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**PROGRAM SERIES FOR SYNDICATED SALES**

**"THIS MAN DAWSON"**

Starring KEITH ANDES

The Ziv man in your market has full details on how you can profit by using one of America’s GREAT selling forces . . . a Ziv Show!
"NEVER PUT OFF 'TIL TOMORROW..." WHAT YOU CAN BUY TODAY! And we mean "ADVENTURE TOMORROW!"

A COMPLETELY NEW and unusual series of half-hour TV programs is now available for the first time on video tape. Fresh from its successful run in Los Angeles—ready to prove a seller in your market.

THE DOCUMENTARY OF OUR TIMES and of times to come, ADVENTURE TOMORROW searches the fascinating world of science. Under the direction of a nationally known physicist, inventor and author, Martin L. Klein, Ph.D., it explores the wondrous world of missiles, jets and atomic projects.

IN A LUCID, EASILY UNDERSTOOD manner, Dr. Klein discusses the latest scientific developments. Each half hour digs deep into a different realm of science with such titles as:

- "The Flying Giants"
- "Behind the Pushbuttons"
- "Prop Jets Made Simple"
- "Countdown at Santa Susana"
- "The Flying Wing"
- "A Plane is Born"
- "Glorious Gasbags"
- "Space Probe"
- "Flight of the Titan"

"Satellite High"
"North Pole by Nautilus"
"Supersonic Cops and Robbers"
"Mighty Like a Missile"
"Jet Propelled Seagull"
"Return from Outer Space"
"Flying Stonepipe"
"U.S. Planetoid #1"
"The Vertijet"

A FAVORITE WITH EVERYONE from 9 to 90, this exciting new series will surely pull top ratings in your markets. Let us repeat—Don't put off 'til tomorrow what you can buy today. Investigate ADVENTURE TOMORROW—today.

Write or call:

CROSBY/BROWN PRODUCTIONS

245 West 55th St., New York 19, N.Y., Judson 6-1336
400 East 33rd St., Chicago, Ill., Calumet 5-5520
1000 N. Cahuenga Blvd., Hollywood 38, Calif., Hollywood 2-731
The best things in life...

Proud and impressive, the one-hundred million dollar Texas Medical Center in Houston stands as the fulfillment of a dream to further education, research and treatment. Ever growing, this great and humanitarian project is among the finest of its kind in the world.
EMPLOYMENT continues high in the WGAL-TV coverage area. Stable payrolls assure steady spending. Advertise on WGAL-TV to reach all of the rich Lancaster-Harrisburg-York market.

AMERICA'S 10th TV MARKET

WGAL-TV

Channel 8
Lancaster, Pa.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.
Vhf drop-ins • Despite complexities, FCC majority hopes to clear way for vhf drop-ins in some two-station markets prior to its August recess but total won't exceed half-dozen—several with reduced separations under "temporary" authorization. While nothing is nailed down, among cities scrutinized for drop-ins (as of FCC's meeting last Monday) are Louisville, Providence, Grand Rapids-Kalamazoo, Syracuse and Rochester. These are in addition to indicated or authorized drop-ins for Fresno and Bakersfield, Calif. (two channels) Columbus, Ga., Birmingham, and Baton Rouge (page 70).

While 21 markets were on original drop-in list, FCC has been discouraged to note that violent shifts would be entailed in all but four or five cities. Minimum separation now is 170 miles and staff proposal is for temporary cuts down to 130 miles, but majority is disposed to go no lower than 150 miles (any cut will elicit vehement opposition of Assn. of Maximum Service Telecasters). To provide drop-ins adhering to separation standards, FCC staff found, would entail two to 12 moves for other stations in 21 cities. Example: drop-in in third station in Charlotte would mean nine separate shifts. Less than normal spacing drop-ins would be temporary, subject to change if and when tv band is expanded through exchange with government or by other means.

Salt Lake deal • Columbia Pictures Inc. (which owns Screen Gems) is negotiating for purchase of KDYL and KTVT (TV) for $3.1 million from Intermountain Broadcasting & Television Corp. (owned 80% by TLP Inc., Time Inc. subsidiary, and 20% by G. Bennett Larson, general manager of stations). This is in keeping with announcement by Ralph Cohn, president of Screen Gems (BROADCASTING, April 13) that Columbia Pictures would seek full quota of tv stations. Time Inc. purchased property in June 1953 for $2.1 million and is expected to acquire replacement in larger market.

Harrisonburg deal • Purchase by The Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington) of 50% interest of Transcontinental Television Corp. in WSVA-AM-FM-TV Harrisonburg, Va., based on 100% evaluation of $1.5 million, was in negotiation last week. Hamilton Shea, president and general manager, would retain his 50% interest and resident managernship. WSVA-TV, founded in 1953, operates on ch. 3 with 8.32 kw visual and 4.17 kw aural and is affiliated with all three tv networks. WSVA operates on 550 kc with 5 kw-D, 1 kw-N and is NBC. WSVA-FM is on 100.7 mc with 7.2 kw.

Negotiations are being handled by David C. Moore, president of Transcontinent, and John W. Thompson Jr., president of Evening Star Broadcasting Co. Transcontinent purchased Harrisonburg stations in 1955 for $550,000. Other Transcontinent stations are WGR-AM-TV Buffalo, WROC-TV Rochester, 60% of WNEP-TV Scranton, KFMB-AM-TV San Diego and KERO-TV Bakersfield. It's presumed Transcontinent will seek fifth outlet in larger market.

Future book • NBC-TV program planning already extends into 1960-61 season, although there are still few holes in upcoming schedule (2 1/2 hours yet unsold, including two-half hours not yet programmed). One of major 1960-61 projects being drafted is called Five Against Crime, weekly hour which will have five stars appearing in individual episodes. It's being worked out by programming chief David Levy with Dick Berg, new to network, assigned writing job.

Quiet meeting • Board of Directors of CBS Radio Affiliates Assn. has scheduled what is billed as quiet two-day meeting in New York this week. Sessions will be held today (July 20) for board members only, and Tuesday for board with network top brass. Meeting is said to be preliminary to annual affiliates convention to be held in New York Sept. 23-24, and insiders say they expect no fireworks to be ignited. Charles C. Caley, WMBD Peoria, Ill., heads affiliates board.

Suspended judgments • Although FCC intends to resume consideration of "overight" cases, suspended during trial of former Comm. Richard A. Mack, Dept. of Justice last week was considering asking FCC to hold up all such cases until after re-trial which it has announced it intends to seek in light of hung jury. As of Friday, Attorney General William P. Rogers had proposal under consideration, but there was inference that Department would prefer not to unduly delay FCC handling of regular business.

Politics on Madison Ave. • Paul Butler, chairman of National Democratic Committee, and J. Leonard Reinsch, radio-ty advisor to committee and executive director of Cox stations, talked in New York last week to eight advertising agencies about handling national Democratic account for 1960 campaign. Budget will be higher than $2.25 million in 1956 when Norman, Craig & Kummel, New York—in running for 1960 business—handled account. In addition to his radio-ty advisory work for Democratic committee, Mr. Reinsch is executive director of 1960 Democratic convention in Los Angeles.

On the scene • Egmont Sonderling, owner of highly successful WDIA Memphis, personally will take over management of KWBR Oakland, Calif., which he acquired last week for $550,000 with FCC approval. He will seek change in call to KDIA. Mr. Sonderling also owns WOPA-AM-FM Oak Park, Ill.

Tape Transition • Swift switch from optical film to video-taped television productions is seen in expected merger of two Hollywood majors—Mark Armistead Inc., renter of camera equipment, and Glen Glenn Sound Co., audio recorder for producers. Top executives of two production specialists indicated last week they're sold on merits of tape after inspecting live color productions at WBTW (TV) Charlotte, N.C., where two RCA tv tape racks are in regular operation.

Special enthusiasm was voiced by Armistead and Glenn executives over quality of black-and-white image from color-taped programs. "If executed properly, our proposed merger plans call for operation of mobile production vans that would be fully equipped for both studio and outdoor production, adding flexibility to outdoor shots and bringing tv programming nearer to theatrical film versatility. Finally they point to inherent benefits of tv film over optical film and cinemoscopes.

WDRC to continue CBS • Richard D. Buckley and John B. Jaeger, widely recognized independent radio operators (WHIM Providence, R. I., and formerly WNEW New York), don't intend to keep that status with newly acquired WDRC Hartford. They've indicated station will continue as affiliate of CBS Radio, meaning they consider network's controversial Program Consolidation Plan acceptable. WHIM will continue as independent.
You Can't Hit the Toledo Strike Zone by PITCHING from Detroit

Penetration by stations out-of-Toledo has dropped from 54% to 30%* share of the total audience. No single outside station can claim more than 15% share.

You can now be sure of domination with WSPD-TV, Toledo's unchallenged leader.

*Jan.-Feb. ARB

"Famous on the local scene"

WSPD-TV
CHANNEL 13 • TOLEDO

Represented by the Katz Agency

Storer Television

WSPO-TV WJBK-TV WJW-TV WAGA-TV WITI-TV
Toledo Detroit Cleveland Atlanta Milwaukee

BROADCASTING, July 20, 1959
**WEEK IN BRIEF**

Humor and the square sex • The cash register shows who's hip when it comes to viewing and acting on the content of the funny tv commercial. If you've been one of the many who think the gasers are strictly for the boys, you'll be pleasantly surprised to learn that the comics communicate to the ladies too, in the most effective way: sales. Maxwell Arnold Jr., vice president and copy director, Guild, Bascom & Bonfigli, San Francisco, tells the story in this week's MONDAY MEMO. Page 23.

Tv “image” drive set • Full speed ahead is ordered for industry-wide public relations campaign as committees meet to nominate a director and recommend program and business policies. Fall starting date seen. Page 35.

NBC auto study: It's tv on top • Showroom shoppers and car dealers choose tv for fourth straight year as the dominant stimulus for new car sales, ranking medium over newspapers and magazines for national advertising. Page 42.

The battle of San Francisco • Some of the leading exponents of modern and traditional radio programming are now locked in head-to-head competition. The outcome could have widespread effect. Page 50.

Lessons in management • Three-score broadcast executives complete intensive two week course in business operations at Harvard Graduate School of Business Administration. Course, conducted under NAB auspices, described by student-executives and Harvard officials as highly successful. Page 62.

Sec. 315, Senate style • Senate Commerce Committee approves its own version of Sec. 315 exemptions, including news, documentaries, commentary and interview; House Commerce Committee meets today (Monday) to consider similar legislation. Page 68.

The push to vhf • FCC moves toward adding vhf to intermixed cities; Fresno, Bakersfield, Calif., and Columbus, Ga., get additional v's; proposed rule-making issued on more v's for Montgomery or Birmingham, Ala., and Sacramento or San Francisco, Calif. Page 70.


Boston ch. 5 case resumes • FCC General Counsel's Office, getting off first shot in new round, asks examiner to revoke ch. 5 grant to WHDH Boston and disqualify WHDH and Massachusetts Bay Telecasters from contest. Page 75.

Oversight in a nutshell • Rep. Harris tells House where Legislative Oversight has been, what it currently is doing and what it plans for future and discloses plans for Advisory Council on Administrative problems. Page 76.

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**THE LANSING**

MARKET IS

MOVING UP . . .

---

now ranked 69th

(SRDS—May, 1959)

... and the very best buy to serve and sell its 313,100 residents is

WILS

with 5000 watts and

190% MORE LISTENERS

than the market's

No. 2 station

(C. E. Hooper—'59)

**Michigan's capital city market now boasts**

- 91,960 households
- $366,283,000 retail sales
- $588,989,000 spendable income

Represented by VENARD, RINTOUL & MCMENY, Inc.

WILS is associated with WILX-TV

NBC • CHANNEL 10

studies in Lansing—Jackson—Battle Creek

and WPON—PONTIAC
**PROFILE OF A MARKET**

Raleigh-Durham

- **CAPITAL OF TOBACCOLAND**
- **MEDICAL CENTER OF THE SOUTH**
- **RECREATIONAL PARADISE**
- **OASIS FOR INDUSTRY**
- **SEAT OF GOVERNMENT**
- **DIVERSIFIED MANUFACTURING**
- **HOME OF RESEARCH TRIANGLE**
- **FOCAL POINT OF CULTURE AND HIGHER EDUCATION**

**WTVD** is the dominant station in the Raleigh-Durham market. Ask your Petryman.

**WTEN**
Albany 10

**WTVD**
Raleigh-Durham 11

**WPRO-TV**
Providence 12

CBS Affiliates

**CAPITAL CITIES TELEVISION**
Humphrey interview: NBC airs, CBS denies

NBC and CBS were at odds in interpreting equal-time political law Friday (July 17), with Sen. Hubert Humphrey (D-Minn.) appearing on NBC-TV's Today program after being dropped by CBS-TV from scheduled appearance on Face the Nation (early story page 69).

In Today appearance, Sen. Humphrey said Congress will amend Sec. 315 and asserted that FCC's extension of equal-time requirement to news coverage "would make a shamboles out of the entire public service aspects of radio and television." He also suggested that "maybe I was getting a little high-pressure lobbying" in CBS' decision to withdraw his Face the Nation invitation. CBS contended that formation of "Humphrey for President Committee" by senator's friends made him candidate under Sec. 315 and that if he appeared on Nation it would be necessary to grant equal time to any other candidate who applied.

NBC disagreed with CBS reasoning. While its invitation to appear on Today was issued before it knew of CBS action, NBC said: "In the opinion of NBC's legal counsel, Sen. Humphrey was not then a candidate for nomination for the presidency within the meaning of Sec. 315. . . . In any event, committees of the Senate and House have within the past few days recommended amendment of this section to permit the appearance of candidates in newscasts without involving the equal time provisions of the statute. We expect and hope that such an amendment will be swiftly voted by the Congress. . . ."

Sen. Humphrey said he was not "complaining" about CBS' action, but that if it is "followed up in meticulous detail, it will mean literally throwing off the air and television every person that is mentioned for public office." Asked whether he wanted to be President, he told Today audience he thought this question "will one of these days be answered in the affirmative." He said formation of Humphrey for President Committee was announced because he thought it better "to say there is such an office and . . . say very frankly that this office is actively promoting at least the effort to make Hubert Humphrey a candidate for President."

Cue: station 'break'

There's mild feuding at 1440 Brookfield, N.Y., home of WOR New York and Mutual. WOR has started to broadcast station cues which say: "This is WOR-AM-FM, owned by RKO General," whereas in past, cues invariably mentioned that WOR was affiliated with Mutual Broadcasting System. It's understood reasons for new cue are (1) WOR wanted to disassociate itself from Mutual as some listeners think WOR is in voluntary bankruptcy as is network and (2) WOR wanted to prepare listeners and trade for dissatisfaction with Mutual, which has not been officially announced. In turn, Mutual revealed last week that it's adopting new station cue: "This is Mutual, the Network of Independent Stations."

Broadcaster-publisher
Eugene Meyer dies


Born in Los Angeles, Mr. Meyer amassed fortune as head of his own New York investment firm. In 1933, he purchased Washington Post and in 1944 bought WINX Washington for $500,000. Mr. Meyer, through Post, then bought 55% of WTOP Washington from CBS in 1948 for $855,470 and sold WINX. CBS and Post purchased ch. 9 WOIC (TV) (changing call to WTOP-TV) from Bamberger Broadcasting Co. for $1.4 million in July 1950 and in October 1954 CBS sold its 45% interest in WTOP Inc. to Post for $3.5 million.

Mr. Meyer's newspaper also owns WJXT, which it purchased in January 1953 (then WMBR-TV) along with WMBR-AM-FM for $2.47 million. Am- fm stations were sold last year to WWDC Washington (Ben Strouse). Washington Times Herald was purchased in 1954 and merged with Post.

Test for WFBG-TV among actions by FCC

FCC actions:
- Granted ch. 10 WFBG-TV Altoona, Pa., authority to operate experimental ch. 10 outlet in Johnstown, Pa., to test coverage but not for commercial use or to rebroadcast regular WFBG-TV programs. Experimental station required to operate only while ch. 11 WJIC (TV) Pittsburgh is not on air. WIIIC, WJAC-TV and WARD-TV, both Johnstown, had opposed WFBG-TV proposal.
- Denied petitions of KPOA and KULA, both Honolulu, asking revocation of license of KPOI Honolulu (Broadcasting, June 22). KPOA and KULA had claimed veteran broadcaster John D. Keating is actual owner of KPOI through his relationship with Jock Fearnhead, former WINS New York manager who purchased KPOI this spring. Mr. Keating was co-owner of WINS and KDAY Santa Monica, Calif., with J. Elroy McCaw until FCC approval last week of stock transfer giving Mr. McCaw WINS and Mr. Keating WDAY. Two jointly own KALA (TV) Wailuku and KONA (TV) Honolulu with Mr. Keating retained as WINS consultant for 80 months at $1,000 per month.
- Directed preparation of document granting Palm Springs Translator Inc. translators on ch. 70 and 73 (K70AL and K73AD) in Palm Springs, Calif.

5 N. Y. fm's bought in $420,000 package

Station sales announced Friday, subject to FCC approval:

Five station group of upstate New York fm stations sold July 17 by Cooperative Grange League Federation Exchange (GLF) to Ivy Broadcasting Co. of Ithaca, N.Y., for $420,000. Stations, operated as Northeast Radio Network, are WRRL Wethersfield, WRRE Bristol Center, WRAA Ithaca, WRRD De Rueter and WRRC Cherry Valley.

Ivy Broadcasting is owned by group including E.E. Erdman, A.H. Treman, J.J. Clynes Jr. and George Abbott. They also own WTKO Ithaca and WOLF Syracuse. Mr. Erdman is

CONTINUES on page 10
AT DEADLINE
CONTINUED from page 9
broadcaster; others are Ithaca businessnessmen.
GLF took over as sole owner of stations in 1952. Group was formed in 1947 as Rural Radio Network. Stations have been part of QXR Network, which carries programs originated by WQXR (FM) New York, and had also relayed feeds to eight other upstate New York stations. That arrangement will be terminated. QXR network said Friday it is taking steps to insure continuation of service to area.

WILO Frankfort, Ind., sold by T. M. Nelson and David Gifford to Vernon J. Kasper, midwest broadcasting official, for $80,000. Broker was Hamilton-Landis & Assoc. WILO is 250 w daytimer on 1570 kc.

Friendly expands
Fred W. Friendly named Friday (July 17) to be executive producer of CBS Reports, hour-long informational series to be presented in CBS-TV prime time once monthly starting this fall, twice monthly following year and weekly thereafter. Mr. Friendly will continue as co-producer (with Edward R. Murrow) of CBS-TV's Small World. Plans for CBS Reports were first disclosed by CBS President Frank Stanton last spring (Broadcasting, June 11).

AFA group named
Advertising Federation of America, New York, Friday (July 17) named nine officers and directors to AFA executive committee, scheduled for initial meeting next Friday (July 24). They are:
JAMES S. FISH, vice president and director of advertising, General Mills Inc., Minneapolis, and AFA board chairman; JOHN P. CUNNINGHAM, chairman of Cunningham & Walsh, New York, and vice chairman of AFA board; MARY E. BUSCH, executive vice president, Emery Adv., Baltimore; E.W. Eberle, vice president, General Foods Corp., White Plains, N.Y.; ROBERT M. FEEMSTER, chairman, executive committee, "Wall Street Journal"; MEVIN S. HATWICK, director of advertising, Continental Oil Co., Houston; GEORGE W. HEAD, manager of advertising and sales promotion, National Cash Register Co., Dayton; C. JAMES PROUD, president and general manager, AFA; and PERRY L. SHUPERT, vice president, sales and advertising, Miles Labs, Elkhart.

Ask allocation shifts
Tv allocation changes requested of FCC, reported Friday:
• WHP Inc. (WHP-TV), Harrisburg, Pa., asked that ch. 12 be moved from Wilmington, Del., to Harrisburg. Change would involve reallocations in Dover, Del., and Atlantic City, N.J.
• United Electronics Labs., Louisville, Ky., asked assignment of ch. 32 from Richmond, Ind., and Oak Ridge, Tenn., to Louisville. Would involve changes in Madison, Muncie and Richmond, Ind.
• Superintendent of Public Instruction, Lansing, Mich., requested allocation of ch. 9 from Alpena, Mich., to Cadillac, Mich., and reservation for educational use. Recommended substitution of ch. 6 for ch. 9 at Alpena.

NBC ok's quiz release
Continuing to-do about New York grand jury presentment on alleged quiz show misbehavior prompted NBC to issue statement Friday (July 17) saying it would welcome publication of probe findings if court thought it legal to do so. Network said it had and would cooperate with grand jury and district attorney, and had never sought to block release of presentment.

New York District Attorney Frank Hogan earlier in week urged judge in case, Mitchell D. Schweitzer of Special Sessions Court, to release report on quiz "rigging," stating disclosure would be in public interest and would lead to corrective legislation. Judge has impounded presentment on ground it makes accusations without offering forum for denials. Decision is due in next month.

CBS spokesman Friday repeated network's position that it cannot comment on matter still before court.

• Business briefly
  • American Tobacco Co., N.Y., for its dual filter Tareyton cigarettes, lining up some 20 markets for 52-week spot tv campaign starting Sept. 1. Prime time station breaks have been purchased in Portland, Ore., and Houston, Tex. Agency: Lawrence C. Gumbinnen, N.Y.
  • P. Lorillard Co., N.Y., announced Friday (July 17) new Spring cigarette brand headed for rapid national distribution, starting with radio-tv spot drive and print campaign this week in Philadelphia and Providence. With ad strategy in formulative stage, copy theme of king-sized filter Spring, with "wisp of menthol," will be "... the cigarette which 'air-conditions' the smoke," with emphasis on "amazing electrostatic process created by Lorillard research." Agency: Lennen & Newell, N.Y.
  • Marlboro Cigarettes (through Leo Burnett, Chicago) Shell Oil (J. Walter Thompson, N.Y.) and Ballantine Beer (William Esty, N.Y.) set to sponsor New York Giants pro football games this fall on CBS-TV regional network in New York and New England. Regional network is part of CBS-TV national coverage of pro football, which in some cases will present six games regionally in one afternoon.

WEEK'S HEADLINERS

JULIAN GOODMAN, manager of news for NBC in Washington, named to new post of director of news and public affairs with assignment in New York. He will report to WILLIAM R. MCDANIEL, vp, NBC News. ELMER W. LOWER, director of operations and general manager of election and convention coverage for CBS News, will succeed him in Washington. J. O. MEYERS continues as director of NBC News, and EDWARD STANLEY remains director of public affairs, both reporting to Mr. Goodman. Mr. Goodman joined NBC as news writer 14 years ago, has played key role in organizing radio and tv coverage of three presidential elections as well as first filming of presidential press conference.
IN THE MIDLAND'S MANUFACTURING METROPOLIS

Peoria

PHOTO BY EWING GALLOWAY

...The top station in this top test market

WTMH

announces the appointment of

BLAIR TELEVISION ASSOCIATES

as National Representatives

effective July 1, 1959

HILLTOP BROADCASTING COMPANY, PEORIA, ILLINOIS

BROADCASTING, July 20, 1959
Surprise Guest Stars • A Brynaprod Production

THE BIGGEST, RICHEST SEA BROUGHT TO TELEVISION!

729 Seventh Avenue, New York 19, N. Y. Circle 5-6000
TALES OF THE

NOW FOR SYNDICATION...

ADVENTURE SERIES EVER

Starring Jerome Courtland and a Galaxy of Stars

39 HALF-HOURS AVAILABLE FOR FALL!

Write, Wire or Phone UNITED ARTISTS TELEVISION, Inc.
LIFT HERE FOR IMPORTANT NEWS FROM United Artists Television
A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JULY

*July 1—Firestone Tire & Rubber Co. testimony before FCC Chief Hearing Examiner James D. Cunningham on demurrer of company’s music show, Voice of Firestone. 10 a.m. FCC headquarters, Washington, D.C.


July 26—Oral argument before FCC on protests by group of television broadcasters against specialized common carrier microwave relay systems which carry TV signals from large cities to catv systems in small cities and towns served by these broadcasters. Involved are broadcasters and caiv operators in Helena, Mont.; Laredo, Tex.; Tallahassee, Fla.; Riverton-Lurder-Thompson, Wyo.; and Tyler, Tex.

July 30—Radio & Television Executives Society’s first annual Fun Day Outing, Pelham (N.Y.) Country Club, for RTES members and guests.

AUGUST

Aug. 3—Comments due on FCC proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

*Aug. 4—Argument in Ninth Circuit Court, San Francisco, on request for temporary injunction against FCC by Montana Microwave (common carrier relay feeding Spokane TV signals to Helena, Mont., community TV system). Litigation is against FCC order staying grant to Montana Microwave pending outcome of protest proceeding filed by KXLI-TV Helena.

Aug. 10-21—Western Electronic Show & Convention (Westec), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel.

*Aug. 20-22—South Carolina Broadcasters Assn., Holiday Lodge, Myrtle Beach.


Aug. 23-24—UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire aboard aircraft carrier Wasp at sea; board destroyer at South Boston Naval Annex for transfer to Wasp 100 miles out; return to Boston.

Aug. 24-26—American Bar Assn., annual meeting, The Americana, Miami Beach, Fla.


Aug. 29—Oklahoma Broadcasters Assn., summer meeting, Lake Murray Lodge, Ardmore, Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 3—North Carolina AP Broadcasters annual meeting, Charlotte.

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice hotel, Houston.

Sept. 10—Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 11-12—Country Music Assn. Board of Directors, Springfield, Mo.

*Sept. 11-12—Southwest stereo-hi-fi show, Shamrock-Hilton hotel, Houston, Tex.


Sept. 17—Assn. of National Advertisers sales promotion workshop, Hot Springs, Howard-East, John York Program on “incentive selling methods” to include panel discussion on case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.


*Sept. 18-20—Southwest stereo-hi-fi show, Hotel Adolphus, Dallas, Texas.

Sept. 18-20—United Press International Broadcasters Assn. of Minnesota, Sawbill Loope, Toftte.

Sept. 21-22—Louisiana Assn. of Broadcasters, Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economics manager, who will speak on “Labor Problems and Solutions in Broadcasting.”

Sept. 22-24—Electronic Industries Assn. fall conference, Hotel Traymore, Atlantic City, N.J.


Sept. 24-26—AFA 10th District convention, Hotel Texas, Fort Worth.

Sept. 25—Advertising Research Foundation, fifth...
Another thriller-diller from WJRT—

"Yippee, Chief! Where's the big roundup?"

"Head for WJRT-land, Ponsonby—that's the most efficient way to corral Flint, Lansing, Saginaw and Bay City."

If you want land, lots of land: Flint, Lansing, Saginaw and Bay City, to be exact—WJRT's your baby. With each of these big metropolitan areas getting WJRT's powerful Grade "A" signal or better, it's the most efficient way to buy Michigan's other big market. In all, you get nearly a half million TV households with this single-station buy. That's all of rich mid-Michigan, ready to hark to your message. Whenever you're ready to send it, just say the word.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER
Oct. 4-6—AFA 7th District convention, Roosevelt Hotel, New Orleans, La.
Oct. 5-9—Society of Motion Picture & Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York.
Oct. 5-9—11th annual convention and professional equipment exhibit, Audio Engineering Society, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.
Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.
Oct. 12-15—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.
Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doofer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.
Oct. 15—Beginning of the eight annual NAB Fall Conferences. For full list of dates and places, see special listing on page 18.
Oct. 15-16—Central Region annual meeting, American Assn. of Advertising Agencies, Drake Hotel, Chicago.
Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.
Oct. 22-23—Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.
Oct. 29-31—New Jersey Broadcasters Assn., fall meeting, Nassau Inn, Princeton.

NOVEMBER
Nov. 2-4—Broadcasters Promotion Assn. convention, Warwick Hotel, Philadelphia. Robert W.

BROADCASTING, July 20, 1959
If you are not piling up record sales points in San Diego, you are just not trying. Here is the real bounce and action of America today! The 19th market. KFMB Radio is here to help call your shots. Nice people with music that paces the swift, changing tempo. Variety programming for a variety of listeners. World news from CBS. Local tidings from the hometown reporters our fellow citizens turn to first—and believe. Living, buying and listening to KFMB Radio are the biggest audiences in the better part of Southern California. Don't sit on the sidelines—the whistle has been blown. Take the ball with KFMB Radio. Score now!
WJAC-TV holds a long, long lead over WF8G-TV, in station share of audience, sign on to sign off, all week long.

WJAC-TV—71.9
WF8G-TV—28.1

TOP 30 SHOWS ON WJAC-TV
Johnstown-Altoona Trendex, Feb., 1959

With a lead of nearly 3 to 1 over its nearest competitor, it's clear that WJAC-TV is the station viewers prefer. Buy the station more people watch . . . WJAC-TV

Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, TV Guide. Jim Kiss, WFEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 4-5—Eastern Annual Conference, American Assn. of Advertising Agencies, Biltmore Hotel, New York. Seven specialized workshops and management events are scheduled.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting. Syracuse Hotel, Syracuse, N.Y.

Nov. 18—East Central Region annual meeting, American Assn. of Advertising Agencies, Pennsylvania State University, Altoona, Pa. Afternoon and evening sessions open to invited guests.

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

Nov. 19-20—Tennessee Broadcasters Assn., Andrew Jackson Hotel, Nashville.

DECEMBER

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communica- tions autorizations.

JANUARY 1960
*Jan. 24-29—NAB Board of Directors, El Mirador Hotel, Palm Springs, Calif.

FEBRUARY 1960

*Feb. 24-25—Fifteenth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960

APRIL 1960
April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

MAY 1960
May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

NAB FALL CONFERENCES
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Sheraton Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

You're missing a bet if you don't hear Lang-Worth's new "SHOWCASE" of RADIO Huck-Sters and Airlifts. Write for it today!
KLAC
STANDS FOR LOS ANGELES, CALIFORNIA
The Nation's 2nd Market...7½ Million

YES, AND IT ALSO STANDS FOR:

1. Quality Programming
2. Top Facility, 5,000 watts on 570 kc
3. Talent: THE BIG SIX
4. Unsurpassed News Staff
5. Sam the Traffic Man
6. Exciting Sports with Sam Balter
7. Powerful Merchandising Support

It all adds up to SHOWMANSHIP and SALES RESULTS!

See your East/man for sales in southern California.

robert e. eastman & co., inc.

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
Plaza 5-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg.
San Francisco, Cal.
Yukon 2-9760

DALLAS:
211 North Ervay Bldg.
Dallas, Texas
Riverside 7-2417

ST. LOUIS:
Syndicate Trust Bldg.
915 Olive St.
St. Louis, Missouri
Central 1-6055

LOS ANGELES:
Taft Building
1680 N. Vine St.
Hollywood, Cal.
Hollywood 4-7276

BROADCASTING, July 20, 1959
NOW...
STORIES THAT
UNMASK
THE MEN
WHO RUN
ORGANIZED
CRIME!

"THIS MAN"

An entirely
NEW KIND OF
LAW ENFORCEMENT
AGENCY . . .
pledged to destroy
those who prey upon
the weak, helpless,
ignorant and poor!
“HIRE ME! FIRE ME!
But don’t tell me how to
run this police force!”

DAWSON

starring
KEITH ANDES

as Col. Frank Dawson
Chief of Law Enforcement.
Here's how to make it:

Warm brulot bowl or chafing dish thoroughly with hot water; pour out water. Place in bowl 1/2 lemon peel, 1/2 orange peel, 2 crumbled cinnamon sticks, 8-10 whole cloves, 2-4 lumps sugar. Add 4 oz. brandy. Dip out spoonful of mixture (including 1 lump sugar); warm spoon with match. Ignite spoon's contents. Lower into bowl; contents will flame. Very slowly add 4 demitasses of strong black coffee. Let contents flame short time; stir to extinguish. Serve.

WWL-TV... new NEW ORLEANS FAVORITE

—41.2% of the audience, sign-on to sign-off Sunday through Saturday*
—8 of the top 15 programs
—6 of the top 10 syndicated shows

Get the complete story on the fast-changing New Orleans television picture from your Katz representative.

*May, 1959, ARB
MONDAY MEMO

from Maxwell Arnold Jr., vice president and copy director, Guild, Bascom & Bonfigli, San Francisco

Humor and the square sex

Any advertiser who uses humor as a selling technique ought to question whether the money and the wit are being wasted on his most important customers—the women. A lot of people think women have no sense of humor.

This may not be true of Mae West, Jane Austen, Katherine Mansfield, Dorothy Parker, Jean Kerr, Betty Comden, Dorothy Fields and all, but women in general.

Nor should we be deceived by all the beautiful women who have been won by the wit of ugly men. Nor by the weakness women have for clowns.

After all, it's a solemn picture when you consider that women seem to be the ones mostly taken in by conformity, togetherness and purple shutters. No one protected by a sense of humor could succumb to all that.

So if women are square, there are some very comical (and costly) commercials and ads missing from the market. It would mean that Bob and Ray, Stan Freberg and the rest of us humorous fellows are gassing only ourselves.

So Look Who's Square • No; we can convulse the men well enough, and perhaps it's true that women can compile a higher lifetime fielding average on jokes in general, but when it comes to the use of humor in advertising it's the men who are the square sex.

A humorous commercial will bring more hostility, more resentment, more consternation from the average man than the average women. Not over the humor itself, but over the fact that humor is being used in advertising. Men can get very square about this. They think humor isn't businesslike.

