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Theatre movie stars find TV sales hats are lined with dollars  Page 52
FCC radio processing cut-off designed to break logjam  Page 54
Over 1,000 Class IV radio outlets can go for higher powers  Page 54

These gentlemen and Howard Miller, WIND, Chicago, make up the Planning Committee for the 2nd Annual International Radio Programming and Pop Tune Disc Jockey Convention, May 29-30-31, Americana Hotel, Miami Beach.

They met yesterday at the Palmer House in Chicago, armed with ideas of colleagues in their respective communities. Their discussions assure you of a worthwhile convention.

Don't miss out. Write Bill Stewart, Coordinator for the sponsoring Storz Stations, 820 Kilpatrick Building, Omaha 2, Nebraska. Give name, address, station or company affiliation, type of room, approximate rate. (Rates in hotels of Bal Harbour start at $10 daily, single or double.)
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KVTV CHANNEL 9

Why? News coverage for one thing. KVTV keeps four newsmen busy giving Sioux City viewers a first-hand look at life and news around the world. KVTV's Washington Bureau, AP, UPI and Wirephoto services, plus area correspondents help these newsmen show the important happenings first on KVTV. See your Katz man.
Coverage that Counts!

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Strategically located to exclusively serve
LANSING....FLINT....JACKSON

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Lancaster
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BROADCASTING, April 13, 1959
Five tv's per market • In its almost continuous consideration of tv allocations problem, FCC majority has reached agreement on "umbrella" under which integrated case can be presented to Congress. In substance, it looks toward five comparable services in first 100 markets, on assumption that three competitive networks would be accommodated, with one facility for non-commercial education and fifth for independent or ultimate fourth network operation. Thesis is that nation's expanding economy should anticipate fourth network.

To take care of immediate needs, particularly in areas that do not have two additional tv operations (Providence, Syracuse, New Orleans, etc.), plan encompasses temporary deviation from existing standards until adequate allocations become available through long-range program extending vhf band via swap with government. Otherwise existing mileage separations and standards would be rigidly maintained. Five and possibly six commissioners believed amicable to this formula. Comr. Robert E. Lee, who has doggedly advocated full-scale move to uhf, is outside fold. In next week or two, FCC will be prepared to present its plan to Senate Commerce Committee.

Monitor • New wrinkle in air checks soon to be offered by Radio Records to interested stations and advertising agencies. Plan is to record traffic time programming of top stations in top markets, reproduce it, eliminating music but including commercials and chatter, on 33 1/3 rpm discs to be issued at 10-day intervals with three stations covered by each record. Contemplated fees are $40 per month to agencies, sliding scale ($30-$60) to station subscribers.

PR progress • "Substantial progress" was reported by Tv Information Committee in developing all-out public relations program at last Wednesday's meeting in New York. All nine members of committee were present, with two additional tv operations (April 17 and April 29) before April 30 meeting with NAB Television Board. Project contemplates war chest of possibly $1 million to affirmatively sell television against print and other adversaries (Broadcasting, March 23, et seq.).

Same questions • Although CBS had record breaking year in 1958 (net sales $411,800,203; net income $24,428,812) some pyrotechnics are expected at company's annual stockholders meeting this Wednesday. Among those likely to raise questions about management are Wilma Soss, Gloria Parker and Barney Young, latter identified with music publishing companies, all of whom have popped up at past network annual meetings.

Among matters that may be raised at CBS stockholders' meeting are Ed Murrow's year-long sabbatical, which begins in July; Mr. Murrow's widely publicized "call girl" program of January 19; status of Ralph F. Colin, CBS board member and partner in Rosenman Goldmark Colin & Kaye, law firm representing CBS Inc., and which also represents Broadcast Music Inc.

Space and spectrum • Tucked away in data filed with FCC in its 25,890 mc proceedings (Broadcasting, April 6) is case of American Rocket Society for ultimate space needs. O. H. Lange, in charge of Army's ballistic missile project, quotes Dr. Werner Von Braun, Army's scientific chief, to effect that frequencies needed for "active" satellites will be in 100-1,000 mc area (part of fm band and embracing vhf chs. 7-13, as well as all of uhf band). "It is probable," FCC was informed, "that a large portion of the spectrum space will be taken by this type of service in the next 10 years." Presentation further states that "active communications" satellites ultimately would be in microwaves, above tv bands, but that identical 100-1,000 mc band might have to be used until microwaves become workable for this service.

Sensitive assignment • Kenneth Cox, Seattle attorney who has been special tv counsel for Senate Commerce Committee last couple of years, is back in Washington on special committee mission—not allied with broadcasting. He's assigned to highly sensitive affairs involved in President Eisenhower's nomination of Rear Admiral Lewis L. Strauss, former Atomic Energy chairman, as Secretary of Commerce. Adm. Strauss was named to Commerce post by President last October as recess appointee, but nomination still must be confirmed by Senate.

Rendezvous • Tbv board members will brush shoulders en masse with leaders of some of nation's top advertising agencies in connection with Tb board's next semi-annual meeting. It's set for April 22-23 at Greenbrier, White Sulphur Springs, W. Va., scene also of American Assn. of Advertising Agencies' annual meeting. Tb sessions, under chairmanship of Roger W. Clipp, Triangle stations, will be held while AAAA is in closed meeting. Then members will attend agencies' open sessions April 24-25 and wind up with Tb cocktail party for AAAA members on final night.

News sales • There's two-purpose aim behind CBS Radio Spot Sales' current campaign just getting underway that gives radio news top sales priority: (1) it wants to make local radio newscasts more revenue producing, and, (2) strengthen sales of news programming furnished to stations by CBS Radio, considered by network as cornerstone of Pcp (Program Consolidation Plan). Theme of presentation is that news is "right for advertisers and audience," that network news feed plus local news coverage equals "total coverage."

Management study • Implementing action of NAB Board at its February meeting in Florida, Harold Fellows, NAB president, has advised selected stations that management consulting firm of Stewart, Dougall & Associates will be calling them within next few weeks to study reactions to NAB organization and services. Board approved $15,000 appropriation for purpose of determining whether NAB is utilizing its $1 million budget efficiently and whether it is properly staffed.

Stewart, Dougall, Mr. Fellows advised stations, will respect confidences and not reveal information or opinions obtained from any specific broadcaster to NAB but will consolidate returns by station classification. "Obviously", Mr. Fellows wrote, "with complete objectivity guaranteed, the NAB membership will derive the greatest possible benefit from their analysis and interpretation of the facts."

Oversight switch • In approving transfers of Wsoc-Am-Fm-Tv Charlotte ($5.6 million) and of Wgay-Am-Fm Silver Spring, Md.—Washington, D.C. ($456,000) FCC embarked upon new policy in evaluating cases involved in so-called House Legislative Oversight proceedings. James M. Cox stations, buyers of Wsoc property, were indirectly involved in Miami ch. 7 proceedings in which Cox principals hold less than control, while Wgay sale by John Kluge and associates to Connie B. Gay was affected through FCC scrutiny of ch. 9 Orlando grant because of Oversight overtones.
PEOPLE WHO KNOW ATLANTA TV KNOW WAGA-TV IS THE BUY!

The big news in Atlanta is that the big buy is WAGA-TV. Nobody knows this better than the First National Bank of Atlanta—one of the South's great financial institutions—which has recently bought the "11th Hour News" across the board, Monday thru Friday, on a 52 week basis.

Or take the Early Show, the Starlight Movies, and other local programs. Their swelling roster of advertisers is convincing proof that live Channel 5 is delivering a big, growing family audience at remarkably low cost.

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Cleveland

WJW-TV
Cleveland

WJBK-TV
Detroit

WITI-TV
Milwaukee
WEEK IN BRIEF

Mr. Ryner

Sharpen the best agency tool: research • The big budgets of TV are demanding more judgment based on facts and fewer guesses. Stations can help the agency decision-making function with fewer rating pitches, more market "news." Frederick L. Ryner, vice president and director of research, Bryan Houston Inc., New York, writes on the subject in this week's MONDAY MEMO. Page 29.

Overhaul of option time • FCC is pondering changes, with final determination on issuance of rule-making proposal seen forthcoming before the end of month. Among changes seen proposed will be deletion of 30 minutes and requirement that all time used for straddle programs be counted as network time. Page 33.

Inter-media sharpshooting • TV and print media executives tussle on whether or not cost-per-thousand can be used for inter-media comparison. The arena: an AMA workshop in New York. Page 34.

Films stars in TV selling hats • Hollywood motion picture stars in increasing numbers are benefiting from a TV windfall as agencies turn to "names" to sell on their commercials. Page 52.

Transmitter makers hit jackpot • FCC decision to accept Class IV station applications for power boosts to 1 kw, day, opens multi-million dollar market for new equipment to increase the present 250 watters' reach. Page 54.

Radio application processing • FCC wages war on situations which tangle up its processing line on radio applications and issues new cutoff policy to expedite handling. Page 54.

Peabody Awards • NBC takes seven awards, CBS four, ABC two. Frank Stanton gets special mention. The annual radio-TV awards capped. Page 72.

Screen Gems looks to new conquests • Film production-distribution organization says it's going to get into TV station ownership, video tape programming and co-production of programs with other nations. Page 76.

Union cries censorship, tells FCC • Telecasters are charged with censorship during a labor dispute between GE and electrical workers union. IUE President Carey asks FCC to take action against four stations which refuse to carry union program. One station recants. Page 94.

Information: three-way street • Sig Mickelson of CBS says news media can't do the job alone: news sources and the public itself must help if people are to be informed. He calls for lifting of hampering restrictions on TV news coverage. Page 96.

Better listening formula pays off • WLW Cincinnati rebuilds entire 50 kw plant to attain what it describes as world's best-quality radio signal, including FM. With new easy-listening format, station claims jump in business and size of audience. Page 100.

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WMBD FIRST! FIRST! FIRST! (Nov. Pulse '58) • • • in the noontime listenership period
WMBD FIRST! FIRST! FIRST! (Nov. Pulse '58) • • • in the late afternoon and early evening period

IN THE MORNING
(NOV. PULSE '58)
FIRST WITH
Walter Thurman
MUSIC NEWS SERVICE
PEORIARIA'S TOP "MUSIC MAN"
THURMAN Sells
WEEKDAYS
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WMBD FIRST! FIRST! FIRST! (Nov. Pulse '58) • • • in the noontime listenership period
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Exclusive National Representatives
PETERS, GRIFFIN, WOODWARD, INC.
**Q:** What radio station do you listen to most of the time at night?

**A:** WWDC was the clear-cut winner in a PULSE poll of Washington, D.C., area residents. Of particular interest is the pronounced majority we scored with the menfolk.

This special qualitative PULSE survey shows many other areas of WWDC listening leadership—all of them of importance to advertisers. For the full report, write WWDC or ask your Blair man for a copy of “Personality Profile of a Radio Station.” It’s revealing!

---

**WWDC**

*Radio Washington*

Represented nationally by John Blair & Co.

In Jacksonville, Fla., exciting WWDC-owned Station WMBR is rapidly changing the listening habits of a great growth market.
WRVM, WWTB, WBEL, 4 other sales filed

Station sales filed at FCC Friday:
WRVM Rochester, N.Y. • Sold by Harry Trenner to Frank W. Miller Jr. and Lee W. Miller for $210,000 plus assumption of $100,000 in promissory notes and $40,000 in liabilities. Frank Miller Jr. owns 14.3% of Kelly-Smith Co., newspaper representative, which owns majority of Headley-Reed Co., radio-tv representative. He and his father are two of three trustees controlling Fall River (Mass.) Herald News (WSAR Fall River), which plans to merge with Schenectady (N.Y.) Union Star. Headley-Reed owns 1.1% of WKOW-AM-TV Madison, Wis. Lee Miller is account executive at Fuller & Smith & Ross, New York. WRVM is 250 w day on 680 kc.

WWTB Tampa, Fla. • Sold by W. Walter Tison to WPIT Pittsburgh, which has same ownership as Friendly Group (Allen H., Jack N. and Louis Berkman and John J. Laux), for $240,000. Friendly stations are WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W.Va.; WPAR-WAAM (FM) Parkersburg, W.Va.; KMLB-AM-FM Monroe, La. WWTB is Keystone affiliate with 5 kw day directional on 1300 kc.

KZEE Weatherford, Tex. • Swapped by Horace C. Bowen to J. Fred Case, wife Lucille and son James F., for KWON Bartlesville, Okla., with cases receiving $25,000 cash and $90,000 in real estate (KWON being valued at $125,000). KZEE is 250 w day on 1220 kc. KWON is MBS affiliate with 250 w day on 1400 kc.

WBEL Beloit, Wis. • Russell G. Salter, 50% owner, is buying remaining 50% from Lloyd Burlingham for $150,000. Mr. Burlingham owns KCVR Lodi, Calif. WBEL is 5 kw on 1380 kc.

WAUB Auburn, N.Y. • J.R. Poppele, former director of Voice of America and former chief engineer of Mutual, with his family is buying 75% from Herbert P. Michels for about $7,000, with Mr. Michels retaining 25%.

WTTT Atlanta, Fla. • Sold by Harold E. and Helen W. King to Theodore Weber for $125,000. WTTT is 250 w day on 1220 kc.

Stanton to speak
Dr. Frank Stanton, CBS president, will be one of three outside speakers at NAB's management development seminar to be held July 5-17 at Harvard U. Names of other two speakers will be announced soon. Some 60 broadcasters have been selected to take 12-day course from among those applying, NAB reported Friday.

More for Ford?
Ford Motor Co., J. Walter Thompson Co., MCA and NBC-TV officials slated to meet this week in Hollywood to discuss proposed weekly series for next fall. NBC-TV is holding open 9:30-10:30 p.m. on Tuesdays for series which would call for expansion in some weeks for 90-minute or two-hour presentation. Dan Seymour, vice president and director of tv-radio, JWT, New York, confirmed Friday that his proposal is in negotiation. Format is being worked out by Mr. Seymour and MCA. Ford's renewal of its current sponsorship of Tennessee Ernie Ford and part of Wagon Train, both NBC-TV, not certain—it need not pick up option until sometime in May.

WMCA raises rates
WMCA New York raises rates for first time in two years (rate card No. 31 effective immediately). Price hikes are in most announcement and time periods reclassified though hourly basic rates remain same. Class A extended hour to 8 p.m. while old half-hour rate now applies for 25-minute segment (other five minutes is news for which rate has high of $90 for choice morning time to $70 for late evening period). Basic rate for one-minute in Class A raised from $45 to $50; in Class B from $32 to $35.

Boston ch. 5 argument
FCC Hearing Examiner Horace Stern Friday announced he had cancelled oral argument set for May 1 in Boston ch. 5 ex parte rehearing case. He also announced it would be rescheduled at later date if in his opinion it was necessary. Proposed findings by parties in Boston case due April 20. Although Judge Stern's reasons for cancelling Boston argument were not given, it is understood he felt publicity on argument during period when former Comr. Richard A. Mack was on trial in U.S. District Court in Washington (see page 64) might interfere with fair trial. Same reasoning was used by FCC in postponing Miami ch. 10 oral argument, from April 23 to May 21.

Chicago GOP site?
Republican National Committee was to have decided Saturday (April 11) where and when GOP national presidential convention will be held next year. Committee met Wednesday in Washington, but delayed decision to Saturday, when new chairman Sen. Thurston B. Morton (R-Ky.) is installed. Chicago is considered probable choice with week of July 25 date. This would give tv and radio networks one week to move equipment from Los Angeles where Democratic national convention will be held week of July 11. In running for GOP convention site besides Chicago, it's understood, are Miami and Philadelphia. Los Angeles and New York said to have been ruled out because leading GOP presidential hopefuls Richard Nixon and Nelson Rockefeller are from California and New York respectively.

KBET-TV owners shift: Northrop new manager
Ownership of ch. 10 KBET-TVSacramento, Calif., transferred from stockholders of Sacramento Telecasters Inc. to Great Western Broadcasting Corp., C. Wrede Petersmeyer, Great Western president, announced Friday. Transfer occurred Thursday after FCC consent to $4.5 million sale. Great Western is wholly-owned subsidiary of J.H. Whitney & Co., owner of Corinthian Stations including KOLT-TV (TV) Tulsa, KGUL-TV Houston, WANE-AM-TV Fort Wayne, Ind., and WISH-AM-TV Indianapolis. Mr. Petersmeyer also announced acceptance of resignation of John H. Schacht, vice president-general manager of KBET, and appointment of Johnston (Jock) F. Northrop as acting general manager of KBET. Mr. Northrop is member of Corinthian's New York staff as assistant to Mr. Petersmeyer and will serve in Sacramento until new vice-president-general manager is announced.
AT DEADLINE
CONTINUED from page 9

KMBC to drop MBS

KMBC Kansas City (980 kc, 5 kw) is giving up its Mutual affiliation latter part of May, MBS authorities confirmed Friday. Station, headed by Don Davis, currently is dual ABC and MBS affiliate and is expected to go full ABC. (For new MBS affiliate addition, see page 99.)

‘Lassie’ script awards

Jack Wrather Organization, owner of Lassie tv series, announced Friday (April 10) establishment of “The Lassie $15,000 Writer Awards for Merit.” All professional writers whose stories and scripts are bought between now and Sept. 1 for production this year will be paid usual fees and be eligible for awards. Panel of judges will review all 39 scripts of 1959-60 season and pick winners. First award will be $5,000; second, $3,000; third, $2,000 and fourth to eighth, $1,000 each. Scripts may be sent to Rose Mathias, story editor, Lassie Productions, 270 North Canon Dr., Beverly Hills, Calif.

McGavren resigns 3

Daren F. McGavren Co., station representative, announced Friday resignation of KJR Seattle, KNEW Spokane and KXL Portland, Ore., effective May. McGavren plans to represent other stations in these markets.

WEEK’S HEADLINERS

Howard Eaton Jr., media director of Lever Bros., named chairman of Assn. of National Advertisers’ broadcast advertising committee, succeeding George Abrams. Mr. Abrams resigned chairmanship and seat on committee because of pressure of new duties as president of Cosmetics & Toiletries Div. of Warner Lambert Pharmaceutical Co., according to ANA, but he will continue on ANA board. Mr. Eaton, who had been media manager of radio and tv at Lever for past two years, was elevated to media director two months ago (Week’s Headliners, Feb. 9). He formerly was with Young & Rubicam and before that, from 1947 to 1952, was sports editor of WELI New Haven, Conn.

Robert W. Watson, chairman of board of Erwin Wasey, Ruthrauff & Ryan, joins Kudner Adv., New York, on Wednesday (April 15) as senior vp and member of executive committee and of board of directors. Mr. Watson was board chairman of Ruthrauff & Ryan, New York, before agency’s merger with Erwin Wasey & Co. in 1957. He joined R&R in San Francisco in 1940 and served that agency continuously, advancing to vp in 1946, executive vp in 1952, president in 1955 and board chairman in 1956.

Richard D. Buckley, vice president of Metropolitan Broadcasting Corp. and president of its WNEW New York division, was reported last week to be preparing to leave the organization after selling his approximately 10% interest back to the corporation for $2,275,440 (Closed Circuit, March 30). His departure was expected to come by the end of this month. He said he had not yet made definite plans for the future but that he expected to stay in broadcasting. Under his severance agreement, he indicated he may not enter broadcasting in New York, Washington or Cleveland—where Metropolitan owns WNEW-AM-AM-TV, WTTG (TV) and WHK-AM-FM, respectively—for one year. The $2,275,440 purchase price for his stock represents $15 a share for 151,696 shares. Mr. Buckley was president of Metropolitan as well as the WNEW division until last month, when he was named chairman John W. Kluge to the additional post of president of the overall corporation. (Broadcasting, March 23). There had been speculation since that time that Mr. Buckley would sell his stock, perhaps following this move with the purchase of other stations.

Herbert E. Evans, vp and general manager of Peoples Broadcasting Corp. (WRFD Worthington, WCGB-AM-FM Cleveland, both Ohio; WTTM Trenton, N.J.; WMNN Fairmont, W.Va.; WNNX Yankton, S.D., and KVTV [TV] Sioux City, Iowa), named president, succeeding Murray D. Lincoln, named general chairman, newly-created post. Mr. Evans will also serve as member of board of directors. He has been chosen by NAB to be U.S. delegate to Inter-American Assn. of Broadcasters, which will meet this summer at site yet to be chosen. Peoples Broadcasting Corp. is subsidiary of Nationwide Insurance, Columbus, Ohio.

John M. Cooper, managing editor of CBS Newsfilm since January 1956, is named manager. Mr. Cooper replaces Howard Kamy, who has left CBS Newsfilm to assume new post as director of international business relations, CBS-TV Stations Div., but who continues to supervise CBS Newsfilm’s foreign and domestic sales (Week’s Headliners, March 30). Before he joined CBS Newsfilm, Mr. Cooper was director of radio and tv news for International News Service.

Business Briefly

• Three new accounts to Adams & Keyes’ Los Angeles office announced Friday: Helms Olympic Bakeries, State Mutual Savings & Loan Assn. and Wallace Moir Co. (mortgage finance). A&K is merged Burke Dowling Adams and St. Georges & Keyes.

• Tidy House Products (detergents), Shenandoah, Iowa, appoints Guild, Bascomb & Bonfigli, San Francisco, as advertising agency effective July 1. Advertising budget is $1.5 million and radio and tv are expected to receive substantial share of billing. Account now handled by Earle Ludgin & Co., Chicago.

• Tilds & Cantz Adv., Los Angeles, has moved to 8833 Sunset Blvd. Telephone: Oleander 5-9270.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES
OBJECTIVE: more selling power from your advertising dollars

The tremendous selling-power of Television is widely recognized—the unmatched power of sight plus sound plus motion.

And the most efficient form of this tremendous power is Spot Television, because it permits you to concentrate your advertising precisely when and where you choose.

Major question for management today is: how can our products take full advantage of this power?

Helping advertisers and agencies find the right answers to that question is the business of Blair-TV. For in America's top markets, Blair-TV represents the stations that consistently lead in selling-power per dollar.

Sound advertising decisions require up-to-the-minute data on each of these stations—data you can get at a phone-ring's notice through any of Blair-TV's ten offices.

As television's first exclusive national representative, Blair-TV was founded on the basic principle that alert informed representation is a service vital not alone to stations but also to all Advertising, and to the businesses dependent on it for profit-producing volume.

In meeting this year's quotas, keep the power and flexibility of Spot Television in mind. And keep Blair-TV in mind for stations that do the top selling job in many of your best markets.
Television's most acclaimed sales personality
now to sell for you

LOCALLY

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and

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FIRST RUN BRAND-NEW

Wire or phone today...

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ABOVE ALL...

WGY PUSHES
YOUR PRODUCT BETTER

WGY will push your product better in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Cristal man or call WGY, Schenectady, N. Y.

50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION
**DATEBOOK**

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)*

**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, west coast annual meeting, Santa Barbara Hilton, Santa Barbara, Calif. Sessions today (April 13) on: "Advertising's Role in Management" and "Budgets and Cost Control." Final day, "Advertising in the World Around Us," including address by Richard A. Moore, KTTV (TV) Los Angeles.**

**April 12-19—Technical symposium on aircraft and space communications sponsored by Electronic Industries Assn., McCarren Field, Las Vegas, Nev., during First World Congress of Flight.**

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

**April 14—Academy of Television Arts & Sciences, Hollywood membership meeting, Beverly-Hilton Hotel, Beverly Hills, 6:30 p.m. Subject: The Rating Services, discussed by John Guedel, president, John Guedel Productions; Lee Rich, vice president, Benton & Bowles; Gale Smith, former production head, Procter & Gamble Co.; Bill Shafer, ARB West Coast manager; Joe Matthews, west coast representative, A. C. Nielsen Co.**

**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 Conelrad drill involving 3,200 am stations. Ordered by FCC on request of Office of Civil & Defense Mobilization.**

**April 20—Radio Advertising Bureau sales clinics at Tulsa, Okla., and Minneapolis, starting nationwide series that ends May 22. RAB will present 10 how-we-sold-it stories and exhibits.**

**April 20-23—American Newspaper Publishers Assn., 73rd annual convention, Hotel Waldorf-Astoria, New York. Agenda includes discussions in radio-tv competition for national ad dollar, working relationships between newspapers and broadcast stations, the problem of agencies who, or retail accounts for commission reasons, favor ad-tv and the effect of competitive media in he decline of newspapers' national advertising.**

**April 21—"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 twoday workshop on advertising expenditures, Westchester-Biltmore, Rye, N.Y.**

**April 23-24—Ohio Assn. of Broadcasters, Sheraton Gibson Hotel, Cincinnati. Speakers: Jerome H. Feniger, Cunningham & Walsh; Walt Sil Taishoff, editor and publisher of BROADCASTING; "Editorializing in Radio"; Ed Broman, Ziv Productions, "Syndicated TV Films"; Adam Young, and others to be announced. Entertainment Friday evening includes buffet dinner at Wiedemann Brewing Co. in Cincinnati Reds-Milwaukee Braves baseball game.**

**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 on "The Revolution in Rising Expectations" by correspondents, editors and publishers Time Inc. magazines. Award-winning tv commercials, chosen by Ad 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. Chevis, Cunningham & Walsh; John A. Sidebotham, 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—New Mexico AP Broadcasters Assn., Bishop's Lodge, Santa Fe.**

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

**April 24-25—South Dakota Broadcasters Assn., Sheraton-Cataract Hotel, Sioux Falls. A sales clinic is planned. Non-members invited.**

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

**April 24-25—Arizona Broadcasters Assn., spring meeting, Ramada Inn, Phoenix. Speakers include Walter Lucking, president, Arizona Public Service Co.; Maj. Allan Deming, public information officer, Fort Huachuca, Ariz.; Stazy Gauge, vice president, Pacific Olive Growers Assn.; FCC Conn. Robert E. Lee and Howard Bell, NAB vice president. Phoenix mayor Jack Williams will be toastmaster at Friday banquet.**

**April 25—Spring meeting of Associated Press Broadcasters of Idaho and Utah, Hotel Boise, Boise.**

**April 25—United Press International Broadcasters of Connecticut, Waverly Inn, Cheshire.**

**April 25—United Press International Broadcasters of Indiana, Sheraton-Lincoln Hotel, Indianapolis. Agenda commences at noon and includes discussion on libel laws with report by President Bill Donnelly.**

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

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

**April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.**

**April 26-29—U.S. Chamber of Commerce annual meeting, chamber hqrs., Washington.**

**April 27-28—Pitts-Edmundson Adv. Agency Radio-TV Farm Clinic, Delinear Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.**

**April 27-May 2—Journalism & Broadcasters Week, School of Journalism & Communications, U. of Florida, Gainesville. April 27 is Broadcasters Day. Key speakers include FCC Conn.**

**KIVI-TV**

**November '58**

**Share of Audience**

6:00 P.M. TO MIDNIGHT

**Jan. - Feb. - Apr R B**

**KIVI-TV's audience is up nearly 100% since new ownership and programming in October.**

**That's Not All!!**

K-7 is first in Amarillo in total rating points, three nights out of the top ten shows. Let your salesman give you the detailed story and show you some amazing figures.

**KIVI-TV, Amarillo, Texas**

C. B. "Dick" Wahl, Vice-President and General Manager

Represented nationally by the Selling Company
ABC Television, for example, doesn’t always have five shows in Nielsen’s top ten.* Sometimes it’s four – or three.

And it’s not always the same shows. *Maverick* and *Rifleman* are consistently there. *Wyatt Earp, The Real McCoys, Cheyenne, Sugarfoot* are familiar names in the top ten listings… but they don’t *all* make it *all* the time.**

(When they don’t, though, they’re not far behind.)

We don’t always dominate the same number of time periods, either. One report will show us leading the field (No. 1 in 18 half hours). Another will show us in second place (tops in 13 half hours).†

Not *every* Nielsen will prove ABC to be No. 1 network four out of seven nights a week. Every once in a while, we’re tops in only three.***

But Nielsen after Nielsen, one thing is consistent.

ABC is consistently going right to the top.

---

**Total Audience and/or Average Audience Basis.
***Sun.-Sat. 7:30-10:30 PM all sponsored evening programs.
†Nielsen 24-Market TV Reports, weeks ending Mar. 14 & 21, 1959, Sun.-Sat. 7:30-10:30 PM.
Another thriller-diller from WJRT—

"One if by land!
Two if by sea!"

"And four if by
WJRT, Ponsonby—
the efficient way to
cover Flint, Lansing,
Saginaw and
Bay City."

Listen, admen, and you shall hear—plenty! That WJRT is the single-station way to reach the other big Michigan market. That you get Flint, Lansing, Saginaw and Bay City with one buy and a grade "A" or better signal. That you're right where the public is. That WJRT's inside-out coverage of mid-Michigan and its nearly half-million TV households are second to none. If you aim your advertising at Flint, Lansing, Saginaw and Bay City, WJRT is your bull's-eye buy. Come on in—it's open season on sales.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Robert E. Lee; Matthew J. Gulligan, NBC-Radio vice president; John F. Day, CBS tv news director, and Harold Kriesten, president of Plough stations.

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; luncheon, receptions, May 2; business meeting May 3.

April 30-May 2—Alabama Broadcasters Assn., annual meeting, Buena Vista Hotel, Biltmore, Miss. Speakers include FCC Comm. Robert T. Bartley; Dallas Townsend, CBS News; Charles H. Tower, NAB personnel-economics manager, and John M. Outler 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—Journalism Institute, Center Bldg., U. of Wisconsin, Madison.

May 1-3—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, Ambassador 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 4-9—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.

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, 10-11:30 p.m. (EST).

May 6-9—Ohio State U. Institute for Education by Radio-Tv, Deshler-Hilton Hotel, Columbus. Keynote address by Dr. Charles C. Stanton, CBS president. Other speakers: FCC Comm. Frederick W. Ford; Paul Chamberlain, equipment sales manager, GE, and producer David Susskind. Panel discussion on the advertiser as sponsor of educational tv programs under chairmanship of John P. Cunningham, president-chairman of Cunningham & Walsh. Interview by remote facilities with Sen. Warren G. Magnuson (D-Wash.).

May 7-8—Kentucky Broadcasters Assn., Shera

BROADCASTING, April 13, 1959
Collins remote amplifier...

The safest remote signal on the air. The Collins 212Z remote amplifier assures uninterrupted remote broadcasting. When the power fails, an exclusive power changeover brings in fresh battery power automatically to keep you on the air until ac power is restored.

The 212Z is still the lightest, most convenient 4-channel remote available — weighs only 22 lbs. complete with self-contained batteries and carrying case. Simplified panel and terminal arrangement facilitates one-man operation. Completely transistorized. All terminals and jacks are located in back of unit. Eliminates bulky cords and cables. Constructed of sturdy, lightweight steel with metallic black and blue-grey abrasion-resistant finish. Housed in compact, rugged Royalite carrying case.

Collins is your one complete source for all broadcast needs. Call or write today to Collins Radio Company for more information about the 212Z and your free copy of "Collins Broadcast Equipment Catalog."
“A magnificent new WLW-AM transmission system, developed by Crosley Broadcasting engineers, has made WLW Radio unquestionably the World’s Highest Fidelity Radio Station! The revolutionary new broadcasting development now puts WLW-AM transmission on a par with FM in high fidelity . . . providing a perfect illusion of live performance with a sound range from the softest pianissimo to the loudest crescendo.”

This distinction was confirmed in a test made by Frank H. McIntosh Laboratory, Binghamton, N. Y. — the world’s leading independent radio and high-fidelity transmission expert. This highest fidelity transmission will increase the WLW Radio audience even more — an audience which for years has ranked among the top 10 of over 3,200 Radio Stations America.

The result of 3 years of work and $4 of a million dollars, it’s another in Crosley’s long line of distinguished contributions to the broadcasti
world's highest fidelity radio station
with audience among top 10 in America!

industry, and provides finest commercial clarity
or advertisers' commercials!

and it's another crescendo for "subscribers."
'all your WLW representative . . . you'll be
bad you did!

etwork Affiliations: NBC, ABC.
ices Offices: New York, Cincinnati, Chicago, Cleveland
ices Representatives: Tracy Moore & Associates — Los
geles, San Francisco; Bomar Lawrance & Associates,
— Atlanta, Dallas
usley Broadcasting Corporation


RATING THE TV PICTURE

EDITOR:
I was naturally quite interested in the comments on pages 59 and 60 of the March 23 issue ... regarding the TASO session at the NAB convention. Although the general coverage of the session was accurate, in a couple of places under the general heading of "other highlights of the TASO panel," the remarks attributed to our speakers were not correct.

First, it is reported that we stated that "visual power should be increased from the present two-to-one to four-to-one." Actually, TASO took no stand regarding the preferred picture-to-sound power ratio. A large amount of information was presented regarding the influence of this ratio on lower, adjacent channel interference receiver performance and transmitter economics, but decisions regarding this and all other standards are the responsibility of the FCC and not of TASO.

Second, it is reported that we stated that "engineers are less critical of picture quality than householders. On the average, engineers rated a picture as better by 20% than the layman." Actually, the contrary is the case. We reported that on the average, the engineers rated a picture lower than the householder by 0.13 step on a six-point scale of picture quality. We had expected the engineers to be much more critical than the householder and were surprised that the difference found was not greater. Nevertheless, on the average the engineers were still slightly the more critical of the two groups.

George R. Town
Executive Director
Television Allocations Study Organization, Washington

Declaration of independence

EDITOR:
STORY IN MARCH 30 ISSUE RELATIVE TO DON LEE AFFILIATES (PAGE 27) IN ERROR AS REGARDS KPUG. KPUG DROPPED ALL NETWORK AFFILIATION JAN. 1. WE MAKE OUR INDEPENDENCE KNOWLEDGEABLE AND DON'T PLAN TO HOOK UP WITH MUTUAL OR GO OVER TO ABC AS STORY LISTS US AS DOING.

JOHN R. DIMEO
GENERAL MANAGER
KPUG BELLINGHAM, WASH.

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

BROADCASTING ORDERS AND ADDRESS CHANGES: Send to Broadcasting Subscription Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.
How X-rays show Air Express saves money

Next time you get an X-ray taken, think of this... X-ray tubes cost up to $1,000 each! They're too expensive to be stored idly on shelves. And so delicate they actually lose power if unused. So they're replaced as needed via Air Express. With speed. Gentle handling. And low cost. Good reasons for making Air Express your shipping choice, too.

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

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<th>Wgt.</th>
<th>City to City...Door to Door</th>
<th>Miles</th>
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Apply these typical examples to your shipping problems.

CALL AIR EXPRESS...division of RAILWAY EXPRESS AGENCY
This dynamic statue of a
Civil War cavalryman stands before
the solitary mounted figure of
General Ulysses S. Grant. Within the
shadow of the Capitol Building, it helps
commemorate the mighty war
between the states . . .
Another in the continuing series
of photographs by
Fred Maroon . . .
commissioned by WTOP-TV
Why take a little?

Get full Coverage with
WJAC-TV
in the Johnstown-Altoona area

Why settle for WFBG-TV's 28.1 share of audience when WJAC-TV covers the market like a circus tent with a 71.9, sign-on to sign-off, all week long? You get ALL the audience you're paying for when you buy WJAC-TV.

Figures from ARB, November, 1958

TOP 30 SHOWS ON WJAC-TV

Johnstown-Altoona Trendex, Feb., 1959

The competition just can't touch WJAC-TV. Leading its nearest competitor by nearly 8 to 1, it's easy to see that WJAC-TV is the one to buy—the one that delivers the audience.

Ask for full details from HARRINGTON, RIGHTER & PARSONS, INC.
New Program!
THE THREE STOOGES
Sundays 5:00 - 5:30 P.M.
Participations Available

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •
BALTIMORE IS A WJZ TOWN!

Baltimore, city of "group" homes...a city where, as most folks know, WJZ-TV has been a leader in television for more than a year and a half. Why? Because WJZ-TV has not lost touch with the community it serves. Prime time public service programming, editorial comment on important local issues, documentary news treatment of civic problems, more local live programming than the other stations combined...these are the reasons why WJZ-TV is ABC's top affiliate in 3-station major markets and why most people in Baltimore spend more time with WJZ-TV than with any other station.* Baltimore is a WJZ Town!

*Feb. & March ARB Reports continue to reflect WJZ's long-time overwhelming dominance in Baltimore; WJZ leads Station B by 29%, Station C by 33%.

Westinghouse Broadcasting Company, Inc.

BROADCASTING, April 13, 1959
MONDAY MEMO

from FREDERICK L. RYNER, vice president and research director, Bryan Houston Inc., New York

Sharpen the best agency tool: research

Today there are more diversified jobs in advertising than ever before yet fewer people qualify to do them. Part of the reason comes into focus in the agency research department where the need is for more and more specialists.

The drive toward specialization has several reasons behind it. One major reason is the increased complexity of advertising media today. Another reason, of course, is the high cost of television time and production. This cost puts the burden of better thinking and more analytic judgment upon agency personnel.

Beyond the great responsibility of committing vast sums to the air media, agency researchers are today also faced with an avalanche of new research techniques, fresh areas of specialization and innovation. It is difficult for an individual research man to be specialized and equally intelligent in such divergent research areas as copy testing, media analysis and market and motivational research, not to mention such rapidly developing new areas as operations research.

Basic Research Need Grows • The greatest responsibility of any top agency research department lies in research directly related to client problems. But of increasing importance to Bryan Houston Inc. is the area of pure or basic research, a knowledge of which will enrich the department service and will eventually transfer itself to everyday use for client situations.

Under the pressure of resolving day-by-day research problems the agency man can so easily overlook the importance of staying abreast and perhaps ahead of new developments. Any agency that does forget the importance of doing this strays from the basic fact that the pure research of today inevitably becomes the broadly applied technique of tomorrow.

Think of the new vistas which operations research may eventually open up. This technique, while still in its infancy where advertising application is concerned, has become the subject of a series of Advertising Research Foundation seminars. The attendance at these reflects the increased scope and interests of agency research. It is in these areas of pure research that we find the greatest need for free exchange of ideas and opinion. Indeed, in some fields a nucleus of people willing to exchange thoughts is being built up. These are the men who realize that everything which increases the scope of advertising research will help to (1) further reduce the need for unsubstantiated judgment where big money investments are concerned and (2) raise the stature of advertising research as a whole.

