentures would be due April 15, 1984, with the interest rate and public offering price to be fixed later.
A national educational tv network will be operating within five years, according to John F. White, president of the National Educational Television & Radio Center.

Addressing a conference held April 2 in Washington by the center and the Advisory Council on Educational Television, Mr. White said the development of regional educational tv networks and advances in the use of tv tape recording will trigger a national network.

Since KUHT (TV) Houston took the air May 25, 1953, 40 educational outlets have started operating, he said. Another eight are under construction and many others are in various stages of planning. He cited a recent survey showing 31 educational tv outlets have a total capital investment of $16,069,560.

Ford Foundation last week awarded another grant of $5 million to the educational center for basic expenses and programming, Mr. White said.

Big Difference • Discussing the difference between commercial and educational tv outlets, he said: "The commercial station is on the air because some individual or group invested money, with the honorable hope that from that investment they would receive a fair financial return. Hence, every program decision it makes must of necessity give serious consideration to what that decision does to audience size or make-up and, therefore, to its profit statement. In other words, it is in business to make money."

"The educational or non-commercial station is not in business to make money. It is in business to spend money—everything it can lay its hands on—in service to the community or region it covers. How well we spend that money will determine not only the answer to our significance, but also to our healthy existence."

Mr. White said educational tv's function is not to compete with commercial programming but to render a service that is not available elsewhere. "Unlike our commercial counterparts we do not at any given time seek to have the majority of television listeners tuned to our channels," he continued. "But, over a period of time, we should provide programming satisfying the special interests of the majority of set owners.

Every major city and many smaller ones will have at least one educational tv station on the air and many will be operating multiple channels within a decade, he predicted, citing the two-channel operation in Oklahoma City and Pittsburgh. He added that another 10 years should see regular use of tv as an important teaching tool for all schools within reach of a signal.

The educational tv function, he said, is to serve the needs of millions of "communication orphans," a substantial minority audience.

Jack M. Warner forms film production firm

Jack M. Warner Productions Inc., Hollywood, has been formed as a motion picture production company with Samuel Schneider as president-treasurer; Jack M. Warner, vice president in charge of production, and David M. Richman, secretary. Production headquarters will be at the Motion Picture Center studios, Hollywood, and business headquarters at 640 Fifth Ave., New York, N.Y., where Mr. Schneider will be based.

Mr. Warner formerly was a vice president of his father's company, Warner Bros. Pictures. Mr. Schneider previously was a vice president, treasurer and director of Warner Bros. Mr. Richman is a lawyer in Beverly Hills.

FABULOUS US

says Tom Garten, Sales Vice Pres.

WSAZ-TV

HUNTINGTON, W. VA.

How do you program a show to be best in its time slot? WSAZ-TV answers that with the Spinach Playhouse. The results they get with POPEYE and WARNER BROS. Cartoons are "fabulous," according to Sales V.P. Tom Garten.

"Our Spinach Playhouse outpulls both competitors in two time slots. We get ARB ratings like 29.7 vs. 15.0 and 8.0. Only recently our M.C. offered club cards and pulled 7,000 requests in just over 2 weeks."

And WSAZ-TV finds that as high as 38% of the Spinach Playhouse audience are adults! No wonder all types of sponsors are enthusiastic about POPEYE and WARNER BROS. Cartoons. They build and hold program loyalty that quickly becomes product loyalty.

Give your station a best-in-its-slot program with POPEYE and WARNER BROS. Cartoons. It's a sure-fire way to snag sponsors and keep them.

COLORCASTING

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

**NBC-TV**
April 6-10, 12-15 (2:30-3 p.m.) Haggis Baggins, participating sponsors.
April 6-10, 12-15 (4-4:30 p.m.) Truth or Consequences, participating sponsors.
April 6, 10 (10-10:30 p.m.) Arthur Murray Party, Pharmaceuticals Inc. through Parkson and Lorillard through Lennen & Newell
April 7, 14 (8:30-9 p.m.) Jimmie Rodgers Show, Liggitt & Myers through McCann-Erickson.
April 8, 15 (8:30-9 p.m.) The Price Is Right, Spiegel through Norman, Craig & Kummel and Lever through J. Walter Thompson Co.
April 8 (9-9:30 p.m.) Milton Berle, Kraft through J. Walter Thompson Co.
April 9 (8-9 p.m.) Bell Telephone Hour, Bell through N.W. Ayer.
April 9 (9:30-10 p.m.) Ford Show, Ford through J. Walter Thompson.
April 9 (10:30-11 p.m.) Masquerade Party, Lorillard through Lennen & Newell.
April 10 (7:30-8 p.m.) Northwest Passage, sustaining.
April 10 (8-9 p.m.) Ellery Queen, RCA through Kenyon & Eckhardt.
April 11 (8-9 p.m.) Perry Como Show, participating sponsors.
April 12 (8-9 p.m.) Steve Allen Show, RCA through Kenyon & Eckhardt.
April 13 (8-9:30 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.

BROADCASTING, April 6, 1959
MGM-TV begins series of specials April 26

A series of 10 specials, for which the production cost alone is estimated at $2 million, will be produced in a spread over this TV season and next.

The series—to be co-produced by MGM-TV (marking the film studio's first "live" production in television) and Talent Assoc. (David Susskind's production firm)—has its first exposure on April 26. That program is entitled "Meet Me in St. Louis" on CBS-TV sponsored by General Time Co. (Westclox) and Philco (both through BBDO).

The specials—all to be taped and which eventually will be placed in syndication by MGM-TV—will be based on properties selected from Metro-Goldwyn-Mayer's pre-1948 feature library. Six other titles have been selected: "Mrs. Miniver," "Waterloo Bridge," "Green Dolphin Street," "Ninotchka," "Valley of Decision" and "Woman of the Year."

MGM-TV Departure • The disclosure that MGM-TV expects to eventually place the series in syndication marks a departure for the motion picture studio which up to this time has restricted its TV activity to film. And MGM-TV has not yet entered syndication formally, though it is anticipated the company will do so this fall.

George T. Shupert, vice president in charge of TV at MGM, hinted last week that there may be other such arrangements worked out for the co-production of series as well as specials.

The new pact also catapults Mr. Susskind's TV producing activity. He is associated with Oldsmobile Music Theatre, with a projected General Motors series of specials to feature Art Carney, the du Pont Show of the Month and Armstrong Circle Theatre among others.

Transfilm bought

In another expansion move, the Buckeye Corp., Springfield, Ohio, last week announced the acquisition of Transfilm Inc., New York, producer of TV film commercials and industrial film. Buckeye, a manufacturer of automatic feeding equipment for poultry and livestock, bought Pyramid Productions, New York, a producer of TV programs and Flamingo Telefilm Sales, a TV film distributor in February (Broadcasting, Feb. 9).

Buckeye acquired Transfilm for 52,632 shares of Buckeye's common stock and 96,250 shares of the company's 5% preferred series A stock. Buckeye is listed on the American Stock Exchange and closed last Tuesday at 9 3/4. Transfilm will become part of Buckeye's entertainment division, which includes Pyramid and Flamingo. William Muscigas will continue as president of Transfilm. Other members of the company's management will remain in their present positions.

Tv tape mobile unit puts hour show in can

NBC-TV completed work last week on "Roll Out the Sky," said to be the first hour-long network show by a mobile video-tape unit.

Taped over a three-day period (March 26-28) for presentation on NBC Kaleidoscope May 3, it is a "backstage" story of the Cristiani circus family. Scenes are both within and outside the Cristiani three-ring tent at winter quarters, Sarasota, Fla.

The mobile unit consisted of four cameras and one tape machine, from affiliate PFLA-TV Tampa, which also contributed a 17-man crew. Their three-day operation compares with an estimated "week or more" that would have been needed to do the same job on film. One hour and twenty minutes of tape were required for the hour show, whereas the total for a similar program on film is assessed at 10 to 1. Overall production costs: one-half of a film counterpart, despite the need for a considerably larger crew in taping.

Heavy rainfall presented problems for the unit. Truckloads of earth had to be brought in to fill a water-covered area before the tent could be set up. They needed a pump to keep the cameraman more or less dry.

NBC-TV's staff: John Goetz, producer-director; Gene Wyckoff, writer; Claude Traverse, unit manager, and Charles Van Doren, host.

Sky-high • Cristianis rehearse their "four-up" somersault act. Looking on is NBC Kaleidoscope host Charles Van Doren (c).

• Program notes

• Net income of Desilu Productions for the 40 weeks ended Feb. 7 was $141,730, compared to $26,082 for the corresponding period of last year, the company stated in its first interim report to stockholders. Accompanying the report were checks representing a 15-cent-a-share cash dividend, payable March 27 to stockholders of record March 13.

• The summer replacement for Person to Person (CBS-TV, Fri., 10:30-11 p.m.) will be Ted Mack and the Original Amateur Hour, effective July 3. Currently on Sundays at 5:30-6 p.m., Mack switches to Friday 8:30-9 p.m. May 1 for a nine-week stint before taking over the Person to Person slot. Pharmaceuticals Inc., through Parkson Adv., N.Y., continues as sponsor.

• During the Senate rackets committee's proceedings into New Orleans' slot machine business, WDSU-TV there set up a system whereby it could telecast films of the investigations within four hours of their taking place. WDSU-TV arranged with WRC-TV Washington for films of the committee's investigations there to be sent via direct cable to New Orleans for kinescoping. Another line was used by WDSU to carry the proceedings live.

The Broadcasting Foundation of America is distributing recordings from the Budapest Bartok Festival to American radio stations. These are said to be the first programs released to American broadcasters by the Hungarian government. Performers include Yehudi Menuhin, the Budapest Choir and the Hungarian State Orchestra.

• New musical jingle production company, Roy Ross Enterprises, has opened at 527 Lexington Ave., New York. Mr. Ross has resigned his position as musical director of WMGM New York.

• Charles Boyer, partner in Four Star Films Inc. (TV film producer), has bought the rights to a series of stories by French writer Jean Pierre Clauzet. He will make them into Gentleman From the Left Bank, a TV series. Mr. Boyer, now in the "Marriage-Go-Round" on Broadway, goes to Europe this summer to consult with Mr. Clauzet about the series and to scout possibilities of shooting it in France.

• A new Monday through Friday day-time series, On the Go, starring Jack Linkletter, will debut April 27 on CBS-TV (10-10:30 a.m. EST). Mr. Linkletter will tour the country in a video tape-equipped mobile unit to introduce viewers to interesting people and places. The program is a John Guedel production, in association with CBS-TV. Sponsorship was not named last week.
Advertisers

- R. P. Edwards, named manager of advertising and sales promotion, Westclox Div., General Time Corp., La Salle, Ill. He was previously advertising manager of Anco, auto accessories, Gary, Ind. Earlier he filled various advertising and sales positions with Sears Roebuck, International Harvester and Sunbeam.


- William K. Eastham, formerly merchandising manager of PepsiCo Division, Lever Bros., appointed assistant to president of American Home Products Corp.

- William J. McKenna, promoted from advertising director to vp in charge of advertising and public relations, Old Equity Life Insurance Co., Evanston, Ill.

- H. William Coulthurst assumes duties previously performed at Speidel Corp., Providence, R.I., by late Harold Rosenquist. Mr. Coulthurst is in charge of advertising and sales promotion, also assisting in product development.

- Harry E. Heineman, formerly head of St. Louis research division, the Milk Co., named director of product development. Dr. Earl A. Loder, formerly technical director at Greenville, Ill., named director of research, Pet Milk Co.

Agencies

- Carl Rigrod, tv-radio director of Donahue & Coe, N.Y., elected vp. With agency since 1943, Mr. Rigrod was writer of Ayrt & Marge radio series. He was radio director for KKO Pictures before coming to D&B.

- John Forney, vp and director of radi-o tv of Robert Luckie & Co., Birmingham, Ala., elected executive vp. Other Luckie appointments: Arden Aser, formerly assistant production manager of WABT (TV) Birmingham, a media director; Jim Creamer, formerly of WBRC-TV Birmingham, public relations account executive; Mrs. Joan Hicks to copywriter, Paul Wynn-nett and Ted Morton to art department.

- Jack J. Page, formerly president of Page Productions, named vp in charge of tv, O'Grady-Andersen-Gray, Chicago.

- Donald M. Smith, vp of Kenyon & Eckhardt, N.Y., since 1955, appointed account supervisor.

- Robert W. Bode, vp and executive art director, and Donald S. Gibb, vp and copy chief, Kudner Agency, N.Y., made senior vps.

- Latham Ovens, account executive of Donahue & Coe's New York publication division, elected vp.

- Hilliard S. Graham and Joseph Forth, account supervisors of Erwin Wasey, Ruthrauff & Ryan, Chicago, elected vps.

- Mark Martin Jr. and Hudson F. Meyer, formerly executive vps in Chicago and New York, respectively, of The Caples Co., to Bozell & Jacobs as vps and members of national plans board, remaining in their present cities.

- C. Wendel Muench, founder and president of agency bearing his name, and officer of Henri, Hurt & McDonald, with which he merged in 1957, makes Erwin Wasey, Ruthrauff & Ryan, Chicago, in "new business development capacity."


- Gene Austin, formerly in Los Angeles office of J. Walter Thompson, named manager of Puerto Rico office of Young & Rubicam, effective immediately.

- Lee Peer, formerly operations-programming consultant of KSHO-TV Las Vegas, Nev., to head new advertising agency in Las Vegas, Adler, Peer & Assoc. Robert Campbell will head printed media department, and Crosby DeMoss will head art development.

Networks

- Edmund W. Pugh Jr., treasurer and chief finance officer, Coca-Cola Co., to CBS, N.Y., as vp-finance, effective May 1. Before joining Coca-Cola in 1948, Mr. Pugh was assistant dean of Graduate School of Business Administration, Harvard U.

- Michael Campbell, since 1955 office manager of CBS Radio Spot Sales, named assistant to general manager. Norman S. Ginsburg, formerly manager of advertising & promotion for film division of NBC, appointed assistant sales promotion manager, CBS Radio Spot Sales.

- Joseph R. Cochran, program promotion manager of KNX Los Angeles and CRPN, promoted to marketing representative for station and network.

- Sangston Hetler Jr., formerly radio and media director of H.W. Kastor & Sons and account executive of CBS Radio Sales, to radio network sales department of NBC Central Div., Chicago.

- Frank McGee, NBC News Washington correspondent, transferred to network's New York correspondents' staff, effective immediately.

- Jan Schultz, formerly of Commonwealth Edison Co., Chicago, to sales planning staff of NBC-TV's Central Div. as sales developer.

- Tom Cochran, in charge of talent relations of NBC-TV's The Jack Paar Show since last July, named associate producer of show.

- Don Richardson, director for past two seasons of CBS-TV's The United States Steel Hour, signed to direct that network's new half-hour comedy series, The Wonderful World of Little Julius.
sales manager. All appointments are effective April 13.

- Max Bice, chief engineer and assistant manager of KNTM-AM-FM-TV Tacoma, Wash., named station manager of KNTM-TV. He will retain his duties at KNTM-AM-FM.

- James H. Spencer elected vp of Gross Telecasting Inc. (WJIM-AM-TV Lansing, Mich.).

- Sumner Dean Quarton, 69, formerly manager of WMT Cedar Rapids, Iowa, died aboard German ship, Sonderburg, at sea March 27. Mr. Quar- ton’s brother, William B. Quarton, is executive vp of WMT-AM-TV.

- Jack C. Brussel, advertising-sales promotion manager of WJR Detroit, appointed general sales manager, effective April 13.

- John B. (Steve) Conley, special assistant to president of Westinghouse Broadcasting Co., retired March 30 after 34 years with WBC. Mr. Conley was formerly general manager of Westinghouse radio stations.

- Richard Dawson, formerly of NBC-TV, N.Y., named assistant sales manager of KTRK-TV Houston.

- Richard W. Gessner, formerly on sales staff of WIP-AM-FM Philadelphia, named station manager of WKAL Rome, N.Y.

- Cameron Warren, general manager of KRCW (FM) Santa Barbara, Calif., elected general manager of Pacific Fm Group. Louis Gerlinger, general manager of KJML (FM) Sacramento, Calif., elected secretary-treasurer.

- Bob Ryan, formerly sales promotion manager of KOMET-AM-TV Seattle, Wash., named head of newly-created exploitation department for both stations.

- James A. Yergin, advertising manager of WOR-AM-TV New York, named director of advertising and promotion, WOR Div., which encompasses both stations.

- Manny Sternfeld, financial analyst, WRCA-AM-TV New York, promoted to manager, accounting and budgets. Allan B. Connal, with stations since 1947, named operations manager for WRCA-TV.

- H. S. (Hank) Basayne promoted from assistant program director to program director of WCCO Minneapolis-St. Paul. He succeeds William H. Schwarz, resigned to join KDKA Pittsburgh as program director.