Humor in advertising has a different effect on women. They appreciate it. They appreciate the effort. They appreciate the advertiser for doing it. They feel that an advertiser who uses humor respects their intelligence, their awareness, their sensitivity and, most of all, respects the truth that they aren't square.

And the truth is this. Women grasp a lot more than their husbands. They're better informed. They read more, they look and listen more, they long for more. They don't scorn the arts. When they don't know much about literature, music, painting, they wish they did and feel they could have if they'd had the chance. Every woman who isn't an artist is a frustrated artist and doesn't mind who knows it, including herself.

Cash Register Rating • Women may not laugh all the way to the store, but they'll appreciate you when they see your product and often they'll buy your product simply because they've fallen for you.

Men are the square sex. But women, in more ways than one, have always been curved.

Unfortunately, no substantiation of my theories can be found in the works of such authorities as Susan B. Anthony and Dolores Haze, nor can we discover the same attitudes on male and female humor in Frazer, Firbank or Kinsey. However, there is much evidence to support the foregoing thesis when we turn to certain strange advertising practices found among various tribes of food, cosmetic and sanitary paper manufacturers.

If food isn't advertised to women, nothing is. Women buy the food, prepare the food, serve the food and often eat it themselves. They are the brand-conscious ones who react to the advertising when they are in the store—and humor has worked successfully on all kinds of food products. It is no accident that my own agency has long specialized in two fields: food and humor. We have done humorous commercials forRalston cereals, Skippy Peanut Butter, crackers, cookies, jams & jellies, bacon, ham, sausage, milk, ice cream, and so on.

Kellogg is using humor now, too. Jello has used it successfully. Freberg has shown us all a thing or two with such food products as Buttermilk Coffee and Contadina Tomato Sauce.

Cosmetic advertising is more devoid of humor than anything else but patent medicines, but there have been outstandingly successful exceptions. Toni did it with the Marx Brothers. And at GB&B, a series of wild and whacky TV commercials for a Max Factor hair spray was shown by outside research to have established a remarkably high record of believability among women. The slogan: "Unless you have two heads, you need only one hair spray." And the name of the lady in the commercials was not Barbara, Helene or Helena. Her name was Medusa and her hair was lovely.

Mathematical Principle • As final proof that women can be even more receptive than men to humorous advertising we can study a lesson in irony. A few years back GB&B pioneered in using humor for a beer account. The commercials done for this beer were probably the funniest ever created by the agency, the purpose being to produce beer belly laughs among the boys.

Result: women made the beer such a favorite of their own that motivational research ultimately concluded that the beer had won the dubious distinction of now possessing a feminine image.

Even in geometry, you'll never find a square among curves.

The cash register shows who's hip

Broadcasting, July 20, 1959 23

Maxwell (Bud) Arnold Jr. was born in San Francisco 40 years ago and was graduated from Stanford U. in 1948 with a B.A. degree. Before joining Guild, Bascom & Bonfigli in 1953, he was in advertising-promotion for various hotels for five years. He started at GB&B as a copywriter, later was named copy director and last year was elected vice president and copy director. He served in the U.S. Naval Reserve from 1942-46 as a yeoman first class. He has had short stories published in Harper's Magazine and the Literary Journal and poetry in the New York Times Sunday Magazine.
When you discuss the steel industry

How well are the steelworkers paid?

The average hourly wage for the steelworker in January 1959 was $3.03—84¢ higher than the $2.19 average for all manufacturing employees; 68¢ more than the average employee in durable goods industries; and 38¢ more than the autoworker. And these figures do not include the cost of vacations, holidays, pensions, insurance and other benefits which, in the case of the steel industry, amounts to 57¢ an hour—among the highest benefit payments in the country.

How do steel wage increases compare with increases in shipments per man-hour?

From 1940 to 1958, steel companies’ hourly wage and other employment costs increased 288% which has been nearly ten times the 30% increase in shipments per man-hour.

Source for all figures: American Iron and Steel Institute
Are steel prices high?

Since 1940, the price of finished steel mill products has risen at an average of about 5\%\% a year but the total cost per man-hour and employment costs per man-hour have risen more—about 7\%\% a year. In spite of this, steel is one of our lowest priced materials. Carbon and alloy steels sell at an average of about 8\¢ a pound.

Are steel profits too big?

In 1940, the steel industry earned 8.1\¢ per dollar of sales and in only one year since—1950—has this rate been equaled. In 1958, the rate was 6.3\%. The average of 1940 through 1958 has been 5.8\%. While the steel profit rate has diminished, employment costs per hour have climbed rapidly—a 288% increase since 1940. Increases in steel prices between 1940 and 1958 were required to pay for higher wages, taxes, material and other costs, and did not increase the rate of profit.

United States Steel
Hannibal made things happen in the Alps... and

WPEN NEWS
RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN News was awarded citations by the Associated Press Broadcasters' Association for "outstanding work in the fields of editorial-commentary, freedom of information, and outstanding news reporting." More evidence that in News... and in Sales... WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by GILL-PERNA

New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.
Impact impressive

EDITOR:

... I have received mail from all over the country, from people I haven't seen or heard from in many, many years as a result of the "Respects" article (page 101, June 29). The coverage of Broadcasting is both large and diverse if my little mail survey can be any judge of the matter.

John A. Schneider
General Manager
WCAN-TV Philadelphia

Tv service to St. Louis

EDITOR:

We were appalled at your omission of KPLR-TV in the summary of media activities during the recent newspaper strike in St. Louis. (page 72, June 29).

Throughout the strike, KPLR-TV offered the only fulltime television news service to the St. Louis area. The station programmed a full schedule of news, weather, sports and special interest features denied St. Louisans by the strike at 15 minute intervals throughout the day—supplemented by syndicated and feature film programs. Such regular features as an Entertainment Guide, Society Page, Sports Page, Names in the News, and others were offered on a strip program basis each day. Our facilities were offered to and used by practically every public service organization with charitable activities scheduled during the strike period.

We must also point out that previous to the strike KPLR-TV started the telecast day at 4 p.m. When the strike was announced at midnight on June 9 program plans were immediately put into effect and the station was on-the-air at 7:30 a.m. the next morning—a half hours before its normal sign-on time with just 7½ hours advance notice ... The public acceptance, by the way, of this special programming has led to a decision by station management to continue regular operations from 12 noon daily—almost four months in advance of the previous target date ...

James M. Henneberry
Director of Promotion and Public Relations
KPLR-TV St. Louis

What's in a name?

EDITOR:

All of us here at David Jaret Corp. appreciate the "Changing Hands" article in the July 13 issue regarding the sale of WKNB New Britain, Conn.—all except changing our 36-year-old brokerage firm's name from David Jaret to Daniel Jaret. However, for a quarter of a million dollar sale on WKNB, Daniel is as good as David. Daniel Jaret
David Jaret Corp.
Brooklyn, N.Y.

Agency's No. 1 choice

EDITOR:

Of all the journals we read, Broadcasting is No. 1 in our book ...

David L. Carlson
J. M. Camp & Co.
New York

New England story

EDITOR:

... I want to congratulate you on the fine article regarding New England (June 22 issue) ... Your itinerary shows you thoroughly covered the field.

Eugene R. Bertermann
Executive Director
Lutheran Church—Missouri Synod Foundation
St. Louis

EDITOR:

... Realizing, as the article indicates, the New England states, particularly New Hampshire, are not doing an adequate selling job of their recreational and industrial potential, I have recommended a reorganization plan to the New Hampshire legislature establishing a Department of Commerce. This bill merges the Planning and Development Commission and the Forestry and Recreation Dept.

Through savings achieved in this reorganization, an additional $220,000 will be made available to better promote the recreational and industrial advantages of the State of New Hampshire.

Wesley Powell
Governor, State of New Hampshire

EDITOR:

... I've never come across a better roundup of a complex area than that which you have turned out in a minimum of time.

Nathaniel H. Sperber
Raytheon Co.
Waltham 54, Mass.

EDITOR:

... brilliantly done ... shows a tremendous facility for absorbing a great mass of involved information, organizing it and explaining it in clear language with discerning emphasis on

OPEN MIKE

Deadline!

JAIL BREAK!

Not a shot was fired as three men stage a fantastic escape from a maximum security prison! — The Houston Press
ONE OF 39 EXCITING EPISODES!

Watching habit in Fresno

First station in Fresno

KMJ-TV
Fresno, California

The Katz Agency
National Representative
Always... a jump ahead

The vibrant enthusiasm of staying a jump ahead of our contemporaries is a vital part of all personnel at KONO in San Antonio.

It's an enthusiasm that keeps listeners' ears keenly tuned to the times... for first in news... finest in music.

It's an enthusiasm that keeps San Antonio's largest radio audience buying at fever pitch... day after day.

For remarkable facts about the "jump-ahead" KONO... see your KATZ AGENCY REPRESENTATIVE

KONO Radio
SAN ANTONIO, TEXAS

28 (OPEN MIKE)

the most significant aspects.

Prof. Kenneth J. Barnard
English Dept.
U. of Rhode Island
Kingston, R. I.

EDITOR:

Your special report... was excellent. May I have permission to take quotations from this report for sales pitches and promotion letters?

William F. Maly Jr.
WPEA Manchester, N.H.

[EDITOR'S NOTE: We are glad to grant permission to quote from our New England story, providing, of course, full credit is given and the material is not quoted out of context.]

EDITOR:

Please forward 50 copies...

Peggy Stone
Radio-Tv Representatives Inc.
New York

EDITOR:

Please send another 50 copies air express collect.

John Callinane
WEEI Boston

EDITOR:

100 reprints...

Marion D. Whooley
State of Maine, Dept. of Economic Development, Library
Augusta, Me.

[EDITOR'S NOTE: Reprints of "What's Really Happening in New England" are available at 25¢ each.]

Going on your own

EDITOR:

Am just completing final research for project which is centered on radio station management and programming.

If at all possible, I would like to have a copy of the article, "Madison Ave. to Main St." which appeared in Broadcasting on May 14, 1956.

James E. Hankins
Southern Illinois U.
Carbondale, Ill.

[EDITOR'S NOTE: Article describes experiences of a former Madison Ave. executive who acquired his own local radio stations and includes income and expense breakdowns. Reprints still available, 5¢ each.]

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.

Subscription Orders and Address Changes: Send to Broadcasting Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Jeff's Collie

Already renewed for next season in market after market, JEFF'S COLLIE proves itself the "sponsor's best friend!"

Washington
Baltimore
Minneapolis
Cincinnati
Honolulu
Lincoln
South Bend
... and many more!

Inquire about availabilities in your market!
WHY TELEVISION TAPE ENGINEERS
AND PRODUCTION MEN CHOOSE
THE AMPEX CONSOLE

7 WAYS BETTER...
Console design is the hottest talking point among the men who do the actual day-to-day production work on TV tape. Seven hands are better than two, and they know it. And they know that Ampex console design gives them those extra hands with a speed and efficiency in production unmatched by rack or any other design...

- One operator has complete control over all recording and playback functions while standing in one position.
- All pushbutton controls are within fingertip reach.
- Monitoring is at eye level.
- Waist-high tape transport makes changing reels quick and easy.
- Splicing is a 30 second operation, right on the recorder.
- Desk-top convenience provides space for cue sheets and extra reels—no extra table required.
- And it's safe—you can't bump into turning reels.

There are already more than 410 Ampex Videotape® Television Recorders in operation throughout the world—in all major networks, in stations and production companies.

Write, wire or phone today for an Ampex representative—or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex.
“Sunny” Knows

WSUN delivers more radio homes, at the lowest cost per home, of any station in the heart of Florida.*

WSUN is programmed for service...and for sales, and has been making friends in Florida for 31 years.
The Big Bay audience is swinging to "Big Bay Radio"! Right from the downbeat...listeners on all sides of the Golden Gate are in tempo with KEWB — Channel 91 — "BIG BAY RADIO". Contemporary, concise, exciting "Big Bay Radio" harmonizes with Bay Area living...paced by an up-beat staff inspired by America's most notable independent: "kissin' cousin" KFWB in Los Angeles.

Letters and telegrams set the theme: six thousand responses in the first week of broadcast...joining the chorus affirming that KEWB — Channel 91 — hits them where they live in the six-county Big Bay Area.

The Big Bay audience likes "BIG BAY RADIO"...but mail response is only part of the story. Local clients and national clients (such as Ford Motor Co., Union Oil, Hamm's, Kinney Shoes, Stokely-Van Camp) sing the praises of Channel 91...report the happy music of cash changing hands at the retail counter.

Why sit there waiting for "rating books"? Get on the horn now for full details on avails direct from KEWB or your nearest Katz office.

KEWB • Bermuda Building • 2150 Franklin • Oakland 12, California • EXbrook 7-2891 • Templebar 6-0910

Robert M. Purcell, president
Milton H. Klein, general manager
The Katz Agency, Inc.
National Sales Representatives
MGM-TV PRESENTS

PETER LAWFORD

PHYLLIS KIRK

AND ASTA

TELEVISION'S

FAVORITE MYSTERY

AND MIRTH TRIO

IN

THE THIN MAN
AVAILABLE TO REGIONAL AND LOCAL ADVERTISERS

DIRECT
FROM TWO YEARS
OF TOP RATINGS
ON
NBC-TV

BIG STARS...not just one, but two top stars assure greater audience appeal.

PROVED RATING WINNER...consistently maintained ratings in the twenties.

REACHES THE RIGHT AUDIENCE...for most products the best market is in younger homes and larger families...and that's where THIN MAN scores highest!

ACT NOW...
BEFORE CHOICE MARKETS ARE GONE...
WRITE...WIRE...PHONE

A Service of Loew's Inc.
1540 Broadway
New York, N. Y. • JU 2-2000
"For over a decade we have sponsored the World News Roundup on WRC Radio. The results have been most gratifying and are convincing evidence that 'The Sound of Quality' on WRC creates the believability and prestige which is so important in selling our savings and loan services to prospective customers."

(signed) Edward Baltz, President, Perpetual Building Association, Washington, D.C.

Further proof that the image of quality for your products and services is enhanced when you use the "Sound of Quality" on

WRC NBC Owned

980 in Washington, D.C. Sold by NBC Spot Sales
TV’S PR PROJECT OFF THE GROUND

With networks committed, next step is to find a hot director

The go-ahead for television’s massive industry-wide public relations project was given officially last week, supported by initial commitments totaling $270,000 toward a target of $600,000 to $700,000 a year.

Clair R. McCollough of the Steinman Stations, chairman of the committee assigned to make final plans, and other committee members voiced the expectation that the industry-wide program, directed by Television Information Office in New York, would be in operation by mid-September, or by Oct. 1 at the latest. It is seen as a continuing project, to operate indefinitely.

The search for a director of TIO already is on. Mr. McCollough, named chairman of the subcommittee on personnel, said some 25 names already had been suggested and that he hoped to have a meeting in a week or 10 days to begin the screening process. At least one other subcommittee meeting may then be necessary before a recommendation is ready for submission to the full committee and then to the NAB Television Board for formal approval.

Two other subcommittees also were set up—a structural subcommittee to deal with budget, solicitation of funds and similar business matters, and a program subcommittee. They are headed, respectively, by Roger W. Clipp of the Triangle Stations and C. Wrede Petersmeyer of the Corinthian group, who headed the special committee which developed original plans under a mandate issued at last spring’s NAB convention. These subcommittees also are slated to meet in a week or 10 days (for members see box below).

There was a time during last week’s meeting of the McCollough commit-

TV’S IMAGE COMMITTEE

CLAIR MCCOLLOUGH
Steinman Stations

ROGER W. CLIPP
Triangle Stations

C. WREDE PETERSMEYER
Corinthian Stations

JOHN S. HAYES
Wash. Post Stations

WILLARD E. WALBRIDGE
KTRK-TV Houston

LAWRENCE H. ROGERS II
WSAZ-TV Huntington

MICHAEL FOSTER
ABC-TV

CHARLES STEINBERG
CBS-TV

KENNETH BILBY
NBC-TV

It’s considered a sure bet that the temporary committee appointed to get television’s public relations program off the ground will become the permanent board to govern policy of the Television Information Office. The nine members are shown above.

Mr. McCollough is chairman and is expected to keep that job. Three subcommittees were appointed last week. They and their members are: personnel—Messrs. McCollough (chairman), Walbridge, Rogers, Petersmeyer, Foster, Steinberg and Bilby; program—Messrs. Petersmeyer (chairman), Hayes, Walbridge, Clipp, Foster, Steinberg and Bilby; structural—Messrs. Clipp (chairman), Rogers, Hayes, McCollough, Foster, Steinberg and Bilby. Network members are on all subcommittees.
BROADCAST ADVERTISING

CHEVROLET PULLS OUT IN FRONT

Leads tv network brands in May; 3-network gross: $52 million

Gross time billings on the three tv networks rose in May to $52,085,557 from $47,918,145 for May 1958, with January-May billings jumping to $260,-761,205 from $239,302,344 in the comparable period of 1958, the Television Bureau of Advertising reported last week.

<table>
<thead>
<tr>
<th>May 1959</th>
<th>Top 15 network brands</th>
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<tbody>
<tr>
<td>1. Chevrolet (General Motors)</td>
<td>$796,534</td>
</tr>
<tr>
<td>2. Kents (P. Lorillard)</td>
<td>762,607</td>
</tr>
<tr>
<td>3. Anacin tablets (Whitehall)</td>
<td>752,526</td>
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<tr>
<td>4. Colgate reg. aerosol dent. cr. (C-P)</td>
<td>661,348</td>
</tr>
<tr>
<td>5. Tide (Procter &amp; Gamble)</td>
<td>625,530</td>
</tr>
<tr>
<td>6. Camels (R.J. Reynolds)</td>
<td>581,439</td>
</tr>
<tr>
<td>7. Glaxo reg. aerosol toothp. (P&amp;G)</td>
<td>562,820</td>
</tr>
<tr>
<td>8. Ford cars (Ford Motor)</td>
<td>546,164</td>
</tr>
<tr>
<td>9. Bulova watches (Bulova Watch Co.)</td>
<td>332,489</td>
</tr>
<tr>
<td>10. Phillips (Bayuk Cigars)</td>
<td>553,094</td>
</tr>
<tr>
<td>11. L &amp; M’s (Liggett &amp; Myers)</td>
<td>448,009</td>
</tr>
<tr>
<td>12. Dodge cars (Chrysler Corp.)</td>
<td>442,508</td>
</tr>
<tr>
<td>14. Windsors (R.J. Reynolds)</td>
<td>349,095</td>
</tr>
<tr>
<td>15. Handy Andy (Lever)</td>
<td>429,190</td>
</tr>
</tbody>
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| Estimated expenditures by product classification |
|-----------------|-----------------|-----------------|
| **Agriculture & Farming** | $209,790 | $89,670 |
| **Apparel, Footwear & Accessories** | 453,219 | 184,378 |
| **Automotive, Automotive Accessories & Equipment** | 2,073,069 | 1,765,403 |
| **Beer, Wine & Liquor** | 3,052,084 | 2,152,587 |
| **Building Materials, Equipment & Fixtures** | 6,192,434 | 6,431,199 |
| **Confectionery & Soft Drinks** | 6,562,167 | 5,863,547 |
| **Consumer Services** | 1,719,978 | 1,683,459 |
| **Drugs & Remedies** | 6,322,410 | 5,782,418 |
| **Entertainment & Amusement** | 3,052,084 | 3,173,493 |
| **Food & Food Products** | 4,794,310 | 3,999,666 |
| **Freight, Industrial & Agricultural Development** | 3,287,037 | 2,579,235 |
| **Gasoline, Lubricants & Other Fuels** | 76,211,508 | 6,937,089 |
| **Horticulture** | 46,173 | 43,016 |
| **Household Equipment & Supplies** | 1,166,847 | 1,139,007 |
| **Household Furnishings** | 4,563,000 | 4,299,630 |
| **Industrial Materials** | 1,781,530 | 1,540,547 |
| **Insurance** | 417,731 | 406,500 |
| **Jewelry, Optical Goods & Cameras** | 2,144,163 | 1,972,484 |
| **Office Equipment, Stationery & Writing Supplies** | 3,653,084 | 3,329,650 |
| **Political** | 62,174 | 60,600 |
| **Publishing & Media** | 2,144,163 | 1,972,484 |
| **Radios, Television Sets, Phonographs, Musical Instruments & Accessories** | 2,587,037 | 2,073,069 |
| **Soaps, Cleansers & Polishes** | 2,587,037 | 2,073,069 |
| **Sporting Goods & Toys** | 2,587,037 | 2,073,069 |
| **Toiletries & Toilet Goods** | 2,587,037 | 2,073,069 |
| **Travel, Hotels & Resorts** | 2,587,037 | 2,073,069 |
| **Miscellaneous** | 2,587,037 | 2,073,069 |
| **Total** | 2,587,037 | 2,073,069 |

Daytime gross billings in May increased by 18.6% over May 1958 to $16,626,099 and the January-May daytime charges rose 24.3% over the corresponding period last year to $87,293,-261. Time gross charges are provided to Tvb by Leading National Advertisers-Broadcast Advertisers Reports.

The TV box report shows that Chevrolet passenger cars were the leading brand advertised on network television during May with gross time billings of $796,-534; followed by Kent cigarettes, $762,687; Anacin tablets, $752,526; Colgate regular and aerosol dental creams, $681,848, and Tide, $625,530.

Participants said the nine-man committee was unanimous in its Wednesday actions.

They declined to disclose any names up for consideration for the post of TIO director. Some of the names had been received in suggestions, which were suggested by or to committee members as possibilities to be considered. It was indicated that the salary would depend on the man finally chosen and on his background, with a possibility that it might run as high as $40,000 or more for a man with "exceptional" qualifications. Whether it would be a contract job apparently has not been decided, but the assumption was that this would depend to a great extent on who does the job.

Other major items in the budget, aside from rent and normal overhead, would include research, library, special projects, etc.
Here are the latest Memphis Surveys, showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

<table>
<thead>
<tr>
<th>Channel</th>
<th>A.R.B. Apr. 17-May 14, '59 (Metro Area)</th>
<th>Pulse Feb. '59 (Metro Area)</th>
<th>Nielsen Mar.-Apr. '59 (Station Area)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WREC-TV</td>
<td>250</td>
<td>251</td>
<td>263</td>
</tr>
<tr>
<td>Sta. B</td>
<td>80</td>
<td>109</td>
<td>72</td>
</tr>
<tr>
<td>Sta. C</td>
<td>68</td>
<td>19</td>
<td>53</td>
</tr>
</tbody>
</table>

WREC-TV's fine local programming combines with a basic CBS Television affiliation to assure that, in Memphis: "There's more to see on Channel 3." For your share of the Mid-South's greatest TV audience, see your Katz man.

Always First in Memphis by All Surveys

WREC-TV

Channel 3

Memphis

Represented Nationally by the Katz Agency
RETAIL TV TEST
Fort Wayne store is TvB test tube

Patterson Fletcher, a specialty store in Fort Wayne, Ind., is embarking on a year-long project, highlighted by a TV campaign, to focus the attention of the retail field on TV. The project is being undertaken with the cooperation of the Television Bureau of Advertising and WANE-TV Fort Wayne, a Corinthian station.

The undertaking involves four phases:
- TVB is now studying the store’s merchandising records and previous advertising material; the campaign will be planned by TVB and the store’s advertising manager, Norman Tatam; the TV effort begins in the fall, and within a year, an evaluation and report will be announced.
- Patterson Fletcher will open its books for the project, making test results available for the benefit of other retailers. WANE-TV will produce the commercials and cooperate with the store on the most appropriate scheduling.
- The store’s advertising campaign will last a year and seasonal data will be tabulated and analyzed. The project had its genesis in a pre-Christmas advertising effort that TVB suggested last year. The store was pleased with the results, and Patterson Fletcher and WANE-TV approached TVB with the plan for a year-long project.
- TVB has made numerous recommendations to department stores and various types of specialty stores, but this project marks the first time TVB will be cooperating with a retail establishment on a year-long effort.

Lestoil lets TV force distribution

Grocery stores in new markets entered by Lestoil liquid detergent usually go from “two to three months after the TV advertising campaign starts without a bottle of the product on their shelves,” said I.L. (Ike) Eskenasy, executive vice president of Lestoil Inc., in an address Thursday (July 16) before the Merchandising Executives Club of New York. This marketing-in-reverse strategy was explained by Mr. Eskenasy in a summary of Lestoil’s sales success through TV advertising.

Rather than make the effort to try to convince distributors and retailers in a new market that this is the product customers have been waiting for, Mr. Eskenasy stated, Lestoil’s salesmen simply tell them about the coming advertising campaign, and then leave their cards. This strategy allows time for consumer demands on the retailers who meanwhile have not had to wonder if the product would move off their shelves. After two months they are ready to order Lestoil regularly, Mr. Eskenasy remarked. No giveaways, coupon plans or price-cutting have been used, he said, since Lestoil entered television in its home city, Holyoke, Mass., in 1954. Whenever the number of TV spots has been doubled in a market, he said, sales have also.

Foods lead radio spot

A report by the Radio Advertising Bureau names food companies as the leading users of spot radio during the first quarter of 1959, with the Campbell Soup Co. in first place.

A total of 238 food companies invested in spot radio during the first 90 days of 1959, according to RAB, and they advertised more than 325 brands. These advertisers accounted for approximately 20% of all spot radio time bought in the period, the bureau reported.


Pond’s, M-E split

Chesbrough-Pond’s Inc., New York, is ending its 47-year relationship with McCann-Erickson, New York, on Oct. 15. Products handled by the agency are Vaseline hair tonic, cream hair tonic, Lip-Ice pomade and the Pertussin products. The billing is reported to be about $3 million.

A spokesman for the advertiser said these products would be assigned within the next few weeks to an agency or agencies now handling other C-P products. No other agencies will be considered, he added.

The company’s other agencies and products assigned to them are: J. Walter Thompson Co., Pond’s creams and Angel Face powders and Prince Matchabelli perfumes and fragrances; Comp-ton Adv., Pond’s Angel Skin, Seaforth men’s toiletries and Valcream; William Esty Co., Vaseline petroleum jelly, and Norman, Craig & Kimmel, Pond’s lipstick and Angel Touch.
KFMB-TV SENTS MORE PEOPLE AWAY FROM HOME TO BUY THAN ANYTHING!
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<th>MONDAY</th>
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<td>FLIGHT</td>
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<td>SCIENCE</td>
<td>TARGET</td>
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<td>SHERIFF</td>
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<td>COUSIN</td>
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<td>MARRY A MISTRESS</td>
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WDBJ-TV ROANOKE
EVENING SCHEDULE
MARCH 9-15 1959

HOUR RATING

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</table>

AVERAGE CABLE HOUR RATING

Western Airlines
Continental Airlines
THE PGW COLONEL SAYS:

"Some of our most profitable presentations are made to the stations we represent."

We chart the progress of the stations we work for ... their sales potential and sales, their audience, their CPM and their competition ... because we want to know how we are doing, and how we can do better.

They welcome this information and often ask for our counsel on their product, their prices and their promotion.

Is this PGW service profitable? We think that these stations are in the best position to tell you of our work in that area. Don’t you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK  CHICAGO  DETROIT  HOLLYWOOD
ATLANTA  DALLAS  FT. WORTH  SAN FRANCISCO
TELEVISION MOVES AUTOMOBILES

Tv's influence shown in NBC survey of customers, dealers

For the fourth straight year, showroom shoppers and automobile dealers chose television as the dominant national advertising medium for stimulating new car sales.

This conclusion highlighted "Auto Motives," NBC's fourth annual study of automobile buyers, shoppers and dealers, which was released last week by Hugh M. Beville Jr., vice president, NBC planning and research. He noted these other key findings:

* Almost three out of four dealers select tv as the principal advertising medium for America's forthcoming compact cars.
* More automobile shoppers report that tv advertising stands out strongly in their minds than name newspaper or magazine advertising combined. Tv leads newspapers by 2½ to 1 and magazines by nearly 4 to 1 in drawing people to look at a certain make.
* 67% of the dealers believe tv is the most effective medium for attracting customers to showrooms and 64% say tv pre-sells the product best.
* The preference for tv over other media far exceeds the actual proportion of major media expenditures allocated to tv. While tv's share of media preference mentions is 60%, only 35% of the advertising dollar spent by the automotive industry in the three major media—tv, newspapers and magazines—is allocated to tv.
* Auto advertisers learned that shopping-by-make was 28% higher among viewers than non-viewers of the average NBC automobile-sponsored show and share of sales was 35% higher in the former group.

The survey was conducted for NBC by R. H. Bruskin Assoc., New Brunswick, N.J., during February and March 1959. It is based on a total of 11,170 interviews—1,235 with automobile dealers, 4,361 with shoppers in these dealers' showrooms, 2,525 in-home interviews with the general public and 3,058 re-interviews of the original shoppers conducted in April. Interviews were conducted throughout 159 counties in 41 states, in large and small cities, rural and urban communities. It covered 16 domestic automotive makes as well as imports. Detailed findings on individual makes are not being presented by NBC to automotive companies and their advertising agencies. The entire survey was under the supervision of Dr. Thomas E. Coffin, NBC director of research.

Dr. Coffin said the study was restricted to tv, newspapers and magazines, explaining that about 80% of national automotive advertising is allocated to these three media. The study concerned itself with national advertising only, not with advertising placed on a local level.

As examples of tv's pre-eminence among shoppers and dealers, the survey offered the following results:

Asked what kind of (name of make sold) advertising stands out most strongly in their minds, 60% of the shoppers interviewed named tv; 21%, magazines, 13%, newspapers. As to the kind of advertising that did the most to interest shoppers in looking at a particular make, 46% chose tv; 17% magazines and 12% newspapers.

Dealers, asked what kind of national advertising seems to do the best job of pre-selling the prospect, replied 64%, tv; 27%, newspapers, and 17%, magazines. On selling the idea of the new small car, 71% of the dealers chose tv; 45%, newspapers and 25%, magazines.

In comparing media effectiveness with automotive expenditures in national media, the study shows that in 1959, tv had a 60% share of media preference and only 35% of the expenditures; magazines had an 18% share of media preference and 25% of the expenditures and newspapers had a 22% share of media preference and 40% of the expenditures.

Dealers think tv drew buyers . . . . Facts prove they're right

**MORE VIEWERS BUY THE SPONSOR'S MAKE**

Average of NBC programs

<table>
<thead>
<tr>
<th>Share of sales among...</th>
<th>Viewers' Advantage</th>
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</thead>
<tbody>
<tr>
<td><strong>VIEWERS</strong></td>
<td><strong>23%</strong></td>
</tr>
<tr>
<td><strong>NON-VIEWERS</strong></td>
<td><strong>17%</strong></td>
</tr>
<tr>
<td><strong>dealers</strong></td>
<td><strong>35%</strong></td>
</tr>
</tbody>
</table>

Figures do not total 100% because of multiple answers.

42 (BROADCAST ADVERTISING)
Things are really 'looking up' in WDAY-TV-land! First, our new 1206' tower—combined with our new 100,000-watt transmitter—has met and exceeded our expectations—has expanded our area coverage 96% ... increased our audience 60% ... and swelled our retail sales volume 100%!

Second, every edition of SRDS points out that the Fargo Area is the Number 1 Retail-Sales-per-Household Area in the entire USA. The national average is $3,944 ... as compared to Fargo's whopping $5,970!

Third, our second-to-none Promotion Department has proved, again, that it still has the touch ... winning two of the top awards in the Lone Ranger 25th Anniversary Contest and the NBC Daytime Contest last year. Our Promotion Manager Roy C. Pedersen keeps up-to-date in the promotion field by being on the Broadcasters' Promotion Association's Board of Directors. And that's the good word up to this moment!

Yours,

Tom Barnes

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

PETERS, GRIFFIN, WOODWARD, Inc. Exclusive National Representatives
For the Picture of Pictures...

TAPE IT RCA!
The same genius and craftsmanship that pioneered in the development of television ... from cameras to transmitters ... has now conceived an advanced TV Tape Recorder. This is equipment that's compatible in every respect—you would hardly expect anything less from the leader in television. With the most precise adjustments possible on any tape recorder, recording and playback of tapes is inherently superior. Even tapes recorded on improperly aligned machines can be "optimized" in a few seconds while the tape is on the air. Newest arrival on the TV Tape scene, the RCA recorder offers many improvements over older designs ... ingenious features which make it easy to get and keep pictures of superb quality ... features such as electronic quadrature adjustment, sync regeneration, four-channel playback equalization, built-in test equipment. Don't settle for less than the best! See your RCA Representative. Or write to RCA, Dept. TR-3, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.
At WWJ, it's performance that gives lasting value to your radio schedule—performance born of hard work and follow-through from traffic board to transmitter. Ask your PGW Colonel for the complete WWJ performance story: facilities, coverage, merchandising, and personality roster. It makes good listening—and good buying for lasting impressions.

"What makes the difference between man and man is real performance, and not genius or conception."
Thomas Gainsborough (1727-1788). English painter remembered through the years for his "The Blue Boy."
THE COMPETITION

National advertising drops in newspapers

National advertising in daily newspapers declined in 1958 approximately 5.6%, to $719,049,000 from $757,-
401,000 in 1957, according to estimates released last week by the Bureau of Ad-
vertising, American Newspaper Publishers Assn. in its Expenditures of Na-
tional Advertisers in Newspapers—1958. These expenditures do not in-
clude production costs.

