Congress wants a peek at that tv quiz 'scandal' file
King-size spots: that's the radio advertisers' choice
Equal time bill modified, but passes another barrier
Harris comes up with plan for super-allocation board

BUMPER CROP FOR KBOX*

*now number two in Dallas — May-June Hooper

KBOX
THE BALABAN STATION
in tempo with the times
WIL WKBX WRIP
St. Louis Dallas Milwaukee
JOHN T. BOX, Jr., Managing Director

National Sales by
Robert T. Eastman & Co., Inc.
NO MATTER WHAT IT IS . . .

MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

Whether it's early evening watching the 6:20 Markets* or mid-evening—quality programming results in more viewers.

No matter what time it is right now, call your Katz man. Ask to see the February-March ARB which proves why KVTV is the best buy in Sioux City.

*The 6:20 markets with Warren Kester Livestock Foundation Reporter is part of the popular 6-6:30 News, Weather, Sports and Markets. The news is edited and prepared by KVTV’s local and Washington News Staff, the largest news staff in any TV station in Northern Iowa.
Improves with age

WJIM Radio

Now celebrating our Silver Anniversary...

25 years of continuous service to Greater Lansing
DIVERSIFIED ECONOMY in the WGAL-TV coverage area results from a well-balanced combination of industry, commerce and agriculture. Advertise on WGAL-TV to reach all 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.

Representative: The MEEKER Company, Inc. · New York · Chicago · Los Angeles · San Francisco

BROADCASTING, August 3, 1959
Won't happen fast • Nothing is going to happen on new drop-ins in two-station markets anytime soon. FCC met last Monday to tackle task but wound up with no formal staff instructions. When FCC reconvenes after Labor Day, it will have new studies to consider on basis of 150 mile co-channel separations (as against 170 mile minimum) and 40 mile adjacent channel spacing (as against 60 mile standard) in perhaps four markets (Providence, Louisville, Kalamazoo-Grand Rapids and Syracuse).

FCC has pondered interim deviations from standards in hope of providing third network opportunities in underserved markets but "high costs" in multiple station shifts and degrading effect upon existing service has caused it to take pause. Absence of two commissioners (Craven, who left last Wednesday for Geneva, and Hyde, who departs in fall for same International Radio Conference) may cause further delays since FCC would be loath to move on sensitive allocation matters without full strength.

Bartell expansion • With its acquisition of WOW New York and expansion in TV in Caribbean, Bartell Broadcasters Inc. shortly will follow lead of several other multiple owners with public stock issue but will retain control. Announcement expected to follow mid-August formal transfer of WOW which was acquired for $1,434,908. Bartell brothers, plus station managers and other key executives, met in New York last weekend. Only absentee was eldest brother, David, now volunteer deputy county attorney of Pima County (Tucson). Other Bartell stations: WOKY Milwaukee, WYDE Birmingham, KCBQ San Diego, KYA-AM-FM San Francisco, WAKE Atlanta.

Gerald Bartell, president, last week closed transactions for new TV stations in Curacao and Aruba, Netherland Antilles, with target dates of Dec. 10 and Jan. 1, 1960, respectively, under 25-year exclusive contracts. This is in addition to station being constructed in Fort au Prince, Haiti, with J. Elroy McCaw, owner of WINS New York, now under construction with Nov. 16 target date. Contract with Haitian government is for 10 years.

Service concept • Suggestion that NBC Radio ought to switch from traditional network concept to "service" type of operation, with affiliates (or subscribers) paying straight fees and accepting or rejecting programming as they wish, was aired at private meeting of half-dozen NBC key affiliates last week as advance reports had indicated [Closed CIRCUIT, July 27]. Discussion was based on contention that program soundness depends on financial soundness, that networks are depressing overall radio price structure and should get out of selling end but should be compensated on some basis — formulas derived from minute rates have been mentioned frequently in past—that would guarantee them fair. Last week's meeting, held Wednesday and Thursday in St. Louis, came up with no definite proposal, but further exchanges could lead to one.