- Thomas H. O’Connor, formerly program director of WBMD Baltimore, to WBAL, that city, as acting program manager, effective today (April 6). Guy L. Aylward, formerly air personality of WTIC-AM-FM-TV Hartford, Conn., to WBAL as announcer.

- Frank Oxarart Jr., sales promotion assistant in charge of research, KKNX Los Angeles and CBS Radio Pacific Network, named program promotion and merchandising manager. Marvin Katz, sales promotion department, succeeds Mr. Oxarart.

- Jim Knight named promotion director of WTRF-TV Wheeling, W.Va. Mr. Knight will also act as sportscaster and assistant program director.


- Ray Stewart, formerly director of public affairs of WHTN-AM-FM-TV Huntington, W.Va., to WIIC (TV) Pittsburgh in similar capacity.

- Carl G. Zimmerman, formerly producer of The Big Picture, U.S. Army documentary series, named news director of WITI-TV Milwaukee.

- Bill Brundige, formerly sportscaster of KJH-TV Los Angeles, named sports director of KDY Santa Monica, Calif.

- Gary Seger, formerly program director of KTTL Denver, Colo., to KRIZ Phoenix, Ariz., in similar capacity.

- Jim Castle, formerly midwest exploitation director, Paramount Film Distributing Corp., named public relations director of KPLR-TV St. Louis.

- Frosty Mitchell named program director of KIOA Des Moines, Iowa.

- Harry White, formerly station manager of KWTX Barstow, to KFRI Fresno, both California, as merchandising manager.

- Gilbert J. Jacobsen, sales representative of KOL Seattle, Wash., named assistant sales manager.

- H. Robert Reinhard, formerly account executive of WGSM Huntington to WGGB Freeport, both New York, as sales manager.

- Jay Clark, with WAVZ New Haven
A. Unger, NTA president, elected to board of National Theatres. William H. Hudson, board chairman and president of Beaver Lodge Oil Corp., and Burt Kleiner, executive vp of Cantor, Fitzgerald & Co., investment bankers, formerly director of NTA, also elected to National Theatre's board.

- Arthur Spirt, formerly of Gross-Krasne-Sillerman Inc., named vp of NTA Program Sales, division of National Television Assoc. He will headquarter in Chicago.


- Art Breecher, with Official Films Inc., N.Y., past six years, named midwestern sales manager.

- Kevin O'Sullivan, with Television Programs of America as account executive since 1957, named regional sales manager, New York City division, for Independent Television Corp. George Gray, formerly of Ziv Television Programs, appointed northeast district manager in syndicated sales for ITC, and Albert G. Hartigan, formerly of ABC Films Inc., named account executive in New York City division of ITC syndicated sales.

- Matt Gilligan, with Warner Bros. Pictures since 1946, named to newly-created post of coordinator, international...
Tall talking • Gerald Levey (l), assistant media director and account executive, Parkinson Adv., New York, receives a $150 check from Russel Woodward, executive vp of Peters, Griffin, Woodward, station representative. Mr. Levey won a contest sponsored by WCSC-TV Charleston, S.C., for the best promotion plan for its new tall tower. The Levey plan: the station searched each community in its viewing area for the tallest person, with the tallest regional winners brought to the station and measured next to the tower (described as the “tallest thing in South Carolina”).

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<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Albert V. Kizas</td>
<td>Promoted to manager, marketing, entertainment, Tube Products Div., RCA Electron Tube Div., Harrison, N.J.</td>
<td>RCA</td>
<td>Hollywood</td>
</tr>
<tr>
<td>Edward C. Caliguri</td>
<td>Formerly assistant sales promotion manager, Zenith Radio Corp., Chicago, appointed sales promotion manager for tv and stereo hi-fi products of Motorola Inc., that city.</td>
<td>Zenith Radio Corp.</td>
<td>Chicago</td>
</tr>
<tr>
<td>Wilbur A. Osterling</td>
<td>Previously attorney for RCA electron tube division and RCA semiconductor and materials division, appointed general attorney of RCA Service Co.</td>
<td>RCA</td>
<td>Hollywood</td>
</tr>
<tr>
<td>Henry Kasperowicz</td>
<td>Formerly engineer of physico-chemical section of DuMont tube operation, named director of color tube research and development, Allen B. DuMont Labs.</td>
<td>DuMont Labs</td>
<td>Hollywood</td>
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Money isn’t...

Dj. Ed McKenzie, reputed to have earned $70,000 a year on WXZY Detroit, will join WHFI (FM) Detroit today (April 6), without any pay at all, according to Gar Meadowcroft, WHFI owner.

The change, Mr. Meadowcroft said, is based on Mr. McKenzie’s objection to a top 40-news-sports formula and his chance to play standards. A story in the Detroit Free Press quoted Mr. McKenzie as saying, “I look on this not as just a job but as a purpose in life. I plan to read poems, passages from the Bible, a book or a newspaper if the material interests me. I intend to provide the kind of music grownups want to hear.”

Mr. Meadowcroft said, “This thing won’t fail because we believe the listener is an intelligent person.” Mr. McKenzie said commercials took up about half the time on the WXZY program he quit March 9. He will work at WHFI on commission.
Pictured above from left to right: Carson E. Cowherd, Collins Sales Representative Forrest Wallace, Walter R. B. Hall, and Hugh E. Bader of radio station KUEQ, Phoenix. This station purchased the entire Collins Automatic Tape Control display and ordered it shipped direct from the NAB Convention in Chicago to Phoenix.

The Collins Automatic Tape Control was the hottest item at the NAB Convention. Broadcasters from all over the country saw this amazing program aid, liked what they saw, and ordered the spot! Installations now on order include equipment for WHIZ, Zanesville; KUEQ, Phoenix; KONO, San Antonio; WMAL, Washington, D.C.; WHOT, Youngstown; WJET, Erie; KVET, Austin; KLIP, Dallas; KFJZ, Ft. Worth; KENN, Farmington, N.M.; KARA, Albuquerque; WVET, Rochester; WFBG, Altoona; WNBF, Binghamton; WHBF, Rock Island; KFBI, Wichita; KRLD, Dallas; KTXO, Sherman, Tex.; WICE, Providence; WEAV, Plattsburgh, N.Y.; WGAL, Lancaster; WKAN, Kanabbee; WLCS, Baton Rouge; WANE, Ft. Wayne; WLIP, Kenosha; WJLK, Asbury Park; WJOL, Joliet, Ill.; WINK, Ft. Myers, Fla.; WBUY, Lexington, N.C.; WKBC, Wilkesboro, N.C.; WDUZ, Green Bay, Wis.; WBIG, Greensboro, N.C.; WBMC, McMinnville, Tenn.; WNAM, Neenah, Wis.; KSTT, Davenport, Iowa; WBBB, Burlington, N.C.; WBEM, Statesville, N.C.; WFMF, Fairmont, N.C.; WENO, Madison, Tenn.; General Electronic Lab.

Just a push of a button gives these stations completely continuous automatic programming. Collins Automatic Tape Control features automatic cueing and stopping, instantaneous no-wait starting, simplified handling and storage.

End your broadcast tape frustration with Collins Automatic Tape Control. For further information call or write your nearest Collins Broadcast Sales office, or Collins Radio Company, Broadcast Sales, Cedar Rapids, Iowa.
EQUIPMENT & ENGINEERING

Tv antennas go hi-fi with new JFD product

JFD Electronics Corp., Brooklyn, N.Y., last week reported "considerable success" with its newly-developed Hi-Fi tv antenna, which is designed to "gather" the signals of channels in specific geographic areas only and thereby improve viewers' reception there.

Ed Finkel, vice president of JFD, said that impetus to develop the "regional" home antenna came from tv stations which had received complaints from viewers about poor reception and other interference. Many viewers blamed the stations, Mr. Finkel added, but JFD felt that the conventional outdoor antenna, designed for the best average reception on all channels from 2 to 13, was the likely culprit. JFD's antenna is based on this electronic concept: peak the signal gathering strength for the two, three or four channels available in most regions of the country.

Six months ago, JFD designed the first prototype for Memphis at the request of WHBQ-TV (ch. 13), with the antenna especially planned to receive channels 3, 5 and 13. JFD instituted an intensive advertising-promotion campaign in the area to persuade viewers to buy the new antennas.

To date, JFD has designed antennas for 12 different city areas and there is a waiting list of more than 20 cities. More than 8,000 of the Hi-Fi antennas have been sold in Memphis and more than 3,000 in Miami, New Orleans and Charleston, W. Va., Mr. Finkel said.

Tape patent invalid

A basic 1947 patent for magnetic tape in the U.S.—the Marvin Camras patent held by the Armour Research Foundation—was ruled invalid in a judgement entered last week in East St. Louis by U.S. District Judge William G. Jurgen. The court found the patent had been preceded by foreign patents and publicly used in the U.S. before the Camras filing with the Patent Office.

Armour licensed Minnesota Mining & Mfg. Co. to produce tape under the patent and has collected nearly $1 million in royalties. The court found they have no exclusive right to the tape and dismissed charges that Armour and 3M violated the anti-trust laws. The case stems from a patent infringement complaint filed against Technical Tape Corp. and C.K. Williams & Co. in 1955. Armour and 3M will appeal.

Technical topics

- H. H. Scott Inc., Maynard, Mass., announces Model 320 am-fm tuner to sell for $139.95, claimed to be the first it has offered with certain features at less than $200. Among the features (on one chassis): wide band fm and wide range am circuitry, plus "exclusive" silver-plated rf circuitry. A monophonic-multiplex switch on front panel permits instant conversion to multiplex.

- RCA will bring color tv to the American National Exhibition in Moscow this summer. A fully-equipped color studio will originate eight hours of live and filmed programming daily, carried by closed-circuit to sixteen 21-inch receivers situated throughout the Sokolniki Park fair grounds. Under direction of an NBC production crew, the primarily live programming will include a "See-Yourself-on-Color-TV" feature. RCA plans to make its facilities available to American firms not otherwise participating in the fair who wish to tell their story on film.

- Boonton Radio Corp., Boonton, N.J., has introduced signal generator 225-A for testing and calibration of fm communication systems in the 160 mc and 450 mc bands. The maker stresses its stability, low leakage and rugged construction.


- Video Instruments Inc. (transistorized instrumentation equipment), Santa Monica, Calif., has expanded its industrial activities to replace the consumer products division sold to Edward A. Allshuler (management consultant) and a group of investors.

- Electron Tube Information Council has been formed by eight of the nation's leading receiving tube manufacturers to promote the electron tube industry as a whole. The council is open to all tube manufacturers and presently consists of representatives of CBS-Hytron, General Electric Co., Philco Corp., RCA, Raytheon Mfg. Co., Sylvania Electric Products Inc., Tung-Sol Electric Inc. and Westinghouse Electric Corp.

- Common stockholders of Collins Radio Co. (more than 99% of Class A holders), have voted to reclassify the firm's Class A and Class B common stock into a single class of common, giving all common stock voting rights. Also, the 4% cumulative preferred stock and 5% subordinated debentures of Collins are convertible into voting stock, it was announced.
CAB CONVENTION

Research, ethic code, development plans set

Canadian broadcasters, having won their long battle for an independent regulatory body, are now planning: depth research on the effects of broadcasting on society, a new overall code of ethics embracing radio and television, talent development on a regional and national basis and stricter self-regulation. These facts came out of the 34th annual meeting of the Canadian Assn. of Broadcasters at Toronto, last month.

Changes are to be sought in regulations on political broadcasting, especially in connection with restrictions on political broadcasts 48 hours before an election. Detailed changes in broadcast regulations, to be proposed at forthcoming public hearings of the Canadian Board of Broadcast Governors (BBG), were discussed at the final closed business session late on March 26.

CAB is to establish annual radio and television advertising awards for development of electronic advertising. CAB's new board of directors was also instructed to investigate the possibility of convening in Canada at an international conference of broadcasters.

Near Thousand • Over 900 broadcasters, advertising agency executives and advertisers attended the first two days of open sessions of the annual meeting at which research, surveys and closer co-operation between broadcasters and agency-advertiser executives was discussed. Some 400 broadcasters met in closed sessions during the last two days.

Malcolm Neill, CFNB Fredericton, N.B., was re-elected president of the CAB. Murray Brown, CFPL-AM-TV London, Ont., was elected vice president for radio, and Tom Durham, CKRS-TV Jonquiere, Que., elected vice president for television. New CAB board members elected from regional associations for two-year terms were Ken Hutcheson, CJAV Port Alberni, B.C.; Roy Chapman, CHBC-TV Kelowna, B.C.; J.O. Blick, CJOB Winnipeg; Blair Nelson, CFQC-TV Saskatoon, Sask.; J.A. Dupont, CJAD Montreal; Alan Waters, CHUM Toronto; D. Gourd, CKRN Rouyn, Que.; M. Danereau, CHLN Three Rivers, Que.; Tom Durham. CKRS Jonquiere, and Robert Large, CFCS-AM-TV Charlottetown, P.E.I.


"The Board of Broadcast Governors realizes that it is part of the broadcasting industry of Canada," Dr. Andrew Stewart, chairman of the BBG stated in the opening keynote address to the convention. "We are proud of its achievements over what is after all a relatively short period of time; and we share your optimism about its future."

What BBG Wants • Dr. Stewart urged broadcasters to make suggestions to the BBG, to do more research to improve service to listeners, to train young men to take their place in the industry, to have management keep a closer check on station logs, to develop a diversity of programs and a code of ethics, to develop more self-discipline within the industry, and to keep promises made when licenses are issued. He said the BBG should stay out of station management and would be in favor of more regional networks. About half the BBG attended the CAB convention for the first two days and were headtable guests at the annual dinner Tuesday evening, March 24.

CHAB Moose Jaw, Sask., was presented with the John J. Gillin Jr. Memorial Award for its public service activities during 1958, at the annual dinner.

Establishment of a Harry Sedgwick (CFRB Toronto) Memorial Award was announced by Ken Sobie, CHCH-TV and CHML Hamilton, Ont., with first award being made to Gerry Millan, Kingston, Ont., third year student in radio arts at Ryerson Institute of Technology, Toronto. The award will allow an outstanding student each year to attend the CAB convention. Another Harry Sedgwick Memorial Award is being organized by United States friends of the late president of CFFB Toronto, it was announced. Mr. Sedgwick was a frequent delegate to NAB conventions in past years.

CAB plans to establish an educational series of seminars on how best to use audience research material now available to Canadian stations, to study ways and means to assist younger people to apply for radio and television station licenses with private and government loans, to develop a CAB institute for research in mass communications in conjunction with some Canadian uni-
versity, to develop economical means of pooling live talent for both radio and possible second television stations on a network basis in Canadian cities when the Canadian government gives the green light for television expansion, and to appoint a permanent technical consultant to CAB.

Two-Year Calendar • The 1960 CAB meeting will be March 20-24 at the Chateau Frontenac, Quebec City, and the 1961 meeting at the Hotels Vancouver and Georgia, Vancouver, B.C., March 13-16.

BBG stagger renewal of Canadian licenses

Licenses of Canadian broadcasting stations, both independent and government-owned, will be renewed on a staggered basis over the next few years, according to a recommendation made by the Board of Broadcast Governors (BBG) to the Canadian Dept. of Transport, Ottawa, licensing authority. Licenses of 171 stations expired March 31.

BBG recommended the staggered basis so as not to have to hear all stations at the same time. Its recommendation grouped stations arbitrarily in four groups, with renewals from two to five years. Previously all stations were automatically renewed for five-year periods, without a review of their operations.

Recommended renewals were staggered in such a manner that stations in one area should not come up for renewal in the same year, that stations recently granted power increases requiring substantial investment for new facilities be given relatively long periods between renewal dates, and that stations "whose performances the board might wish to review at an early date be granted a relatively short period of extension."

New Facilities • The BBG also recommended a number of new stations. Geoff Stirling, president of CJON-AM-TV St. John's, Nfld., was recommended for a 10 kw station on 980 kc at Montreal, because of his programming record and because there had been no new English-language station in Montreal for 14 years.

Okayed for TV • CBC has been recommended five new tv stations for remote areas and French-language audiences. CBC will have French-language stations at St. Boniface, Man. (suburb of Winnipeg), on ch. 6 with 2.87 kw visual power, and at Moncton, N.B., on ch. 11 with 600 kw visual power. CBC will also have tv stations at Corner Brook, Nfld., ch. 5, with 63.8 kw visual power; at Kenora, Ont., ch. 8, with 493 kw visual power, and at Trail, B.C., ch. 11 with 164 kw.

R. Bruce Armstrong was recommended for a 250 kw station on 1230 kc at Midland, Ont.; Mrs. Madeleine Laframboise for a 1 kw daytime station on 1110 kc at Cornwall, Ont.