The bureau points out that despite the drop in national totals last year, 10 of 23 classifications in the report showed gains, with six establishing new highs. These were hotels and resorts, public utilities, radio and tv (broadcasting and receiving), tobacco, transportation and confections.

The three largest auto manufacturers continued to top the leading 100 new-
paper advertisers list, but their expendi-
tures were off from 1957. One auto company—American Motors—boosted its investment over 1957 by 53% to $4,295,899.

The ten leading advertisers were: General Motors Corp., $34,606,336, down 34%; Ford Motor Co., $20,000,-
024, down 36.6%; Chrysler Corp., $16,-
049,691, down 38.6%; General Foods
Corp., $14,193,039, up 79.3%; Dis-
tillers Corp.—Seagram’s Ltd., $12,-
099,291, up 2.7%; Lever Bros. Co.,
$9,220,071, down 35.5%; Schenley In-
dustries Inc., $8,896,019, up 7.2%;
American Tobacco Co., $8,757,784,
up 66.3%; Colgate-Palmolive Co., $8,-
276,957, down 4.5% and General Elec-
tric Co., $7,004,632, up 3.0%.

Other large gains were recorded by P. Lorillard Co., with $5,924,520, up
40.9%; General Mills Inc., with $5,-
794,150, up 99.1%; Hunt Foods & In-
dustries Inc., with $5,425,390, up
138.9%; American Home Products
Corp., with $4,638,493, up 141.7%;
Corn Products Co., with $3,004,049,
up 121.7% and Rexall Drug Co., with
$2,881,419, up 206.2%.

Estimates are based on actual mea-
surements of daily newspaper linage
covering advertising regularly mea-
sured by Media Records and linage re-
ports to the bureau by other news-
papers in cities and towns of 10,000
population and over.

RAB on paper strikes

Recent newspaper strikes in San Jose,
Calif., Kansas City and St. Louis have
inspired Radio Advertising Bureau, New
York, to issue to member stations a
four-page newsletter titled “Three
Strikes on a Newspaper Myth.” RAB
is answering in its publication what it
terms newspapers’ claims of “indispen-
sability to advertisers.”

RAB’s newsletter refers to a recent
report in a newspaper trade journal
which stated that in San Jose “... peo-
ple were found to be lacking much of
their usual information on ... advertis-
ing” as a result of the strike. RAB
 cites Federal Reserve figures, reports
from retailers and preliminary find-
ings in a special study of the strike’s ef-
fect on business in San Jose. The study,
authorized by B.J. Scott Norwood, as-
 sociate professor of business, San Jose
State College, reports: “Despite pro-
nounced differences of opinion, many
merchants seem to feel they have over-
rated newspaper advertising in terms of
its being a ‘life-or-death’ economic nec-
cessity.”

Vodka commercials now on two stations

NAB’s dike against hard-liquor ad-
vertising on radio-tv sprang another
leak last week. But liquor advertising
on-the-air is still a mere trickle, as
WFGM Fitchburg, Mass., becomes the
second station currently broadcasting
 commercials for Nuyens vodka.

The station has signed a 26-week con-
tract for a five-minute newscast, six
nights each week at 11 p.m. Also
airing commercials for Nuyens is
WBOS Boston.

Lawrence Singal, Nuyens general
manager, expressed pleasure at seeing
another station “willing to pioneer
against the hypocritical NAB Code
which bans liquor ads from the air.”
Mr. Singal added that around 40 sta-
tions have either expressed interest in
Nuyens’ ads or stated they would ac-
cept them. He concluded, “Unfortunately,
they do not fit our marketing
needs.”

First station to accept Nuyens’ ads
was WCRB Boston. Midway in a 26-
week contract, the station cancelled
the account “out of consideration for NAB
views,” according to Theodore Jones of
WCRB (BROADCASTING, Jan. 12).

Sol Sackel, president of The Sackel
Co., Boston, Nuyens’ advertising agen-
cy, said, “We will continue our cam-
paign to break this unfair ‘ban’!” He
said stations accepting Nuyens busi-
ness have been given complete control
over copy, which he termed “medium-
soft sell” and in “excellent taste.” Mr.
Sackel said the ads are timed to reach
an adult audience and “there has been
no adverse public reaction whatever.”

NAB spokesmen said, “NAB’s clas-
sic stand on ‘hard’ liquor advertising
will stand.” They added there were
no changes contemplated in the present
codes for both radio and tv which were
recently reaffirmed overwhelmingly by
the association’s directors. They said
that neither station carrying Nuyens
business is an NAB member.

BROADCASTING, July 20, 1959

New one for Schick • Robinson, Jensen, Fenwick & Haynes Inc., Los
Angeles advertising agency, has been appointed to introduce a new product by
Schick Safety Razor Co. (Div. of Eversharp Inc.), New York. Principals in
the product-launching are (1 to r): Mel Jacobs and Patrick J. Frawley, Eversharp
vice president and president, respectively; Elwood J. Robinson, presi-
dent, and Edward Ettinger, Eversharp vice president-director. The appoint-
ment doesn’t affect handling of the Schick Injector account by Compton Adv.,
New York. Details on the new Schick product have not been disclosed.

(BROADCAST ADVERTISING) 47
Insurance men on TV: big network spenders

With Prudential Insurance Co. of America and Mutual of Omaha leading the field, total gross time expenditures by insurance companies on network television programs in the first five months of 1959 amounted to $4,508,297, an increase of 48% over the like period a year ago, according to Television Bureau of Advertising, New York.

Insurance companies are increasing their television spot budgets at a rate far greater than the average for other classifications, Norman E. Cash, TVB president, said last week. Mr. Cash reported that spot tv gross time expenditures for the first quarter of 1959 were $768,000, an increase of 22% over the amount spent in the January-March period last year.

In network tv Prudential's billings for the first 5 months this year were $1,607,586. Mutual of Omaha accounted for $1,076,220 of the network billings total. Other companies on the network that spent more than $1 million in 1959 were Equitable Life Insurance Society of the U.S., Lincoln National Life Insurance Co. and Travelers Insurance Co., all for the first time. TVB said users also include Allstate Insurance Co., James S. Kemper Co., State Farm Mutual and Mutual Benefit Health & Accident Assn.

Leading spot advertisers in 1959, Mr. Cash noted, have been Associated Hospital Service and United Medical Service, National Assn. of Insurance Agents, Equitable Life, Mutual of Omaha, State Farm Mutual Automobile Insurance Co. and National Life & Accident Insurance Co.

Chesley sounds call to fight ad control

A climate of opinion that advertising "hurting social economic waste" has led to dangerous legislative action to regulate advertising, Harry W. Chesley, president of D'Arcy Advertising Co., St. Louis, told media representatives in that city.

Speaking at one of the agency's series of "Media Days," designed to bring together agency and media personnel, Mr. Chesley said, "It is up to us to make sure [legislators] recognize that advertising—mass selling effect—has a vitally important function; that it is an absolute necessity in a competitive economy like ours. . . ." He urged combatting special taxation and discriminatory postal rates as well as efforts to regulate outdoor, institutional and alcoholic beverage advertising.

Visiting mediamen were treated to panel discussions, demonstrations, brief talks and a closed-circuit telecast.

RAB gets co-op data

Radio Advertising Bureau announced last week a nation-wide project to update and expand its files on advertisers' radio co-op plans. It said it was getting cooperation from both regional and national advertisers in all major fields of business.

The information will be published late this fall in a new "Co-op Data Book" (available only to RAB members), the bureau said. For each advertiser covered, the data includes a list of products for which radio co-op money is provided; details in the co-op allowance plan including percentages contributed by manufacturer, distributor and retailer; types of radio advertising preferred, list of materials available from the manufacturer (commercials copy, etc.) and a description of billing methods used.

RAB said its current co-op files, covering more than 500 advertisers in major categories, already constitute "the most complete source available for this type of data."

- Business briefly

- Greyhound Bus Corp., Chicago, and Benrus Watch Co., N.Y., have purchased three hour-long comedy specials starring Jack Benny next season on CBS-TV. Danny Thomas will guest on the first special scheduled Saturday, Nov. 7 (7:30-8:30 p.m., EST). Additional dates are to be announced. Mr. Benny's own series starts Oct. 4 (alternate Sundays, 10-10:30 p.m. EDT). Agency for both Greyhound and Benrus is Grey Adv., N.Y.

- Chrysler Corp., Detroit, for the second year will sponsor a Fred Astaire colorcast, scheduled for Nov. 4 on NBC-TV (9-10 p.m. EST). An Evening With Fred Astaire of last season received 14 Emmy awards. Next season's vehicle will be titled Another Evening With Fred Astaire. Agency: Leo Burnett Co., Chicago.

- Watchmakers of Switzerland, through Cunningham & Walsh, N.Y., will sponsor an hour-long special honoring "The 10 best recording performances of 1959," set for Sunday, Nov. 29, on NBC-TV (8-9 p.m. EST). Winners will be chosen in secret ballot by members of the National Academy of Recording Arts & Sciences. The program originating in Hollywood, will feature performances by winning artists in the popular, classical and jazz fields.

- The Paper Mate Co. (writing equipment), Chicago, doubles its national advertising program starting Aug. 1. Featuring the Holiday pen, the company's new schedule includes 36 network tv shows, the Aug. 3 All-Star baseball game, the World Series and day-time programs yet to be set. Poole, Cone & Belding is Paper Mate's agency.

- CBS Radio last week reported new business and renewals in excess of $400,000. Purchases include Mentholatum Co., Buffalo, N.Y., through J. Walter Thompson, N.Y., for four day-time serial units, three units of House Party and one Impact segment per week for 26 weeks starting Oct. 4; Q-Tips Inc., Long Island City, N.Y., via Lawrence C. Gumbinner Adv., N.Y., with five units per week of House Party for 13 weeks beginning Sept. 7; Milton Bradley Co. (school supplies), Springfield, Mass., with a four-week schedule in the network's "Back-to-School-Tie-in" plan and a two-week Christmas schedule, placed through Noyes & Co., Providence, R.I.

- Hess & Clark Inc. (livestock and poultry medications and insecticides), Ashland, Ohio, will sponsor The Red Foley Show starting Aug. 8 on NBC Radio (Sat. 12:30-12:45 p.m. EDT). Originating live from Springfield, Mo., the country music program is produced and packaged by RadiOzark Enterprises, Springfield. Agency: Klau-Van Pietersen Dunlap Inc., Milwaukee.

Agency Appointments

- Roberts Dairy Co., Omaha, Neb., names Buchanan-Thomas, that city.

- Ovaltine Food Products Co. (formerly A. Wander Co., Ltd.), manufacturer in Canada of Ovaltine, Teddy and other products, appoints Leo Burnett of Canada Ltd., Toronto, for Canadian advertising.
Follow the skyrocketing spot
as it soars your product sales
above quotas...zooms it
to a dominant market share.

The spot medium best
enables you to match exactly
your advertising effort
with sales situations
in various markets;
to conform perfectly
with distribution patterns;
to equalize varying advertising
"weight" in network markets.

In the field of station
representation, H-R's unique
Working Partnership
plays a sweet tune
for ownership
and management.
Such a high degree
of cooperative effort
is devoted to all station
operations affecting spot sales,
that the stations’
staff, in effect, is tripled.

HR Television, Inc.
Representatives
"We always send a man to do a man's job"
LONGHAIR VS. SHORT IN BAY AREA

Invasion of staid San Francisco radio by program formula broadcasters touches off battle that may set pattern for whole U.S. But shakedown period is bringing surprises

The kind of radio programming the American public is going to get during the next few years may well be determined in San Francisco in the next few months.

Bay Area broadcasters, more than 20 am and about half that many fm stations, are joined in a battle royal. Since these stations offer every variety of radio program format from classical music to "good" music to middle-of-the-road music to rhythm-and-blues to the Top 40 tunes of the week and from all-musical formats to sports-news-music to network-based programming that includes drama, discussion and other "talk" programs as well as musical fare—their intramarket contest is attracting national as well as local interest.

The battle of old sound versus new, of "adult programming for the thinking listener" versus "contemporary radio for the modern listener," is nationwide. But in San Francisco it has lately been intensified by significant shifts in station ownership. What happens there may well affect the national pattern.

"Something's Got to Give" • The free-for-all now raging in the San Francisco area was touched off this spring by a series of ownership changes which brings such top exponents of formula radio as Bartell, Segal, McLendon and Crowell-Collier together in the same market, a situation where, as one veteran San Francisco agency timebuyer succinctly put it, "something's got to give." That the Segal station has been sold to Kenyon Brown (subject to the usual FCC approval) and the new McLendon station is concentrating on good music instead of rock and roll may be indications that something has given way already.

To put the present situation in its proper perspective it's necessary to review Bay Area radio history since the fall of 1956, when Dave Segal's Mid-American Broadcasters purchased KEAR, classical music station, and turned it into KOBY, strictly Top 40.

The immediate reaction of local listeners was that this event was nearly as cataclysmic as the famed fire of a half-century before. "You can't do this to us," they shouted. "San Francisco is different. We are cultured. We support a civic opera company, a symphony orchestra. Introducing rock and roll radio here is suicidal for you as well as insulting to us."

But Mr. Segal paid no attention to these comments, nor to similar ones from the media buyers of San Francisco agencies. He went ahead and within a year KOBY had risen close to the top. The listeners had proved him right and willy-nilly the advertisers followed them.

Then, in May 1958, KYA became a member of the Bartell Family Radio Group and brought Bartell programming and promotion into the market. The Pulse report for March-April 1959 shows KYA only a step behind KOBY, ratingwise.

Giants Make the Difference • Meanwhile, KSFO, which Aury-Redneys' Golden West Broadcasters had purchased in 1956, got the exclusive radio rights last year to the full schedule of the Giants, San Francisco's first major league baseball team, which gave it top ratings during the 1958 season and presumably will do the same again this year. Adroit programming, including the top personalities at morning and evening traffic time, kept KSFO neck and neck with KOBY during the winter, Pulse figures show.

In March of this year, Tom O'Neil's KFRC broke out into "radiant radio," another variant of the Top 40 pattern. This, if anything, shocked San Francisco even more than the advent of KOBY had 2½ years earlier. KFRC is a great name in the annals of radio. There the Blue Monday Jamboree series originated; there Al Pearce got his start in radio, as did Sylvester L. (Pat) Weaver. Key station of Don Lee and MBS, KFRC had multiple network newscasts which were must listening. (The Pulse Report for Jan-Feb. 1958 credited KFRC with nine of the market's Top 10 five-a-week daytime programs and with five of the Top 10 evening strips.) For KFRC to go rock-and-roll was, to San Francisco, like Whistler's Mother doing an Elvis Presley imitation.

Then two Oakland stations changed hands. KLX going to Crowell-Collier (which changed the call to KEWB, matching C-C's KFWB Los Angeles) and KROW to McLendon Corp. (which gave it the new name of KABL, pronounced as a word as in cable car, a unique feature of San Francisco which KABL has adopted as its trade mark.) In May, KROW expired after devoting its last 52 hours of air time to the repeated playing of a single record, "Gila Monster." (It is doubtless more than mere coincidence that Gordon McLendon, recently become a motion picture producer as well as broadcaster, was bringing out a movie titled "Giant Gila Monster" at the same time.) Deserting the Top 40 realm in which he has been outstandingly successful, Mr. McLendon has launched KABL as a "good music" station.

In June, KEWB "Big Bay Radio" took to the air after a 24-hour encroachment period during which its airtime was devoted to reading names from the Bay Area's seven telephone directories, spicing this recital with interjected shouts of "we have a winner, we have a winner," and similar wishes designed to arouse public curiosity. Like its sister station, KFWB Los Angeles, KEWB's programming is the "color radio" variety of the Top 40 formula.

What It May Mean • So much for the past. What of the present and what is the probable future of San Francisco radio? To get the facts of the present and expert opinions of what's apt to happen in the months ahead, Broadcast researched the market, interviewing the managers of major stations most likely to be most affected by the new competitive situation (those with a large enough share of audience to be listed in the Pulse reports on the market) and the radio timebuyers of the city's major advertising agencies. Here's the rundown, station by station:

KABL • 960 kc, 1 kw, fulltime. Begun operations as a McLendon station with new call May 11, 1959. Manager is Homer H. Odom, 34, who for previous seven months had been manager of WEZE Boston (an NBC affiliate) and before that had been sales manager of McLendon's WAKY Louisville. Program format: "Good music."

BROADCASTING, July 20, 1959
ranging from pop concert and show tunes through operettas and light classics to all-classical Symphony Hall each evening at 8-10 p.m. The pattern is 15 minutes of music, three announcements, 15 minutes of music, three announcements, etc., with a maximum of 12 announcements to the hour.

KABL started with the good wishes of many good music lovers who feel a need for this kind of radio service, disappointed others who found its early programs to be more “sweet music” than “good music,” annoyed some with the harp glissandos setting off the quarter-hour breaks which they considered pretentious, the insistence that “KABL is bringing good music to San Francisco,” which they found condescending, and the use of promotion techniques more commonly associated with Top 40 programming, which they thought in questionable taste when linked with good music.

**Slow Starter Coming Up** • Mr. Odom, himself a student of serious music (violin) for more than six years, agrees that KABL’s early programming was not what it should have been but says it is rapidly attaining the desired quality since the purchase of the Columbia Masterworks and RCA Red Seal libraries, plus all of the Boston Pop recordings and other comparable discs.

“We have about 1,500 albums now, which is just a good start toward the 10,000 albums we feel will give us a basic library of good music. With a schedule of 9,000 tracks (900 albums) a month, we’re still walking a tightrope, but we’re getting nearer to solid ground every day.”

He does not go along with the criticism of the station’s promotion, however. “We’ve got to make ourselves known and liked to, the same as any other station,” he states, “and we’ve found a surprising number of promotion devices used at other McLendon stations that can easily be adapted to our needs.” Listeners seem to be pleased rather than irritated by KABL’s promotions, he said. A “Mystery Voice” contest ($5,000 for a right answer the first day, $4,000 the second and so on down to a continuing offer of $500 until the name is guessed, with clues becoming more revealing day by day) conducted early in July pulled a greater response for KABL in its first two days than it had drawn when used by a Top 40 station, he reported.

KABL also annoyed some timebuyers by setting initial rates for its untested format more than 50% higher than those of KROW (KABL’s one-time one-minute spot is priced at $28, and upped to $32 during traffic time, compared to KROW’s $17), by offering no packages and by ending its volume discount at 312 spots, versus

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**THE SCENE OF BATTLE**

San Francisco-Oakland or San Francisco and Oakland?

Oakland, at the eastern end of the Bay Bridge, sometimes referred to as “the bedroom of San Francisco,” has traditionally been considered as a self-contained market, served by its own newspapers and radio stations. (KROW and KLX derived most of their revenue from East Bay advertisers before their sales to McLendon and Crowell-Collier.)

“Psychologically, the communications bridge seemed to work in only one direction,” a veteran San Francisco agency executive explains. “San Francisco stations sent their programs across the bay to Oakland and inland from there, but it didn’t work in reverse. Of course, the Oakland and Berkeley stations could be heard in San Francisco, but with few exceptions we didn’t listen to their programs and we didn’t buy their time.”

Today, a new concept of a Bay Area market, served by the radio and tv stations of Oakland as well as of San Francisco, is becoming established. Oakland stations are identifying themselves as "serving the San Francisco Bay Area better" (KEWB, the former KLX), "the 96 on your San Francisco dial" (KABL, the former KROW), partly to establish themselves with listeners throughout the entire metropolitan area, partly to identify themselves with San Francisco for buyers on Madison Avenue, Michigan Boulevard and elsewhere who know San Francisco but who might respond to Oakland with a “where’s that?” reaction.

KABL announces its Oakland connection in its station identification breaks, as required by FCC regulations, but otherwise eschews any connection with this community. The large electric sign which blazoned KROW from the Oakland studio building has been removed but not replaced with the name KABL, nor is that name to be found in the lobby. Instead, a discreet sign directs visitors to “studios and offices” without adding any information as to what they are studios and offices of. The station’s print advertising, its letterheads and salesmen’s cards give the address merely as P.O. Box 2461 San Francisco.
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3,120 for KROW. Presumably they will be even more annoyed Aug. 1, when a new rate card with a 25% boost in rates is issued.

Annoyed or not, they’re buying. Mr. Odom states. More than 40 new accounts were signed in the six weeks following May 11 and current business indicates that KABL will be operating in the black for July, well ahead of expectations. These sales may reflect the initial audience response to KABL’s programming. A Hoover survey for June 10-16, just a month after KABL began broadcasting, gave it an average share-of-audience of 10.5 (up from KROW’s 2.0 last October), with fourth place in the market, following KSPO’s 20.3, KOBY’s 11.5 and KCBS’s 11.2.

“Moreover, KABL is the highest-rated good music station in the nation, according to Hooper,” Mr. Odom proudly declares. Interviews with U. of California students, conducted by Far West Surveys on the campus June 4, showed KABL to be the favorite station of 34.7% of the 248 respondents, more than voted for all the Top 40 stations combined and twice the score (15.4%) of the second place station. This could indicate the beginning of a swing away from rock and roll by the college-age listeners, which Mr. Odom believes is imminent.

Asked why he deserted the Top 40 music formula which has worked so well for him in other markets in favor of good music in San Francisco, Gordon McLendon replies succinctly, “because we want to make money.” Talks with KROW had been broken off, he says, because the McLendons felt there was not room for another pop music station in the market. But when Crowell-Collier bought KLX (which had been programming good music) “this gave us an opportunity and we reopened our talks with KROW and bought it.”

“We aren’t being noble with KABL and its good music, just realistic,” Mr. McLendon states. “KABL will definitely be the number one station in San Francisco—not too long from now.”

KCBS • 740 kc, 50 kw, fulltime. Owned by CBS. Manager is Maurie Webster, 43, vice president of CBS Radio and associated with CBS - owned KNX Los Angeles since 1937, as sales manager for the 18 months before his move to San Francisco as KCBS general manager in September 1958.

Program format: More than any other San Francisco station, KCBS follows the traditional radio pattern of individual programs broadcast at the same time each day. Network programs take up many of the daytime and early evening hours: serials at 10 a.m.-noon, Drake-Godfrey-House Party at 12:30-2:30 p.m., Thomas - Sevareid-Amos 'n' Andy plus the CBS Pacific Network (CRPN's) Harmony Masters of Melody at 5:30-7:30 p.m. (“I buy KCBS the way I buy tv,” a top timebuyer says, “demanding on program ratings and adjacencies.”)

News is KCBS' strongest feature with both listeners and advertisers, occupying more than four hours of the day, with half of the early morning and three-fourths of the early evening time given over to newscasts. News accounts for most of the KCBS entries in the Top 10 most popular program columns.

Liked and respected by buyers (“You know where you are with KCBS and don’t have to worry about cut rates or special deals being given to someone else and if your product is one with an adult appeal KCBS is the place to advertise it,” one timebuyer sums it up), KCBS reports business volume running well ahead of 1958, both locally and nationally. (National business leads in volume.)

Overall, the rating reports show KCBS ranking third-to-fifth in share of audience. (“Our ratings are respectable but not competitive,” one KCBS executive puts it. “They don’t have the numbers but the day has prestige, image. They’re a very strong station.”) the radio buyer for a major agency states.)

KEWB • 910 kc, 5 kw, fulltime. Owned by Crowell-Collier. Began operating as KEWB June 8, 1959. Manager is Milton Klein, 34, whose entire business career has been in broadcasting; the last 18 months before becoming KEWB’s general manager he spent as sales manager of KFWB, C-C station in Los Angeles.

Program format: Top 40 (a radical switch from the show tunes, ballads and mood music of the frequency’s previous occupant KLX, described succinctly if inelegantly by a KEWB personality as “music to shave your legs by”). Asked how KEWB’s “color radio” format differs from that of the other Top 40 stations, Program Director Bill Enns (who came to KEWB from McLendon’s KLIF Dallas) answers that
New industrial plants are building up all over the Land of Profitunity! Last year alone 226 new plants provided new jobs for almost 11,000 people and created new year 'round buying power that rocketed retail sales to more than $6.25 billion in 1958—Up 131% since 1950!

Cash in on this great new profit opportunity. Spot your product or service on WFLA-TV—sales powerhouse in the Land of Profitunity!

For more facts, write us or call your nearest Blair-TV man.

Figures from Sales Management 1959 Survey of Buying Power.
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since they all play the same records over and over, the only difference possible is the personality each station injects into its presentation.

"We do it by preparation," he states. "Our gags and gimmicks and intros are not ad libbed but carefully planned, prepared and rehearsed. Before switching from WLX to KEWB we held a week-long talent school, woodshedding our deejays in our personality pattern. Those bits of chatter so informally presented as lead-ins for commercials or record intros are written for the disc jockeys by freelance writers.

"We believe that most people these days don't listen to radio constantly but for 15 minutes or so, now and then, in the car, in the kitchen, wherever. They tune us in primarily to get the top tunes but they also want to be entertained, so we make our presentation of music, commercials and everything else as entertaining as we know how. News is not read as it comes off the ticker, but rewritten with colorful phrases to make it entertaining as well as informative. We try to avoid echoes and noisy sound effects, to make our impression pleasantly."

One KEWB premise is to play more records than the rest. "Our minimum is 14 an hour and we're now running 17-18 because we don't have enough commercials yet," Mr. Enis says. Business is on the upswing, however, he reports, with some advertisers like Ford and Winston retaining their KLX schedule, others like Hamms increasing their time, and new accounts like Chevrolet coming in.

To get its call established and to keep listeners tuned in, KEWB is running a continuous stream of contests which began at noon Sunday, June 8 (at the end of the 24-hour phone book marathon) with "Big Bay Pay Day." Listeners were told to call friends whose names began with a particular letter ("This is 'B' hour"), changed hourly or whenever there was a winner, and to ask: "Have you heard the new KEWB, channel 9?" One name would be the lucky one, paying off $91.

Numbered fan club cards, distributed through music shops and by mail, are the basis for hourly giveaways of $5 and KEWB brunches, another incentive to keep tuned to KEWB. Apparently these contests, plus newspaper ads, bus posters, direct mail, sidewalk footprints in gay colors, sound trucks (playing KEWB promo jingles) and other off-the-air promotion, are working, for KEWB began getting a heavy mail response from the start. A weekend "Count the Music" contest, asking for the number of selections played during 60 consecutive hours (June 19-21) had a response of 1,395 cards and letters (one to an individual) by Tuesday noon, (June 23) The first morning mail on the same Tuesday also contained 1,245 entries in the "Secret Sound" contest launched the day before, and 1,120 more guesses came in by telegram before noon.

Agency media buyers, in general cool to the entry of another Top 40 station into the Bay Area, nonetheless expressed the feeling that KEWB's "money plus smart management" would inevitably make it a factor in the market.

KFC • 610 kc, 5 kw, 6 a.m. to midnight. Owned by Don Lee Div. of RKO Teleradio Pictures. Manager is Jack Thayer, general manager of WDGY Minneapolis (a Storz station) before being appointed vice president and general manager of KFC in June.

Program format: A "wonderful list" of the top tunes, a startling change from the show tunes and light classics which comprised the station's musical programs prior to March. Another major change occurred the end of April, when a batch of Don Lee news programs, which had a loyal following, shifted to ABC and KGO.

The philosophy of the new KFC is that mobility is the key to modern life and to modern radio as a part of modern life. "Radio today is found everywhere but the living room where it used to reign," Mr. Thayer states. "We're no longer selling adjacencies to Amos 'n' Andy. We're selling spots which build their own audience and do their own selling instead of riding a program's coattails. Good spots include those for Dodge, Beechnut, Pepsodent, stand on their own. They, and the way the personality at the station handles them, are what produce sales today."

Only a little over a year ago, KFRC, KCBS and KQBY were fighting it out for first place in San Francisco audience favor, according to Pulse statistics. Business was good; May and June 1958 were the best month's in KFRC's 34 years, Mr. Thayer reports, "but then came major league baseball on KSFO." The Pulse reports for January-February and March-April 1959 give KFC a standing of fifth to sixth in share-of-attention.

The immediate reaction of agency buyers, as reported the end of June, is that in dropping its news and "listeningable music" programming, KFRC had lost its distinctiveness and was now just another formula music station. "They're trying to go rock and roll and don't quite know how," one buyer declares. A watchful waiting attitude is general. "We didn't cancel, but we did cut back," the buyer for a major radio advertiser says.

To build audience, Mr. Thayer has brought in Scott Burton from WISK Minneapolis, where he was "The Flying Scotsman" on the air and program director off-mike, as production coordinator of KFRC. To boost sales, he is encouraging his sales force to sell ideas, rather than time. An example: Four Wheel Brakes offered KFRC about $300 worth of availability for a July campaign. Instead, "we offered them a Fourth of July safety slogan contest. This gave them a public service plus to their advertising and they spent $2,000 with us," Mr. Thayer reports.

KGO • 810 kc, 50 kw, 5:45 a.m. to midnight. Owned by American Broadcasting-Paramount Theatres Inc. Manager is Jack Stahle, previously with ABC's KABC Los Angeles, who moved to KGO the end of June in the dual capacity of station manager and local sales manager.

Program format: "Happy" popular music and lots of news, including ABC's John Daly, Paul Harvey and John Vandecrook newscasts plus those of Frank Hemingway, Cliff Engle, John Holbrook and Virgil Pinkley which moved from KFRC-Don Lee on April 28. Nightly stereophonic broadcasts with KGO-FM total 14 hours a week: Monday-Saturday, 7:30-9 p.m.; Monday-Friday, 10:45 p.m.-midnight, and Sunday, 7:30-8:15 p.m.

KGO's new musical format was adopted last September, following a period of rock and roll programming at which the station was not overly successful. "San Francisco's a peculiar market," Mr. Stahle says. "It's more conservative than other parts of the country and what works there won't work here."

Agency buyers comment that KGO has changed program format so frequently in the past few years (reflecting changes in the program philosophy of the ABC radio network) that it now has a job cut out for it to establish a personality with listeners. Perhaps its strong news programming will help, they say; they're waiting to see what the ratings show. (For the past year, KGO has stood at about seventh place in share of audience.)
A "hold" can become a "pull", you know. Toward the marketplace, if desired. But first, it must really exist. (And it can exist only on a foundation of time-tested mutual station-viewer loyalty.)

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

How is it expressed? Ah! on 92% of the TV sets in fruitful farmland, country estate, suburb and city of our area, dials stay tuned longest to Channel 7. Says Pulse, with consistently superior ratings. And that's 92% of an annual 3½ billion dollar purchasing appetite.

Ah! again! Picture your product thus jet-assisted in a quiet way. Consult George P. Hollingbery today.

This is the kind of hold our station has on people . . .

WHIO-TV
CBS
ONE OF AMERICA'S GREAT AREA STATIONS
Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

channel 7
dayton, ohio
Battle of San Francisco

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KJBS • 1100 kc, 1 kw, daytime. Owned by William B. Dolph-Herb Petey interests. Manager is Robert N. Kindred, 41, who came to KJBS last December after four years in Omaha with KOWH and KOIL.

Program format: What Mr. Kindred calls “music balance,” the Top 20 (and 40 plus albums and recall numbers (a great many of these). “We do play and feature the top tunes, so long as they are not too far off base,” he says, “but we try to avoid the raunchier rock and roll.”

This new program format was instituted March 7 and the March-April rating figures indicate that it is attracting more listeners to KJBS. The Nielsen cumulative audience report shows an average increase of 85% in families covered. Equally impressive evidence of increased tune-in comes from the response to Melody Mileage (game for motorists; if the speedometer shows the same figure as the one broadcast, a driver wins 10 gallons of gasoline). Average number of winners per week has risen from 10-15 in December to 40 in May. “This makes us think that people are liking what they’re hearing at 1100 and coming back for more,” Mr. Kindred says.

Along with its “balanced” music, KJBS has prospected the past to get program ideas for the present. The KJBS-Home Mutual Forum is the old man-in-the-street, inquiring reporter bit dressed up for modern radio; an old time network studio audience show supplied the basis for a program “which is proving to be very worthwhile for us as well as for the sponsoring San Francisco Pepsi Cola Co.,” Mr. Kindred reports. “There’s a future gold mine in radio’s past,” he declares.

KNBC • 680 kc, 50 kw, 5:45 a.m.-2 a.m. Owned by NBC. Manager is George Fuerst, 47, who started with NBC in San Francisco as a page boy in 1930 and rose through the ranks, serving as division manager of NBC-TV Spot Sales in San Francisco for three years preceding his appointment as general manager of KNBC in August of 1956.

Program format: As an NBC o & o station, KNBC carries the full schedule of network programming (not necessarily a bad thing; when One Man’s Family was dropped the Oakland Tribune had to put an extra man on the radio desk just to handle phone calls asking why). Strongest local programs are Doug Pledger’s morning program (6:30-10 a.m.), George Lemont’s afternoon traffic time show (4-6:30 p.m.) and Listen Ladies (11:05 a.m.-noon).

Mr. Pledger, who combines a flow of outrageous puns with records of show tunes, operettas, pop classics’ chorale groups, anything and everything but the Top 40, is the type of personality “you either love or can’t stand,” as one timebuyer puts it. Never achieving the top morning audience of KSFO’s Don Sherwood, Doug Pledger does have a dedicated following who buy as well as listen, and his list of sales successes ranges from pears and fruit cakes to Buicks (his Buick sponsor awarded him a car when renewing his contract).