How Stations Can Help • However, the basic function of agency research is still related to current client problems. And it is in these areas that the individual media can help agency research departments. Radio and television stations, for instance, can supply valuable market data about their own community, preferably supplementing rather than duplicating the data available from varying national research organizations. Such market information is far more useful to the agency research man than the individually interpreted media and ratings analysis from stations to which most major agencies subscribe nationally anyhow.

An indication of the value and importance of such market data is a system for tabulating it which we use at Bryan Houston Inc. We have a tabulating and computing machine room at the agency in which we record all market and coverage information by individual media and by individual counties for the entire U.S. From this card file and computing room we have compiled our annual Major Media and Market Coverage Book. This book includes over 300 counties and accounts for 74% of U.S. purchasing power. It is continuously up-dated for use by the agency account people and clients.

The information which we record on the individual market cards is derived from all the varying national surveys to which the agency of today must subscribe. But this information could be supplemented through reliable additional data provided by individual local media such as radio and tv stations.

The Necessary Data • There is no question that we often look to individual stations for information about changed coverage, change in frequency or strength, and all factors affecting the station’s reach.

Another area where the individual stations can help agency research departments is in supplying information not as quickly available from national surveys. For instance, when a major new industry is attracted to the market where the station is located, there may be rather quickly a change in the economic complex of that market and eventually in its purchasing power. Or when a major supermarket chain opens up or closes a retail outlet in that market, distribution patterns will be affected. While national surveys will eventually reflect such changes, the local station could be particularly helpful by providing this information as fast as possible.

It is important for station management to realize that everything that happens in its market affecting the business conditions, consumption patterns and general economic conditions of that market is news to an agency research department, news that it has to search out for itself through various national surveys or its own field men, but even more importantly, news that it appreciates getting in a reliable and useful form from local sources such as the station.

The Right Emphasis • Unfortunately too many stations today still concentrate on research intended to prove their ratings are the highest and the best. It would be so refreshing if stations instead paused to find out through available research facilities just what it is that their audiences want.
"The 3 Stooges" found the cure for sick

NOW...

THE "HILARIOUS"

100 FIRST RUN 2-REELERS STARRING

ALREADY SOLD.... WNEW-TV NEW YORK, WNAC-TV BOSTON, WFIL-TV PHILADELPHIA, WLW-COLUMBUS, WGR-TV BUFFALO, WROC-TV ROCHESTER, WNHIC-TV NEW HAVEN, WNBF-TV BINGHAMTON, WNEP-TV SCRANTON, WLBR-TV LEBANON, WFBG-TV ALTOONA, KFRE-TV FRESNO, WSVA-TV HARRISONBURG, WMT-TV CEDAR RAPIDS
ratings... SLAPSTICK!

SCREEN GEMS follows up with

HUNDRED

these all-time comedy greats...

★ BILLY GILBERT
★ HUGH HERBERT
★ BUSTER KEATON
★ ANDY CLYDE
★ SLIM SUMMERVILLE
★ LEON ERROL
★ EL BRENDEL
★ STERLING HOLLOWAY
★...and others

ALL TODAY FOR DETAILS

SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

NEW YORK • DETROIT • CHICAGO • HOUSTON • HOLLYWOOD • ATLANTA • TORONTO
WB-TV viewers watch as a deaf child learns to speak

"The one hope of every parent of a deaf child is for the public to know and understand their handicap. WSB-TV gave us an answer to that hope Sunday." So wrote the mother of a little student at Atlanta’s Junior League School for Speech Correction after seeing WSB-TV’s presentation of “A Sound Life.” In an entertaining way this dramatic documentary showed how deaf children are being taught that they have voices—and how to use them. The film was written and produced by the WSB-TV staff, and shot at the school.

Responsible, imaginative programming in the public interest has earned heart-warming rewards for WSB-TV. And for this station’s advertisers also.

Atlanta’s WSB/TV

Affiliated with The Atlanta Journal and Constitution. NBC affiliate Represented by Petry
THE SQUEEZE ON TV OPTION TIME

• FCC aims to reduce time networks can command from stations
• Action could lead to clearance trouble for network clients
• Meanwhile, new investigation of network programming begins

The FCC has all but approved major changes in its regulation of television option time. They could produce new problems for the networks and network advertisers in obtaining program clearances, especially in prime evening time.

Last week the Commission ordered its staff to prepare a notice of proposed rule-making which would:
• Reduce option time from the present 3 hours in every broadcast segment to 2½ hours. The broadcast day is divided into four segments—8 a.m. to 1 p.m., 1 p.m. to 6 p.m., 6 p.m. to 11 p.m. and 11 p.m. to 8 a.m.
• Require that when a program starts in option time but extends into station time its entire time be counted as
network option time. This refers to the so-called straddle program which, under present rules, is counted against option time only in that portion which runs in option time.
• Require networks to give 13 weeks notice to affiliates that their option is to be exercised. Under present rules, networks can pre-empt specified option hours on only eight weeks' notice.
• Permit affiliates to reject a network program on the grounds that it is unsuitable for their audiences—even after the program period has begun. A broadcast licensee now has this privilege only if some outstanding local public interest event intervenes.
• Permit an affiliate to substitute a program of community interest in lieu of a network program.

These changes in the 18-year-old network regulations have the backing of a majority of the seven commissioners—although this majority, it is understood, ranges from a 5-2 split on some elements to 4-3 on others.

The staff was asked to bring back a draft of the more formal rule-making notice in two weeks. This would place the item on the executive FCC agenda April 22 if no hitch develops.

During consideration of the option time recommendations, the FCC also turned down a number of other suggestions submitted by the staff. These would have:
• Required a network to publish its criteria for affiliation and disaffiliation

How it began • The action on option time is an outgrowth of a special television network study conducted for the FCC by a 13-man staff headed by Roscoe Barrow, dean of the U. of Cincinnati Law School. The study took two years and cost $221,000. It resulted in the Barrow Report which was issued in October 1957.

The Barrow Report recommended 30-odd vital changes in the FCC's rules governing network broadcasting, including the prohibition of option time.

Still other FCC proceedings are underway as a consequence of the Barrow study. Now pending is a rule-making proposal to prohibit networks from acting as spot sales representatives for any TV stations other than its own. Comments on that proposal are due April 29.

Programming probe • A major area of investigation untouched by the original Barrow project is programming. That investigation will erupt into a hearing to begin probably May 4.

Network lawyers met three days last week with FCC officials to discuss procedure.

The upshot of the meetings with Chief Hearing Examiner James D. Cunningham, chosen to preside at the inquiry; Broadcast Bureau Chief Harold G. Cowgill and Network Study aides Warren Baum, Ashbrook Bryant and James Tierney, was an agreement to start a hearing record with exhibits and documents.

The FCC's program inquiry was announced last February (Broadcasting, March 2). It is based on allegations that networks have pressured program producers to cut them in on program packages. Where this alleged tactic has failed, it is charged, networks have refused to consider such programs, or have failed to provide prime time for their showings. Complaints along these lines were submitted to the Dept. of Justice, and that agency has turned over its information to the FCC.

The inquiry also will take up other elements of programming, it was learned, including such fundamentals as how programs are chosen, how the time is allocated, and what standards are used when programs are changed from initial or original times spots.

Representing the networks last week were:
Joseph J. Jacobs, ABC; Thomas K. Fischer, CBS, and Thomas E. Ervin, NBC.
BROADCAST ADVERTISING

A SINGLE ALL-MEDIA DENOMINATOR?

Question on C-P-M ignites fireworks at AMA workshop in N.Y.

It was a researcher's delight but an advertiser's nightmare.

The event: a discussion of "how to compute cost per thousand for inter-media comparisons." In the ring: six speakers, two from tv networks, one from an agency, one from the newspapers, and two from the magazines. At ringside: The Market Workshop Group of the American Marketing Assn.'s New York chapter lunching at a New York restaurant.

Moderator or referee was the affable Dr. E.L. Deckinger, vice president of Grey Adv., who is schooled in radio-tv audience research.

Another such agency authority—Dr. Seymour Banks, Leo Burnett vice president—was on the panel.

People Not Units • Said Dr. Banks: data for cost per thousand should be expressed in terms of actions of people rather than in terms of physical media units—"people" exposure, participation and involvement in media.

In simple terms, Dr. Banks seeks information which shows the communication's performance—how the context affects the people exposed to the media, the nature and amount of information transmitted and the influence on moods and emotions.

The gentle and scholarly talk by the Leo Burnett executive failed to tip the audience on what was to come. Round by round this followed:

Dr. Howard D. Hadley, research vice president, Bureau of Advertising of the American Newspaper Publishers Assn., thought that measurements of prospects viewing commercial content was "far more needed for television than for print because prospects viewing television commercials are selected by the program; but in print media they are largely selected by the advertising itself. An advertiser in the newspaper can expect a readership bonus of about 50% among prospects for his brand, and it can range up to 250% .''

Observing there would be increased emphasis placed on psychological response to advertising in different media, Dr. Hadley remarked: "This has long been available in print media .''

A Sham • Dr. Thomas E. Coffin, research director at NBC, came out swinging: Comparing media by the size of audience is, he said, a "sham." An advertising medium has two dimensions: breadth and depth and the latter, said Dr. Coffin, was the "degree of impact created on each person . . . reached .''

The way to compare media, observed Dr. Coffin, was by the multiplying of the number of persons times the impact per person. But, he said, there's no meaningful comparison because "I seem to detect that my print-media friends are spending their time these days on two quite different efforts: one, banging away at tv; and, two, devising ways to produce ever larger and larger audience-only figures .''

And, Dr. Coffin continued, the attack on tv shows the "very intensity of their [print media] concern betrays their evaluation of the depth of impact of our medium .''

Dr. Coffin took issue with magazine and newspaper audience claims which include anyone who even looked into any part of a printed issue. But tv, he declared, does not include homes tuned for less than six minutes, and if "we followed the lead of the print media'' tv would pick up more than three million homes over the total claimed. "In other words, in our effort to be sound and conservative we are throwing away—failing to claim—3 and a quarter million homes (nearly 8 million viewers) which the magazines and newspapers would include under their definition .''

Throw-away • He then tweaked the audience with this one: "This throw-away is about equal to the number of readers who note the average full-page ad in Life .''

Edward MacDonald, director, advertising planning for Look magazine, said the total audience size was precisely the any station lineup.

The whole concept of option time has been under fire twice before. During the 1939-1941 network study, the first FCC proposal doomed option time in its entirety. This was revised, however, to limit the number of hours that might be optioned when the final regulations were adopted in 1941.

The same recommendation was made three years ago by Harry M. Plotkin, former assistant FCC general counsel, acting as special majority counsel to the Senate Commerce Committee.

In hearings which the FCC held last year on the Barrow recommendations against option time, all the networks, several leading national station representatives and a group of leading network affiliates testified to the importance of option time. The essence of their testimony was that option time was the instrument that enabled the networks to sell in competition with other national advertising media.

and to report each such action.

• Placed an affirmative obligation on a network to disregard as an aid to affil-iation the fact that a prospective affil-iate is owned by a multiple broad-cast station owner.

Required a network to supply a program to another station in the same community as its affiliate when the affiliate cannot carry the program or cannot carry it in the ordered time slot.

• Forbidden a network to withhold a program for placement on a station in another community when the sponsor so requested, despite objections of the affiliate whose coverage might overlap the other community.

The Commission majority has taken its stance in the face of Dept. of Justice assertions that option time is illegal.

In April 1958, Assistant Attorney General Victor R. Hansen told FCC Chairman John C. Doerfer and other Commission officials that the option time and must-buy practices of television networks were antitrust viola-tions per se.

In January 1959 the Commission by a bare 4-3 majority found that option time was reasonably necessary in the operation of tv networks. FCC Comrs. Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford were in the minority on this. The finding was submitted to the Dept. of Justice in line with the agreement reached at the April 1958 meeting. In March of this year, Mr. Hansen replied, upholding the theory that option time is a Sherman Act vio-lation (Broadcasting, March 9).

No mention was made of must-buys because toward the end of 1958 CBS-TV and NBC-TV voluntarily eliminated this requirement. In the must-buy prac-tice, those two networks had maintained a basic list of affiliates which advertisers were required to buy. ABC-TV has historically adhered to a minimum dol-lar buy, with advertisers free to choose...
Baltimore, a City with its Face Toward the Future, has given concrete evidence of FAITH in an Ever-growing Economy by recently approving the New Charles Center, outlined above.

In Maryland Most People Watch...

WMAR-TV, channel 2

SUNPAPERS TELEVISION, BALTIMORE 3, MD.

Contact Your KATZ Representative
base on which to measure the advertising vehicle, print or tv, but reminded there was the "reduction factor" in the audience size of commercial. He charged that the print media's claims were understated because ad exposure was based on individuals in print but on households in tv. The inference: What's in the household and who is really watching?

Julius Barnathan, vice president-director of research at ABC-TV, agreed with Dr. Coffin that "impact" was most important, that the print media, "particularly newspapers," have decided "the best defense is a good offense." He attacked the newspaper theme of one never knows who actually views a commercial by citing commercial exposure and recall studies. After delving through the various measurement specifics provided by the research services in broadcast, Mr. Barnathan came through with the conclusion that tv can provide cost per thousand but "you tell me how to do it for print." His inference: newspapers are not as well measured as tv.

Swell Shaky? • Charles E. Swanson, research manager of the Saturday Evening Post, murmured "this summit conference seems to be holding to a disagreement."

He then proceeded to talk about combinations of media or "media mix." He said media must document in full its potential and stressed as "exposure." But Mr. Swanson did not specifically refer to tv, and the net effect being an implication that tv as well as other media must document for the advertiser. As for advertising influence, Mr. Swanson directed attention to the "advertising page." Ignored: tv.

More sponsors set for baseball season

Further baseball plans were firm ed up before the season officially opened this past weekend.

For the 12th consecutive season, WGN-TV Chicago is airing local White Sox and Cubs home telecasts, with Theodore Hamm Brewing Co. (Hamm's beer) and Oklahoma Oil Co. as co-sponsors. Agencies: Campbell-Mithun for Hamm's and Needham, Louis & Brorby for Oklahoma. Hamm's now is in its seventh year of Chicago telecasts.

WGN radio will carry all Cubs home and road contests with four sponsors: Phillips Petroleum Co., Bayuk Cigars, Goebel Brewing Co. and Oak Park Federal Savings. Respective agencies: Lambert & Feasley; Werman & Schorr; Campbell-Ewald, and Connor Assoc.

WCFL Chicago will broadcast the complete White Sox radio schedule under sponsorship of Anheuser-Busch for Budweiser beer (through D'Arcy

Messrs Coffin, Deckinger and Barnathan explore all-media measure

Adv. Co.), General Finance Co. (Gordon Best Co.), General Cigar Co. for White Owls (Young & Rubicam) and Interstate Bakers Corp. for Butternut Bread (Potts-Woodbury).

WCFL also will feed an approximate 25-station White Sox regional network.

WEMP and WMJ, both Milwaukee, again will share coverage of all Milwaukee Braves' games, numbering P. Lorillard Co. for Old Gold, Kent, Newport cigarettes (through Lennen & Newell), Clark Oil & Refining Co. (Tatham-Laird) and Miller Brewing Co. (Mathisson & Assoc.).

Braves' broadcast also will be piped to a 30-35 station network. Again, there will be no television permitted, though the Braves' management is considering tv in the early 1960s (Closed Circuit, April 6).

Anheuser-Busch Inc. (Busch-Bavarian beer), St. Louis, Mo., GFC Loan Co., and Chevrolet Dealers of Greater St. Louis are sharing sponsorship of the KMOX St. Louis coverage of the Cardinals' 154-game schedule.

The Phillies' games on WFIL-TV Philadelphia are being underwritten by the Atlantic Refining Co., Philadelphia; P. Ballantine & Sons, Newark, N.J.; Bayuk Cigars Inc. (Phillies), and Tasty Baking Co., both Philadelphia.

Marketing seminar plans set by AFA

Applications for the management seminar in advertising and marketing must be in by May 25, Advertising Federation of America said last week in announcing that Emerson Foote, McCann-Erickson senior vice president, would serve as general chairman. AFA is sponsoring the seminar.

Robert Douglas Stuart, advertising consultant, is to be vice chairman and director of the policy-level study group which gathers at Harvard U. July 5-11. Three faculty members of the university's graduate business school will preside at the sessions, with Prof. Martin Marshall, who heads the advertising department, acting as educational director.

Through use of the Harvard case method, top advertising executives and their agency counterparts are to be exposed to the problems of corporate management. Mr. Foote said the seminar's goal is to help develop "... ability to look at advertising from the top down rather than from the bottom up." Attendance is open to 55 qualifying corporate management and advertising agency executives, plus one official from each national media association which applies.

Good old radio time

Soft drinks and summer radio were made for each other.

That was the conclusion reached by Robert V. Coppinger, national account executive of the Radio Advertising Bureau last Monday (April 6) in an address before a joint convention of the Minnesota and South Dakota Bottlers' Assns. in Minneapolis. "Radio is at its best during the hot weather months, and so are you," he said.

Mr. Coppinger maintained that in summer the time spent with radio increases—96.9 million more hours of radio listening during average July week than in similar February time period—while other media experience a downward trend. He said radio's summer gain results from the upsurge in out-of-home listening.
We perform more mergers of people and products than any other television station in Oklahoma.

Families in the WKY-TV coverage area buy 70% of all the food products sold in Oklahoma.

(More people are sold on WKY-TV.)
'Zorro' sells Seven-Up, ABC-TV interviews find

Further evidence of television’s cash-register advantages for the advertiser was reported last week by ABC-TV. It released results of a survey showing that Seven-Up, a sponsor of Zorro, sells substantially better in homes that watch Zorro than in homes that don’t.

Conducted for ABC by The Pulse, the study covered 1,500 homes in six major markets with in-home interviewing done while Zorro was on the air (ABC-TV, Thursday, 8-8:30 p.m. EST). Seven-Up was the major sponsor that night, AC Spark Plugs the minor. Opposite on the other networks were Steve Canyon on NBC and December Bride on CBS-TV (Zane Grey Theatre was on CBS in Los Angeles because of the repeat pattern on the West Coast).

According to ABC-TV, the survey showed that:

"Of all the homes tuned to Zorro, 38% said they used Seven-Up regularly—at least once a week. This compares to 28.4% of December Bride/Zane Grey’s audience and 30.6% of the Steve Canyon homes. Furthermore, Zorro homes were the only ones in which Seven-Up had a higher usage score than Coca-Cola (38% vs. 30.8%). In both the Bride/Grey and Canyon homes as well as the non-viewing homes Coca-Cola outsold Seven-Up.

Proof of Purchase • The interviewees also wanted to know whether the homes actually had Seven-Up on hand. Said the report: “The presence of the sponsor’s product in the home shows that a sale has been made. In 21.3% of the Zorro homes, Seven-Up was found to be present at the time of the interview (Thursday, prior to the two major shopping days), as compared to 17.8% of the Bride/Grey homes and 16.3% of the Canyon homes. Only 15.5% of the non-viewing homes had Seven-Up on hand. In addition, as many Zorro homes had Seven-Up as Coca-Cola, while the latter beverage outranked Seven-Up in the homes tuned to the other programs as well as in the non-viewing homes.”

Of interest to sponsor AC Spark Plugs, the survey found that 85.3% of all Zorro-watching homes owned an automobile. The report said this was “relatively the same level of car ownership exhibited by other groups in the study, except for non-viewing homes.”

Non-viewers were at the bottom of the group, with 78.6% of them owning cars. Ownership among other audiences ranged up to 86.2% in the case of Steve Canyon.

Pepsi ad budget up

Pepsi-Cola Co. and its bottlers expect to spend $30 million in advertising this year—about $5 million more than in 1958, its officers estimated at the company’s two-day “Ad-orama” meeting in Chicago earlier this month.

Alfred N. Steele, board chairman, and Herbert L. Barnet, president, reported a 160% sales increase since 1950 compared with the 32% boost for the overall soft drink industry. They stressed the need for increased appreciation of advertising in all media, and the need for boosting expenditures. Pepsi-Cola spent an estimated $3.1 million—or about an eighth of its budget—in television last year. The Chicago meeting was one of a series of nine regional sessions for bottling officials. Discussions involving mechan- ics and techniques for making broadcast advertising more effective also touched on point-of-purchase promotion and public relations.

American Dairy media

The American Dairy Assn. merchandising committee will meet late in May to map preliminary plans for 1960...
pitched to the sound of exciting television

KPLR TV 11 VIDEO CITY

THE CHASE-PARK PLAZA HOTELS • ST. LOUIS 8, MISSOURI

HAROLD KOPLAR • PRESIDENT
JAMES L. CADDIGAN • VICE PRESIDENT
JAMES GOLDSMITH • SALES MANAGER
from its first year... KIRO-TV views the future

The first year of a business often gives the best clues to the future. In this respect, KIRO-TV, on its first anniversary can view the years ahead with great confidence. We count hundreds of thousands of western Washington families as loyal friends... and as the population of this great area grows, so will this important audience. We have made strides in important fields of television broadcasting that enable us to serve these families to a greater degree than ever before.

Seattle TV viewers find outstanding movies on Channel 7, KIRO-TV, a direct result of our investment of over a million dollars in top quality Hollywood feature films.

We've developed a host of local personalities, such as the irrepressible J.P. Patches, hero of all Northwest children.

At KIRO-TV you'll also find Seattle's most on-the-go news team operating under the direction of veteran news analyst Sam Rinaker.

In both equipment and personnel, advertisers enjoy the finest production facilities in Seattle for live commercial telecasts.

At our first birthday party gifts given by the station included six trips to Alaska. They were won by the following people:
Barry Jackson, Stauffer System, Tacoma, Washington.
Miss Evon Prose, Campbell-Mithun, Minneapolis, Minnesota.

KIRO-TV

SEATTLE-TACOMA
QUEEN CITY BROADCASTING COMPANY
1530 Queen Anne Ave., Seattle 9, Washington
Represented Nationally by Peters, Griffin and Woodward

Sister Station of the Number One Award-Winning Radio Station KIRO
product promotion including selection of media.

American Dairy deferred action, at its annual convention in Chicago March 18-19, on the choice of a network tv property to replace its participation in the Perry Como Show when its contract expires in September. It is currently scooting properties.

American Dairy Assn. is losing the Como show to a competitor, Kraft Foods Div. of National Dairy Products, which signed a two-year $25 million pact with the personality for his services in the Wednesday 9-10 p.m. time period (BROADCASTING, March 9).

Radio can give movies shot in arm: McLendon

The value of advertising motion pictures on radio-tv was stressed by Gordon McLendon, president of McLendon Corp. (station and theatre properties), in an address to the United Theatre Owners Assn. in Kansas City, Mo.

In describing how it can be done, even in small towns, Mr. McLendon told of an exhibitor in Stephenville, Tex. (population 8,000), who arranged to show the movie "Perfect Furlough" for $300 flat rental on the understanding he would put on an extensive publicity campaign. The exhibitor used 85 radio spots at a cost of $85. In four days the movie grossed $1,174, Mr. McLendon said. The same theatre played "Glenn Miller Story" without radio ads and grossed $880, he added.

The McLendon Corp. has been able to judge the results of movie publicity by using spots on McLendon's KLIF Dallas to promote movies at the company's local movie house, the corporation's president said. They first experimented with giving a second chance to an art feature that had "died a slow death on its first run," he said. The second time around, with radio promotion behind, the movie did seven times its first-run business. Mr. McLendon added that other box office records were broken by using KLIF to promote the theatre's movies.

Mr. McLendon said that his stations are working with the imagery-transfer technique. Copy used in radio spots for movies demands the creation of an image in listeners' minds. "No picture can be put upon a television screen, no advertisement in a newspaper, can paint a picture as vividly as the one human imagination can paint upon the human mind," Mr. McLendon said. He told the theatre owners that "in many metropolitan cities, only 70% of homes subscribe to any daily newspaper. That means that if you use newspaper alone, you automatically miss 30% of these homes... Yet over 98% of these homes have radio."
SP can tell, but not necessarily sell

Subliminal experiments conducted by Indiana U. and WTTV (TV) Indianapolis have led to these conclusions: subliminal devices possess the ability to communicate, but do not have persuasive powers.

The first test, designed to measure the communications possibilities of subliminal devices, found that persons participating in the experiment made correct identifications of five abstract symbols superimposed over a televised motion picture in 34% of the 103 trials conducted. Conductors of the experiment, Robert Petranoff and Melvin L. De Fleur, said these results are "significantly greater than the chance expectation (of 20% correct)."

To determine persuasive powers of subliminal devices, the experimenters conducted a series of weeklong tests on the general public; using the week-night 8-10 p.m. feature picture program of WTTV and the 15-minute "Traveling Salesman" program featuring Frank Edwards which follows.

In the first week, subliminal devices suggested to listeners that they buy a certain food product. Sales of the product increased a negligible one percent, indicating that a subliminal message alone has no measurable effect.

In subsequent weeks, subliminal stimuli were used on the motion picture program, in combination with ordinary sales messages for the same food products as "Tv Specials" on the Frank Edwards news show. Here, substantial effects resulted as sales increased from 282% to over 500%.

However, food products advertised as "Tv Specials" without the aid of subliminal devices showed even more dramatic results as sales increased from 1,802% to over 3,300%.

The experimenters state "We must conclude that the large increases in sales of food products which occurred, were solely due to the ordinary advertising techniques involved in those treatments. In terms of persuading an audience to purchase several standard food items, subliminal persuasion failed completely to produce any noticeable results."

Stating that the "act of going to a store and purchasing specific food items may be regarded as relatively complex," the experimenters next gave consideration to an extremely simple action—that of remaining tuned to WTTV for the 10 p.m. news. The subliminal suggestion that viewers "Watch Frank Edwards" required that the audience member remain passively in front of his set and continue viewing WTTV.

However, a two-week subliminal effort to boost the size of Mr. Edward's audience caused the program to suffer a slight rating decline.

On the basis of these experiments, Messrs. Petranoff and De Fleur suggest that "the current controversy with regard to the ethics of subliminal persuasion may be a controversy without a factual issue. Subliminal phenomena are apparently little more than interesting effects which can be produced under laboratory conditions or in classroom demonstrations. . . . Those who have feared subliminal persuasion as insidious devices, by means of which defenseless people can easily be led to respond to suggestion, are probably more concerned than the facts warrant. Subliminal messages apparently have less persuasive power than ordinary messages which are perceived at the level of awareness. In fact, if the present experimental evidence is a reliable criterion, subliminal persuasion has no power at all."

New York. Co-sponsored by the Assn. of Advertising Men & Women and The Advertising Club of New York, the banquet climaxed a week of instruction and entertainment for 65 students, who also received graduation certificates at the banquet.

Mr. Manchee, in outlining a five-point program for young people in advertising, added that "too many people in advertising . . . give it only lip service." He called on the students to "be quick to defend against ridiculous and unfair charges of business and advertising," citing charges that "advertising is wasteful, increases the cost of goods and is sinful because it creates wants." He said deficiencies can be corrected through greater vigilance by media groups and associations.

Mr. Manchee also called on the ad industry to undertake a positive public relations program to tell the public basic, economic truths about advertising and business.

du Pont fibers set for new CBS-TV show

If the parent company finds network tv good enough for its institutional "image," the medium ought to be a powerful salesman for one of the company's departments.

This appeared last week to be the decision at E. I. du Pont de Nemours & Co., Wilmington, Del. Parent du Pont is sponsor of the Show of the Month on CBS-TV, which continues next fall. And from Wilmington came the announcement: another show for the fall, also on CBS-TV, will be sponsored by the textile fibers department.

The program is a new weekly film series given the working title of the June Allyson Show. Production of 52 weekly presentations has been set via Four Star Productions, Hollywood, with which Miss Allyson's producer husband (Dick Powell) is associated. The series is a dramatic anthology of contemporary America with Miss Allyson as hostess and will occupy the Monday, 10:30-11 p.m. position in the CBS-TV fall schedule.

Du Pont's textile fibers unit cannot be described as a stranger to network tv, however, since it has dabbled in participation shows. But the new signing represents a boost in Du Pont money to network tv.

BBDO, New York, handles both the Show of the Month and the new series.

Tv commercial job tough for old brands

"It gets harder and harder to produce a significant change in readiness to buy as a brand gets better and better known," according to Dr. William D. Wells, head of the methods development unit of Benton & Bowles, New York, who spoke Thursday (April 9) to the New York chapter of the American Marketing Assn. on his experimental work in measuring effectiveness in tv commercials. Dr. Wells developed a scale to study the readiness-to-buy effect of tv commercials and in his talk described the uses of the scale.

A 10-step attitude scale covers a range from complete readiness to buy ("I am going to buy some right away") to complete unreadiness to buy ("If somebody gave me some, I would give it away just to get rid of it"). The respondent is presented with a list of brands on which he assigns the number of the statement which best exemplifies his attitude toward it. Attitude changes are studied by repeat questionnaires some months after the first reading. The measuring device was subjected to various checks for validity.

Almost all of the really large changes shown in these experiments were associated with brands which had been on the market less than two years, and most of the smallest changes were associated with old, established brands, Dr. Wells said. A final implication he cited is that meaningful differences in effectiveness of tv commercials are likely to follow only from radical changes in treatment or theme.
It doesn't spend in the economic state of Ark-La-Tex any more. But Uncle Sam's greenstuff is crossing counters with growing alacrity.

Last year's recession was never felt here. Shreveport, capital of the Ark-La-Tex, was among the ten best cities in the nation economically.*

Sitting atop some of the most valuable oil and gas reserves in the nation, serving as one of the most important distribution centers in the Southwest, with widely diversified industry and agriculture... the Ark-La-Tex maintains a handsome growth and healthy economy.

Yes, there's money in motion in Shreveport, and that which is designated for television advertising usually finds its way to KSLA-TV.

*Rand McNally's Business Trend, May, 1958
A day after tomorrow you'll probably (if you're like most of us) be burning midnight oil running down deductions. If you're in Washington that will mean foregoing the pleasures of watching WMAL-TV—just for that evening, of course.

Hardly anyone enjoys the task—even if he's hoping for a refund. Yet it's essential, for obviously income tax forms provide tools for supporting the national government.

Equally essential—in the Greater Washington Area—is WMAL-TV. Our dependents are the thousands who enjoy ABC variety, features and special events—plus the contributions made by local personalities like Louis Allen, Pete Jamerson and Bill Malone.

Tax forms are complex and difficult. WMAL-TV makes things easy for advertisers, with programming that provides sensibly-priced one-minute spots in all time classifications.

Washington Means American Leadership

wmal-tv

Channel 7, Washington, D.C.

An Evening Star Station represented by H-R Television, Inc.
Hawaii retail theme to include radio-tv

"Live Hawaiian! It's a Way of Life" is the theme selected for the first nationwide spring and summer sales promotion in the 10,400 member stores of the National Retail Merchants Assn. Details of the drive to promote merchandise for casual living were announced by Edward F. Engle, manager of the sales promotion division of NRMA.

Merchants will be expected to utilize both radio and television advertising, Mr. Engle said. Stores will be using tv to tie in with national publicity, according to Howard P. Abrahams, vice president of Television Bureau of Advertising, who said the bureau will send suggestions for increasing sales to its member stations. Mr. Engle reported similar support will be forthcoming from Radio Advertising Bureau.

Publisher on the air

Pennington Press, a new Chicago book publisher and a division of Merrick Lithograph Co., Cleveland, has launched a test radio-tv campaign in Chicago and expects to follow suit in Cleveland, Boston, Los Angeles and San Francisco. The complete advertising drive includes billboards, car cards, newspapers, and magazines. It is being handled by William Henricks Adv., Chicago. The company bought participations in Storyteller and a three-week sponsorship of Lunch Time Theatre on WGN-TV Chicago and announcements on The Brickhouse-Hubbard Show on WGN Radio.

Business briefly

Time sales

• Lever Brothers Co., N.Y., is new sponsor for The Jack Benny Show and The George Gobel Show (Broadcasting, March 30) which will alternate Sundays, 10-10:30 p.m. EDT, starting Sept. 27 on CBS-TV. Mr. Benny has had a CBS-TV show since 1950. Mr. Gobel will be switching networks after five years with NBC-TV. Lever's agency: J. Walter Thompson.
• Jeris (hair tonics) has scheduled the largest spot radio campaign in the firm's history, beginning May 4, and running a minimum of 26 weeks, throughout the South. Featured will be Jeris Antisepic hair tonic and Jeris hair oil, the company's two biggest sellers. Agency: Kaster, Hilton, Chesley, Clifford and Atheron Inc., New York.
• U.S. Steel Corp., Pittsburgh, has renewed its Steel Hour series for the 1959-60 season on CBS-TV. Produced live by the Theatre Guild, Steel Hour will continue to alternate with Armstrong Circle Theatre on Wednesdays, 10-11 p.m. EST. Agency for U.S. Steel is BBDO, N.Y.
• Ralston Purina Co., St. Louis, Mo., will sponsor High Road (ABC-TV, Sat., 8-8:30 p.m.), next fall. The new travel-adventure series will be in place of Bold Journey which the company now sponsors. Agency: Guild, Bascom & Bonfigli, San Francisco.
• State Farm Insurance Cos. through Needham, Louis & Brorby, Chicago, is participating in sponsorship of the CBS-TV Game of the Week which began Saturday (April 11), 2 p.m. EST to conclusion. The sponsor is using Broadway stars in filmed commercials which tie in both copy and art with its print media campaign. Film producer: Van Praag Productions, N.Y.
• Mars Inc. (candy), Chicago, will sponsor Broken Arrow when its returns to ABC-TV Oct. 11 (Sun., 4:30-5 p.m.). Broken Arrow has been part of ABC-TV's Tuesday evening programming this season and last. Agency for Mars: Knox Reeves Inc., Minneapolis.
• Campbell Soup Co., Camden, N.J., and Johnson & Johnson, New Brunswick, N.J., have signed as co-sponsors for The Donna Reed Show on ABC-TV next season in a new time period (Thurs., 8-8:30 p.m. EST). Agencies are Young & Rubicam, N.Y., for John- son & Johnson and BBDO, N.Y., for Campbell Soup, which goes into its second season with the show.
• Pacific Telephone, San Francisco, has launched a tv institutional cam-
Western Airlines is using about 75 trips a week in Los Angeles and the five number in San Francisco in a ring radio campaign for its air coach vice. Copy is in a humorous vein, stinging the "relaxed bird" which is the symbol on TV. Spots were used on eight stations in L.A. and in San Francisco by BBDO, L.A.


- W. F. Schrafft's & Sons Corp. (candy), N.Y., comes to network TV April 24. There will be participations on NBC-TV's Jack Paar Show occurring sparsely until September, becoming more concentrated for the year-end holiday season. Agency: Richard K. Manoff Co., N.Y.

- Jacob Ruppert Brewery (Knickerbocker beer), N.Y., has launched an extensive spot radio-TV campaign in New York, Connecticut, Massachusetts, Vermont, Rhode Island and Maine, using 19 TV stations and more than 100 radio stations. Length of the campaign is indefinite, according to Ruppert spokesman. Agency: Compton Adv., New York.

- The Dinah Shore Chevy Show (NBC-TV, Sun. 9-10 p.m.) has been renewed by its automotive sponsor. Covering a 52-week period beginning in October, the agreement includes the Chevy Show, on which other entertainers substitute for Miss Shore occasionally during the regular season and throughout the summer. Chevrolet's agency: Campbell-Ewalt.

- Coca-Cola Bottling Co. of Los Angeles last week launched a six-week $125,000 introductory campaign for Bubble-Up, 16-oz. bottled lemon-and-lime drink, which is promoted as "bigger than king size." Saturation schedules are running on three TV and 12 radio stations. Carson/Roberts, L.A., is the agency.

- Fun Bilt Toys, L.A., is introducing a new item for children, Clay Doodle, in New York and Los Angeles, using live participations in Terry-Toon Circus on WOR-TV and Little Rascals on WABC-TV, both New York, and Little Rascals on KHI-TV and Chucko's Cartoons on KABC-TV, both Los Angeles. The

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for broadcast recording applications!

On splice-free Mylar* or acetate bases, RCA Sound Tape is a premium quality product designed for critical broadcast recording applications. Famous RCA dependability provides freedom from worry over drop-outs, distortion, and the loss of air time. Dimethyl silicone, a built-in dry lubricant, reduces friction and head wear for the life of the tape.

For ability to record full frequency response...for complete dependability...for broadcast recording applications, RCA Sound Tape is the name to remember.

You can order RCA Sound Tape from your local Authorized RCA Distributor. Call him today.

*DuPont Reg. TM

RADIO CORPORATION OF AMERICA
Electron Tube Division
Harrison, N. J.
eight-week campaign is placed by Frank Moreland Adv., La.

- Procter & Gamble, Cincinnati, will go for its sixth consecutive season as sponsor of Ralph Edward's This Is Your Life on NBC-TV (Wed., 10:10-10:30 p.m. EST). Continuing in the same time period for 1959-60, the program has been sponsored in full by P&G since 1956 and was co-sponsored by the firm 1954-56. Agency: Benton & Bowles Inc., N.Y.

- The United States Steel Hour (CBS-TV alternate Wed. 10-11 p.m.) has been renewed for next season through BBDO, N.Y.

- Bulova Watch Co., N.Y., has signed for four nighttime programs on NBC-TV, sponsoring M-Squad (Fri., 9-9:30 p.m.) on five alternate weeks, starting last week (April 10); one-third of Cannon City (Sat., 9:30-10:30 p.m.) on four dates between April 11 and May 30; NBC News—The Huntley-Brinkley Report (Mon.-Fri., 6:45-7 p.m.) on four alternate Mondays, starting today (April 13) and The Bob Cummings Show (Tues., 9:30-10:30 p.m.) on three alternate weeks, starting May 12. Agency: McCann-Erickson, N.Y.

Agency appointments

- Medomack Canning Co. (One Pie filling and Bird's creamed products), Rockland, Me., names Charles F. Hutchinson Inc., Boston. Campaigns to introduce new products are in the planning stage.