Stanley Shenkman, Montreal, received BBG's approval for ch. 8 television station at Cornwall, with 130 kw visual power, and directional antenna 615 ft. above average terrain; and CCHB-TV Kelowna, B.C., for a satellite tv station at Princeton, B.C., on ch. 70 with 39.2 kw visual power, and antenna 665 ft. above average terrain.

CKAR Huntsville, Ont., was recommended for an fm station with 2.886 kw on 98.5 mc. CKAR also received approval for a satellite radio station with 250 w on 1340 kc at Parry Sound, Ont.

More Wattage • Power increases went to CKUA Edmonton, Alta., non-commercial station of the U. of Alberta which has been operating for 31 years, from 1 to 10 kw on 580 kc; to CKY Winnipeg, from 5 to 50 kw on 580 kc with change in transmitter site to protect the channel for Canadian use; to CHAB Moose Jaw, Sask., from 10 kw day and 5 kw night to 10 kw day and night on 800 kc; to CKPC Brandon, Ont., from 1 kw to 10 kw on 1380 kc with change of antenna site; to CKLB Oshawa, Ont., from 5 kw to 10 kw day and 5 kw night on 1350 kc; and to VOCM St. John's, Nfld., from 10 kw day and 1 kw night on 590 kc to 10 kw day and night on same frequency.

Stereo, space matters occupy CCIR on coast

The International Radio Consultative Committee (CCIR), organized in Washington in 1927, opened its Ninth Plenary Assembly Thursday (April 2) in Los Angeles to consider such international matters as stereophonic broadcasting and communication systems between the earth and space satellites.

Reports of 14 study groups, which for three years had been working on these and other problems from a strictly scientific aspect, will be presented to the month-long assembly for review and approval. CCIR will then make recommendations to the International Telecommunications Union, parent body of both CCIR and Radio Administrative Conference, for final action.

Representatives of 36 nations, 13 private operating agencies, seven international organizations, six scientific and industrial organizations, two specialized agencies of the United Nations plus a delegation from ITU are participating in the ninth CCIR assembly, which in addition to acting on the reports of past study groups will approve new study programs to be conducted during the next three years.

• Abroad in brief

• Swedish Television Broadcasting Service has put six transmitters into operation. They are at Gaeve, Oerbro, Skoevede, Linkoping, Motala and Karlstad.

• A West German newsreel theatre company has received a court order to stop public presentation of television shows via receiver-projectors in its theatres. The order stemmed from a suit brought by North West German Radio, Hamburg, against the newsreel company.

• Registered television sets in Sweden number more than 250,000, according to reports from Stockholm.

• Norwegian Television Service is linking with Eurovision (European tv network) via a relay link between Oslo, Norway, and Karlbad, Sweden. The line, operating on 4000 mc, is designed to carry 600 telephone channels in addition to the tv signal.
Hat & egg promotions: spring audience tonic

In the annual preoccupation with hats, rabbits and eggs, here's how broadcast promoters have been turning the season to account:

WPAT Paterson, N.J., followed its custom of pre-empting all commercials on Easter for public service appeals.

In the week preceding Easter, WROW Albany, N.Y., played the record, "It Must Have Been the Easter Bunny," 446 times running for 35 hours. For each play, the station donated $1 to the Easter Seal campaign. The bunny finally stopped hopping when a businessman bought the record from WROW with a $500 Easter Seal contribution, which the station matched. The switchboard logged more than 5,000 calls commending WROW.

WQAM Miami, Fla., dubbed a disc jockey the Easter bunny and offered listeners $100 to guess his identity from broadcast clues.

Closet Full - KDKA Pittsburgh staged an Easter wardrobe contest for women of the audience. Some 1,400 wrote letters telling why they wanted to pick out a $500 KDKA "Dream Wardrobe."

A First Annual Grand Easter Egg

Listening man's station

WKRC-TV Cincinnati has launched an elaborate campaign to promote its sister station, WKRC-FM.

Spot announcements, parodying the Viceroy "thinking man" theme, feature a tuxedo-clad gentleman brandishing a baton in one hand and wearing a catcher's mitt on the other.

He is neither a symphony conductor nor a ballplayer, it develops, but a WKRC-FM listener who appreciates the station's coverage of both.

The stations have taken newspaper ads promoting broadcast time of the fm spots on tv.

Driving dog's spot

Enthusiastic reception of the Ford "thinking dog" tv spot (BROADCASTING, March 30) in the West has led to its inclusion in Ford's national advertising, beginning with a showing on last Thursday (April 2) of the Ford Show on NBC-TV.

Other spots featuring the animal are in preparation at Playhouse Pictures, L.A., where the original one was produced. Indicative of the spot's popularity was a call from Walt Disney Studios seeking photos of the Ford dog to publicize the motion picture, "The Shaggy Dog."
Hunt was scheduled by KTVH (TV) Hutchinson-Wichita in cooperation with Safeway Stores of Central Kansas. Prizes for thousands of children were hidden on the U. of Wichita campus.

WCPD Cincinnati combined ham and eggs in its hunt. Fifty plastic eggs, each containing a gift certificate for a ham, were hidden around town. Clues to their location were broadcast for a week.

An Easter apparel award by KSTP-TV St. Paul-Minneapolis was predicated on guessing the number of jelly beans in a jar at a local clothing store. Certificates worth $700 to the winner were exchangeable for clothes at the store.

**Mad Hats** • WTOP Washington and the Lazy Susan Inn, Woodbridge, Va., co-sponsored a competition for the “craziest hat” creation by a listener. The winner in a field of 50 got two Lily Dache models, all others consolation prizes. WSAI Cincinnati also collected wild millinery fashioned by listeners competing for 10 prizes offered. WCAE Pittsburgh asked for “crazy” hats, but they were actual headgear from women listeners’ wardrobes. The best entry was an imported bird-trimmed model.

Mothers of Marin County, Calif., enlisted Nancy Best of the Romper Room show over KGO-TV San Francisco to appear at their Easter Egg hunt. Instead of 800 youngsters expected, 3,000 showed up, sending the mothers on a hunt of their own to find refreshments to go around.

Chucko, the “Birthday Clown” of KABC-TV Hollywood, set small viewers to decorating eggs. The contest, promoted on the Chucko’s Cartoons show in cooperation with Tv Guide magazine, drew 8,000 entries in five weeks. The winner took his parents to New York for the Easter weekend.

**Eggs—Good, Big, Bouncing** • WTAR Norfolk, Va., used the theme “Be a Good Egg” to support the fire department’s drive for funds. The effort resulted in 604 Easter baskets being distributed to needy children.

In a contest to guess the weight of the “world’s largest Easter egg,” WTTI-TV Miami Beach received over 10,000 entries. The winner received the 14 lb. 4 oz. candy egg and presented a similar egg to the children’s home of her choice.

WCKY Cincinnati featured a “Flying Easter Bunny” on Easter Sunday. During the afternoon, a plane cruised over the city dropping colored ping-pong balls which the station redeemed with Kroh & Kroh Green stamps. More than 25% of the “eggs” were found and redeemed for more than 30,000 stamps.

**Fort Wayne flashes**

An electric moving news sign has been installed in Fort Wayne, Ind., by WANE-AM-TV there. A contest for the first words to be flashed over the telesign was won by Mrs. Robert Wehmeyer of Fort Wayne, who suggested: “To be well informed is the first responsibility of the citizens of a democracy.”

**Crowded game table**

Back in January KREM Spokane, Wash., launched a long-term contest for 50,000 players, competing for an average 10 prizes daily. The station mailed out 50,000 “Lucky Dial” gadgets, designed to attach to telephones and list the KREM number and space for writing in emergency numbers. In addition, each dial carries a separate numerical designation enabling the owner to play the Lucky Dial game. When a number is drawn, it is announced on the air, and the winner telephones KREM to claim his prize.

KREM-TV has been enlisted in the radio promotion to show prizes, which include merchandise ranging from small items to a $1,100 motor boat and cumulative cash awards in units of $12, commemorating KREM’s 12th anniversary. The Lucky Dial promotion continues, with winners exchanging old dials for freshly numbered ones when they pick up prizes at the KREM studios.
• Drumbeats
  • The two commercial radio outlets in Evanston, Ill., got some practical support last month, reports WEAW-AM-FM Evanston, when the city’s Chamber of Commerce arranged with all local car dealers to set two of the push buttons on new car radios to WEAW-AM-FM and WNMP Evanston. Printed tags affixed to the radios read: “We hope you will make Evanston your shopping headquarters. . . . For your listening pleasure we have adjusted two of your car radio selector buttons to Evanston’s two fine radio stations.”
  • WFBM-TV Indianapolis, Ind., has announced one of the most successful “mail pulls” in the history of the station in the wake of 10 announcements for Rodney Zig-Zag Sewing Machines. Rodney’s announcements offered a sewing machine to the viewer who could make the most words from the letters in “sewing machine.” A total of 6,458 entries came from 349 communities.
  • Two late evening spot announcements “for women only” pulled more than 300 postcards from women who wrote in for free potholders offered by General Electric on WCKR Miami. The two announcements to the ladies were scheduled before and after a “masculine” program—an NCAA championship basketball game.
  • A. H. (Chris) Christensen, newly-appointed advertising and sales promotion manager of KPIX (TV) San Francisco, has won a trip to Paris for his promotion efforts on behalf of ABC-TV’s “Operation Daybreak” while at his former post, WIZ-TV Baltimore, Md. His promotion is well remembered among New York, Chicago and Philadelphia timebuyers, who received live roosters as part of the theme, “Something to Crow About.”
  • Longview Hospital in Cincinnati has named a new skating rink after Bob Braun, air personality of WLW-WLWT (TV) Cincinnati. Money derived from “Bob Braun Appreciation Day” (attended by 6,500 teenagers) financed skates for children at the hospital.
  • WTIV (TV) Miami, Fla., has published a 32-page Ten Year Report, tracing the station’s history in narration and pictures.
  • The annual “Tiny Tots Concert” by the National Symphony Orchestra sponsored by WGMS-AM-FM Washington was sold out after two weeks of promotions. When the 1,200 seats were gone, WGMS scheduled a stereophonic broadcast for those who could not attend.
  • Teams came from 13 schools to compete in this year’s Girls Basketball Tournament, co-sponsored for the 12th year by CHAB Moose Jaw, Sask., with the local basketball association. Participants in the two-day event came from extreme points in western Canada.
  • KIRO-AM-TV Seattle won a Paul Bunyon “Blue Ox” award for its coverage of international talks in the Columbus Conference in Seattle during October 1958. Awards are given annually to organizations doing the most to focus national attention on the Seattle area.

WOR-TV to host mediamen

WOR-TV New York will be host this week to KHJ-TV Los Angeles for the latter’s presentation to New York timebuyers, media supervisors and account executives. KHJ-TV’s “new sound in sight” programming will be featured in two special telecasts (April 7 and 9, 11:40 a.m.-noon). Under the new station format (Broadcasting, March 30), all KHJ-TV programs and features are showcased with original orchestrations and animation. Both KHJ-TV and WOR-TV are owned and operated by RKO Teleradio Pictures Inc.

Striped pants salesman

WAYV-TV Norfolk - Portsmouth, Va., has a new salesman on the street. He’s 13 years old and wears striped pants, cutaway, Homburg and ascot tie. Young Allan Smith is on the charge with execution of WAYV-TV’s new client merchandising plan, “The Ambassador Service.” The station sends its emissary to call on retailers, brokers, and others, spreading good will for WAYV-TV advertisers. In official calls for the first product to get the ambassador treatment, Esquire shoe polish, the envoy distributed gift shoe shine kits.

Ear on Russian agriculture

Agricultural practices on U.S.S.R. collective farms is the subject of a series broadcast by WREM Renssela, N.Y., April 1-4. The programs, comprising tapes sent by Radio Moscow, were the first in a series of international farm broadcasts projected by WREM, which serves a dairy district. The station plans to air tapes from England, Norway, Mexico and Japan.

WBAL bumper promotion

The “modern sounds of WBAL Baltimore” are being plugged on more than 8,000 car bumpers. A “Miss WBAL” tours Baltimore in a convertible automobile and selects cars bearing a WBAL sticker to present the drivers with RCA portable radios. Listeners get the stickers by writing to WBAL.
**TV NETWORK SHOWSHEET**

**THE PROGRAMS, THE SCHEDULES, THE SPONSORS**

Published first issue in each quarter

 Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live. All times are NYT.

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**SUNDAY MORNING**

9:10 a.m.

ABC-TV No network service.

CBS-TV 6:10-7:10 Heart Beat, sus.; 9:30-10:30 The Breakfast Club, sus., L.

NBC-TV 6:10-7:10 The Colgate Breakfast, sus., L.

**SUNDAY AFTERNOON**

Noon-1 p.m.

ABC-TV 12:30 Bishop Pike, sus., L; 13:00 John Hopkins File, sus., L.

CBS-TV No network service.

NBC-TV No network service.

1-2 p.m.

ABC-TV 1:30 College News Conference, sus., L; 1:30-2:30 network service.

CBS-TV No network service.

NBC-TV 1:30 No network service; 1:30-1:40 (to be announced); 1:45-2:15 Léo Durocher's Warmup (preceding Major League Baseball).

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**SUNDAY EVENING**

6:30-7:00 p.m.

ABC-TV 6-7 No network service; 7:30-8 You Asked For It, Skippy Peanut Butter, F.


NBC-TV 6-6:30 Meet the Press, sus., L; 6:30-7:30 Chet Hunter Reporting, sus., L; 7:30-7:45 Saber of London, Sterling Drugs, F.

7:30-8:00 p.m.

ABC-TV 7:30-8 Maverick, KAyris, Drackett, F.

CBS-TV 7:30-8 Jack Benny Show, alt. with Bachelor Father, American Tobacco, F.

NBC-TV 7:30-8:30 Steve Allen Show, du Pont, Helene Curtis, RCA, L.

8-9 p.m.

ABC-TV 8-8:30 Maverick, cont.; 8:30-9 Latexman, Reynolds Tobacco, Gen. Mills, F.

CBS-TV 8-8:30 Ed Sullivan Show, Mercury Cars and Eastern Kodak, L.

NBC-TV 8-8:30 Steve Allen Show, cont.; 8:30-9 The Lauters Years, (no sponsor), starts 8:00.

9:10 p.m.

ABC-TV 9-9:30 Colt 45, Beech-Nut, Life Savers, Colgate-Palmolive, Ritchie, F; 9:30-10 Deadline for Action, sus., F.

CBS-TV 9-9:30 GE Theatre, Gen. Electric, F; 9:30-10 Alfred Hitchcock, Bristol-Myers, F.

NBC-TV 9-10 Chevy Show, Chevrolet, L.

10-11 p.m.

ABC-TV 10-10:30 Deadline for Action, cont.; 10:30-11 Meet McGraw, Alberto-Culver, F.


NBC-TV 10-10:30 Loretta Young Show, P&G, F; 10:30-11 No network service.

11-11:15 p.m.

ABC-TV No network service.

CBS-TV 11-11:15 Sunday News Special, Whitehall at Carter, L.

NBC-TV 11-11:15 No network service.

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**MONDAY-FRIDAY MORNING**

7-8 a.m.

ABC-TV No network service.

CBS-TV 7-8 No network service.


8-9 a.m.

ABC-TV No network service.

CBS-TV 8-9 Captain Kangaroo, part., L; 8:45 CBS Morning News, sus., L.

NBC-TV 8:45 Todays, cont.

9-10 a.m.

ABC-TV No network service.

CBS-TV 9-10 No network service.

NBC-TV 9-10 Today, cont.

10-11 a.m.

ABC-TV No network service.

CBS-TV 10-10:30 Morning Playhouse, sus., L; 10:30-11 Arthur Godfrey Time, Reynolds Aluminum, Heinz, National Foods, sus., L.


11 a.m.-noon

ABC-TV No network service.


NBC-TV 11-11:30 The Price Is Right, Alberto-Culver, Chesbrough-Pond's, Standard Brands, G. E., Colgate, sus., L.


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**MONDAY-FRIDAY AFTERNOON, EARLY EVENING & LATE NIGHT**

Noon-1 p.m.

ABC-TV 12-1 p.m. Buddy Deane Show, participating.

CBS-TV 12-1 El Dorado, sus., L; 12:30-12:45 Search for Tomorrow, sus.


1-2 p.m.

ABC-TV 1-1:30 Music Box, sus., L; 1:30-2 No network service.


NBC-TV 1-1:30 No network service.

2-3 p.m.

ABC-TV 2-2:30 Day In Court, part., L; 2:30-3 Gale Storm Show, part., F.

CBS-TV 2-3-30 Jimmy Durante Show, Brown, & Williamson, L; 2:30-3 Deadly Playground, sus., L.

NBC-TV 2-2:30 Queen for a Day, P&G, F; 2:30-3 Maggie Buggs, L.

3-4 p.m.