For well over a year, Listen Ladies has been filling KNBC’s main audience studio (built in radio’s hey-day) with lady listeners (something they said they couldn’t do today). Mr. Fuerst’s comment on this program—“It’s not much in ratings but how it moves merchandise”—might as aptly be said of KNBC itself. The rating reports put it in about fifth place in share of audience among all stations serving the Bay Area, but it is sold out solid for three months.

KOBY • 1550 kc, 10 kw, fulltime. Owner is David M. Segal’s Mid-American Broadcasters Inc., also licensee of KOSI Denver, KGVM-Ceresville Miss. (Sales of KOBY and KOSI are awaiting FCC approval). Manager is Joe Miller, who entered radio in 1947 in Phoenix and had worked in San Bernardino and San Diego, where he was general sales manager of KFMB up to last December, when he took over the managership of KOBY.

Program format: Top 40, which KOBY intensifies to San Francisco and which is going better than ever for KOBY, Manager Miller states. The station is second only to KSFO in ratings and “we’ve never had it so good businesswise.”

With the added competition in the Top 40 field, Mr. Miller admits that he’s never worked so hard as he is today, “trying to keep things going perfectly, trying to maintain the little difference that makes all the difference.” News, at KOBY, is delivered at a faster tempo than it would be on a network station and in a slightly higher pitched voice, “to give it an urgency that makes people pay attention and really listen, not just sit back and let it go on only half-heard.” A month of San Francisco listening would reveal the difference of KOBY sound from that of the other formula programmed stations. Mr. Miller says, but “I’m not going to let you print it for the competition to read. Let them find out the way the public has, by listening to us.”

One way that KOBY attracts attention is with special promotions, such as the March of Cancer in June. Ten days of on-air promotion, tied in with Carl Smith’s Columbia recording of “10,000 Drums,” culminated June 27 in a Cancer March from the KOBY studios to City Hall. Better than 1,000 marchers, mostly teen-agers, wearing “March,” which when they’re obtained from the station by making a donation to the City of Hope Cancer Research Fund, joined in the March, along with station personalities and recording artists led by Carl Smith on a Palomino horse. (KOBY also had a prize for the listener who was the first to reach the City Hall, who won the chance to advance the number of times “10,000 Drums” would be played during the March to City Hall, where the proceeds of the campaign were turned over to Judge Alvin Weinberger, chairman of the fund raising drive.)

Five of the agency buyers professed any personal fondness for Top 40 programming, but they agreed that by good management and a sure knowledge of how to present this type of radio fare KOBY had taken San Francisco by storm. As to the future, Mr. Miller is confident that the increased competition is making even a little bit harder to do a little bit better job and that the result is bound to make San Francisco radio better listening for the public and therefore a better medium for the advertiser. The agency buyers aren’t so sure. One station, they note, can win a big gold award with one type of programming, as KOBY has with its Top 40 format. Five stations, all concentrating on a single program format, may succeed only in dividing that audience five ways, winding up with none of them a very good advertising buy.

No immediate changes in personnel or programming are being planned for KOBY by Kenyon Brown, whose acquisition of the station is now awaiting FCC approval.

KSFO • 560 kc, 5 kw days, 1 kw nights, 5:45 a.m.-11 p.m. Owned by Golden West Broadcasters (Gene Autry-Bob Reynolds), who acquired it in August 1956. Manager is Bill Shaw, 44, who started in radio in 1929 as a guide with CBS in San Francisco and had

56 (SPECIAL REPORT) BROADCASTING, July 20, 1959
BEING SQUEEZED?
Today's pressures on Sales Managers are crushing: trying to combat competitive new products, keeping sales turnover high, bucking your competitors' selling tactics.

SPOT TV SELLS
Self-service retailing is here. Today's in-person salesman is your Spot TV Salesman—the effective modern-day sight-sound-demonstration and persuasion salesman.

SALES MANAGERS' STAR SALESMAN
As the right arm of your sales department, Spot TV deserves to share your sales as well as your advertising-budget.

THE SALES MANAGERS MEDIUM
America's sales and distribution revolution is here. A new Katz Agency presentation, "The Sales Managers Medium," tells how it affects today's Sales Manager. For a showing of the full story-in your office—call our TV Sales Development Department.

THE KATZ AGENCY, INC.
666 Fifth Ave., N.Y.C. 19, BI 2-9200
Chicago, Detroit, St. Louis, Atlanta, Los Angeles, San Francisco, Dallas
Battle of San Francisco

spent four years as general manager of KNX Los Angeles and CBS Radio Pacific Network and a year in New York as sales manager of the CBS Radio Network before leaving that post to return to San Francisco as vice president of Golden West and general manager of KSFO.

Program format: Sports-music-news. Music is what is frequently described as "middle-of-the-road," with plenty of pop tunes (but no rock-and-roll) and jazz, but of the big band swing type rather than the "cool" variety. "We have a music system but we prefer not to talk about it," says Mr. Shaw. "We let the others talk about their 'fabulous 40's, and 'wonderful lists' while we just aim at producing listenable sound. Our musical schedule is carefully worked out, but we like to give the effect that it's casually done."

KSFO's programming won it an increasingly large share of the Bay Area audience, but it was getting exclusive radio rights to the full season of the San Francisco Giants last year, (it was the Giants first year as a San Francisco club, the city's first with a major league team, and the Giants did not permit the games to be telecast) that shot KSFO into first place audienccwise. Broadcasts of the 49ers pro football games and the U. of San Francisco basketball season, plus Don Sherwood's top-rated morning (6-9 a.m.) show and Bob Colvig's afternoon Commute Club (4-7 p.m.), plus that "listenable" music kept KSFO in or close to that enviable spot through the winter months. The Giants, the 49ers and U. of California football and basketball, plus Sherwood and Colvig and the KSFO kind of music are going to keep the station at the top of the ratings poll in the months ahead, Manager Shaw firmly believes.

Business has kept pace with audience and is "in excellent shape," Mr. Shaw reports. "When the ratings are good and the agencies and advertisers like and respect you, you're in good shape and that's how it is with us." Comments of timebuyers about KSFO indicate that they are pretty much in accord with this statement.

KYA • 1260 kc, 5 kw days, 1 kw nights, fulltime. On May 1, 1958, KYA joined the Bartell Family Radio Group (also including KCBQ San Diego, WXYZ Milwaukee, WAKE Atlanta, WYDE Birmingham and, WOW New York). Manager is Mort Wagner, 33, executive vice president of the Bartell stations, who had charge of eastern division until moving to San Francisco as KYA general manager.

Program format: Basically, KYA's Hit Parade of the Top 40 tunes, but the music also includes Hit Parade Premier s (new songs), Album Spotlight (favorite albums) and Forever Fabulous (music for remiscing) in line with the Bartell formula of providing something for every member of the family to listen to.

Along with the commercials between records, KYA broadcasts "Thoughts for Today," "Bright Sayings of Children," "Confucious Say" and other such features, all contributed by listeners, as well as public service spots and daily editorials (each broadcast 12 times a day following news on the half-hour) and an endless assortment of contests ("games" in the Bartell lexicon). A recent game was "Lucky Sentences," to be assembled from words broadcast during the day by KYA Hit Parad - e. (The first sentence was "KYA makes the hits that all other stations play later."). Another was "You can count on fun on KYA," with a prize for the right answer to the number of times the word "fun" was broadcast between 6 a.m. and 9 p.m. A third "Scramble-tune," asked listeners to identify three songs played at the same time.

When a traffic fatality occurs in San Francisco, each of the city's police cars flies a black flag. KYA broadcasts a statement recorded for the station by Police Chief Tom Cahill on each news - cast for 24 hours following a traffic death, with the news that "the black flag is up." An "KYA-AID" is an hourly smog report ("There is poison in the air").

When KYA personality Lucky Logan staged a 10-hour marathon for the Saints and Sinners milk fund, KYA sent milk bottles to time buyers asking them to help the fund and so to help Lucky Logan make his quota and get off the air. Stage shows at the West's biggest theatre on Memorial Day and July 4, conceived and produced by KYA, helped keep thousands of people safely entertained and off the highways.

Promotion gimmicks, of which KYA has an endless variety, range from the towering giant "victory" neon candle atop the KYA transmitter at Candlestick Point, illuminated whenever the Giants have won a game, to tiny slips inserted in one-fourth of all fortune cookies distributed to the city's Chinese restaurants which, in addition to the fortunes, contain a plug for KYA and one of its clients. Other parts of the "Wagnerian treatment" have included such grand items as a $50,000 treasure hunt (the money was found on the 10th day) as well as less costly ones like taking over a cable car for a week and Manning it with KYA personalities to supply fun as well as free transportation to all riders.

All of this activity, on the air and off, has won KYA the attention, be it amused or astonished, of Bay Area residents, has given it rapid increases in audience until it is breathing down KOBY's neck in the rating race and has paid handsome dividends in business revenue. May's billings were the highest of any month in KYA's 32-year history, unless they were topped by June (whose final figures were not available as this was written). Buyers call it a little too noisy and too gimmicky ("frantic" was one's word for KYA) but admit that they can't overlook it when buying for mass-market accounts.

Other stations • In addition to those Pulse-rated stations, a number of agency buyers single out KYA (1010 kc, 10 kw daytimer) for special mention. KSAY's "pleasant" music—show tunes, light classics, old favorites—is winning it a following, they say, that entitles it to consideration when they're making up station lists for their clients' radio campaigns. KSAN San Francisco and KWBR Oakland are described as programmed primarily for the Negro audience. The other stations listed in the San Francisco newspaper radio logs are located in outlying communities, programmed chiefly for local listening and supported by local advertising.

Looking at the overall picture, San Francisco timebuyers are wondering whether five formula stations can successfully co-exist in the same market, with some further questioning as to how effectively their clients' commercials can compete with the blatant self-promotion spots of the KSAN (1010 kc, 10 kw daytimer) for audience attention. Top 40 can't be ignored, they agree, but by and large they're putting off decisions about fall buying as long as possible, hoping for guidance from upcoming rating reports.

The situation might be summed up soap opera fashion:

Can network radio programming survive today?

Is there a place for good music on the radio dial?

Will the Top 40 operators take over completely, or will they knock each other out?

Tune in tomorrow, or perhaps next fall.

CONTINUED
At parties, picnics and ball games, at homes, offices and plants—at all the places and times that called for some first-class thirst quenching and refreshment in 1958, dry-throated Americans opened over 405,000,000 cans of soft drinks and got the tasty results they wanted.

No wonder there is such a growing popularity for soft drinks in cans. The “tin” can—actually about 99% steel—chills fast, opens easily, won’t break if you drop it. It’s a compact, lightweight container that feels good in your hand and serves up your favorite beverage at its mouth-watering best.

Through our Weirton Steel division, National Steel is a leading manufacturer of tin plate for cans. In fact, through Weirton’s production of hot-dipped and electrolytic tin plate, National is the nation’s largest independent source of this metal.

Modern tin plate is just one of many quality steels and products of steel with which National serves American industry through its six major divisions: Great Lakes Steel Corporation, Steel Corporation, Enamelstrip Corporation, The Hanna Furnace Corporation, National Steel Products Company and, of course, Weirton Steel Company.
BANKRUPTCY PLAN
U.S. referee calls
MBS creditors meet

Mutual's reorganization plan, covering its offer to creditors, was presented in New York last week to U.S. Referee Asa Herzog, who thereupon scheduled a meeting for the full list of creditors for July 28.

As presented by Benjamin Weinstein, Mutual's attorney in its petition for involuntary bankruptcy under Chapter 11 of the Bankruptcy Act, the plan is in three phases: Most creditors are offered 10 cents on the dollar; Mutual news stringers and guest panelists will receive 50 cents on the dollar up to $600 owed and 10 cents on the dollar for subsequent money owed; the note of H.B. Tuskin for $1.3 million is to be paid in full at 4% interest over a 10-year period.

A representative of the 10 lead creditors appeared at the hearing Monday (July 13) and informed Mr. Herzog that they were willing to accept the 10 cents-on-the-dollar offer and recommended that action be expedited.

The Why's - Mr. Weinstein was asked later why the leading creditors were willing to accept 10 cents on the dollar while H.B. Tuskin will be paid in full. He replied: "The creditors are desirous of getting their money as soon as possible while H.B. Tuskin is willing to wait over a 10-year period."

It was learned that H.B. Tuskin is a businesswoman and associate of Albert Gregory McCarthy and Chester Ferguson of Tampa, Fla. The two men control Real Properties Inc., Tampa, which, as of last week, has lent mutual $200,000 to maintain operations during the period of bankruptcy proceeding. Mr. Ferguson is the newly-elected board chairman of MBS (Broadcasting, July 13).

Robert F. Hurleigh assumed the presidency and normal ownership of Mutual on the day the bankruptcy petition was filed, but it is assumed that Messrs. McCarthy and Ferguson will become formal owners if and when the reorganization plan is accepted. Mutual owes creditors a total of $3,195,607.

Under referee Herzog's questioning, James Gladstone, MBS comptroller, said the network has been losing about $55,000 a month. In July, for instance, MBS has revenues of about $345,000 and expenses of about $400,000. Mr. Hurleigh stated that the summer months are traditionally "the slow ones" in the advertising field and revenue should increase with the fall. Above and beyond that, Mr. Hurleigh added, network officials believe that they can place MBS in a more profitable position, once its financial position is stabilized.

Five-Year Burden - Mutual officials later explained that the Tuskin note stems from a loan made over several years (1954-57) by RKO Teleradio to Mutual to make up deficits at the time RKO Teleradio owned the network. Thereafter, when each subsequent owner took over the network, it was included as part of the sale, and was carried on the books as a loan.

Spokesmen added that when Messrs. McCarthy and Ferguson assume ownership, the loan may be bought back, perhaps at less than 10 cents on the dollar. As owners and stockholders of Mutual, they would be paid only if the network makes a profit.

Network officials explained that this loan had to be "sequestered" from the money owed to other creditors since the $1.3 million makes up a sizeable proportion of the $3,195,607 owed. The formula for paying off creditors -- called "composition of creditors" -- must be approved by at least 51% of creditors, who are owed at least 51% of the total amount. Mutual officials said that if the $1.3 million note had been included in the formula some of the creditors might have felt that "the whole thing was stacked ahead of time."

Steelworker breakage
put at $5,000 by NBC

An estimated $5,000 in motion picture camera equipment and lights were smashed by striking steelworkers as Tom Pettit, WRVC-AM-TV Philadelphia newswoman, was interviewing David J. McDonald, president of the United Steelworkers, last Tuesday (July 14) in Trenton, N.J.

Overlooked in the fisticuffs was a portable tape recorder which contained a transcript of the encounter.

Mr. Pettit, after a few routine questions asked, "Mr. McDonald, do you feel your career hangs in the balance in this strike?" The union leader objected to the question and repeatedly demanded that it be taken off the film. A group of steelworkers, estimated 20 to 25, was milling around.

When Mr. Pettit protested, "You can't take the camera," a voice in the background said, "The hell we can't." Immediately several men seized the camera from the hands of cameraman Roy Bell and smashed it to the sidewalk.

A tape recording of the incident was played the next day on the NBC-TV Today show and on NBC Radio.

Mr. McDonald in a statement issued Wednesday through Arthur J. Goldberg, Steelworkers' general counsel, said he deeply regretted the incident.

Late Thursday, NBC lawyers were considering the possibility of legal action, but had reached no decision.

Surveying the damage

Ernie Less (l), WRVC-TV news director, and cameramen examine equipment
Carolina viewers already know it. Local sponsors feel it. National advertisers everywhere are learning fast. The tops of NBC and ABC—plus the best of Warner Brothers are changing audience patterns of Charlotte television. Get the facts. Here in America's 22nd largest tv-homes market you'll do better with Charlotte's dynamic WSOC-TV... one of the great area stations of the nation.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta and WHIO and WHIO-TV, Dayton

BROADCASTING, July 20, 1959
14 DAYS HARD LABOR AT HARVARD

First broadcast management seminar wins unqualified endorsement

Broadcast management has negotiated a profitable investment—two weeks on an Ivy League campus.

Three-score industry executives are back at their office desks after completing a radio-tv seminar last Saturday (July 18) at the Harvard Graduate School of Business Administration. The intensive management course was conducted under the auspices of NAB.

For one of the busiest fortnights within recollection of these broadcasting students the basic problems of general business operation were fused with the crises and headaches of station management.

Did these practical businessmen, representing one of the newest industries, consider their two weeks on the nation’s oldest campus (1636) worthwhile? The enthusiastic answer: “Yes.”

The students were happy; NAB was delighted; Harvard deemed it one of the more successful seminars in recent years.

This decision was reached by the association: The seminar should be repeated in the summer of 1960. Tentative plans were drawn up for a roughly similar course.

A feature of the two weeks was the Thursday appearance of Dr. Frank Stanton, CBS Inc. president. (Ph.D., Ohio State U., 1935). Dr. Stanton endorsed the concept of an intensive course in management training as he brought the earthy experience of a network president to the Harvard program in a discussion of industry problems.

NAB President Harold E. Fellows summed up the seminar this way at the graduation dinner: “The experiment has been eminently successful from everything I hear. It was long overdue. It has given you an opportunity not only to acquire knowledge and restimulate your thinking processes but provides a chance for you to set up a chain reaction among your colleagues in the broadcasting industry. The course has helped fill a need for a broadened executive training base in broadcasting.”

Executive-student members of the class rose daily to the 6:45 a.m. roar of a dormitory horn, scrambled shirtsleeved to a cafeteria breakfast, and sat down to an 8 a.m. group study session. Their only relief from the grind came at the mid-Sunday when they had morning and afternoon free.

The seminar students listened, talked, argued and pored over study material each day until 10 p.m. when they wearily started toward their tiny bedrooms to sleep or perhaps study some more or maybe just sit around like any other college students and shoot the breeze.

This rigorous routine provided the first opportunity in broadcast history for station executives to live under one roof in a quiet, isolated atmosphere that stimulated thinking and the exchange of ideas.

“It should have started years ago,” said John Laux, operator of the Friendly Group.

“The finest thing NAB has ever done,” added A. Louis Read, vice president-commercial manager, WDSU-AM-TV New Orleans.


Their comments typified the reaction of students as the course came to a close.

Dr. J. Sterling Livingston, of the Harvard school, served as academic director of the course. He is president of Harbridge House, management development and consulting firm. The project was developed under direction of Charles H. Tower, NAB economics-broadcast personnel manager. William P. Gormley Jr., assistant dean and director of Harvard’s advanced management program, was
dormitory suites, three-score broadcasters studied, discussed, argued and listened. Top-ranking business educators taught them how to think through the situations that face those who run a business. The average school day ran 16 hours.

Boning up in dorm • Two broadcaster students work on case. L to r: Robert W. Ferguson, WTRF-TV Wheeling; Charles C. Woodward Jr., Westinghouse Broadcasting Co.

Their school masters • Prof. J. Sterling Livingston (left) and William Gormbley Jr., assistant dean, directed Harvard's program of management study under auspices of NAB.

Out of the ivy • Pair leaving Hamilton Hall dorm enjoying a joke. L to r: Douglas A. Manship, WBRZ-TV Baton Rouge, La., and Charles A. Batson, WIS-TV Columbia, S.C.
administrative director. Besides Dr. Livingston, the teaching staff included Prof. C. Roland Christensen, Prof. Alva F. Kindall, Associate Prof. Martin V. Marshall and Assistant Prof. Joseph W. Newman. Mr. Tower and his assistant, James Hulbert, are alumni of the school.

"The broadcasters were very hard-working students," Dr. Livingston said, "They were as diligent and conscientious as any group I have ever seen on the campus—very practical, very sensible and highly responsive."

Significant Observations • He added this: "The level of discussion at the broadcasting seminar was as sophisticated as any industry group I have ever dealt with. Broadcasters have contributed much to our thinking as well as to our understanding of their special management problems."

Dr. Livingston explained the seminar was designed to show executives how to think constructively of their operating practices. "We didn't tell them how to operate," he said, "but helped them appraise their own problems against the background of what other industries are doing. While appraising other people they were reappraising themselves.

"A third dimension developed as each manager watched the thinking of other broadcasters."

All phases of management were touched during the two weeks. For example, one 80-minute discussion of a non-broadcast classroom case brought out such broadcasting industry topics as ways to read balance sheets, earnings formulas, depreciation, taxes, interest, operating profits, accounts receivable, automation, capital investment, net sales vs. operating expenses, employee relations and motivation of personnel. Around 430 broadcasters participated in this single discussion with a professor as moderator and prodder.

Blue Story • One seminar case dealt with personnel at a radio station whose owner had hired three jockeys, giving them wide latitude in their air performances and selection of music. Later he hired a manager who had scant authority over the trio. The problems centered around the eccentric behavior of a young jockey, a mythical Larry Blue, who built up a high rating and made a handsome living out of high pay and perhaps higher payola. All this was getting close to home. Hands were up constantly as station managers offered solutions and pointed to flaws in the way the fictional broadcast ran. The manager without authority found little sympathy among the student executives after Larry Blue started wrecking staff morale and undercutting his immediate boss.

"Let him hang himself," suggested one broadcaster.

"I'd call him in and tell him, 'You told me a stinking lie,'" added another.

"The manager should have developed a case and confronted the owner," according to a third student.

And a fourth observed, "Is there any one man bigger than a radio station?"

That's the way the classroom exchanges ran for two weeks as top faculty members from the famed graduate school led the discussions, prompting and offering their own views.

Guest speakers touched on broad economic and political science topics. The list included Dr. Andrew Gyorgy, Boston U. professor of government, Dr. Kenneth Galbraith, Harvard professor of economics, and Messrs. Fellows and Stanton.

"This course should be permanent," said David C. Moore, president of Transcontinental Television Corp. "I hope we can take part next year."

Other reactions:

- Douglas L. Manship, president of WBRZ-TV Baton Rouge, La.—"I haven't worked so hard or so consistently in my life."

- Hubert Taft Jr., president of the Taft station group—"This seminar really makes you think."

- Willard Schroeder, president-general manager, WOOD-AM-TV Grand Rapids, Mich.—"Very valuable to me and to the company [Time Inc.]. I'll work harder and, I hope, do a better job in the competitive years ahead."

- Louis Wolfson, executive vice president, WLOS-TV Asheville, N.C.—"Great, tremendous. I can understand better what we have and what we're doing and will be able to create a better local and industry image."

- Frank Fogarty, vice president-general manager, WOW-AM-TV Omaha (Meredith)—"The first time I ever had a chance to consider the fundamentals of management. It's an atmosphere of inquiry rather than an atmosphere of answers."

The students went through a carefully prepared study pattern—in pairs and as roommates; in "class groups of students in a cluster of rooms around one bathroom; in small groups of assigned members, and then in full classroom sessions. These were supplemented by dining hall and coffee-break exchanges.

"We lived, breathed and talked management and broadcasting for 14 days," said Carl E. Lee, executive vice president-general manager, Fetzter Broadcasting Co. "And dreamed about them, too," added Ben Sanders, president-general manager of KICD Spencer, Iowa.

A bonus benefit was the new appreciation broadcasters had of each other as they watched thinking patterns and response to discussion points.

The roll call:

Charles A. Bacon, W5S-TV Columbia, S.C.; John S. Booth, WCHA Chambersburg, Pa.; L.H.

Broadcasting, July 20, 1959
Collins Radio Station Trailer puts you on the air with a fully equipped radio station in minimum time, saves you delay, earns revenue sooner. Start broadcasting and billing instead of waiting for construction. Save on initial installation, and have a mobile studio if you move your facilities to permanent buildings.

This compact 8 x 40 foot radio station is factory wired and tested — reduces your installation time and cost. It sets up immediately on your site, has a studio, control room, transmitter room, office, rest room facilities, and is equipped with microphones, control desk and studio console, monitors, two 16 inch turntables, 250, 500 watt or 1 kw transmitter, heating and air conditioning.

Eliminate delays, get on the air faster and more economically with a Collins Radio Station Trailer.

Contact Collins for further information.
Changing hands

ANNOUNCED • The following sale of station interests was announced last week, subject to FCC approval:

• WSFA-TV Montgomery, Ala.: Sold by WKY TV System Inc. (subsidiary of Oklahoma Publishing Co.) to Broadcasting Co. of the South (WIS-AM-TV Columbia, S.C., WIST Charlotte, N.C.) for $2,250,000. Station was acquired by Gaylord interests in February, 1955, for $368,598, including WSFA-AM, and subsequently sold. Transaction completed last week in Washington by Edward L. Gaylord for Oklahoma Publishing Co. and G. Richard Shafto executive vice president of WIS and chairman of TV Board Co. Carter Hardwick, general manager, will continue under new ownership. The transaction was handled by Philip Kelser & Assoc. WSFA-TV is on ch. 12, operates with maximum power of 316 kw, and is affiliated with NBC-TV, primary, ABC-TV, secondary.

APPROVED • The following transfers of station interests were approved by the FCC last week (for other Commission activities see FOR THE RECORD, page 88).


• WQX Hartford, Conn.: Sold to Buckley-Jaeger Broadcasting Corp. of Conn. (WHIM Providence, R.I.) by The Connecticut Broadcasting Co. for $815,000. WQX is on 1360 kw with 5, directional, and is a CBS affiliate.

• WSK St. Paul, Minn.: Sold to WSK Broadcasting Corp. (owned by The Crowell-Collier Publishing Co., parent company of KFWB Los Angeles and KEWB Oakland, both California) by B.V.M. Broadcasting Co. for $625,000.

This grant is subject to the condition that assignment not be consummated until Robert M. Purcell, assignee principal, dispose of his interest in KEVE Minneapolis. WSK is on 1590 kw with 5 kw, day and is affiliated with CBS.

• KWBR Oakland, Calif.: Sold to KWBR Inc. (WOPA-AM-FM Oak Park, Ill., and WDIA Memphis, Tenn.) by E.N. Warner and the First Western Bank and Trust Co., trustee, for $550,000. KWBR is on 1310 kw with 1 kw.

• KRUX Glendale, Ariz.: Sold to LeLand Bisbee Broadcasting Co. (Leland S. Bisbee Jr., president) by Don and Otilie Owsley for $347,000, KRUX is on 1360 kw with 5 kw, day.

• WXNT Portsmouth, Ohio: Sold to WXNT Inc. (Abraham R. Ellman, vice president, has interest in KIST Santa Barbara, KGMS Sacramento, both California, and KRAM Las Vegas, Nev.) by Portsmouth Broadcasting Co. for $234,500. WXNT is on 1260 kc. 5 kw, day. 1 kw, night, and is affiliated with ABC.

• KITO San Bernardino, Calif.: Sold to Kenyon Brown by Myer Feldman, Raymond Ruff and Arnold Lerner for $120,000. Mr. Brown has interests in KCP-TV Los Angeles, KFOX-AM-FM Long Beach, KSON San Diego, all California, and KGLC Miami, Okla. and KIMO Independence, Mo. Comr. Robert Bartley dissented in this decision. KITO is on 1290 kc with 5 kw, directional, and is affiliated with MBS.

• Rep appointments

• KHFI Austin, Tex., names Good Music Broadcasters Inc., N.Y.

• WNTA-TV Newark, N.J., appoints Adam Young Inc., N.Y., effective July 15. NTA Spot Sales continues to represent in New York area.

Texas

Fulltime station in major market. On low frequency with top power in market. A good buy at this price. 29% down—balance can be negotiated.

$200,000

Far West

Old-line major network affiliate in one of fastest growing and desirable markets. Making a profit, but can do much more. Has excellent reputation, and publication acceptance. 29% and 5 year payout.

$841,000

Florida

Small market daytime, showing profit, ideal for owner-operator. $12,000 cash will handle, with easy payout terms.

Pennsylvania

Independent, in single-station industrial market of good size. Excellent opportunity for owner-operator. 29% down and balance over 7 years.

$100,000

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

BROADCASTING, July 20, 1959

THE MEDIA
"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.

Dresser-Ideco microwave tower at Rockford, Illinois, one of 22 along the Illinois Toll Road...representative of special developments for civilian and government tower needs. Here is evidence of Dresser-Ideco's continuing commitment to serve the broadcasting and communications industries now, and in the years ahead.
GOVERNMENT

HEAT’S ON FOR SEC. 315 RELIEF

Senate Commerce Committee reports bill to exempt all news and panel shows from equal time law; House committee set to act too

The Senate Commerce Committee, true to the word of the chairman of its Communications Subcommittee, last Wednesday (July 16) reported out a committee bill exempting news programs and panel discussions from Sec. 315 of the Communications Act.

Adding fuel to broadcasters’ hopes that Congress will amend the equal time laws before the 1960 Presidential election, the House Commerce Committee has scheduled an executive session on the subject for today (Monday). A Communications Subcommittee already has agreed upon a bill (HR 7985), the one approved last week by the senators (Broadcasting, July 13).

The Senate bill is a committee compromise of four measures on which five days of hearings were completed four weeks ago. It reverses the FCC’s February Lar Daly decision that candidates are entitled to equal time when their opponents appear on a regularly-scheduled newscast by adding the following paragraph to Sec. 315:

“Appearance by a legally qualified candidate on a newscast, news interview, news documentary, on-the-spot coverage of news event or panel discussion, shall not be deemed to be use of a broadcasting station within the meaning of this subsection.”

The committee-approved legislation will be introduced on the floor sometime this week along with a covering committee report. It received unani-
mous approval of the Commerce Committee, headed by Sen. Warren Magnus-
son (D-Wash.). During the hearings last month, Sen. John Pastore (D-R.I.), chairman of the subcommittee, had promised broadcasters that the parent body would act speedily on a Sec. 315 amendment but that it probably would not be as broad an exemption as the industry wanted.

Broadcasters testifying during the hearings had asked generally for much broader exemptions ranging from outright repeal to exclusion from libel and a congressional definition of a qualified candidate. Most agreed, however, that it was imperative for Congress to reverse the Lar Daly decision prior to the 1960 campaigns.

Magnuson’s Amendment • At last Wednesday’s meeting, Sen. Magnuson successfully amended the committee bill by adding a paragraph stating the intention of Congress to re-examine, for a period of three years, the equal time exemptions contained in the bill.

The study would be made “to ascertain whether the remedy provided by such amendment has proved to be effective and practicable.” The FCC would be charged with reporting annually, for the three years, to Congress “setting forth (1) the information and data used by it in determining questions arising from or connected with such amendment and (2) such recommendations as it deems necessary to protect the public interest and to assure equal treatment of all legally qualified candidates for public office...”

A number of senators immediately praised the Commerce Committee’s action and urged speedy approval of the measure when it reaches the Senate floor. Sen. Vance Hartke (D-Ind.), a member of the committee, termed the action a step forward for electronic journalism and said he was “very happy” that imme-
diate action was taken. However, he said that he had hoped the committee

AN EDITORIAL

What you can do about Sec. 315

A crucial point has been reached in the broadcasters’ campaign for relief from some of the most undesirable features of the political broadcasting law.

An acceptable amendment has cleared the Senate Commerce Committee. Some kind of amendment, hopefully one as strong as that passed by the Senate group, will probably be reported out of the House Commerce Committee this week. From now on the fight will be on the floors of both houses.

If the fight is not won in the next few weeks, it is as good as lost.

Congress is expected to adjourn in September. If it does not act on Sec. 315 before this session ends, all the momentum of the campaign for relief will be lost during the long recess.

It will not be easy to force these measures to a vote in the little time that remains, but it can be done. Broadcasters in all parts of the country must at once begin a thorough educational campaign among their own senators and congressmen. This is not a campaign that can be success-
fully conducted by the broadcasting representatives who are resident in Washington. The members of Senate and House will be moved to action only if they hear directly from the broadcasters in their constituencies.

What broadcasters must explain to their senators and congressmen is that the public interest demands revisions in the law. If the public is to receive adequate and intelligent news of political campaigns, the minimum repair that must be made in the existing law is the exemption from equal time requirements of newscasts, news interviews, news documentaries, coverage of news events and panel discussions—the exemptions that would be made by the bill the Senate Commerce Committee approved last week.

In the long run, broadcasters must seek repeal of the whole of Sec. 315, but repeal is unattainable from this Congress. The best that can be won now is the Senate Commerce Committee’s bill. It is worth the winning.

BEFORE they begin to educate their congressional delegations to the need for repair of Sec. 315, broadcasters may wish to do a little homework on the subject. In the past two months Broadcasting has carried many thousands of words of reporting and editorial comment about the discus-
sions over the political broadcasting law. For the con-
venience of readers, selected references are presented below. (Copies will be forwarded speedily to anyone who asks for them.)


BROADCASTING, July 20, 1959
Political broadcasting law in action

Sen. Hubert Humphrey (D-Minn.) last week became the first 1960 presidential candidate to be victimized by the political broadcasting law. His invitation to appear on CBS-TV's *Face the Nation* was withdrawn on advice of counsel. Sig Mickelson, CBS vice president and general manager of CBS News, said the lawyers had concluded that Sen. Humphrey was a candidate within the meaning of Sec. 315 of the Communications Act. Mr. Humphrey's candidacy was announced last week by Sen Eugene McCarthy (D-Minn.) and Gov. Orville Freeman, of Minnesota.