- Heifetz Pickling Co., St. Louis, appoints Weintraub & Assoc., St. Louis. The account is using spot tv.

- Pharma-Craft has shifted its Coldene stick chest rub back from Cunningham & Walsh to J. Walter Thompson. Just last September the account went from JWT to C&K.

- Volkswagen of America Inc., Englewood, N.J., to Doyle Dane Bernbach Inc., N.Y., for U.S. advertising of its passenger cars. The account formerly was at J.M. Mathes Inc., N.Y., which handled both cars and trucks. Fuller & Smith & Ross, N.Y., has been awarded the truck portion. Size of the billing and the media to be used are still undetermined.

- MacManus, John & Adams, N.Y., named to handle $1 million in U.S. Air Force, previously at Erwin Wasey, Ruthrauff & Ryan. The account is put up for solicitation each year; MJ&A reportedly was chosen from some 100 agencies who sought it.

- The Friendly American Hardware & Houseware Stores, with 408 outlets in New York, New Jersey and Connecticut, appoints the Getschel Co. N.Y. An estimated 85% of Friendly's budget is in local tv.

- Super Concrete Emulsions Ltd. (wall paints), L. A., appoints Boylhart, Lovett & Dean, L. A.

- American Home Foods Div. of American Home Products Corp. assigns BBDO, N.Y., a new product line: mashed bananas under the Chiquita label. American Home Foods in an arrangement with United Fruit Co. will have exclusive U.S. and Canadian sales and distribution of the product.

Also in advertising

- A bundle of transcriptional radio endorsements by 15 baseball players from nine major league teams has been gathered for this year's Sport Spots series. It consists of 15-20 second "open-end" endorsements to be used as part of one-minute commercials for local or regional advertisers. Categories covered are bread, tires, milk, banks, automobiles and soft drinks, with 60 different favorable comments available in each. Sales are limited to two categories in one market. Harry S. Goodman Productions, New York, said to have placed the series on 117 stations last year, will again be sole distributor.

- Richard S. Mulford Assoc. Inc., Beverly Hills, Calif., a new advertising agency, has been organized by Mr. Mulford. He formerly was head of Desilu Production's Commercial Div. Office: 205 S. Beverly Dr. Telephone: Crestview 5-0454.


- Garfield Advertising Inc. and Homer Advertising, both San Francisco, have merged to form Garfield, Hoffm & Conner Inc. Sidney Garfield is chairman of the board, Robert P. Hoffma is president, and Alan Conner, executive vice president of the Garfield agency, continues in that capacity for the new firm. Address: 301 Broadway, telephone: Garfield 1-0575.


- The Bresnick Co., Boston advertising agency, is in new offices at 334 Bolyston St., Boston 16, Mass.

- Advertising Research Foundation Inc., New York, has revised its by-laws to admit local advertisers, agencies and media to membership. Formerly only organizations which operated nationally or regionally could join ARF. The amendment is one of several incorporated into ARF's revised by-laws which have been included in a 16-page booklet available on request by writing to ARF, 3 E. 54th St., New York 22, N.Y.


- Consolidation of New York headquarters staff of Geyer, Morey, Mad- den & Ballard Inc. has been completed in offices at 595 Madison Ave. An addition of 6,000 square feet to space previously occupied by Geyer agency was required after the Jan. 1 merger of Geyer with Morey, Humm & Warwick Inc.


- O'Grady - Andersen - Gray, Chicago agency, has moved from 720 N. Michigan Ave. to 230 N. Michigan Ave. (Carbide & Carbon Bldg).
THAT'S ALL IT COSTS TO STAY IN EUROPE!

These two new KLM tour plans give you more seeing and more saving. For $10 a day (standard hotels) or $15 a day (first class hotels), all Europe is your playground. With 59 cities to visit, your choice of tours is almost unlimited! You'll see the sights you've heard about, and plenty you haven't. It's everything you could want in a trip abroad, for the price of an at-home vacation. Your non-stop KLM flight from New York to Europe is budget-priced, too. Example: visit 6 European cities for just $502.20 round trip. For complete details of these and the many other KLM tours available, mail the coupon.

KLM ROYAL DUTCH AIRLINES
Tour Dept. BT-413
430 Park Avenue, New York 22, N. Y.

Please send me full information on □ "10-15" tours □ all other KLM tours.

Name ____________________________
Address __________________________
City ________ Zone ________ State ________
My Travel Agent is ____________________________

BROADCASTING, April 13, 1959
1958 PEABODY AWARDS FOR TELEVISION

NEWS
Huntley-Brinkley Report

EDUCATION
Continental Classroom

ENTERTAINMENT WITH HUMOR
The Steve Allen Show

SPECIAL AWARD FOR ENTERTAINMENT
An Evening with Fred Astaire

PROMOTION OF INTERNATIONAL UNDERSTANDING
MD International

WRITING
James Costigan's "Little Moon of Alban"

SPECIAL AWARD
Orson Welles' "Fountain of Youth"
An important measure of the performance of a television network is the recognition accorded its programming by responsible independent groups with varied interests. NBC has just received seven Peabody Awards for distinguished achievement and meritorious public service—more than the other two networks combined.

So far this year, NBC has also won:

- 13 out of 20 Sylvania Awards
- 15 out of 22 Radio-Television Daily Awards
- 7 out of 14 Look Magazine Awards
- 15 out of 30 first places in Television Today’s poll for Fame Magazine
- 10 out of 15 Freedoms Foundation Awards
- 4 out of 9 Christopher Awards
- the only Alfred I. DuPont Network Award (for a news commentator).

Thus 1959 is following the pattern set in 1958 when NBC, its programs and personalities, received more awards than any other network.

These awards span the full spectrum of NBC's programming: drama, news, public service, entertainment, education, music, variety, sports, religion and comedy. In their breadth and diversity they illustrate the basic philosophy of America's first television network: totality of program service, rewarding television for every program taste.

NBC TELEVISION NETWORK
HOLLYWOOD GOES COMMERCIAL

Tv spot flooded with film stars; agencies woo ‘names’ who like the hours and money

Hollywood stars are putting themselves on the spot—on tv spot, that is.

Motion picture players have been featured in commercials for many years. But during the past television season, the parade of familiar faces pitching for products on the tv screen has multiplied considerably. Why?

A New York talent agent offers this answer: “Agencies and advertisers are becoming more and more ‘name-conscious.’ And movie actors are becoming more and more available as fewer pictures are made. Even top names are willing to spend a day or two to make commercials. The returns to the big names, and even to the lesser known, can be fabulous.”

Sky Limit • The money an actor can earn from a commercial is practically indeterminable. The ordinary performer, for example, operates under the Screen Actors Guild contract with producers, to which advertising agencies sign letters of adherence (see table, opposite). An official of Schwartz-Luskin, New York talent agent, reported that a commercial for a detergent in which a model appeared was used on 10 different programs and she grossed more than $8,000 in four months. On the other hand, a commercial could be produced and then scrapped, and the performer would only be paid the $80 minimum.

The name star generally does not work for scale. The amount he is paid depends largely on the desire of the agency and the demands of the actor. The fees they are paid are never disclosed, but Zsa Zsa Gabor is reported to have received $15,000 for working in a Gillette commercial used four times during the 1958 World Series. Rock Hudson, who appeared in a similar commercial for Gillette, is said to have commanded more than $25,000.

As a matter of protocol, producers rarely, if ever, offer a star the SAG scale. However, producers realize that a substantial sum paid to a star frequently does not exceed the SAG scale, since contracts generally stipulate that the spot may be used over a period of several years for as many as 20 times. Business-wise talent agents are not unaware of this economic fact of life, but the star usually insists on the prerogative of a flat payment.

One exception to the rule: a star who appears in a commercial for a program series in which he is featured often will work for scale. Film program syndicators, thereby, are in a position to sell star-sponsor identification as part of the program package.

Hidden Talent • Off-camera voice stints often can be “a gold line” for performers. There is a coterie of actors still cashing in on residuals for off-camera commercials made five or six years ago. Hollywood agents single out such artists as Mel Blanc, Art Ballinger, Ed Reimers and Gloria Wood as “extremely well paid” examples of off-camera talent. They normally work for minimum scale but are reported to make as much as $150,000 annually.

A tv film producer, pondering the economic windfall tv film commercials have brought Hollywood performers, suggested that this story might be titled: “Get More Out of Life—Go Out to a Tv Studio.”
Monty Wooley recommends Gallo port (E & J Gallo Winery, Modesto, Calif.) through Doyle Dane Bernbach, L.A. MPO Productions, N.Y., filmed the spot.

Rock Hudson, Hollywood's number one box office draw, learns how to pitch for the Gillette Safety Razor Co. through Maxon. Four Star Films preserved the moment.

Zsa Zsa Gabor reveals the leg that launched a thousand quips in a commercial for Gillette Safety Razor Co. (women's razors), through Maxon Adv., filmed by Four Star Films.

SAG spot scales

It's not the basic fee ($80 per day performance), it's the rerun money that counts for artists appearing in filmed commercials. The following is a summary of the scale set up in the 1958 contract between the Screen Actors Guild and film studios:

<table>
<thead>
<tr>
<th>SPOTS</th>
<th>On Camera</th>
<th>Off Camera</th>
</tr>
</thead>
<tbody>
<tr>
<td>C Use: 1-5 cities</td>
<td>$80.00</td>
<td>$55.00</td>
</tr>
<tr>
<td>(the first 13 weeks; $45.00 each additional)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B Use: 6-20 cities</td>
<td>$125.00</td>
<td>72.50</td>
</tr>
<tr>
<td>(each 13 weeks)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Use: 21-60</td>
<td>$170.00</td>
<td>105.00</td>
</tr>
<tr>
<td>(each 13 weeks)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AA Use: 61-125 cities</td>
<td>$220.00</td>
<td>150.00</td>
</tr>
<tr>
<td>(each 13 weeks)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AAA Over 125</td>
<td>$260.00</td>
<td>170.00</td>
</tr>
<tr>
<td>(each 13 weeks)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROGRAM COMMERCIALS</th>
<th>On Camera</th>
<th>Off Camera</th>
</tr>
</thead>
<tbody>
<tr>
<td>C Use: 1-5 cities</td>
<td>$120.00</td>
<td>80.00</td>
</tr>
<tr>
<td>(each 13 weeks)</td>
<td>($210 for 26 weeks guaranteed and paid for before first use)</td>
<td></td>
</tr>
<tr>
<td>B Use: 6-20 cities</td>
<td>$170.00</td>
<td>125.00</td>
</tr>
<tr>
<td>(each 13 weeks)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Over 20</td>
<td>$80.00</td>
<td>55.00</td>
</tr>
<tr>
<td>(first use)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(each re-use)</td>
<td>55.00</td>
<td>42.50</td>
</tr>
</tbody>
</table>

Advance guarantee of 8 uses in 13 weeks

405.00 295.00

Advance guarantee of 13 uses in 13 weeks

580.00 425.00
AM PROCESSING SHORTCUT READY

FCC adopts deadline cutoff policy in move to eliminate the application merry-go-round that slows down new radio station grants

The FCC thinks it has found the answer to the radio processing merry-go-round.

It has determined that a cutoff policy will be instituted. After the cutoff date, no applications will be accepted that require consolidation with existing applications.

The hope is that this policy will drastically cut the backlog of standard radio applications for new stations and for changes in existing stations.

That backlog stands at 1,010 today, the highest in the history of the federal agency.

The seriousness of the situation was pointed up only last week when the Commission was required to add 17 new applicants to a hearing which already involves 23 applicants. These are the applications for 1,550 kc and include the adjacent frequencies, 1,540 kc and 1,560 kc.

**Procedure** - The processing line was established for AM radio to maintain reasonable fairness in processing applications. Standard broadcast applications cannot be treated singly—they must be processed in conjunction with other applications impinging directly or indirectly on the particular frequency involved.

This has meant that an application might be processed, and just as it was about to be granted or set for hearing, another application was submitted which required a complete re-examination of all the applications.

Here's what the Commission is going to do henceforth, according to its announcement last week:

From time to time it is going to announce the top 50 applications in the processing line. They will be listed in the Federal Register. After 30 days from that date, no application will be received which will be considered with these top 50. It may be received, however, and placed at the bottom of the processing line.

Under present rules, an application is entitled to consideration with one already on file if it is filed by the close of business on the day before the prior application is granted or designated for hearing.

The new policy provides that this procedure will be followed as an alternative to the new rule—whichever is the earlier.

This prompted a warning from the FCC that:

"Potential applicants, as in the past, must be guided in their decisions as to filing their applications by the public notices of the acceptance for filing of competing applications and the status of the processing line."

**Amended Applications** - The Commission also made one further drastic change in its rules (Secs. 1.106 [b1], 1.354 and 1.361 [b]). It provided that where a pending application is amended to change engineering proposals that application will be given a new processing number and placed at the bottom of the processing line.

The first action under the new policy was taken immediately. The Commission last week issued a list of 276 standard radio applications seeking new stations or changes in existing facilities. This list includes the 50 top applications on which nothing has been done, a group of applications which is being processed and another group which has been processed and on which Sec. 309(b) letters have been issued. The 309(b) letter, more commonly known as a McFarland letter, tells an applicant that his application cannot be granted without a hearing, giving the reasons.

In many cases a slight engineering amendment makes it possible to grant such an application. This will now cause the application to be returned to the processing line, but with a new

---

1 KW DAY OPEN TO CLASS IV'S

FCC says around 1,000 stations, now limited to 250 w, can file for increases in day power

A $5 million horn of plenty has appeared on the horizon for radio transmitter manufacturers.

The FCC last week decided to permit Class IV (local) stations to apply for 1 kw daytime power. And, it’s expected that there will be a flood of takers who will be prime targets of the equipment manufacturers.

There are approximately 1,000 Class IV outlets on the six local frequencies. These are now limited to 250 w for both daytime and nighttime operation, in accordance with the North American Regional Broadcasting Agreement. The FCC's action permitting applications for the power boost is effective April 16.

It is anticipated that most of the stations eligible for the power hike will take advantage of the opportunity in order to maintain competitive parity. The increase in power will enable the Class IV's to expand their coverage somewhat and to strengthen their signals within their market areas.

It is estimated that it will cost a 250 watt about $5,000 to buy 1 kw transmitter, revise antenna coupling and make associated changes. This is for non-directional operation.

**How It Will Work** - Under the amended notes to Sections 3.21 (c) and 3.28 (b) of the FCC rules, Class IV applications for increases will be processed on a case-by-case basis except for two geographical locations. The stations requesting boosts cannot be located within an area 62 miles or less from the U.S.-Mexican border or in an area covering approximately the southern half of Florida, south of 28° north latitude and 80-82° west longitude.

The Commission also last week denied a petition by Community Broadcasters Assn. Inc. for reconsideration of part of last summer's FCC action rejecting the CBA's request for a mandatory power increase for Class IV's (At DEADLINE, June 2, 1958). The case-by-case method of consideration was adopted at that time, instead.
number which will place it at the end of the line.

This list is reprinted below:

**The top 50**
(These are the first 50 applications on processing line on which no work has been done.)

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>State</th>
<th>Frequency (kHz)</th>
<th>Power (W)</th>
<th>License Authority</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>BP-12197</td>
<td>Bibb City, Ga.</td>
<td>Bibb City</td>
<td>850</td>
<td>500</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12198</td>
<td>Taizewell, Tenn.</td>
<td>Claiborne</td>
<td>1430</td>
<td>500</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12199</td>
<td>KFox Pierre, S.D.</td>
<td>Ida A. Mckell</td>
<td>630</td>
<td>200</td>
<td>Administrative</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12205</td>
<td>Houston, Tex.</td>
<td>Southern Radio Co.</td>
<td>1430</td>
<td>10</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12207</td>
<td>KBRK Huntington, S.D.</td>
<td>Brooking</td>
<td>1430</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12211</td>
<td>KLBI Blackfoot, Ida.</td>
<td>KBKL Inc.</td>
<td>940</td>
<td>10</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12214</td>
<td>Buckhannon, W.Va.</td>
<td>Upchurch</td>
<td>1380</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12221</td>
<td>Orangeburg, S.C.</td>
<td>Frank B. Best Jr.</td>
<td>1440</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12222</td>
<td>Madison, S.D.</td>
<td>Madison Broadcasters</td>
<td>1570</td>
<td>250</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12223</td>
<td>Madras, Ore.</td>
<td>Jefferson County Broadcasting Co.</td>
<td>900</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12226</td>
<td>WITY Danville, Ill.</td>
<td>Vermillion Broadcasting Corp.</td>
<td>986</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12227</td>
<td>Clermont, Fla.</td>
<td>Duane F. McConnell</td>
<td>1340</td>
<td>25</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12228</td>
<td>Richmond, Va.</td>
<td>Radio Virginia Inc.</td>
<td>450</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12240</td>
<td>Winchester, Va.</td>
<td>John Clemon Greene Jr.</td>
<td>610</td>
<td>500</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12241</td>
<td>Anaheim, Calif. Orange County Broadcasters</td>
<td>Radio Corp.</td>
<td>1450</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12243</td>
<td>Presque Isle, Me.</td>
<td>Presque Isle Radio Corp.</td>
<td>1390</td>
<td>5</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12244</td>
<td>Lafayette, La.</td>
<td>General Communications Inc.</td>
<td>1520</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12246</td>
<td>Waldorf, S.C.</td>
<td>Waldorf Radiobroadcasting Co.</td>
<td>1220</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12247</td>
<td>Ukiah, Calif.</td>
<td>Jack L. &amp; Alice M. Powell Joint Tenants</td>
<td>1250</td>
<td>5</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12252</td>
<td>Omaha, Neb.</td>
<td>Central Plains Broadcasting Co., Inc.</td>
<td>1340</td>
<td>500</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12253</td>
<td>Laramie, Wyo.</td>
<td>Wyoming Broadcasters Co.</td>
<td>1340</td>
<td>250</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12255</td>
<td>Nome, Alaska</td>
<td>Arctic Broadcast Assn.</td>
<td>950</td>
<td>5</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12256</td>
<td>Canton, Ohio</td>
<td>Stark Broadcasting Corp.</td>
<td>1060</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12257</td>
<td>KUR Kingsport, Ore.</td>
<td>Joseph F. Sheridan</td>
<td>910</td>
<td>5</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
<tr>
<td>BP-12258</td>
<td>Mount Kisco, N.Y.</td>
<td>Mount Kisco Inc.</td>
<td>1310</td>
<td>1</td>
<td>Broadcasting Co.</td>
<td>Rept</td>
</tr>
</tbody>
</table>

**Explanation of abbreviations:**
- D = Daytime
- DA = Directional antenna
- DA-1 = Directional antenna, same pattern, but not necessarily same power day and night
- DA-2 = Directional antenna, different pattern day and night with or without same power
- DA-N = Directional antenna, night only
- DA-D = Directional antenna, day only
- ND = Non-directional antenna
- LS = Local sunset
- S = Same time
- L = Limited time
- U = Unlimited time

**Note:** All ratings taken from recent A.R.B. individual city reports.

**Above:**...go ratings wherever M-G-M's laff-happy OUR GANG comedies are programmed. In Dayton they top all competing shows with a big 17.9 rating...it's the same story in Spokane, where the "GANGS" get a whopping 15.4...Fl. Worth reports a 12.8 rating...Memphis 17.3...and Nashville 17.4. The OUR GANG comedies make good programming $$ and sense for your station, too. Get the full story now! Wire or phone

**UP**

1540 Broadway N.Y. 36, N.Y. Juddson 2-2000

NOTE: All ratings taken from recent A.R.B. individual city reports.
Applications under study (These are the applications which are presently being processed by FCC staff.)


BP-11104—NEW, Williamsburg, Va., James J. Williams. Rej: 1450 kc, 250 w, D.

BP-23397—NEW, Tucson, Ariz., Southwest Broadcasting Co. Inc. Rej: 1550 kc, 50 kw, D.

Sec. 309(b) applications (These are the applications on which McFarland letters have been sent and which are segregated awaiting replies. McFarland letters are the FCC's detailed explanation to the applicant as to why his application cannot be granted without a hearing.)

BML-1778—WSC Fort Knox Ky., Fort Knox Broadcasting Corp. Has: 1470 kc, 1 kw, D (Radcliff, Ky.). Rej: 1470 ku, 1 kw, D (Fort Knox, Ky.).

BP-10879—WPGE Washington, D.C. Inc. Has: 1500 kc, 10 kw, D. Rej: 1500 wc, 10 kw, D.


BP-11738—NEW, Sweetwater, Calif., North- ern California Broadcasting Co. Req: 1030 kc, 500 kw, D, DA, 1, U. Rej: 1030 kc, 500 kw, D, DA, 1, U.

BP-11741—NEW, Greenville, N.C., Gulf- ford Advertising Inc. Has: 950 kw, 500 kw, D. Rej: 950 kw, 500 kw, D, DA, 1, U. Rej: 950 kw, 500 kw, D, DA, 1, U.

BP-11744—MAX Grand Rapids, Mich., WMX Inc. Has: 1480 kc, 1 kw, D. Rej: 1480 kc, 1 kw, D.

BP-11776—KLUV Magnolia, Ark., Charles Edward Ray. Has: 250 kw, 50 kw, D (Fayetteville, La.).


BP-11846—KVKM, Monahans, Tex., Monahans Broadcasting Inc. Has: 1340 kc, 250 w, U. Rej: 1300 kc, 5 kw, 1 kw, 1 kw, 1 kw, LS, DA, N, U.

BP-11855—NEW, Cedar Rapids, Iowa, Laos Broadcasting Co. Req: 1360 kc, 1 kw, DA, D.


BP-11872—NEW, Middletown, Md., Frederick County Broadcasting Co. Req: 1550 kc, 5 kw, D.


St. George made things happen in Macedonia...and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only radio station in Philadelphia broadcasting up-to-the-minute traffic reports directly from our own helicopter. These authoritative, on-the-spot reports of traffic conditions are broadcast by Philadelphia Police Department traffic experts. In Public Interest—and in Sales—WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by GILL-PERNA

New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.
INFLATION...just an Indian Giver

Not only is inflation an "Indian giver"—he's a pickpocket to boot.

Under inflation you think you get a few more dollars in pay. But then you go to spend them. Now you find that inflation has already taken back those dollars!

Inflation is caused by a lot of things. But one of the most important is rising labor costs without a substantial increase in the nation's productive efficiency. The reason: 75 percent or more of the final cost of what you buy goes for labor.

It's kind of a chain reaction. With each round of wage and price increases, your dollars lose another chunk of purchasing power.

If things keep on this way another twenty years—or ten—or five—what will happen to your savings, your insurance, your pension plans, your children's education?

Isn't it time to stop this spiral of inflation that eventually robs you of your future security?

This message is being brought to you by

REPUBLIC STEEL
as a member of the

AMERICAN IRON AND STEEL INSTITUTE

Republic Steel makes many products which are sold directly to the public, besides the thousands of tons of steel that go into other industries for additional fabricating. Among the consumer goods are Truscon Metal Windows, Steel Doors, and Sliding Closet Doors; Republic Steel Kitchens; gutters and downspouts; metal lath; bolts, nuts, and nails.
BP-10632—NEW, Honolulu, Hawaii. Windward Broadcasting Co. Req: 1400, 120, 5, D.
BP-11301—K-BUD Athens, Tex., The Henderson Broadcasting Co. Has: 1410, 250, D.
BP-11316—NEW, Gaffney, Ga., Charles W. Dowdy. Req: 1050, 500, 5, D.
BP-11392—NEW, Tiffin, Ohio, Tiffin Broadcasting Co. Res: 1450, 100, U.
BP-11417—NEW, Chester, Ill., Chester Broadcasting Co. Req: 1450, 100, U.
BP-11436—NEW, Woodbridge, Va., S. & W Enterprises Inc. Req: 900, 500, 5, D.
BP-11456—K-GSM Chester, Ill., Donze Enterprises Co. Has: 500, 500, 5, D.
BP-11500—NEW, Elizabeth, N. J., PENGELLY. Req: Change station location to Chester, Ill.
BP-11522—KUTY Palmdale, Calif., Palmdale Broadcasters. Has: 1470, 1, 5, D.
BP-11534—K-XOA Sacramento, Calif., Cali-Val Radio Inc. Has: 1470, 1, 5, D.
BP-11540—NEW, Bedford, Mass., Bay State Broadcasting Co. Has: 1470, 1, 5, 5, WLS, D.
BP-11551—NEW, Sarasota, Fla., Radio Sarasota Co. Has: 1220, 1, 5, D.
BP-11560—NEW, Santa Rosa, Calif., Santa Rosa Broadcasting Co. Res: 1460, 1, 5, D.
BP-11601—WAMS Wilmington, Del., Rolls Broadcasting of Delaware Inc. Has: 1360, 1, 5, 5, D.
BP-11602—NEW, Gloucester, Mass., County Broadcasting Corp. Req: 1550, 500, D.
BP-11611—NEW, Millville, N. J., Millville Broadcasting Co. Has: 1220, 500, 5, D.
BP-11615—NEW, Greenwich, Mich., Flat River Broadcasting Co. Has: 1380, 500, 5, D.
BP-11625—NEW, Richmond, Ind., Richmond Broadcasting Co. Has: 930, 500, 5, D.
BP-11630—NEW, Brockton, Mass., Associated Enterprises. Req: 1410, 1, 5, D.
BP-11632—NEW, Bloomington, Ill., South Minneapolis Broadcasters. Req: 1370, 500, 5, D.
BP-11635—NEW, Greenwich, N. C., H R Electronics Inc. Req: 1550, 5, 5, D.
BP-11640—NEW, Spokane, Wash., Radio Broadcasting Co. Req: 1280, 1, 5, D.
BP-11669—NEW, Dallas, Ga., A. Gadderdada. Req: 930, 1, 5, D.
BP-11673—NEW, Tiffin, Ohio, Sayer Broadcasting Co. Req: 1250, 500, 1, 5, 5, WLS-DA, U.
BP-11681—NEW, Spanish Fork, Utah, Pioneer Broadcasting Co. Req: 1450, 1, 5, D.

Broadcasting April 13, 1939

(Continued)
Caught in the Act!
Thomas Mitchell — And He’s Great As

GLENCANNON

Almost one billion reader impressions via GLENCANNON stories in The Saturday Evening Post punctuate the powerful plus of pre-acceptance you get with this high-spirited, high seas half-hour comedy series. You’re in great company, too, because advertisers such as OLYMPIA BEER in 47 West Coast markets, as well as BLUE PLATE FOODS, HOLSUM BAKERIES and FISHER FOODS SUPERMARKETS are already cashing in on the fact that situation comedy such as GLENCANNON sets up a uniquely ideal commercial climate. It’s a conclusive fact which Schwerin Research stated in no uncertain terms in a recent issue of Television Magazine. And here’s another fact: Academy Award winner, “Tony” Award winner, “Emmy” Award winner, THOMAS MITCHELL is on deck to sell for you personally. That’s right — THOMAS MITCHELL is all set to charm sales resistance out of existence for you. Want to catch him in the act? Just say the good word: GLENCANNON.

For full details, phone, wire, write

NTA Program Sales

A Division of National Telefilm Associates, Inc.,
Coliseum Tower, 10 Columbus Circle, New York 19, JU 2-7300
REGULATION OF WIRED PAY TV

Harris enters bill that would give FCC same controls over wired, on-air systems

Rep. Oren Harris (D-Ark.) last week introduced a bill that would subject wired subscription television to the same limitations the FCC has imposed on broadcast pay TV.

Mr. Harris, chairman of the House Commerce Committee, said the FCC does not now have the authority to regulate wired systems of subscription tv. His bill would give it that authority.

"To sum it all up in one sentence," he said in a statement made before the House, "you cannot have uncontrolled tests of pay television by wire if tests of pay television by radio are subject to strict limitations prescribed by the FCC."

The FCC on March 23 adopted a Third Report authorizing rigidly controlled tests of on-the-air subscription tv (BROADCASTING, March 30).

Putting on a Brake • Mr. Harris told the House last week he was opposed to subscription tv. "Let me emphasize," he said, "that the introduction of this bill in no way should be construed as propelling authorizing pay television by wire on any extended or permanent basis . . ."

"Instead of contemplating pay television by radio or by wire on a permanent or extended basis, my new bill is intended to prevent runaway tests of pay television by wire which might result in the virtual establishment of a new service without the Congress having had an opportunity to consider whether the establishment of such service on a permanent basis is in the public interest."

Mr. Harris' bill would give the FCC authority to regulate intrastate wired pay tv as well as systems operating in interstate commerce. It thus would strike at plans by Skatron to wire Los Angeles and San Francisco for subscription tv systems built around big league baseball as the central program feature.

Only one wired system of any size has actually been operated. In September 1957 Video Independent Theatres Inc., began a wired system of home movies in Bartlesville, Okla., under the name "Telemovies." After nearly nine months of operation, the system failed (BROADCASTING, May 26, 1958).

Harris offers Ike's spectrum resolution

The House version of a Senate resolution recommended by the President for a study of the spectrum was introduced last week by Chairman Oren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee.

But Rep. Harris, who already has $150,000 for a spectrum study by a special subcommittee of his House Commerce Committee, introduced the White House measure (HJ Res 331) only out of courtesy to the Chief Executive, not because he favors it, according to a spokesman.

The White House recommendation drawn up by Leo A. Hoehg, director of the Office of Civil & Defense Mobilization, was introduced on the Senate side by Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee (BROADCASTING, March 16, 9).

The Commission on Telecommunication Management would include five members, all appointed by the President and none subject to Senate confirmation; all would be experts in the telecommunications field. They’d be exempt from Civil Service Commission requirements.

They would study (1) the role of the government in managing the U.S. telecommunication resource; (2) the administration organization for discharging government responsibilities, particularly "the division of responsibility under the Communications Act," to determine if any organizational or legal changes are desirable; (3) present methods of allocating bands of frequencies between federal government and nongovernment users to determine if any practicable changes should be made to use the frequencies to the maximum degree, considering technological
IF IT IS BIG AND IMPORTANT, IT'S ON WHAS-TV

68 RACE REMOTES JUST PART OF WHAS-TV'S BIG SPORTS COVERAGE

Sixty-eight remotes of major stakes races ... not counting the Kentucky Derby for seven consecutive years ... that's the record of WHAS-TV Sports.

WHAS-Televiewers know that when a BIG television sports event takes place, WHAS-TV is the place. Stakes races every Spring and Fall from Churchill Downs, University of Louisville and University of Kentucky basketball specials, WHAS-TV films of football, track, golf, tennis, the Indianapolis 500, hockey ... every sport from baseball to fencing ... all are covered by WHAS-TV Sports.

WHAS-TV's "Sportraits," at 10:45 p.m., Monday through Saturday, is Louisville's ONLY COMPLETE daily sports presentation. BIG ... IMPORTANT ... EXCLUSIVE ... WHAS-TV!

Your Advertising Deserves WHAS-TV Attention ... with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.

BROADCASTING, April 13, 1959
Commission's action was taken at the request of OCDM, and the new assignment establishes them for radiopositioning under government auspices.

The first revision is necessary because there are almost 1,000 boosters. Most of these, which have been operating for the last four years, are concentrated in the valleys and distances of the Northwest. They must be "grandfathered" in. The other legislative revision is necessary because the boosters are unattended.

The Commission in 1955 ordered the on-channel boosters—operating without permission of the FCC—to close down. Failing to stop the growth of this small individualistic group coverage—for most of the boosters feed only handful of people—the FCC sued a booster station in Bridgewater, Wash. The appeals court, although upholding only average without permission of the FCC

In June 1957 the Commission issued the first of what became obvious fruitless orders for boosters to go out of business. After the intervention of Colorado Gov. Edwin Johnson (former chairman of the Senate Commerce Committee), the FCC reconsidered. It withdrew the order and ordered a new study. In December 1958, the Commission reissu issued its prohibition against boosters, but in February of this year, it again rescinded the order to permit further consideration.

Translators Established • Even before the court cast and the first order prohibiting the operation of on-channel boosters, the FCC established a translator service as a method for accomplishing the same end that boosters provided—the rebroadcast of big city TV programs. The translator service was established in the upper end of the uhf band.

Leading the fight to persuade the FCC to find some way of approving the operation of TV boosters were such Capitol Hill figures as Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and Congressional delegations from the states of Washington, Colorado, Idaho and others. Early this year, Kenneth Cox, special TV counsel to the Senate Commerce Committee, issued a special report on small town TV. In it he urged the FCC to find some way to approve the operation of TV boosters (Broadcasting, Jan. 12).

Fellows asks hearing on blackout proposal

A request that a hearing be held on bills exempting professional sports from the antitrust laws was submitted last week by Harold Fellows, NAB president, to Rep. Emanuel Celler (D-N.Y.) chairman of the House Judiciary Committee.

Mr. Fellows called attention to a provision in some of the bills which would permit a TV blackout of major league telecasts from any station within 75 miles of a minor league club on the day the minor league club is playing at home.

This could affect 13 million TV homes, Mr. Fellows said, because they receive programs from stations located within 75 miles of more than one minor league team—and presumably there would be one of these minor league clubs at home at all times. Half of these 13 million homes could be blacked out at least half the time, since stations from which they receive TV programs are located within 75 miles of at least one minor league team, Mr. Fellows said.

The proposal for a 75-mile blackout has never been the subject of an open hearing, Mr. Fellows stated. He asked that such a hearing be scheduled before the committee takes any action on these bills, and requested that he be permitted to testify.

Last summer a Senate Judiciary antitrust subcommittee held hearings on similar bills to exempt professional sports from the antitrust laws with Mr. Fellows appearing in opposition (Broadcasting, Aug. 4, 1958). This was tabled by the committee.

During the course of the Senate hearings various amendments were proposed, including the 75-mile blackout and a ban on pay TV (by Sen. William Langer (R-N.D.).

A bill sponsored by Rep. Celler exempting professional sports from the antitrust laws was passed last year by the House of Representatives.

In the House are HR 2370-74 and 2266, sponsored respectively by: Reps. Francis E. Walter (D-Pa.), William E. Miller (R-N.Y.), Oren Harris (D-Ark.), John W. Byrnes (R-Wis.), William E. Cramer (R-Fla.) and Basil L. Whitener (D-N.C.).

Seven proposals include S 616, sponsored by Sens. Thomas C. Hennings, Jr. (D-Mo.), Kenneth B. Keating (R-N.Y.) and Everett McK. Dirksen (R-Ill.) and S 886, sponsored by Sen. Estes Kefauver (D-Tenn.).

Civil defense guide is re-issued by FCC

A guide for broadcasting facilities in the event of national civil defense exercises or similar tests has been re-issued by the FCC.

In cooperation with the Office of Civil Defense Mobilization, FCC also outlined the extent of participation in defense drills for such non-broadcast licensees as fixed communications services, mobile systems, air patrol stations and amateur operations.

Included was a paragraph about Connel which stated that any operation by a standard broadcast station "should be voluntary" and approved by the FCC field supervisor in the station's region.

The guide underlined the strict procedure of such alerts, advising participants that they must perform only those duties assigned them. For example, if a mobile system is to perform the civil defense task of an ambulance corps, its radio facilities "shall be utilized only within its existing system."

It was pointed out that a valid station authorization is necessary for use of a radio transmitter and that any station having limited hours of normal service is "authorized to operate only during specified hours" no matter when the defense drill occurs.

In these tests, it was added, OCDM has requested the voluntary cooperation of all amateurs to guarantee that the "planned Radio Amateur Civil Emergency Services procedures will be effective in the portions . . . conducted by amateurs."

The notice said that a "definitive policy regarding the availability of frequencies of non-government services under emergency conditions and areas of attack is being prepared and will be released at the "earliest possible date."

Both video, audio ID unneeded for sponsors

The FCC ruled last week that a sponsored program does not have to be identified both visually and aurally.

Its decision was in response to a question from Bert Combs, candidate for governor of Kentucky as to whether section 3.654 of the Commission rules requires aural as well as visual sponsorship announcements in connection with political spot announcements on a television station.

Section 3.654, the FCC pointed out, provides that the station broadcasting a sponsored program shall make "an appropriate announcement" that the program is sponsored. "Responsibility," stated the FCC, "for determining whether a visual or aural announcement is appropriate lies with the licensee."

BROADCASTING, April 13, 1959
To sell Indiana, you need both the 2nd and 3rd ranking markets.

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

**YOU NEED TWO TO TUNE UP sales in Indiana!**

In this rich, diversified interurbia, automotive manufacturing is only one of many reasons for bulging purses. Fertile farms and varied business each contribute their share. Over 1.6 million population—$2.8 billion Effective Buying Income! There are two major markets in this live sales sector—South Bend-Elkhart and Fort Wayne. You can cover both from within, with one combination TV buy, and save 10%! Add Indianapolis—get all the best in just two buys!

call your H-R man now!
PROGRAMMING

PEABODY SCORE: NBC 7, CBS 4, ABC 2

WGN-TV, WNEW, Standard Oil (Calif.) also are winners of awards

NBC was top scorer in the George Foster Peabody Awards presented last week in New York. The network took seven. Competitors CBS and ABC won four and two respectively.

One of CBS' awards (for tv public service, a special honor) sought out CBS President Frank Stanton for particular recognition. In announcing the award at a luncheon held by the Radio & Television Executives Society of New York, Bennet Cerf, board chairman of the awards committee, referred to it as "one of the most significant" Peabody Awards presented. Basis for the award was a series of special CBS news-in-depth reports, Sig Mickelson, CBS Inc. vice president and general manager of CBS News, accepted the award and took the opportunity to answer the "irresponsible reporting" charge against CBS made by White House News Secretary James Hagerty (see page 97).

NBC winning categories included tv news (Chet Huntley and Dave Brinkley); entertainment "with humor" (Steve Allen); education (Continental Classroom); contribution to international understanding (M. D. International); writing (James Costigan for his "Little Moon of Alban" on Hall of Fame); special awards (Fred Astaire and Orson Welles who starred on NBC).

NBC’s Board Chairman Robert W. Sarnoff accepted the award for Continental Classroom, observing that the program has pointed the way for a new use of commercial tv by tackling a national problem of inadequate science instruction in America's schools.