ABC-TV 3-3:30 Best of the Clock, participating, L; 3-3-4 Who Do You Trust?, sus., L.

CBS-TV 3-3:30 The Big Payoff, Colgate-Palmolive and sus., L; 3-3-4 The Verdict Is Yours, sus., sus., L.

NBC-TV 3-3:30 Queen for a Day, King Features, sus., L.

4-5 p.m.

ABC-TV 4-4:30 The Brighter Day, P&G, L; 4-4-4 Secret Storm, American Home Products, sus., L.

CBS-TV 4-4:45 Captain Kangaroo, part., L; 4-4:45 CBS Morning News, sus., L.

NBC-TV 4-4:45 Todays, cont.

BROADCASTING, April 6, 1959

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**ONE HUNDRED ELEVEN NATIONAL AND REGIONAL SPOT ADVERTISERS KNOW TERRE HAUTE IS NOT COVERED EFFECTIVELY BY OUTSIDE TV**

**Basis: 1958**

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**WTHI-TV CHANNEL 10**

CBS-10

TERRE HAUTE, INDIANA

Represented Nationally by Bolling Co., Los Angeles; San Francisco-Boston; New York-Chicago-Dallas.
Atlantis, Pet Milk, Gen. Foods, American Home Products, Miles, Pillsbury, Sterling Drug and sunt., L.


5:4 p.m.

ABC-TV 5-5:30 American Bandstand, co-op, L. (Fri.) Mickey Mouse Club, participating, F. (Tues. & Thurs.) Adv. P.r. F.R.S., participating, F.

CBS-TV No network service.

NFC-TV No network service.

6:7:30 p.m.

ABC-TV 6-7:15 No network service; 7:15-7:30 News, sunt., L.


NFC-TV No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.

NFC-TV No network service.


MONDAY EVENING

7:30:8 p.m.

ABC-TV 7:30-8 Texas Rangers, Sweeps Co., F. (every third week Shirley Temple's Storybook, John H. Breck, F.)

CBS-TV 8-8:30 The Texan, Brown & Williams, alt. with Lever, F.; 8:30-9 Father Knows Best, Lever, Scott Paper, F.

NFC-TV 7:30 Buckskin, P&G, F.

8:9 p.m.

ABC-TV 8-9-30 Polka-Go-Round, sunt., L. (every third week Shirley Temple's Storybook, co-op, L.; 8:30-9 Bold Journey, Ralston Purina, F.

CBS-TV 8-9-30 Name That Tune, American Home Products, L.

NFC-TV 8-9-30 Keefless Gun, P&G, Sterling Drug, F.; 8:30-9 Tales of Wells Fargo, American Tobacco, Buick, F.

9:10 p.m.

ABC-TV 9-9:30 Voice of Firestone, Firestone Tire & Rubber, L.; 9:30-10 This Is Music, sunt., L.


NFC-TV 9-9:30 Peter Gunn, Bristol-Myers, F.; 9:30-10 Alcoa/Goodyear Theatre, Alcoa alt. with Goodyear, F.

10:11 p.m.

ABC-TV 10-10:30 to be announced; 10:30-10:45 John Daly & the News, Lorillard, L.

CBS-TV 10-11 Playhouse, Westinghouse, F.

NFC-TV 10-11:00 Arthur Murray Party, Lorillard, Pharmaceuticals, tape.

TUESDAY EVENING

7:30:8 p.m.

ABC-TV 7-8:30 Cheyenne, alt. with Sugarfoot, J.A. & Harold, F. Ritchie, Armour, American Chicke, Luden's, R. J. Reynolds, F.

CBS-TV 7:30-8 Dragnet, Mennen alt. with P&G, F.

8:9 p.m.

ABC-TV 8-9-83 Cheyenne or Sugarfoot, cont.; 8:30-9 Wyatt Earp, Gen. Mills, P&G, F.

CBS-TV 8-8:30 Playhouse of Mystery, sunt., F.; 8:30-9 To Tell the Truth, Carter, Marlboro, L.

NFC-TV 8:30 Pete Kelly's Blues, Liggett & Mt.

BROADCASTING, April 6, 1959

MYERS, F.; 8:30-9 Jimmy Rodgers Show, Liggett & Myers, L.

9:10 p.m.

ABC-TV 9-9:30 Riflemen, Miles Labs, Ralston Purina, P&G; 9:30-10 Naked City, Brown & Williamson, Whitehall Labs, F.


Colgate, F.; starts 4/21 Californians, Singer, Lipton, F.; 9:30-10 Bob Cummings Show, Reynolds, Hazel Bishop (3/17-4/14), Buleva (3/12-6/0), F.

10:11 p.m.

ABC-TV 10-10:30 Alcoa Presents, Aluminum Co., F.; 10:30-10:45 John Daly & the News, F., Lorillard, L.

CBS-TV 10-11 Garry Moore Show, Revlon, Kellogg, Pittsburgh Plate Glass, L.

NFC-TV 10-10:30 starts 4/7 David Nelson Show, Singer alt. weeks, F.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 Plymouth Show - Lawrence Welk, Plymouth, L.

CBS-TV 7:30-8 Twilight Theatre, sunt., L.

NFC-TV 7:30-8 Vagons Train, Ford, National Biscuit, Reynolds Tobacco, F.

8-9 p.m.

ABC-TV 8-8:30 Plymouth Show, cont.; 8:30-9 Ozzie & Harriet, Eastman Kodak, Quaker Oats, F.

CBS-TV 8-8:30 Keep Talking, Mutual of Omaha, L.; 8:30-9 Fadshow, Socony alt. with American Tobacco.

NFC-TV 8-8:30 Wagon Train, cont.; 8:30-9 The Professionals, Spindel, Lever, L.

9:10 p.m.

ABC-TV 9-9:30 Donna Reed Show, Campbell Soup, F.; 9:30-10 Accused, sunt., L.


NFC-TV 9-9:30 Kraft Music Hall, Kraft, L.; 9:30-10 Mastrodon, Kraft/Sealtest, F.

10-11 p.m.

ABC-TV 10-10:45 Wednesday Night Fights, Miles Labs, Mennen, L.; 10:45-11 John Daly & the News, Lorillard, L.

CBS-TV 10-11 U.S. Steel Hour, U.S. Steel, alt. with Armstrong Circle Theatre, Armstrong Corn.

NFC-TV 10-10:30 This Is Your Life, P&G, L.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV 7-8 Leave it to Beaver, Miles, Ralston, F.

CBS-TV 7-8 Love Lucy, Clair, Pillsbury, F.

NFC-TV 7:30-8 Jefferson Drum, ends 4/23, sunt.; start 4/23 new program to be announced.

8-9 p.m.

ABC-TV 8-8:30 Zorro, Seven-Up, A.C. Sparkplug, F.; 8:30-9 The Real McCoys, P&G, F.


NFC-TV 8-8:30 Steve Canary, L&M, F.; 8:30-9 It Could Be You, Pharmaceuticals, L.

9:10 p.m.

ABC-TV 9-9:30 Pat Boone Chevy Showroom, Chevrolet, L.; 9:30-10 Rough Riders, P. Lorillard, F.


10-11 p.m.

ABC-TV 10-10:30 to be announced; 10:30-10:45 John Daly & the News, L.

CBS-TV 10-11 Playhouse 80, cont.

**SUNDAY MORNING**

<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-8 a.m.</td>
<td>ABC No network service.</td>
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<tr>
<td>8-9 a.m.</td>
<td>CBS No network service.</td>
</tr>
<tr>
<td>8:05-8:30</td>
<td>M.S. 7-8:05 News, co-op; 8:05-8:30 America's Top Tunes, co-op; 8:30-8:35 News, co-op; 8:35-9 America's Top Tunes, co-op.</td>
</tr>
<tr>
<td>8:06-8:35</td>
<td>NBC 8-06-8:35 News, sust.; 8:06-8:15 Great Choirs of America, sust.; 8:15-8:30 Faith in Action, sust.; 8:30-9 Bible Study Hour, Evangelical Foundation.</td>
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<tr>
<td>9-10 a.m.</td>
<td>ABC 9-09-9 Orel Roberts, Oral Roberts Evangelistic Assn.; 9:30-10 Voice of Prophecy, Voice of Prophecy Inc.</td>
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</tbody>
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**SPECIAL PROGRAMS ON NETWORK TV**

- April 10: 9-10 p.m. April 10: 10-11 p.m. April 10: 11-12 p.m. April 10: 12-13 p.m.
- April 11: 9-10 p.m. April 11: 10-11 p.m. April 11: 11-12 p.m. April 11: 12-13 p.m.
- April 12: 9-10 p.m. April 12: 10-11 p.m. April 12: 11-12 p.m. April 12: 12-13 p.m.
- April 13: 9-10 p.m. April 13: 10-11 p.m. April 13: 11-12 p.m. April 13: 12-13 p.m.
- April 14: 9-10 p.m. April 14: 10-11 p.m. April 14: 11-12 p.m. April 14: 12-13 p.m.
- April 15: 9-10 p.m. April 15: 10-11 p.m. April 15: 11-12 p.m. April 15: 12-13 p.m.
- April 16: 9-10 p.m. April 16: 10-11 p.m. April 16: 11-12 p.m. April 16: 12-13 p.m.
- April 17: 9-10 p.m. April 17: 10-11 p.m. April 17: 11-12 p.m. April 17: 12-13 p.m.
- April 18: 9-10 p.m. April 18: 10-11 p.m. April 18: 11-12 p.m. April 18: 12-13 p.m.
- April 19: 9-10 p.m. April 19: 10-11 p.m. April 19: 11-12 p.m. April 19: 12-13 p.m.
- April 20: 9-10 p.m. April 20: 10-11 p.m. April 20: 11-12 p.m. April 20: 12-13 p.m.
- April 21: 9-10 p.m. April 21: 10-11 p.m. April 21: 11-12 p.m. April 21: 12-13 p.m.
- April 22: 9-10 p.m. April 22: 10-11 p.m. April 22: 11-12 p.m. April 22: 12-13 p.m.
- April 23: 9-10 p.m. April 23: 10-11 p.m. April 23: 11-12 p.m. April 23: 12-13 p.m.
- April 24: 9-10 p.m. April 24: 10-11 p.m. April 24: 11-12 p.m. April 24: 12-13 p.m.
- April 25: 9-10 p.m. April 25: 10-11 p.m. April 25: 11-12 p.m. April 25: 12-13 p.m.
- April 26: 9-10 p.m. April 26: 10-11 p.m. April 26: 11-12 p.m. April 26: 12-13 p.m.
- April 27: 9-10 p.m. April 27: 10-11 p.m. April 27: 11-12 p.m. April 27: 12-13 p.m.
- April 28: 9-10 p.m. April 28: 10-11 p.m. April 28: 11-12 p.m. April 28: 12-13 p.m.
- April 29: 9-10 p.m. April 29: 10-11 p.m. April 29: 11-12 p.m. April 29: 12-13 p.m.
- April 30: 9-10 p.m. April 30: 10-11 p.m. April 30: 11-12 p.m. April 30: 12-13 p.m.

**SUNDAY AFTERNOON**

- Noon-1 p.m. Noon-1 p.m.
- 1-2 p.m. Noon-1 p.m.
- 2-3 p.m. Noon-1 p.m.
- 3-4 p.m. Noon-1 p.m.
- 4-5 p.m. Noon-1 p.m.
- 5-6 p.m. Noon-1 p.m.
- 6-7 p.m. Noon-1 p.m.
- 7-8 p.m. Noon-1 p.m.
- 8-9 p.m. Noon-1 p.m.
- 9-10 p.m. Noon-1 p.m.
- 10-11 p.m. Noon-1 p.m.
- 11-12 p.m. Noon-1 p.m.

**SUNDAY EVENING**

- 7-8 p.m. Noon-1 p.m.
- 8-9 p.m. Noon-1 p.m.
- 9-10 p.m. Noon-1 p.m.
- 10-11 p.m. Noon-1 p.m.
- 11-12 p.m. Noon-1 p.m.
- 12-1 a.m. Noon-1 p.m.
- 1-2 a.m. Noon-1 p.m.
- 2-3 a.m. Noon-1 p.m.
- 3-4 a.m. Noon-1 p.m.
- 4-5 a.m. Noon-1 p.m.
- 5-6 a.m. Noon-1 p.m.
- 6-7 a.m. Noon-1 p.m.
- 7-8 a.m. Noon-1 p.m.
- 8-9 a.m. Noon-1 p.m.
- 9-10 a.m. Noon-1 p.m.
- 10-11 a.m. Noon-1 p.m.
CBS 11 News, Prophecy Christian In ABC
MSC 11-11:35 Frank & Ernest, Dawn Bible Class; 11:35-12 Noon Christian Science Herald, First Church of Christ Scientist; 11:35-12 Noon Network with Voice of Prophecy, on portion of network and Bible Study on remainder.

SUNDAY AFTERNOON
Noon-1 p.m.
MSC 12-19 1:30 CBS News, sust.; 1:00-1 America's Top Ten, co-op.
MSC 12-19 1:30 News, co-op; 1:05-130 America's Top Ten, co-op; 1:05-1 America's Top Ten, co-op.
MSC 12-19 1:30 Monitor, part.; 1:30-2 The Lutheran Hour, part.; 1:30- The Lutheran Hour, part.

1-2 p.m.
ABC 1-12:15 Voice of NAM, 1:15-12:30 As We See It, co-op; 1:30-12:30 Pergamino, sust.; 1:30-2 Weekend News, R.J. Reynolds, Grey Rock Div. of Baystate Manhattan.
CBS 1-12 1:05 CBS News, sust.; 1:05-12 No network service.
MSC 1-12 1:30 News, co-op; 1:05-13 America's Top Ten, co-op; 1:05-1 America's Top Ten, co-op.
MSC 1-12 1:30 Monitor, part.; 1:30-2 The Lutheran Hour, part.; 1:30- The Lutheran Hour, part.

2-3 p.m.
ABC 2-12:30 No network service; 2:30-3 Herald of Truth, Highland Church of Christ.
CBS 2-12 2:30 News, Chevrolet; 2:00-3 Cleveland Orchestra, sust.
MSC 2-12 2-3 Monitor, part.; 2:30-3 The Catholic Hour, part.

3-4 p.m.
MSC 3-12 3 CBS News, co-op; 3:05-30 Game of the day, co-op; 3:30-30 News, sust.; 3:30-4 Game of the day cont.

4-5 p.m.
ABC 4-12 Old Fashioned Revival Hour, part.

Gospel Broadcasting Co.: 4:30-5 Radio Bible Class, Radio Bible Class.
CBS 4-12 4-9 CBS News, sust.; 4:05-5 No network service.
MSC 4-12 4-55 News, co-op; 4:05-4-30 Game of the Day cont. and Wrap-Up; 4:30-4-35 News, Delco.

5-6 p.m.
MSC 5-12 5 Dr. Bob Pierce, World Vision Inc.; 5:05-6 No network service.
MSC 5-12 6-6 U.S. News, Chevrolet; 5:05-6-6 Yours Truly, Johnny Dollar; 5:30-5:55 Suspense; 5:55-6 News Analysis, Delco.
MSC 5-12 6-6 News, co-op; 5:05-6-6 Reporters Roundup, co-op; 5:30-5:35 Sports, Quaker State Oil; 5:35-6 Inside Report on VIPS, co-op; 5:55-6 Inside Report on the Space Age, sust.
MSC 5-12 6-6 Monitor, part.

SUNDAY EVENING
6-7 p.m.
MSC 6-12 6 Monday Morning Headlines, R.J. Reynolds, Grey Rock; 6:15-6:30 Paul Harvey Report, Bankers Life & Casualty Co.; 6:30-6:45 Quincy House, sust.; 6:45-7 George Sokoloff, Inc.
MSC 6-12 6 CBS News, Chevrolet; 6:05-6:30 Have Gun, Will Travel; 6:30-7 Gunsmoke.
MSC 6-12 6 Walter Winchell, Tangee and part.; 6:10-6-11 Walter Winchell, Tangee and part.; 6:10-6-11 Walter Winchell, Tangee and part.

7-8 p.m.
MSC 7-12 7-39 Speaking of Sports, sust.; 7:05-7:15 White House Report, sust.; 7:15-7:30 Overseas Assignment, sust.; 7:30-7:30 Weekend News, sust.; 7:30-7:30 No network service.
MSC 7-12 8-8 Weekend News, R.J. Reynolds, Hudson Vitamin.
MSC 7-12 8 CBS News, Chevrolet; 7:05-7:10 News Analysis, Delco; 7:10-7:15 Mitch Miller Show; 7:35-8 News Analysis, Delco.
MSC 7-12 8 Wings of Healing, Wings of Healing; 7:30-7:35 News, sust.; 7:35- No network service.
MSC 7-12 8 Monitor, part.