"This decision," said Mr. Mickelson, "is impelled by the danger that we would be required, if Sen. Humphrey appeared, to devote *Face the Nation* to the insignificant or obscure or now unknown aspirants for the Democratic presidential nomination. Such a requirement would destroy *Face the Nation* as an important information program."

**Wide Effects** • Sec. 315 makes troubles in races for lesser offices than the presidency. Out in Hawaii, KGMB-TV Honolulu is faced with a request for six hours of free time by John Anthony Burns, territorial delegate to the Congress, who is the Democratic candidate for governor of the new state. KGMB-TV has been carrying as a public service a series of half-hour, weekly news conferences with Territorial Gov. William F. Quinn. Gov. Quinn is a Republican. On Feb. 5, a reporter asked Gov. Quinn whether he was going to be a candidate for governor of the state of Hawaii. Gov. Quinn said yes. On May 27, following Hawaii's approval of statehood, Gov. Quinn formally announced his candidacy. Meanwhile he'd met 12 times with newsmen on the tv series. So candidate Burns asked the station for equal time—running back to Feb. 5. KGMB Vice President Frank Warren rejected Mr. Burns' request. He said pre-May 27 telecasts were not political broadcasts. He contended they were public service features.

Democratic National Headquarters in Washington said last week it was looking into the situation. Programs like *Face the Nation* and Gov. Quinn's news interviews would be exempt from the equal time provisions of Sec. 315 if the amendment reported by the Senate Commerce Committee last week were adopted.

would give more consideration to his bill, S 1858 "The Fair Political Broadcasting Act of 1959," which gives broadcasters much broader freedom from Sec. 315.

The Indiana Senator emphasized that at present he is more interested in immediate action and expressed confidence the bill would be passed by the Senate. "What the present bill does is extend political campaign coverage possibilities for the television industry and the public," he pointed out.

**Senator's consideration** • Sen. Hartke said that he would continue in the future to press the committee for further amendments to Sec. 315. Notwithstanding the recent Supreme Court decision (Broadcasting, July 13), political libel still is a threat to broadcasters, he said, and Congress still needs to go further in equal time. Sen. Gordon Allott (R-Colo.), author of S 1604 which is very similar to the committee bill, praised the approved measure as "a realistic answer satisfying the needs of the broadcasters and the rights of candidates..." and promised his full support on the Senate floor.

Sen. John Marshall Butler (R-Md.), also a Commerce Committee member, said that Congress should meet its responsibility to the voter by approving the bill. "Without this amendment, equal time to all candidates could mean no time at all and leave the voter without the necessary knowledge to cast the right ballot," he said.

The favored House bill sponsored by Chairman Oren Harris of the Commerce Committee, would exempt "appearance by a legally qualified candidate on any newscast (including news interview) or any on-the-spot coverage of newsworthy events." Deletions from the Harris bill by the House Communications Subcommittee were the terms "news documentary" and "panel discussion."

Also killed from HR 7985 and left out of the Senate Committee's bill was language exempting similar news programs whose contents are under the complete control of the stations and/or networks. This language was killed at the suggestion of the FCC which said it could possibly lead to protracted litigation.

Lar Daly, whose appeal for time on Chicago stations during the mayor's race last winter triggered the current re-evaluation of Sec. 315, "laughed" at the Senate Commerce Committee action. He declared that such an amendment to the act would have to be considered as unconstitutional because it would deny "equal justice under law."

Sen. Humphrey

He's stuck by splinters

of statehood, Gov. Quinn formally announced his candidacy. Meanwhile he'd met 12 times with newsmen on the tv series. So candidate Burns asked the station for equal time—running back to Feb. 5. KGMB Vice President Frank Warren rejected Mr. Burns' request. He said pre-May 27 telecasts were not political broadcasts. He contended they were public service features.

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PENDULUM SWINGS TO VHF

FCC adds vhf in one market, proposes vhf in four more; action soon on 17 drop-ins

The FCC last week moved further down the road to vhf.
It issued one final order, adding a second vhf to Columbus, Ga.
It issued three notices of proposed rule-making which would add vhf channels to—
Fresno at Bakersfield, California; Sacramento, San Francisco or Reno; Montgomery or Birmingham, Ala.
The actions—which do not require any lowering of present mileage separations—were seconded in the same month.

Last June, the Commission added an additional vhf to Baton Rouge, La. (BROADCASTING, June 8).
Still under consideration are possible vhf drop-ins for 17 top markets which now have less than three vhf facilities. It is these cities where the Commission intends to implement its interim plan. This envisages some relaxation of the minimum mileage separations between co-channel and adjacent channel stations.

These cities are:
Jacksonville, Fla.; Louisville, Ky.; Shreveport, La.; Flint-Bay City-Saginaw, Grand Rapids-Kalamazoo, Jackson-Lansing-Battle Creek-Parma-Onondaga, Michigan; Binghamton, Rochester, Syracuse, New York; Charlotte, Raleigh-Durham, North Carolina; Dayton, Toledo, Ohio; Johnstown-Altoona, Pa.; Providence, R. I.; Wheeling (W. Va.-Steubenville (Ohio)), and Knoxville, Tenn.
Action on these situations is expected this week or, at the latest, next week.
The Commission holds no meetings during August, when the commissioners and staff are on vacation.
In its actions last week the Commission did this:
• Made Columbus, Ga., a two-vhf market. It added ch. 9 to Columbus, from Dothan, Ala.; changed Columbus' ch. 4 to ch. 3, and moved ch. 4 to Dothan.
• Presently operating Columbus stations were modified to make WRBL-TV change from ch. 4 to ch. 3; WTVM(TV) from ch. 28 to ch. 9; and in Dothan, WTVY(TV) from ch. 9 to ch. 4.
In making these moves, the Commission denied various other proposals. Comr. Robert T. Bartley dissented; Comr. T.A.M. Craven did not participate and Comr. Robert E. Lee was absent.
• Proposed to make Fresno and Bakersfield each a vhf market. Under the FCC's proposals, Fresno would receive three multiple-vhf commercial outlets plus one educational vhf, with chs. 5 and 9 from Goldfield and Tonopah, Nev., respectively, and ch. 2 dropped in.
Present Fresno stations would change as follows:
KJEO(TV) from ch. 47 to ch. 2; KMIJ-TV from ch. 24 to ch. 5 and KFRE-TV from ch. 12 to ch. 9.
• Proposed to make Bakersfield a three vhf market, subject to Mexican concurrency. This would add chs. 8 and 12 to Bakersfield, in addition to ch. 10 and three uhf assignments already there.
In both the Fresno and Bakersfield proposals, Comr. Bartley dissented; Comr. Craven did not participate, and Comr. Lee was absent.
In the other two proposals, additional vhf channels are proposed to be added to either Sacramento, San Francisco or Reno, and to either Montgomery, Birmingham or Tuscaloosa or Columbus, Miss.
The west coast Sacramento-San Francisco proposals involve vhf channels from Chico and San Jose. In this case, Comr. Bartley abstained from voting.
The southern changes proposed moving ch. 8 out of Selma Ala. In this instance Comr. Bartley concurred.

For details see chart at the bottom of this page.

Lee paddles upstream with plan for all-uhf

Comr. Robert E. Lee, No. 1 champion for an all-uhf tv system, went before Congress last week with a 42-page statement backing his contention that uhf is the only salvation for a truly-competitive, nationwide tv system.
Comr. Lee filed a statement with the Senate and House Commerce Committees as an answer to a majority FCC document looking toward a 50-channel vhf system, to be accomplished through a swap of space with the military (BROADCASTING, April 27).
He submitted, as part of his statement, graphs, charts and memorandums designed to show that a 70 channel uhf system is "far superior" to the proposed—and unattainable—50 channel system.
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BROADCASTING, July 20, 1959
vHF plan. "The majority's long-range plan is 'long' in trouble and expense and short in its ultimate results," Comr. Lee stated.

"Fallacies" in the FCC course pointed out by Comr. Lee: (1) It is unrealistic to hope 50 vhf channels can be obtained; "We are more likely to find ourselves with a 12 channel or at best a 25 channel system"; (2) FCC has ruled that deintermixture is "ineffecual" without giving it a fair trial; (3) FCC plan would deprive vast rural areas of tv service and disregard the needs of smaller communities.

Hit or Miss Plan • The Commission's announced plan, he charged, would plunge tv "into a hit or miss allocation plan which has neither engineering standards nor guide lines." In support of his uhf proposal, Comr. Lee pointed out that two or more uhf stations operating on separate channels are capable of delivering better and more uniform coverage than a single vhf stations operating with a power equal to the combined powers of the uhf stations.

Flexibility possible with 70 uhf channels could furnish enough space, through multicasting and circular polarization, to take care of broadcasting's every need for generations to come, he told the Congress. "I submit that no other of the alternatives even approaches the all uhf plan in this respect."

The one-man FCC minority also took a swipe at the findings of the Tv Allocations Study Organization which, he charged, "didn't give us what we asked . . . I don't need TASO to see that uhf, for economic reasons, are employing modest facilities in small markets, and are plagued with poorly designed receivers and poorly installed receiving antennas," Comr. Lee said in replying to TASO findings that vhf signals are superior.

**CATV PROBE ENDS WITH FIREWORKS**

Doerfer, senators tangle at end of hearings as Pastore promises legislation on cables and boosters, but House is silent on subject

A Senate committee completed three weeks of hearings on community television systems and vhf boosters last week with a heated exchange between two senators and FCC Chairman John C. Doerfer.

Mr. Doerfer, in the witness chair to give the Commission's views on proposed legislation—and to answer charges that the FCC was lax and anti-local tv—tangled with communications subcommittee chairman Sen. John O. Pastore (D-R.I.) and committee member Sen. Gale McGee (D-Wyo.).

The FCC chairman got into rough weather when he made two assertions:
- That broadcasting is private enterprise and no faction should be protected in any shape from economic competition.
- That in replying to questions he could not speak for the Commission as a whole, only for himself.

The first comment drew an angry retort from Sen. McGee that the FCC was making "paper decisions on paper evidence." This was brought on when Mr. Doerfer acknowledged that the FCC had solicited comments on catv, but had not held public hearings.

Sen. McGee also charged that the FCC was "shirking" its responsibilities. This was in response to Mr. Doerfer's remark that the FCC felt it had no jurisdiction over catv systems and that he himself didn't want any.

Pastore Bridles • The chairman's statement that he could not speak for the whole Commission caused Sen. Pastore to snort: "Well we'd better get the whole Commission up here then, or someone who can talk."

At another point, Sen. Pastore observed: "Maybe we'd better review the whole [Communications] Act."

The Thursday morning session calmed down when Mr. Doerfer explained that he was authorized only to speak for the whole Commission on a prepared statement basis and couldn't commit FCC in answering questions.

Among the questions he didn't field was whether FCC would authorize all present boosters.

Another was whether the Commission would consider a catv system such a hazard to local tv that it would refuse to certificate it.

As the hearings ended, Sen. Pastore promised there would be legislation.

But, at week's end there were no plans by the House Commerce Committee to take this subject up.

Catv Rebuttal • Last week's hearings saw catv operators rally to rebut charges made by a group of western broadcasters that cable companies were unfair competition (Broadcasting, July 13, 6).

Catv spokesmen made two points:
- They asked to be placed under FCC jurisdiction for licensing purposes.
- They objected vigorously to what
they termed discriminatory proposals that they must secure permission from originating stations to use tv signals and that they must carry the local tv station on their cables upon request.

The catv witnesses included A.J. Malin, president of the National Community Television Assn. (a catv operator in Laconia, N.H., and a broadcaster in Rochester, N.H. [WWNH]), E. Stratford Smith, Washington attorney and general counsel for NCTA; Henry Griffin, president, Video Independent Theaters (southwest theatre chain of 150 theatres) and operator of 13 catv systems in Oklahoma, Texas and New Mexico; Milton J. Shapp, president of Jerrold Electronics Inc., manufacturer of catv gear, and others.

Their forces were led by former Sen. Ernest W. McFarland.

The committee also heard Ben Adler, Adler Electronics Inc., translator manufacturer.

Appearing in favor of catv was Sen. George D. Aiken (R-Vermont), Sen. Karl E. Mundt (R-S.D.) urged legalization of vhf boosters.

The committee has been considering legislation to legalize vhf boosters and to bring catv under FCC control. Two key bills are S-1886, sponsored by Sens. Frank E. Moss (D-Utah) and James E. Murray (D-Mont.); and S-2303, sponsored by Sen. A. S. Mike Monroney (D-Okla.).

**Adverse Revision** • A controversial provision in the Moss-Murray bill—it would require the FCC to find that a catv system would not adversely affect a local tv station—was revised last week.

The revised section calls on the FCC to find that a catv system would be in the public interest. But it contains this phrase: "such finding to be made with the regard for the desirability of encouraging and maintaining local tv stations which will provide locally originated programs in the areas served."

The sessions also heard NAB President Harold E. Fellows urge that catv operators be required to get permission from the broadcasters for the signal they use and be required to carry the local tv station when requested.

**McFarland Position** • Sen. McFarland, who is also chief owner of KTVK (TV) Phoenix, Ariz., said that there are about 550,000 tv receivers (out of 48 million) served by about 750 catv systems in 44 states. He said over $100 million has been invested in catv by owners and the public. Catv serves about 2.5 million people, he stated.

He spoke against the adverse impact provision, urging instead that the Commission should make its finding on a public interest viewpoint and allow broadcasters to present their views.

Sen. McFarland said that the Com-
mission should assert jurisdiction over boosters, but only under standards which would protect stations, catv and translators from interference.

Mr. Malin endorsed Sen. Monroney's bill as the best means of putting catv under FCC regulation. He stressed that NCTA does not endorse the establishment of a vhf repeater service, but believes that uhf translators are the best means of accomplishing this end. He also stated that NCTA is opposed to the two restraints (permission and carrying the local tv station).

He said he understood that a Springfield, Mass., tv station and "suggested" to a Claremont, N.H., cable system that $20,000 a year would be a fair fee to pay for the use of its signals. The alliance, it is understood, was to WWLP (TV) Springfield, Mass.

Fears Monopoly • Mr. Griffing expressed alarm over permission provision and said this might mean higher costs to the public and possible monopoly.

Mr. Smith made the major presentation for catv. His association:
- Does not endorse vhf repeater service, does object to putting boosters under FCC licensing authority if technical standards are established to limit interference to other services.
- Calls for definition of catv as master antenna receiving installations.
- Feels a requirement that catv get permission to use broadcast signals is "inconsistent, discriminatory and at odds with federal broadcasting and antitrust policy."

He stressed that it is his belief that broadcasters have no property right nor copyright rights in their signals.

He also urged that the FCC be given the power to judge on a case-by-case basis whether a catv system should carry the local tv station, and also whether a catv system would not be in the public interest if it has an adverse impact on the local tv station.

Mr. Shapp said he opposes the establishment of catv boosters, because they will lead to a "chaotic" interference problem; would "degrade" the tv allocations program; would "destroy" uhf broadcasting and "preclude" the possibility of additional vhf service in secondary markets.

Of the 96 tv stations which have gone off the air since 1952 (89 uhf and 7 vhf), Mr. Shapp said, only three mentioned the impact of catv as a reason for demise.

Booster Study • One of the major catv presentations on the booster question was an engineering report submitted by a subcommittee. The committee's conclusions were:
- Uhf translators are better than vhf repeaters in providing an auxiliary television service.
- The difference in cost is relatively minor, using the same technical standards, a vhf repeater costs only 18% less than a uhf translator.
- If a vhf repeater service is established, standards to protect against interference must be at least as protective as in the uhf translator service.
- Protection must be given not only to all regular broadcast and other radio services, but also to other off-the-air receiving systems including uhf translators, catv and other vhf repeaters.

The engineering report was submitted by Archer S. Taylor, Missoula, Mont.; A. Earl Cullum Jr., Dallas, Tex., and George M. Frese, Wenatchee, Wash. They represented a 14-man committee.

In a discussion of how a vhf booster service could be established, the committee suggested a number of methods (mileage separations, allocations, etc.), tentatively urged that boosters be permitted to operate if they can prove no interference.

It was emphasized that present booster transmitters are technically inferior to criteria proposed by the FCC and which must be met by uhf systems.

One suggestion was made that present uhf regulations were too stringent and should be relaxed.

Not only are vhf and uhf repeater equipment costs relatively equal, it was stressed, but the typical antenna installation for uhf is cheaper than for a vhf booster.

A vhf booster "typical" receiving installation cost (minus the cost of the tv receiver) was found to be $374 (ranging from a low of $205 to a high of $1,600) compared to a uhf middle cost of $367 (with a range of $245 to $575).

Whereas uhf picture quality is fairly decent to very good, the report indicated that most uhf repeaters in Montana observed in November 1957 had marginal picture quality at best.

Translators Can Do Job • Ben Adler, president of Adler Electronics Inc., New Rochelle, N.Y., manufacturer of uhf translators, rebutted testimony that uhf cannot work well in the Rocky Mountain areas. He said that FCC records show 53 uhf translators, serving 282,000 people in Colorado, Wyoming, Utah and New Mexico. Colorado alone, he said, has 12 uhf translators serving 14 communities and 93,500 people.

At the present time, Mr. Adler stated, there are more than 200 uhf translators in operation in the United States. They are serving, he said, more than 1 million people who do not receive direct tv.

If vhf repeater transmitters had to meet the same standards required for uhf translator transmitters, the vhf equipment for 1 w would cost $2,420, Mr. Adler stated.

A good uhf converter for the tv re-
ceiver costs $39.95, Mr. Adler said. Also, he stressed, a common, 10 to 15-ft. high antenna is required to receive a uhf translator compared to $100-$200 for a suitable receiving antenna to capture vhf booster signals.

**FCC Lineup** • Accompanying Mr. Doerfer, T.A.M. Craven and John L. FitzGerald, FCC general counsel; Edward W. Allen, FCC chief engineer; attorneys Louis Stevens and Arthur Gladstone and engineer Mac Parker. The gist of Mr. Doerfer's testimony:

• Legislation is required to remove statutory obstacles to taking jurisdiction over boosters. These are the operator requirement and the ban on issuing licenses to applicants who have constructed in advance of the permit.

• Opposed requirement that the FCC must find that a catv system would not adversely affect a local tv station.

• Asked that Commission be given discretion on operator usage on an overall basis, rather than to limit exemption to boosters.

• Stressed that the term "public interest," when used in connection with competing microwave relay systems, was misunderstood by broadcasters objecting to microwave relays bringing distant tv signals to catv systems.

In the course of Mr. Doerfer's testimony, he emphasized that the question of tv station success contained many variables, other than the presence or absence of a catv system.

Mr. Craven discussed his suggestion that boosters be considered receiving devices and the fact that other commissioners did not agree with him.

On the question of boosters, Mr. Doerfer and Mr. Craven said that if the FCC must take care of boosters and catv systems, it will need more money and more personnel.

Appearing in opposition to the FCC's request on a revision of the operator rule was Albert O. Hardy, director, radio-tv-recording division of the IBEW (AFL-CIO).

**Orlando ch. 9 case**

The Orlando ch. 9 case moved a step closer to being reopened last week.

The FCC directed preparation of a document which would arrange, at a date to be determined later, an evidentiary hearing on ch. 9, pursuant to a U.S. Court of Appeals in Washington remand. Late last May (Broadcasting, May 25), the court told the FCC to look into allegations that off-record conversations were held with FCC Commissioners during the 1957 hearings on the Orlando channel. In June, 1957, the FCC granted ch. 9 to WLOF Orlando and dismissed the competing application of WKIS that city.

In May of last year, the appeals court upheld the grant to WLOF. Upon the request of WKIS, however, the Supreme Court remanded the case to the appeals court to look into allegations of ex parte representation while the case was in adjudication before the FCC. These charges were brought to light last year in hearings before the House Legislative Oversight Committee.

**THE BOSTON CASE**

**Eliminate WHDH, Bay, FCC counsel advises**

The FCC general counsel's office asked Tuesday (July 14) that the FCC set aside its April 1957 grant of ch. 5 in Boston to WHDH there and that WHDH and Massachusetts Bay Telecasters Inc. be disqualified from competing with two other applicants for ch. 5.

The brief and proposed findings of fact and conclusions of law said the court-remanded rehearing of the ch. 5 case last winter (Broadcasting, Feb. 23, et seq.) shows that off-the-record contacts were made by both WHDH and MBT with former FCC Chairman George C. McConnaughey prior to the 1957 grant.

The two documents, signed by Edgar W. Holtz, FCC associate general counsel, and counsel James T. Brennan, Joel Rosenbloom and Upton K. Guthery, asked Special Hearing Examiner Horace Stern that if he is unable to make a finding that WHDH and MBT should be disqualified he should find, at any rate, that their ex parte contacts with Mr. McConnaughey should be considered as factors against them in the ch. 5 contest.

**Chairman's Vote** • The brief held that Mr. McConnaughey, who left the FCC in June 1957, should have disqualified himself from voting in the ch. 5 case because he allowed the two applicants to discuss the merits of the applicants off the record of the FCC proceeding. The general counsel's office suggested that whether it was improper for the Justice Dept. to influence the grant and whether information provided by Justice was considered by FCC members before their April 1957 decision are debatable matters within the "competence" of Judge Stern to decide.

The General Counsel's Office also recommended that Allen B. DuMont
Labs, a third applicant for ch. 5, be allowed to comment on testimony given during the rehearing by two representatives of the Boston Globe. Globe executives John I. and William Davis Taylor testified they contacted every member of the FCC and several Washington officials and political figures and urged that the FCC not make a grant to WHDH because it would give the parent Boston Herald Traveler a monopolistic advantage over the Globe. They suggested instead that the grant go to MBT of Greater Boston TV Corp., the fourth applicant, and testified in the rehearing that they hadn't recommended DuMont because they felt DuMont didn't have a chance in view of the non-residence factor.

Last week's brief was filed promptly upon an announcement by Judge Stern calling for comments from the various parties (WHDH, MBT, GBT and DuMont, all applicants; the Justice Dept. and the Boston Globe, intervenors, and the FCC) by this Friday (July 24). Judge Stern had held up the ch. 5 proceedings at the request of the Justice Dept. during the Mack-Whitides criminal conspiracy trial (BROADCASTING, July 13) to keep from prejudicing the trial by publicity. The FCC, also at Justice's request, has withheld action on the Miami ch. 10 (involving former FCC Comr. Richard A. Mack) and ch. 7 and the Orlando ch. 9 cases, which also involve allegations of ex parte activity, for similar reasons.

It was assumed Judge Stern's green light in the ch. 5 case is a signal for the FCC to resume activities on chs. 10, 7 and 9.

"Firestone' gets prime time on Hill"

The Firestone Hour will get prime time this week when Firestone Tire & Rubber Co. officials appear before an FCC hearing examiner to tell their version of how the 30-year-old good music show has been moved from time spot to time spot on network television before finally giving up earlier this year.

Scheduled to appear tomorrow (July 21) for the Akron, Ohio, tire company are Charles B. Ryan, director of merchandising and advertising; Alfred J. McGuinness, manager of national advertising; Joseph H. Thomas, vice president and general counsel, and Howard Barlow, musical director Firestone Hour.

The hearing tomorrow is the third in a series in the FCC's investigation of network tv programming practices. Two weeks ago the Commission investigators heard a battery of advertising agency executives in New York (BROADCASTING, July 13).

OVERSIGHT UNIT
Rep. Harris reports on progress, plans

In a 40-minute speech from the floor last Thursday (July 16), Rep: Oren Harris (D-Ark.) told the House of Representatives what the Legislative Oversight Subcommittee of his Commerce Committee has done in the past, is doing now and plans to do in the future.

"... In important selected areas the subcommittee is accomplishing a great deal in the strengthening of the commissions and in gaining the confidence of the public in their operations," Rep. Harris said. "It is already evident that the very existence of the subcommittee and its carefully planned surveillance of the commissions are helping all concerned to a keener appreciation of their duties to serve no master but one—the public interest."

Stating that the subcommittee's most "extensive hearings" during its existence concerned the FCC, Rep. Harris listed 14 tv cases "illustrating the apparent inconsistency of the applications of standards"; 45 tv cases in which competing applications were dismissed or merged raising "serious questions as to the good faith and methods of certain applicants." As a note of warning, he said that "the extent to which procedures designed to promote equitable results are being abused and turned to selfish ends will receive further study. ..."

Other tv matters currently under study by the subcommittee, the chairman said, include the necessity for the "tonnage" of FCC paperwork required, station sales soon after a grant to parties which have not undergone a comparative hearing and additional cases in which ex parte contacts and

Gettysburg office
To relieve overcrowded conditions at its Washington headquarters, the FCC has opened a branch office in Gettysburg, Pa. The new office is located in the Alumni Hall of Gettysburg College. It handles applications of the Citizens Radio Service, which deals with short range communications for construction crews, small boat operators, model planes and boats, and even automatic devices for opening garage doors. Ezra Chambers is manager of the new office and its staff of five employees.
Advisory Council Planned • He disclosed plans to establish an Advisory Council on Administrative Problems to get action on constructive proposals aimed at eliminating unreasonable delay, cumbersome procedures and unnecessary expense. The Advisory Council would be headed by Robert Lishman, subcommittee chief counsel, and would be composed of the general counsels of the six major regulatory agencies and designated staff members.

Messrs. Harris and Lishman held a lengthy luncheon meeting last Wednesday (July 15) with the six agency chairmen and they all gave "enthusiastic approval" to the planned council, Rep. Harris said. Each of the six agencies would report to the Advisory Council, in outline form, on the following subjects:

"(1) Case delays—nature, extent, causes and possible remedies; (2) excessive length of records; (3) excessive cost of proceedings; (4) availability of public information . . . ; (5) division of responsibilities between commissioners and staff, and (6) hearing examiners—their recruitment, functions and responsibilities."

Administrative probe this week in Senate

Initial hearings by the Senate Judiciary Subcommittee on Administrative Practice & Procedure, headed by Sen. John Carroll (D-Colo.), will be held tomorrow (July 21) through Thursday, the chairman has announced.

The sessions this week will deal with S 2374, introduced last week by Sen. Carroll at the request of the American Bar Assn., and S 600, introduced Jan. 20 by Sen. Thomas C. Hennings (D-Mo.). The ABA bill establishes standards of conduct for federal agency examiners and provides a $10,000 fine and/or imprisonment for one year for "willful" attempts to improperly influence commissioners or hearing examiners.

Only Title I of S 600 will be discussed during the hearings. It would establish an Office of Federal Administrative Practice as an independent agency.

Neither the FCC, broadcasters or attorneys practicing before the Commission will testify during this week's hearings, with all testimony to be of a general nature. The subcommittee was established last February as a permanent arm of the Judiciary Committee to make an investigation of administrative practice and procedure within the departments and agencies of the federal government.

Broadcasting, July 20, 1959

WDBJ is one of the best buys in television . . . anywhere!

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, THE EARLY SHOW, best features from MGM, WB, UA, etc., has an average daily rating of 14.7. It delivers viewers for only 95 cents per M on a 5 Plan; 75 cents per M on a 10 Plan.* Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at THE EARLY SHOW and other "best buys" offered by WDBJ-TV.

*All copys based on March, 1959 NSI
SPORTS RELIEF
Kefauver schedules antitrust hearings
Sen. Estes Kefauver (D-Tenn.) announced last week that his Antitrust Subcommittee of the Senate Judiciary Committee will begin hearings July 28 on two bills dealing with antitrust exemptions for professional team sports.

The hearings will run four days, through July 31, with all scheduled witnesses to be representatives of the sports involved—professional baseball, football, basketball and hockey. The subcommittee has asked for written statements from the FCC and Justice Dept. and their spokesmen are not scheduled to appear in person.

Hearings on similar measures were held by the committee last summer (BROADCASTING, July 21) with broadcasters and Justice playing a major role in killing pending measures because of a potential blackout of radio-television coverage of athletic events. A bill giving professional sports radio-television blackout authority passed the House last summer, but no action has been taken in that body on similar measures during the 86th Congress.

Opposing Plans • Next week’s hearings will be held on S 886, introduced by Sen. Kefauver, which places the sports under the antitrust laws and then spells out certain exemptions to which they would be entitled, and S 616, which gives the sports antitrust exemption, including the right to restrict baseball telecasts within 75 miles of the home town of a minor league team.

The Kefauver bill, which is strongly opposed by sponsors of S 616, would leave it up to the FCC to rule on radio-television blackout of professional sports as “reasonably necessary.” S 616 was authored by Sens. Everett Dirksen (R-Ill.), Thomas Hennings (D-Mo.) and Kenneth Keating (R-N.Y.).

Eight Atlanta am’s finally get renewals
Eight Atlanta, Ga., area radio stations, which have been sitting on an FCC hot seat for more than a year, were finally removed from their uncomfortable positions last Wednesday (July 15). The Commission, by a 4-2 vote, quietly renewed the licenses of WGKA-AM-FM, WERD, WGST, WAKE, WQXI and WAOK, all Atlanta; WTJH East Point and WEAS Decatur.

The actions came with not even a dissenting statement from Comrs. Frederick Ford or Robert Barley, who (with Comr. Robert E. Lee, who was absent from Wednesday’s meeting) have long opposed renewal of the Atlanta licenses without a hearing.

The Commission first considered the stations’ applications for renewal March 27, 1958. Action was withheld, pending what the FCC termed “further study of the station’s past and proposed operations.”

It was alleged that the stations composite week logs showed little or no so-called public service programming in their “music and news” formats. Pointed out as definitely lacking in station schedules were educational, educational and discussion programs.

WVEC-TV on ch. 13, competitors merged
WVEC-TV will operate on ch. 13 in lieu of ch. 15 in Hampton, Va., with the two former competing applicants merging with the station, according to an FCC decision last week.

The dismissed (now merged) applicants in this case are Tim Brite Inc., which sought to operate WTOV-TV on ch. 13 instead of ch. 13 in Norfolk and Virginia with the station in the case, had withdrawn its objections to the grant.

Under the approved merger agreements, WVEC-TV (Thomas P. Chisman and associates) will be owned 10% each by Virginia Television and Louis H. Peterson (WNON Norfolk) who owned 50% of WTOV-V before the merger. WVEC-TV is to pay out a total of $255,497 as part of the agreements. Virginia Television gets $45,430 in reimbursement for out-of-pocket expenses. WTOV-TV is to receive $26,067 for out-of-pocket expenses, and $150,000 goes to 90% owner Temus R. Bright as a five-year consultancy fee. Mr. Peterson is to receive $34,000.

Craven to Geneva
Comr. T.A.M. Craven was designated by the State Dept. last week as head of the U.S. delegation to a meeting of the International Telecommunications Union, to begin Aug. 17 in Geneva (CLOSED CIRCUIT, April 6). The Union’s administrative radio conference is meeting to revise radio regulations, including the table of frequency allocations. Dr. Arthur L. Lebel assistant chief of State’s telecommunications division, was named vice chairman of the U.S. delegation.
FATES & FORTUNES

Advertisers

• BILL Dyer, formerly promotion director and account executive with Barton A. Stebbins Adv., L.A., named advertising and sales promotion director of International Sleep Teaching Institute, that city.

• STUART SHERMAN resigns as corporate vp, marketing, of Colgate-Palmolive Co., N.Y., due to eye illness, continuing as board member. He is succeeded by JOHN L. BRICKER, vp, marketing planning.

• ROBERT M. PRENTICE, manager, marketing information, Lever Bros., N.Y., named marketing services director.

• LARRY L. MALIN, regional sales manager, Cleveland, appointed to new post of field merchandising supervisor of Admiral Corp., tv and appliances manufacturer, Chicago.

• JOHN GUENTHER, formerly with A. A. Schechter Assoc., pr firm, N.Y., to General Foods Corp., White Plains, N.Y., as corporate services specialist.

• ELENA SMITH, formerly vp in charge of film writing and directing, Walter Harrison Smith Productions, N.Y., joins General Foods as photo and film services specialist.

Agencies

• BEN ALCOCK, vp in charge of copy department at Grey Adv., N.Y., elected to board of directors. Mr. Alcock was previously with Liggett & Myers Div. of Cunningham & Walsh, N.Y., as creative head.

• HOWARD FOLEY, vp and copy director at Clifford, Steers & Shenfield, N.Y., appointed copy department manager. Other CS&S appointments: GAIL RAPHAEL, and WILLIAM WALL, both vps and copy supervisors, named group copy directors.

• PAUL E. NEWMAN, formerly senior vp, MacManus, John & Adams Inc., Bloomfield Hills, Mich., to Dancer-Fitzgerald-Sample, N.Y., as vp and account executive on L&M cigarettes, effective Sept. 1.

• DR. RICHARD H. BAXTER, director of research department of Cunningham & Walsh, N.Y., elected vp.

• ROY ALL SMITH, copy specialist on food, drug, cigarettes and soap projects, appointed vp and creative group head of Lennen & Newell, N.Y., in first of projected series of vice presidential appointments in agency's creative department. Mr. Smith has been with L&N for four years, previously with Y&R.

• WILLIAM P. OVEREND, formerly assistant advertising manager, Celanese Corp. of America, N.Y., joins Grey Adv. that city, as vp and account supervisor.

• HUGH WELLS, group creative director with Tatham-Laird, Chicago, rejoins Earle Ludgin & Co., that city, as creative vp and member of executive committee. Prior to joining T-L, Mr. Wells had been on Ludgin's creative staff for five years.