While often-advanced idea of networks converting to service operations was most spectacular topic on St. Louis agenda, participants indicated discussions covered wide range including radio-TV sales, programming and opera- tion problems. Two-day session was looked on as "a management meeting" which might become annual event. Present were Harold Grams, KSD-AM-TV St. Louis, Jack Harris, KPBC-AM-TV Houston, and Edwin Wheeler, WWJ-AM-TV Detroit, all on NBC-TV Affiliates Committee and who discussed with others areas to be considered at meeting of that committee later this month, and George Conne, WTMJ-AM-TV Milwaukee, Jack DeWitt, WSM-AM-TV Nashville, and Bill Bates, WDAF-AM-TV Kansas City.

Less 'Stardust' • NBC Radio's "Stardust" programming of five-minute entertainment vignettes every hour — 17 per day Monday through Friday (at 25 minutes past the hour), plus weekend inserts — is slated for cutback Aug. 14 and with it come changes in selling pattern. On that date L&M Cigarettes' sponsorship of network portions of "Stardust" runs out and all segments that lie in station time will revert to affiliates. There are 10 of these per day across board. NBC plans to continue "Stardust" segments that fall in network time, totaling seven daily plus weekends, but they'll be entirely for network sale. In past, network and affiliates have both had availabilities within each five-minute segment, whether in network or station time.

Coffee break • Strength of Pan-American Coffee Bureau's spot TV campaign to promote stronger coffee brewing in U.S. (and to parry tea growers' drive) will depend upon how well coffee bean growers kick in. Bureau's goal is $4 million and so far it falls short. Last ad budget was estimated $1 million. Account is handled by BBDO New York.

General Cigar Co. through Young & Rubicam has contracted for The Deputy, starring Henry Fonda on NBC-TV Saturday 9-9:30 p.m. beginning this fall, sharing sponsorship with Kellogg, through Leo Burnett Co. Remington-Rand (shavers) has signed with CBS-TV for co-sponsorship of The Circus, one-time spectacular in December through Y&R.

Pandora's box • FCC is bucking efforts to give it jurisdiction over community antennas as proposed in several pending bills. At meeting last week with Nick Zapple, Senate communications specialist, FCC lawyers argued: (1) Catv is wired service with common carrier connotations, whereas legislation would bring it under broadcast provi- sions, thus combining video and broadcasting. (2) If this is done protest provision would apply and open way for economic injury complaints by telecasters against any of some 500 catv's. It would open floodgates on hearings. These views will be reflected in comments to be filed with Senate Commerce Committee this week.

Renewals pend • Odd situation where- by two Chicago network outlets have been operating since Dec. 1 without license renewals has raised slight hubbub in city's newspaper radio-TV columns. Facts are these: FCC hasn't acted on NBC stations' licenses because it hasn't resolved complaint by AFTRA that NBC had cutback on WNBA (TV) live origins and also because of radio applications from west coast involving WMIA-AM-TV of Los Angeles and WMAQ-AM/FM of Chicago. FCC hasn't acted on CBS' renewals (WBBM-AM-FM-TV) because of pendancy of allegations of improperness by Tex McCrary in St. Louis ch. 11 case — brought out during House Oversight hearings.

News & Sec. 315 • Widespread reports that such programs as NBC's Meet the Press and CBS' Face the Nation would go by boards if Senate version of Sec. 315 amendment banning panel shows becomes law were scotched last week. These programs, in fact, are "news interviews" rather than "panel discussions." In each program, news men fire questions on interview basis at some national or international figure. Thus they are similar to news conferences (President Eisenhower's seances, for example) rather than panel discussions.
KRON is TV in SF

San Franciscans are sold on KRON-TV

PARTICIPATIONS AVAILABLE!
"PEOPLE'S COURT"
SUNDAY, 5:00-5:30 PM

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD
WEEK IN BRIEF

The small account gives more than profit • Growing up with the small account, facing the challenges inherent in the marketing and advertising of the new product with the limited budget, usually reaps the agency much greater returns than a mere dollar profit on billings. At least that’s the theory of one former big-agency, big-account executive, based on his experiences running his own agency. Jack W. Runyon, San Francisco, tells the story in this week’s MONDAY MEMO. Page 21.

Tv quiz ‘scandal’ exhumed • Rep. Oren Harris (D-Ark.) and Sen. Warren G. Magnuson (D-Wash.) plan to conduct investigations of the allegations of fraud (rigging and coaching of contestants) which produced a field day last fall for headline-hungry newspapers when the New York grand jury probed television quiz shows. Both seek to unlock the sealed grand jury presentment. Page 37.