Opens New Avenues * Mr. Sarnoff said the project showed that "our commercial medium, now in its second decade, has the vitality and the continuing desire to create basic new ideas and to open new avenues of public service."

Other CBS awards included one for musical entertainment (Leonard Bernstein) and another for dramatic entertainment (Playhouse 90). An award for radio public service went to CBS' The Hidden Revolution with mention made of advertiser Nationwide Insurance.

ABC’s awards included College News Conference for youth programs and Easy as ABC (with UNESCO) for radio contribution to international understanding.

Other awards: two stations, WGN-TV Chicago for the outstanding children's program The Blue Fairy and WNEW New York for radio news (see story, page 75), and another for radio education to the Standard Oil Co. of California for its series, Standard School Broadcast.

Westinghouse Broadcasting Corp. President Donald H. McGannon (RTES' president) presided at the 19th year of Peabody Award giving. The Peabody honors were set up in 1940 by the U. of Georgia's board of regents to recognize the most distinguished and meritorious public service each year by radio and tv. Presentation was made by Dean John E. Drewry of the university's Henry W. Grady School of Journalism, which with the Peabody board administers the awards. (The late Mr. Peabody was a native of Columbus, Ga., a successful New York banker-philanthropist and life trustee of the university).

Citations read by Bennett Cerf in presenting the Peabody Awards follow:

TELEVISION NEWS: Chet Huntley and David Brinkley have for the past two years developed a mature and intelligent treatment of the news that has become a welcome and refreshing institution for millions of viewers. This distinguished and ex-

Mr. Huntley

Mr. Brinkley

Mr. Coe

Mr. Bernstein

Mr. Allen

perceived team exemplify with force and perception a new advance in television journalism. "The Huntley-Brinkley Report" of NBC is therefore given the George Foster Peabody Television News Award for 1958, with congratulations to Mr. Huntley, Mr. Brinkley, and NBC.

TELEVISION DRAMATIC ENTERTAINMENT: The Peabody Award goes to "Playhouse 90," CBS, because it stands alone among dramatic programs on television in aiming at the best and most original of tv drama. The committee especially applauds Producer Fred Coe for his championship of the highest standards in tv writing, direction and production.

TELEVISION MUSICAL ENTERTAINMENT: By his virtuosity and genius for expression, Mr. Bernstein has inspired a resurgence of interest in symphonic music through intelligent and articulate discussions illustrated by orchestral performance of the highest quality. In recognition, the Peabody Award for Outstanding Musical Entertainment during 1958 goes to "Lincoln Presents Leonard Bernstein and the New York Philharmonic."—CBS.

TELEVISION ENTERTAINMENT WITH HUMOR: In a television year when genuine humor and frank experiments have been so conspicuously lacking, "The Steve Allen Show" has manfully bucked the trend. Allen and his talented associates obviously are willing to try anything on their show, and the percentage of clean hits has been amazingly high. In recognition, the Peabody Award for Television Entertainment with Humor is presented to "The Steve Allen Show," NBC.

TELEVISION EDUCATION: The Peabody Award in this category is presented to "Continental Classroom," an outstanding contribution to American education by NBC. This series has inspired the imagination of thousands of teachers and students in hundreds of colleges and universities, thus demonstrating the practical use of network television as a teaching aid.

TELEVISION PROGRAMS FOR YOUTH: At a time when a small fraction of the younger generation is making bad headlines it is comforting and stimulating to have "College News Conference" give our alert and thoughtful young Americans the opportunity to speak with world leaders. It also serves the unique diplomatic function of displaying a vital young America to the representatives of foreign countries. In recognition of these facts, the Peabody Award for the Outstanding Television Program for Youth goes to "College News Conference," ABC.

TELEVISION PROGRAMS FOR CHILDREN: The Peabody Award for the best children's program goes to the imaginative and enchanting series, "The Blue Fairy," which through live acting, pup- petry and narrative, brings to magic reality the most enduring of children's stories. It is noteworthy that, despite nominations of network programs, this award goes to a program series telecast live and in color by an independent station in Chicago—WGN-TV.

TELEVISION CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: This Peabody Television Award goes to "M.D. International," for its inspiring study of American doctors, caring for the sick and abandoned in the far corners of the

BROADCASTING, April 13, 1959
Selling to Maryland ladies? Then, let Maryland's Number one Salesmen—WBAL-Radio and WBAL-TV—do the job for you.
The ladies of Maryland believe in WBAL-Radio and WBAL-TV. That's why they buy what WBAL sells! So, if you're selling cosmetics, soap, apparel or baby needs—sell to more ladies, more of the time, with WBAL-Radio and WBAL-TV. And, if you're selling to MEN remember that no one sells men like their wives. And, no one sells wives like WBAL-Radio and WBAL-TV!

**WBAL-TV BALTIMORE**
Channel 11 • N.B.C. Affiliate-Nationally represented by Edward Petry & Co.

**WBAL-radio BALTIMORE**
50,000 Watts • N.B.C. Affiliate-Nationally represented by Henry I. Christal Co.

Maryland's only Radio and vhf Television Combination
THE GREEKS HAD A WORD FOR IT...

ΧΑΛΚΕΤΣ

Cincinnati, Ohio
world, bringing comfort and the healing arts to the blind, the halt, the hungry, without hope of gain or favor. Presented on NBC's "March of Medicine," this program was an outstanding contribution to international understanding.

TELEVISION PUBLIC SERVICE: In presenting this Peabody Award to CBS-TV, special recognition goes to President Frank Stanton. Credit also goes to Producers Les Midgley and Av Westin for CBS News special in-depth reports such as "The Rubble War," the pioneering "Where We Stand," Parts I and II; "Arab Tide—Prologue to the Summit;"

"Face of Red China;" and a series on the Middle East, with commentary to Don Hewitt. Several of these comprehensive reports treating the news in depth were issued when the news was still white hot, and they were a significant contribution to public understanding of very important issues.

TELEVISION WRITING: To James Costigan, a Special Peabody Award for the lyric beauty, the poetic insight, and the dramatic integrity of his play, "Little Moon of Alban," presented on the "Hallmark Hall of Fame" over NBC.

TELEVISION SPECIAL AWARD: Fred Astaire is one of a handful of stars of stage, screen, and television who approaches perfection. His special 1958 television show—repeated by genuine acclaim—was a case in point. It set a standard for television entertainment and good taste that will remain unchallenged for a long time to come. It is, therefore, with great pleasure that this Peabody Special Award is presented to "An Evening with Fred Astaire," NBC.

How WNEW won

The story behind the Peabody Award for radio news coverage to WNEW New York has the make-believe quality of a soap opera. But it's true.

In early December 1958, WNEW had an incomplete news staff. It was being assembled for work January 1 when WNEW was to discontinue its long association with the New York Daily News. On December 10, New York newspapers were struck by their delivermen, so the station moved up its time-table. WNEW hastily hired additional men, stepped up coverage.

Its staff of 12 newsmen made themselves noticed—interviewing police officers, eyewitnessing crime and disaster, talking to personalities in the news. Often in the matter of minutes tape interviews were phoned in and broadcast.

WNEW carries 48 five-minute newscasts during a 24-hour day, on the hour and half hour.

WCKY

50,000 WATTS OF SELLING POWER

Cincinnati, Ohio

BROADCASTING, April 13, 1959

(Programming) 75
SCREEN GEMS HAS NEW IRON IN FIRE

10-year-old firm eyes station ownership, video-tape programming

Ten years ago this Wednesday (April 15) Screen Gems Inc. opened its doors for business in New York. The enterprise was a modest one. But today, the credit line, "Produced by Screen Gems" and/or "Distributed by Screen Gems" are familiar phrases to home viewers of the company's 33 tv series and almost 1,000 feature films.

A successful business never stands still, however. And as Screen Gems marks its 10th anniversary, Ralph Cohn, president, has set his sights on another phase of the television business: station ownership. Three weeks ago, he appointed Norman Louvau, formerly general sales manager of KRON-TV San Francisco, as general manager of station operations for SG (Broadcasting, March 23). Mr. Louvau will be responsible for negotiating for the purchase of tv stations and ultimate supervision of their operations.

"We intend to buy the maximum allowable number of stations," Mr. Cohn declared. "We are looking forward to having a station or an interest in a station by the end of the year or sooner."

The Way Ahead • As Screen Gems enters the second decade of its existence, Mr. Cohn and his associates have blueprinted the following areas of expansion for SG, and offer the following observations:

Movement into the station ownership field. One of the mainstays of business growth is diversification and this can be accomplished by expanding into an area related to the tv film field and one with which the company has become familiar through its knowledge of programming.

• Production and distribution of video-taped programs. This would not mean the abandonment of film but would mean the use of tape when tape is advantageous.

• Co-production of programs with other nations of the world. The globe is shrinking and there is a slow but inevitable merger of cultures, SG believes that this type of co-production not only can be profitable but can contribute toward world understanding.

"There's something stimulating and challenging about contemplating the future," Mr. Cohn remarked recently, "but there's something rewarding about contemplating the accomplishments of the past."

The key to Screen Gems' success over the past 10 years (officials believe it has the largest volume in the business) is diversification, according to Mr. Cohn. SG, he said, is unique among tv film distributors-producers in that it is active in every phase of operation: creation and packaging of programs, financing and production of programs, physical production of film series, sales of series for national sponsorship, sales of programs for regional or local sponsorship, distribution of feature films and foreign distribution of tv film.

Farsighted 50 Pages • When Screen Gems was organized by Columbia Pictures in the spring of 1949, it was considered a daring move because other major film studios were shying away from the new medium. Columbia asked Ralph M. Cohn, son of the company's executive vice president, to make a study of tv's immediate and long-range potential for Columbia's facilities and resources. At the time, Mr. Cohn was president of two-man organization, Pioneer Telefilms, which was producing tv films commercially in New York. Within a few weeks, Mr. Cohn prepared a 50-page analysis of the potentials of television for Columbia. The result: Pioneer Telefilms was reorganized as Screen Gems, with Mr. Cohn as general manager.

Mr. Cohn's blueprint highlighted these points: the most immediate use for film in television was in commercials; a profitable market for Columbia's library of motion pictures was still several years off because of an insufficient number of stations on the air, an organization should be assembled to produce new tv film programs for both network and local telecasting.

With benefit of hindsight, Mr. Cohn can remark today that his blueprint proved "remarkably accurate." He recognizes one error in judgment: he recommended that some of Columbia's short subjects and some features be edited, fresh material inserted, and the films released as half-hour or hour-long tv programs. Columbia experimented for several months, but the idea proved impracticable.

At the outset, Screen Gems concentrated on production of film commercials. From 1949-51, the company produced more than 200 commercials for such clients as BVD, Hamilton Watch and American Tobacco Co. Commercials continued to be SG's all-consuming pre-occupation until 1951 when the company was commissioned to produce seven half-hour films for du Pont's historical program, Cavalcade of America.

Tv Model T • The most noteworthy step in Screen Gems' early development was taken in the spring of 1952 when Mr. Cohn and Irving Briskin, studio manager for Columbia Pictures, sold the Ford Motor Co. and its advertising agency, J. Walter Thompson Co., on a half-hour anthology series to star top Hollywood names. The series was significant from many angles: it provided SG with training for program production because, among the 195 films in Ford Theatre, was every genre of dramatic tv (comedy, romance, adventure); it established a pattern that the "nut" of an expensive series could be recouped through reruns; it placed Screen Gems in the distribution business when repeats of the series were syndicated under the title of Your All Star Theatre.

As more and more television stations came on the air, Screen Gems stepped up production sharply. Today, Screen Gems has 11 programs on the networks, two in national spot and 20 different programs in syndication (many of them reruns), plus about 950 features available for sale to stations.

The company has grown to more than 250 permanent employees in the U.S. and abroad. The creative team is headed by Harry Ackerman, former west coast programming vice president.
Oscar show on NBC-TV wins 47.4 on Arbitron

Although portions of the motion picture industry's 31st annual Oscar Awards on NBC-TV Monday night (April 6) went higher, the two-hour show averaged out rating-wise at 47.4 on Arbitron, according to a report Thursday by ARB. The rating is good for the post-10:30 p.m. period.

The show also was carried on NBC Radio and on Canadian tv and radio stations NBC said the Motion Picture Academy, which placed the $900,000 buy direct, has not asked for any rebate to cover the unused last quarter-hour which unexpectedly developed as the program ran some 20 minutes short. NBC-TV filled with a sports film.

This was the second year the motion picture industry sponsored the entire show itself without commercial sponsor participation. It is evident Hollywood considers the program a good investment. The box office publicity boost from the awards on tv is estimated to run into the millions of dollars, a top Oscar to any film being considered automatically "as good as a million" in added ticket sales.

But reaction to the show—its entertainment value as well as whether it is a suitable publicity vehicle for stars who use to a meticulously controlled film environment and not live—continues to be mixed and controversial. Movieland's trade paper, Variety, felt "it was the same old tired format, completely lacking in ingenuity, and written, staged and performed as thought it were a benefit given by a disgruntled troupe." The reviewer felt "this newest outing was the most uneventful in memory, probably striking a new nadir in the use of the talent—plus said talent's indifference."

But despite the ragged production and other unfortunate aspects, more than one-half of the U.S. apparently were interested enough in the Oscar Award news to watch the two-hour program.

'Thesil Playhouse' goes to Fri. 9-10 p.m.

CBS-TV has slated "Desilu Playhouse" sponsored by Westinghouse Electric (McCann-Erickson), for a Friday 9-10 p.m. position in next fall's schedule. Playhouse now is telecast Monday 10-11 p.m.

The network also plans to knock out The Lineup from its Friday 10-10:30 p.m. period, the program being expanded to an hour on Wednesday (7:30-8:30 p.m.). In its place on Friday and following Desilu Playhouse: Twilight Zone tentatively set for the 10-10:30 p.m. spot and Person to Person continuing in its current 10:30 p.m. period.

Affected by these changes on Friday will be Phil Silvers (now 9 p.m.) and Lux Playhouse (9:30 p.m.). The Silvers show is dropped. Fate of Lux Theatre is undecided. Rawhide is set for 7:30-8:30 on Friday, followed by Dennis The Menace at 8:30-9.
PROFITABLE

says Martin Umansky, General Manager

KAKE-TV

WICHITA, KANSAS

Every single feature in the Warner Bros. library is profitable, according to KAKE-TV’s General Manager, Martin Umansky.

“The value of any library depends not on the top features alone, but on the entire list. Out of the Warner Bros. library, we’ve created a special afternoon theatre showing only the so-called ‘lesser’ features. This program alone has practically paid for the entire library of 750 features.”

The Warner Bros. library has made outstanding profits for stations, large and small, in every part of the country. Join the profit parade. Get in touch with us today.

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., M.Urray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., Dearborn 2-2300
DALLAS, 1511 Bryan St., Riverside 7-8563
LOS ANGELES, 9110 Sunset Blvd.,C Restview 6-5886

BROADCASTING, April 13, 1959

BMI STOCK STATUS
Music license group holding sold by CBS

CBS last week sold back to BMI its stock in the music licensing organization it helped to form 19 years ago. Whether NBC and ABC would eventually follow suit was a moot question. Network ownership in BMI is under fire at least one pending suit and has been subjected to extensive questioning in Congressional hearings, although all three networks together held less than 20% of the outstanding stock. Richard S. Salant, CBS vice president, recognized this in his letter proposing to return the CBS-held stock to BMI.

Circumstances Change • After reviewing the origins of BMI as an organization through which the broadcasting industry undertook to protect itself against “the then monopoly position of ASCAP,” Mr. Salant noted that “circumstances governing ASCAP have changed over the last 12 years” and “BMI has established itself as a valuable mature and going enterprise.” He added:

“We therefore think that, although we are persuaded there is nothing wrong in our ownership of this BMI stock, the time is now ripe for us to divest ourselves of it. In all the circumstances, we think it better that CBS, as the operator of radio and television networks and stations, now place itself in the position purely of a customer of BMI with no element of ownership.”

CBS recently renewed its licenses for use of BMI music by both its radio and tv networks and its owned stations (BROADCASTING, March 15). So have the other networks and their o&o’s.

Stock Retired • On the heels of Mr. Salant’s letter, dated March 12, BMI announced last week it had acquired CBS’ 7,017 shares for $35,000, the price at which the stock originally was issued, and was retiring it as treasury stock.

Congressional records indicate that CBS was the largest network owner of BMI stock, with 8.9% held by Columbia and its owned stations. NBC and its owned stations hold 7.9%, and ABC and its owned stations hold 5.4%. The rest is held by individual stations and station owners.

NBC and ABC authorities indicated they had no immediate plans for returning the stock they hold.

In Congressional hearings, both NBC and CBS had indicated they would reconsider the question of their owning BMI stock, but the implication was that the appropriate time for this would be (1) after a $150 million suit brought by a group of ASCAP songwriters against the networks and BMI had been dismissed or withdrawn, and (2) then on condition that continued competition in the music licensing field was assured. NBC officials said flatly that they did not feel they could reconsider their BMI ownership until the lawsuit was out of the way, since a basic objective of that suit is to divorce BMI from broadcast ownership.

Congressional Hearings • In this connection, Mr. Salant said in his letter that the identical issues raised in the lawsuit have been fully explored before the Subcommittee on Communications of the Committee on Interstate and Foreign Commerce of the U.S. Senate and the record of these hearings has just been closed. The overwhelming effect of the testimony in these hearings was to demonstrate that there is no merit to the claims of the plaintiffs in the lawsuit. In view of this, we feel that we should no longer allow the pendency of a baseless litigation to deter us from the course that we said that we would consider.

CBS dropped its representation on the BMI board of directors more than a year ago.

WHAS-TV forces issue of Conelrad storm use

A half-hour documentary over WHAS-TV Louisville, Ky., so aroused the city about storm warnings that Conelrad receivers have been bought for 202 schools and Louisville has been designated a test area for an expanded use of Conelrad.

The key figure in the Conelrad development, according to the station, was FCC Comr. Robert E. Lee, who talked to U.S. Weather Bureau officials in Washington to see if Conelrad, presently restricted to tornado warnings, might not be used for severe weather forecasts (when conditions are ripe for tornadoes, hurricanes, etc.).

WHAS-TV reported last week that these actions followed the showing of its documentary, 53 Miles From Death, earlier this year. The special show, under news director Bill Small, was prepared when normal news coverage of a tornado that struck a Kentucky town 53 miles away revealed confusion and uncertainty about procedure among city officials if a similar storm were to hit Louisville.

Response to the program, the station said, was “tremendous” and dictated two re-showings the following weekend. At a city-wide safety council meeting, Victor A. Sholis, station vice president and director, outlined the pattern of confusion revealed by the documentary, recommendations for corrections, and Conelrad procedure generally. Purchase of Conelrad receivers by
INTERNATIONAL TRANSMISSIONS, INC.

EACH DAY
YOUR STATION CAN HAVE

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"The European reports have been a valuable asset to me in programming a well-rounded news day. I find that your correspondents are on the ball when things are happening in the European scene, and the special reports we received from such places as St. Louis, at the time of the big tornado and Havana, Cuba, during the mass trials, were particularly timely. The report this week from Jerusalem on the UAR-Iraq situation was more than welcome."-
Glen Howard
News Director
WOHO, Toledo

"Just a note to tell you how pleased we are with the International Transmissions material you've been supplying us. The overseas reports do a lot to dress up our frequent news schedule. Keep up the good work."
Peer Straus
Executive Vice President
WMCA, New York

"The quality of the overseas transmission is far above average not only in newsworthiness but also in audio reception. On a good number of occasions, we have outrun our competition with actuality reports of major happenings overseas. We at WIP pride ourselves on our news coverage. Thought you would like to know that your service has been a valuable asset to this operation."
Varner Paulsen
Program Director
WIP, Philadelphia

"The addition of up-to-the-minute European news coverage to our news operations has been very favorably received by both clients and audience. We are highly pleased with the quality and manner your reporters treat the news."
R. M. Hardin
President
WBUD, Trenton

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BROADCASTING, April 13, 1959
“Me an’ J.K.

is just like this!” WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between “acts”, Jay interviews visiting celebrities, and leaders of local and national civic groups. “The Jay Kroll Show” — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10

WJAR-TV

Cock-of-the-walk in the PROVIDENCE MARKET

NBC · ABC · Represented by Edward Petry & Co., Inc.
every city, county and parochial school in the Louisville area followed shortly.

WHAS-TV also reports that Comr. Lee and Rep. Frank Burke (D-Ky.) have spoken to Civil Defense officials about the possibility of matching federal funds to help underwrite the Conerad sets bought by Louisville schools.

The Louisville experiment in expanded Conerad use, starting this month, will allow the Kentucky weather bureau to call for Conerad to broadcast any severe weather forecast which it feels warrants special warning. O.K. Anderson, weather bureau chief in Kentucky, has said that after one year, the experiment will be evaluated for possible use across the nation.

California film men form tv association

Television Film Assoc., organized as a west coast counterpart of New York’s National Television Film Council, will meet tomorrow night (April 14) at the Masquers’ Club in Hollywood to sign papers to incorporate the group as a California non-profit service organization. TFA’s main objectives are to maintain liaison among the producers and distributors of tv films, the tv stations and the companies providing material and services to television, and to establish and standardize better operational practices.

John P. Ballinger of Screen Gems is president of TFA. Jack M. Getz (Consolidated Film Industries) is vice-president; Frank Wolf (Gross-Krasne), secretary; Charles E. Buzzard (Buzzard Enterprises), treasurer. The organization’s board also includes the following committee chairmen: Robert E. Hoffard (Eastman Kodak Co.), information and education; Harvey Gausman (General Film Lab), membership; Howard Landauf (Pemafilm), program; Robert C. Vinson (Armed Forces Television Service), ways and means; Edward Hunt (KTLA [TV]) tv station relations.

TFA has set four immediate major projects: To establish a telefilm leader graduated into seconds at sound speed (24 frames per second) which will remain constant when film is reduced from 35 mm to 16 mm; to establish a standard cue mark and cue mark placement; to promote general use of a standard booking request form and to educate film handlers at stations to simplify their work and prolong the life of tv film prints.

The meeting, which is open to anyone in the tv film industry, will also include a talk on “U.S. Television Around the World” by Mr. Vinson and Arnold Shelton of AFTS.

VIDEO TAPE ‘SCHOOL’ SET

IATSE, Film Producers Assn. adjust tape rates

The Film Producers Assn. of New York reported last week that it is holding discussions with the International Alliance of Theatrical Stage Employees on a joint project: the establishment of a training school for producers and IATSE crews on video tape production techniques.

This project follows an understanding reached recently by FPA and IATSE on wage rates to be paid to members for work on tape. This agreement, FPA President Nat Zucker said, provides that wage rates “are to be competitive with those paid by the networks to its employees for comparable work.”

Mr. Zucker explained that before the latest agreement, IATSE members were paid under the terms of its contract with FPA for film activity. They were found to be “much higher” than the rates paid to network employees, according to Mr. Zucker, and accordingly FPA persuaded IATSE to adjust its scales for tape. In some instances, the reduction in pay will amount to about 50%. Since network salaries for employees on tape run on a weekly basis, FPA agreed to revise its rates upward for IATSE members working on a daily basis.

Competitive Rates • Mr. Zucker indicated that both the union and FPA realize that rates must remain competitive if the film producers are to gain a “fair share” of tape commercial work. Similarly, he said, the proposal for a joint training school would be of mutual benefit, to IATSE and the association.

FPA, meanwhile, has not reached an agreement with United Scenic Artists Local 729 on an initial contract. In the past, the union promulgates rates to the film companies but this year FPA insisted on the negotiation of a contract. A spokesman for the union said that about 45 members work for film studios in the New York area, usually on a per diem basis, as scenic and costume designers and artists. An official of the Federal Mediation Service has been working with the union and FPA to formulate a contract establishing wages and working conditions. Local 729 members have not been employed at FPA studios since the end of March.

• Program notes

• Telenews, N.Y., has sold its daily news service to KTVB-TV Boise, Idaho; KHVH-TV Honolulu, and TV Paulista, Sao Paulo, Brazil. Telenews’ weekly sports review was purchased for National Assn. of Insurance Agents’ sponsorship over WVT-TV Rochester, N.Y.

• WLW-WLWT (TV) Cincinnati has installed an Alden Automatic Weather Map Receiver. The unit, connected with the U.S. Weather Bureau’s Master Analysis Center in Washington, D.C., presents a complete map of the weather every 24 minutes.

• NBC-TV reports that The Californians adventure series returns to the air after a three-week absence in a new time period April 21 (Tues., 9-9:30 p.m. EST), replacing The George Burns Show. Colgate-Palmolive, N.Y., through McCann-Erickson, N.Y., which sponsored the George Burns Show has signed as an alternate-week advertiser of The Californians. The other sponsor is not set.

• Markham, starring Ray Milland in the role of lawyer turned private detective, will premiere May 2 on CBS-TV (Sat., 10:30-11 p.m. EDT). The weekly half-hour series is being filmed on location in major world capitals. Sponsored by Schlitz Brewing Co. through J. Walter Thompson Co., Markham is a Marada
Blood-hurdler
Program director Roger Hough of KSUM Fairmont, Minn., has proved once again that in radio, timing is everything. When the Red Cross Bloodmobile came to town April 8, Mr. Hough decided to do a live remote broadcast with himself as the afternoon's first donor.

Flat on his back, mike in hand, he chatted with Jeff Coults Sr., county chairman of the Red Cross blood drive. As a nurse prepared to remove the plasma bottle, Mr. Hough reassured his audience: "You see, folks, there's nothing to giving blood." And then passed out.

Net result of this harrowing scene over the air: before the broadcast, an average of 125 pints donated per day; after the broadcast an average of 200 pints.

Production in cooperation with Revue Productions.

- United Artists Associated Inc., N.Y., report sales of its complete Warner Bros. features library to KRTV (TV) Great Falls, Mont.; KGHL-TV Billings, Mont., and KWBR Thermopolis, Wyo.

- The first of a group of special programs, featuring New York Gov. Nelson A. Rockefeller in a special report on the recently-enacted state legislative program, was carried on at least ten tv stations in the state April 8. The Governor's office and the New York State Assn. of Broadcasters jointly arranged for a series of 15-minute reports to the people. The taped programs are made available as a public service to tv stations throughout the state and it is planned to produce a program each week for several weeks on various phases of new legislation.

- WBT Charlotte, N.C., is offering its Radio Moscow series for syndication. The programs, broadcast Monday, Wednesday and Friday on WBT, feature taped excerpts of Radio Moscow's English language broadcasts with a commentary by WBT staffer Alan Newcomb and foreign affairs expert Rupert Gillett.

- CBS Films' first color series, The Man From Antibles, begins production in Nice (France) April 24 with Sam Gallu producing. The series will star Robert Alda and Melville Cooper in the story of an art expert who helps authorities to solve crimes which involve great works of art.

- The Court of Human Relations comes to daytime network tv (NBC-TV, Mon.-Fri. 2:30-3 p.m.) starting June 22. Life's problems will be mediated over the visual medium, as they were via radio under the same title as far back as the 1930's. A. L. Alexander, the show's creator and producer, will act as moderator. The troubled people will appear on the taped program but will not be identified. Court replaces Haggis Baggis.

- Wichita Town, a half-hour western film series with Joel McCrea and his son Jody as featured players, is to be produced by Walter Mirisch for NBC and the Mirisch Co. In Wichita Town, being prepared for the network's fall lineup, Mr. McCrea Sr. will wear the badge of Marshal Mike Dunbar, appearing sometimes as the leading performer, other times in a supporting role as narrator. His son is to play a cattle foreman on friendly terms with the marshal.

- The right of M & A Alexander Productions to distribute to television eight theatrical films produced by National Pictures Corp. was upheld in Los Angeles Superior Court when Judge Ellsworth Meyer issued an injunction restraining National Pictures and its president, Edward L. Alperson, from interfering with such distribution. Pictures are: "Young In Heart," "Alaska Patrol," "Black Beauty," "Tender Years," "Rose of Cimarron," "Dakota Lil," "Belle Star's Daughter," and "Sword of Monte Cristo."

- Independent Television Corp. will return Ding Dong School to tv in September as its first video-tape production, Walter Kingsley, ITC president, announced. Dr. Frances Horwich, as Miss Frances, will be featured in the series to go before the tape recorders in June.

- Texas Rodeo, to be taped at an arena in Dayton, Tex., replaces Jefferson Drum as NBC-TV's Thursday 7:30-8 p.m. entry starting April 30 (CLOSED CIRCUIT, March 2). Saddlerock Corp., will produce the series, using the facilities of KPBC-TV Houston. Plans call for a continuous flow of action, minus any delays for bringing on and mounting animals. L.N. Sixc veteran rodeo contestant and judge, is the producer.

- KGW Portland, Ore., originates Truth or Consequences in color for NBC-TV the week of April 27. The colorcasts, billed as the city's first, are in connection with the Oregon Centennial.

Radio-tv production up, sales off, in Feb.

Factory production of both radio and television receivers increased in February over the preceding month, but retail sales were down. Electronic Industries Assn., Washington, reports television production in February totaled 459,492 compared to 437,026 in January. Retail sales dipped from 501,704 in January to 448,877. Sales outstripped production, however, as the two-month totals show 949,877 tv sets sold and 896,518 produced.

Radio receiver output, including auto radios, in February totaled 1,125,585, up slightly from January's 1,124,737. Retail sales, excluding car sets, were down in February, with 474,888 sales compared to 700,490 in January. January-February sales in 1959 total 1,175,378 compared to a two-month 1958 total of 839,942.

In January 614,181 radio and 370,650 tv sets were shipped to dealers. Tv shipments decreased from January 1958's 559,047.

Out-of-home tv • Magnetic Amplifiers Inc., New York, has developed a solid state inverter that permits a home portable tv set to be plugged into an automobile dashboard. The inverter converts 6 or 12 volt dc battery current to 115 volt 60 cycle ac power, furnishing the equivalent of 100 or 200 w. It uses transistor circuits with magnetic components. Originally it was developed to provide a portable power source for jet engine starting and missile power supplies and for instruments used by auto manufacturers in road testing. The device is applicable, too, for portable stereophonic units.
The only real way to “rate” an audience is not just by counting eyes in front of a TV set, but by counting feet at a supermarket. KFMB-TV sends more feet out to buy in the rich San Diego market because it’s got more eyes glued to the screen. (29 of the top 30 television shows in San Diego are on KFMB-TV.)
FATES & FORTUNES

Advertisers

- HOWARD M. WILSON, formerly merchandising manager, appointed director of marketing of National Biscuit Co., succeeding D. HENDERSON NEVITT, named administrative assistant to NILE E. CAVE, vp for sales.
- MARSHALL K. WOOD, president, treasurer and general manager of Gallaher Drug Co., elected president and reelected member of executive committee of National Assn. of Chain Drug Stores.
- R. C. ELDRIDGE, central region sales manager of General Foods' Maxwell House division since 1953, promoted to assistant director of trade services for GF.
- J. WARD MAURER, who retired April 1 as vp, advertising, Wildroot Co., Buffalo, N.Y., received citation from Advertising Research Foundation Inc., N.Y., in commemoration of his service to ARF. Mr. Maurer was former director, vice chairman and board chairman of ARF.
- MICHAEL KEITH, formerly brand general manager of Philip Morris, N.Y., to W.A. Sheaffer Pen Co., Fort Madison, Iowa, as staff assistant to marketing vp. STEPHEN SEADLER, formerly director of Medimetric Institute, N.Y., joins Sheaffer as market research manager.
- ARMAND E. RIVCHUN, formerly of Grey Adv., appointed head of advertising and sales promotion department of DeJUR-ANSCO Corp., N.Y., camera equipment.

Previously of J.M. Mathes Inc., appointed account executive on Vicks VaeroRub and VapoStream; RICHARD D. FALCON to service Vicks cough drops, Lavoris and Vick Canada; RICHARD L. HEFFNER assigned to Vicks throat lozenges, inhalers, Va-tro-nol and Bio-Medic throat discs.

- PETER A. KRUG, formerly radio-tv director of Calkins & Holdren to BBDO, N.Y., as tv account executive on United States Steel Corp.
- MEL BRUNING, formerly in advertising department of WFGA-TV Jacksonville, Fla., to Bacon, Hartman & Vollbrecht, that city, as senior account executive.
- CHARLES M. BUCKLIN, formerly of Massachusetts Dept. of Commerce, to Boston office of Kenyon & Eckhardt as account executive.
- RO MUNDAY, previously of Leo Burns, to BBDO, N.Y., as vp, media department.

director in K&E's Detroit office, elected vps. Mr. Baldwin will join K&E's New York office as associate media director.

- J. WESLEY ROSSBERG, senior vp of The Buchen Co., N.Y., appointed to technical committee of Advertising Research Foundation.
- TERRY GALANGY, creative director, and VANCE JONSON, executive art director, of Stiller-Hunt, Beverly Hills, Calif., elected vps.
- HOWARD CORBIN WILSON, 76, founder, director and honorary chairman of Wilson, Haight, Welch & Grover, Hartford, Conn., died April 7 at Hartford Hospital, after short illness.

- RALPH F. LINKER, formerly of Tatham-Laird, Chicago, to Donahue & Co., N.Y., as vp in agency's grocery products division.

- WALLACE W. ELTON, vp of J. Walter Thompson, elected chairman of eastern region of American Assn. of Advertising Agencies. Other eastern region officers: DAVID OGILVY, president of Ogilvy, Benson & Mather, vice chairman, and JOHN MATHER LUPTON, president of John Mather Lupton, re-elected secretary-treasurer. All from New York. W. STANLEY REDPATH, executive vp of Kemetch, MacLeod & Grove, Pittsburgh, elected chairman of eastern central region of AAA; COLIN CAMPBELL, executive vp of Campbell-Ewald, Detroit, vice chairman. and C. M. SPRATT'S pet foods; MYRNA MCCAULEY, formerly of Foote, Cone & Belding, as copywriter in Campbell-Swanson and General Mills creative groups; JAMES MANTICE, previously creative group head of Fulton, Morrissey Co., as copywriter, and DAVE TAYLOR, formerly of Pillsbury Mills and Chicago Tribune, to creative research department.

- ROBERT LARIMER, formerly copy writer of McCann-Erickson, and ARCH NADLER, formerly of Remington Rand, to Benton & Bowles, N.Y., as copywriters.
- BARRY BLAU, formerly of Huber Hoge & Sons, and ERWIN GREENBLATT, previously of Grey Adv., to copy department of Sullivan, Stauffer, Colwell & Byles, N.Y. BYRON GIBBS, formerly of Johnson Roth Assc., to SSC&B art department.

Networks

- HANK WARNER, general manager of press information of CBS-TV and previously director of press information, ABC, named director of press information, CBS-TV.
- EUGENE H. ALNWICK and PHILIP D'ANTONI, account executives of MBS, promoted to administrative manager of WJDL.

networks

- J.G. WALTJEN assumes presidency of newly-formed Waltjen Assc., advertising firm located at 2103 N. Charles St., Baltimore, Md. Company will handle advertising for newspapers, magazines, tv-radio stations as well as offer marketing and public relations services.

- PAUL FREYD, past three years special consultant of BBDO, N.Y., named director of marketing, replacing RALPH HEAD, resigned.

- DANIEL M. GORDON, media director of Donahue & Co., N.Y., has resigned, effective April 15.

- ADRIAN TAYLOR, formerly of Maxwell Assc., Inc., Phila., appointed art director of Foote, Cone & Belding, S.F.

- JAMES VEITCH JR., formerly of Erwin Wasey, Ruthrauff & Ryan, N.Y., to Advertising Counselors of Arizona, Phoenix, as creative supervisor.

- ARTHUR SAWYER, formerly media buyer of Young & Rubicam, S.F., to Johnson & Lewis, that city, as media director.

- JAMES E. CLARK, formerly of Benton & Bowles, to Ted Bates & Co., N.Y., as art director.

- DOC WILLIAMS, formerly air personality of WADC Akron, Ohio, named vp of Stalker Agency, that city.


- SIDNEY G. Koss, formerly executive manager and principal of Bander-Koss & Assc., Hollywood, to Robin, Lee & Arnold, Beverly Hills, Calif., as mer...
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KFMB-TV sends more feet out to buy in the rich San Diego market because it has more eyes glued to the screen. (29 of the top 30 television shows in San Diego are on KFMB-TV.)

KFMB-TV makes more people leave home (to buy) than more people leave the set because it's got more eyes glued to the screen.

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- Peter A. Krug, formerly radio-tv director of Calkins & Holden to BBDO, N.Y., as tv account executive on United States Steel Corp.

- Mel Bruning, formerly in advertising department of WFGA-TV Jackson-ville, Fla., to Bacon, Hartman & Vollbrecht, that city, as senior account executive.

- Lewis W. Ground named account executive and media-production manager, Couchman Adv., Dallas. Other Couchman appointments: Mrs. Jean Stiegel, formerly in Hollywood office of Benton & Bowles, to head of media planning and research, and Mary Lou Ashburn, with agency since 1955, to director of financial operations.

- Charles M. Bucklin, formerly of Massachusetts Dept. of Commerce, to Boston office of Kenyon & Eckhardt as account executive.

- Bo Munday, previously of Leo Burnett, Chicago, to Ted Bates, N.Y., as account executive.

- Frank M. Leonard, director of public relations for Campbell-Ewald, N.Y., to Dancer-Fitzgerald-Sample, that city, in similar capacity.

- Carroll L. Cheverie, formerly director and treasurer of H. B. Humphrey, Alley & Richards, to Clinton E. Frank, Chicago, as treasurer.

- J. Riley Thompson, formerly of Lennen & Newell, to Warwick & Legler, N.Y., as account executive.

- Robert G. Desnam, formerly account representative in Los Angeles office of J. Walter Thompson, to Young & Rubicam's Los Angeles office as account executive on Eastside beer (Pabst Brewing Co. subsidiary).

- James R. Thompson, formerly sales promotion manager of Polymer chemicals division of W.R. Grace & Co., to Hazard Adv., N.Y., as account executive on plastic and resins division of American Cyanamid Co.