• DONALD CARTER and DONALD S. DEVOR, account executive and music director, respectively, with William Esty Co., N.Y., named vps.

• BURTON R. DURKEE, formerly executive vp and member of executive committee, Botsford, Constantine & Gardner, Portland, Ore., joins J. Walter Thompson, Detroit, as coordinator of creative activities and member of operations committee.

• JAMES K. MALONEY, senior art director of Doherty, Clifford, Steers & Shenfield, N.Y., elected vp.

• JAMES P. WALSH, formerly account executive, Mutual Transportation Advertising Inc., N.Y., (national sales organization for transit advertising), joins Radio Advertising Bureau in that city as national account executive, automotive group.

• THOMAS A. WRIGHT JR., vp and manager of media department, Leo Burnett & Co., elected president of Broadcast Advertising Club of Chicago. He succeeds JAMES A. BEACH of ABC. Other officers elected: ARTHUR BAGGE, Peters, Griffin, Woodward, executive vp; HOLLY SHIVELY, Erwin Wasey, Ruthrauff & Ryan, secretary; E. JENNY GRAFF, National Telefilm Assoc., treasurer. New members of board of directors: GEORGE DIFENSORER, NBC Radio; Mr. Graff, DWIGHT REED, H-R Representatives; Mr. Wright, and WILLIAM WYATT, A.C. Nielsen Co.

• JACK THOMAS, formerly advertising

BROADCASTING, July 20, 1959
director, Tussy Div. of Lehn & Fink Corp., N.Y., to Grey Adv. that city as account executive.

- MYRON SANFT, creative director, JAMES C. WICKERSHAM and ANTHONY C. KUPRIS, marketing executives named vps of Sales Communications Inc., N.Y. (affiliate of McCann-Erickson).
- ALAN KOEHLER, formerly vp, Bernice Fitz-Gibbon Inc., N.Y., to Norman, Craig & Kimmel, that city, as vp and senior writer.
- EDWARD J. GARVEY, formerly vp at Lennen & Newell, N.Y., to J.M. Mathes Inc., that city, as vp in charge of soft goods and home furnishings division.
- RAYMOND F. MARCUS, formerly director of marketing, Revlon Inc., N.Y., to Ogilvy, Benson & Mather, that city, as account supervisor on Helena Rubenstein products.
- BERNARD H. BIOLER, formerly account executive with Jay H. Maish Co., advertising agency, Marion, Ohio, and CHARLES F. MIGHT, farm director of WMRN-AM-FM Marion, join copy and creative staff of Western Adv., Chicago.
- FRANCIS O'NEIL, formerly account executive and office manager, D'Arcy Agency, South Bend, Ind., to Kenyon & Eckhardt, Detroit, as account executive. CARL L. YAGER, copy supervisor with K&E, named assistant account executive.
- ELDON E. FOX, formerly advertising and sales promotion manager, Edsel Div., Ford Motor Co., Dearborn, Mich., to Minneapolis office of BBDO as assistant manager, effective Aug. 3.
- EVERETT B. ALLEN, formerly marketing manager, consumer products division, Hudson Pulp & Paper Co., N.Y., to Grey Adv., that city, as account executive.
- PHILIP B. HOPPIN, formerly advertising and sales promotion manager of General Electric Co.'s "Live Better Electrically" program, to Fuller & Smith & Ross, N.Y., as account executive on Edison Electric Institute.
- A.R. MENZIES, formerly with S.C. Johnson & Son, Racine, Wis., to Tat-ham-Laird, Chicago, as account executive. JOAN WILKE, copywriter with Leo Burnett, that city, joins T-L's creative staff.
- WILLIAM B. HARMON, formerly speech, journalism, radio and tv instructor of U. of Kansas, Lawrence, appointed assistant director of radio and tv with Kansas City office of Rogers & Smith Advertising Agents.
- MARY MARCO appointed media director of Petrak & Stephenson, Philadelphia.

Allied Fields
- FORREST WILLIAMS elected vp and board member of Walter E. Kline & Assoc., Hollywood public relations firm. Mr. Williams will be in charge of pr and publicity in northern California with headquarters at 681 Market St., San Francisco. Telephone Douglas 2-4307. He was formerly associate of Boone-Kline and in charge of public relations of former Philip F. Boone & Assoc.
- ALBERT FELDMAN, formerly writer-producer with NBC, named assistant director of radio-television department, Ruder & Finn Inc., pr firm, N.Y.

**Networks**
- EDGAR G. SHELTON Jr. and JOSEPH J. JACOBS appointed assistants to president for national affairs, and for legal and Broadcasting Div. affairs, respectively, with American Broadcasting - Paramount Theatres Inc., with offices in Washington. Mr. Shelton, who joined ABC in 1957 as assistant to vp in charge of Washington office, will be responsible for liaison and pr with Federal Government private organizations in Washington. Mr. Jacobs, with ABC's legal department since 1954, has specialized in governmental, affiliated station and television allocation matters.
- JOHN WALSH, manager of special projects with CBS-TV's press information department, appointed special programs coordinator.
- WALTER CRONKITE, CBS news commentator, elected president of National Academy of Television Arts and Sciences. Other officers: FREDERICK DECORDOVA, executive vp; DAVID SUSEKIND, vp (New York); ARNOLD WILKES, vp (Baltimore); IRV KUPCINET, vp (Chicago), and JOHN SEDNARI, vp (Washington). ROD SERLING, playwright, and HENRY WHITE, Screen Gems director of talent, named secretary and treasurer respectively.
- JOHN C. GREENE, NBC-TV program department, named executive producer of network's, From These Roots. PAUL LAMMERS, co-director of series, adds duties of associate producer.

**Stations**
- FRED VON HOFEN, formerly manager of KGW Portland, Ore., named station manager of KVI Seattle, Wash. GIBBS LINCOLN, general manager of KING-AM-FM Seattle, appointed sales manager of KVI.
- ROBERT SEVEY, formerly with Hoist & Male Inc., Honolulu advertising agency, to Hawaiian Broadcasting System Ltd., that city, as tv sales manager. HBS tv stations are KGMB-TV Honolulu, KHBC-TV Hilo and KMAU (TV) Wailuku.
- ROBERT HOWARD, formerly manager of WAQF Towson, Md., named general manager of WPGC-AM-FM Washington.
MR. CRUMP

**GEORGE A. CRUMP**, general manager, WARL Arlington, Va. (Washington, D.C.) and WHIM Memphis, to executive vp, Continental Broadcasters, succeeding Ray Arm- and, resigned. In addition to Arlington and Memphis stations, Continental (Cy Blumenthal) also owns KCKN Kansas City, Kan.; WCMS Norfolk, Va., and WABB Mobile, Ala.

**EUGENE P. WEIL**, formerly vp and general manager of WLOK Memphis and national sales manager of O. K. Group (Paglin-Ray stations), named vp and general manager of WABQ Cleveland.

**EDWARD PAUL**, national sales manager of WERE-AM-FM Cleveland, adds duties of station liaison manager to coordinate sales and promotion activities of WERE and WERC-AM-FM Erie, Pa. Jerry Bowman, news director, named operations chief of WERE. Arthur A. Schreiber, of news staff, succeeds him.

**J. H. (Jack) LANTRY**, sales staff, KXLY-TV Spokane, Wash., named director of promotion and public relations, KXLY-AM-TV.

**MICHAEL CARY**, formerly associate national advertising director, *Diner's Club Magazine*, to WNTA-AM-FM-TV Newark, N.J., as assistant publicity director.

**JOHN GRUBBS**, formerly assistant program manager of WBZ-AM-FM Boston, named news and special events director of WIBG-AM-FM Philadelphia. Bob Mitchell joins WIBG as air personality, newscaster and sportscaster.

**WARD A. NEFF**, 68, president of Corn Belt Publishers Inc., died July 11, following heart attack, in Boulder Junction, Wis. In addition to publishing interests, Corn Belt Publishers operates WAAF Chicago.


**JAMES A. DOYLE** named sales manager of WLLY Richmond, Va.

**THOMAS B. JONES**, formerly program director of WTOP-TV Washington, to WJIM-TV Lansing, Mich., in similar capacity.

**PAT WEBSTER** named program director of WCGO Chicago Heights, Ill. Other WCGO appointments: BILL

**WOC-TV**

FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa — Rock Island — Moline, Illinois)

A comparison of coverage of TV stations in or overlapping the Davenport — Rock Island market area as reported in the Nielsn Coverage Service No. 3 — Spring, 1958.

<table>
<thead>
<tr>
<th>Station</th>
<th>TV Homes</th>
<th>Monthly Coverage</th>
<th>Weekly Circulation</th>
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<tbody>
<tr>
<td>WOC-TV</td>
<td>438,480</td>
<td>308,150</td>
<td>263,430 288,750</td>
</tr>
<tr>
<td>Station A</td>
<td>398,600</td>
<td>278,900</td>
<td>226,020 258,860</td>
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<tr>
<td>Station B</td>
<td>340,240</td>
<td>275,160</td>
<td>229,710 260,190</td>
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<tr>
<td>Station C</td>
<td>274,990</td>
<td>208,300</td>
<td>153,540 191,010</td>
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<tr>
<td>Station D</td>
<td>229,260</td>
<td>126,340</td>
<td>127,400 146,620</td>
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</tbody>
</table>

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielsen Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PCW Colonel...NOW!

WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHIO-TV and WHQ Radio, Des Moines, Iowa

United Press International Facsimile Newspictures and United Press Movietone Newsfilm

Build Ratings

BROADCASTING, July 20, 1959

81
Speirling, formerly with Chicago Tribune, news director; Bill Bendorff, formerly with KETV (TV) Omaha, account executive; Joe Franchina, formerly with KWWL Waterloo, Iowa, air personality.

Harry Sullivan, formerly sales manager of WOPI-AM-FM Bristol, to WENO Madison, both Tennessee, in similar capacity.

Jerry Wichern, news director of WFIE-TV Evansville, Ind., named promotion manager, succeeding Ed Yalowitz, who joins WBBM-TV Chicago.

Donald J. Stanley promoted from salesman to local sales manager of WDBJ-AM-FM Roanoke, Va.

Jim Kent, announcer, named director of programming of WMAK, Nashville, Tenn. Charles Edwards joins WMAK as air personality.

Chett Carmichael, air personality with WDAS-AM-FM Philadelphia, named promotion manager.

Bob Mackey, formerly production manager of WIRK West Palm Beach, to WALT Tampa, both Florida, in similar capacity. Robert Hanger, formerly news editor of WTVT (TV) Tampa, joins WALT as managing director of news.

James M. Henneberry, formerly with KMOX-TV, named director of promotion of KFLR-TV, both St. Louis.

Hugh Heller, formerly producer of George Gobel Show, radio and TV, with NBC, named program director of KSFO San Francisco, succeeding Robert A. Hansen, appointed director of operations.

William J. Wheatley, formerly program manager of WKY Oklahoma City, joins KXLA Pasadena, Calif., as program director.

Ken Ritchey, floor director with KOMO-TV Seattle, Wash., promoted to producer-director succeeding Bill Fanning, who resigned.


Don Hartline, air personality of WETZ New Martinsville, W. Va., adds duties of program director.


Jeanne Shea, columnist with Columbus (Ohio) Dispatch and previously women's director of WBNS-TV Columbus, named director of women's activities of WRFD Worthington, Ohio.

Donn Harling, formerly air personality with KMLA (FM) and KRHM (FM), both Los Angeles, to KBIG Santa Catalina, Calif., as newscaster.

Pierre (Pete) Myers, formerly air personality with WHK Cleveland, joins WNEW New York. Both stations are properties of Metropolitan Broadcasting Corp.

J. Grant (Sandy) Sandison joins local sales staff of WITI-TV Milwaukee as account executive.

Jim Light, air personality of WAKY Louisville, Ky., adds duties of program director.

Henry Biedinger signed as host of First Show on WFBM-TV Indianapolis.

George R. Thady, 36, account executive with sales department of KNX-AM-FM Los Angeles, died July 12 in San Fernando, Calif., of injuries incurred in automobile accident.

Bill Eberly, formerly sales representative with WHIZ-TV Zanesville, to WTOL-TV Toledo, both Ohio, in similar capacity. Robert N. Bretherton joins sales staff of WTOL-TV. He was formerly with sales staff of Owens-Corning Fiberglas Corp., that city.

Mrs. B.T. Ash, sales representative of KGVO Missoula, to sales staff of KOOK Billings, both Montana.

Dan Allan joins announcing staff of WLOL-AM-FM Minneapolis-St. Paul.

Gene Kirkpatrick and Carl W. Halladay to KLOR-TV Provo, Utah, as sales representatives.

Robert E. Howard, sales manager of KDUO (FM) Riverside, joins sales staff of KCBH (FM) Beverly Hills, both California.

Representatives

LARRY GENTILE, previously on sales staffs of Storer Broadcasting Co. and ABC Radio in Detroit area, appointed manager of ForJoe & Co.'s new office there. Address: 1761 First National Bank Bldg. Telephone: Woodward 2-3524.

Mark P. Hanlon, formerly account executive with WSAZ-TV Huntington-Charleston, W.Va., joins Ohio Stations Representatives, Cleveland, as assistant general manager.


Full time, local, single station market, West Texas. $85,000.00, 25% down. Fine agricultural area in South Plains.

West Texas, daytime, single station market $90,000.00 with 20% down. Ranching, farming and oil economy.

HAMILTON-LANDIS & ASSOCIATES, Inc.

Brokers • Radio and Television Stations • Newspapers

WASHINGTON, D. C. CHICAGO DALLAS SAN FRANCISCO
Ray V. Hamilton Richard A. Shaheen DeWitt 'Judge' Landis John F. Hardesty
1737 DeSales St. N.W. 1714 Tribune Tower 1511 Bryan Street 111 Sutter Street
Executive 3-3455 Delaware 7-2754 Riverside 8-1175 Elkbrook 2-5071

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

82 (FATES & FORTUNES)
**Programming**
- Herbert W. Hobler, formerly vp in charge of sales, TelePrompTer Corp., N.Y., to Videotape Productions of New York as director of sales development.
- J. Remi Cristo, for 25 years managing director, Far East and Near East (except Japan and Australia) with RKO Radio Pictures, joins NTA International as general manager in that territory in charge of sales of motion pictures for theatrical and TV use and of taped programs.
- Matthew Raff, producer of The Web and Jefferson Drum, signed to long-term contract by Screen Gems Inc., N.Y. Other Screen Gems appointments: Ernie Otto, formerly publicity director of Steve Allen Show, named publicity manager, special projects; Dick Brooks and Bill Kaufman to publicity department.
- William Colleran signed by ABC-TV to produce and direct Bing Crosby spectacular to be broadcast Sept. 29 and Frank Sinatra spectacular scheduled for Oct. 19.
- Meredith Kelley, writer of TV series, Jamie, and various special events telecasts, signed by Max Factor, L.A., as writing and production coordinator of the Miss Universe telecasts on KTTL (TV) Los Angeles.
- William Redlin, formerly production coordinator and field production manager of Walt Disney Productions, L.A., named production manager of Las Vegas, Lanark Films tv series. Filming begins in October, with Donald MacLean and Jack Gariss as co-producers.
- Anderson Craig, formerly head of own New York studio which produced animated and live commercials for TV, joins Terrytoons, N.Y., (division of CBS Films Inc.), as director of commercials.

**Equipment & Engineering**
- Frank A. Gunther, vp of Radio Engineering Labs., N.Y. (communications subsidiary of Dynamics Corp. of America), named executive vp and general manager. Mr. Gunther is senior member of Institute of Radio Engineers, fellow and past president of Radio Club of America.
- Isidore B. Seidler, vp and director of Kensington Capital Corp., and formerly vp and general manager of Radio Receptor Co., elected director of Granco Products, manufacturer of am and FM receivers and other electronic products, Long Island City, N.Y.
- Joseph E. Kelley, merchandising manager, RCA Industrial Tubes and Semiconductors, distributor products organization, Boston, named to similar position with RCA Electron Tube Div., Harrison, N.J.
- G. Wallace Crawford, plant manager, RCA electron tube division, Harrison, N.J., named manager of operations planning. Arnold E. Linton, plant manager, RCA's tube plant at Woodbridge, N.J., named manager of manufacturing planning, reporting to Mr. Crawford at Harrison.
- Sid Weiss, formerly west coast sales manager with audio division of American Electronics, named district manager of new southern California sales office of Orr Industries, manufacturer of Irish recording tapes. Address: 1715 E. Walnut St., Pasadena.

**Government**
- George V. Stelzenmuller, FCC engineer for 15 years and most recently chief of treaty branch, Frequency Allocation & Treaty Div., to deputy director of engineering, Office of Telecommunications, Office of Civilian & Defense Mobilization.

**BREAKING ALL RECORDS...**

**. . . IN BUSINESS ACTIVITY, THAT IS**

The BUSY MACON, GEORGIA market is the ONLY Major Georgia Market where retail sales for the first quarter of 1959 are higher than those of 1958. Macon sales are UP 3.82% PUT YOUR ADVERTISING DOLLARS IN THE RICH MIDDLE GEORGIA MARKET — THE MARKET WHERE WE'RE BREAKING ALL RECORDS.

See your Avery-Knodel man today!
Webcor-Emerson deal off as Haffa re-buys

Titus Haffa, board chairman and president of Webcor Inc., Chicago, has re-purchased from Emerson Radio & Phonograph Corp. the 20% block of Webcor stock which he sold to Emerson last month. The sale had resulted in controversy and a legal suit.

Re-purchase price of $2.7 million, plus $100,000 for legal fees and other expenses, was reported to be about $22 per share. Mr. Haffa had sold the stock to Emerson at an undisclosed price above the stock's $19 market price May 8. The stock was quoted last week on the market at $14.

A company spokesman said “the unprecedented move results in a great personal financial loss to Haffa,” but was made on the basis of “the countless phone calls, letters and telegrams from shareholders, distributors and employees urging him to re-purchase his holdings and remain as operating head of the company.”

Controversy arose soon after Mr. Haffa sold his stock to Emerson. It was learned the sale contract conflicted with Illinois corporate law and Emerson filed suit seeking access to Webcor's financial records and questioning the “validity and propriety” of transactions involving Mr. Haffa, his relatives and corporations owned or controlled by them (BROADCASTING, June 29, 22).

Ampex to distribute

Marconi tv equipment

Ampex Corp. has been appointed sole authorized U.S. distributor of Marconi tv cameras and associated tv and broadcasting equipment, Neil K. McNaughten, manager of Ampex's professional products division, announced.

Agreement between Ampex and Marconi's Wireless Telegraph Co. Ltd., also makes Ampex the U.S. distributor of tv camera tubes manufactured by Electric Valve Co. Ltd., English manufacturer of the 4½-inch image orthicon tube used in the Marconi Mark IV camera.

“Ampex will offer the U.S. television industry a package including both the world's standard tv tape recorder and the highest quality television camera,” Mr. McNaughten stated, calling the combination one that “provides program producers with the facilities to furnish the finest pictures ever presented to the tv audience.”

Mr. McNaughten pointed out that the Marconi Mark IV camera features a convertible picture standard. “Coupled with the Ampex Inter-Switch device, it provides firms and tv stations in this country with complete facilities in one package for making syndicated tv tapes to be marketed in Europe and other lands,” he said. A device on the camera provides for immediate switching among three picture standards.

Similarly, it was said that the Ampex Videotape recorder will be available with the Inter-Switch for taping in these various picture standards.

Shipments from the Marconi plant in England will begin next month. September deliveries are now being quoted. According to an Ampex spokesman, the camera “will be priced competitively” with U.S. makes, though the exact price has not yet been set.

INTERNATIONAL

CBC SHAKEUP

Parliament raps CBC fiscal policies

The Parliamentary Broadcasting Committee prescribed strong medicine for the ailing Canadian Broadcasting Corp. July 16: a shakeup in administration.

In laying the blame for CBC confusion on organizational structure weaknesses, the Committee also said a limit should be placed on the public funds given CBC each year to defray losses. (In the fiscal year ended March 31 these losses amounted to over $54 million.) The Committee instructed the CBC board of directors to find a budget they could live with, planning maximum return from sponsored programs.

The government owned network is stepping up its efforts to obtain more revenue from advertising. Charles Jennings, CBC controller of broadcasting stated at a Parliamentary Broadcasting Committee session at Ottawa July 8. He said that CBC's radio stations were increasing their efforts to obtain more advertising revenue.

CBC's commercial division, headquartered at Toronto, has been enlarged in recent months in both radio and television sections, and CBC salesmen are knocking at advertising agency doors in a more consistent manner. Not long ago CBC commercial department waited for advertising agencies to approach them for time. Increasing
operating costs and growing annual deficits, which are made up from the Canadian government treasury, have forced CBC management to go after more advertising revenue.

The Parliamentary Broadcasting Committee was also told that because CBC has a statutory duty to provide national programs for all sectors of the population, it must present programs which are not always of mass popularity and may be of high cost. Committee members had complained that sponsors paid only a portion of some programs, with taxpayers, through the national treasury, paying the balance (Broadcasting, July 13). CBC officials pointed out that the program would have been televised at any rate, even without a sponsor, because of CBC's duty to present a variety of national programs.

CBC officials told the committee that chances of color TV in Canada would not be good for many years because of the high cost of color TV receivers and high cost of color TV productions. They cited figures showing that color TV had not made big headway in the United States. CBC had planned to have color TV in use by now, J.P. Gilmore, CBC controller of operations, stated.

He also told the committee that CBC plans to start daytime TV programming at noon in 1962 or 1963. At present TV programming on a network basis starts in mid-afternoon. Some Canadian privately-owned TV stations start programming earlier in the day.

Radio programming for northerna Canada, which receives much of its radio fare now from Moscow, was also under discussion. Technical difficulties of extending radio networks in the far north were explained. Meanwhile low power local radio stations are now being operated and planned by CBC in the far north, and shortwave broadcasting to that area has been investigated.

Bushnell of CBC on two-month leave

Ernest L. Bushnell, vice president of Canadian Broadcasting Corp., has been given two months leave of absence by the CBC board of directors. This follows his appearance before the Parliamentary Broadcasting Committee on charges by CBC talks and public affairs producers of alleged political interference with CBC programming.

George Nowlan, Canadian Minister of National Revenue, under whose jurisdiction the CBC operates, stated in Parliament that Mr. Bushnell's leave of absence did not mean retirement. It was mainly to give him a rest after a strenuous winter and spring during which he carried the burden of the CBC's operations and handling of a long French-language TV producers strike. J.A. Ouimet, CBC president, had a heart attack during the strike negotiations in mid-winter, and Mr. Bushnell has had to carry the job of acting president.

Mr. Bushnell, 59, receives $18,000 annually. Starting in broadcasting in its earliest days in Canada, he was first a singer, then station manager of the former CKNC Toronto and since 1933 with the Canadian Radio Broadcasting Commission and its successor the CBC.

• Abroad in brief

• Britain's ATV, ABC and Granada TV Network are among companies that have applied for appointment as TV contractors for Rhodesia, Africa. The first two are associated with the proposed Central Africa TV Ltd. Other applicants are Rhodesia TV Ltd., in which Philips Radio Ltd. would take a financial interest, and P. Holender, who has a local wireless and electrical business.

• Perth, Australia, gets its first commercial TV station in October when TVW ch. 7 commences operation. Intercontinental Services Ltd., New York, has been appointed general U.S. agent for TVW Ltd., the station's licensee. The contract was negotiated by ISL President Harry M. Engel Jr., while visiting Australia.

• Sovereign Broadcasting Co., has been formed at Toronto, with offices in the Bank of Canada Bldg., by Paul L. Nathanson, a large shareholder in the Loew's and Metro-Goldwyn-Mayer organizations. Sovereign Broadcasting will buy film for privately-owned TV stations. Nathanson also owns Sovereign Film Co., Toronto, TV film distributor. Mr. Nathanson is president of the new company and T.A. Metcalfe is vice president and general manager.

• Registered television sets numbered 2,670,955 in West Germany on June 1. Counting unlicensed sets, there are about 3 million receivers in use in the country. Licensed TV sets are expected to reach 3 million by October.

• Registered television sets in Switzerland numbered about 65,000 in May. This is an increase of 2,286 over the previous month.

• Alldelphi, the German branch of Philips, the Dutch electronic manufacturer, has had a 29% gross increase in business its annual report showed. The average gross increase for the whole West German electronic industry was 11% in the same period.

BROADCASTING, July 20, 1959
Soup-to-nuts service

Wide-ranging account service and good sales results make up a radio station’s long suit in an intensively competitive market. This is the philosophy of WBBC Flint, Mich., as evolved through experience and stated by Joseph R. Fife, general manager.

WBBC has been broadening services until it functions often as advertising agency, sales promotion firm and even display artist. As an example of this initiative, Mr. Fife offers the station’s “Hawaiian June Jubilee,” conceived and executed for the Plazas, Flint’s two big shopping centers (Broadcasting, June 8).

The station presented the plan to the merchants, got a $5,000 budget from the Plazas and took the entire show from there. The month-long promotion encompassed a trip-to-Hawaii contest, continuous entertainment at the centers (dancers, singers, auto shows, boat shows, street dances, carnivals, celebrity appearances, remote broadcasts, etc.), special store windows, and free leis and orchids for shoppers. All details were up to WBBC.

What the effort amounted to: more than 100,000 contest entry blanks were picked up from stores and Plaza officials estimate a million people visited the centers last month. Store sales figures made the promotion “an outstanding success.” Mr. Fife admits that there’s a lot of work in such a project for a comparatively small profit, but he adds: “We gain stature with every advertiser in the community and it’s the best insurance I know of for future radio budgets.”

Selling starts at home

The Greater Philadelphia broadcasting industry begins today (July 20) a 12-month “Sell Philadelphia to Philadelphians” city- booster campaign.

The area’s radio stations are broadcasting 10, 20 and 60-second spots designed to inspire Philadelphians to promote their home town. Gray & Rogers, that city, has voluntary written some of the copy used in the series. The agency’s public relations department formulated the campaign.

WCBM dedicating talks

At WCBM Baltimore, where they stop the music at 11 p.m. to talk until 1 a.m., listeners are asking to have spoken items dedicated to them. The trend also has spread to air personality Danny Sheed’s Saturday afternoon talk program. Now that the novelty has worn off, the station only dedicates for the sender of material used. WCBM says that the practice results in a lively continuity supply.

KPTV (TV) calls in the media

Resorting to practically all media, KPTV (TV) Portland, Ore., on June 30 concluded an intensive three-month-long promotion to herald its affiliation with ABC-TV.

Three weeks prior to the April 26 tie-in to the network, a daily teaser campaign was started on television (200 spots), four Oregon radio stations (850 teasers) and with 26,000 lines in 20 Oregon and nearby Washington newspapers. Billboards on April 15 started heralding “The Big Switch” of different ABC-TV shows to ch. 12 KPTV.

Top ABC entertainers came to Portland April 26 for special activities that included an hour-long tv special “12 for Tomorrow.” Climax of the program was Oregon Gov. Mark Hatfield’s pushing the button that fed the first ABC-TV show to KPTV viewers. A reception and dinner followed, attended by tv stars, local and state officials and over 300 prominent Oregon and Washington businessmen.

As a followup, KPTV kept punching home “Big Switch” messages by bus cards, trade paper advertising and outdoor billboard advertising in the area (through June 30).

‘Feel-right-at-home’ approach

WRCA-TV New York has hung out the “Welcome Neighbor” banners to salute summer tourists from NBC’s affiliate cities. The NBC station welcomes out-of-town visitors by telemarketing in open time the call letters of their hometown NBC stations, along with a greeting, such as: “Are you visiting from Wichita, Kan.? Welcome to New York. WRCA-TV extends the hand of friendship to you on behalf of KARD-TV your NBC station in Wichita. KARD-TV and WRCA-TV hope you enjoy your stay in New York.” Fifty-five cities are included in the summer-time salute.

The local NBC-TV stations in those cities are supporting the campaign with “bon voyage” announcements reminding local viewers to tune in WRCA-TV when they visit New York and “feel right at home.”
Name change for NTI, NTA exchange reopened

National Theatres Inc., Los Angeles, last week announced a proposed change of name to National Theatres & Television Inc. to reflect the company's expanding activities in television. This change will be voted upon at a special stockholders' meeting Aug. 25.

National Theatres bought WDAF-AM-TV Kansas City and recently acquired National Telefilm Assc., New York, a tv film distribution organization and owner of WNTA-AM-FM-TV Newark and KMS-P-TV Minneapolis-St. Paul.

National Theatres also announced last week that it planned to reopen an exchange offer to shareholders and warrant holders of NTA, under which NTA became a subsidiary of National Theatres.

Under terms of the offer, which expired April 6, the accepting NTA stockholders received for each share of NTA common stock $11 principal-amount 5½% debentures due March 1, 1974, and a stock purchase warrant entitling them to purchase one-quarter share of National Theatres common stock. The exchange of NTA warrants was on an equivalent basis. National Theatres reported last week that the offer was accepted at that time by holders of 88.65% of the NTA common stock and 78.57% of NTA Warrants.

As of this fall, the main office of NTA will have been consolidated with that of National Theatres in new headquarters at Beverly Hills, Calif. (Broadcasting, July 13).

Tanny, Guild Films in huddles on merger

Guild Films Co. and the Vic Tanny chain of gymnasiums agreed to merge last week under the name of Vic Tanny Enterprises. The consolidation is subject to agreement by counsels of the two companies and stockholders of Guild Films.

The details of the merger, involving exchange of stock, were not revealed since Mr. Tanny is the sole shareholder in his company. Mr. Tanny would become the largest single stockholder in the new company and would serve as president and chief executive, executive office, while John Cole, Guild president, would continue to head the tv film division of Tanny Enterprises.

Though the respective parties would not comment on the pending transaction, the merger would provide Guild, which is beset with creditors and lawsuits, with sorely needed cash. Its assets, however, are said to include several million dollars of air time acquired via barter; a tax loss carry-forward of $6 million and a listing on the American Stock Exchange. Guild disclosed to Securities & Exchange Commission last May that in the fiscal year ended Nov. 30, 1958, the company had lost $4 million and, for the three months ended last Feb. 28, losses totaled $350,000 [At Deadline May 11].

Tanny operates about 70 gymnasiums and is in an expansion program. It also is a heavy spot television buyer and therefore can use the air time earned by Guild through barter.

MGM in syndication

MGM-TV, which has had its Thin Man series on NBC-TV for the past two years, last week announced the series will be offered for syndication, marking the initial entry into that sales field for MGM-TV. A total of 72 half-hour film programs are available for station sales, according to George T. Shippert, vice president in charge of tv for MGM, who announced syndication plans in connection with a two-day sales meeting held in New York by MGM-TV. Richard A. Harper, director of sales for the company's feature films and short subjects packages for the past three years, also has been appointed director of syndicated sales.
FOR THE RECORD
Station Authorizations, Applications
As Compiled by BROADCASTING

July 9 through July 15. Includes data on new stations, changes in existing stations, ownership changes, hearings, cases, rules & standards changes and roundups.

Abbreviations:
DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aural.—aural., visual.—visual., kw—kilowatts, mw—megawatts, cycles, D—day, N—night, LS—local station, mod.—modification, transmission, unl.—unlimited hours, kc—kilocycles. SCA—secondary communications Authorization. SBA—special service authorization. STA—special temporary authorization. ~—educational.

Announced.

New TV Stations
APPLICANTS


Missoula, Mont.—Missoula Telecasting Co., vhf ch. 8 (180-186 mc): ERP 6,532 kw vis., 3,984 kw aud., ant. height above average terrain 740 ft., above ground 741 ft. Estimated construction cost $38,500, first year operating cost $9,900, revenue $114,000. P.O. address Box 5510, Dallas, Tex. Trans. location Missoula, Mont. Geographic coordinates 46° 50′ 30′ N., 113° 36′ 30′ W. Long., Trans.-ant. RCA. Legal counsel Hubert D. Cook, Jr. of Missoula, Mont. Applicant is owned by Electron Corp., equipment manufacturer. 

San Angelo, Tex.—E-C. Grinter vhf ch. 3 (170-178 mc): ERP 33 kw vis., 15.1 kw aud., ant. height above average terrain 727 ft., above ground 767 ft. Estimated construction cost $47,100, first year operating cost $18,000, revenue $200,000. P.O. address Box 568, San Angelo. Studio location 24 W. Concho, San Angelo. Trans. location 15 miles North, northwest of San Angelo. Geographic coordinates 31° 57′ 5′ N., 105° 56′ 50′ W. Long, Trans.-ant. RCA. Legal counsel Hubert D. Cook, Jr., of San Angelo, Tex. Applicant is engineering firm of Ed Talbott, Mr. Grinter is appliance dealer. Ann. July 9.

New FM Stations
APPLICANTS
Alexander City, Ala.—Radio Alexander City, 910 kc 500 w D. P.O. address Alexander City, Ala.


Staunton, Va.—Stuart W. Epperson, 1050 kc, 1 kw D. P.O. address Arrant, Va. Estimated construction cost $40,000, first year operating $40,000, revenue $81,000. Mr. Epperson is announced at WPAA Mt. Airy, N.C. Ann. July 14.

Existing Am Stations
APPLICATIONS
WINF Manchester, Conn.—CP to increase daytime power from 250 w to 1 kw and install new trans. AND change from DA-1 to DA-5. Ann. July 8.