8-9 p.m.
MSC 8-12 8-10 Eleventh Hour Call, Davidson Church of Seventh Day Adventists; 8:30-8:35 Speaking of Sports, sust.; 8:35-8:55 Freedom Fights, sust.; 8:55-9 Weekend News, R.J. Reynolds, Hudson Vitamin.
MSC 8-12 9 World Tonight, sust.; 8:15-9 No network service.
MSC 8-12 9-9-10 Hour of Decision, Billy Graham Evangelistic Assn.; 8:30-9-35 News, sust.; 8:35-9 America's Top Ten, co-op.
MSC 8-12 9-9 Monitor, part.

9-10 p.m.
MSC 9-12 9-9 News, co-op; 9:05-9-30 No network service.
MSC 9-12 9-9 Monitor, part.

10-11 p.m.
MSC 10-12 10-10 Revue Cartham, sust.; 10:10-10:30 No network service; 10:30-11 Restful Time, Assemblies of God.
MSC 10-12 10 CBS News, sust.; 10:05-11 No network service.
MSC 10-12 10-10-10 Hour of Decision, Billy Graham Evangelistic Assn. (split network with Monitor, part., on remainder of network); 10:30-11 Back to God Hour, Christian Reformed Church.

11 p.m.-Midnight
MSC 11-12 No network service.
MSC 11-12 11-11 News, sust.; 11:05-11-10

97
 MONDAY-MORNING

MONDAY-FRIDAY AFTERNOON

MONDAY-FRIDAY EVENING

MONDAY-NIGHT

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live. All times are N.Y.T.
IT TAKES A MIGHTY VOICE...

...to adequately cover this giant state. Continental's Type 317B transmitter has just been installed by WOAI, San Antonio to do the job effectively, efficiently and reliably.

WHAT ARE YOUR REQUIREMENTS?

These were the requirements of WOAI – satisfied by the Continental 50KW design:

- COMPACTNESS (only 72 sq. ft. of floor space)
- SELF-CONTAINED (only external part is PA blower)
- FEWER TUBES (only 19 total)
- DRY RECTIFIERS (silicon and selenium throughout)
- RELIABILITY (most modern design . . . conservatively rated)
- SIMPLICITY ( . . . in installation . . . in operation)

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd.  Dallas 27, Texas  EVergreen 1-1135

DESIGNERS AND BUILDERS OF SUPER POWER TRANSMITTERS
SATURDAY MORNING
7:8 a.m.


NBC No network service.

8-9 a.m.


CBS 8-9:15 World News Roundup, sust.; 8:15-9 No network service.

MBS 8-9:05 News, co-op; 8:30-8:30 America's Top Tunes, co-op; 8:30-8:35 News, Winston; 8:35-9 America's Top Tunes, co-op.

NBC No network service.

9-10 a.m.


10-11 a.m.


NBC 10-12 Monitor, part.

11 a.m. Noon


NBC 11-12 Monitor, part.

SATURDAY AFTERNOON
Noon-1 p.m.


CBS 12-12:30 CBS News, sust.; 12:30-1 No network service.


1-2 p.m.

ABC 1-1-30 Speaking of Sports, sust.; 1-30-2:00 Reynolds Ranch Rugs, sus; 1:30-2:35 Shake the Maracas, sust.; 1:30-2 Weekend News, Reynolds, Gray Rock.


NBC 1-1-35 Monitor, part. (also repeats Farm & Home, 1:35-1:45; 1:45-1:55 Monitor, part.

2-3 p.m.


CBS 2-3-30 Metropolitan Opera, Texas.


NBC 2-3 Monitor, part.

3-4 p.m.

ABC 3-3-35 Matinee, sust.; 3-3-35 Weekend News, R.J. Reynolds, Gray Rock.

CBS 3-4 Metropolitan Opera, cont.


NBC 3-4 Monitor, part.

4-5 p.m.

ABC 4-4-35 Matinee, sust.; 4-4-35 Weekend News, R.J. Reynolds, Hudson Vitamins.

CBS 4-5 Metropolitan Opera, cont.


NBC 4-5 Monitor, part.

5-6 p.m.

ABC 5-5-30 No network service; 5:30-5:30 Speaking of Sports, sust.; 5:30-5:35 No network service; 5:30-5:35 Weekend News, Reynolds, Gray Rock.

CBS 5-5-30 Metropolitan Opera, cont.; 5:30- 5:35 News, Chevrolet; 5:30-5 No network service.

MBS 5-5-30 News, co-op; 5:30-5:30 America's Top Tunes, co-op; 5:30-5:30 Sports, Quaker State Oil; 5:30-5:30 Inside Report on Broadway, co-op; 5:00-6 America's Top Tunes, co-op.

NBC 5-6 Monitor, part.

SATURDAY EVENING
6-7 p.m.


NBC 12-12:05 News, sust.; 12:35-1 No network service.

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sus., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F. film; L. live. All times are NYT.
FOR THE RECORD

Station Authorizations, Applications

As Compiled by Broadcasting

March 26 through April 1. 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, ufl—ultra high frequency, ant—antenna.


New TV Stations

APPLICATION

Pandan Chiao Fire—FESC Inc., wch ch. 13 (210-216 mc), ERP 316 kw via 380 kw aux; ant.—height above average terrain 259 ft. Estimated construction cost $300,000. First year operating cost $500,000 revenue $300,000. P.O. and studio location to be determined. Trans. location 0.8 miles south of Krinton. Apogee coordinators are peptide B. Maloney Jr. & 26 N. Lat., 85° 13' W. Long. Trans. & ant. GE. Legal, consultant John Creutz. Principles in charge are B. Maloine Jr. & J. R. Maloine Jr. (30%), H. Savely McQuagge (5%) & 730 Hunt Ave., Denver, Colo., and Mr. Turner are in construction business. Mr. Turner is also the legal director and McQuagge is in real estate. Ann. March 30.

Existing TV Stations

ACTIONS BY FCC


KMSF-TV Minneapolis, Minn.—Granted renewal of license without prejudice to whatever action Commission may deem appropriate in light of any determination (1) in United States v. National Telefilm Associates Inc., civil action 119-255, and Standard Radio & Television Co. v. The Chronicle Publishing Co., ill. (Superior Court, Santa Clara County case No. 163148), and (2) with respect to studies and inquiries now being considered or conducted by Commission as part of its study of network broadcasting. Ann. March 30.

WNYD-TV Buffalo, N.Y.—Waived Commission's order against issuance of special temporary authorizations to permit commissioning of test facilities and granted authority to operate on regular power, with permission for pending filing of license application. Ann. March 30.

WTEN (TV) Vails Mills, N.Y.—Granted cp for station to operate on ch. 10 near Albany, N.Y. (site of its present WTVG ch. 41 satellite), with up to 260 watts, during non-broadcast hours of station. WJAR-TV (ch. 10), Providence, R.I., to test signals to Albany-Troy area; conditions. By letter, denied petition by The Outlet Co. (WJAR-TV) to dismiss Capital application. Cones, Hartley and Ford dis- sented. Ann. March 30.

WJAR-TV Atlantic City, N.J.—Waived sect. 1.355 (30-day rule) and granted cp to replace expired for tv station; ERP 170 kw. 93.3 kw aux. and 97 kw; and granted special temporary authority to continue operation for period ending Sunday, may 3, with trans. operated at output of 5 kw. Ann. April 1.

KDKJ-TV Deadwood, S.D.—Is being advised by the Station Counsel that it requests hearing within 30 days, its application for extension of time to file for license will be dis- missed, cp cancelled and call letters deleted and that a new filing is requested. Its application for mod. of cp to change station location to Buxton, change call letters to DUS and trans. site, increase visual ERP and ant. height indicates necessity of hearing. Ann. March 26.

Translators

Minnesota Televising, Inc., International

BROADCASTING, April 6, 1959

101

United Press International news produces!


**New FM Stations**

**APPLICATIONS FOR FCC**


**Pueblo, Colo.—Hi-Lo Radio Inc.** Granted 101.7 mc, 1 kw. P.O. address 2000 N. Main St. Est. construction cost $20,244, first year operating cost $2,000, revenue $4,700. Applicant for license of KROY Pueblo. Ann. March 28.

** ownership changes**


**KUDE Oceanside, Calif.—Granted assignment of license from N. Nelson and Darrell R. Anderson toolph-Petty Broadcasting Co. consideration $117,000 plus interest to employ assignors as consultants for three years. Applicant for license of KUDE Oceanside. Ann. March 28.

**KXLA Pasadena, Calif.—Granted assignment of license from John B. Marshalt, owner and assignor, to Donald R. Cooke; consideration $65,000. Ann. March 28.


**WHBS-CB Co.** Granted assignment of license to WDSK Inc. (Charles B. Graduate and John D. Gover, assigns) for $26,000. Ann. March 28.

**WYHS-Oswego, Ill.—Granted assignment of license to WSKQ Inc. (Mrs. W.L. Howard, assignor) for $15,000. Ann. March 28.

**WHYS-Oswego, Ill.—Granted assignment of license to WSKQ Inc. (Mrs. W.L. Howard, assignor) for $15,000. Ann. March 28.

**KSLA Salmon, Idaho—Granted assignment of license to Adrian Hines and Robert E. Hines; consideration $90,000. Applicant for license of KSLA Salmon River Radio & Tele. Inc. (Mr. and Mrs. Robert E. Hines, assignors) for $90,000. Ann. April 1.

**WLBL-Pasadena, Calif.—Granted assignment of license to Radio One Corp. (William S. Huggins and K. Lee McLeod, owners) for $125,000. Applicant for license of WLBL-Pasadena. Ann. April 1.


**WLBD-AM-TV Ranfor, Me.—Granted transfer of control from Adeline B. Rines to William H. Rines and Mary Rines Thompson; consideration $42,000. Applicant for license of WLBD-AM-TV Ranfor. Ann. April 1.

**KBDB Dillon, Mont.—Granted (1) new call of cp and (2) transfer of control from William F. R. Chase to W. E. Bearden; consideration $42,000. Applicant for license of KBDB Dillon. Ann. April 1.


**WDBJ-Danville, Va.—Granted transfer of control from William J. Pettey, owner and assignor, to WDBJ Inc. (Marvin E. Brown, Jr., owner) for $100,000. Applicant for license of WDBJ-Danville. Ann. March 28.


SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 1

ON AIR

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<th>Lic.</th>
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CP

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OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 1

VHF  UHF

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<td>Non-commercial</td>
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COMMERCIAL STATION BOXSCORE

As reported by FCC through Feb. 28, 1959

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Kgro Gresham, Ore. - Granted transfer of control from Thomas H. Swall to Daniel M. McPeak; consideration $25,000, plus assumption of $44,000 liabilities. Ann. April 1.


Kmke Roseburg, Ore. - Granted assignment of negative control from Joyce Boyle to News Review, Inc., former owner (Frank Jenkins, president); consideration involves release of liabilities andoganic incurred by conditional sales agreement of Aug. 31, 1956 which provided for purchase of station facilities and assignment of license at that time.


Wiot Lake City, S.C. - Granted assignment of control to Lake City Bcstrs. Corp. (Russell B. Gistdicker, president); consideration $68,000. Ann. April 1.


Wjsb Jonesboro, Tenn. - Granted transfer of control from Roy R. Fentress to Norman A. Thomas (WDNT Dayton, Tenn.); consideration $170,000. Ann. April 1.

Kdmd Dumas, Texas - Granted transfer of control from Lucian W. Spencer to Dumas Bcstrs. Inc. (Kenneth R. and Eleanor M. Duke and Alfred A. Treavel); consideration $100,000. Ann. April 1.

Kddx Raymondville, Texas - Granted assignment of license to Bob G. Hicks and J.W. Stewbart, d/b/a Radio Station KPDQ Ltd. (KPSO Palmarro, Tex.); consideration $1,000. Ann. March 26.


Kpef San Angelo, Tex. - Granted assignment of negative control from Paul P. Pinkerton to Mr. Pinkerton and Leroy Elmore, d/b/a Western Broadcasting, Co. of Box 341; consideration $40,000 (KPOK Colorado Springs, Coloro., and Mr. Pinkerton owns KZID Amarillo, Tex.); consideration $10,000 for 50% interest. Ann. April 1.

Kste-TV Fajardo, P.R. - Granted transfer of control from William R. Anthony to Carmina Mendez; consideration $90,000, without prejudice to any action which Commission may deem appropriate with respect to licensee's application to change facilities of WHOA. By letter, denied petition by Jose R. Madrazo (applicant for new station in Guaynabo, P.R.) insofar as it requested action on transfer be deferred. Ann. March 26.

Whoa San Juan, P.R. - Granted transfer of control from William R. Anthony to Carmina Mendez; consideration $90,000, without prejudice to any action which Commission may deem appropriate with respect to licensee's application to change facilities of WHOA. By letter, denied petition by Jose R. Madrazo (applicant for new am station in Guaynabo, P.R.) insofar as it requested action on transfer be deferred. Ann. March 26.

Applications

Wtbw Talladega, Ala. - Seeks assignment of license from Voice of Talladega Inc. to Radio Alabama Inc. (10%; Applicants are (20%) each: James L. Coley, who has equalized interest with Ann. March 10, April 1, William E. Sumrall, and WETU Vetumpka, both Alabama-Julia Daniels, with interests in WFRG-AM-FM and WETU and James W. Whaley; Ben W. Williams and Charles R. Whaley, who have interests in WETU only. Ann. April 1.

Kiny-AM TV Juneau, Alaska - Seeks assignment of license from Alaska Bcstrs. System Inc. to Juneau Bcstrs. Inc. for $32,000. Principal stockholders in Juneau Bcstrs., are Jerry W. McKinley (33.4%), Elton E. Engstrom (18.4%) and 18 others, with less than 10% interest each Mr. McKinley is manager KINY-AM-FM, Mr. Engstrom buys and stores raw fish. Ann. March 27.


Klov Loveland, Colo. - Seeks assignment

Kysl-Bayou CCA

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Awards, Mr. Sylvan Fox, Manager of Radio Station Kysl, Alexandria, Louisiana, said: "We are now in the last days of selling our CCA Campaign here. I am happy to report we have met with tremendous financial success. We have been able to pull accounts to KYSL that we previously could not sell. The comments we have created with the women's organizations and advertisers is already worth the effort we've put into this promotion. We look forward to many CCA Campaigns in the years to come!"

Community Club Awards

20 East 46th Street
New York 17, N. Y.
Murray Hall
7-4646

Howard E. Stark

Brokers and Financial Consultants

Television Stations

Radio Stations

50 East 55th Street
New York 22, N. Y. El Dorado 5-0405

Advertising in Business Papers Means Business

In the Radio-Tv Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications
Equipping a Radio Station?

Get More Coverage With The New RCA 500- and 1000-Watt AM Transmitters

The ability of these new 500- and 1000-watt AM transmitters to achieve and maintain a higher average level of modulation assures more program coverage. Simplified tuning, ease of installation, built-in provisions for remote control, and low operating cost make the RCA Type BTA-500/1R your best transmitter buy. Color styling adds harmony to station decor—a choice of red, green, blue, or gray doors. Whatever your equipment needs—see RCA FIRST!

Or write for descriptive literature to RCA, Dept. S-22, Building 15-1, Camden, New Jersey.

RADIO CORPORATION of AMERICA

© 1959

BROADCASTING, April 6, 1959

104 (FOR THE RECORD)


KLBO Wichita, Kan.—Seeks transfer of control of two-thirds of Radio Active Inc. from J.W. O'Connell and Harry H. Patterson to Lee Vaughn and Merritt Owens for $30,000. Mr. Owens has interest in Kansas City, Kan., advertising agency, WPEO People, Inc., KUSI, Kansas City, Kas., and KBOE Edmond, Okla. Ann. April 1.

WCRM Clare, Mich.—Seeks transfer of control of station to WCM-AM-FM Best, Corp. From Dan McDonald, Genevieve M. McDonald and John E. Cobb (each one-third owners) to Richard E. Hunt for $15,250. Mr. Hunt is interested in WPTM in Proctorville, Ohio, and WCBE Cheboygan, Mich. Ann. April 1.


KGRK Bend, Ore.—Seeks transfer of control of cp from Clarence R. Wilson to Charles B. Field, John H. McAlpine and Mr. Wilson (each 1/3). Mr. Wilson will own 51%, and others will own 24%. Reward of $2,500 for information. Ann. April 1.

WZWX Coventry, R.I.—Seeks transfer of control of Guion Best, Co. From Michael R. Freeland to James B. Eddings and Charles R. Morris for $46,000, and assumption of company obligations. Mr. Morris is sales manager WZWX and Mr. Morris is former manager WEPB Ann. April 1.

KAMQ Amarillo, Tex.—Seeks assignment of license held by KAMQ Best, Co. to KAMQ Bests, Ltd. for $150,000. Applicant is David R. Werskey and Mr. Werskey has interest in KLEA Levon, N.M. and KESL Lubbock, Tex. Ann. April 1.