- Tom Casey, Tatham-Laird, Chicago, appointed account supervisor on General Mills' Surechamp dog food and Spratt's pet foods; Hugh Wells, group copy supervisor, named director on Toni creative group, and John Jameson Jr., copywriter, appointed group copy supervisor on National Homes Corp. account.

Spratt's pet foods; Myrna McCauley, formerly of Foote, Cone & Belding, as copywriter in Campbell-Swanson and General Mills creative groups; James Mantice, previously creative group head of Fulton, Morrissey Co., as copywriter, and Dale Taylor, formerly of Pillsbury Mills and Chicago Tribune, to creative research department.

- Robert Larimer, formerly copy writer of McCann-Erickson, and Arch Nadler, formerly of Remington Rand, to Benton & Bowles, N.Y., as copywriters.

- Barry Blau, formerly of Huber Hoge & Sons, and Erwin Greenblatt, previously of Grey Adv., to copy department of Sullivan, Stauffer, Colwell & Byles, N.Y. Byron Gibbs, formerly of Johnson Roth Assoc., to SSC&B art department.

**Networks**

- Hank Warner, general manager of press information of CBS-TV and previously director of press information, ABC, named director of press information, CBS-TV.

- Eugene H. Alnwick and Philip D'Antoni, account executives of MBS, promoted to administrative manager of network sales and division manager, respectively.

- Philip Luttinger, previously director of media and research, Bresnick Co. Adv., Boston, appointed research projects supervisor of CBS-TV.

- Art Foley, with ABC Press information department since 1955, promoted to ABC trade press editor, effective April 27.

- IRA Delumen, director of administrative services, CBS-TV Operations Dept., appointed to new position of sales service manager, production sales, same department.

- John M. Wilkoff, formerly of Screen Gems in charge of presentations for national sales department, to CBS-TV, N.Y., in sales promotion and advertising department as sales presentation copywriter.
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- Charles M. Bucklin, formerly of Massachusetts Dept. of Commerce, to Boston office of Kenyon & Eckhardt as account executive.

- Bo Munday, previously of Leo Burnett, Chicago, to Ted Bates, N.Y., as account executive.

- Frank M. Leonard, director of publication of Chronicle.

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- Barry Blu, formerly of Huber Hoge & Sons, and Erwin Greenblatt, previously of Grey Adv., to copy department of Sullivan, Stuuffer, Colwell & Bayles, N.Y. Byron Gibb, formerly of Johnson Roth Assoc., to SCSB art department.

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- Peter Penzotto, formerly creative writer of Howard Swink Adv., Marion, Ohio, to Spitz Adv., Syracuse, N.Y., in similar capacity.

- John Jameson Jr., retired copy manager of KHEY El Paso, to KINT, that city, as general manager. Other KINT appointments: Jerry Carr, formerly d.j. of KHEY, Fred Carr, formerly d.j. of KHEY, and Pat O'Day, formerly d.j. of KLYN (now KIXN), all d.j.s.

- A. H. (Al) Constant, general manager of KBAK-TV Bakersfield, Calif., appointed to newly-created post of station manager, KRON-TV San Francisco, owned by Chronicle Publishing Co. Mr. Constant will continue as vp of Bakersfield Broadcasting Co. (KBAK-TV), which is subsidiary of Chronicle. Edward R. Tabor, general sales manager of KBAK-TV, succeeds Mr. Constant as general manager.

- Norman Gittleson, executive vp and general manager of WMUR-TV Manchester, N.H., has resigned as result of station's ownership change. (Broadcasting, Feb. 9) Mr. Gittleson


- Norman Posen, formerly of WHMS Charleston, W.Va., named sales manager of WCAW, that city. Other WCAW appointments: Paul Howard, formerly of WCUE Akron, Ohio, to program director; Sherman (Nemo) Nearmen, formerly of WHMS, to account executive, and Ken Warren to air personality.

- Elizabeth Ruddy Lynett, 56, owner of WEJL Scranton, Pa., and co-publisher of Scranton Times, died April 2 in Mercy Hospital, that city.

- Ken Mayer, 40, news manager of WFBM -AM -TV Indianapolis, died April 1 following heart attack in station's studios. Mr. Mayer, veteran of nearly 20 years in radio-tv news reporting, had previously been with WCAU-AM-FM Philadelphia.

- Van Conte, sales service manager of KTTV (TV) Los Angeles, promoted
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- Marshall K. Wood, president, treasurer and general manager of Gallaher Drug Co., elected president and re-elected member of executive committee of National Assn. of Chain Drug Stores.
- R. C. Eldridge, central region sales manager of General Foods' Maxwell House division since 1953, promoted to assistant director of trade services for GF.
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- Michael Keith, formerly brand general manager of Philip Morris, N.Y., to W.A. Sheaffer Pen Co., Fort Madison, Iowa, as staff assistant to marketing vp. Stephen Seadler, formerly director of Medimetric Institute, N.Y., joins Sheaffer as market research manager.

Agencies

- Neal Nyland, vp and director of Geyer, Morey, Maiden & Ballard, N.Y., to agency's Detroit office to handle nation-wide advertising service department for Rambler automobile dealer groups and associations (see page 41).
- Joan Chamberlain, copy supervisor of Ogilvy, Benson & Mather Inc., N.Y., elected vp.
- Thomas S. Wainwright, formerly of Wentsel, Wainwright, Poister & Poor, Chicago agency, to Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., as vp.
- Ruth J. Cerbone, copy supervisor in New York office of Kenyon & Eckhardt, and Brendan J. Baldwin, media director in K&E's Detroit office, elected vps. Mr. Baldwin will join K&E's New York office as associate media director.
- J. Wesley Rosberg, senior vp of The Buchen Co., N.Y., appointed to technical committee of Advertising Research Foundation.
- Terry Galanoy, creative director, and Vance Jonson, executive art director, of Stiller-Hunt, Beverly Hills, Calif., elected vps.
- Howard Corbin Wilson, 76, founder, director and honorary chairman of Wilson, Haight, Welch & Grover, Hartford, Conn., died April 7 at Hartford Hospital, after short illness.
- Ralph F. Lindner, formerly of Tatham-Laird, Chicago, to Donahue & Co., N.Y., as vp in agency's grocery products division.
- Wallace W. Elton, vp of J. Walter Thompson, elected chairman of eastern region of American Assn. of Advertising Agencies. Other eastern region officers: David Ogilvy, president of Ogilvy, Benson & Mather, vice chairman, and John Mather Lupton, president of John Mather Lupton, re-elected secretary-treasurer. All are from New York. W. Stanley Redpath, executive vp of Ketchum, MacLeod & Grove, Pittsburgh, elected chairman of central region of AAAA; Colin Campbell, executive vp of Campbell-Ewald, Detroit, vice chairman, and C. M. Robertson Jr., president of Ralph H. Jones, Cincinnati, secretary-treasurer. Alexander H. Gunn III, vp of J. Walter Thompson, elected chairman of central region of AAAA; William A. Marsteller, president of Marsteller, Rickard, Gebhart & Reed, vice chairman, and Larry Wherry, president of Wherry, Baker & Tilden, secretary-treasurer. All are from Chicago. Ten governors were also elected.
- Howard Fisher, radio-tv director of Rogers & Smith, Dallas, named vp and executive director. Sheldon Kaplan, assistant radio-tv director, replaces Mr. Fisher as director.
- Mrs. Madeleine F. Brown appointed media director of Clarke, Dunagan & Huhffines, Dallas.
- T. Bruce Craig, partner of Craig & Webster Adv., Lubbock, Tex., died March 27 following heart attack in Lubbock.
- J.G. Walthen assumes presidency of newly-formed Walthen Assoc., advertising firm located at 2103 N. Charles St., Baltimore, Md. Company will handle advertising for newspapers, magazines, tv-radio stations as well as offer marketing and public relations services.
- Paul Freydo, past three years special consultant of BBDO, N.Y., named director of marketing, replacing Ralph Head, resigned.
- Daniel M. Gordon, media director of Donahue & Co., N.Y., has resigned, effective April 15.
- Adrian Taylor, formerly of Maxwell Assoc., Inc., Phi., appointed art director of Foote, Cone & Belding, S.F.
- James Veitch Jr., formerly of Erwin Wasey, Ruthrauff & Ryan, N.Y., to Advertising Counselors of Arizona, Phoenix, as creative supervisor.
- Arthur Sawyer, formerly media buyer of Young & Rubicam, S.F., to Johnson & Lewis, that city, as media director.
- James E. Clark, formerly of Benton & Bowles, to Ted Bates & Co., N.Y., as art director.
- Doc Williams, formerly air personality of WADC Akron, Ohio, named vp of Stalker Agency, that city.
- Robert M. Grebe, trade news editor of ABC since September 1955, appointed director of public relations for Television Bureau of Advertising, effective April 27.
- Barbara Downtain, formerly of Bozell & Jacobs, Indianapolis, appointed publicity director of Powell, Schoenbrod & Hall, Chicago.
- Marilyn Doorkly, radio-tv time-buyer in Los Angeles office of Doyle Dane Bernbach, promoted to media director.
- Sol Katz, assistant director of research, Donahue & Co., N.Y., promoted to director of research.
- Joe Reda, formerly of Grey Adv., appointed account executive of Morse International Inc., N.Y., on Vicks cough syrup, Formula 44 and Vicks nasal spray; John J. Archibald, pre-
ASCAP SALUTES THE OSCAR WINNERS

ASCAP congratulates the 1958 Winners

"GIGI"

FREDERICK LOEWE—ALAN JAY LERNER
PUBLISHED BY CHAPPELL & CO., INC.

ASCAP Academy winners since 1934:

1934—"The Continental"—Con Conrad, Herbert Magidson
1935—"Lullaby of Broadway"—Harry Warren, Al Dubin
1936—"The Way You Look Tonight"—Jerome Kern, Dorothy Fields
1937—"Sweet Leilani"—Harry Owens
1938—"Thanks for the Memory"—Ralph Ranger, Leo Robin
1939—"Over the Rainbow"—E. Y. Harburg, Harold Arlen
1940—"When You Wish Upon A Star"—Ned Washington, Leigh Harline
1941—"The Last Time I Saw Paris"—Jerome Kern, Oscar Hammerstein
1942—"White Christmas"— Irving Berlin
1943—"You'll Never Know"— Harry Warren, Mack Gordon
1944—"Swinging On A Star"— James Van Heusen, Johnny Burke
1945—"It Might As Well Be Spring"— Rodgers and Hammerstein
1946—"On the Atchison, Topeka and Santa Fe"— H. Warren, J. Mercer
1947—"Zip-A-Dee-Doo-Dah"—Allie Wrubel, Ray Gilbert
1948—"Buttons and Bows"— Jay Livingston, Ray Evans
1949—"Baby, It's Cold Outside"— Frank Loesser
1950—"Mona Lisa"— Ray Evans, Jay Livingston
1951—"In the Cool Cool Cool of the Evening"— H. Carmichael, J. Mercer
1952—"Do Not Forsake Me, Oh My Darlin'"— Dimitri Tiomkin, Ned Washington
1953—"Secret Love"— Sammy Fain, Paul Webster
1954—"Three Coins in the Fountain"— Sammy Cahn, Jule Styne
1955—"Love is a Many Splendored Thing"— Paul Francis Webster, Sammy Cahn
1956—"Whatever Will Be, Will Be" ("Que Sera, Sera")— Ray Evans, Jay Livingston
1957—"All The Way"— Jimmy Van Heusen, Sammy Cahn

BROADCASTING, April 13, 1959
viously of J.M. Mathes Inc., appointed account executive on Vicks VapoRub and VapoStream; Richard D. Falcon to service Vicks cough drops, Lavoris and Vicks Canada; Richard L. Heffner assigned to Vicks throat lozenges, inhalers, Va-tro-nol and Bio-Medic throat discs.

- Peter A. Krug, formerly radio-TV director of Calkins & Holden to BBDO, N.Y., as iv account executive on United States Steel Corp.
- Mel Bruning, formerly in advertising department of WFGA-TV Jackson-ville, Fl., to Bacon, Hartman & Vollbrecht, that city, as senior account executive.
- Charles M. Bucklin, formerly of Massachusetts Dept. of Commerce, to Boston office of Kenyon & Eckhardt as account executive.
- Bo Munday, previously of Leo Burnett, Chicago, to Ted Bates, N.Y., as account executive.
- Frank M. Leonard, director of public relations for Campbell-Ewald, N.Y., to Dancer-Fitzgerald-Sample, that city, in similar capacity.
- Carroll L. Cheverie, formerly director and treasurer of H. B. Humphrey, Alley & Richards, to Clinton E. Frank, Chicago, as treasurer.
- J. Riley Thompson, formerly of Lennen & Newell, to Warwick & Legler, N.Y., as account executive.
- Robert G. Dernam, formerly account representative in Los Angeles office of J. Walter Thompson, to Young & Rubicam’s Los Angeles office as account executive on Eastside beer (Pabst Brewing Co. subsidiary).
- James R. Thompson, formerly sales promotion manager of Polymer chemicals division of W.R. Grace & Co., to Hazard Adv., N.Y., as account executive on plastic and resins division of American Cyanamid Co.
- Tom Casey, Tatham-Laird, Chicago, appointed account supervisor on General Mills’ Surechamp dog food and Spratt’s pet foods; Hugh Wells, group copy supervisor, named director on Toni creative group, and John Jameson Jr., copywriter, appointed group copy supervisor on National Homes Corp. account.

- Peter Penizotto, formerly creative writer of Howard Swink Adv., Marion, Ohio, to Spitz Adv., Syracuse, N.Y., in similar capacity.
- John Jameson Sr., retired copy chief of Tatham-Laird, Chicago, retained to work on “special assignments.”
- Martin W. Smith, formerly of TV Features, N.Y., to Gardner Adv., St. Louis as radio-TV copywriter.
- Hal Dickens, formerly vp in charge of merchandising, Edward H. Weiss, to Tatham-Laird, Chicago, in its merchandising department. Other T-H appointments: Roger W. Streckier, advertising manager, Cities Service Oil Co., as account executive on Procter & Gamble’s American Family Products and Mr. Clean-Canada; Kent Westrate, formerly of Weiss, account executive on General Mills’ Betty Crockert muffin mixes and Whitehall Labs; Art Watson, formerly of Weiss, account executive on GM’s Surechamp dog food and Spratt’s pet foods; Myrna McCauley, formerly of Foote, Cone & Belding, as copywriter in Campbell-Swanson and General Mills creative groups; James Mantie, previously creative group head of Fulton, Morrissey Co., as copywriter, and Dale Taylor, formerly of Pillsbury Mills and Chicago Tribune, to creative research department.
- Robert Larimer, formerly copy writer of McCann-Erickson, and Arch Nadler, formerly of Remington Rand, to Benton & Bowles, N.Y., as copywriters.
- Barry Blau, formerly of Huber Hoge & Sons, and Erwin Greenblatt, previously of Grey Adv., to copy department of Sullivan, Stauffer, Colwell & Bayles, N.Y. Byron Gibs, formerly of Johnson Roth Assoc., to SSS&B art department.

**Networks**

- Hank Warner, general manager of press information of CBS-TV and previously director of press information, ABC, named director of press information, CBS-TV.
- Eugene H. Almwick and Philip D’Antoni, account executives of MBS, promoted to administrative manager of network sales and division manager, respectively.
- Philip Luttinger, previously director of media and research, Bresnick Co. Adv., Boston, appointed research projects supervisor of CBS-TV.
- Art Foley, with ABC Press information department since 1955, promoted to ABC trade press editor, effective April 27.
- Ira Delumen, director of administrative services, CBS-TV Operations Dept., appointed to new position of sales service manager, production sales, same department.
- John M. Wikoff, formerly of Screen Gems in charge of presentations for national sales department, to CBS-TV, N.Y., in sales promotion and advertising department as sales presentation copywriter.

**Stations**

- William D. Swanson, general manager of KTUL-TV Tulsa, Okla., named vp of Tulsa Broadcasting Cp. (KTUL-AM-TV). Mr. Swanson was previously sales and commercial manager of KTUL-TV.
- Joe Thompson, formerly general
this is progress

THE TAFT STATIONS . . . yesteryear, one radio station broadcasting in a single market; today nine influential radio and television stations reaching over 8,000,000 people in key Mid-West and Southern markets. This is progress—progress in building and expanding modern new broadcasting stations and facilities; progress in a growing volume of business; and progress in gainful results achieved for an ever increasing number of advertisers.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.

the TAFT radio and television stations


BROADCASTING, April 13, 1959
**"JAXIE" says—**

**LESTOIL**

_Cleans Up With Spots_

88 (FATES & FORTUNES)

Lestoil has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes.

Heavy spot saturation is being used to introduce Lestoil in this new market and these spots—combined with WFGA-TV's top programming — will provide strong selling power for Lestoil's fine all-purpose liquid detergent.

"Jaxie" is proud to have Lestoil and the Jackson Associates, Inc. advertising agency on its growing list of prestige advertisers.

_NBC and ABC Programming_
_Represented nationally by Peters, Griffin, Woodward, Inc._

**WFGA-TV**

_Channel 12_

_Jacksonville, Florida_

_12_

*Florida's Colorful Station*

manager of KHEY El Paso, to KINT, that city, as general manager. Other KINT appointments: Jerry Carr, formerly d.j. of KHEY, Fred Carr, formerly d.j. of KHEY, and Pat O'Day, formerly d.j. of KLYN (now KIXN), all d.j.s.

- A. H. (Al) Constant, general manager of KBAK-TV Bakersfield, Calif., appointed to newly-created post of station manager, KRON-TV San Francisco, owned by Chronicle Publishing Co. Mr. Constant will continue as vp of Bakersfield Broadcasting Co. (KBAK-TV), which is subsidiary of Chronicle. Edward R. Tabor, general sales manager of KBAK-TV, succeeds Mr. Constant as general manager.

- Norma Gittleson, executive vp, general manager of WMUR-TV Manchester, N.H., has resigned as result of station's ownership change (Broadcasting, Feb. 9.) Mr. Gittleson came to WMUR-TV in 1955 after four years with WJAR-TV Providence as general manager.

- Don Menard and Robert Doty named national sales manager and local sales manager, respectively, of WTWT (TV) Tampa-St. Petersburg. Mr. Menard was previously local sales manager of WTWT while Mr. Doty was program manager.

- Gordon Hellmann, director of sales development for Transcontinental Television Corp., promoted to director of advertising & sales promotion for tv and radio stations operated by Transcontinent. (WGR-AM-TV Buffalo and WROC-TV Rochester, both New York; WNED-TV Buffalo, Pa., and WSVA-AM-TV Harrisonburg, Va.).

- Hal Shade, formerly operations manager of KONA-TV Honolulu, T.H., named general manager of KBAM Longview, Wash.

- Dale Cowle, formerly promotion manager of KDAL-AM-TV Duluth, Minn., named executive vp and general manager of KBIZ Ottumwa, Iowa. Don Lampe, succeeds Mr. Cowle as promotion manager of KDAL-AM-TV.

- Robert H. Van Roo, formerly promotion-publicity manager and news director of WXIX (TV) Milwaukee, to WTCN-AM-TV Minneapolis-St. Paul as promotion manager, succeeding George Lord, named merchandising director.


- Norman Posen, formerly of WHMS Charleston, W.Va., named sales manager of WCAW, that city. Other WCAW appointments: Paul Howard, formerly of WCUE Akron, Ohio, to program director; Sherman (Nemo) Nearman, formerly of WHMS, to account executive, and Ken Warren to air personality.

- Elizabeth Rudy Lynett, 56, co-owner of WEIL Scranton, Pa., and co-publisher of Scranton Times, died April 2 in Mercy Hospital, that city.

- Ken Mayer, 40, news manager of WFBM-AM-TV Indianapolis, died April 1 following heart attack in station's studios. Mr. Mayer, veteran of nearly 20 years in radio tv news reporting, had previously been with WCAU-AM-FM Philadelphia.

- Van Conte, sales service manager of KTTV (TV) Los Angeles, promoted to new post of commercial operations manager, responsible for both traffic and sales service departments. Charles Dargan, sales service department, named assistant commercial operations manager. Robert McDaniel has been added to sales service staff.

- Charles E. Hinds Jr., formerly program manager of WXIX (TV) Milwaukee, to WBBM-TV Chicago as program director.

- Richard E. Turrell, member of farm bureau of Otsego County (N.Y.), named farm program director of WDOS Oneonta, N.Y.

- W.T. Rabe, public information director of U. of Detroit, named program director of WDTR (FM)-WTVS (TV) Detroit. Ron Black, director for U. of Detroit studios of WTVC, named acting program manager of WDTR.

**Small world**

Possibly the longest job transfer in American radio history begins April 20 when Len Stein, business manager of KUAM Agana, Guam, leaves for his new post as general manager of WSTA St. Thomas, Virgin Islands, more than 8,000 miles away. Guam is the westernmost U.S. outpost while the Virgin Islands are the easternmost U.S. territory.

**Broadcasting, April 13, 1959**
- Robert V. Jones, formerly news director of WASK-WFAM-TV Lafayette, to WGL Ft. Wayne, both Indiana, in similar capacity.


- Paul Sommerkamp, sports director of WCKY Cincinnati, promoted to news editor, replacing John Murphy, resigned. Joining station as newsmen are Tom Jones, from WAKY Louisville, Ky., and Jim Harper, from WTRX Bellaire, Ohio.

- Gene Stewart, with KOCO-TV Enid, Okla., since 1958, named art director.

- Art Kevin, formerly chief announcer of KGLA (FM) Los Angeles, appointed public service director, KEZY Anaheim, Calif.

- Thomas Papiach, formerly of KDAY Santa Monica, Calif., named Los Angeles sales manager of KFOX-AM-FM Long Beach, Calif. William Reitmann, formerly of KGFJ Los Angeles, to KFOX as account executive in Los Angeles office.

- Cabot Lyford, formerly producer-director of WGHB-TV Boston, named program manager of WENH (TV), Durham, N.H., U. of New Hampshire's non-commercial educational station.

- Dave Dyke, formerly news director of WAXX Chippewa Falls, Wis., to KETV (TV) Omaha, Neb., in similar capacity.


- Jim Hobbs, program director of WSFA-TW Spartanburg, S.C., promoted to assistant manager in charge of programs and operation.

- William S. Fuhrmann, formerly in media department of Campbell-Mithun, Minneapolis, to sales promotion and research department of WCCO, that city. Franklin Hobbs, formerly radio-tv director of Warner Bros. Pictures' promotion department, to WCCO as air personality.

- Calvin H. Mann promoted from commercial to assistant manager of KVOS Bellingham, Wash. Allan Swift promoted from announcer to operations director of KVOS.

- Richard C. Fellows, formerly general manager and part owner of WWIL Ft. Lauderdale, to WPDQ Jacksonville, both Florida, as operations manager in charge of programming.

- George Brooks, formerly manager

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Rochester, N. Y. Viewers RAVE
As The M-G-M Lion ROARS

Every night of the week CHANNEL 10 Viewers are being treated to the greatest Hollywood pictures featuring the cream of Hollywood stars!
Such brilliant names as:

Gable, Garbo, Sinatra, Taylor, Garland, Tracy, Gardner, Turner, Rooney, Rogers, Fontaine, Bergman, Boyer, Pidgeon, Sothern, Powell, Loy, Stanwyck and Many, Many More!

60 ACADEMY AWARD WINNERS
260 NOMINATIONS FOR ACADEMY AWARDS

There's NEVER Been A Finer Opportunity For Really Choice Spot Availabilities

CHANNEL 10 WHEC-TV
WVET-TV BOLLING CO. INC. • WHEC-TV EVERETT MCKINNEY CO. INC.

BROADCASTING, April 13, 1959 89
of KMRS Morris, to KOTE Fergus Falls, both Minnesota, as sales manager.

- **THOMAS J. MURRAY**, formerly general manager of WKAZ Charleston, W.Va., to WWIN Baltimore as account executive.

- **JAMES F. KEOUGH**, formerly account executive of WDRC Hartford, Conn., to WFEA Manchester, N.H., in similar capacity.

- **HILLIS BELL JR.**, account executive of KAKC Tulsa, Okla., to KIOA Des Moines, Iowa, in similar capacity, effective April 15.

- **DICK SCHOFIELD**, for past two years general manager of KVSM San Mateo, Calif., has joined KABC Los Angeles as account executive.

- **PIERCE H. YOUNG**, formerly account executive of Adam Young, N.Y., station representative, to WGN Chicago sales staff.

- **EDWIN J. TURNER**, formerly producer-director of WHAS-TV Louisville, Ky., to WJZ-TV Baltimore in similar capacity.

- **HOMER WELCH**, formerly production manager and program director of KGW-KEX-FM Portland, Ore., to KCBS-AM-FM San Francisco writing, production and direction staff. Other KCBS appointments: **JACK SAMPSON** promoted to assistant producer, and **ROBERT COCHRAN** named national sales representative.

- **JIM PATTERSON** resigns as executive producer of KRCA (TV) Los Angeles to become producer of daily hour-long variety program, *The Giroux Show*, which began on KRCA April 6.

- **MERRITT BLAKE**, graduate of Principia College, St. Louis, joins KTTV (TV) Los Angeles as sales assistant to account executive. Other new sales assistants: **GERRY VELONA**, promoted from station's commercial announcement department; **ROBERT DICKENSON**, from UCLA; **BEN COOK**, from sales promotion of Corning Glass, Corning, N.Y., and **DICK VENEMAN**, from Mexico City College.

- **DOROTHY LOMBARDO**, sales service supervisor of WPIX (TV) New York, appointed sales service manager.

- **JERRY LIPMAN**, formerly account executive of WCAR Detroit, to WJR, that city, on its sales staff.

- **JACK PATRICK**, formerly air personality of WAAB Worcester, Mass., to WFEA Manchester, N.H., in similar capacity.

- **E. ROBERT LISITI**, formerly news writer-editor of WBBM-TV Chicago, to KYW-TV Cleveland as news supervisor.

- **DAVE LOCKWOOD**, formerly air personality of KRUX Glendale, to KOOL Phoenix, both Arizona, in similar capacity.

- **DAVE SHAY**, formerly of WOW-TV Omaha, Neb., to WMT-TV Cedar Rapids, Iowa, as newsman.

- **JOHN MILHAUP**, formerly photographer of *Grand Rapids (Mich.) Herald*, to WOOD, that city, in similar capacity.

- **GLENN HARDY**, newscaster on Don Lee network for 22 years before retiring two years ago, to KBIF Fresno, Calif., with daily 15-minute newscast.

- **ART ATHENS**, formerly of WMGM New York, to KGHM Brookfield, Mo., as air personality.

- **JOE VAN**, formerly air personality of WDSU-AM-FM New Orleans, to CKLW Detroit-Windsor, Ont., in similar capacity.

- **PHIL GAINES**, formerly announcer of WMAL-TV Washington, to WWDCA-AM-FM, that city, as air personality.


- **VAN LANE**, formerly sports director of WDOM-AM-FM Cleveland, to WHK-AM-FM, that city, as sportscaster, specializing in horse racing results.

- **FRANK KAHN**, formerly of ABC, N.Y., to WASA Harve de Grace, Md., as staff announcer.

- **ROBERT HERZOG**, formerly news director of WXIX (TV) Milwaukee, to WISN-TV, that city, as newscaster.

- **DUANE BRADY**, account executive of WTBN-TV Columbus, Ohio, named newscaster for weekday WTBN-TV program, *Rambler Reporter*.

- **HAL MURRAY**, formerly of KLIF Dallas, to KILT Houston as air personality.

- **JOAN HINMAN** named meteorologist of WJXT (TV) Jacksonville, Fla.

- **JIM MILLS**, Chicago freelance air personality, signed by WCFL, that city, for new nightly musical series.

- **MAURY MAGILL**, formerly air personality of WBWB-AM-FM Chicago, to WITH-AM-FM Baltimore in similar capacity.

- **LEE WESTERN** joins KIOA Des Moines, Iowa, as air personality.

- **WALLY KING**, formerly air personality of WJW-AM-FM Cleveland, to KYW-AM-FM, that city, in similar capacity, replacing JOHNNY BELL, who shifts to WINZ-AM-FM Miami.
Representatives

- John G. Stilli, sales manager of KDKA-TV, Pittsburgh, appointed account executive of Television Advertising Representatives Inc., N.Y.
- Donald L. Wilks, formerly of Peter Pan Foundations, to Good Music Broadcasters, N.Y., as radio account executive.
- Nina Flinn, formerly of Webb Assoc. as tv director, named assistant to director of sales development, Bolting Co., N.Y.

Programming

- B. Gerald Cantor, chairman of National Theatres Inc., L.A., and John B. Bertero, NT president, appointed to board of directors of National Telefilm Assoc., N.Y., subsidiary of NT. Also named to NT's board were Charles L. Glett and Jack M. Ostrow, National Theatres directors. Mr. Cantor also is president of Cantor, Fitzgerald & Co., Los Angeles investment bankers. Mr. Bertero was named president of NT in October 1958 and has served on company's board since 1952.
- Eric H. Haight has resigned as vp and treasurer of National Telefilms Assoc., N.Y. Mr. Haight explained that he joined NTA in 1957 to help develop more adequate financial facilities for NTA and this activity was completed with National Theatres' acquisition of NTA. He will serve as consultant to NTA for next several months.
- Jack Berch, account executive of Transfilm Inc., N.Y., appointed senior vp in tv division.
- Ellingwood (Bud) Kay, former story editor of Screen Gems, will join Independent Television Corp., Hollywood, April 20 as executive story editor. He also will be responsible for program development.
- Herb Jacobs, executive vp of TV Stations Inc., broadcaster organization for purchasing of film programming for member stations, elected president.
- William Beaudine Jr., formerly production manager of MGM-TV, appointed film production manager, Independent Television Corp.; Claude Traverse, formerly of NBC, named tape production manager, ITC, and Phillips Wyly, previously tv producer of Compton Adv., appointed production assistant and liaison to coordinate film, tape and live activities of ITC.
- Frank Sheehan, formerly of Ziv Television Sales, named western district manager of Arrow Productions, residual sales subsidiary of Independent Television Corp.
- Mort Stein, formerly of Lou Lilly Productions, L.A., appointed manager of new west coast office of Music Makers, musical commercials for radio-
tv, at 128 N. Doheny Dr., L.A. Telephone: Hollywood 4-7800.
- Mickey Gross, formerly studio manager of California Studios, to Panchon & Marco, booking and production agency of Scott Radio Labs, L.A.
- Tom Buchanan, previously of Compton Adv., to Warner Bros. Pictures, Burbank, Calif., in advertising department.
- Edward Adamson, formerly contract writer of CBS, signed as associate producer and head writer on Four Star Films' tv series, Richard Diamond, Private Detective.
- Burt Schultz, formerly of Arthur P. Jacobs Co., to public relations department of National Telefilm Assoc., N.Y.
- Adrian Spies, writer of two original dramas for this season's Westinghouse-Desilu Playhouse, "My Father, the Fool," and "Chez Rouge," signed to long-term staff contract to write for this series and other Desilu productions.

Good Morning

In Wilkes-Barre and Hazleton is listening to Wilk—and most everyone does just that

Pulse* proves that more people in Wilkes-Barre—Hazleton Area start the day right by listening to Wilk. Wilk has just the right combination of up-to-the-minute news— eye opening music—and good entertainment.

Wilk's outstanding programming throughout the day continues to attract the wide-awake listenership which controls the purchasing dollar.

- Highest power, greatest penetration.
- Lowest cost per thousand.
- Best record of growth.
- Most extensive merchandising support.

Wilkes-Barre, Pennsylvania • Call Avery-Knodel for details
The Only A. E. N. Affiliate in Northeastern Pennsylvania
*Pulse Wilkes-Barre—Hazleton Metropolitan Area—November 1958
The expected resignation of Victor R. Hansen as assistant attorney general in charge of the Justice Dept.'s Antitrust Div. (BROADCASTING, March 23) was submitted last week, effective in the next two weeks. He said he plans to set up a law partnership in Los Angeles. Robert A. Bicks, assistant antitrust chief, has been mentioned to succeed him.

John W. Gwynne has resigned as chairman of the Federal Trade Commission. It was understood he wants to leave for personal reasons, but no date has been set. His seven-year term normally would expire in September 1960. He has served on the FTC since 1953 and as chairman for 3½ years.

Mentioned as possible commissioners were Earl W. Kintner, FTC general counsel, and Harry A. Babcock, FTC executive director; or the job might go to some GOP congressman defeated in the 1958 elections. Edward T. Tait, an FTC member since 1956, is in the running for next chairman.

and to serve as consultant on new projects.

Equipment & Engineering

- ARTHUR L.B. RICHARDSON, general counsel and secretary of Sylvania Electric Products Inc., elected vp.
- RENE SNEPVAVERS, formerly chief engineer, Fairchild Recording Corp., Long Island City, N.Y., named director of engineering and GEORGE COHEN, factory sales representative, named marketing manager.
- FRED M. LINK appointed communications equipment consultant for marketing and product design at RCA, Camden, N. J. He comes from DuMont Labs where he worked on land mobile communications after selling radio company bearing his name.
- JOSEPH D. CONNORS, general foreman of Sylvania's Seneca Falls, N.Y., plant since 1954, appointed manufacturing superintendent of that tv picture tube plant.
- ALLEN B. FITTS, with Sylvania since 1949 at Seneca Falls, N.Y., plant, placed in charge of Sylvania Electronic Tubes' "bonded shield" picture tube manufacturing program.
- FREDERICK G. PLETT, supervisor of industrial engineering at Sylvania's Hillsboro, N.H., semiconductor plant, promoted to manufacturing superintendent.
- WILLIS C. BEECHER, consulting engineer, to Page, Creutz, Steel & Waldschmitt, Washington. Mr. Beecher was formerly with consulting firm of Kear & Kennedy.
- WILLIAM PAUL NOVACK named supervisor of manufacturing engineering and CARLYLE MOORE, manager of technical reproductions, technical products division, Packard Bell Electronics, L.A. Mr. Novack was formerly with Foster Transformer Co., Cincinnati, and Mr. Moore, with Stancil-Hoffman, L.A.
- ANDREAS KRAMER, with Audio Devices Inc., N.Y., since 1951, appointed chief engineer of company's subsidiaries, Audiotape Corp. and Audio Manufacturing Corp.
- EARL L. NISSEN, formerly export sales manager, Amana Refrigeration Co., Amana, Iowa, appointed consumer products sales manager of Motorola Inc.'s international operations. STUART F. MALCOLM, formerly export manager, A.J. Alsdorf Corp., Chicago, named staff assistant to director of operations.
- HENRIK G. BLUE promoted to local advertising manager for all consumer products, Motorola, Chicago. GEORGE MAHONEY named sales promotion manager for home and automobile radio, and GLORIA MINER, advertising production supervisor.

Allied Fields

- PHILIP M. BOTTEL, Benton & Bowles, N.Y., account executive and member of merchandising committee, has resigned to establish his own business as marketing and communications consultant.
- JOSEPH W. WALSH, formerly of Konyon & Eckhardt, named director of premium sales co-ordination of Broadcast Specialty Co., N.Y., contest promotion company for radio-tv.
- WILLIAM J. HARRIS, Dallas, was elected vp of American Federation of Musicians AFL-CIO, succeeding CHARLES L. BAGLEY, L.A., retired. CHARLES L. KENNEDY, president of AFM's San Francisco local, elected to AFM board to fill vacancy created by Mr. Harris' promotion to vp.
- BILL GRIFFITH resigns as assistant general manager of WELM Elmira, N.Y., effective April 15 to become sales manager of John D. Mavor, Horseheads, N.Y., national homes dealer.
- DR. EDWARD LESTER LLOYD, 55, until last year executive vp of A.C. Nielsen, Chicago, died March 30 in his home in Oxford, England. After leaving Nielsen, Dr. Lloyd established office in London as business consultant.

Government

- RALPH H. GARRETT, FCC engineering staff member since 1945, appointed chief of aural, new and changed facilities branch of Broadcast Bureau's broadcast facilities division.

International

- GEORGE S. BERTRAM, advertising manager of Swift Canadian Co. Ltd., Toronto, Ont., re-elected president of Bureau of Broadcast Measurement, Toronto, co-operative research organization. Directors elected were: W. H. ERSKINE, vp and managing director of J. Walter Thompson Co. Ltd., Montreal; ERNEST T. GATER, vp, Sterling Drug Mfg. Ltd., Aurora, Ont.; RALPH T. SNEGLOVE, president, CKBW Barrie, Ont.; T. RALPH HART, vp and radio-tv director of Spitzer & Mills Ltd., Toronto; and W. CLIFFORD WINGROVE, assistant manager, CFPL-TV London, Ont.
MEDI A

MEDIA NOT COMMUNICATING?
SDX panel says public short-changed quality or quantity of information needed

The U.S. public is not receiving the information it needs from the communications media.

This was the general conclusion reached by a panel appearing on the second portion of The Great Challenge series dealing with the informational media over CBS-TV on April 5 (2:30-3:30 p.m.). The only dissenter was Charles A. Sprague, editor-publisher of the Oregon Statesman, Salem, Ore., and former governor of that state, who insisted the public is "getting it (information) more in quality and better in quantity than ever before."

Those on the panel who questioned the adequacy of information relayed to the public were Arthur Schlesinger Jr., professor of history at Harvard U.; Robert D. Sweezy, executive vice president and general manager of WDSU Broadcasting Corp., New Orleans and James Reston, chief of the Washington bureau of the New York Times. James Hagerty, Presidential news secretary, hedged, saying he was "not sure."

The Deficiencies • Eric Sevareid, CBS commentator, who served as moderator, asked the panel to describe the kind of news the public was not receiving, both qualitatively and quantitatively. Mr. Schlesinger pinpointed these areas as communist China and nuclear tests, including fall-out.

Mr. Reston asserted there was a definite deficiency in coverage of "social and cultural news" and cited as an example of sparse coverage a speech by educator Robert Hutchins analyzing the problems of society as a whole. Mr. Sweezy said the public is not "getting sufficient information on how our government is being run" and said he personally was "concerned about defense budgets." He added that as "a television man," he felt "very sensitive" that the medium was not able to cover Congress or committee hearings.