Beeline to Higbee • Broadcasting industry’s “$64,000 Challenge” under auspices of Radio Advertising Bureau will provide test of radio’s ability to sell department store items. Page 42.

Networks’ $300 millions • Tv network time billing in first six months of this year goes over the $300 million mark, represents 9.3% gain. Similar percentage hike scored in June. Page 44.

Nikita wields whip • ABC-TV victim of Russian Premier’s wrath following telecast of tape-recorded interview with Vice President Nixon. Page 49.

Public service “must” • Harper’s editor says over 500 readers endorse a proposal that radio-tv stations be forced to feed a kitty to finance public service programs in prime time. Page 58.

Ungagging Sec. 315 • Senate passes bill granting newscast exemption from equal-time provision in move to relieve broadcasters from historic yoke; House action due next. FCC issues order putting time limit on equal-time appeals and placing burden of proof on petitioner. Page 62.

Option time adherents speak • Early comments on FCC rulemaking proposal from ABC and ABC-TV and CBS-TV affiliates’ groups oppose reduction in ‘by network option time, generally agree (except ABC) to other changes. Station Representatives Assn. goes along with FCC proposal on option time, but wants its own version too. Page 66.

King of the kilocycles? • Super frequency board proposed by Rep. Harris would control entire spectrum, make allocations between government and non-government. He also suggests establishment of government administrator to oversee government assignments and continuance of FCC for non-government supervision. Page 68.

FCC asks off hook • FCC tells Senate Antitrust Subcommittee it does not have competence to serve as watchdog on telecasting of professional team sports in resumed hearings on antitrust exemptions; threat of radio-tv blackout still hangs over broadcasters. Page 74.
... It's a fact. The Lansing metro area is now ranked 69th nationally. (SRDS — MAY, 1959)

WHAT'S THAT MEAN IN MONEY?

Take FOOD SALES for example.
Last year $90,681,000 was spent in the market on this item alone!

Yes, the Lansing market is BIG ... and to serve it best, buy ...

*Population

Lansing's Stable AND GROWING Economy is Based on Industry, Education and Government
Six of seven homes now have tv sets

Six out of seven U.S. households (86.3%) had at least one television set in May 1959, according to report being issued today (Aug. 3) by Advertising Research Foundation from data compiled in conjunction with Census Bureau’s current population survey.

This total of 44,462,000 tv homes compares with 41,924,000 reported by Census Bureau as of January 1958. Homes with more than one television set increased from 3,417,000 to 4,400,000 in same period, bringing total tv sets in U.S. households to 49.3 million. From standpoint of people, ARF said almost 154 million were members of tv homes as of last May.

ARF noted that May total of tv households was more than 12 million above figure for June 1955 when ARF started this series of continuing reports. Multiple-set households in May almost equalled total tv homes found by 1950 census.

Latest report was underwritten by ABC, CBS-TV, NAB, NBC and TVB. Currently being circulated to ARF subscribers, it includes breakdowns for areas inside and outside standard metropolitan areas, urban and rural residence, type of household, size of household, census geographic regions and divisions, and Nielsen tv index territories, plus technical appendix. Copies may be ordered from ARF, 3 East 54th St., New York 22, at $5 each.

Sports tv blackout impractical—Johnson

Senate Antitrust Subcommittee completed four days of sports hearings Friday (July 31) with testimony from former Sen. Edwin C. Johnson (D-Colo.) that baseball tv blackout should not be allowed "anywhere, anyplace at anytime." Sen. Johnson, at one time president of the Class A Western League, said 75-mile radio-tv blackout (as proposed in S 616) is not practical and would violate public interest.

He proposed amendment specifying that radio-tv contracts fall under antitrust laws and that two-thirds of revenue from major league broadcasting would be allocated to minors and other purposes other than benefit of major league club owners. "I am convinced that the only relief professional baseball can give its minor league clubs is compensating cash payments to cover losses occasioned by the telecasting of major league games in minor league territory," Sen. Johnson said.

Branch Rickey, honorary board chairman of Pittsburgh Pirates, told committee everything from air conditioning to automobiles, in addition to tv, have contributed to minor's demise in recent years.