KHBX Big Lake, Tex.—Seeks assignment of license from Big Lake Best, Co. to Donald R. Renaut of Ferrin Basin Bests, for $26,660 (including liabilities of $6,660). Mr. Renaut is employe KSKY Dallas, Tex. Ann. March 26.

KBKZ Freeport, Tex.—Seeks assignment of license from William D. Schueler to Radio Brazosport Inc. for $500. Principals include; James A. Hairgrove (51%), Garfield King (17%), Stanley Hull, John McClain and Sue B. Hairgrove (5%). Messrs. King and McClain have interest in KTRU Seguin, Tex. Mr. Hairgrove previously had interest in KTEL Rosenberg-Richmond, Tex. Ann. March 30.

KTER Terrell, Tex.—Seeks transfer of control of Terrell Broadcasters, Inc., from Mrs. Ruby Wnorowski to Orval Fritts for $45,000. Mr. Fritts is employe Henderson County Junior College. Ann. March 26.


KROG Ord, Utah—Seeks transfer of license of ROP Inc. from KYMA-Yuma Inc. (present 51% owners) to Robert K. Hansen and Roger D. Thomsen, who presently own 24 1/2% each of licensee corp. After transfer, Messrs. Hansen and Thomsen will each own 51% interest. Ann. April 1.

KLKX Evaston, Wyo.—Seeks assignment of license from Robert H. Dolph d/B/a Morgan County Best, Co. For $25,000. Mr. Dolph also own KPTM Ft. Morgan, Colo. Ann. March 31.

Hearing Cases

FINAL DECISIONS

By order, Commission, on joint motion by applicants, modified its initial decision of March 17, to increase power of WEMB, Erwin, Tenn., to 1,500 kw from 1,350 kw. Hearing Examiner Froelich, issued his decision and granted application in Opposition of Mrs. Grace Cashin, in reduction maximum expected operating value which had been protested by WEMB, Inc., wholly owned by Mr. W. C. Forrest, Reedsburg, Wis. Ann. March 28.


By memorandum opinion and order, Commission denied petition by Peninsula Best, Corp. (WVEC-TV ch. 15), Hampton, Va., for reconsideration of Commission action of Sept. 3, 1958, granting Peninsula petition of relief from interference to Ext, operating temporarily and granting temporary authority to operate on ch. 21, but denying its request, for temporary authority to operate on ch. 13. Ann. March 26.

By memorandum opinion and order, Commission denied petition by Frontier Best, Corp., to change facilities of am station KVSC, ft. Collinsville, Ill., from 1,700 kw, to 1,500 kw, 5 kw, and denying its petition for reconsideration of Nov. 29, 1958, grant of license to Albany Electronics Inc., for new to translator station on cf. 82 in Lafayette, Ind. Ann. March 26.
Commission invites comments by April 30 to make rule making to assign cf tv ch. 19 (minus) to Appleton, Minn., for educational use. [Commission continues discussion of educational television station in Appleton, Minn., concerning applicability of Section 315 (political broadcast provision) of Communications Act to certain news film clips, and subsequent petitions by Columbia Broadcasting System, Inc., and National Broadcasters, Inc., and American Broadcast Co. and letter of American Broadcasting Co. and National Association of Broadcasters. All comments due April 30.]

**BROADCAST ACTIONS by Broadcasters**

**March 27**

**WTSP (TV) Miami, Fla.**—Granted transfer of control of Wometco Television & Theatre Co. (principal stockholder of Wometco Broadcasting Corp.) to Mitchell Wolfson, et al. (as family group) and Mitchell Wolfson, Jr., (as family group). Wometco Broadcasting Corp. is granted license covering changes in facilities, installation DA-D: 1.5, WDSK Springfield, Mass. to permit remote control, operation, making changes in s.t. system, change ant.-trans. location and specify type t.r.

**March 26**

**KSW (TV) Denver, Colo.**—Granted authority to operate auxiliary trans. by remote control while using non-directional antenn, KLAW Wadena, Minn.—Granted change of remote control authority using DA-N: 1050 Salinas, Calif.—Granted license for fm station: remote control permitted.

**March 25**

**KTVV (TV) Colorado Springs, Colo.**—Granted license covering change ant.-trans. location and changes in ground system.

**WBII (FM) Macon, Ga.**—Granted license covering change ant.-trans. location, installation of license covering change frequency and increasing power.

**March 24**

**KVCN (FM) Bakersfield, Calif.**—Granted authority to sign-off at 7 p.m. during April 1 and ending Aug. 1.

**March 23**

**KJG (AM) Thousand Oaks, Calif.**—Granted authority to sign-off at 7 p.m. during April 1 and ending Aug. 1.

**March 22**

**KSYI (AM) Westfield, N.J.**—Granted license for special events when station may operate for present license.

**WBBK West Bend, Wis.**—Granted authority to operate auxiliary trans. for 30 days for period beginning May 1 through May 30, 1959.

**WIS-TV Columbia, S.C.**—Granted extension of completion date to May 15.

**March 21**

**KTKX Sherman, Tex.**—Granted license covering changes in facilities, station Lic. No. 2312, Buffalo, Tex., licensed.

**March 20**

**KXJX Russelville, Ark.**—Granted license for change of facilities, installation of new trans. and specify new type t.r.

**WDAB Columbus, Ga.**—Granted license covering change of facilities, trans. location, installation, trans. location, DA, DX and DX-19 stations.

**March 19**

**KSBW San Jose, Calif.**—Granted authority to sign-off at 7 p.m. during April 1 and ending Aug. 1.

**March 18**

**Kepy (TV) Denver, Colo.**—Granted authority to sign-off at 6 p.m. during April 1 and ending Aug. 1.

**March 17**


**WBAB-FM Babylon, N.Y.**—Granted license for fm station: remote control permitted.

**WFID (FM) Rio Piedras, P.R.**—Granted license covering changes in facilities, trans. location, license covering change in purpose and other equipment, license covering changes in purpose and other equipment.

**March 16**

**KWCX Whitefish, Mont.**—Remote control permitted.

**March 15**

**KALT Atlantic, Tex.**—Granted license covering change in purpose and other equipment, license covering change in purpose and other equipment.

**March 14**

**KICD Spencer, Iowa.**—Granted license covering change in purpose and other equipment, license covering change in purpose and other equipment.

**March 13**

**KLGC Miami, Okla.**—Granted license covering change in purpose and other equipment, license covering change in purpose and other equipment.

**WHYL Carlyle, Ill.**—Granted license for change of facilities, installation of new trans. and change ant.-trans. location.

**March 12**

**WTVK (TV) Harrison, Tenn.**—Granted license for change of facilities, trans. location, installation of license covering change frequency and increasing power.

**March 11**

**WKOV Wellston, Ohio**—Granted authority to sign-off at 7 p.m. during April 1 through Aug. 1, except for special events when station may operate up to licensed sign-off time.

**March 10**

**WJGO (FM) Mount Pleasant, Mich.**—Granted license for fm station at 108 m.w. during April 1 through Aug. 1, except for special events when station may operate up to licensed sign-off time.

**March 9**

**ACTION ON MOTIONS**

By Commissioner John S. Cross

Accepts report by KPOI Inc., for dismissal of its application for new fm station to operate on Ch. 2 its license, and retained in hearing status two remaining applications involved in consolidation. Action March 24.

By Chief Hearing Examiner J. D. Bond

Request by applicant for dismissed further hearing for 2:30 p.m., April 3, in New Orleans, La., ch. 12 proceeding. Action March 24.

Continued on page 111
Help Wanted—Management

Wanted: Manager—salesman for new daytime opening soon in North Carolina. Small market experience helpful. Also announces experienced copywriters. Write Box 341K, BROADCASTING.

Eastern group needs assistant station manager with sales and air background, several years staff experience, probably working now as an associate-salesman or pd and looking for chances to move up. Can offer full management position within 1 year. Descriptive application and photo immediately. Box 342K, BROADCASTING.

Ambitious, energetic, young all-around radio man for management small market. Prefers conditions, sports and news, of a good salesman. Premium pay to right man with 5 years' experience. Full picture and references in first letter. RCEP-PO, Lake Charles, Louisiana.

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

Salesman. Expanding sales staff of number one rated station in major Florida market to keep pace with growth of area. 5000 music and news independent programming model requires young, experienced, creative hard worker. Guaranteed salary against commissions. Send photo, bio and letter immediately. Box 343K, BROADCASTING.

Traveling salesman. Need extra income? Producer of quality station breaks and jingles needs full time salesman in all territories. Contact Box 344K, BROADCASTING.

California, KCIJ, Delano. Serves 1,200,000. Increasing sales staff.

Best hunting and fishing in America plus $450 guaranteed. Young salesman wanted for new location. Send resume. KFWL, Klamath Falls, Oregon.

Good guarantee against 15%, car allowance. KFRD, Rosenberg, Texas.

Growing station needs additional experience in new station announcer. Send resume and picture. KMAQ, Maquoketa, Iowa.

Expanding under new owners. Want aggressive station to sell good station against good competition. Young man can close in this job. Contact Ray Cheney, KRES, St. Joseph, Missouri.

Experienced salesman, radio. If you are aggressive, interested in making top money in substantial market with solid radio operation, we want you. Opportunity excellent for permanent man who can produce. Guaranteed and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM-Radio, El Paso, Texas.

Experienced radio salesman with ideas and follow through to sell for leading regional station in highly competitive market. Send resume, proven record and references to George Conrad, WERC, R.D. #4, Robinson Road, Erie, Pennsylvania. 9-9647.

Mr. Salesman: We could describe our background, good living available, able to sell to one who gets to joins Savannah's most popular station association. However, if you can't connect, we'll call you instead. Call 281-1611. BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Two highly qualified salesmen to join expanding radio-TV stations. Age 21-28. Opportunity to advance to management. Excellent Dress, 15% commission. For Nor- rive, progressive, competitive.

New south Florida station metropolitan market needs 3 dy's. Experienced, smooth, fast paced selling man with 10 to 15 years experience. Box 345K, BROADCASTING.

Need experienced, enthusiastic air salesman for fast growing eastern group. Must have at least 10 years experience. Pay $40 per week to start, with regular raises. Send tape, photo, and resume immediately. Box 346K, BROADCASTING.

Announcer: Experienced who is interested in learning to write local news. $45 per week, Pennsylvania station. This is not for actors, singers, and amateurs. Box 406K, BROADCASTING.


Immediate opening for sight announcer. Must be able, have good voice and college background. Single station market, excellent salary and security. Send tape, resume, and photo to G.B. Mcilermott, Radio Station KBUR, Burlington, Iowa.

Top Texas independent needs experienced announcer-first phone engineer for midnight to 6 a.m. shift, six days per week. Salary based upon experience, ability and desire to get ahead. Call or write William Duke, Station Director, Radio Station KDSX, Denison, Texas.

Announcers—newsmen—Good salary for right people. Full details to KFRD, Rosenberg, Texas.

Announcer, first phone. New studio and equipment. Mobile unit, 6 kw, CBS, adult programming. Good must have good voice, be able to sell on air. Apply by letter to KOLL, El Paso, Texas.

Immediately, announcer-copywriter. Minimum $50 . . . more for really good man. KVEA, Holdrege, Nebraska.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Radio-announcer FCC restricted license minimum. $300 per hour plus time and a half, for evening, day, forty, fourand-eight hours maximum. Operate Gates board. Must have good voice, handsome, Smart, neat. Send resume, photo, tape, and details with first letter to John M. Spottswood, WABC, Radio City, New York, Florida.


Top 40 station in major midwest market looks for experienced man. Good salary to right man. Send picture tape and resume S Libbey, 89 Sixth Street, N.Y. 2.

N.Y. metropolitan area network flagship seeks experienced announcers. Age 21-28, with news-know-how, adeptness at board, ability to lead good music program. No dj personalities wanted. Must be available for personal interview. Contact: Ed Robbins, WYBF, Mount Kisco, N.Y. Telephone Mount. Kisco 6-5177.

Dj opportunity, major market—$450 monthly, starts for four day show daily. Should have sense of humor and dig modern radio. Eighteen month contract. Lottsa side dough. Must be fast and have first phone. Send tape and photo immediately, WABC Radio, 5853 39th, S.W., Seattle 16, Washington.

Wanted: Experienced announcer, 18-25, smooth, sparkle, 5'7. Very tall guy. Hillbilly, no. Want to work in the south central, eastern group operation with unlimited opportunity. Send resume and photo and state salary requirements. Box 348K, BROADCASTING.

Chief or maintenance engineer with some announcing. Must have transmitter and other maintenance experience. Send tape and resume to Dick Bott, KDOX, Salinas, California.

Immediate opening for combination engi-announcer. Must have 1st phone. $35 per week. Send tape, resume to WCLA, El-lingham, Illinois.

Wanted: Engineer-announcer. Experienced announcer with 1st class ticket. Stress on announcing. Eastern group needs good announcer for downtown job. Send resume to Box 38K, BROADCASTING.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 353K, BROADCASTING.

Experienced local news reporter needed for New Mexico 1500 watt daytimer. Gather and announce news, make three times a week, attend meetings, become part of community. Send qualifications, experience, past employers, family status, salary requirements to Box 216K, BROADCASTING.

Copywriter for fast paced modern concept indie in Big city Florida. Want young, creative hard worker. Must be able to blend sounds and ideas into top-notch production copy that sells, and maintains the fast pace and distinctive sound that gives station number one rating. Salary good. Send photo, tape, and detailed letter. Box 336K, BROADCASTING.

Wanted: Experienced newsmen for mid- western station. Must be able to read own newsmaster. Growing station needs second newsmen. Send tape and resume to Box 30K, BROADCASTING.

Program producer-announcer for one year starting July 1, 1959, by a midwestern university radio station. Could become permanent after year depending on ability. Must be personable, above average, prefer person with educational and commercial radio experience. $3000—$6000 with month vacation and other benefits. Write Box 296K, 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—$2.00 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 DSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptionist, book packages submitted, $1.00 charge for mailing (Forwards, please remittances separately). All transcriptions, photo, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.
Help Wanted—(Cont'd)

Production-Programming, Others

Experienced and persuasive copywriter for network station. Sales records show new opportunity for revenue expansion. Twenty-five years experience. Specialist in operations and sales productivity. Box 389K, BROADCASTING.

Immediate opening for copywriter. Must be experienced. Send sample of promotion as well as copywork as soon as possible. Game Edward, WHQ, Albany, New York.

RADIO

Situations Wanted—Management

General manager who has topped industry sales records seeks new opportunity for revenue expansion. Twenty-five years experience. Specialist in operations and sales productivity. Box 389K, BROADCASTING.

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have double built in several major markets. Box 389K, BROADCASTING.

Broadcast executive available due to station sale. Extremely able, capable with 20 years experience, including sales manager, general manager in radio and television, marketing and advertising. Top references all employers. Have double built in several major markets. Top references, married, college graduate, age 43. Personal interview required. Box 389K, BROADCASTING.

Attention: Station owners: Tripled present station. 47, 41, 41, in last 2 years. Seeking opportunity manager, or sales manager or radio or television. Top male, excellent football play-by-play, 35, married, 2 boys, no drinks. Love to sell. Reply Box 414K, BROADCASTING.

Manager for small or medium market, 36. Prexy., commercial manager, Chicago indy. Box 446K, BROADCASTING.

Situations Wanted—Sales

Situations Wanted—Production-Engineering, Others

Production manager—network station. Excellent references, college grad. Age 35. Excellent contacts in larger market. Time reach $200,000 in 6 months. Box 389K, BROADCASTING.

Writer—Gospel type. 20 years experience radio and television, medium and remote control, wants opportunity. Applicant has experience in all phases of programming. Box 389K, BROADCASTING.

Experiencedfirst phone announcer. No maintenance. Hundred miles nation's capital. Box 389K, BROADCASTING.

Gospel programs. Announcer-producer-pakets. Creative personality. 5 years experience in secular and religious programming. Box 389K, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer? Box 389K, BROADCASTING.


Announcers

Country/western music. My strongest suit is capable of handling all controls, sales. Box 389K, BROADCASTING.


Girl broadcaster, capable, versatile, operate board. Writing, production, publicity, sales. Box 389K, BROADCASTING.

Announcer—Graduate professional radio school; veteran; tape, photo, resume available. Box 389K, BROADCASTING.

Sportscaster—Extensive basic knowledge. Resume, tape, picture available. Box 389K, BROADCASTING.

Established personality in large market will consider relocating in metropolitan area, west coast or New York City. DeeJay or tv. Box 486K, BROADCASTING.

Start tomorrow: 4 years radio, some tv. Desires permanency. Good personality and call station. Will work developer. Deejay, strong newscaster, sportscaster. Excellent references. 3 years experience, veteran. Please include pertinent details. Prefer live audition. Box 423K, BROADCASTING.