WICH Norwich, Conn.—CP to increase daytime power from 1 kw to 2 kw and install new trans. AND change from DA-1 to DA-5. Ann. July 8.

WROW Terre Haute, Ind.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 8.

KBUN Bemidji, Minn.—CP to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. July 10.


New FM Stations
APPLICATIONS
Phoenix, Ariz.—Frank S. Bare Jr., 533 mc, 4,56 kw. P.O. address 6515 E. Hubbell St., Phoenix. Estimated construction cost $18,000, first year operating cost $11,500, revenue $16,000. Mr. Bare has financial interest in KUSU Phoenix. Ann. July 14.

Denver, Colo.—Mr. C. A. Weertz, 101.3, 17.8 kw, P.O. address 318 Osiphen Bldg, San Diego, Calif. Estimated construction cost $21,315, first year operating cost $37,000, revenue $48,000. Mr. Weertz has fm ops in California. Ann. July 14.


Oxford, Ohio—William D. Stricker and Harold F. Parshall, 97.7 mc, 22 kw P.O. address Route One, Oxford. Estimated construction cost $1,000, first year operating cost $15,000, revenue $16,000. Mr. Shearer has time exchanged from KOSU Oxford. Ann. July 15.

KBBX Bend, Oregon—Bob Kimmel, 88.5, 5 kw. KBBX Bend (50 kw) is radio-service tech- nician.

Dallas, Tex.—University Advertising Co., Inc., 90.9 mc, 25 kw, P.O. address 1000 N. Harwood St., Dallas 4. Estimated construction cost $39,300, first year operating cost $54,000. Principals are Charles R. Meeks, 50.8%; Thomas W. Daniel 25.6% and Melvin W. Jackson, 24.6% John J. Covel, 18.8%. KBBX also known as 610-KBBX. KBBX Corp. is affiliate of KVIL Highland Park, WDFN Mentor, WMQR Columbia, KYKX and KBBX of Central Commercial Recording Corp., which makes recordings for broadcast stations. Ann. July 9.

Existing FM Stations
APPLICATION

Ownership Changes
APPLICATIONS

KKIK Bakersfield, Calif.—Granted transfer of control from Dawkins Egg to Joseph M. Egg (interest in Mr. Egg to be held in nom- inand); consideration $48,000 for 96% inter- est. Ann. July 15.

KWKB Oakland, Calif.—Granted assignment of licenses to KWKB, Inc. (WOPA-AM-FM Oak Park, Ill. and W/AM Wembly.

CINCINNATI, 0. Paul E. Wagner Fifth Third Bank Bldg. DUBuark 1-7775
WEST COAST Lincoln Diller & Co. San Francisco, Calif. WOODLANDS 9-0770
OMAHA, NEB. Paul R. Fry P.O. Box 733 (Benson) LINCOLN 9-4417
NEW YORK 41 E. 42 st. MUR. Hill 7-4517

R. C. CRISLER & Co., INC. Business Brokers Specialising in Television and Radio Stations

Now...4 offices to better serve you...

BROADCASTING, July 30, 1959
of control from James W. Miller, et al., to William R. Sweeney (WENC Conway, N.J.); consideration $5,000 plus agreement to rehire certain real estate owned by transferees with option to buy and agreement that Mr. Miller will not compete in radio business within 20 miles of WCAJ for 3 years. July Ann. July 15.


WNXT Portsmouth, Ohio — Granted assignment of license to WNXT Inc. (Abram R. Elmsan, v/p, has interest in WKBX Columbus, Ohio); consideration $20,000. Ann. July 15.


APPLICATIONS

WXAL Demopolis, Ala.—Seeks assignment of control of 50% of Demopolis BBstg. Inc. to Paul H. M. Jordan, with his wife presently owns 50%. Consideration: exchange of stock of WTVG Jackson, Ala., giving Mr. Gaillard full ownership of WTHG. Ann. July 10.


WCMW Canton, Ohio—Seeks transfer of control of WCMW-AM-FM Canal Park to Robert Huffman to Geneva P. Schults. For $150,000. Mrs. Schults presently owns 51% and will be sole owner after transfer. Starch. Co. owns 9% of WKU in Peru, Ind. Ann. July 15.

WPVI, Painesville, Ohio—Seeks assign- ment of license from Bick Bergh Best, Inc. to WPVI, Inc. No change in ownership or consideration involved. Ann. July 15.


KXOL, Fort Worth, Texas—Seeks transfer of control of KXOL, Inc. through purchase stock of WACO Woodson (30%), C. C. Woodson Jr. (15%), and Ben Woodson (15%), and retirement of said stock to treasury of KXOL. Involveschange in ownership of 10% of KXOL from John R. Woodson to Pioneer Best, Inc., licensees of KNOW Austin, Tex. Considerations: C. C. Woodson, $197,257.35; Woodson Jr., Ben Woodson and John R. Woodson; each $3,418. Ann. July 15.


KQDE Renton, Wash.—Seeks assign- ment of license from U.S. Housekeepers to Cutie Radio Inc. for $30,000 and 50% interest in Cutie Radio Inc. Owners will be Walter N. Nilsen (present 50% owner of KQDE) and U.S. Housekeepers (50% each). Mr. Nilsen owns KQTV Everett Wash. Music Concessions is in phonograph record manufacturing business (Dolton Rec- ords). Ann. July 15.


Hearing Cases

FINAL DECISIONS

By order, Commission made effective June 1 initial decision and granted applica- tion of Rounsaville of Cincinnati Inc., to change operation of WCIN Cincinnati, Ohio, from 1200 kc. to 1400 kc., 5 kw-d. to 5 kw-o. 5 kw-0; DA-2; conditioned to acceptance of commission's order, and assignment of all grant of application of James E. and Ralph J. Vaughn, d/b as WXYI for new station to operate on 1500 kc., 250 w, D, in Madison, Ohio. Ann. July 15.

By order, Commission made effective immediately decision of said commission issued April 15 and granted application of Peninsula Best, Corp. for mod. of cp of station to increase power of station from 1 kw to 5 kw of operation of station of ch. 15 in Hampton, Va. and dismissed applica- tion of Inrie Limited to operate WOTY TV on ch. 13 instead of ch. 27 in Norfolk and Virginia Television to operate new tv sta- tion to operate on ch. 12 in Norfolk. Comr. Frederick Ford and John Cross not participating. (On protest by Carroll Best, Co. (WLDB), Car- rillon, Ga., case had been remanded to Commission by Court of Appeals for findings on "economic injury" issue.) Ann. July 15.

INITIAL DECISIONS

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting ap- plication of Morton Best, Inc., to change operation of KBOR from 1270 kc. to 1295 kc. on ch. 11 of station which granted license from N.M. subject to condition that KBOR shall not change operating power until authorized on frequency other than 1400 kc. and that KBOR shall not be granted license until July 15, 1956 on frequency other than 1400 kc. Ann. July 15.

Commission on July 15 directed pre- paration of document looking toward affir-ming, with conditions. Initial decision of Jan. 6, 1959 granting cpa to Palm Springs Transistor Station Inc. for new tv translator stations (KTOD and KT2AD) to operate on ch. 70 and 72 in Palm Springs, Calif.

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6, 1957, Commission granted application by Mid-Florida Television Corp. for new TV station on ch. 9, Orlando, Fla., to end disservice complained of in application by WONZ Inc. May 21, 1899, Court of Appeals remanded case for further hearing in cause of alleged eqz. parte presentations to Commission, pending.

OTHER ACTIONS

By memorandum opinion and order, Commission granted motion by John W. Davis, KDFQ Portland, Ore., to extend to Portland, Oreg., of license of KFAM and KFPF (FM) Portland, from broadcasters, Oregon Ltd., to Gospel Station KFED pending evidence bearing: further ordered KFAM and KFPF to be returned to assignee within 30 days or Corp. Robert Bartley concurred and issued said. Ann. July 15.

By memorandum opinion and order, Commission denied application by KFOX Inc. (KFOX), Long Beach, Calif., to enlarge issues in proceeding involving applications by Goleta Bestg. Associates and Best Wil- lilton, and Lester W. Spillane for new am station to operate on 1380 kc, 500 w, D, at Goleta and Santa Barbara, and California reopening changes in DA-D pattern. Ann. July 15.


By memorandum opinion and order Commission denied in order of Hearing Examiner released May 1957, petitions for addition of additional location and increased ERP to 31. Granted by WYZZ and WDFR, Ohio, to intervene in proceeding involving applications by Middlesex Co. for new am station to operate on 1380 kc, 500 w, D, in Tiffin, Ohio, on John Dozier, Kansas. Action July 15.

Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 10

WOYK Wellston, Ohio.—Granted acquisition of positive control of Court House Bestg., held by T. Pruemer, through purchase of stock from L. Moore, Weimer, Sam M., and Ray Brandenburg.

KDB Santa Barbara, Calif.—Granted as- signment of license to Lacie Menard and Rube Goldwater.

WYZZ (FM) Wilkes-Barre, Pa.—Granted license for FM station.

WLS Lansing, Mich.—Granted license covering changes in DA-D pattern.

KBIQ (FM) Los Angeles, Calif.—Granted stop to increase ERP to 166 kw; change type trans. and makes change in ant. system; re- mote control permitted.

KRFN Riverside, Calif.—Granted to change ERP to 3 kw; eliminate ERP 20 kw; change type trans. and control point location and install new ant. and improve tower location.

WFDS-FM Baltimore, Md.—Granted to increase ERP to 2 kw; change type trans. and control point location and install new ant. system; 310 ft.

KFID Kansas City, Mo., to Kansas City, Mo.—Granted to increase ERP to 35 kw; change type trans. and control point location and install new ant.; condition.


Actions of July 9

KROY-AM-FM Sacramento, Calif.—Grant- ed assignment of license and cp to John T. Carey Inc.

WFAB Miami-South Miami, Fla.—Granted motion to end disservice to changes in ant. system (increase height; conditions); and extension of completion date of Aug 15.

KWSM Pullman, Wash.—Granted to change location of licensees from State College of Washington to Washington State University.

Actions of July 8


WAPI-TV Birmingham, Ala.—Granted cp to change trans. site (180 ft., no change in description); and increase in coordinates only, install new ant. system, make changes in equipment and change type trans., to 1310 ft.

KCRJ-TV Portland, Ore.—Granted to 1357 to change ant. system, change ant. height, and 1310 ft.

Following stations were granted extension of completion dates as shown: KGNZ TV Laredo, Tex., to Sept 17; KTAQ-TV Lake Charles, La. to June 9, 1960; WSRM-TV Cagusa, P.R. to Sept 30.

Actions of July 7

WAPI Birmingham, Ala.—Granted license to use present nighttime only trans. as auxiliary trans. for daytime use at present location of main trans.

KITE Terrell Hills, Texas.—Granted li- cense covering change of facilities; installa- tion new trans. and DA-N; changes made in ground system and change studio and station location.

WAPI Birmingham, Ala.—Granted license covering increase in daytime power, installation new trans. for daytime use (15 kw trans.) and change from DA-N to DA-E.

KCRJ-TV El Paso, Texas.—Granted to change ant. height, location, make changes in ant. system (increase height) and ground system and install new trans. conditions.

WJMK North Syracuse, N.Y.—Granted to increase ERP to 3 kw; change trans. location; specified location and remote control point same as studio location and install new ant.; condition.

WNOB (FM) Cleveland, Ohio.—Granted to change ERP to 135 kw; decrease ant. height, 350 ft. change type trans. and studio location and ant. system; condition.

WCCF-FM Hartford, Conn.—Granted to increase ERP to 6 kw; ant. height, on site 750 ft.; and change trans. location, remote control permitted.

Actions of July 6

WTWV (TV) Tupelo, Miss.—Granted as- signment of cp to WTVW Inc.

WWMR-TV Scranton, Md.—Granted ex- tension of completion date to Oct 5 (main trans. & ant. system).

Action of July 2

WROY Carmi, Ill.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug 23.

ACTIONS ON MOTIONS

By Commissioner T.M. Craven

Granted petition by David M. Segal for extension of time to July 23 to file oppositions to petition by Satellite Center Radio Co. for revised and enlargement of issues in proceeding on their applications and that of Denver Telecasting Co. for new am stations in Boulder, Denver, and Arvada, Colo. Action July 15.

Granted petition by Tampa Telecasting Inc., for extension of time to July 13 to re- ply to oppositions to its petition for review of Examiner's memorandum opinion on order of May 21 in Largo, Fla., tv ch. 10 proceeding. Action July 15.


By Chief Hearing Examiner

James D. Cunningham

Granted request by Elmwood Park Bestg. Corp., Elmwood Park, Ill., to extend that it involves dismissal of its application in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al., dismissed application with prejudice and dismissed Elmwood's petition to accept late appearance in am proceeding. Action July 14.

Ordered that session in investigatory pro- ceeding in study of radio and television network broadcasting, in which tying-in of programs will be convened in Washington, D.C., at 10 a.m., July 24, and that following persons shall attend and give evidence and "information pertinent to inquiry: Charles B. Rice, director of merchandising and advertising, Firestone Tire & Rubber Co., Akron, Ohio; Alfred J. McGinnis, manager of national advertising, Firestone Tire & Rubber Co., Akron; Joseph H. Thomas, vice-president and general coun- sel, Firestone Tire & Rubber Co., Akron;
EXPERIENCED BROADCASTERS
Choose Stainless TOWERS

Tom Barnes, General Manager

WDAY, Inc.
FARGO, NORTH DAKOTA

Julius Hetland, Chief Engineer

And for good reasons, too:
* Stainless EXPERIENCE in design and fabrication
* RELIABILITY of Stainless installations
* LOW MAINTENANCE COSTS of Stainless towers

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NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

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WEST COAST
915 North Commerce St.
Stockton, California

WASHINGTON
1625 Eye Street, N.W.
District 7 8351

BROADCASTING, July 20, 1959

SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING through July 15

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<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>CPs on air</td>
<td>3,328</td>
<td>579</td>
<td>466</td>
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<tr>
<td>CPs not on air</td>
<td>118</td>
<td>45</td>
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<td>TOTAL APPLICATIONS</td>
<td>669</td>
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OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through July 15

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<th>VHF</th>
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COMMERCIAL STATION BOXSCORE
As reported by FCC through June 30, 1959

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<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>CPs on air</td>
<td>3,328</td>
<td>578</td>
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<tr>
<td>CPs not on air</td>
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<td>Total authorized stations</td>
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<td>Applications for new stations (not in hearing)</td>
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<td>Applications for new stations (in hearing)</td>
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<td>Applications for major changes (not in hearing)</td>
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<td>Applications for major changes (in hearing)</td>
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<tr>
<td>CPs deleted</td>
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</tbody>
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1 There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
2 There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
3 There have been, in addition, 211 television cp's granted, but now deleted (44 vhf and 167 uhf).
4 There has been, in addition, one uhf educational tv station granted but now deleted.

Howard Barlow, Lower Shad Road, Pound Ridge, N.Y.

By Hearing Examiner J.D. Bond on July 7 Granted motion by Naugatuck Valley Service Inc. to reopen record in proceeding on its application for new am station in Naugatuck, Conn., to correct its exhibit 1; closed record. Action July 7.

By Hearing Examiner Basil P. Cooper

Granted motion of Armin H. Wittenberg Jr., for further extension of date for filing proposed findings and conclusions of law from July 7 to July 14 and such reply findings as may be filed by July 20 in proceeding on Wittenberg's application and that of Pasadena Presbyterian Church for fm facilities in Los Angeles and Pasadena, both California. Action July 2.


By Hearing Examiner Thomas H. Donahue
Upon oral request of counsel for Broadcast Bureau and with consent of all other interested parties in proceeding on am applications of Cannon System Ltd. (KIERV), Glendale, Calif., et al., extended from July 7 to July 15 date for filing answer to Cannon's memorandum of law for Hearing Examiner and from July 28 to July 29 for filing replies. Action July 7.

Granted petition by Inter-Cities Bestg. Co., for change of certain dates in proceeding on its application for am stations in Livonia, Mich.—July 13 to July 27. Inter-Cities direct written presentation to be furnished other parties and examiner; July 20 to Aug. 13 informal engineering conference; and Aug. 10 to Aug. 14, in event station WCLR proposes to make rebuttal showing, that showing will be reduced to writing and copies furnished to all parties and to examiner. Action July 7.

By Hearing Examiner Annie Neal Hustling
Scheduled further prehearing conference

Continued on Page 99
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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
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<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Executive Offices ME, 8-5411 1735 DeKalb St., N. W. Washington, D. C. 20036 3-8800</td>
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<td>Broadcasting, Consulting</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>P. O. Box 22 Clewettv 4-8721 1100 W. Abiram Arlington, TX</td>
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<td>Consulting Radio Engineers</td>
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<td>WILLIAM F. KEAN</td>
<td>Consulting RADIO ENGINEERS Associates George M. Mason, Robert J. Jones 19 E. Quincy St. Riverdale, IL</td>
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<td>Vandivere &amp; Cohen Consulting Electronic Engineers 617 Albue Bldg. Executive 3-6616 1426 G St., N. W. Washington, S. C. Member AFCCE</td>
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<td>JOHN H. MULLANEY Consulting Radio Engineers 2000 P St., N. W. Washington 6, D. C. Columbia 3-4666 Member AFCCE</td>
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<td>JAMES C. McNARY Consulting Engineer National Press Bldg. Wauk., 4, D. C. Telephone District 7-1205 Member AFCCE</td>
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<td>SILLIMAN, MOFFET &amp; ROHRER 1405 G St., N. W. Republic 7-6466 Washington 5, D. C. Member AFCCE</td>
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<td>WILLIAM E. BENNS, JR. Consulting Engineer 3002 Suffolk Rd. N.W., Wash., D.C. Phone Emerson 2-8701 Box 246. Birmingham, Ala. Phone State 7-2501 Member AFCCE</td>
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<td>CARL E. SMITH CONSULTING RADIO ENGINEERS 9200 Snowville Road Brecksville, Ohio (A Cleveland Suburb) Tel: Jackson 6-4386 P. O. Box 82 Member AFCCE</td>
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<td>A. E. Towne Assoc., Inc. TELEVISION AND RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco, Calif. PR. 5-3100</td>
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<td>Consulting Radio Engineers</td>
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<td>GEORGE C. DAVIS CONSULTING ENGINEERS RADIO &amp; TELEVISION 501-514 Monroe Blvd. Sterling 3-9111 Washington 4, D. C. Member AFCCE</td>
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<td>Lohnes &amp; Culver</td>
<td>Munsey Building District 7-8215 Washington 4, D. C. Member AFCCE</td>
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<td>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS LAKESIDE 6-1990 Member AFCCE</td>
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<td>GEO. P. ADAIR ENG. CO. CONSULTING ENGINEERS Radio-Television Communications-Electronics 1610 Eva St., N. W. Washington, D. C. Executive 3-1286 Executive 3-5851 Member AFCCE</td>
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<td>JOHN B. HEFFELFINGER</td>
<td>8401 Cherry St. Hilland 4-7010 KANSAS CITY, MISSOURI</td>
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<td>VIR N. JAMES SPECIALTY DIRECTIONAL ANTENNAS 1316 S. Kearney Skyline 6-1603 Denver, Colorado</td>
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<td>MERL Saxon CONSULTING RADIO ENGINEER 622 Huxlive Street Lufkin, Texas Nelpuna 4-4242 Nelpuna 4-9558</td>
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<td>NUGENT SHARP Consulting Radio Engineer 809-11 Warner Building Washington 4, D. C. District 7-4443</td>
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<tr>
<td>COMMERCIAL RADIO Monitoring Company PRECISION FREQUENCY MEASUREMENT A FULL TIME SERVICE FOR AM-FM-TV P. O. Box 7033 Kansas City, Mo. Phone Jackson 3-3032</td>
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<td>Precision Frequency Measurement</td>
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<tr>
<td>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge 28, Mass. Phone 106-2810</td>
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<td>Precision Frequency Measurement</td>
<td>Precision Frequency Measurement</td>
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<td>contact</td>
<td>BROADCASTING MAGAZINE 1735 DaSales St. N.W. Washington 6, D. C. for availabilities</td>
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<td>Contact</td>
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BROADCASTING, July 20, 1959
Help Wanted—Management

New daytime station going on air before first of year seeks versatile, aggressive station manager. Nice city, middle Atlantic location. Write giving full experience and salary requirements to Box 713M, BROADCASTING.

Absentee ownership Minnesota station wants manager-sales manager. Immediate opening. Salary plus percentage. Box 718M, BROADCASTING.

Combination manager and salesman. Will pay top salary and incentive for proven ability. Must be aggressive. Daytime, midwest location. Box 782M, BROADCASTING.

Southeast single market station needs experienced program director who can handle most of selling. Good permanent opportunity for proven talent and experience. Write Box 766M, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WRFT, Abilene, Tex.

Sales

Salesman—experienced. Great potential with established northern New York station. $125 to $175 weekly. First class hotel arrangements. Box 616M, BROADCASTING.

Wanted: Aggressive radio salesman for major market. Salary and commission. Write Box 618M, BROADCASTING.

Salesman wanted by Minnesota radio station. Good guarantee. Excellent opportunity for hard worker. Box 693M, BROADCASTING.

Aggressive, energetic salesman for top-flight NW Pennsylvania fulltimer. Good opportunity. Box 763M, BROADCASTING.

Salesman for midwest station. Will pay top compensation. Drew has been in radio. Good proven ability. Box 780M, BROADCASTING.

Located in California, KCHJ, Delano. Serves 1,200,000. Increasing sales staff.

Southern 7 station expanding sales staff. Solid accounts. Guaranteed plus 10% in sales. Write Bill Neiley, General Manager, KTVL, Monroe, La.

Have immediate openings for salesman and announcer, top salary paid. Located in the state capital of the world, Huntsville, Alabama. If applying for announcer's position, send tape with resume. If applying for salesman's division, send full details regarding experience. Reply to M. D. Smith, % WAAV Radio, Box 566, Huntsville, Alabama.

Experienced salesman for small, single market. Top salary paid. Write Mrs. W. L. Vose, WFSV, Greenville, North Carolina.

Experienced salesman—ambitious and capable of advancing—$900 weekly CBS affiliate station in a market—outstanding opportunity, salary and commission, please send complete information before interview to: Roosevelt & Gourd, 37 Wall Street, New York City.

Need sales and programs staff for new station opening August 15 in El Paso, N. Mexico. Not top forty. Send resume and tape to L. E. Shau, 1603 Mesa Verde, Farmington, New Mexico.

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.

- DISPLY ads $20.00 per inch—STATIONS FOR SALE advertising requires display space.

All other classifications 30¢ per word—$4.00 minimum.

No charge for blind box number. Send replies to Broadcasting, 1775 DeSales St., N.W., Washington 6, D. C.

ANNOUNCERS

Morning man with first class ticket for northeastern independent. Pay by performance. Must realize potential. Opportunity unlimited if you're willing to work. Box 479M, BROADCASTING.

Announcer wanted for part-time position on North Carolina daytimer. Prefer man with experience, references, and full information. Box 618M, BROADCASTING.

Southern 4 station will consider neat appearing radio announcer for booth/live work. Send photo and tape. Box 678M, BROADCASTING.

Michigan network affiliate seeking top announcer with experience to build audience in mid-Michigan area. Top opportunity for advancement to right man. Also want announcer to add complete information, including samples of work to Box 478M, BROADCASTING.

Winter will be here before you know it and then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a choice of the finest working conditions, $125 per week to start and relaxation on the beach. Location: Not Miami, but between Miami and Palm Beach. Air mail you photo and resume now and be the wise one who realizes that opportunity knocks, but once. Box 669M, BROADCASTING.

Experienced announcer needed by full time station in prominent Georgia small market, near Atlanta. Good working conditions and benefits. Above average salary to right man desiring permanent position. Write Box 790M, BROADCASTING.

Ohio—competent staff announcer wanted, run board, take shift. $75.00 to start. Experience required. Apply, including 3,000 opportunities in 3 station chain. Send tape, resume, full details. Box 727M, BROADCASTING.

Experience staff announcer. Eastern. Send tape, please. And salary requirements. None returned Box 782M, BROADCASTING.

Wanted: Top flight staff announcer. Good position with outstanding mid-west station. Box 793M, BROADCASTING.

Midwest program-conscious good music station adding DJ. Want experienced man, not format frantic. Send tape, picture, resume to Box 783M, BROADCASTING.

Woman announcer and tape wanted by successful quality medium market opera- tion. Send details including photo, audition tape, references and salary expected. Box 744M, BROADCASTING.

Chicago fm station needs first phone an- nouncer. Box 784M, BROADCASTING.

Engineer—announcer—emphasis on announc- ing. 7000 watt daytime, middle Georgia, two-station market. Send tape and resume to Box 717M, BROADCASTING.

Experienced, versatile announcer good music station. Send photo and resume. $85.00 plus opportunity to sell. Send tape and resume. Personal interview necessary later. Box 789M, BROADCASTING.

Immediate opening for Grade A personality morning man. Must be active with directional experience. Early morning show in the best living city in the U.S.A. Possibility of P.D. job for right man. This is a permanent job. Send salary, experience, player tape in first letter to Manager, P.O. Box 1400, Fort Lauderdale, Florida.

Radio Brazosport needs an experienced morning man. Good salary for right man. Send full阵, neat, and tape to Jim Hairgrove, KBRZ, Freeport, Texas.

Help Wanted—(Cont'd)

Good pay for the right man. Pleasant working conditions in the Magic Valley of Texas. Must have good voice and good reputa- tion. Send background information and tape in first letter. KXYZ, Raymond, Texas.

Open for an experienced announcer, at 58w Connecticut station. Send resume and tape to Program Director, WATH, Waterbury, Conn.


Announcer, experienced, for indie with local market. Insurance and profit sharing plans. No collect calls. WCOJ, Coatesville, Indiana.

Wanted: A good solid announcer for central Pennsylvania daytimer. We will pay your expenses to go to Atlantic City. Contact George Mestrian, WCPA, Clearfield, Pa.

5000 watts outlet needs versatile announcer, play-by-play helpful, but not required. Send resume and tape to WMJL, Waterbury, Conn.

Needed: One or two men (or girls) with class ticket. Life maintenance. Be willing to help in copy, sales, or announcing to go with two midwestern stations. Udell, WIMS, Michigan City.

Negro disc jockey needed at once. Send audition tape, photo, and complete information first letter. Send all to Fred Webb, WMPS, Chattanooga, Tennessee.

Days away for all night swing, major market. Must have first phone ticket. Send tape to National Program Director, Storz Stations, Omaha, Nebraska.

Technical

Wanted: experienced engineer. Take complete charge engineering department. Ex- cept position for right man. Box 739M, BROADCASTING.

Chief engineer for two station combine. Allround ability required. Help to staff array and transmitter knowledge and experience must. Good staff and opportunity for advancement for qualified man with a solid background. Write, wire or phone: WPDK, Alexandria, Virginia. Personal interview required.

First class transmitter engineers WAMS, Wilmington, Del., and WRAP, Norfolk, Va. Chief for KATZ, St. Louis, Mo. Contact Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Production—Programming

Producer wanted for both desk and air work, with small, single market station located in New York City metropolitan area station. Send resume and photo to Broadcasting. Please write to Box 669M, BROADCASTING.

Public relations-promotion manager, radio/ tv operation Ohio area. A good air man with programming experience in announcing, continuity and production. Married, veteran, age 30-35, capable public speaker and mc. A steady and dependable person. Send name, cap of producing sales brochures, market data, sales service; trade paper news and advertising copy, promotional gimmicks and feature program special. Advance base, plus comm. Send tape to Box 680M, BROADCASTING.

Broadcasting, July 20, 1959
Help Wanted—(Cont'd)

Production-Programming, Others

Newsmen to write and air local news, handle overnight, remote and other network station. Must know how to produce human interest, health, church, agriculture, sports, special features. Reads tape, takes spots over the air. Send details, audition tape, photo, salary expectations, references. KAKE, VHF-9, BROADCASTING.

Experience radio newsmen desiring television experience. Good salary. Box 793M, BROADCASTING.

News director for completely equipped radio and television station. Excellent salary. Send resume. Box 795M, BROADCASTING.

Continuity writer, able and experienced, to take over continuity department. Pleasant work, good pay. Send resume and samples to Scott McCullough, KAIX Radio, Wichita, Kansas.

Wanted, outstanding production man to create advertising spots and edit and produce continuity. Thorough knowledge of automotive, retail, distributors. Thorough knowledge of network, local. WLAV-AM, FM, 1500-1030, seeks capable man. Salary, plus expenses. Box 797M, BROADCASTING.

Traffic director for major market station in multistation chain. Some secretarial. Call Jack Bliss at George 6-5643 or write WLAV-AM-FM, 6 Fountain Street, Grand Rapids, Michigan.

Newspaper editor. Must be experienced in gathering, writing, and editing. Heavy on production and full responsibility. BROADCASTING.

RADIO

Situations Wanted—Management

Manager-engineer, will sell, prefer single station market. Let's talk. Box 110M, BROADCASTING.

Believe it or not a young aggressive radio executive who does not have all the answers. If you want a creative mind capable of adapting a format to meet your specific needs, please write! My forte is in creative sales and my experience is primarily in sales and sales administration. Currently employed as assistant general manager in major market earning over fifteen thousand yearly plus per cent of gross. Only reason for looking, ambition! Box 617M, BROADCASTING.

Proven, young, energetic sales manager earning $15,000 ready for general manager position. Top announcer, creative producer-writer, sales leader. Experienced both major and small markets. Fresh, imaginative ideas. Married, college-educated. Best references. Prefer west. Do you have challenge for me? Box 628M, BROADCASTING.

Station manager, v/tm. Capable Programing and sales. Proven record. Box 886M, BROADCASTING.

University trained, 10 years experience, 7 as program director. Seeking assistant or full management. Prefer remaining in Florida. Box 888M, BROADCASTING.

Experienced general manager, previously managed small market station, now commercial manager in one of top 10 markets. Want to manage small to top major market, south or southwest. Thoroughly trained in every phase. Sales know-how, ticket, family, and church leader. Box 715M, BROADCASTING.

General manager-sales manager. Fifteen years experience selling spots, radio, TV. BROADCASTING. Great potential plus personal connections to Regional, local, retail distributors. Thorough knowledge of station operation. Highest industry references. Box 728M, BROADCASTING.

Manager-commercial manager, chief engineer and announcer. Top references, experienced. Box 730M, BROADCASTING.

Situations Wanted—(Cont'd)

Management


Need a manager? Presently assistant manager Massachusetts chain. Ten years proven experience. If you can offer a quality station, apply. Box 847M, BROADCASTING.

Radio executive ambitious to manage, sell and promote small-medium market 220-250kw independent non-union adult station whose honest owners value the community interests of their listeners and the sales needs of their clients. Anxious to build profitable, proud good music "Home Town" station. Experienced on all phases radio—radio, tape, dependable, young, married, family, college, ambitious, no-clockwatcher. Must have free-hand within limits of realistic budget. Will consider all markets. Box 719M, BROADCASTING.

Manager wishes to locate in medium midwest or south central single or dual station market. If your station is capable of doing more business and you will permit honest, conscientious, completed operating, let's discuss my fifteen years of radio. Then you be the judge. BROADCASTING.

Station manager. Available on or before August 15. Present property sold at six figure capital gain stipulated millions. Write Box 796M, BROADCASTING.

Sales

Impeccable references. Background, earnings demonstrate aggressiveness, intelligence, character. Mature (35), choosy; yet capable. Brief sales (11+ years), 17 years on metropolitan broadcasting provide merchandising, national rep, retailing, promotion, programming-sales comprehension. Large market only or small market with management-ownership provision. Box 537M, BROADCASTING.

Salesman/announcer. Sales specialist, Mike pro. Young, ambitious. Knowledge of all station operation. Box 618M, BROADCASTING.

Experienced, aggressive, selling and announcing. Young, married, children, veteran, college. Box 784M, BROADCASTING.

Attention Owners of radio stations. Is your station losing money? Have you a lazy sales man? Write us weekly profit. Box 874M, BROADCASTING.

Can sell radio time; prefer some announcing. Proven, experienced. Malcolm, Rt. 5, Box 102, Chillicothe, Ohio.

AIR PERSONALITIES

Must have proven rating in large metro market

Distinctive personality

Send aircheck and resume

Lester M. Smith—General Manager
Seattle, Portland & Spokane Radio
P.O. Box 5886, Portland 22, Oregon
KJR Seattle — KXL Portland — KNEW Spokane

Announcers

Announcer—I have what it takes. If talent really rules, let this beginner tape talk. Box 588M, BROADCASTING.

Personality-dj: Strong commercials, gimmicks, operatives. Operate boards, creative, cooperative. Box 559M, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer? Box 546M, BROADCASTING.

Announcer, young, eager to learn. Cooperative, Prefer P.M. Operator board. Box 541M, BROADCASTING.


Negro announcer-dj Intelligent. Versatile. Preferred P.M. Socks show. Box 543M, BROADCASTING.

Female announcer, plus. Good background. Women's programs. Reliably Versatile. Box 610M, BROADCASTING.

Gospel program. Announcer—producer—packager. Capable handling commercials staff duties. Box 811M, BROADCASTING.

TV-AM basic network outlet in medium market seeks desirable spot for one of its well-qualified, capable staff men unavoidably made surplus by change in program policy. Good habits, best references and good character. Please write for details through Box 643M, BROADCASTING.