Sen. William Langer (R-N.D.), outspoken foe of pay tv, Friday offered amendment to two bills exempting professional sports from antitrust laws under consideration (see earlier story, page 74) which would prohibit any professional team sport from entering into pay tv agreement. He sponsored same amendment last year and is author of bill banning pay tv.

ABC-TV Chicago meet

ABC-TV's midwest affiliates meeting in Chicago drew 133 station and promotion managers Thursday and Friday who rallied to call by network executives that 1959-60 will prove "critical one" for ABC-TV in attempt to overtake CBS-TV and NBC-TV. On basis of private reactions, affiliates enthusiastically supported fall programming plans and promised extensive promotional support. Decision to take over 10:30-11 p.m. period, station option time, and plans for daytime programming encountered no strong negative reaction, nor did co-op advertising among stations emerge as issue. Affiliates generally agreed, unofficially, that ABC-TV has made considerable progress in programs and ratings since similar meeting last year and they seemed prepared to afford clearances where needed.

Tv gets last films of pre-'48 vintage

Sale of 185 20th Century-Fox pre-1948 feature films to National Telefilm Assoc., New York, is being announced today (Aug. 3) by Harold Goldman, president of NTA International, which distributes features for parent company. Price was estimated to be approximately $12 million.

Disposition of 185 features is said to deplete Fox's library of salable motion pictures and is reported to be final product of pre-1948 vintage to be available to tv. NTA and Fox entered into basic agreement in October 1956 but Fox had option not to accept NTA's offer for films as Fox released them to tv. Since that date, NTA has acquired total of 423 features (including final group) at total price of about $32 million, plus additional compensation based on sales to tv.

Harris asks N.Y. court for tv quiz report

Affidavit presented Friday (July 31) to New York General Sessions Court seeking release of minutes of 1958 grand jury investigation of quiz programs to House Legislative Oversight Subcommittee (earlier story, page 37). Signed by Subcommittee Chairman Oren Harris (D-Ark.), affidavit said requested information would be "of immense aid" to House body in carrying out announced investigation of quiz shows.

Judge Irwin Davidson, former member of Congress, accepted presentation in absence of Judge Mitchell D. Schweitzer, who ordered grand jury report sealed. Secret report was not mentioned in House affidavits. Judge Schweitzer is on vacation until September but there was speculation Friday he would return to act on Harris motion in next few days. New York District Attorney Frank Hogan told court he continues on page 10
AT DEADLINE
CONTINUED from page 9

had no objection to subcommittee request for grand jury minutes.
Harris' affidavit spelled out legal authority of subcommittee to obtain desired proceedings. He said information received by Oversight "provides a substantial basis for the suspicion that, in many cases, selected contestants on these shows were given answers to questions and 'coached' prior to their appearance before the television cameras." Rep. Harris told court if this is true, American public has been "fraudulently induced to watch these programs to the enormous profit of tv producers and the sponsors of tv programs."
Congressman said one objective of investigation is to discover why no action has been taken by FCC and FTC "to prevent a recurrence of said practices and to inform the American people of the existence of the alleged fraud."

Rep. Harris specified that subcommittee plans to hold own hearings at undetermined future date and "it is extraordinarily important to the conduct of our hearings that we be assured of complete and true information before a hearing is held. . . . It would provide us with a means of adequately judging the veracity and completeness of the information given to our investigators . . . and to secure information and names of persons involved in questioned shows not readily obtainable elsewhere."

Richard Goodwin, subcommittee attorney assigned to case, said Friday he had not contacted any principals involved. In addition to producers and contestants of shows involved, it is known advertising agencies and sponsors also appeared with records before grand jury.

Defense comes dear

Thurman Whiteside is estimated to have spent over $100,000 for his defense battle in 14-week Whiteside-Mack conspiracy trial, according to Associated Press dispatch. Miami lawyer has paid every cent of expenses of every witness called in his defense, said Mr. Whiteside's lawyer, former Circuit Judge Richard M. Hunt. Mr. Whiteside and ex-FCC Comm. Richard A. Mack were charged with conspiracy in Miami ch. 10 case. Trial ended with hung jury. Retrial is scheduled Nov. 3.