First class license, no maintenance. Limited experience. Native of northwest. Box 412K, BROADCASTING.

Top announcer—dj. Married, vet. Seeking night work in music, jazzconscious station. Presently employed in large market. Close to 3 years experience all phases commercial. Box 414K, BROADCASTING.

Top with news, good music: jet ticket: south, Florida school. Box 407K, BROADCASTING.

Sportscaster—4 years radio, tv-play-by-play major college football, minor league baseball. Currently employed. Box 417K, BROADCASTING.

News announcer and writer. 4 years experience and presently in the nation's 5th market. Age 28. Single. Box 423K, BROADCASTING.

Versatile, good music and newcomer. Commercial. Do you try me? Box 428K, BROADCASTING.

Friendly, relaxed dj. No screaming, news, desire metropolitan market. Box 431K, BROADCASTING.

Announcer. Radio/television trained seeks position New York metropolitan area. Box 432K, BROADCASTING.

Pleasing, convincing announcer, news sports, commercials—strong music and dj background. Over years two years experience, major network outlet—clean, dependable, single, age 28. Oakley, Calif. Interested, send resume, picture. Box 433K, BROADCASTING.

Announcer—dj. 4 years experience. Married, veteran, college graduate. Looking for permanent position in larger market. Box 434K, BROADCASTING.

Announcer—deejay-engineer. 2 years experience. Want fast paced operation. Prefer California, but will relocate position warranting. Maintenance. Box 435K, BROADCASTING.

Canada or United States. Announcer, dj—potential Rx. Sportscaster in major league in phases. Professional radio, television school graduate. Married. Box 436K, BROADCASTING.

Announcer—13 years radio—versatile. Wish to relocate California. Florida, Box 440K, BROADCASTING.

Announcer-experienced, run board, settle down, not a floater. Box 441K, BROADCASTING.

Ex-professional athlete, 25, draft exemption, sales experience, desires opportunity as sportscaster. Will consider others. Box 444K, BROADCASTING.

Announcers

Experienced sportscaster. 10 years experience. Now in major market. Two years with National football league. Have worked 10 team game, basketball, baseball, track, boxing, swimming, hockey and wrestling. Also N.C.A, Basketball, state high school basketball, high school sports. Single. 28, finest references. Now working in both radio and television. Box 445K, BROADCASTING.

Time your inquires to reach broadcasters, 203 North Bay Front, Balboa Island, California. No contact by April 1st. For major air salesmen, dynamic builders for eastern multi-market, seeking success to coastal California to stay. Will swing together or separately anywhere from San Francisco to San Diego.

Announcer—dj—newscaster. 5 years experience, presently employed. 24 years old, married, college. Want permanent, full position with future. Excellent taste in music: deep, pleasing voice. Easy to work with, good personality, operate own board. Excellent references and tape by return mail. Location secondary if job is right. Box 47t, Avon Park, Florida.


Young, ambitious announcer, minimum experience, with good talent, like fast paced show. Jimmie Cross, 1486 Buntyn, Memphis, Tennessee.


First phone announcer. College and experience. Brad Metzler, 5319 Rocky Ridge, Dallas, Texas, 75228.

Immediately available. Good announcer with experience. Ohio, Indiana, Kentucky area. Tom Mulroy. Want Placed a position with future. Phone 397K, 2570, or call 2570, 397K.

Top announcer. The team is the theme. Grad, 2000, 3910 Waldo Blvd., Manh, Iowa, Wisconsin.

Staff announcer experienced. Jack J. Quirk, 1410 Byron St., Chicago, Illinois.

Technical

Chief engineer-announcer, experienced directional and remote control, wants to relocate in the south. Box 313K, BROADCASTING.

Transmitter or small station chief position wanting. Will consider CE position. Contact Box 413K, BROADCASTING.

Engineer-announcer, first phone, maintenance experience, presently employed. Will consider CE position. Contact Box 413K, BROADCASTING.

First phone engineer: 14 years experience from 50 kw in one of largest chains; fully experienced in all phases of radio; settled family man, desires to relocate on or near east coast. Box 422K, BROADCASTING.

First phone man, slightly handicapped, no experience, desires immediate employment with an opportunity to work on coast. Box 423K, KFNN, 603 Inwood Road, Dallas, Texas.

Dependable 1st phone caught in personnel cutback. Light maintenance. Don Scott, 1233 McPherson Ave., S.E., Atlanta, Ga.

Production-Programming, Others

Experienced team, male and female, party lines, radio or television type production. Ideally suited for interview-audition, preferred. Write or wire. Box 389K, BROADCASTING.

BROADCASTING, April 6, 1959
Situations Wanted—(Cont'd)

Production-Programming, Others

Program director-sales promotion. Seven years medium market experience includes all types production and direction, plus sales background. Strong tv copy, commercial as well as creative promotion. Work well with customers, sales, news, program staff. Will consider sales promotion, programming or both. 31, family. Box 427K, BROADCASTING.

March Northwestern journalism grad seeks position in radio or tv news reporting, writing and broadcasting. Top professional experience; excellent references. Married, M. S., will relocate. Resume on request. Detail opening salary. Box 427K, BROADCASTING.


TELEVISION

Help Wanted—Management

Opportunity known! Successful vhf network affiliate in southeast will groom young man not over 40 for assistant manager. Man we seek is probably top announcer who graduated to program director or sales and now desires advancement opportunity. Must know production, programming and training of people to hire, supervise and work with, make sales calls and presentations and assume responsibility on television station operation under manager's direction. Nature of southeast or south preferred. Position requires ability and hard work. Send complete resume and photo and state present earnings. All replies confidential. Box 41SK, BROADCASTING.

Sales

Excellent opportunity for energetic, effec- tive salesman of dependable character with vhf cx excelling Texas market. Box 381K, BROADCASTING.

Midwest television station serving 150,000 homes seeks experienced local salesman. City population over 100,000. Terrible local po- tential. Top salary, plus commission ar- rangement for right man. Box 418K, BROADCASTING.

Announcers

Announcers wanted (2) for television work in New Hampshire. $500 per week. Prefer men with bass type voices. Call Columbia 3-7450, Washington, D.C.

Experienced tv announcer, live camera, booth, production work, handle weather shots on radio. KOMY-KEUS, Austin, Minnesota.

Excellent opportunity for experienced an- nouncer. Must be able to integrate news-tv em- ibation. Must be good air salesman both on radio and television. KYIV Radio-Televi- sion, Savannah, Georgia.

Technical

Wanted: First class operator, heavy on maintenance. Desires permanent vhf station tv in mid-western market. High potential for right man. Send references and personal description to Box 429K, BROADCASTING.

Engineers wanted (3) for uhf station New Hampshire. Prefer one who has had uhf experience on a 25 kilowatt or 50 kilowatt RCA air-cooled transmitter. 500 per month and home furnished 4 miles from town. One assistant chief must be extra good technician on RCA studio equipment. One transmitter engineer also wanted. Call Columbia 5-7450, Washington, D.C.

Studio engineer with maintenance and oper- ating experience. Familiarity with Dublont studio equipment desirable. Good pay scale. Can work with ability and experience. Please send resume with picture to Ed M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.


Engineer, 1st radio-telephone license for va- cation relief. WHO-TV, Dayton, Ohio.

Situations Wanted—(Cont'd)

Production-Programming, Others

Copywriter with commercial creativity for vhf, large Texas market. Box 381K, BROADCASTING.

Traffic director for network vhf. Box 382K, BROADCASTING.

Newman-announcer for television or radio. Must be able to write, live and deliver news. Box 383K, BROADCASTING.

Excellent opportunity for producer-director who is ready for production manager's job. Midwest NBC affiliate 325,000 sets. Send full details Box 406K, BROADCASTING.

WFMY-TV needs a smart promotion girl to handle public service and program on-the-air material. Write weekly newspaper column on tv, prepare newspaper ads and allied publicity responsibilities in four-person de- partment. Job must be filled very soon. Ex- perience in broadcast field required. Write General Manager, WFMY-TV, Greensboro, N.C., giving full information on background, salary requirements and send samples of work and photograph. Excellent living and working conditions offered.

All-around ETV assistant: Switch and ride audio film, write continuity, some live producing. $300-$400. Send phone, you can do it, references, address to WJCT, 1070 E. Adams, Jacksonville, Fla.

Situations Wanted—Management

Manager or commercial manager: 7 success- ful years in these areas. 16 years tele- vision radio experience. Also network and agency Best known. Box 379K, BROADCASTING.

Successful salesman with 15 years tv and radio experience in both major and small markets as district manager and manager and manager like permanent connec- tion with responsible operation. Happily married, sober, conscientious and capable. Profitable asset to any type organization. Now employed but available at once. Box 387K, BROADCASTING.

Sales

Radio-tv time salesman—mature, indus- trial, imaginative salesmen with record of selling ingenuity seeks opportunity to sell time. Can double as announcer. Also speaks fluent english. Send reply with complete resume and photo. Box 389K, BROADCASTING.

Mature, experienced on camera salesman. Authoritative delivery. Strong commercial- technical. Nine years experience; four years in radio, five in television. Excellent back- ground in sales, promotion and merchandis- ing. College education, married, with two children. Age: 32. Network experience and managerial experience in pri- vate television. Desires competitive market where there's a real selling job to be done. Excellent references. Currently employed and handling lion's share of live commercials. Salary open. If you have a permanent position with a future, contact Box 402K, BROADCASTING.

Announcers


Television announcer: 25 years old, married, two children. Eight years experience all phases tv announcing. 8 years college plus college. Box 407K, BROADCASTING.


Announcer-Director. Eight years experience. Best references. Desire permanent po- sition. Box 429K, BROADCASTING.

Florida—Network type announcer, familiar all phases. Best references. Experienced. Excellent for television. Box 430K, BROAD- CASTING.

Ten years radio and television, completely experienced all phases. Specialize play-by- play, on air news, commercials, ad-dj show, very good on camera appearance. Top-notch references, including pres- ent manager. Top ability on top job in good market at equitable salary. Go any- where in the country. Skill Gardner, 2422 Broad Ave., Altona, Pa. Box 2888, Chicago. Telscript, brochure available. Ready, willing and able to do a real job for you.

Technical

Studio technician with first, now living in Connecticut, desires position with growing station. Some experience with camera and control room. Box 386K, BROAD- CASTING.

First phone tv engineer. Studio and trans- mitter experience. South preferred. Box 411K, BROADCASTING.

Engineer-announcer, first phone, transmitter and studio experience. Presently employed with the network. Needs a specialty not a side-line. Contact Box 420K, BROAD- CASTING.

TV engineer wishes to relocate—first phone, studio, transmitter, film, maintenance, in- stallation, and microwave experience. Fre- quently employed. Two years commercial experience. Box 421K, BROADCASTING.

Engineer-first phone. Six months experience in one man operation. Available immedi- ately. Box 424K, BROADCASTING.

1st phone RCA graduate, experienced studio, control room, camera,有兴趣 in largest competitive market. Roe right opportunity. Box 442K, BROAD- CASTING.

Education Station Wanted

One of America's sharpest TV operators, presently operating a TV station, would like to purchase 49.5% or more interest in a television station. Prefer a station which has too much overhead and operating expense for its income, a station that is costing more than $25.00 per hour to operate, a station that is losing money or not making enough to justify the investment. I am not a broker, however, would like to hear from brokers. Willing to invest $250,000.00 for an interest or as down payment on a purchase.

Box 350K, BROADCASTING.

Television Station Wanted

One of America's sharpest TV operators, presently operating a TV station, would like to purchase 49.5% or more interest in a television station. Prefer a station which has too much overhead and operating expense for its income, a station that is costing more than $25.00 per hour to operate, a station that is losing money or not making enough to justify the investment. I am not a broker, however, would like to hear from brokers. Willing to invest $250,000.00 for an interest or as down payment on a purchase.

Box 350K, BROADCASTING.
Situation Wanted—(Cont’d)

Production-Programming, Others

Creative director-producer. Well versed in all phases of practical TV production and operation. Co-ordinator director of award winning shows. Desire position with progressive station demanding sales-minded imagination. Box 3986, BROADCASTING.

Radio-TV newsmen, network training and good voice. Written professional news copy. Seven years experience. Wants major market, either medium. Box 432K, BROADCASTING.

FOR SALE

Equipment

Presto 6-N-3 speed microgroove disc cutter, $400; Viking BRSBG tape deck and two RP62 (VU) amplifiers in portable case, almost new, $200. New Stylus 206 and stand, $110, Box 422K, BROADCASTING.

Trade? Have two 16” Presto turntables TSBAL. Never unpacked. Want good rack mount tape recorders. Make offer. Box 437K, BROADCASTING.

Used professional tape excellent condition $100. per 1/2-reel in lots of 10 or more. JUDson 6-5071, New York City.

Westinghouse 10 kw fm-10 amplifier, complete with exciter and power supply in matching cabinets, $750,00 for. Wlsl. Box 149, Detroit. D. W. Box 1559, Sarasota, Florida—Call Tel: Washington, D.C. Columbia 5-4686.

Gowen broadcaster. Single track tape recorder $250, used two years, 3 inputs, 800 and 115 volt power supply with 10 watts power. Complete with portable case, XDSO, Oronville, Minnesota.

One brand new professional "rack mount" tape recorder. Air fills all modern features for $995. Contact Chief Engineer, Ellis Fienstein, Radio Station KXMD, Medford, Oregon.

Two new 200 foot Stainless towers complete $1200. Salt Lake City, Utah.

One complete Gates RCMI3 remote control system in excellent condition. Original price $3200.00, sold price $995, fob, WIBSC, Martinsville, South Carolina.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Billey and J-K holders, regrinding, repair, etc. BE-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronics, Box 31, Temple, Texas.

Weather warning receivers for Conesrad and disaster weather warning. Air Alert II $169.00, Alert I $109.50, Miratel, Inc., 1980 Dionne St., St. Paul 13, Minn.

Genera Electric 3 kw BT-3A fm transmitter tested. $4.000 or best offer. TV-7M transmitter and studio equipment. Technical Systems Corp., Dept. L2, 60-01 43rd Ave., L.I.C. 1, N.Y.

WANTED TO BUY

Stations

CP or station in difficulty, bought by responsible operator. Box 3928, BROADCASTING.

Midwest am. Price in neighborhood of $50,000. Qualified party. Our CPA will audit. Box 447K, BROADCASTING.

Radio stations in the mid-west. Send details to Box 319f, Mid-America Broadcasting System, Inc., P.O. Box 287, Highland Park, Illinois.

Equipment

DuMont video switching and mixing equipment Type TA-17B-B. Box 206K, BROADCASTING.

Set of western station break jingles, for all country and western radio station. K-KEY, Vancouver, Washington.

INSTRUCTIONS

FCC first phone registration by correspondence or in person. Our classes are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 850—19th Street, N.W., Washington, D.C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher, OJ. approved. Phone FLEwood 2-2733. Edkins Radio License School, 3055 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC first phone license, 3 to 8 weeks. Reservations required. Enrolling now for classes starting June 2, 8th Oct. 22. 1959, January 6, March 2, 1960. For information, references and reservations write William D. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

WANTED TO BUY

FOR SALE

Sputniks I-I and four U.S. Satellites recorded with informed narrative. Ready for airing. 15 ips 3" reel dual track $3.05; 7" full $4.60. Box 404K, BROADCASTING.

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Set of 15 x $2.90 per 1000. Bingo Time U.S.A., Box 998, Denver 1, Colorado. Phone Acme 2-7101.

TELEVISION

Help Wanted—Announcers

RADIO-TV NEWSMAN

Experienced newsmen to report from Mobile News Unit, film news for TV, and handle on-camera TV newscasts and 5-minute radio newscasts. Good starting salary plus talent fees on all sponsored newscasts. Top news operation in large Eastern Seaboard market. Box 405K, BROADCASTING.

WANTED TO BUY

Stations

HAVE LIST—STATIONS FOR SALE

Have active list of interested buyers for all types of markets. All correspondence confidential.

Franklin, Charters, Taplin & Co.
P.O. Box 12, Buffalo 21, N.Y.

PERSONNEL SERVICE

Top placements in the dynamic new southeast in top jobs.

RADIO—TV—ADVERTISING

Announcers—DJs—Copywriters

Engineers—Salesmen—TV Production

PROFESSIONAL PLACEMENT

458 Peachtree Arcade

Atlanta, Ga.

Jackson 5-6441

Looking for... QUALIFIED BROADCASTERS? A BETTER JOB?

Employers and Applicants Contact

DISK JOCKEY

PLACEMENT CENTER, INC.