Mr. Hagerty replied to the criticism centering around Red China by saying that he personally would like to see trained American newsmen reporting from Red China. But since the decision of the U.S. Government is to ban Americans from Communist China, he would abide by it.

Mr. Sprague was asked how his readers can be helped when "conflicting statements" are issued by well-known individuals on vital subjects, such as the U.S. defense position. He replied that public opinion often was divided on significant issues but added that for the most part, most of the people are inclined to accept the decision of those who have official responsibility, which is the President."

Mr. Reston made the point that more and more, the Washington correspondent has to rely on Congressional committees to disclose news but said he believed that as a result news "comes out now in a greater flow."

Government Suppression • The panel generally agreed there was a tendency on the part of defense units in the government to put the label of "national security" on information they wanted to withhold. Mr. Hagerty agreed, but pointed out that on occasions, when the Government is in the process of formulating a policy or decision, there is considerable study and work before the policy or decision is completed. Even though a newswoman learns a segment of this story, Mr. Hagerty reported, he will not discuss it until it is approved by the President.

Mr. Sweezy reported that Mr. Hagerty was not giving radio-tv sufficient credit for the amount of news coverage and analysis of the news in depth that actually is carried on the air. He said that, compared to other news media, radio and television are doing "a very good job" but conceded that, like the newspapers, they are not doing "the full job."

RKO Teleradio earnings on the rise

The RKO Teleradio Div. of General Tire & Rubber Co. had "one of the finest quarters in its history" with a profit of about $1.7 million, William O'Neill, president of GT&R, told the Company's stockholders in Akron last week. Earnings for the parent company for the first quarter ended last Feb. 28 were reported at a record $6,034,547, equal to $1.16 per common share, compared with $1,754,124, or 30 cents a share for the comparable 1958 quarter.

No breakdown was available of income from the various stations the RKO Teleradio Division owns and operates: WOR-AM-FM-TV New York, WNAC-
Headliners' silver anniversary awards • Broadcasters received their silver medallions from the National Headliners Club at Atlantic City, N.J., April 4.
(L to r): Duncan Mounsey, executive vice president-general manager, WPTV Albany, N.Y.; Leon Drew, program director, KMOX-TV St. Louis, Mo.; Joe K. Phipps, director of news operations, WWDC Washington; Ralph Squillace, president, Atlantic City Press Club; John P. Cosgrove, BROADCASTING, who edited SHRDLU, 50th Anniversary history of National Press Club; Herbert Morrison, news director, WTAE (TV) Pittsburgh, Pa.; Al Owen, toastmaster, WOND Atlantic City; Paul Bruck, CBS News cameraman; Ralph Paskman, CBS News; Dick Elliott, reporter, WJJD Chicago; Marty Ross, program manager-news director, WPTR Albany, and Keith M. Jackson, sports editor, KOMO-AM-TV Seattle.
KMOX-TV was given the "Public Service by a TV Station" award for its local and national affairs programs, Eye on St. Louis (Monday-Friday 10:15-10:30 p.m.) and Close-Up (half-hour weekly). This inadvertently was omitted from the story in last week's BROADCASTING (April 6).


IUE complains to FCC as 5 stations ax film

Five television stations last week found themselves in the middle of a dispute between the International Union of Electrical, Radio & Machine Workers (AFL-CIO) and General Electric Co.
The cause: A 30-minute IUE film on industry decentralization and resultant unemployment. This was found too controversially one-sided by WABC-TV New York (but WABC-TV ran the film at 11 p.m. Thursday night); WMAR-TV Baltimore, WTOL-TV Toledo, WLWD (TV) Dayton, Ohio, and WLWA (TV) Atlanta, Ga.
The result: IUE President James B. Carey filed with the FCC an official complaint against the stations, charging "arbitrary censorship."

Cast as Villain • The half hour film, entitled "Help Wanted," deals with unemployment resulting from decentralization policies of major electrical companies. It singled out General Electric as a prime example of this trend.
The union bought 30 minutes on 26 TV stations, but five refused to run the film.
Mr. Carey charged in his letter to FCC Chairman John C. Doerfer that the stations accepted the program but later refused to run it. He asked the FCC to "take appropriate action against these licensees to compel them to sell IUE time requested for, and to broadcast, its program."
The IUE president said that the stations' action is "a serious violation of their obligation to broadcast in the public interest."
He continued:
"To reject a program such as 'Help Wanted' on the ground that it is controversial or objectionable is unwarranted censorship, intended to effectuate some editorial prejudice of the stations, if not the commercial and industrial policies of their owners and advertisers."

A spokesman for the FCC said that the complaint had been received and that the stations identified would be asked for their version of the story. This is routine practice, he emphasized, before the Commission can decide what to do about the complaint.

Broadcasters Respond • Executives of the four stations which did not carry the program told BROADCASTING:

Robert E. Dunville, vice president and general manager of Crosley Broadcasting Corp., owner of WLWD and WLWA, said the program was turned down because it violated a Crosley policy of not accepting advertising which is disparaging or negative. Mr. Dunville said he had screened the film himself and found it slanted. He also found objectional, he said, the film's references to GE and its president, Ralph J. Cordiner.
Ewell K. Jett, director of WMAR-TV, said that the film was accepted subject to screening. It arrived Wednesday for Sunday showing, Mr. Jett said, and after screening there was not enough time for the agency to meet with its client to edit out the objectionable features.
Mr. Jett said that he could not approve screening the program because it contained "possible defamatory material."

Commission-Oriented • The Baltimore broadcaster, a former FCC commissioner, emphasized that it is the policy of WMAR-TV to make time available to carry programs of controversial nature. He said WMAR-TV carries the United Steel Workers program the first Sunday of each month. He also said that he offered IUE participation in a future discussion program on unemployment and decentralization.

Frazier Reams, president, WTOL-TV, declared that the film was reviewed by Tom Bretherton, executive vice president; Bob Krieghoff, program director, and himself, and all agreed "that we should not run this film because it was not in the public interest to do so." He added: "We believe we made the..."
No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

Channel 3 is First By All Surveys

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

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WREC-TV
Channel 3 Memphis

Represented Nationally by the Katz Agency
best decision, based on the facts and our public obligation."

Mr. Reams pointed out that the film portrayed graphically and with a strong appeal the plight of some of the people who had lost their jobs because of the closing down of plants. He also remarked that there is no GE plant in the WOTL-TV area, and that he knows of no other company operating in this area planning to "decentralize."

The following statement was issued last Thursday (April 9) by Joseph Stamler, vice president and general manager of WABC-TV New York:

"The film, 'Help Wanted,' when originally contracted for by the agency for the client, was done so on the basis that it would be of a non-controversial nature. After being screened by the station, it was found that it was of a controversial nature and judged unacceptable under the terms of the contract. The station suggested to the agency that the film be resubmitted as a 'controversial issue' program, to be reviewed and processed in this light, taking into consideration the policies of the station, as well as those of the FCC, toward a controversial program. The film was resubmitted on this basis and found acceptable for telecasting by the station."

The film was ordered through station reps by the Washington advertising agency of Maurer, Scheubel & Fleischer.

When WABC-TV ran the film last Thursday night, it carried a disclaimer to the effect that the views expressed in the film were not necessarily those of the station itself.

Cool ABC project

ABC Radio plans to give its summer-time-product advertisers a boost with "Play It Cool," a 13-week promotion involving both on-air promotion and merchandising aids for marketing departments. Categories to be covered are easy-to-prepare meals, appliances, personal care and overnight trips.

Throughout the summer ABC Radio personalities will speak up for the products, often immediately before or after commercials, and the stations are to supply local-slab promotion.

Acquire Katz stock

Harry Kullen and Charles W. Shugert had a group of employees acquiring the stock of the Joseph Katz Co. of New York. Mr. Kullen has been with the agency for more than 30 years and served as president since the death of Joseph Katz last year. Mr. Shugert is a former vice president of Benion & Bowles and account super-

NEWS COMPLEXITY
Public knowledge gap widens—Mickelson

A combined and constant effort by news makers, media and the public itself will be necessary to narrow the gap now increasing "steeply," between "it" and the complexity of events of our time and the public's ability to understand them. Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, called for this three-way attack on what he called the "widening comprehension gap" in a speech prepared for delivery today (April 13) at a joint luncheon of the Texas Assn. of Broadcasters and members of the Texas State Legislature. The occasion is TSB's spring meetin today and tomorrow at Austin.

Mr. Mickelson said television is doing much to "remedy its own shortcomings" in regard to the gap between information and the understanding of it, but that it is being hampered by unjustifiable restrictions—such as the FCC's Lar Daly decision holding that equal time requirements apply to newscasts as well as straight political broadcasts (Broad-

Daly Decision • Carrying on the at-
tack first launched on that decision by CBS President Frank Stanton (Broad-
casti ng, March 16), he also said FCC's latest Daly ruling—last week, requiring that Mr. Daly as a write-in candidate must prove he was a legally qualified candidate—"Is encouraging in a small way, even though it would probably not apply to primaries." Moreover, he said, this latest ruling "does not alter the bigger picture substantially—a picture in which there are a dozen or even 18 legally qualified candidates for President in a national election."

He said "the ascendancy of television to a role equal to that of newspapers in the electoral process would explain the increasingly large voter turnout that began with the age of television," and that "a blackout of political coverage by television would be a staggering loss to the nation's voters." Just such a black-

Streamlined 'avails'

NBC Spot Sales has devised a new form, consolidating data on radio stations it represents, in the hope of simplifying the agency timebuyer's job.

George S. Dietrich, director of NBC Radio Spot Sales, said each station is providing his organization with copies of a standard four-page folder, which contains marketing and programming data in the inside pages. The cover page is to be used as an availability sheet by NBC Spot Sales. Mr. Dietrich said the information in the single folder previously appeared on as many as four separate sheets and buyers often had to ask for more of the sheets.
ways CBS is working to narrow the "comprehension gap": "expanding its reporting staff, doing more original reporting and encouraging more specialization among its reporters . . . producing more programs relating to the complex problems of our time and scheduling more of them in maximum audience periods."

But he warned that neither media nor a combination of media and news sources can do the job alone: "A third participant is necessary: the consumer of news—the listener, reader, viewer; in short, the general public. We can present a program until our image orthicon tubes wear out and our towers crumble; the newspapers can print until their presses disintegrate; but it won't do any good unless the public is interested and has some minimum background for information.

... We must assume that it is not necessary to operate on a kindergarten level and that it is not our function to make everything so palatable and so fascinating that it can compete with westerns, variety shows or panels. There must be some give and take if we are to succeed. This simply means that the schools, the home, the churches, the clubs, the lodges and public meetings have responsibility too, a responsibility for creating a climate in which information is welcomed; indeed, demanded."

He called upon broadcasters to "look to the quality and quantity of your information programs and to the character of the people who produce them," and upon legislators to join with broadcasters in the campaign to open up the sources of news and keep them open.

CBS' Dulles report

A strong defense was voiced last week by Sig Mickelson, CBS vice president and general manager of CBS News, of a report broadcast by CBS Radio on Monday (April 6) that Secretary of State Dulles had decided to resign. Mr. Mickelson's statement was prompted by a comment from Presidential News Secretary James Hagerty that the broadcast constituted "about as irresponsible reporting as I know of. . . . This is not true."

Mr. Mickelson delivered his statement last Tuesday (April 7) during the Peabody Awards Luncheon in New York (see story, page 72). He said that Mr. Hagerty had asked CBS News to carry "a correction," but Mr. Mickelson said that "CBS News sees no reason . . . to correct the story that it obtained from a responsible source and which it broadcast in good faith."

Mr. Mickelson pointed out that CBS News did not state or imply that Secretary Dulles had resigned but that sources in Europe said that the Secretary of State has decided to resign.

• Datelines

WASHINGTON • MBS surfaced early in the race to interview crew members of the atomic submarine *U.S.S. Skate* which docked Tuesday (April 7) at Groton, Conn., after a long cruise under the north polar ice cap. While a news crowd waited for the sub to come into port, Mutual caught up with Lt. Bruce I. Meader in Washington, D.C., where he was flown April 3 by helicopter while the sub was still at sea. Lt. Meader had been dispatched to deliver pictures taken during the voyage of the *Skate*. In an exclusive interview for Mutual's *World Tonight* (8:05-8:30 p.m., EST), Lt. Meader described the trip.

SAN FRANCISCO • The report of an escaped cobra snake from a San Francisco snake dealer was revealed as a hoax by KSFO newsman Aaron Edwards checked with the Denver police and the Denver *Post-Dispatch*. He told the San Francisco police what he had found out: seven years ago in Denver the same thing had happened to the same man.

A deputy located the loser of the snake and had him call Mr. Edwards. The resulting telephone conversation, which indicated a publicity hoax had been perpetrated, was taped, then given to the San Francisco police.

LOS ANGELES • Lloyd Perrin, KMPC Los Angeles newscaster, was cruising in a mobile news unit within a few blocks of a gun battle that broke out on Washington Blvd. there. He sped to the scene to find that a policeman had been shot. The newsmen's exclusive broadcast from the scene was recorded, repeated on newscasts and sent to other stations.

SEATTLE • KING-TV Seattle has covered a two-week session of the Washington State Legislature. For the live telecasts, said to be the first direct from Olympia, KING-TV interrupted programming and later broadcast a 15-minute summation each evening.
WEST COAST

Solid fulltime property in one of the most desirable and sought-after areas on the coast. Chance of a lifetime for an owner-operator who wants a good living and a good life. 29% down and long term payment. All cash price . . . $125,000

SOUTH

Powerful fulltime facility in one of the nation’s top 50 markets. Excellent physical assets. $100,000 cash required, balance on reasonable terms.

$375,000

MIDWEST

Highly successful daytimer in single station market. Showing excellent profits. Will easily pay for itself with 29% down—balance over 5 years.

$100,000

EAST

Excellent facility with solid earnings record in attractive small market. Terms to qualified buyer with $40,000 cash.

$110,000

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D.C. OFFICE
James W. Blackburn
Jack V. Harvey
325 North Street
Washington Building
Sterling 3-4341

MIDWEST OFFICE
H. W. Cassill
William S. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 4-6600

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
9441 Whiteville Blvd.
Beverly Hills, Calif.
Jackson 5-1756

WEST COAST OFFICE
Colin M. Saleh
California Jank Bldg.
Atlanta, Georgia

98 (THE MEDIA)
Day's work

The capture of an armed robber is credited to News Director Bob Scott of KRIZ Phoenix, Ariz., by the local sheriff, according to the station.

Mr. Scott received the tip that a liquor store was being robbed. He arrived at the store as two masked men escaped in an automobile. The news director, after recording the license tags, went into the building to find a third gunman holding a deputy sheriff at gunpoint. Following a brief struggle, the gun was knocked from the man's hand and Mr. Scott kept him covered while the deputy sheriff left to chase the fugitives. They later were apprehended.

The KRIZ staff was presented with a plaque and transistor radio by the sheriff for "an unquestionable act of bravery."

Teachers endorse etv

A survey of educational television in schools of Washington County, Md., by the local board of education shows that 83% of teachers queried prefer to teach with the aid of television. These teachers also think the quality of instruction has improved since the advent of the county's closed-circuit television network.

A random sampling of 2,567 pupils indicates that 58% feel they learn more in a classroom with television than without. Sixty per cent said they study more and 68% that TV classes require closer attention. Seventy-eight per cent of 520 families in the area favor the etv experiment; 54% said it gives children a better education; 15% said results were poorer.

A warning that etv could be used "in the wrong way" was another conclusion from the survey. Television can emphasize uniformity and "bring on the age of 'Big Brother is watching you,'" the report said.
A new, big-budgeted version of "modern radio" is paying off in larger audiences and more sponsors. The formula consists of a combination of high-fidelity, low-distortion signals plus easy-listening music.

WLW Cincinnati, a 37-year-old clear-channel station which had been plagued by rating and sponsor troubles during the television era, has discovered a special type of modern radio that is now paying its way.

The cost? Plenty—$300,000 over a two-year-plus period, more than many a tv station costs to build. But WLW is getting its money back.

In 1957 WLW set out to prove that technical improvement and adult programming could provide radio's answer to the television problem.

After sagging several years following tv's arrival, the station is happily counting (a) its growing audience and (b) its money as a result of the mechanical and program upgrading. The job was expensive in the case of a 50 kw station WLW concedes, but lower power stations could do it for less.

Out Rock and Roll • WLW's concept differs widely from the top-40-news program format widely associated with the term "modern radio." After trying for years to out-rock, out-roll and out-news its local competitors with discouraging results, the station decided it might beef up its local popularity by taking two steps:

- Rebuilding the entire mechanical plant to produce a signal it hoped would be better than any fm station, and
- Rebuilding the music format from song-shop favorites to sweet-sounding standards and show tunes plus some classical.

As a result WLW claims to be the "highest-fidelity station in the world." R. J. Rockwell, veteran Crosley engineering vice president who directed the technical operation, has charts to show that the present WLW signal stays within plus or minus 1 db between 17 and 21,500 cycles—over 10 full octaves, with distortion of 0.3%.

He made the claims after Frank H. McIntosh, president of McIntosh Lab and inventor of amplifiers widely used in broadcasting and related fields, had conducted a series of measurements.

The Best Available • After testing the rebuilt equipment and the broadcast signal, Mr. McIntosh said: "WLW has really done something worthwhile in the advancement of high-fidelity for everybody. Those people fortunate enough to be within the primary range of this station can enjoy the very highest quality transmission available today to anyone."

"This is the only am station anywhere, to my knowledge, which has gone to this extent to provide listeners with high-quality transmission."

The oft-heard claim that am's 10 kc band limits the fidelity of fm stations is met this way by Mr. McIntosh:

"It should be recognized that while fm is capable of this same order of fidelity, many stations have not achieved it because of limitations in microphones, preamplifiers, circuits and program sources. It is very satisfying to find a station, WLW, willing to go to the expense to make an am station at least in its primary area comparable with any other system of transmission."

Mr. Rockwell, inventor of the patented cathode modulation system transmitter, said the low distortion rate "makes possible the recreation of the loudest crescendo of full orchestra or the softest tone of muted strings."

Auto Radios Improve, Too • Concededly, a signal of this fidelity is most appreciated by those with high-quality receiving gear, Mr. Rockwell said. He added, however, that auto receivers and even low-cost am sets with narrow range now show improved quality in the new WLW signal. He ascribed this to the fact that both harmonic and intermodulation distortion have been reduced "to unbelievably low levels."

Harmonic distortion is not displeasing to most ears, Mr. Rockwell said. On the other hand intermodulation distortion is usually annoying. It is the result of two or more frequencies being mixed together. Two or more high-pitched instruments will cause the reproduction to be muddy and run together, Mr. Rockwell explained, and he demonstrated the effect on a series of radios ranging from a 12-speaker unit to a table radio and a little transistor portable.

"There seems to be a prevailing misconception that am stations are limited in their permissible bandwidth," Mr. Rockwell observed. "Actually this is not true. The basic allocations system for the am band was originally set up by the FCC to provide adjacent channel separation of 40 kc in the same area. In practice the spectrum on the 10, 20 and 30 kc channels to minimize interference. As a result, high-fidelity transmission can be accomplished in the am band."

For hi-fi fans he offered this tip, "Those with a hi-fi record player can add a good quality am tuner for less than $20."

He demonstrated a low-cost tuner on a fancy speaker, with off-the-air music sounding just as good as closed-circuit when the switches were thrown back and forth.

Each unit in the station's amplifiers, lines, microwave and other portions of the mike-antenna system offered a new problem in redesign, he recalled.

Clean, faithful signals and pleasant music have their cultural rewards, but how about money? The program switch-over was started more than a year ago; the mechanical changes three years ago.

"Results are showing on the picture size, too," said Robert E. Dunville, president-general manager of the Crosley stations. "The increase in audience, especially in the metropolitan area, is most encouraging."

WLW's network business (NBC, ABC) for 1959 is down 14% over the same period last year; March is down an additional 4% from March 1958, a total loss of 18% in network business. The station expects this trend to continue through the year.

Interesting Figures • In 1958 national and regional advertising remained about the same as 1956-57, with a very slight increase.

But here's where the figures start to get interesting. Mr. Dunville said: "In our current national and regional sales as at the end of March, we are showing approximately 10% increase, and since the influx of this business started towards the end of February, it is expected this increase will continue."

Still more encouraging is the local picture. Several years ago WLW had cut its open one-minute rate from $100

Hi price fi

"What'll it cost?" That was what Robert E. Dunville, the Crosley stations' president-general manager, wanted to know when engineer-in-chief R. J. Rockwell suggested a hi-fi overhaul of WLW Cincinnati equipment.

"About $30,000," the innovator guessed, a figure that turned out to be slightly off.
impressed in Music December February 245 metropolitan been is pared impressed."

money is got pop. News was and station broadcast the public teaching the public the agency, like a radio.

client, Nielsen ratings are going up. Dunville said, "You are going up."

"Prospects are more receptive." said Strauchen, senior partner in the agency, like the music. "WLW is teaching the public to tune carefully now that it is broadcasting hi-fi," Mr. Leeds said.

Harold E. Peterson, of Stockton, West, Burkhart, feels the WLW signal is "much better than other am signals around here and is quite apparent on my car radio." He is account executive on the Ohio Bell Telephone-Cincinnati Suburban Bell Telephone contract on WLW (24 announcements weekly promoting use of the yellow books).

Amazing Reception • "It's amazing to me they get such fine am reproduction," he said. "The program changes also are a big factor in the increased local audience."

Ann Smith, radio-tv director of Ralph H. Jones Co., said Miami Margarine Co. is impressed with the results of its Music for You campaign for Nu-Maid margarine and Durkee salad products. Miss Smith said, "The mail is fantastic, with high sponsor mention. We are convinced better music can sell food, reaching an adult audience as well as college and high school students. Remember, a tremendous number of people take music lessons." The Jones and Stockton, West, Burkhart agencies are usually ranked one-two in Cincinnati billings.

Nelson Shaw, president of McAlpin Co., listed in the first three Cincinnati department store field, said its afternoon Bob Braun disc jockey program "gets tremendous listenership and brings in many requests for the merchandise advertised, particularly teenage sports wear." Mr. Shaw is vice president of the Mercantile Stores chain, of which McAlpin Co. is a unit. Braun Bros. Packing Co. (no relation to Bob Braun) and RCA Victor are among other pleased sponsors.

The WLW metamorphosis began three years ago when Mr. Rockwell said the station needed an auxiliary 50 kw transmitter. He promised Mr. Dunville a hi-fi signal on am if he built it and then rebuilt all equipment from mikes to antenna.

The decision was made and the rebuilding job got underway. It took two years, with the difference in quality starting to reach listeners' ears late last year as unsolicited letters came from the public.

WLW is just starting to promote its new sound and programming. Station breaks remind listeners of the hi-fi service.

"Everybody is enthusiastic about the quality," Mr. Dunville said. "They all are working a little harder. Mike personel know they're sounding better. Engineers are interested. Sales people like it. We're proud of WLW again."

WLW operated with 500 kw power a score of years ago. "We have equipment to go on 500 again in a short time," Mr. Dunville commented. "And in hi-fi."

How high is hi-fi? • The quality of WLW Cincinnati transmission is tested by Frank H. McIntosh (seated), president of McIntosh Lab, after a $300,000 modernization of technical layout. Rebuilding of all equipment gives WLW the highest fidelity transmission of any am station. Mr. McIntosh said. Standing (l to r) are Clyde G. Haehne, Crosley senior engineer, and R. J. Rockwell, Crosley engineering vice president and inventor of the Rockwell Cathode modulation system.
Small markets urged to get rating service

A plan to attract more national business to radio stations in smaller markets by getting more complete audience measurements in those markets was proposed by Noel Rhys, executive vice president of Keystone Broadcasting System, at the annual meeting of Mississippi Broadcasters Assn. at Biloxi April 4-5.

"It is generally conceded that the small-town and rural radio outlets enjoy a higher listenership than radio stations in the larger markets," he said in a speech at the April 4 luncheon. "It is not unusual for a small-town station to enjoy a 10 or even 15 rating for its local programming, whilst the wired networks today command national ratings ranging from .9 to 5.5. The latter information is readily available to timebuyers because the former is not, except in scattered instances.

"...I suggest that a national rating service be employed to serve the listenership requirements of the smaller markets. Basic station information could be obtained from a representative group of small-town and rural stations which would reflect the listening patterns of this type of radio outlet throughout the country. This could in effect serve these stations in the same manner that major markets are being measured currently. This information...could be invaluable to the timebuyer [in evaluating] availabilities."

An Existing Service • Mr. Rhys said later he was thinking in terms of retaining some existing measurement service to do these ratings. He told the MBA that "we know that timebuyers rely on Nielsen Coverage Service to a very large extent in selecting markets" in the smaller counties, but that NCS "is a measurement of potential audience" and "certainly does not report habitual listenership or station loyalty."

While proposing more complete measurements as one way to get more business for small-market stations, he also offered some business pitfalls to avoid. He warned against "cheapening the rate structure to a point that is an actual giveaway." Barter deals, whereby time segments can be sold nationally for less than peanuts, without financial return to the station involved, are not calculated to enhance the prestige or value of the radio medium. In point of fact, it is selling radio short and selling it down the river of no returns. Then there is the very doubtful procedure of donating time for premium gimmicks. Furthermore, to underwrite practices that actually deprive you of income that you had previously enjoyed is hardly a realistic way of building."

Mr. Rhys said Keystone now has 1,061 members and in 1958 enjoyed for the second year in a row the most successful year in its 18-year history.

**RTES taps Pellegrin for presidential post**

Frank E. Pellegrin, partner, vice president and secretary of H-R Representatives and H-R Television, has been nominated for president of the Radio 


Other nominations included Sam J. Slate, general manager of WCBS New York, as first vice president; Ted Bergman, president of Parker Adv. and Omar F. Elder Jr., ABC's secretary and assistant general counsel, as vice presidents; Mary McKenna, research-sales development director of Metropolitan Broadcasting Corp., as secretary, and Jay Smolin, director of advertising, United Artists Associated, as treasurer.

Board of governors: (for two years) Sam Cook Digges, CBS Films; Josef C. Dine, Dine & Kalmus; Jayne Shannon, J. Walter Thompson; P.A. Sugg, NBC's owned stations and spot sales; Robert H. Teter, Peters, Griffin, Woodward; (for one year) Robert J. Leder, WOR-AM-TV New York; Mr. McGannon; and (now serving with term ending May 1960) Ernest Lee Jahncke Jr., Edward Petry & Co.; Winfield R. Levi, Broadcasting; Alfred L. Mendelsohn, Screen Gems, and David Channing Moore, Transcontinental TV Corp.

**All-star court action**

The suit of Piedmont Publishing Co. to compel Mary Pickford and her husband Buddy Rogers to sell their stock in WSJS-TV Winston-Salem, N. C., is underway in Los Angeles Superior Court, which is concurrently considering the Pickford-Rogers countersuit for $750,000.

Piedmont, controlled by Gordon Gray, assistant to President Eisenhower, contends that in 1953 it was issued 1,000 shares of stock in Triangle Broadcasting Corp. (WSJS-TV license) and Miss Pickford 500 shares, at $100 per share, with Piedmont having an option to buy her stock within six years under a formula which would give her and her husband, to whom she assigned 225 shares, $126,812 or a profit of $76,812 on their $50,000 investment.

Rejecting the offer, Miss Pickford and Mr. Rogers filed a cross-suit alleging that she had been induced to withdraw her application for a tv station in Winston-Salem and go in with Piedmont on assurances the option would not be exercised and that the price now offered for the stock is designed to deflate its true value, which they say is at least $500,000.

**AP radio-tv members number 1,879**

A total of 1,879 radio and television stations held membership in the Associated Press at the end of 1958, compared with 1,702 at the close of 1957, Frank J. Starzel, general manager, announced last Friday (April 10) in his annual report to the membership.

Mr. Starzel noted that the number of stations served by AP had almost tripled since associate membership first was offered in 1957. In television, he said, about 85 tv stations, previously served through common ownership with radio members, became associate members in their own right during 1958.

"As to the exchange of news by member stations," Mr. Starzel reported, "the increase in that activity is even more striking, with emphasis in 1958 on thoroughness and quality, rather than quantity. In spite of that, the quantity of news so exchanged continued to increase."

This exchange of news by member stations, he pointed out, was "especially helpful to coverage of almost 600 communities, where there are radio members but no daily newspaper members."

**Allen taken to court**

A series of editorial attacks on the Oregon State Police administration broadcast by W. Gordon Allen, owner of KGAY Salem, Ore., has resulted in his indictment for slander.

Mr. Allen broadcast six-minute editorials five times a day for three weeks "to demonstrate...how tax money is being misspent." It was his March 23 editorial naming State Police Supt. H.G. Maisen that resulted in the charges. The trial is set July 7.

An application from KGW-TV Portland to telecast the trial proceedings was turned down Thursday (April 9).

**AP candidates named**

The Associated Press Radio-Tv Assn. nominating committee has selected 12 candidates for six radio vacancies on the board of directors which are to be filled at the annual election in July.

Nominees: (Eastern district), 1-10 kw stations, Daniel W. Kops (incumbent), WAVZ New Haven, Conn. A.E. Ferrise, WMMN Fairmont, W.Va.; sta-
The shape of flight

The shapes of things that fly have always been determined by the materials they are made of. Feathers form wings that are basically alike for all birds—and membrane forms an entirely different wing for insects. It takes thousands of years, but nature improves its materials and shapes, just as technology improves the materials and shapes of aircraft. But here, the improvements in materials are so rapid that designs become obsolete almost as soon as they are functional.

Today, our aeronautical designers and missile experts work with types of materials that didn’t exist just a few short years ago. Steels are probably the most important examples: United States Steel Corporation has just developed five new types of steel for our missile program. They are called “exotic” steels because they have the almost unbelievable qualities necessary for unearthly flights.

The shape and the success of our space birds depend on steel. 

United States Steel
SAFETY’S SAKE

AWARDS TO STATIONS, NETWORKS, SYNDICATORS

A total of 145 radio and 35 TV stations, two radio and two television networks, four syndicators and the owner of a station group are recipients of the National Safety Council’s non-competitive public interest awards for 1958.

Announcement of the honors today (April 13) was accompanied by an encomium from Howard Pyle, NSC presi
dent, for the “tremendous contribution of mass communication media to the sharp reduction in the number of accidental deaths last year.” Winners in the radio-TV-advertiser categories become eligible for the Alfred P. Sloan awards for highway safety, to be conferred later this year.

Cited for “outstanding leadership” were NBC Radio and NBC-TV News, CBS and CBS-TV, and the Triangle radio and tv properties (WFIL-AM-FM-TV Philadelphia; WLBV-TV Lebanon-Lancaster, Pa.; WFBG-AM-TV Altoona-Johnstown, Pa.; WBNF-AM-FM-TV Binghamton, N.Y., and WJHC-AM-FM-TV New Haven-Hartford, Conn.)

Radio-TV syndicators honored: Dixie Productions, Lake City, Fla.; Riley Jackson Productions, Hollywood; Lutheran Church-Missouri Synod, St. Louis, and Teleneus Daily-Heart Met
trotones, New York.

And Ads • Fifty advertisers also were commended for their safety contributions, along with 39 daily and 14 week
tly newspapers, 14 general and 44 special
cized circulation magazines, 7 labor publications and 70 outdoor advertising organizations.

Serving as judges were Frederick H. Garrigus, NAB manager of organiza
tional services; Robert P. Keim, ac
count executive, the Advertising Coun
cil; William Ray, news director, NBC Central Div. (WMAQ-WNBQ-TV); Hugh Curtis, editor, Better Homes & Gardens: Norman Damon, vice presi
dent, Automotive Safety Foundation;

George D. French, vice president, Out
doors Advertising Inc.; Norman Shaw, associate editor, Cleveland Press, and Dr. Albert A. Sutton, Northwestern U. Medill School of Journalism.

Other safety winners in the radio-tele
vision field:

Radio Stations • CFNE Brampton, Ont.; CFPL London, Ont.; CHML Hamilton, Ont.; CHUM Toronto, Ont.; CJCA Edmonton, Alta.; CKOC Woodstock, Ont.; KFXC West Min

KLZ Denver, Colo.; KMMJ Grand Island, Neb.; KXLO Grand Island, Neb.; KFCL Loulou, Alto.; KMPC Los Angeles, Calif.; KGW Portland, Ore.; KQFM Kansas City, Mo.; KSFU San Fran
vie, Tenn.; WBKX New Orleans La.; WCVH Beaver Falls, Pitts
gburgh, Pa.; WCBE (FM) Columbus, Ohio; WCOI Springfield, Ill.; WRR-AM-FM-TV Detroit, Mich.; WRCW Elmira, Fla.; WCEU Akron, Ohio; WDRB Louisville, Ky.; WFLU Studio City, Calif.; WJW Cleveland, Ohio; WDAY Detroit, Mich.; WKCO Kalamazoo, Mich.; WKBZ Muskegon, Mich.; WJUG West Palm Beach, Fla.; WIBN Champaign, Ill.; WLOL Davenport, Iowa; WJZA Milwaukee, Wis.; WFLA Tampa, Fla.; WMMI Woodstock, Ont.; WRMG Houston, Tex.; WMUS-AM-FM-TV Springfield, Mass.; WJW Cleveland, Ohio; WINS Cleveland, Ohio; WIVK Knoxville, Tenn.; WIBG Chicago, Ill.; WJBK Detroit, Mich.; WJW Cleveland, Ohio; WBAI New York, N.Y.; WTV forensic files

Judge keeps word on access in Indiana

An Indiana Criminal Court judge has made good on his promise not to restrict unduly electronic and pictorial coverage of the Connie Nicholas mur
der trial. He is convinced more than ever that the American Bar Assn.’s Canon 35 is “outmoded as the horse and buggy.”

Judge Thomas J. Faulconer Jr. of Marion County Criminal Court prom
is ed last January that radio and other news media could cover the court proceedings if they would stay “within the bounds of propriety” and not ham
er a fair trial (BROADCASTING, Jan. 5).

There has been only one prohibition, a bar against live tv, which Judge Faul
coner decided to impose because of the nature of the trial. Mrs. Nicholas is charged in connection with the death of Forrest Teel, drug firm executive. Moreover, he felt that live coverage might distract witnesses and jurors in the protracted Indianapolis trial.

Judge Faulconer described the con
duct of radio-TV news men and photog
ger as “exemplary” and felt pic
tures of tv news reel cameramen and still photographers have been taken “in a very unobtrusive manner that has not upset the decorum of the court.”

Coverage has included tv newsreel pictures, tape-recording of testimony and periodic live radio broadcasts of the proceedings. Only twice has Judge Faulconer objected: one motion picture camera made too much noise and a tripod for tv news reel equipment pro
duced a visual obstruction.

No objections to coverage have been raised by either prosecuting or defense attorney or by Mrs. Nicholas herself.

All at once

WLIB New York reported last week that it plans to bunch its commercials—a total of two minutes to the quarter-hour. To be employed on a new, 45-minute jazz show starting yesterday (April 5), the plan called for 13 minutes of uninterrupted programming followed by 2 of commercials in tandem, another 13 of program
ing and 2 of commercials, etc.
Esso Research works wonders with oil

Helps “mirror” finishes hold bright future

Even the finishes are exciting on the new cars! They have new color, new gleam. They stay new looking longer, seldom need polishing, shrug off bad weather. Esso Research helped in perfecting these fine finishes by developing fast-drying solvents derived from oil. Your car looks better, runs better — because

Esso Research works wonders with oil.
ONE OF THE principal products of Western Electric’s Omaha Plant is telephone exchange cable. Production begins with copper rod and raw plastics; flows through a continuous series of highly mechanized operations, to emerge as finished cable.
OMAHA, NEBRASKA

This big cattle and grain city—the “Gateway to the West”—recently welcomed the completion of a modern new Western Electric plant. Here we're making telephone equipment for the Bell System ... and helping Omaha build a brighter, more prosperous future.

It's just a short ride southwest from bustling downtown Omaha to the acres of buff brick buildings that house Western Electric's spanking new Omaha plant ... now in operation.

Here some 2,800 Omaha men and women are now at work. Eventually their ranks will grow to about 4,000. The skill and talent of these men and women is devoted to making dial switching equipment and telephone exchange cable ... our job in Omaha. It's an important part of our assignment as manufacturing and supply unit of the Bell System.

What's all this mean to Omaha? For one thing, good jobs for many people. It means contributions by W. E. folks to the city's civic and social life. And added business for some 260 local firms (part of our state-wide total of 375 suppliers).

It means something to us, too. The chance to benefit from the native talents of the men and women who are working with us ... and the opportunity to enjoy the friendliness and hospitality of this great city of the plains.

Besides Omaha, Western Electric has plants in 25 other cities where we also make telephone equipment for the Bell System. Last year we purchased over a billion dollars worth of raw materials, products and services from over 30,000 suppliers located in every state. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.

E. F. OWEN (right) of the Paxton & Vierling Steel Co. talks over orders with W. E. buyer Robert Groth. Most of our suppliers in Omaha -- like Paxton & Vierling -- are small companies with less than 500 employees. For all, business has increased since Western came to town.

PART-TIME STUDENTS at company expense, W. E.'s Kenneth Kosler and Mari Ann Feiler attend the University of Omaha. This year, 54 Omaha employees are enrolled in classes through W. E.'s Tuition Refund Plan.

LOU GERDES, City Editor of Omaha World-Herald, knows his town and its people. "We were glad when W. E. came to Omaha," he says. "We knew they would be good for the city and felt sure they'd find Omaha a good place to be. It's worked out just that way, too."

COMMUNITY MINDED. W. E.'s Harlon N. Harvey (left) accepts plaque from Community Fund Chairman Leo Daly. Plaque recognizes outstanding employee participation in the Omaha Community Fund drive.
Themes' swan song

KDAY Santa Monica, Calif., isn't going to give television shows any free plugs if it can help it. That's why it has thrown the theme music records from Peter Gunn, 77 Sunset Strip, and Maverick out of its library.