- Business briefly
- Terry Candy Co., Elizabeth, N.J., which recently appointed Weiss & Gel- ler, N.Y., for broadcast and print advertising, in September will start saturation spot tv drive for three products. "Freez-a-Pop" (new liquid pops in six-packs sold in supermarkets for home freezing) to increase production for campaign starting in Florida and Georgia and moving west to Texas and California. Saturation minute spot schedules and children's shows will be used. Start of cooler weather in New England and eastern markets will mark start of campaign directed to housewives for chocolate covered mints. Lovenest candy bar also will use saturation tv spots in continuing market by market move with number of spots varying with size of markets. Radio spots are proposed in markets where competitive products have taken tv time.
- Webcor Inc. (tape recorders, phonographs), Chicago, is considering re-entry into radio, chiefly in Chicago area, to push 1959-60 line. Notwithstanding limited budget, company may allocate $10,000-$12,000 for local program sponsorship or announcements.

WEEK'S HEADLINERS

ALFRED L. HOLLENDER, vp in charge of television with Grey Adv., N.Y., promoted to executive vp with area responsibility for tv, marketing services, production, finance and branch office operations. Mr. Hollender is second executive vp at Grey, joining Herbert D. Straus, who will devote full time to supervision of client contact and creative services. Mr. Hollender has been with Grey for six years.

JAMES G. COMINOS appointed vp in charge of tv-radio programming, and JAMES L. ISHAM vp in charge of creative services with Needham, Louis & Broby, Chicago, as part of realignment dividing functions at agency. Mr. Cominos will concentrate primarily on broadcast program creation and development, and Mr. Isham on copy, art and tv-radio creative operations, now consolidated. JOHN SCOTT KECK, vp and director of radio programming, will assist Mr. Cominos.

ARTHUR M. SWIFT named manager and director of sales of WTCN-AM-TV Minneapolis-St. Paul. Acting manager of WTCN Radio since January, Mr. Swift had been general sales manager of WOOD-AM-TV Grand Rapids, Mich., for nine years. Both stations are owned by Time Inc.

WALTER PATTERSON, formerly manager of WKHM Jackson, Mich., appointed executive vp and general manager of Knorr Bestg, Corp. and Knorr affiliated stations. In addition to WKHM these are: WKMH-AM-FM Detroit-Dearborn, WKMF Flint, WSAM-AM-FM Saginaw-Bay City and WELL Battle Creek, all Michigan. Mr. Patterson first joined Knorr in 1946 as sales manager of WKMH. In 1954 he acquired interests in WHAR Clarksburg and WKYR Keyser, both West Virginia, and, later, WTRX Bellaire, Ohio (which he sold), and returned to WKHM early this year. EDWIN R. HUSE, formerly account executive with WXYZ-TV Detroit, named to succeed him and appointed vp of Jackson Bestg. and Tv Corp.

THOMAS J. SWAFFORD, general manager of WCBS-AM-FM New York, appointed vp and general manager of WCAU-AM-FM Philadelphia, both CBS-owned, succeeding JOSEPH T. CONNOLLY, who will be reassigned after recuperating from major surgery. (Mr. Connolly underwent operation for brain tumor July 22.) Prior to joining WCBS as general manager in June 1958, Mr. Swafford was account executive for four years with CBS Radio Spot Sales, N.Y. Previously he was eastern sales manager with KNX Los Angeles-Columbia Pacific Radio Network.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

BROADCASTING, August 3, 1959
Only KFDM-TV Gives You
all of Texas' 4th market, with over
750,000 prosperous buyers in the oil,
chemical and industry-rich Gulf Coast Hot Spot...

Sign-on to Noon
Noon to 6 P.M.
6 P.M. to Midnight
Sign-on to Sign-off...
and 18 of the
Top 20 Shows
ARB, April-May, 1959

This map, prepared by Gulf Oil Corporation and used with
their permission, does not represent an endorsement of any product
or service whatsoever.

C. B. Locke, Executive Vice President
& General Manager
Mott Johnson, Sales & Operations Manager
Peters-Griffin-Woodward, Inc.

1 Dallas-Fort Worth
2 Houston
3 San Antonio
4 BEAUMONT-
PORT ARTHUR-
ORANGE
5 El Paso
6 Corpus Christi
ZIV's NEW IMPACT SERIES!

Stories that UNMASK THE MEN who run ORGANIZED CRIME!

"THIS MAN"

SELLING FAST COAST TO COAST!