Announcer, 34, top news and commercial man. Must be tight, talk good top 40s. Box 792M, BROADCASTING.

Southeast especially Florida, broadcast sales; graduate announcer, operate board. Box 752M, BROADCASTING.

Morning man—5 years experience, married, Minnesota—Wisconsin stations preferred. Box 779M, BROADCASTING.

Announcer—1st phone, play-by-play. Present top market, 10 years experience. Box 789M, BROADCASTING.

Negro announcer, network quality experience, versatile, spirituals, desires position future. Box 746M, BROADCASTING.

Experienced announcer—first phone. No maintenance. Married, stable, dependable. Prefer top forty or strong pop music operation. Minimum $55, Oklahoma, Miss., Texas, La., Mo., or Kansas. Box 817M, BROADCASTING.

North western—Open for genuine offers. Some experience. License, No maintenance. Box 748M, BROADCASTING.

BROADCASTING, July 20, 1959

95
Situated Wanted—(Cont’d)

Announcers

Solid major market experience, college graduate, 25. Married, living in, 30. Excellent voice, no defects. Send photographs. Box 754M, BROADCASTING.


Versatile first phone announcer. No maintenance. Six years radio. Capable announcer, handle copy, programming, experienced newscaster. No sales. Minimum $125 South only, want Atlanta, Chattanooga, or Florida. Box 780M, BROADCASTING.

Top quality staff voice—air salesman. Married, vet, handle anything. Box 786M, BROADCASTING.

Announcer-dj—14 months experience, would like to locate in midwest, available immediately. Box 782M, BROADCASTING.

DJ-announcer wishes to relocate in southeast. Production minded young, ambitious. Box 790M, BROADCASTING.

Two upstate New York announcers desire move to even larger market. DJ, news, commercials. Box 796M, BROADCASTING.

Announcer-disc Jockey: Want a man with excellent air experience in staff or personal. Must be married. Five full-time years of successful radio broadcasting, ideas, college degree eventually. Will discuss permanency. Box 800M, BROADCASTING.

Veteran sportscaster now accepting assignments for coming football and basketball seasons. Prefer permanent tie-up, but will consider free-lance. Top markets only. Box 802M, BROADCASTING.

Experienced radio announcer, mature, pop show, good news. Excellent voice. Box 807M, BROADCASTING.

Your nite owl man with a flair for the unusual, aloof pitchman — music-man. Cholly "Kricklebrown" Brown at your service. AE, 2-3972. The Bread? One loaf per week. 3841 Trentangely Blvd., Columbus 14, Ohio. Married, 37 years, tapes. Box 810M, BROADCASTING.

Exciting football, basketball, baseball sportscaster-salman, 6 years experience, in person. Basil debolo, 1861 Coldwater Canyon, Beverly Hills, Calif. Crestview 5-4652.


Situated Wanted—(Cont’d)

Announcers


Announcer, 1st phone. $85, no car. Berkshire 7-4731 after 5:00 p.m. Walter Plaskeck, 3219 N. Parkside, Chicago.

Announcer/engineer, with ability to write copy, and experience in sales. 1st class ticket. Will work hard. Prefer north east location. Will do maintenance if necessary. Will travel if necessary. Write to Garfield Bickett, 466 East 146th St., New York, N.Y.


Negro dj. Six years experience, contact Clarence Williams, 113 Reid Avenue, Brooklyn, N.Y.

Top-notch country dj and salesman. Can sell own shows and others. Ten years experience. References. Curley Wilson, 713 8th Ave., Chattanooga, Ohio, or phone Prospect 3-1677.

Technical

Florida opportunity wanted. First phone. Experienced radio, tv, and communications. Box 817M, BROADCASTING.

Chief engineer. Ten years am-fm. Experi- enced to 2 years in transmitter maintenance. Remote control. Wants permanent job with good future. Possibly working into television or management. What do you have to offer? Box 799M, BROADCASTING.


Chief engineer/staff announcer. Available immediately. Box 830M, BROADCASTING.

2nd phone (Also has license) wants work Chicago or vicinity. LA 5-5069.

Situated Wanted—(Cont’d)

Production-Programming, Others

Highly experienced radio/tv copywriter. (Mature, friendly, personable, for Calif., Oregon, Washington, Vancouver area, advertising/consulting area.) Also women's show narrator-specialize food, retail, real estate. National ad agency, department store experience. Box 2605M, BROADCASTING.

Newscaster-announcer. Experienced, all top CBS affiliate spots. Sports. Excellent references, college degree. Prefer west coast. Box 838M, BROADCASTING.

Store-type production manager and idea man required. "Top 40" type show, in West Coast with good music station. $150 minimum, presently $375, 25 years experience. Box 792M, BROADCASTING.

News director desires more challenging position with lively news operation. Authoritative delivery. Resourceful, creative writer. Over decade in radio. Box 797M, BROADCASTING.

Newsmen. Experienced professional. Will be happy as director, reporter or newscaster wherever news is important. Box 783M, BROADCASTING.

Need a quality program director. Manage- ment desires experienced program director for deejay. Presently operations manager New England chain. Box 789M, BROADCASTING.

Qualified young man with proven rating ecology as program director of major major market. Prefer permanent position with proven station. Must have experience. Box 781M, BROADCASTING.

Resourceful newsmen sales ability with station intent upon doing sincere job of salesmanship. Can write, gather, deliver! Aggressive! Married, B.S. Box 773M, BROADCASTING.

TELEVISION

Help Wanted—Management

Proven small market experience in sales management acquired by southern full-power vhf, $5,000 annual salary to man who can qualify. Box 764M, BROADCASTING.

Sales

Experienced tv salesman for Chicago represen- tation. TV, age 25-32. Box 766M, BROADCASTING.

Experienced tv salesman. Opportunity to become sales manager acquired by southern full-power vhf. 5-figure annual salary to man who can qualify. Box 767M, BROADCASTING.

Full power vhf in medium southern market. Full salary, good accounts. Box 763M, BROADCASTING.

TV sales manager to manage national sales 20-22. Send experience and resumes to management. Box 753M, BROADCASTING.

TV salesman. Opening on area sales staff. WISH-TV, Indianapolis. Excellent opportunity for experienced salesman. Mail only, complete details to Joseph E. Lake, Commercial Manager.

New local tv programming creates growth opportunity for stable executive type sales- man. A little radio or tv time sales experience and much ability on your part along with my help and leads to get you started should result in $9,000 to $10,000 commission per year some and more in future. Salary first 6 months. Send resume and photo to Keith M. Oliver, Sales Manager, W21K-TV, Lansing, Michigan.

Announcers

Southeastern vhf interested in announcer with tv experience. Personalities of most quality, must be excellent. Man are looking for is employed happily, but desires to move and improve. Box 871M, BROADCASTING.

Staff tv announcer for San Diego station. Must have good on-camera personality. Hits, chokes, etc., with resume. Write Box 964M, BROADCASTING.

Wanted. On camera announcer with good delivery and ability to handle selling commercials. Station now expanding facilities to cover all north Texas and western Oklahoma. Apply by letter only to T. Hinkle, KXII-TV, Ardmore, Oklahoma.

KQV IN PITTSBURGH

HOTTEST STATION IN THE EAST

Auditioning for all-night man. Fast pace, modern operation. Send tape, air check, photographs and resume to:

Chuck Dougherty, Program Director

KQV

Pittsburgh 19, Pennsylvania

96 BROADCASTING, July 20, 1959
Help Wanted—(Cont’d)

Anouncers

Newscaster—Announcer. Send tape, photo and background. WAFG-TV, Huntsville, Ala.

TELEVISION

Situations Wanted—Sales


Situations Wanted—Production-Programming, Others

Film cameraman experienced in motion pictures (sound and silent) and television for production and editing. Excellent still photographer. Schooling at Kent State U., Ohio and U. of Miami, Coral Gables, Fla. Currently working full-time WMAS-TV and part time WLTX-TV in Michigan. Age 26, will travel. Box 1612 W. Shawnee, Lansing 15, Michigan.

TELEVISION

Anouncers

Proven record of picture news camera for eight years. Currently employed in major three market stations. Sportscaster, commercials, news, newscast MC. Seeking a position that will have opportunity. Box 966M, BROADCASTING.

Experienced radio announcer seeking tv opportunity. Good voice, excellent appearance. Box 786M, BROADCASTING.

TELEVISION

Production-Programming, Others

Production assistant, five years experience large market, desires relocate small market as production manager. Salary open, family, college graduate, highest references. Box 473M, BROADCASTING.

Ty production man, 28 years old, vet. BA, MA, UCLA. Desires position with a future. Box 641M, BROADCASTING.

Writer-producer-director, Practical experience, local, regional, national. Versatile. Box 645M, BROADCASTING.

Production manager and director-switcher. Medium-sized station stresses quality commercial production. Must be reliable, conscientious and able to direct others. Desires an attractive experience required. Box 761M, BROADCASTING.

Wanted for Atlantic states vhf station in major market, a traffic man and a film director. Please send complete resume, references and production picture to Box 773M, BROADCASTING.

Production supervisor. Position opening in long established, south central vhf, CBS basic station. Excellent facilities and staff. Send full details as to experience, salary requirements, references. Must possess leadership, creativity, production know-how, desire to work. Box 784M, BROADCASTING


tv opportunities—Southern VHF

Expansion Program Makes Available These Positions

SALES

Local and regional $5000 guarantee
Radio experience okay

PRODUCTION

Experienced director and Film Editor $100 +

Box 800M, BROADCASTING

ANNOUNCING

Booth and live
Send tape and photo
Radio experience okay

FOR SALE

Equipment

For Sale: 1 Presto-Best recording amplifier with 2 recording mechanisms model 6N. Box 500M, BROADCASTING.


BROADCASTING.

RCA BYT-3B fm transmitter, 3 kw output.
Details. Box 725M, BROADCASTING.

Ampex stereo 320-BSP $1400, 351-SP $1500; 2 Telefunken 7/4M at $270. 2 XM-36 at $300, all like new. Box 711M, BROADCASTING.

Best offer buys: One G.E. type BT-4A 10 kw fm amplifier with several unused output tubes. This unit requires a 3 kw driver. It is in good operating condition. Call Washington, D.C. at ADams 4-0700, Ext. 119A.

Collins 300 G 100/250 watt transmitter complete with antenna tuning unit—Spare tubes. Approximately 1,500 to 1,600 kw. $1250.00 f.o.b., Galesburg, Illinois. Available about October 1st. W8EJ, Ray Beavenour.

Will have available soon for sale one Lehigh 219-foot self supporting tower complete. Also approximately 100 feet of rigid 1/4 coax transmission line. Will be an offer to Marvin Seimes, Chief Engineer, WCNY, 161 Broadway, Newburgh, N.Y.

Western Electric 310-B, mist condition, 10 sets tubes. Western Electric high level modulated transmitter ok for standby. Converted, both equipped remote control. "Wanna Leagin' Pricer' on equipment. Will make an offer. Fred Haney, Jr., WRLW-Radio, Raleigh, N.C., phone Temple 4-6461.

Flashcasting Trans-Lux news sign 61 X 47. Complete remote control equipment. Good working condition. Reasonable. WBRYM, 138 Clinton Avenue South, Rochester 4, N.Y.


Stephens Wireless microphone complete, used, in excellent condition—$250.00. Cambridge Engineering Co., Inc. 215 W. 43rd St., New York, JUdson 6-1420.

Complete radio broadcasting equipment—50 kw. 7, 10, 15, 30, 60, 100 kw, now operating in good condition on 1150 kc. Includes three Blaw Knox self-supporting antenna. 223, 223, and 465 feet high, tower beacon equipment, transmission lines and couplers, monitoring and metering devices. Complete, needed like new. By reason of ill health, all deals will be opened at 2:00 P.M. CST, August 25, 1955. Address inquiries and requests for big forms to Director of Business Affairs, East Baton Rouge Parish School Board, P.O. Box 2950, Baton Rouge, Louisiana.

FM, am, tv transmitters, studio consoles, cameras, everything in broadcast equip.
Call Mr. Chabot, Technical Systems Inc. 12-41 53rd Ave., Long Island City, N.Y.

BROADCASTING, July 20, 1959
FOR SALE
Equipment—(Cont'd)
Immediately available, 30 only, high voltage RF-552C power supplies. Input: 115 volts, AC 60 cycle. Output: 40,000 volts, 50 microamps. 6-15000 volt variable tap. All outputs fully regulated with complete 14 tube regulator. Available for Toledo, Inquiries invited for all or part, Giantview Television Network, 2021 Lavernola Avenue, Ferndale 20, Michigan.

WANTED TO BUY
Stations
Looking for us? We're looking for you. Small market station our goal. West preferred. Considerate and reasonable with your offer. Let us hear from you. Box 627/M, BROADCASTING.

Wanted: Two experienced broadcasters desire to lease or buy small am station in 15-30 kw range. Strictly confidential. Box 742/M, BROADCASTING.

Equipment
1 kw fm and other fm accessories. Write Box 631/M, BROADCASTING.
Tape recorder, professional type, rack mounted or portable. Box 796/M, BROADCASTING.
REL model 791, STL or equivalent. Also Hammurtund R.P. Remote control unit. Box 729, Glendale, California. Used 5 kw am transmitter, must be in good condition. Jim Petty, WGAY, Silver Spring, Maryland.
1-19 kw fm transmitters. TV transmitters any power. am transmitters 5 and 19 kw urgently needed. Equipment. Technical Systems Corp., 1201 63rd Avenue, Long Island City 1, N.Y.

INSTRUCTIONS
F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our 48-page brochure. Grantham School of Electronics, 5123 Gilham Road, Kansas City 9, Missouri.

We prepared. First phone in 6 weeks. Guaranteed instruction. Eikine Radio License School of Atlanta, 1129 Spring St. N.W., Atlanta, Georgia.


F.C.C. license in six weeks. Inexpensive, practical. Resident class Aug 5 & Pathfinder, 510 16th St., Oakland, Calif.

MISCELLANEOUS
Ready for Fall? For discriminating sponsors, order custom radio spots. No jingles. X-J Productions, 2893 Tempehtz Road, Columbus, Ohio.

Qualified consulting engineer, specializing in daytime applications, frequency surrout, power increases, Area west of the Mississippi, Douglas F. Mairicka, 1008 East 16th Avenue, San Mateo, California.

HELP WANTED—SALES

RADIO
Aggressive and "major market experienced"

SALES MANAGER
for fast-rising and fast moving station in Top Ten Market. We've got the product—we have been obtaining tremendous gains in sales—to if you want to make BIG MONEY, send us a resume of your qualifications.

Box 696/M, BROADCASTING

HELP WANTED—(Cont'd)

Technical

SALES ENGINEER AUDIO PRODUCTS
Immediate opening for broadcast engineer experienced in all phases of audio equipment and audio systems. Responsible position in sales office of leading broadcast equipment manufacturer. Limited travel. Complete company benefits. Send complete resume and photo.

Box 602/M, BROADCASTING.

Production-Programming, Others

EXCELLENT OPPORTUNITY
For a program manager in one of the top ten markets at a long established station. Must be fully experienced in modern radio, creative, bright and a good administrator. Must be aggressive, know popular music and be able to build a personality for the station to make it stand out as an independent station among its competitors.

Box 777/M, BROADCASTING

Radio

Nationally known DeeJay TOM EDWARDS is now available Radio and/or TV Phone—Wire—Write
8025 Parmenter Dr., Cleveland 29, Ohio Tlx: 4-6462

Television

HELP WANTED—Technical

WOMAN FOR MERCHANDISING DEPARTMENT!
Woman with extensive knowledge of merchandising needed at once. Must have knowledge of food and drug business and be willing to relocate. Woman needed to be part of 8-person merchandising department. Send resume to Tom McCollum.

WLEE-WXEX-TV
Richmond, Virginia
Continued from Page 92


By Hearing Examiner R. Gifford Irion

Granted petition by Kerrigan Basin Radio Corp. (KROS), Robins, N.M., for leave to extend its application to incorporate facts relating to transfer of control approved by Commission on April 22, record reopened solely for purpose of receiving amended application and reconsideration. Action July 10.

By Hearing Examiner Forest L. McClellan

Scheduled prehearing conference for July 18 and on own motion continued without date hearing scheduled for July 18 in proceeding on an application of Laird Best, Inc. (KAKR), Cedar Rapids, Iowa. Action July 10.


By Acting Chief Hearing Examiner Herbert Sharman


Granted petition by South Coast Best, Co. for dismissal without prejudice of its application for sm facilities in Laguna Beach, Calif. Action July 9.

By Hearing Examiner Elizabeth C. Smith

Granted petition by KHWM Best, Co., respondent, for extension of time from July 9 for filing informal hearing and other pertinent documents forthwith. Action July 9.

President of the Board of Directors of the old application of Harold Lampel for fm facili-

ty in Garden Grove, Calif., and that if prior thereto Commission shall have issued final decision in Redondo Beach proceeding, upon the record then existing, instant proceeding shall be filed two weeks from date of release of final decision and refiled in three weeks from date of filing proposed findings. Action July 9.

By Hearing Examiner Horace Stern

Ordered that briefs of all parties in Boston, Mass. tv ch. 5 remand proceed be filed on or before July 24. (Previous order of April 14 postponed then-scheduled April 20 filing date.) Action July 14.

stations

KAFR

Douglas, Arizona

100 watt daytime: $70,000, with 29% down. Market—copper, cattle, lettuce.

Box 511M, BROADCASTING.

Pacific Northwest Daytimer

Top rated station in good market. 1958 gross, $90,000 with substantial cash flow. 1959 doing even better. $120,000 with 29% down. Excellent terms on balance.

Box 7911M, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT APPROVALS FINANCING

HOWARD S. FRAZIER, INC.

1726 Wisconsin Ave., N.W.
Washington 9, D. C.

runs

WANTED TO BUY

stations

WANTED

radio station in large area. Must have good potential. Will consider any price.

Write: P.O. Box 815,

Bridgeport, Connecticut.

personnel service

FINGER ON THE PULSE

EXPERIENCE

PERSONNEL SERVICE

EXPERIENCED PERSONNEL FOR RADIO AND TELEVISION STATIONS FOR U.S.A. AND OVERSEAS.

Write, phone or wire

PAUL BARON, Manager Broadcast Dept.,

MAUDE LENNOX PERSONNEL SERVICE INC.,

Rockefeller Center—630 Fifth Avenue

New York, 20, New York

Circle 6-2076

RETURN POSTAGE REQUIRED WITH AUDITION TAPE.

miscellaneous

Media Investments Company

6381 Hollywood Blvd.

Los Angeles 28, Calif.

Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.

BROADCASTING, July 30, 1959 (FOR THE RECORD) 99
The Stage Before the First Stage!

America’s major missile launching pads are served directly on land by trucks — and only by trucks. The missile that rides skyward to outer space rides first on a motor truck ... sometimes all the way across the country. A transcontinental ride for such a “mystery” cargo is just what you’d expect in a land where everything you can think of travels by truck ... where the business man, the farmer, the storekeeper, the housewife — everyone depends on truck transport.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

BROADCASTING, July 20, 1959
OUR RESPECTS TO . . .

Lloyd Griffin

Lloyd Griffin’s achievements as an ace salesman and respected executive in radio and television must cause scarcely a ripple of surprise among his old friends at Centralia, Ill.

For seven years at Centralia’s Township High School and at Northwestern U., young Lloyd was a crack debater, participating in state and nationwide competitions. And invariably, Griffin (as his friends still call him) was the president of his school class.

This is the reason why that ability for skilled persuasion and for leading people stood him in good stead in a variety of jobs he has held in broadcasting over the past 29 years—station announcer-salesman, broadcast media buyer, government information administrator, spot advertising salesman, and, finally, in 1949, a partner in Free & Peters, station representative.

The firm name was changed in 1956 to Peters, Griffin, Woodward Inc. to reflect more accurately the contributions of Mr. Griffin, vice president in charge of sales, and Russel Woodward, executive vice president.

Looks the Part • Mr. Griffin projects a formidable image. He is a strikingly tall man (about six feet, three inches), robust of frame, with graying, wavy hair enhancing a general portrait of distinction and solidity. His voice retains the resonance of the trained speaker; his manner is poised, warm and friendly in the tradition of the relaxed and confident salesman.

His friends say Mr. Griffin is still an ardent enthusiast of the Midwest in which he was reared although he is not strictly a native son. Lloyd Griffin was born in Tucson on June 23, 1909, when Arizona was still a territory. But his father brought the family eastward to Centralia when Lloyd was an infant. His father operated a small chain of motion picture theaters and served for a time as mayor of Centralia.

A boyhood experience that Mr. Griffin recalls fondly occurred in 1926 when he was 17. He was chosen, along with 31 other boys from throughout the United States, to attend a Young Men’s Christian Assn. conference designed to work peace in Helsinki, Finland.

“And this really is a small world,” Mr. Griffin comments smilingly, “because one of the other boys, representing Ohio, was Frank Stanton. We’ve been friends ever since.”

Busy Man on Campus • During his high school and college days, Mr. Griffin held an assortment of outside jobs in addition to having an active campus life. In the spring of 1930, when he was a college sophomore, he was engaged to arrange a television exhibit at the university for an experimental tv station. As part of his duties, he served as master of ceremonies on the tv program. An executive of WIBO Chicago (now WIND) was impressed by young Griffin and asked him to join the staff of the radio station.

That initial job while still at Northwestern—a jack-of-all-trades position covering announcing, selling, producing and “even sweeping the floors”—provided the impetus for a life-long career in broadcasting. He received a B.S. degree in speech at Northwestern U. in 1932, and he remained in station work until 1936—with WIBO, WBBM Chicago, WXYZ Detroit, and WLW Cincinnati.

From 1936 until 1943, Mr. Griffin worked the agency side of the street at Knorr-Reeves Adv. Minneapolis. He was media buyer for the General Mills account for two years and in 1938 was promoted to radio director. Mr. Griffin left the agency in 1943 to join the Office of War Information and was assigned to India as deputy director in charge. It was during his OWI tour that he met H. Frederick Peters, then president of Free & Peters. Mr. Peters must have been impressed with the personable Mr. Griffin for he invited him to join the company.

Keeps Moving Eastward • He was assigned to the company’s Chicago office from November 1945 until March 1951 when he was transferred to New York headquarters. Mr. Griffin was appointed a vice president of the company in October 1946 and a director in October 1947. He was elected a partner in 1949.

Mr. Griffin envisages the role of a representative to a station as that of a “builder” in all areas of operation: sales, programming, promotion, research, all carried on by different departments, including the news center for public relations. He is proud particularly of PGW’s emphasis on new business development: During the past several months, the company has been implementing its “Mr. Think Bigly” sales presentation, which is designed to acquaint local brokers, distributors, wholesalers, as well as advertisers and agencies, in local areas, with the value of spot advertising. In 1957-58, PGW conducted a similar nationwide tour of its “A Local Affair” presentation.

“This is the strongest year for spot broadcasting,” Mr. Griffin contends. “We feel that in 1958-59 spot tv has established itself as a principal advertising medium. There is a keener understanding of spot by advertisers—its prestige has grown over the past two years.”

Mr. Griffin believes spot advertising as a whole is in a period of “unparalleled growth,” and PGW’s future is tied in with this general expansion. He notes that PGW’s billing in the first months of 1959 was “the highest in history.” The company maintains eight fully-staffed offices throughout the country.

A Salesman’s Sidelines • Mr. Griffin is president of the Northwestern U. Alumni Club in New York and last month received the silver service award, in recognition of alumni activities, at the university’s commencement exercises. He is a member of the University Club of Chicago; former board member of the Town Club of Scarsdale, N.Y.; the Union League Club of New York, and the Broadcast Pioneers.

Mr. Griffin is married to the former Dorothy Verges of Norfolk, Neb., who was a fellow student at Northwestern. They have two children—Tom, 21, and Valerie, 19—who are students at their parents’ alma mater. The family home is in Scarsdale. Last year Mr. Griffin was again a college student, attending a six-week course for top executives given by Columbia U.

For relaxation, Mr. Griffin enjoys golfing (at the Scarsdale Golf Club) and fishing. His Park Avenue office is decorated with color photographs of breath-taking scenery taken by Mr. Griffin, but he says modestly: “I’m not really a photographer. I just do my best and it usually comes out well.”
EDITORIALS

Quiz answer: Let it out

THE quiz show issue has been resurrected even though quiz shows have declined from their former prominence.

General Sessions Justice Mitchell D. Schweitzer last month ordered the 12,000-word grand jury presentment on the quiz show investigation impounded. Later, because the court's authority had been challenged, he invited parties to file opinions.

(A presentment, the lawyers tell us, is more of a moral than a legal opinion. It is something in between acquittal and indictment. It may allege wrongdoing, but unlike an indictment, does not charge specific persons with crimes.)

The comments of the interested parties were filed last week. As was to be expected, District Attorney Frank S. Hogan insisted the presentment be made public, on the ground that the public has a right to know "the extent to which it has been duped and cheated" and that broadcasters should know the facts. Conversely, two lawyers' associations in New York City supported the permanent impounding and sealing of the document. They argued injustices might be done innocent individuals who, while not named, nevertheless would be easily identifiable because only a few individuals were involved in the allegations of "rigging."

We go along with District Attorney Hogan, albeit not for his reasons. To permanently seal the presentment would be to suppress news. Aside from the improper and probably unconstitutional aspects of suppression, the grand jury's findings inevitably would leak, piecemeal, and would be distorted and emblazoned in headlines, as was the case during last year's "secret" grand jury proceedings.

If there were improprieties, such as the selection of more attractive or telegenic personalities as contestants, it is apparent that there was no gross fraud. If there had been, indictments would have issued from the grand jury instead of the twilight presentment device.

Broadcasters long since have demonstrated their awareness of the problem. The big quiz is virtually non-existent. Moreover, the degree to which networks have recaptured control over programming was attested within the last fortnight by the top tv-radio executives of major advertising agencies in the FCC's programming control proceedings (BROADCASTING, July 13).

Publication of the presentment will provoke headlines. But it would be about last year's purported "scandal." It would blow over. And broadcasters could get back to the business at hand.

Idlewild lesson

IT would be hard to conceive a test that would prove the mass reach of radio and television more conclusively than what happened at New York International Airport a week ago. It was night, and a crippled jetliner, part of its landing gear gone, was circling patiently while ground crews prepared for an emergency landing. As the nervous drama progressed, crowds later estimated officially at 50,000 converged out of the darkness to watch and wait.

There were exactly two ways that people could have known what was going on: radio and television. As the plane with its 113 persons aboard passed back and forth overhead, stations interrupted their regular programs to report first the plight of the craft and, later, to describe the progress of preparations on the ground. There was no other way for people to know and the hour was late; yet 50,000 people were there milling about the airport, spilling out around the runway, when the big jet finally came down, past midnight, in a skillful and successful landing after almost four hours of suspense.

There is no way to prove it, but we venture that radio was responsible for a large part of that crowd—especially car radio, an important segment too often discounted by advertisers. Perhaps it is also worth mention that at least one passenger aboard the stricken plane kept abreast of ground preparations by tuning a portable in his lap. Radio does indeed go with the news.

But if the tense night at Idlewild demonstrated the broadcast media's ability to inform and move people, it also pointed up again the immense responsibilities that broadcasters carry. For the crowds got out of hand, endangering both themselves and the landing of the plane.

There has been no suggestion that the crowd's behavior was the fault of anyone but its members and those whose job is to maintain order. Nor do we know of any sensationalism in station reporting calculated to send people tearing off to Idlewild to see the "show." The mere fact that radio and television have this power, however, must make broadcasters doubly conscientious in using it. They have a responsibility not only to report, but also to do so with careful thought for the consequences.

In an editorial last week the New York Times had this to say: "The broadcasting companies cannot be asked to suppress or play down news of such universal interest. But all broadcasts should certainly warn listeners in the strongest possible terms to keep away from the scene. If this could be a quotable Police Dept. order, so much the better." Except for occasional lapses, the Times has consistently shown a more sensible understanding of radio and television than most of its newspaper contemporaries. In the present instance, we couldn't agree with it more completely.

As long as the need exists

NO better example of radio's usefulness as an instrument of enlightenment can be found than Radio Free Europe, which began its 10th year of broadcasting July 4.

RFE broadcasts "propaganda" in the best sense of the word. Its programs to Iron Curtain countries are intended to give objective presentations of facts as an antidote to the party-line which those people are fed from their own airwaves. However tight the political chains with which they are held, the people of RFE's target countries are the freer in spirit for the information which RFE conveys.

Though we would wish for an end to the need for Radio Free Europe, we are grateful for its presence as long as the need exists.
Today... as for the last 31 years...

**Guarantee**

Every advertiser receives the same rate for equal schedule and facilities

**RADIO**
KSTP
50,000 WATTS
MINNEAPOLIS • ST. PAUL
KOBO AM-TV
Albuquerque, New Mexico

**TELEVISION**
TELEVISION CHANNEL 5
Basic NBC Affiliate
W-GTO AM
Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives
KMBC FILLS NEWS GAP IN KANSAS CITY PRESS STRIKE
Acts Immediately and Vigorously... Dynamic Difference of KMBC News Service Wins Tremendous Public Acclaim!

Service Included 192 Weekly KMBC Newscasts... 21,600 Twice-Daily Print-Bulletins in America's 17th Market During Ten Newspaperless Days

It was 8 p.m. Thursday, June 18, when strike-vote decided Kansas City would not have any daily newspaper on Friday. KMBC immediately beefed up its expert news staff. As KMB-C TV newscasting was expanded, starting Friday morning, to 192 full-scale newscasts per week. Friday afternoon, 300 Yellow Cab signs designed, printed and installed in six hours—told all Kansas City that KMBC was the place to get news. Emergency production of condensed news-bulletins began flowing off KMBC mimeographs. Taxi and messengers stood by to rush each edition to hotels, restaurants, Athletics' stadium, Starlight municipal theatre, civic club meetings—all free, all eagerly grabbed by a grateful public—thirteen editions in eight days—21,600 daily print bulletins—proving again what Kansas City knows: In news, in emergencies, it is KMBC that SERVES.

Pre-planned and immediately effective action by KMBC AM-TV in filling the news void brought immediate, enthusiastic public response. It made possible complete awareness of local, regional, national and international events by everyone in the huge coverage area of KMBC-TV, KMBC and bonus-station KFRM which serves all of Kansas. This was done without divestiture. It is regularly scheduled programs—KMBC AM and TV audiences enjoyed all of their favorite TV shows, all of their refreshing hours of the Top 10,000 Tunes, just as they always do, every day!

News Chief Dorsey
In 20th Year at KMBC

KMBC AM-TV's crack news staff, headed by veteran news chief Claude Dorsey, this month marking his 20th year with KMBC, has become noted for award-winning radio-TV journalism. "It's lively coverage—getting there first with responsible, accurate reporting," says Dorsey, "that leads to scoops. This is why our scoops just seem to happen—without any need for hurried incompleteness, inaccuracy or sensationalism."

To locally originated news programing has recently been added a series of hour-long TV documentaries examining in depth such historic events as the Berlin crisis and the Russian Revolution.

Local news is supplemented by news of national and worldwide significance streaming into KMBC AM-TV newscasts at the rate of 200,000 words daily from United Press International and Associated Press—plus films and wirephotos—and by 15 daily network reports and commentaries and internationally famous news figures as John Daly, Edward P. Morgan, John W. Vandercook and Paul Harvey. News is where you find it, and KMBC finds it at home and throughout the world, reports it promptly, accurately and frequently to an avidly news-conscious audience of nearly four million people! Excellent news programing and unmatched audience coverage in America's 17th largest market account for KMBC AM-TV TOPularity... and for the terrific sales results experienced by advertisers using time within the KMBC news structure.

KMBC News Staff
Makes Scoops a Habit

During the November strike of Trans-World Airlines machinists, the KMBC news staff's diligence and reputation for responsible reporting enabled KMBC-KFRM to broadcast exclusive coverage of a secret meeting of union and TWA officials, to report it before the meeting even became known to other media, and subsequently to "scoop" all other media on the strike's conclusion.

Recent Cuban revolution was literally and forcefully "brought home" to KMBC AM-TV audiences through exclusive pictures of, and interviews with the head of Kansas City's own "26th of July" movement set up here by Fidel Castro to assume responsibility for the Kansas City Cuban consulate.

In January, KMBC AM-TV news staff gave the only complete coverage of the tense moments before, during and after the emergency belly-landing of TWA Constellation at nearby Olathe Naval Base. The coverage occupied more than two hours of radio and TV time and included personal interviews reported over the only available open line and supplemented by on-scene photographs for telecasts.

Local Features Build Audiences

"Driver-Scoops", a KMBC exclusive, reminds rush-hour motorists of careless driving hazards, awards cash to observed careful drivers, renders a welcome service to KMBC listener on the move.

KMBC "Weather-Scoops", by constant contact with the U.S. Weather Bureau, broadcasts up-to-the-minute news coverage twice each hour—keeps its vast audience forewarned of dangerous weather conditions, tornado threats.

KMBC "Baseball Scoreboard", hourly on the half-hour, 1:30-11:30 p.m., gives major league baseball scores quickly, completely, keeps fans tuned to KMBC AM.

Check your Peters-Griffin "Colonel" now for full facts and sales-boosting availabilities on KMBC-KFRM and KMBC-TV news programs.