Agency Specializing in BROADCASTING—ADVERTISING PERSONNEL

PAUL BARON, Managing Director

100 West 42nd Street, New York 36, N.Y.

Wisconsin 7-6322 (Phone for appointments) (Enclose return postage with reply)

MISCELLANEOUS

Independent Radio affiliate with "American Tele-Hearing System"

Write Jess Mason, 407 Governor Bldg., Portland, Oregon

Dollar for Dollar

you can’t beat a classified ad in getting top-flight personnel.

110 BROADCASTING, April 6, 1959
CALIFORNIA 5 KW
FULL-TIME
Proved number 1 in fast growing market of over 300,000 people, $225,000 all cash.
Box 356K, BROADCASTING.

OPPORTUNITY FOR OWNER-MANAGER
Small Southern market, 1,000 watt daytime—$225,000, $3,000 cash. Attractive terms.
Box 386K, BROADCASTING.

Continued from page 106

other hearing to date to be fixed by subse-
mation in proceeding on am appli-
cations of Pacific Television Inc., for ex-
hibits and for conversion of studio from
386K, to 386K. The hearing was to be held
on April 15 to April 27 in proceeding on
its application for re-

opposition of Booth Bros. Co. (WWBC), Flint, Mich., continued hearing from March
26, 1959 to April 15 in proceeding on its am appli-
cation. March 26.

By Hearing Examiner Forrest L. McClouding of Spokane Radio to accept notice of appear-
ing in proceeding on petition of Seaside Best., Co. (KSRG), Seaside, Ore., also to
proceed on Seaside's application for April 10.

By Grant of Motion by Los Banos Best., Co., La.
sContinued from hearing date in proceeding on its
am, spaced time of serving a prehearing conference for May 1, and continued hear-
ing to June 18, Action March 26.

Pursuant to agreement reached at March 26 prehearing conference, continued hear-
ing from April 1 to April 6 in proceeding on
applications of Russell G. Saller Inc., Dixon, Ill., et al. Action March 27.

Sought further prehearing conference for March 26, at 3:30 p.m., in proceeding on

By Hearing Examiner William B. Cooper

At prehearing conference March 26, among others, counsel for AM-FM Denver, following along with
proceedings, filed motion for April 31 to it, upon in Terre Haute, Ind., ch. 16
proceeding, for further prehearing conference. June 8, hearing, Action March 26.

Granted petition and am application of Kalamazoo Inc., for further extension of time for filing proposed findings of final heard
applications from April 2 to May 18 and from April 17 to May 21 in proceeding on
application of Video Independent Theatres Inc., (KVTI), Santa Fe, N. M. Action March 26.

By Hearing Examiner Elisabeth C. Smith

Following stations were granted renewal of license—KBFO-AM, Parkersburg, W.Va.,
KBGM-AM, Gary, Ind., KBGK-AM, Elkhart, Ind., KBGK-AM, Mankato, Minn., KBGK-AM, Sheboygan, Wis., KBGK-AM, and KBGK-AM, Des Moines, Iowa.

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Take a tip from the doorman

...and of the outstretched palm,” some author once dubbed Florida. His hyperbolic words made entertaining reading and inspired many rib-tickling toast-naster jokes. But on today’s Florida scene, their implication just isn’t true.

Ask any Florida hotel doorman. He’ll tell you the average visitor is neither a “soft touch” for gratuities nor the profligate spender he is reported to be. For that matter, you don’t have to take a doorman’s word for it—just have a look at these facts.

Florida’s official, 1958 Winter Tourist Survey shows that daily expenditures averaged $11.85 per person. And that average includes the spending of those who stay in plush hotels and slip the doorman “king-size” tips, as well as that of more modestly budgeted sojourners.

As could be expected, summer-average expenditure figures drop considerably from the winter highs because of the reduced tariffs in effect at most Florida resorts. Going summer rates for motel, apartment and hotel accommodations are about one-half of the winter peak. In summer, too, many resort owners add packaged entertainment programs to their list of attractions at little or no additional cost.

All in all, there’s a time and place for every vacation budget in Florida. And no place else do vacation dollars buy so much breeze-swept fun.

From season to season as you report on the Florida scene, you may have need for more details on the cost of Florida holidays or other aspects of the state’s economy. Let us serve you. Simply write:

Florida Development Commission
515-W Caldwell Building
Tallahassee, Florida
OUR RESPECTS TO... 

Harold Guy Cowgill

What are the ideal characteristics for a man to have when you want him to head up broadcast activities at the FCC? Undoubtedly he should have some broadcast experience, some government background, preferably in the FCC, and, of course, some knowledge of communications law.

Mix with these a quiet, almost self-effacing ability to get people to work together and you have the present chief of the FCC's Broadcast Bureau, Harold Guy Cowgill.

Hal Cowgill has one more asset in filing the number one administrative broadcast job in the FCC: he's determined.

It's that last factor that is almost the ultimate requirement in heading up the Commission's broadcast activities.

For broadcasting—particularly television—is beset with more problems today than almost anytime in its short history.

Pandora's Box • There's the tv allocations problem. There's pay tv. There's the network investigation. There's community tv systems. There's the question of on-channel boosters.

Also there are the standard radio problems: program classification, longer hours for daytimers, higher power requests from regional stations, and the hangover clear channel and daytime skywave cases.

Only someone determined is able to plug away at these vital and troublesome problems—and keep his sanity.

That's another asset Hal Cowgill brings to his job, sanity.

Mr. Cowgill's broadcast experience was honed on the strap of a uhf station, WTVP (TV), in his home town of Decatur, Ill.

In 1952, then a lawyer specializing in communications law, Mr. Cowgill persuaded a group of Decatur businessmen to apply for tv. This was after the freeze was ended in April of that year.

After the group was organized, it was obvious that it needed someone who understood the intricacies of securing a permit and building a station.

The members talked Mr. Cowgill into taking that job.

In 1953, Mr. Cowgill resigned his law association and took over as vice president and general manager of the ch. 17 outlet. The uhf station went on the air in August 1953 and in November was writing in black ink on its balance sheet.

The Decatur Story • Harold Cowgill was born July 22, 1900, in the history-charged area of mid-central Illinois. Decatur is where Abe Lincoln established his first law office. In fact the Civil War was very much alive in Mr. Cowgill's young days. His grandfather had served General Grant personally as a mounted courier. This was in Grant's western campaigns. There were many veterans of the War Between the States in Decatur when young Cowgill was growing up, going through the grade school and high school and three years at the small Presbyterian-sponsored James Milliken U. Mr. Cowgill also attended the U. of Illinois at Urbana, not far away.

During his high school and college days Mr. Cowgill played ball. So well, indeed, that during summers he played semi-pro; he was the catcher on the Litchfield, Ill., team.

He had one other distinction in his youth. In 1918 he was shorthand champ of the state of Illinois.

Mr. Cowgill's first job was with the Wabash Railroad. Decatur is a railroad town and Mr. Cowgill's father was a railroad man. Young Cowgill worked in the railroad office and soon became an expert on rates and tariffs. In 1929 he took a civil service examination for the Interstate Commerce Commission in Washington. He was number one on the list.

That same year he went to Washington and joined the ICC as a rates and tariffs specialist. When the Railroad Retirement Board was established in 1934, he transferred there.

The Road to FCC • But his stay there was short-lived—thanks to the U. S. Supreme Court which declared the act unconstitutional. This was in 1935, the same year he received his law degree from George Washington U.

He was, in a manner of speaking, out of a job, but only for one week. A friend knew FCC Comr. Paul A. Walker, then in charge of the common carrier panel of the newly organized FCC. Mr. Walker was anxious to get a good rates and tariffs man into the Commission and Mr. Cowgill's availability was a godsend. The Illinois Republican joined the FCC and was immediately put on the telephone probe.

Mr. Cowgill stayed with the FCC for nine years, all with the Common Carrier Bureau which oversees telephone and telegraph rates and regulations.

In 1944 Mr. Cowgill rejoined to join the Segal, Smith & Hennessey law firm. He was with the firm for nine years, rounding out his communications law knowledge from the outside. He left in 1953 to take over the leadership of the Decatur tv station.

His year with the Decatur uhf station grounded him well in the business side of radio communications. He was responsible for getting the papers through the FCC. He had to build the station, organize a staff, and make commitments for programs and network affiliations.

This ability to run a "happy ship" is inherent in Mr. Cowgill's whole personality. He very well could personify the skipper who is affectionately known as "the old man" and whose quiet calmness in periods of strain and strain endear him to his people and mark him as an able administrator.

Back to FCC • It was in December 1954 that Mr. Cowgill rejoined the FCC as chief of its Common Carrier Bureau. Two years later he was chief of the U. S. delegation to the Geneva Conference on international telegraph matters.

In May 1957 he was named chief of the Broadcast Bureau.

He got the word two hours before the announcement was made. He was asked if he would like the job. When he asked for a couple of days to think it over, he was told, "Too bad, the announcement will be out in two hours."

In 1924 Mr. Cowgill married his home town sweetheart, Rena Belle Landers. They have one daughter, Mary Estelle, now Mrs. Alfred Wheeler Smith. The Cowgills live in Bethesda, Md., just outside Washington.

Mr. Cowgill's present hobbies are limited. Ranking at the top is his grandson, 5-year-old Charles Richard Smith. When Chuck is a little older Mr. Cowgill looks forward to taking him to see the local ball club in action. He figures a grandfather who knows the game first-hand should be good for a boy.
EDITORIALS

NAB postlude

If the membership is heeded, the NAB will never return to the wide-open, free-for-all annual convention. Members heavily favor the limited ownership-managment format, invoked for the first time at last month's sessions in Chicago.

A Pulse-Broadcasting survey made during the convention shows this conclusively, as reported in this issue. Seven out of 10 delegates approved the ownership-management limitation, and three out of five favored the scaled-down exhibits, limited to heavy broadcast equipment.

The results come as no surprise. Because there were fewer distractions, regular sessions were well attended. It was a decided improvement over conventions in the recent past.

This, however, is only the beginning of a new convention era. There were more satellite meetings than main sessions. Special groups of broadcasters have special interests. So they met separately. The NAB convention provided the convenient gathering point.

The convention thus was a clear demonstration of the inexorable movement toward a "federation" of broadcasters, with each special interest grouping conducting its own affairs. Inevitably there will come a physical reorganization of the NAB, which will serve as the policy level "umbrella" over these segments of broadcasting.

The existing NAB structure was laid out under a 1938 reorganization. Changes came with the advent of FM and television. Then came the creation of the Radio Advertising Bureau and later the Television Bureau of Advertising as separate entities to look after commercial exploitation of these media.

The broadcast media have changed radically in the past two decades. The physical structure of the NAB has not. There is a bigger job to be done, in keeping with the phenomenal growth of radio and television. Businesswise, they are sharply competitive. Philosophically, from the legislative and regulatory standpoints, they are the same. Both use the same free air which must remain free. That is the level at which the NAB must function and on which there can be no conflict of interests among the various segments of broadcasting.

The leadership in broadcasting is cognizant of the problem. Before the next NAB convention in Chicago, a year from now, a full-blown reorganization plan must be evolved.

Television and politics

Who will win the presidency in 1960? That's anybody's guess. But there's no guesswork involved in how he will win. He will be the candidate, whatever his party, who projects himself best over television and radio.

Although the political conventions are 16 months away, the 1960 elections are being talked up ahead of normal schedules. And there's more early talk about the part the broadcast media will play than we've ever heard before, even though party professionals have known for some years now that radio, and latterly television, spell the difference between success and failure at the polls.

Privately, most holders of elective office will tell you that without the electronic media, they could not have won their last contests. Publicly, many of them will cover up, for fear of antagonizing their home newspapers.

But there are not as many who will hedge as there used to be. For example, freshman Sen. Kenneth Keating (R-N.Y.) said recently in a talk before the Washington chapter of the American Women in Radio & TV that "without any question, I owe my ability to sit (in the Senate) to radio and tv." And he added: "There is no medium which is as effective as radio-tv."

Two other Senators who participated in the same panel—Mike Mansfield (D-Mont.) and Hubert Humphrey (D-Minn.)—agreed that the electronic media have become the one dominating factor in winning and losing elections.

The survey conducted by Cunningham & Walsh, New York advertising agency, on the effect of TV in establishing a political candidate's personality and image in the mind of the voter (Broadcasting, March 23) is bound to enliven interest in TV campaigning. This survey was conclusive in the finding that voters in the New York gubernatorial campaign last year favored one candidate (Rockefeller) over the other (Harriman) because of TV. The survey found, moreover, that TV rates equally with newspapers as the "most important news source about candidates."

There is a sobering lesson in the now universal discovery that the electronic media constitute the greatest single force in electioneering. The politicians will be watching networks and stations for any indication of favoritism, however slight. Partisan politics have never played a part in network or station operations, unlike newspapers. They never should.

From now until the elections in November 1960, broadcasters will be well advised to exercise extreme vigilance in the handling of their political broadcasting. The penalty could be more indirect legislation—even worse than the paralyzing effects of Section 315.

Double play

Television can do many things that newspapers cannot, and it does some that many of them dare not do or at least would be reluctant to undertake. Into the latter category, we venture, falls the study of journalistic responsibility that CBS-TV launched on its Great Challenge series a couple of Sundays ago.

The question of whether American journalism is meeting its responsibilities is hardly one to be given extensive space in most newspapers. But the subject is worthy of wide public exploration, and it is to television's credit that CBS-TV, in cooperation with the Sigma Delta Chi professional journalism fraternity, was willing to open it up—with no favors asked for broadcast journalism, which is an increasingly important part of the whole—to frank and open discussion.

In the process, by pointing up some of broadcasting's special problems, television not only demonstrated its own responsibility in a sensitive area but also contributed something of value in its own public relations behalf.
Why Sam Feeback Wears Sneakers:

Sam Feeback is chief news photographer for WDAF-TV, and his distinctive footwear tips off quite a story.

To begin with, Sam travels heavy. Wherever he goes he’s toting some 25 pounds of photographic equipment, and about 230 pounds of Sam . . . but he moves like a gazelle, and the sneakers are part of the reason.

Suppose Sam’s first assignment for the day is a downtown fire. He has learned the hard way that scampering around on building rooftops, or tippy-toeing through water and mud for a closer shot, just doesn’t go with slick Sunday shoes.

Then, Mr. Feeback’s next subject might well be Mr. Truman, ex-President of the United States, at a function involving any number of national and international dignitaries. Their posing time is always limited, and you’ve got to move fast if you want to get really top-notch film coverage.

Sam’s speed and alertness are legendary in local news circles . . . and his sneakers symbolize those qualities. He is part of a 12-man staff that just can’t be beat for penetrating news coverage in the Heartland. Everybody around Kansas City already knows it, but we wanted you to get the message, too. For more information, contact Harrington, Righter & Parsons, Inc.
WHAT WOULD YOU DO IF YOU RECEIVED
6,137 BIRTHDAY GREETINGS?

Torey Southwick of KMBC-KFRM acknowledged each one by mail...and mapped the towns to show his program's coverage!

Thirty-nine months ago, radio listeners to KMBC-KFRM were first captivated by a new personality on these pioneer Kansas City stations. His name: TOREY SOUTHWICK who, with his sidekick, Ol' Gus (a second voice done by Southwick), launched his "Time for Torey" program from 7 to 9 a.m., Monday through Friday. On these same five days, he does the "Torey Southwick Show" from 3 to 4:30 p.m.

A speech major from Wayne State University, Detroit, Southwick added to an already-established morning program format of tuneful, wake-up music, time signals, temperature reports, news and sports, that indefinable element known as "personality", to make his shows the most listenable in Kansas City. His afternoon show features the "Top Ten Thousand Tunes" with selections from the best current albums and the old standards.

Listeners love his programs...advertisers clamor for spots on his shows...people consider Ol' Gus an actual person. The Mayor of Kansas City chose this program as the ideal spot within which to air his daily "Morning Report" to his many neighbors in Kansas City, western Missouri and the state of Kansas.

Recently, KMBC - KFRM celebrated Torey's birthday — and 6,137 listeners sent friendly birthday cards to him.

"SOUTHWICK SHOWS" STACK UP SALES AND SATISFACTION!

Torey's shows fit precisely into our KMBC-KFRM programming concept: to entertain, to inform and to serve. So that you may appreciate the terrific impact of advertising via KMBC-KFRM on this important 17th market, write us for Torey's own mail map showing origins of his thousands of cards.

Check NOW on "Avails"... Get KANSAS Coverage FREE!

Get on one of the two "TORRIFIC" TOREY SHOWS as soon as possible, and spread your message throughout the powerful KMBC-KFRM BONUS range (western Missouri and ALL of the state of Kansas) BUY KMBC, GET KFRM FREE! Call your colonel at Peters-Griffin-Woodward, Inc., today for Torey!

Note how closely KMBC-KFRM coverage fits huge Kansas City trade area as defined by industrial economists of 10th District Federal Reserve Bank. Nearly 4 million persons — more than 1½ million families — with buying power exceeding $56½ billion annually!