"It’s flattering that tv representatives are smart enough to gear their promotional efforts to radio," General Manager Irv Phillips says, "but frankly, at KDAY we're through supporting tv programs... the next thing we'd be flooded with records with themes from Truth or Consequences, Divorce Court or The Wednesday Night Fights."

from 6 N. Hamlin Ave. to Chicago Federal Savings Bldg., 108 N. State St.

- The California Teachers Assn. (southern section) awarded its sixth annual Communications Award for 1958 to KCOP (TV) Los Angeles, the first broadcast station to claim an award that up to now has gone to newspapers, according to the station. KCOP was cited for "service to public education and for the continuous scheduling of public service educational television programs such as Assignment Education."

- Multiple newspaper owner Knight Publishing Co. last week purchased the evening Charlotte (N.C.) News for an unofficial price of between $1.5 and $2 million. The Knight organization owns the other Charlotte paper, the morning Observer. John S. Knight station properties include: WAKR-AM-FM-TV, Akron, Ohio (45%) and WCKT (TV) Miami, Fla. (42.5%).

- The ABC Radio Network acquired two additional affiliates, effective April 1. The stations are KWJJ Portland, Ore., independent since its founding in 1925, and KLRA Little Rock, Ark., reaffiliating after one month's operation as an independent. KWJJ operates on 10 kHz, 10,000 kc. Rod F. Johnson is president and general manager. KLRA is on 10 kHz, 5 kw-d, 5 kw-n, 1010 kc. Leonard Coe is president.

- A bid by Barney Young of Life Music Inc. to force CBS Inc. to let him see its stock books and to postpone the CBS April 15 annual meeting until he had studied them (BROADCASTING, March 30) has been denied by New York Supreme Court Judge Saul Streit. In his decision, Judge Streit said he was "satisfied that this application is but the latest of a series of acts on the part of petitioner which constitute a campaign of general harassment of respondent [CBS] and its management, in the interest of the petitioner's company."

Life Music has a $3 million suit pending against CBS, NBC and BMI, and CBS countered Mr. Young's move to see stock books was intended to promote that suit.

- Keystone Broadcasting System announces ten new affiliates: WHEP Foley, Ala.; KCUE Red Wing, Minn.; WLSM Louisville, Ky.; KRFs Superior, Neb.; WGCJ Belmer, N.C.; WEZJ Elizabethtown and WPTS Pittstown, both Pa.; KBFS Belle Fourch and KEZU Rapid City, both S.D., and WMSR Manchester, Tenn. KBS now claims total of 1,062 stations.

- WBKG Santa Catalina, Calif., has bought a site for its main studios and offices at 115 Whitley St., Avalon, Calif. The move from KBIG's location at transmitter-site Renton Pass is slated for early fall. When the studios are moved to the new address, the transmitter will be operated by remote control (subject to FCC approval). Programs will continue to originate from KBIG Hollywood studios. Newscasts still will come from the city room of the Los Angeles Herald-Examiner.

- Philadelphia Guild of Advertising Men presented its 12th annual award for distinguished achievement in the television field to Dick Clark, star of ABC’s American Bandstand and the Dick Clark Show at a dinner April 10 at the Drake Hotel in Philadelphia. Mr. Clark made his tv debut with his Philadelphia-organized American Bandstand show.

- Al Schottelkote, newscaster, WSAI Cincinnati is credited by the station with getting action on two community problems. He suggested in an editorial that a committee be formed to find a new recreation area to replace one removed for an expressway. Citizens are at work now on the recreation project.

In another editorial the examiner exposed the fact that a man was collecting $225 monthly in veteran's disability payments for a "faked" mental illness. Mr. Schottelkote sent the man's file to the Veteran's Administration in Washington and received word that the payments would cease.

Media reports

- Target date for KEZU Rapid City, S.D., to go on the air is mid-June. Ground-breaking for a $25,000 building March 20, KEZU, owned by Black Hills Radio Inc., is assigned 920 kc with 1 kw.

- KQAL-FM Omaha was due to commence operation yesterday (April 12). Jack L. Katz is owner-general manager. The station is broadcasting weekdays 6 p.m.-midnight and noon-midnight on weekends.

- WMMM Westport, Conn., has commenced operation. Norman Bernstein, general manager, says news will have programming priority. Inside Fairfield County (Conn.) presents news in depth about Westport, New Canaan, Fairfield, Wilton and Norwalk. WMMM's musical format is dinner music, operetta, musical comedy, opera, semi-classical and classical. The daytimer is on 1260 kc with 1 kw.

- WNIB (FM) Chicago has moved...
• "On-the-go radio" is the title given the completely revamped 1914-hour program schedule of WJIM Lansing, Mich. The new format calls for 42 daily newscasts; more NBC programs; and a de-emphasis of the radio disc jockey, with an announcer now bearing the title, "musical host."

• WBCM Bay City, Mich., is remodeling its studios and offices on the mezzanine of the Wenonah Hotel, its home since 1925.

• KWOW Pomona, Calif., names Enyart & Rose Adv., L.A., to handle its promotion.

• WHIL Medford, Mass., broadcast an editorial that helped a local woman visit the site where her airman son had been killed in Armenia. Previously, the mother had received no reply to her requests for permission to visit where the plane had crashed. After the editorial was sent to the acting U.S. Secretary of State, the woman was told that the government would not object to her visiting the crash site.

• Erection of the 150-foot tower of KBBI (FM) Los Angeles started March 30 atop the 13-story building at 558 S. Hope St. The new station, owned by Bible Institute of Los Angeles, expected to start test broadcasts April 12, according to Al Sanders, vice president in charge of the station's development.

Missoula stations join to break sales records

"Radio history will be made on Wednesday when all three Missoula [Mont.] radio stations join forces to bring you King Dollar specials being offered by Missoula merchants. From 8:30 to 9:30 Wednesday morning, KGVO, KBTK and KXLL will broadcast the same radio program, so that no matter what station you're tuned to you hear up-to-the-minute news of bargains being offered during Missoula's Dollar Day. So, for bargain specials direct from the merchants to you, listen to KGVO, KBTK or KXLL from 8:30 to 9:30 on Wednesday morning for King Dollars!"

The radio history promised in this announcement, broadcast by the radio stations of Missoula, was made on Feb. 18. "The promotion was designed to stimulate the Chamber of Commerce's Dollar Day promotion," as described by John Graham, manager of KGVO. "Thirty-eight Missoula merchants participated in the radio promotion which was sold to the chamber for $275, pre-rated among the Chamber members. Each station received $75 for the one-hour broadcast. Each station collected and wrote one-third of the copy and produced its own four five-minute segments.

"George Harris, manager of Montgomery Ward and manager of the Dollar Day promotion, virtually raved about the success of the promotion," Mr. Graham reported. "Montgomery Ward here," he said, "tripled its business over the last Dollar Day (in July 1958) and, oddly, did a tremendous business in lawn furniture (this despite that the day was cold and dreary). J.C. Penny's more than doubled its business; Missoula Mercantile Co., largest independent department store here, reported business as 'excellent,' and Angelo's, leading Missoula men's shop, sold out everything they had on sale and had in a lot of people who'd never visited the store before.

"The promotion included newspaper advertising, as it had done last year, but this was the first time for the concerted drive by the radio stations. Mr. Harris said the impact of the three radio stations was terrific and he added he believed this was the only way to do it. He had complimentary things to say about the radio spots, describing them as 'good,' even though Montgomery Ward here is not a sensational radio advertiser ordinarily."

Franklin portrait prize

Air personalities Tim Nolan and Bob Byron at KPRC Houston conducted a "write-in-your-name-to-be-picked-out-of-a-hat" contest not long ago, offering the "seemingly unimportant prize" of a picture of Ben Franklin. The winner of the contest, which pulled more than 300 entries in four days, was not overly impressed, reports KPRC, until he received the portrait of Mr. Franklin on a $100 bill.

The "Franklin" award contest was
followed by a "nice women's scarf" prize contest. KPRC boasts that the first two days' entries in the new contest topped the entire total for the previous one.

**May's top tunes**

And the world shall be filled with music—jingles, that is, in behalf of National Radio Month, which begins May 1.

The jingles are part of a National Radio Month kit being sent out in mid-April to more than 1,900 radio stations by the NAB. Failace Productions Inc., New York, created the series for NAB around the 1959 Radio Month theme, "Radio ... Always in Tune With You." They are on a double-faced, 12-in. standard groove, 33 rpm disc and comprise two series: "You're Always in Tune," and "You Can Take It With You." Both series include two duplicate 60- and 30-second local versions and a 60-second instrumental version. The NAB jingles are cleared for 13 weeks beginning May 1, and thus may be used for an additional nine weeks after the close of Radio Month.

The promotional kit also includes 30 spot announcements, a fact sheet, sample news releases, artwork ideas, text of speech, text of proclamation (to be signed by governors and mayors) and suggestions for local promotions.

Radio Advertising Bureau also has begun arming its constituents for National Radio Month.

Promotion kits were shipped to some 900 member stations last week, featuring 17 fully orchestrated jingles ranging in length from 10 to 60 seconds. Also in the kits: 101 sales ideas, some of them bizarre (horses wired for sound, cats covered with banners, etc.), others more-down-to-earth; copy for 25 announcements and a 20-minute speech.

RAB is co-sponsor of National Radio Month with NAB, Electronic Industry Assn. and National Appliance & Radio-Tv Dealers' Assn.

### Transatlantic trumpets

In its quest to give the station an "original musical personality," WICC Bridgeport, Conn., reports it has engaged the services of Austin (Ginger) Croom Johnson, a 43-piece orchestra, using Ted Heath and Mantovani musicians and 18 voices of the Westminster Chorale. They will put in 12 days on the project in London.

### WFBM always rings 10 times

Outdoor telephone booths in Indianapolis, Ind., are ringing dollar bills for listeners of WFBM Indianapolis, which has been conducting a "Jack-in-the-booth" promotion twice nightly on its Road Show.

The two daily calls are made to un-named outdoor phone booths, where the telephone is allowed to ring ten times. Each ring is "counted down" from the $10 mark, with the person who answers receiving $8 if the phone has rung twice. In the first week of the promotion, according to WFBM, there were six winners, one for $9 and the rest receiving between $2 and $4.

### KING-TV tapes bridge tourney

With its studios converted into a bridge arena, KING-TV Seattle video-taped an hour-and-a-half of the final play for the Vanderbilt Cup bridge competition. The subsequent tournament telecast was sponsored by the American Contract Bridge League and brought together "the nation's outstanding contract bridge players." The winner of the Vanderbilt Cup, a team captained by bridge columnist B. Jay Becker, will represent the U.S. in the 1960 Bridge Olympiad in Rome, according to KING-TV.

### Operation leg-pull on April 1 schedules

April 1 brought out the trickster in stations' programming departments. Among those reporting Fools' Day stunts:

- **WFBR** Baltimore and WINS New York broadcast phonograph records backwards and invited listeners to guess what they were. WFBR gave $13 to the first person to identify each of seven discs. WINS, which received about 5,000 telegrams plus telephone calls with guesses at the backward records, presented $5 to each of seven winners.
- **WAVI** Dayton, Ohio, and WONE there switched disc jockeys Bernie Wullkotte and Jolly Rogers. WONE's "Top 40" format went with Mr. Rogers to WAVI, while WAVI's "Big Band Sound" was broadcast by d.j. Wullkotte over WONE. WAVI says that indignant listeners called both stations wondering what had happened to programming.
- **WCAE** Pittsburgh disc jockeys switched names and programs. To make listener confusion complete, news commentator Hal Scott did a woman's show in falsetto.
- **KTIX** Seattle, Wash., disc jockeys also assumed each other's identities and threw in such tricks as broadcasting out-of-season weathercasts and spinning 33 1/3 rpm discs at 45 rpm. Listeners who telephoned KTIX with the record's correct title and artist were given an album of their choice.
- **KDKA** Pittsburgh disc jockeys threw April Fools' Day parties for each other with listeners who provided "wacky gifts"—receiving pen and pencil sets for the best sent in. Among hundreds of presents: gunpowder, baby bottles, a toothless comb for a baldheaded man and an 1879 baby crib.

### McLendon plugs rival

Gordon McLendon, president of McLendon Corp., which owns among others KLIF Dallas, was heard April 1 on KIXL Dallas broadcasting plugs for his competitor.

The announcements were to pay back a bet to KIXL President Lee Segall. Mr. McLendon wagered that a popular movie wouldn't run locally for three months. The loser was to write and broadcast eight promotional announcements for the rival outlet. So pleased was winner Segall that he asked Mr. McLendon if he may use the spots regularly.

### 'Newsbeat' with a heartbeat

A 3½-year-old blue-eyed blonde won the hearts of newsmen over KREM-TV Spokane, Wash. Little Reggie LaDuke needed an operation to close a hole in
"There's something else new up there," says Ralph O'Connor, "We're pioneering the use of Don Hoskins' strobe daytime lighting for overcast weather conditions, in cooperation with the Wisconsin State Aeronautics Commission and the Dresser-Ideco tower engineering department."

Designers and builders of over half the 1000'-plus television towers in service today.

Dresser-Ideco Company
Division of Dresser Industries, Inc.
TOWER DIVISION, DEPT. T-94
875 MICHIGAN AVE., COLUMBUS 8, OHIO

"This Dresser-Ideco tower sprouted 395' in two years ... without growing pains."

"Now our Dresser-Ideco tall tower stretches up to 1107 feet," points out Ralph O'Connor, General Manager of WISC-TV, Madison, Wisconsin. "This final height was reached in 3 successive stages over a 2 1/2-year period. Today we have one of the finest tower structures you'll find.

"The original 712' tower was carefully designed and built by Dresser-Ideco to anticipate the need for future height increases. The tower went into service on June 25, 1956, just 60 days after construction started. In May, 1958, the first extension raised overall tower height to 921', stepped up the size of WISC-TV's coverage. The final 174' extension completed in December, 1958, again expanded coverage and improved and intensified our signal within the established coverage pattern. Each of the two extensions was completed on schedule, handled according to the original plans of Dresser-Ideco tower experts.

"From initial design to final inspection," Ralph O'Connor reports, "Dresser-Ideco gave careful and craftsmanlike attention to every phase of our 3-stage construction project. As a result everything went along smoothly."

You are assured of this same expert performance on new tower construction — or modification of existing Dresser-Ideco structures — when you specify the world's most experienced tower designer-builder. This tower modification service, available to all Dresser-Ideco tower owners, is another good reason to work with Dresser-Ideco. See your broadcast equipment representative, or contact us direct. And ask for Tower Catalog T-57."
WHERE THE FAMILY GOES

You 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.
her heart. KREM-TV reporters told viewers of Newsbeat, a nightly news show, of the operation that Reggie needed and which her father couldn’t afford.

In less than three weeks, viewers had contributed more than the $2,000 needed. No direct appeals were made.

• Drumbeats
  • Advertisers over KROW Oakland, Calif., can make an extra impression on consumers as they make their rounds at the grocery store. In a market-basket promotion bonus, the station is offering eligible sponsors shared space with market directories attached to 124 grocery store shopping carts.
  • KTWW-TV Seattle-Tacoma, Wash., made use of station talent to tell the story of a heart operation for a telecast promoting the local heart fund drive. The operation was shown on film with commentary in non-technical language by ventriloquist Rod James of the KTWW-TV staff and his dummy. The half-hour documentary was commended by heart association workers.
  • WWDC Washington received 10,627 postcards within five days when listeners were asked to send in the serial number of one of their dollar bills. WWDC announces one of the serial numbers each week, awarding the owner $100-$1,000 (depending on the spin of a wheel).
  • An anti-contest contest is being sponsored by Bob Gage of KBIG Santa Catalina, Calif. He has asked his listeners to complete in 25 words or less the sentence, “I hate contests because . . . .”, with the winner receiving a weekend for two on the resort island of Catalina.
  • The Motion Picture Assn. of America, New York, last Monday (April 6) asked local movie people to answer the telephone by saying “Good morning, this is Oscar day. Be sure to see the Academy Awards telecast at 10:30 tonight.”
  • KGHM Brookfield, Mo., as part of its third anniversary promotion ran a contest to turn the call letters into a slogan. The winner among 200 entries received $25 for submitting “Karrier of the Green Hills Message.”
  • More than 20,000 “Guarantee Labels” from Aunt Jemima self-rising flour packages were collected in the WWRL Woodside, N.Y., Gospel Singing Contest. The public attended finals in the contest free of charge, but were required to hand in two labels each to vote for their favorite singer. The project, featuring more than 1,000 entrants, marked Aunt Jemima’s 10th year on the WWRL sponsor list.
  • Two 1959 Ford cars were awarded the winner of the WRC Washington “Sound of Quality” contest, conducted through February with more than 7,000 entries reported. Through air, newspaper and poster promotion, listeners were asked for 25-word essays on “the sound of quality.” Other prizes: a phonograph and eight transistor radios.
  • KNOB (FM) Long Beach, Calif., was named in a Los Angeles City Council resolution the week before last, commending the station on its permit to boost power to 79 kw. KNOB is an all-jazz outlet.
  • This is “Color Television Month in California”, as proclaimed by Gov. Edmund G. (Pat) Brown in recognition of the five-year-old industry’s “great achievements in this new field of communication.”
  • WBET Brockton, Mass., located near military air installations, has been broadcasting the sound of a plane breaking the sound barrier. The recorded sonic booms are scheduled to acquaint listeners with the sound and to allay fears of explosion.

Promotion kitty set

Representatives of 30 station representatives in New York have pledged a kitty of $2,500-3,000 to help underwrite a presentation on the farm audience to advertisers and agencies during the June 17-20 convention of the National Assn. of Radio and Television Farm Directors in New York. A committee of Edward P. Shurick, Blair-Tv, H. Peter Lasker, Crosley Broadcasting Co., and Ben Holmes, Edward Petry Co., was named to cooperate with the NARTFD promotion committee headed by Bob Nance, WMT Cedar Rapids.
Life insurance investments change, too...

to keep pace with the times

It is quite widely understood that life insurance funds have traditionally provided a major source of capital for our burgeoning economy. But perhaps not so well known are the continuing changes in the types of investments life insurance companies make, and the ways these investments enhance economic development.

Early in this century, for example, railroads required exceptionally large amounts of capital. Later public utilities needed funds for expansion. During World War II the Government needed money to carry on the war effort.

And then the acceleration of oil and natural gas production and their transmission required funds, a field in which life insurance investments pioneered. Increased industrial production and the ever-increasing need for housing, highways, and consumer credit in recent years have called for many new kinds of long-term financing.

In all these areas life insurance investments have laid the foundation for the greater use of equity capital, thus releasing and multiplying the effectiveness of such capital.

The evolution of MONY's investment portfolio is indicative of the continuing efforts to make capital available where and when it is needed most... to put the funds of millions of individual life insurance policyholders to work for the good of the economy, as well as for the ultimate benefit of the policyholders themselves.

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BROADCASTING, April 13, 1959
Shortwave KGEI wins overseas audience

A listener file of 11,000 letters attests to the growing popularity in Latin America and the Caribbean area of KGEI, San Francisco, Calif., an international shortwave station which has been on the air about four months and has an effective radiated power of 1,200 kw.

KGEI is a commercial outlet which beams musical, cultural, educational and informative programs in Spanish and English to the Americas.

The station serves several sponsors, who have goods or goodwill to sell in Latin America, have bought time on the station. Among these is Standard Oil Co. of California which airs its "Chevron School" on KGEI.

It's estimated there are about 8 million shortwave sets in Central and South America and the Caribbean. KGEI presently is on a limited schedule of four hours a day.

Radio Station KGEI Inc., a group of businessmen, bought the station from General Electric Corp. and reactivated it, receiving an FCC license last November. It is currently on 17.8 mc, but frequencies change from season to season because of atmospheric conditions.

Operating head of the station is Marvin R. Steffins Jr., vice president, who has lived a number of years in various Latin American countries. KGEI calls itself "The Voice of Friendship," claiming its commercial operation inspires confidence in listeners in contrast to the propagandistic nature of programming by many other shortwave stations. As a private enterprise, KGEI has a role in propagating the "free way" and promoting goodwill and better understanding among the peoples of the Americas, Mr. Steffins says.

KGEI programs include music, national and international news, reviews of American business, Bible readings and a program for children.

KGEI was first put into operation by GE in 1939, was taken over along with other shortwave outlets by the Office of War Information in 1942 and was leased to the U.S. Information Agency after World War II. GE took over again in 1953 and discontinued programming in 1956. WRUL Boston is the only other commercial shortwave station in the country.

New ch. 9 contestant

The Toronto board of education and other educational and cultural groups in the Toronto area have started planning to apply for the ch. 9 allocation.

The Canadian government is expected soon to permit second television stations in present one-channel cities. There are a number of groups known to be planning to apply for the allocation, including Toronto radio stations CFHR, CKDR and CKNR. Entry of the educational group is expected to complicate the decision by the Board of Broadcast Governors, as ch. 9 is the only vhf allocation still available for Toronto. There are also three uhf allocations for Toronto, but as there are only uhf satellite stations in operation in Canada.

A Mexican answer to hot competition

In Mexico City 29 am and 8 fm stations vie for listeners from among some four million inhabitants.

One organization's answer to this maze of competition is multiple ownership, a luxury, unobtainable in U.S. cities. Known as "Formula RM," the combine embraces five stations, each catering to a different section of the population. Their only trait in common, beyond ownership, is nearly total reliance on recorded music.

One of the RM stations programs for teenagers. The emphasis is on "Top 40" American popular music. Also provided is information about school activities, sometimes delivered by students themselves.

Then there's "Radio Mil" (referring to its 1000 kc) over which popular music of all nations is played, interspersed with recorded comedy segments. E. G. Salas, general director and owner of Formula RM, said that American recording companies use this station as a testing ground for a record's potential popularity in the area.

"Radio Feminina," operated entirely for and by women, plays "romantic music all day." It features a "Stork Club" for expectant mothers to whom it makes available low-cost medical attention through a clinic which co-operates in return for air time.

The "masses" are reached through "Radio Sinfonola," which means jukebox. Here telephone requests are played and the announcers speak in "slang."

The group's other station is on the fm band and offers mostly classical music for "cultured, professional, influential people." (The number of receivers is estimated at 100,000.) This station presents fewer commercials, usually for more expensive products.

Mr. Salas said that television had thus far failed to challenge radio's supremacy in Mexico because of the expense of tv sets.

Canadian radios up

Radio receiver sales in Canada are booming. The report for the first two months of this year issued by the Electronics Industries Assn. of Canada, Toronto, shows 79,213 radio were sold, compared with 61,442 in the same January-February period last year. Sales for February were 42,226 units as against 31,284 in February 1958. Major increases were in portables and automobile sets, the latter almost double the number sold in February 1958. Ontario bought most receivers in the first two months, 34,291, with Quebec province accounting for 19,914 sets.

Television receiver sales were down in the first two months of this year to 63,442 sets as against 67,668 sets in the 1958 period. Bulk of the sets sold were in Ontario 25,245, and Quebec 11,719 units.

Canadian tv stations agree on option time

A television network option time agreement has been reached between the Canadian Broadcasting Corp., and independently-owned Canadian stations at meetings in Toronto. On the basis of 103 hours of network broadcasting each week, it was decided that 54 hours would be option network time, the balance station time. Both station and network option time were divided into three time classifications, with class A time from 7:30-11 p.m. Monday through Saturday, 5-11 p.m. Sunday. Football telecasts and spectaculars would fall outside network option time and would be considered as specialties.

The plan would not restrict either the network or the individual stations from contracting for additional network service.

Attending the network option time committee were George Cromwell, CBET-TV St. John, N.B.; Jean Pouliot, CFCH-TV and CKMI-TV Quebec; Bob Reinhart, CFPL-TV London, Ont.; Hal Crittenden, CKCK- TV Regina, Sask., and from the CBC Peter Mc-
A NEW CONCEPT IN LEVELING AMPLIFIERS

The marked engineering advancement in the exclusive new Gates "Level Devil" is best illustrated by contrasting the old with the new. In former leveling amplifiers, the lower signal level, referred to as noise, was expanded during a point of program silence. A baseball or football game is an excellent example. When the sports announcer was silent for a moment, the crowd noise expanded considerably. And, when the announcer spoke, the crowd noise immediately decreased. With Level Devil, this difficulty is greatly overcome. In the absence of signal, the noise level does not rise above the regular level established by the average signal. With older level amplifiers, the noise would rise 10 to 15 db. under equivalent conditions.

Leveling amplifiers have, until "Level Devil," seen only limited use in television. A film with a signal to noise ratio of 30 db. (average value) could not tolerate background noise increased during a period of silence on the film. By overcoming this background noise, which would be very noticeable to the listener, Level Devil becomes ideal for television broadcasting. This new leveling amplifier also offers many other outstanding advantages in services such as film, tape, and disc recording, and becomes another progressive step in AM and FM broadcasting.

For complete technical information, write today for Bulletin 107-A. Yours for the asking.
Donal, director of the English tv network, Toronto; Jean St. George, Montreal; Ian Ritchie, Toronto and Dan Cameron, Winnipeg.

- Abroad in brief
  - Granada TV Network, London, plans to sell, distribute and exchange its programs with other countries. Stuart Griffiths, with Granada 18 months, has been named to head the newly-formed Overseas Dept. Mr. Griffiths formerly was program director with CBC, Canada. His headquarters: Overseas Dept., Granada TV, 36 Golden Sq., London W. 1.
  - France had 1,023,808 registered tv sets at the end of last year, an increase of a half-million over 1957. Radio sets numbered 10,694,792. The country’s tv audience is estimated at about 3.5 million.
  - Canadian Marconi Co., Montreal, owner of CFCF Montreal and electronics manufacturer, reported a net deficit for the fiscal year 1958 of $386,844, down from the 1957 deficit of $1,479,547. The report showed an operating profit for the year of $512,000
  
  but depreciation, officers’ salaries, fees and legal expenses totalled $899,000, to bring about a net loss. The deficit was attributed mainly to changing government defense requirements which resulted in cancellation of some major defense contracts. Working capital at year’s end stood at $4,147,479, compared with $3,832,298 at the end of 1957.
  - CFRA-FM Ottawa names Radio & Television Sales Inc., Toronto and Montreal.
  - An international microwave tube meeting is planned for Nachrichtentechnische Gesellschaft (West German equipment association) June 7-11. Details are available from Tagungs-Buero Mikrowellen-Reoehren, Briener Str. 40, Munich, West Germany.
  - The Vatican City, Rome, plans to install a tv station. The Vatican transmitter will concentrate on tying its studios in with the Eurovision network.
  - Switzerland had 56,481 television receivers registered on March 1. This is an increase of 3,486 units over February’s figure.
  - An East German Russian-owned television receiver manufacturing organization exhibited the country’s first 110-degree picture tube at the International Trade Fair, Leipzig. The set is a prototype; no plans to produce it in quantity were announced. West German observers state that their 110-degree tube will be on the market in three months.
  - VOWR St. John’s, Nfld., lost its 210-ft. tower in a March storm. Five years ago VOWR had lost its antenna tower and had to replace it at a cost of $5,500. This year the new tower is expected to cost $6,500 and will be replaced in May. Meanwhile the station is broadcasting with a temporary antenna. VOMC St. John’s, also lost its tower in the same storm, the second to go down for this station within six months.
  - The third annual Canadian Radio Week is to be May 3-9 and its slogan “Be in the know—Buy a Canadian radio.” The Broadcast Advertising Bureau of the Canadian Assn. of Broadcasters is working with receiver manufacturers in the promotion. CAB member stations and stations of the Canadian Broadcasting Corp. are cooperating with special programs, air promotion and numerous merchandising displays.

FOR THE RECORD

Station Authorizations, Applications
As Compiled by BROADCASTING

April 2 through April 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

New tv Stations

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Channel</th>
<th>ERP (kw)</th>
<th>Frequency (MHz)</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
</table>
| Alpine, Tex. | Big Bend Beatty, vhf ch. 12 (304-210 tv). ERP 0.25 kw vis., 0.148 kw aur. Antenna height above average terrain 225 ft., above ground 185 ft. Estimated construction cost $18,000, first year operating cost $36,000, revenue $40,000. P.O. address Box 770 Studio and location Alpine. Geographic coordinates 30° 32' 30" N. Lat. 103° 30' W. Long. Electra. Ant. Frodelin. Legal counsel & consulting engineer none. Principals include Gene R. Hendrix (35%), Jack Hawkins (20%), Barney Huiskes (15%) and Bill R. Huiskes (10%). Big Bend is licensor RVLF Alpine. Ann. April 6.

Existing tv Stations

ACTION BY FCC

WMBD-TV Peoria, Ill.—Granted license for tv station without prejudice to such action as Commission may deem appropriate as result of the final disposition of pending litigation relating to the allocation or assignment of tv channels in Peoria. Ann. April 3.

New Am Stations

APPLICANTS


Nashville, Ga.—Service Best., Co. 1260 kc, 500 w D. P.O. address 610 N. Davis St., Nashville. Estimated construction cost $14,446, first year operating cost $30,000, revenue $40,000. Equal partners B. L. Bennett and A. L. Taylor are retail merchants. Ann. April 8.

Baltimore, Md.—Caba Best., Corp. 840 kc, 1 kw D. P.O. address 22 Light St., Baltimore. Estimated construction cost $33,106, first year operating cost $50,000, revenue $150,000. Applicants are Matthew C. Rappaport (66%) and Robert M. Goldman (33%). Mr. Rappaport is in motion picture theatre business and Mr. Goldman is attorney. Ann. April 2.

Terrytown, N.Y.—Terry Carpenter Inc. 920 kc, 1 kw D. P.O. address Box 170, Terrytown. Estimated construction cost $18,000, first year operating cost $46,000, revenue $60,000. Terry Carpenter Inc. is owned by Terry (61.5 %), Gary (14%) and Hazelade Carpenter (9.5%). Terry Carpenter is state senator in New York's Legislature. Hazelade Carpenter is his wife, and Gary and Michael are sons. Ann. April 2.

Hammondton, N.J.—Dinkson Corp. 550 kc, 250 w D. P.O. address % Hammondton. 

BROADCASTING, April 13, 1959
IRE Salutes Government Research

Again government projects make the news as space satellites relay world weather data and rockets orbit the sun. The Institute of Radio Engineers salutes government contributions to progress in radio-electronics in the Special May Issue of PROCEEDINGS OF THE IRE.

The big May PROCEEDINGS OF THE IRE gives deserved recognition to the government laboratories and bureaus engaged in electronics research and development, and brings to its readers information about the invaluable work being done by engineers and technicians in federal employ. Included are 40 technical papers dealing with the most important aspects of current projects.

Radio-Electronics Behind the Headlines

This Special Issue reveals how the government is meeting the challenge of creating new and better electronic devices for peaceful and utilitarian purposes, as well as how it is meeting the pressing need for advanced national defense systems. Also discussed are future safeguards for the security of the free world.

Presentation of this special issue on Government Research is in keeping with the IRE's policy of bringing to the world of radio-electronics the latest news of subjects of special interest and significance. Such a practical policy enables the IRE to provide a valuable service to the industry by making technical material and pertinent information available not only to its 72,000 members, but to informed non-members as well.

Read this informative report on Government Research in the publication that records progress. If you are not a member of the IRE, be sure to reserve a copy of the May PROCEEDINGS, now.

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BROADCASTING, April 13, 1989
Hearing Cases

**ACTIONS BY FCC**

By memorandum opinion and order, commission denied petition by Texas State Net
work for decision (WPB, 3), Granting, to Fort Worth for commercial use, as
sistance to the commission, and modify KFJZ-TV's license accordingly. Commission

**MIAMI TV CH. 7 PROCEEDING REOPENED**

By Order, on April 3 Commission, on its own motion, reopens the previously
proceeding on applications of Biscayne Television Corporation (WHTV), East
Hialeah, Fla., and Sunbeam Television Corporation, for new tv stations to operate on ch.
7 in Miami, Fla. for further hearing in Washington, D.C. before an Examiner and on date to be
determined later. Following issues:

1. To determine whether any of members of Commission, who participated, should
have disqualified himself from voting in proceeding. Commission, in its decision, is
resulted in award of cp for television station on ch. 7 in Miami.

2. To determine whether any person or persons influenced or attempted to influence
application of Commission, by reason of proceedings, in award of cp for television station on
ch. 7 in Miami. Commission, in its decision, is resulted in award of cp for television station on
ch. 7 in Miami.

3. To determine whether any party to proceeding, is disqualified by reason of
impartiality, if not disqualified, character, has been such as to require
application of Commission, from comparative standpoint.

**ACTION'S SENTENCE**

WON'T Be the end of the story. Commission, consideration will be given to
holding further hearings at locations elsewhere than Washington. All parties to these cases before
Commission, are encouraged to participate if they make timely request, with opportunity for
counsel, to be heard by Commission, in a hearing. Commission further ordered that proceeding
shall be conducted by Attorney General of the United States or his designated representa-
tive, if made, to participate in hearing as amicus curiae.

A document received in light of record of hearings before Subcommittees on Legislative Oversight of House of Repre-
sentatives, Committee on Interstate and Foreign Commerce which made reference to
the persons and organizations that will participate in hearing of Commissioners.

**Routine Roundup**

**BROADCAST ACTIONS by Broadcast Bureau**

**Actions of April 3**

**WARF Jasper, Ala.** — Granted assignment of stations to Walker Country Broadcasting Inc.

**WKUL** Cullman, Ala. — Granted assignment of license to Cullman Broadcasting Inc.

**WAPE** Jacksonville, Fla. — Granted assignment of license to James L. Cyrlt Co. and

**Daniel M. Breneman, d/b/a Breneman Co., Cullman, Ala.** — Granted assignment of license to Southern

**Electrical Co.**

**KAPI Pueblo, Colo.** — Granted license for station.

**KDFN Denver, Colo.** — Granted license for station.

**WDGY Minneapolis, Minn.** — Granted license for installation of new trans. and

**ant. as auxiliary trans. and as affiliate, at station existing at 7:15 a.m. June 1.

**KADA Ada, Okla.** — Granted renewal of license to operate by remote control.

**KPVQ** Portland, Me. — Granted in-

**station to continue operations as an applicant.

**KTER** Terrell, Tex. — Granted involuntary

**transfers of control from Paul Wronowski to Ruby Wronowski, executors of estate of

**Paul Wronowski, deceased.**

**KHJ Carrizo Springs, Tex.** — Granted extension of authority to sign-off at 7 p.m.

**except for special events for period beginning March 21 and ending April 30.

**KMAN Manhattan, Kan.** — Granted author-

**ity to sign-off at 6:30 p.m. for period April through August 31, except for special

**events when 1 station may operate up to 9 p.m.**

**KWEK Rockford, III.** — Granted authority

**to sign-off at 7 p.m. CST, for period May 1 through Aug. 31.

**WTVY** Williamston, N.C. — Granted authority to sign-off at 6 a.m. for period April 1 through Sept. 30.

**KTRC-FM** Houston, Tex. — Remote control

**permitted.

**Following stations were granted extensions of completion dates as shown:**

**WGTV** (TV) Athens, Ga. to Nov. 8; WCHV (TV) Champaign, Ill. to June 15; WSCS-TV

**Charleston, S.C. to June 15.

**Actions of April 8**

**KAQB Albuquerque, N.M.** — Granted trans-

**fer of control from Edward M. Slaight to

**Wally W. Siegel.**

**WRFL** (FM) New York, N.Y. — Granted

**mod. of SCA to change frequency from approx-

**imately 93.5 to 96 kc to 41 and 67 kc.

**WKBX-TV** Caguas, P.R. — Granted extension of complete date to June 30.

**WTDF** London, Ky. — Granted authority to sign-off at 6 a.m. and sign-off at 7:30 p.m.,

**Monday through Saturday.**

**WPEK** Pocata, Idaho — Granted authority to sign-off at 6:15 p.m. for period April 1 through Aug. 31.

**WTTV** (TV) Jacksonville, Fla. — Granted authority to sign-off at 7 p.m. ASUS. and sign-off at 6 a.m. on

**Sundays.**

**WGTV** (TV) Athens, Ga. to Nov. 8; WCHV (TV) Champaign, Ill. to June 15; WSCS-TV

**Charleston, S.C. to June 15.

**Actions of March 31**

**WTVY** (TV) Athens, Ga. to Nov. 8; WCHV (TV) Champaign, Ill. to June 15; WSCS-TV

**Charleston, S.C. to June 15.

**Action of March 30**

**WTVB-AM-FM** Claremore, N.H. — Granted

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BROADCASTING, April 13, 1959

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BROADCASTING, April 13, 1959

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for availabilities
Service Inc., Kingston, Pa., for cancellation of prehearing conference in proceeding on their application previously scheduled for April 9, Action April 7.

Granted oral request by WJMJ Corp., for extension of time from April 6 to April 8 to file proposed findings of fact and conclusions in proceeding on its application for the use of the Young People's Church of the Air Inc., for fm facilities in Philadelphia, Pa., Action April 3.


Granted oral joint request by Valley Breit. Co. and Miners Breit. Service Inc., and scheduled prehearing conference for April 9 at 9 a.m., in proceeding on their applications for fm facilities in Lehighton and Kingston, Pa., Action April 3.

By Hearing Examiner H. Gofford Irion

Sponsored further hearing session for April 8 at 9 a.m., in proceeding on application of Booth Breit. Co. (WBWC), Flint, Mich., Action April 7.

Granted petitions by Courier-Times Inc., New Castle, Ind., for leave to amend its application to reflect changes in stockholders and deletion of voting trust by Radio Crawfordville Inc. Crawfordville, Ind., for leave to amend its application to show subscription agreement and by Rider C. Stangland, Sidney, Iowa, for leave to amend its application to show promised bank loan—all in consolidated proceeding with Radio St. Croix Inc. New Richmond, Wis., et al., Actions April 9.

Rescheduled hearing from April 20 to June 23 in proceeding on application of Goldicore Corporation, Providence, R.I., et al., Action April 6.

By Hearing Examiner Jay A. Kyle

Upon verbal request by counsel for Richard B. Gilbert, Tempe, Ariz., scheduled further hearing conference for April 9 at 2 p.m. in proceeding on his assignment, et al., Action April 7.


Upon verbal request by counsel for Douglas H. McDonald, trustee, and counsel for Broadcast Bureau, continued hearing from April 15 to June 16 in proceeding on Evansville Television Inc., to show cause why its authority for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7, Action April 6.

Pending. In prehearing conference held April 3 in proceeding on application of Mar investigate any of the 13 tv stations which have been granted, but now deleted (44 vhf and 167 uhf).

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

ON AIR CP TOTAL APPLICATIONS

| AM | 3,312 | 34 | 117 | 665 |
| FM | 551 | 64 | 14 | 113 |
| TV | 449 | 71 | 102 | 113 |

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 8

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>439</td>
<td>32</td>
<td>525</td>
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COMMERCIAL STATION BOXSCORE

As reported by FCC through Feb. 28, 1959

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>3,297</td>
<td>545</td>
<td>448</td>
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<tr>
<td>42</td>
<td>46</td>
<td>68</td>
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<td>319</td>
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*There are, in addition, six tv stations which are no longer on the air, but retain their licenses.
*There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
*There have been, in addition, 211 television cp's granted, but now deleted (44 vhf and 167 uhf).

Referral to Commission for action petition by Fisher Breit. Co., for leave to amend its application for new tv station to operate on ch. 2 in Portland, Ore., so as to specify different trans. site. Action March 31.

PETITION FOR RULEMAKING FILED


License Renewals

Following stations were granted renewal of license:
KISD Sioux Falls, KOLY Mobridge, KOTA-TV Rapid City, KWAT Watertown, KWWY Winner, WNAX Yankton, KFXF Pierre, KLTV Huron, KSNJ Aberdeen, South Dakota.
KNIC Springfield, KMRX Osage Beach, KCMM(FM) Kansas City, KFVS Cape Girardeau, KVAP Kirksville, All Missouri.
KWBG Boone, KLJI Katharine, KQTV (TV) Fort Dodge, all Iowa. WMCW Harvard, WNSD (FM) Chicago, WFRQ-TV Peoria, WFRQ-TV La Salle, all Illinois; WCKY Cin- cinnati, Ohio; and WDDO Sturgeon Bay, Wis.

From the SEC record:
The following stock transactions by officers and directors of companies in the radio-tv and allied fields have been reported by the Securities & Exchange Commission. Transactions involved common stock unless otherwise indicated.

American Broadcasting-Paramount The- atres Inc.—A.H. Blans (trustee) bought 500 shares in two transactions for total of 3,297.

Columbia Broadcasting System Inc.—Lewis Gordon acquired 102 shares bringing his total to 805; Goddard Lieberson acquired 7,800 shares bringing his total to 8,115.

GUILD Film Co.—Harry A. McDonald disposed of 500 shares leaving him 506; David Van Aalstine Jr. (7,207 shares) disposed of 1,200, leaving nothing.

Skidmore Electronics & Television Corp.—Kurt Witter sold 400 shares leaving 6,500.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 8

LICENSEES

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commercial and low-power tv stations.

COMMERCIAL AND LOW-PWR TV STATIONS

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Help Wanted—Management

Eastern group needs assistant station manager with sales and air background, several years staff experience, probably starting now as announcer-salesman or pd and looking for management position within 1 year. Desires family man with car. Send resume and photo immediately. Box 34RK, BROADCASTING.

Station manager for new station in south Florida. Prefer sales background. This is your chance to grow with new organization. Excellent opportunity for aggressive man. Send personal resume and cover letter to Box 480K, BROADCASTING.

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

Sales

Traveling salesman. Need extra income? Producer of quality station breaks and plugs doesn’t leave South; will fly up north. Must have record and background with transportation. Contact Box 34IK, BROADCASTING.

Radio sales manager-midwest (metropolitan population 125,000) $5,000 Mutual affiliation. Multiple ownership. If you have proven sales record and are ready for management, send salary requirements, picture and details to Box 455K, BROADCASTING.

Wanted: Top salesman, salary and commiss, for small market but with terrific potential. Long established station owned by veteran operators located in South-west with ideal year-around climate, and fine recreational facilities. Send resume, credit and character references and salary requirements. Will return first letter. Box 500K, BROADCASTING.

Sales director for large metropolitan fm independent good music station, replies kept strictly confidential. Some—when available. Box 597K, BROADCASTING.

Wanted: Commercial manager for day-time station in two-station town of 10,000. Must be a proven salesman. Prefer those from southern state locality. Job presents challenge with future for producer. Write fully Box 524K, BROADCASTING.

Ideal opening for a salesman who is now selling small market and wants larger income and easy, bigger market selling. Must have ability to sell Indian country. Should have promotions, excellent salary guaranteed to right man, insurance. Confidentialization, other benefits. First year should show $10,000. Sends resume to Tom E. Heil, General Manager, KBKT, 610 West 46th Kansas City, Missouri.

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

Salesman—Good guarantee against 15%, car allowance. KFRD, Rosenberg, Texas.

Experienced salesman with good background in leading radio area in northeast Georgia. Salary plus commission. Contact WGGG, Gainesville, Georgia.

Florida—needs experienced salesman with some announcing. Immediate opening. WHY, Ft. Gatlin Hotel, Orlando.

Experienced sales manager-salesman for kilowatt station on air in May. Stable retail community plus excellent Adirondack summer-winter vacation area. Contact Thomas Humphrey, 18 Old Forge Road, Glen Falls, New York.

Help Wanted—(Cont’d)

Managers-Sales managers—sell for the south’s top-rated negro station group. Top salesmen make 6-10 thousand per year—advancing to managers making 12-15 per year. Opportunity unlimited for aggressive, executive types between 28 to 30. Send complete resume on major market first letter. McLeod Ebony Radio, Suite 509, Lamar Life Building, Jackson, Mississippi.

Two highly qualified salesmen to join expanding 8-station radio-tv chain. Age 21-36. Opportunity to advance to management. Excellent draw, 15% commission. For Norfolk, Va. and Washington, D.C. Send background, history of billings and photo to Tim Crow, 414 Fifth Street, New York, N.Y.

New south Florida station metropolitan market needs experienced, smooth, fast paced professionals only. $110 week to start. Send complete resumes, resume Box 671H, BROADCASTING.

Need experienced, enthusiastic air salesmen for fast growing Florida station. Must have at least 11/2 years air experience. Pay $90 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. $8 per week. Pennsylvania station. This is not for actors, announcers. Box 406K, BROADCASTING.

Experienced deejay wanted for formula station in south. Include letter of background, references, photo, audition tape to the Box 496K, BROADCASTING.

Immediate opening for good announcer. Perchance, Max, Detroit, Box 603K, BROADCASTING.

Wanted—good voice for top station in midwest market. If interested in a growing station, opportunities are good. Send tape, photo, and current resume and requirements. Box 459K, BROADCASTING.

Mississippi Delta station needs experienced announcer. Good salary. Prefer man from this locale. No night work. Send tape. Box 503K, BROAD-CASTING.

Announcer. Beginner considered. Good voice and reading ability essential. We’ll train. Straight board, selling is future. Located edge of Black Hills for ideal hunting and fishing. Send tape and resume to Roy Marsh, KASL, New Orleans, La.

Announcers—newman—Good salary for right people. Full details to KFRD, Rosenberg, Texas.

Experienced morning announcer. Immediate opening. Send tape, references, resume to KILO, Grand Forks, N.Dakota.

Classical music station, San Francisco needs announcer with thorough experience in programing own show. High, commercial copywriting. Send photo, complete B.G. with references. No call, 5915 Claude Lane, San Francisco 8, California.

Good announcer first phone, no maintenance. Permanent. Rush details, tape, KBIS, Creston, Iowa.

Experienced staff announcer who can write copy-live in the Ozarks. Send resume, picture and tape. KCKN, Berryville, Arkansas.

Help Wanted—(Cont’d)

Immediate opening combo-announcer-engineer with first ticket. $900 weekly with state of the art equipment. Contact J. Alan Jasper, WIDE, Biddeford, Maine.

Immediate opening commercial announcer with news and/or sports background. Two years basic experience in spinning records...announcing etc. preferred, but maybe you’re ready to step into spot in a metropolitan station with less. Send resume and background to Bill Frosh-WISH-Inhapolis.

Have immediate opening for first-phone announcer in one of nation’s fastest growing cities, Tullahoma, Tennessee. Must have production minded mind with ability to run top fifty operation. State salary expected in letter of application, together with recent snapshot tape, and resume. Henry Beam, WJUJ, Tullahoma, Tennessee.

Need combo-man first ticket, good announcer and good solid sales man. Can join one of nation’s top stations anytime. Contact Manager, CA 5-5463, WKTY, Thomasville, Georgia.

Announcer with first phone wanted by station near University of Michigan. Write to Box 76, Ann Arbor, Michigan.

Need three brave, experienced announcers for new radio station near Cape Canaveral, Florida. Must be willing to accept back breaks, sun, fishing and opportunity—don’t reply. Contact Carl Collins, WKRT, Cocoa Beach, Florida or phone Cocoa, Newton 6-4250.

Experienced announcer for kilowatt station on air in May. Fine community in summer-winter vacation land. Send resume and tape to Thomas Humphrey, 18 Old Forge Road, Glen Falls, New York.

Technical

Our chief just received op of his own. Need replacement. Station and equipment is only 1 year old. Will probably be building another room in a year. Eastern group operation with unlimited opportunity. Send resume and state requirements. Box 349K, BROADCASTING.

Need radio-telephone man to take care of closed circuit installation. Excellent opportunity for good man. Write Box 495K, BROADCASTING.

Engineer, 1st class, Boston. $75 to $95. Reference, experience. Box 515K, 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 special space.
- All other classifications 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

Applications and or blank forms should be submitted: $1.00 charge per page. All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
The BIG MONEY goes to
F. C. C. LICENSED MEN
F.C.C. License — the Key to Better Jobs
An F.C.C. commercial (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualifications in electronics. Employers are eager to hire licensed technicians.

Grantham Training Prepares You
Grantham School of Electronics specializes in preparing students to pass F.C.C. examinations. You train quickly and well. All courses begin with fundamentals—NO previous training required. A beginner may qualify for his first class FCC license in as little as 12 weeks.

Learn by Mail or in Residence
The Grantham F.C.C. License Course in Communications Electronics is available by correspondence or in residence. You may enroll for either type course at any of the three Grantham Schools—at Washington, Hollywood, or Seattle.

Write for Free Booklet
For our free booklet giving complete details concerning our F.C.C. license training, write to the Grantham School nearest you and ask for Booklet 99-0.

WASHINGTON
Grantham School of Electronics 621-19th Street, N. W. Washington, D. C.

HOLLYWOOD
Grantham School of Electronics 1650 N. Western Avenue Hollywood 27, California

SEATTLE
Grantham School of Electronics 468 Main Street, Seattle, Washington

BROADCASTING, April 13, 1959

Help Wanted—(Cont’d)

Chief or maintenance engineer with some announcing. Must have transmitter and other maintenance experience. Send tape and resume to Dick Bott, KDON, Salinas, California.

Engineer-announcer. Must be capable of proper maintenance and good announcing. 8 kw daytime, non-directional. New equipment, modern studios in town of 4,600. Easy hours, pleasant conditions, salary open. Looking for familyman desiring permanence. Telephone collector: Al Clark, KYWN, Winner, South Dakota.

Studio engineer, first phone ticket necessary. Must have palm. Immediate opening. KSTT, Davenport, Iowa.

Need 1st class engineer for radio-television station. No announcing. WDAN, Danville, Illinois.

Engineer-announcer first class ticket. Must be above average. J. B. Delzel, WGN, Georgetown, South Carolina.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 283K, BROADCASTING.

Help Wanted—(Cont’d)

Production-Programming, Others

Wanted: Experienced newsmen for mid-western station. Must be experienced in read own newscasts. Growing station needs second newsmen, same as first, and resume to Box 334K, BROADCASTING.

Program producer-announcer for one year starting July 1, 1959. Can be student at Western university radio station. Could become permanent position. Must be university graduate, with 25% prefer person with educational and commercial radio experience. Salary: $5000- $6000 with month vacation and other benefits. Write or call 2329 KFBK, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 380K, BROADCASTING.

News director and tv. Midwest. Affiliated with NBC television and MBS radio. Excellent opportunity for man who is capable of directing 6 man team. Send full details Box 456K, BROADCASTING.

Program director for large metropolitan area. Excellent opportunity for engineer with some announcing experience. Box 50K, BROADCASTING.

Copywriter needed (female preferred) for Paint Bluff, Arkansas radio station. Start $50.00 24 hour phone. Reply Box 31, Paint Bluff. Send samples.

Newman, night shift, to start about June 1. Must have copy now, phone 758-8000. If interested, send tape, resume, and photo. Fred Epstein, KSTT, Minneapolis, Minn.

Copy-traffic girl needed by progressive southern station. Age no lim. Salary open. If you can come to CA 8-5404, Thomasville, Georgia, collect. If available in two weeks, write Manager, WTHG, and send sample copy.


Radio

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in major markets. Box 390K, BROADCASTING.

Station manager. Capable all phases, including sales. Proven record. Box 456K, BROADCASTING.

Production and promotion manager for converting platform to a real show. Must have ideas and ratings. Write Box 474K, BROADCASTING.

FM manager! Successful programming and sales. 75% of present station, sold in 9 months! Wanted bigger market and more money! College graduate, family, have youth, aggressiveness, experience, but most important, is solid. Address all future of fm. Box 501K, BROADCASTING.

First assistant manager and program director KICD, Spencer, Iowa who grossed $234,000 last year. Now want to step up as manager small or medium market station. Available immediately. Mason Dixon, Milford, Iowa, Phone: Arnold’s Park 3321.

Sales

Salesman/announcer. Love challenging sales problems. Write copy, Operate board. Box 390K, BROADCASTING.

Attention major markets: Replace bottom man on your totem pole with one outselling all competition in his market. Box 400K, BROADCASTING.

Salesman—television-radio. Married, 32, all information in let by Florida-southwest. Permanent. Box 486K, BROADCASTING.

Idea salesman 27, wants professional radio, tv, and ann. experience. Great city, big sales, news experience. Midwest. Box 489K, BROADCASTING.

Announcers

Announcer strong on sports play-by-play in either medium. One year experience. Sales, news, dj. Locate anywhere. Box 964K, BROADCASTING.


Young man. Determined to succeed. Well trained. Any reasonable offer? Box 392K, BROADCASTING.

Negro deejay. Smooth patter, efficient. Production, Controls, Audition tape. References. Box 396K, BROADCASTING.

Sportscaster—8 years radio-tv, play-by-play major college football, basketball, minor college football. Currently employed. Box 417K, BROADCASTING.

Female, announcer plus. Good background. Women’s programs, plus. Reliable. Versatile. Box 453K, BROADCASTING.

Personality-4J; strong commercial, gimmicks, operate board. Steady, creative. Box 451K, BROADCASTING.

Announcer-dj; experienced. Ready for larger market. Good background. Box 452K, BROADCASTING.

Negro announcer/dj. Intelligent, versatile. Good background, knowledge, handle controls. Box 453K, BROADCASTING.


Oklahoma, Texas, Kansas. First phone combo in Chute #1, rides a mean commercial, issues most newscast, tall in the saddle riding those horses. Need a good hand for your good Podnuh? Box 465K, BROADCASTING.

Summer replacement. Michigan state university student, speech major, experienced announcer. Box 468K, BROADCASTING.


Top swingin’ jockey available soon. Seeking large market, top pay. Write Box 470K, BROADCASTING.

Summer work. College student desires work with or as baseball play-by-play announcer. Box 477K, BROADCASTING.

Five years, all phases radio, smooth-airwork, network voice, outstanding news-commercial delivery. Want major market. No sales. No top 40 please. $425 minimum. Box 478K, BROADCASTING.


Some announcing and board experience. Fm. recently obtained. Available May. Box 482K, BROADCASTING.

Recent radio school graduate desires to break into commercial radio. Experienced 4 years board operation. Also do copy-writing. Tape and photo upon request. Prefer small Florida station. Box 483K, BROADCASTING.

Disc jockey—8 years major market radio-tv. Wants TELEVISION ratings. Top 40 DJ or better. PD experience 2 years. Available immediately. Remote & place results and future. Only stations that can pay top 40 over $105K plus. Reply. Box 492K, BROADCASTING.

Experience first phone newsmen/deejay seized alive, promotion minded station. Prefer large market. Experience direct line to tape. Earnings $85K. Send resume. Box 494K, BROADCASTING.

Tomtoph, dynamic announcer, disc jockey. Backed by 750K. Totally mobile, station. Presently key in Midwest market. Minimum starting $120K. Box 496K, BROADCASTING.

Will pay $100 for six month or 1 year contract as announcer (some experience) in (preferred) a college town station. Age 33. Box 498K, BROADCASTING.


Early morning man, farm editor, news, sports, talk. Natural, easy-going personality with major Texas station background. Thoroughly experienced, dependable, with excellent references. Box 498K, BROADCASTING.

Need audience building medium market. You must be a proven, low paid, tell-all type of new program format. Production, programming, copy. Box 500K, BROADCASTING.

Built-in variety: married couple, know music, sing, write jingles. Formerly associate with station with top ten hit radio personality. Two years dayjobs in like line, then work jumped on with top ten station. May or may not be used in any right spot (small, medium, or large) to sell records. Give one reasonable salary suffices. Box 506K, BROADCASTING.

Dear Radio: You're my true love even though I left you for another. I'll do anything, any work, continuity, code your clients, capture new listeners, work like a crazy, travel anywhere, if you'll only take me back. Please write "western gal," Box 509K, BROADCASTING, and say you care.

Staff announcer, solid experience and educational background. Versatile. Box 511K, BROADCASTING.


Announcer: 11 years experience. Interested in television as well as radio announcing. Desiring job with a future. 8 years old, married, family. Tape and photo upon request. Box 513K, 312 Prospect Avenue, Beaver Dam, Wisconsin or telephone 5-2584 evenings. Interested in Midwest location only.

Announcer-experience, congenial, good mature voice. Peter Grimes, phone Atlas 3-6901, Waycross, Georgia.
Help Wanted—(Cont’d)

Management

If you have a proven sales record in national field and are ready for management, send your resume, picture and details. Multiple ownership. Midwest 350,000 and Eastern 500,000, BROADCASTING. Answer will be held confidential.

Wanted, general manager for television station in Central America. Must speak Spanish and have sales experience. Box 465K, BROADCASTING.

Sales

Excellent opportunity for energetic, effective salesman of dependable character with experience in expanding Texas market. Box 206K, BROADCASTING.

Midwest television station serving 150,000 homes seeks experienced local salesman. CHL population over 100,000. Terrific local potential. Top salary, plus commission arrangements. Right man. Box 418K, BROADCASTING.

Announcers

Announcers wanted (2) for television work in New Hampshire. $60 per week. Preference men with basic type voices. Call Columbia 3-7800, Washington, D.C.

Need on-camera announcer with news background. If acceptable, will be assigned key newscast. Some writing required but principal interest in authoritative delivery of news and background material. Box 405K, BROADCASTING.

Technical

Engineer wanted (3) for uhf station New Hampshire. Prefer one who has had uhf experience as 50 kilowatt or 50 kilowatt RCA, air-cooled transmitter, $850 per month and family. Must have 4 miles from town. One assistant chief must be extra good technician on RCA studio and transmitter. One trainee engineer also wanted. Call Columbia 3-7800, Washington, D.C.

Transmitter engineer for mountain installation. Preferably single or married with no children. Also need relief engineer with first phone starting about June 1. Contact CE, KOAT-TV, Albuquerque, N.M.

Studio engineer with maintenance and operating experience. Familiarity with DuMont and equipment desirable. Good pay scale commensurate with ability and experience. Please send full resume with picture to Edward M., Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Television studio engineer. Must be experienced and have first phone license. Give experience references and requirements in first letter. W. E. Dixon, WCHS-TV, Charleston, West Virginia.

Kearney, I.D., radio-telephone license for vacation relief. WHIO-TV, Dayton, Ohio.

Production-Programming, Others

Copywriter with commercial creativity for vhf, large Texas market. Box 281K, BROADCASTING.

Traffic director for network vhf. Box 302K, BROADCASTING.

Newman–announcer for television or radio. Must be able to gather, write and deliver news. Box 382K, BROADCASTING.

Help Wanted—(Cont’d)

Production-Programming, Others

Excellent opportunity for producer-director who is ready for production manager’s job. Mid-Mrth NRC affiliate 350,000 sets. Send full details Box 322K, BROADCASTING.

Major Iowa network affiliate needs experienced continuity writer May 1st. Send resume of background, show samples, salary requirements to: Box 222K, BROADCASTING.

WFMV-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 department. Job must be filled very soon. Experience in broadcast field required. Write General Manager, WFMV-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 EVT: switch and ride audio, splice film, write continuity, some live production. Call, write or send photo. Box 128K, BROADCASTING.

Announcers

Announcer—radio. ($4,000) WLAC, Nashville, Tennessee. Box 123K, BROADCASTING.

Technical

Manager or commercial manager: 7 successful years in these capacities. 16 years television radio experience in advertising network and agency. Best references all previous employers. Box 278K, BROADCASTING.

Radio-128K, BROADCASTING.


Technical

Announcer, Producer, TV, film, radio experience. News, sports, commercials, versatile. Box 458K, BROADCASTING.

Newscaster. Familiar all phases tv news reporting, gathering. Broadcasting 12 years. Interested in markets 500,000 or more. Box 479K, BROADCASTING.

Announcers

Excellent background in tv radar. Many years of radio 250-50kw. No actual tv experience. Best references. Desire to break into tv. Box 420K, BROADCASTING.

Assistant chief presently employed, eastern U.S.A 8 years radio, tv, microwave and vhf radio. On projects, experience. 1 kw power vhf, 1 uhf, 5 kw am 1500 mile microwave system, vhf mobile and base stations. Complete resume on request. South, preferred. Box 500K, BROADCASTING.

Television Station Wanted

One of America’s sharpest TV operators, presently operating a TV station, would like to purchase 49.9% 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 station. Box 350K, BROADCASTING.

Mike Scott, 853K, BROADCASTING.

Situation Wanted—(Cont’d)

Technical

Needed a news director. Top qualifications, top references, top accomplishments for a top television station. Box 357K, BROADCASTING.

Television director to over two years experience in every phase of television production looking for promising or progressive station. Box 239K, BROADCASTING.


TV audiences on the WANE? Schedules need more WOW! KNOX on WOOD won’t help. If lack of program and production KNOE—how is WICH KING your station’s image; than why WINK as KOLD facts WHEW-TV program and production. WHIR can set your operation to KING-size ratings and more KOIN, 1 EARN you must.

W7EN years experience in KORVING diverse audiences assures KNAC for WISH administration. Guaranteed to WEAR well in the competitive ranks. WILL HAVE WISH to KLEW you further. May 1, 1960, $4000 may WHEK CARD? Box 406K, BROADCASTING.

Assistant news director ready for director’s job. Seven years here with proven ability to develop and hold top ratings, build solid operation. Looking for permanent spot with progressive station. Married. Best character, professional references. Write Box 459K, BROADCASTING.

Production manager. Professionalize, tighten your production: eleven years radio, television, six years television production director, all commercial, detail man. Box 510K, BROADCASTING.

For Sale

Equipment

Two new 250 foot Stainless towers complete! K50F, Salt Lake City, Utah.

Channel (22) uhf station RCA 1 kw transmitter TTI-1B amplifier complete with all tubes, dummy load, frequency monitor General Radio, demodulator and gcc spare tubes. RCA antenna TFL-24-D with 1 degree elec- tronic beam tilt. Placed on the air November 155 and in continuous service up to March 4, 1959. Complete $3500.00. WBTL-TV, Harrisburg, Ill. Channel (3).

Weather warning receivers for Confeder and disaster weather warnings. Air Alert 11—$450.00. Air Alert 1—$490.00. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

General Electric 3 kw BT-3A fm transmitter tested, $4,000 or best offer. TV-fm-am transmitters and studio equipment. Technical Systems Corp., Dept. LD, 12-01 43rd Ave., Li. 1, N.Y.

WANTED TO BUY

Stations

CP or station in difficulty, sought by re- lottery operator. Box 429K, BROADCASTING.

Small or medium market station, Prefer Virginia or North Carolina. Small down payment, or will lease file and option to buy. Box 479K, BROADCASTING.

Will buy your cp, or your station, or control of your station, or lease your station. Am former owner. Box 48K, BROADCASTING.

BROADCASTING, April 13, 1959
INSTRUCTIONS

F.C.C. first phone license, by correspondence or in resident offices. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Dept. F, 301-10th Street, N.W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teachers, G.I. approved. Phone F.L. Fleetwood 2-3713, Ekins Radio License School, 3005 Regent Drive, Dallas, Texas.


MISCELLANEOUS

Spots are up to four U.S. States recorded with informed narrative. Ready for airing. 1200 IP reel dual track $35.00 full $45.00. Box 409K, BROADCASTING.

Personalized bingo cards for radio, television and newspaper promotions with IBM controls. Size 4 1/2 x 6$.20 per 1000. Bingo Time U.S.A. Box 806, Denver 1, Colorado.

Phone Acroma 2-7809.

Help Wanted—Technical

SALES ENGINEER
BROADCAST EQUIPMENT

Nationally known electronic equipment manufacturer offers responsible position in midwest home office. Salaries for sales engineers. Thoroughly familiar with broadcasting equipment. Excellent opportunity for growth and advancement in a highly paid position which includes many company benefits. Limited travel. Send resume to Box 513K, BROADCASTING.

AD WRITER'S VACUUM

There is certainly no dearth of good copywriters from the South but imaginative people from Dixie seem hypnotized by the attractions of Madison Avenue and Michigan Boulevard. Perhaps they are unaware of the transformation in their native land, that life here now can be both delightful and rewarding, that a new prosperity is burgeoning and they can share in it, that there is stimulation aplenty in advertising here, and that their words can be eligible for nation-wide readership.

Our type of advertising calls for clever, creative people who can telegraph ideas in brief heads, subheads and captions, words that can make the colorful word with five ordinary ones and make six sing. If you're an experienced writer with a knack for color and brevity (not a distance runner), this could be the all-important turning point in your life. We're not setting any other specifications except that you have to be happy to live within an hour and a half of New York or Chicago—by jet!

Address Box 487K, BROADCASTING.

BROADCASTING, April 13, 1959

WANTED

program director
for Good Music Station

By this we mean Classical and Semi-Classical—no Pop.

One of Top Markets in the Country.

Send full qualifications to:

Box 448K, BROADCASTING

STATIONS • FOR SALE

RUSH TO THE ROCKIES
Colorado fulltimers grossing excess of $80,000. Price of $86,000 includes valuable real estate. Excellenty equipped throughout. $20,000 down, balance over ten years.

Box 525K, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946 NEGOTIATIONS MANAGEMENT APPRAISALS FINANCING HOWARD S. FRAZIER, INC. 1724 Wisconsin Ave., N.W. Washington 7, D. C.

Norman & Norman INCORPORATED

Brokers — Consultants — Appraisers

Radio-TV Stations National Coverage

6381 Hollywood Blvd., Los Angeles 28, Calif.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta 128 W. Peachtree 200 W. Walker
Chicago 33 W. Michillodona

Situations Wanted—Announcers


Box 463K, BROADCASTING

FOR SALE—Equipment

WEATHER IS IMPORTANT!

Tell Your Listeners what's going to happen, When, Where & How Much.

Brand-New, (Never used) Navy Model 50-8 RADAR, 2900-3100 Mc Frequency, including about 50 ft. of Waveguide, Coax Cables, and Instruction Manual ideal for tracking all atmospheric disturbances.

Also . . . two B-16 H Rek-O-Kut turntables used 3 months.

Call Bud Pentz, KWBE Beatrice, Nebraska Canal 3-2888—Box 1450–
During World War II a temporary Federal tax was imposed on all passenger fares paid by everybody who used trains, planes, buses and other for-hire carriers. One big reason for this was to discourage nonessential use of these vitally needed transportation facilities during the wartime emergency.

Today, 14 years after the end of the war, this tax is still in effect. Still adding 10% to the cost of the ticket.

Still discouraging travel—at a time when railroad passenger service is burdened with operating deficits of more than $700 million a year.

The travel tax weakens the whole transportation industry. It threatens the ability of the railroads and other public carriers to keep pace with the growing needs of our economy and national defense. IT SHOULD BE REPEALED—NOW!

ASSOCIATION OF AMERICAN RAILROADS - Washington, D. C.
OUR RESPECTS TO . . .

Soren Harold Munkhof

As new tv construction nears relative stability, Soren Munkhof can look back over a career as empire-builder and trail-blazer. His work literally has taken him from swamps to cornfields, complete with bulldozers and hastily-erected tar-paper shacks.

An erect figure of Danish extraction, Mr. Munkhof is credited with helping to design, plan, supervise and build such midwestern stations as WOW-TV Omaha, WTVW-TV and WITI-TV Milwaukee, WREX-TV Rockford, Ill., and more recently, the rebuilding of WFRV-TV Green Bay, Wis., now an NBC-TV primary affiliate on ch. 5.

Today, he is turning his talents to managerial and sales pursuits at WFRV-TV, of which he is executive vice president, general manager, film buyer and national sales manager.

Mr. Munkhof's proclivity for pioneering new stations, from the ground up, constitutes somewhat of an enigma to many who have not labored with him through various construction and consultant cycles. This employee loyalty prompted one colleague to observe: "Actually, he's as modest as a mother with 10 children and as untalkative as a person with a new set of store-bought teeth."

Actions, Not Words • Soren Harold Munkhof apparently has let actions instead of words do most of the talking since he left newspapers for broadcasting 25 years ago in Omaha (where he was born Dec. 19, 1910). He first got the construction bug from his father on a $211 bid for a theatre lobby job and served as a foreman at the age of 14.

He spent seven months studying in Denmark before majoring in English, journalism and education (and minor- ing in economics and accounting) at Creighton U. in Omaha. After graduation in 1934, he worked as night assignment and police reporter for Hearst's Omaha Bee-News, then joined United Press as political reporter and "telephone news report editor" in Lincoln. A year later, he headed the journalism department of Omaha Benson High School while working for his master's degree at Creighton.

Young "Munk" joined WOW Omaha in 1937, becoming one of the first radio station news reporters in the country. He gradually built up the department to 17 people, rising to assistant news manager in 1939 and director of news, special events, farm and sports programming in 1942. When WOW started experimental tv work in 1946, Mr. Munkhof and his associates put into use one of the first electronic view finders and field zoom lenses, handling closed circuit tv pickups. WOW, under the late John Gillin, sent him to New York for a six-week training period at NBC-TV studios (he worked on the Milton Berle and Howdy Doody shows).

Mr. Munkhof next helped plan and construct WOW-TV and became field director and news and special events director. The station went on the air Aug. 29, 1949, and he directed all news, locally filmed, remote and sports shows. Prior to WOW-TV's hookup with the NBC network in September 1950, he was named production manager. In this post he coordinated engineering, sales and business administration, as well as production and film lab activities. He was promoted to program director in 1952 and then tv coordinator (station manager).

Broadcast Consultant • Mr. Munkhof left WOW-TV in 1953, branched out into consultant work—for Milwaukee Area Telecasting Corp., Greater Rockford Television Inc., and other companies which had obtained construction permits. Hired as general manager of Greater Rockford in May 1953, he set out to supervise construction, equipping, staffing and operation of WREX-TV. By Sept. 30, nine weeks after moving bulldozers into a cornfield, it went on the air without a building as a CBS-TV affiliate. Mr. Munkhof accomplished this trick by building a tar-paper shack on a foundation to house the transmitter and control room while the building was constructed around and over it. When this was com- pleted, he simply tore down the un-needed shack.

Serving as station manager until June 1954, Mr. Munkhof resigned to become general manager of WTVW (Milwaukee Area Telecasting Corp.'s. ch. 12) and once again directed building, tower construction and installation of equipment—this time in a swamp. By October 1954, within seven weeks, WTVW was on the air as Milwaukee's second vhf. Mr. Munkhof and his associates had built half a mile of road, drained the swamp, constructed the building (under a circus tent because of heavy rains), installed equipment and set up a temporary 300-ft. tower. Together with Elden Anspach (formerly his program director at WOW-TV, then WREX-TV and now WFRV-TV), they hired a staff and set programming plans, with Mr. Munkhof supervising and directing sales and promotion and also serving as manager and member of the board of directors as well. WTVW was sold to the Hearst Corp. in March 1955, from which emerged WISN-TV.

Mr. Munkhof continued his career next as vice president and general manager of Independent Television Inc.'s WITI-TV Whitefish Bay (Milwaukee), permittee for ch. 6. He effected an agreement to continue his consulting activities and leave Independent once he finished supervising design, construction and installation of equipment for the station (now owned by Storer Broadcasting Co.).

Rebuilds WFRV-TV • In June 1956 Clayton Ewing, president of WFRV-TV (owned 100% by Valley Communications Inc.), called in Mr. Munkhof to undertake a rebuilding and reorganization job on his station and appointed him executive vice president and general manager. WFRV-TV completed a new 1,000-ft. tower and building in January 1957 and, under Mr. Munkhof, reconstituted its entire staff, programming and sales-promotion activities. (It previously had its studios in Neenah, Wis.)

Mr. Munkhof believes strongly in news ("everything you do should be clear, concise and brief"), applicable to the whole market area, and editorializing (WFRV-TV maintains an editorial board). It has a full complement of still, live and motion picture cameras.

Mr. Munkhof was a founder, director (for three terms) and executive secretary (for five years) of the Radio-TV News Directors Assn. He's a member of Broadcast Pioneers and the Green Bay Chamber of Commerce. During World War II he served in the Civil Air Patrol and also was Nebraska Wing staff public information officer, still holding the rank of lieutenant-colonel. Mr. Munkhof is single.
EDITORIALS

FCC's A-day

BARRING the unforeseen the FCC within the next fortnight will decide what course it proposes to follow in its last ditch effort to break the television allocations impasse. Its conclusions necessarily will be a compromise. It cannot satisfy all of the contending aspirants within and outside television.

What will emerge will be a proposed national policy, to implement, supplement or modify the one enunciated seven years ago in the "Sixth and Final" report which established the 12 vhf-uhf channel economy and which anchored assignments to specified locations based on arbitrary mileage separations.

The FCC has been pondering a dozen different plans, ranging from a visionary full-scale move to the uhf band to a stultifying 12-channel vhf domain. The all-uhf proposal is licked before it starts, what with an overwhelming preponderance of vhf-only stations and the 50 million tv receivers in use. A 12-channel system could not get off the ground if it entailed degradation of service to millions of existing set owners.

Somewhere in between the FCC plaintively hopes to find a minimal short-range answer. A majority now is pondering modifications to "shoe-horn" new stations in a number of markets to effect three-station (actually three-network) competition. This, proponents contend, could be accomplished through reduced mileage separations, perhaps on a temporary basis, or through regional junior reallocations by ordering existing stations to move to provide needed mileage separations.

Whatever the majority may propose, nothing will happen automatically. Even before it arrives at the point of institution tingious rule-making procedures, the FCC plan must pass Congressional muster.

No government agency has ever been confronted with a more bewildering or thankless problem. Really, it is a multiplicity of problems because there are other services, besides television, clamoring for spectrum space. These are after the uhf band, the fm band, and in one instance, the lower end of the uhf tv band. Besides, the government services are yet to be heard from.

The ideal answer would be for one adequate contiguous vhf band for tv. This may come eventually, but it isn't in the cards for perhaps 10 years. So the FCC feels it must have a short-range solution.

It would be foolhardy to sacrifice a single uhf channel until it is known whether an exchange for comparable vhf space is possible. This would take time and possibly legislation.

Any effort inordinately to reduce vhf separations to accommodate more stations obviously will be resisted by existing stations, not because of fear of economic loss, but because of loss of service to established audiences. The FCC knows this through harsh recent experience. When it proposed to outlaw on-channel booster service in the mountain areas of the West, the wrath of the governors of the states plus their Congressional delegations descended upon it. Only thousands of viewers were involved. Uncounted millions would be affected through a breakdown of existing separations, as the FCC was pointedly told two weeks ago by the Assn. of Maximum Service Telecasters.

The FCC had the authority to effectuate the existing dual allocations in 1952. It has the unquestioned authority to revise them, but it must have plausible explanations for Congress and through the judicial processes open to licensees, for the courts.

The physical limitations of the vhf spectrum cannot be changed. So far no way has been found to induce manufacturers to produce all-channel receivers. No attempt yet has been made to license manufacturers in the same manner that transmitter types must be approved by the FCC. This could be a legislative approach Congress might want to consider.

So far the FCC has been showered with advice from serving groups. We do not profess to know the answers. The most we can do is to extend our sympathy in the realization that whatever the FCC does it will be damned by certain elements in Congress and by groups with their individual axes to grind. It must do the best it can with what it has, under its sworn duty of providing equitable allocations. It should provide additional service where it is needed most, but without unduly molesting existing service.

Whatever the FCC concludes to be the short-range panacea, it is to be fervently hoped that there will emerge from the genius of science an electronic miracle that will multiply the spectrum so that all can be accommodated in a free competitive economy.

Dear sir, you cur

A POWERFUL union leader last week asked the FCC to compel four television stations to broadcast a union program.

The FCC should have told him to jump in the lake, or even in the Potomac which is polluted.

But it didn't.

Instead it prepared letters advising the stations that James Carey, president of the United Electrical, Radio and Machine Workers, had protested their rejection of his program and asking them for an explanation.

Mind you, no matter what answers the FCC receives, it must eventually tell Mr. Carey it cannot honor his request. The law prevents the government from forcing stations to broadcast any program. So why the letters?

They were instruments of the insidious technique of regulation by suggestion that has developed into an art at the FCC. Is the technique effective?

Well, one of the four stations changed its mind after Mr. Carey hollered copper.

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BROADCASTING, April 13, 1959
The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV... the most powerful selling influence, by far.

This Is North Carolina's INTERURBIA

... The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves... sells.

WFMY-TV

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