BOUGHT BY:

- AMERICAN TOBACCO IN BUFFALO, BEAUMONT, ST. LOUIS, PEORIA AND SEVEN OTHER MARKETS
- HOOD DAIRY PRODUCTS EXCLUSIVELY THROUGHOUT CONNECTICUT, MASSACHUSETTS, NEW HAMPSHIRE, VERMONT, RHODE ISLAND AND MAINE
- WIEDEMANN BREWING CO. IN CINCINNATI, DAYTON, COLUMBUS, OHIO AND INDIANAPOLIS
- DOW BREWING IN WATERTOWN AND BUFFALO
- ANHEUSER-BUSCH IN ST. LOUIS

- WSM-TV—NASHVILLE
- WSJV-TV—SOUTH BEND-ELKHART
- KFYR-TV—BISMARCK
- WDSU-TV—NEW ORLEANS
- KGNC-TV—WICHITA FALLS
- WTVP-TV—DECATUR, ILL

AND OTHERS
DAWSON

starring

KEITH ANDES

AS COL. FRANK DAWSON,
Chief of Law Enforcement
"Book Match Advertising Sparks WSOCTV SALES 3 DIFFERENT WAYS"

writes C. George Henderson, executive vice president and general sales manager, WSOCTV Broadcasting Co., Charlotte, N.C.

"We're sold on book match advertising as an excellent medium for building our 'corporate image' as well as for specific jobs on special promotions. We use 'Diamensionized' book match advertising three ways: (1) as direct mail to time buyers and agencies, (2) as reminder advertising left on all local sales calls, (3) as institutional advertising placed in our lobby, at the press club and at civic luncheons.

"Our most recent order was prompted by the completion of our sparkling new million dollar home with the most modern telecasting facilities available anywhere. When we want everyone to know, we use book match advertising."

A recent survey audited by a C.P.A. firm, Seovell, Wellington & Company, proved that prospects not only read but welcomed WSOCTV's book match advertising. 85% of the respondents receiving the direct mail book matches requested to continue receiving the mailings.

"Diamensionized" book match advertising gives your sales message new 3-dimensional power, new magnitude and new penetration. It delivers your advertising message at low cost-per-reader. Diamond Counselors are professionally trained to design book match programs tailored to your needs.

For a folder describing modern "Diamensionized" book match advertising, write on your business letterhead to

Book Match Advertising Dept.
DIAMOND MATCH Division of Diamond Gardner Corp.
125-T Paridon St., Springfield, Mass.
A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(August)

AUGUST

Aug. 3—Comments due on FCC proposal to revise television network rules including cutting down on option time, counting straddle programs as options, and title of network. Commission requests that comments also refer to same revisions in radio network rules. Docket No. 12,859. Postponed from June 23.

Aug. 4—ABC TV regional promotion meeting with affiliates, Sheridan-Dallas Hotel, Dallas.


Aug. 6—Television Information Committee and three subcommittees, Waldorf-Astoria Hotel, New York.

Aug. 7—Flora Ann of Broadcasters, Tides Hotel, Haddington Beach.

Aug. 16-18—Georgia Assn. of Broadcasters, summer meeting, Jekyll Island.

Aug. 16-18—Georgia AP Broadcasters, Jekyll Island.

Aug. 18—19—National Assn. of Educational Broadcasters (radio station managers), University of Wisconsin, Madison. Among 11 scheduled sessions: role of educational radio as educational-communications service agency; how NAEB can implement educational radio; future relationships between NAEB and National Education TV & Radio Center; grant-in-aid programs; future of NAEB radio network service; radio programming in the future; legal problems, legislation and FCC relations; international relations involving NAEB and stations, present and future of fm development; public relations and promotion.

Aug. 18-21—Western Electronic Show & Convention (Westcon), 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. Corporate meeting at Fairmont, Aug. 19.

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

Aug. 21-23—Arkansas Broadcasters Assn., Arlington Hotel, Hot Springs. Howard H. Bell, NAB, will conduct educational clinic.

Aug. 23-24—UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine 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—Comments due on FCC’s proposal to revise Secs. 1.212-1.218 establishing two classes of interworking proceedings, with one involving “special consideration” in which all ex parte representations would be barred. Docket No. 12,947, Aug. 24-28—American Bar Assn., annual meeting, The Americana, Miami Beach, Fla.


Aug. 25-29—Ninth annual meeting, Assn. for Education in Journalism, U. of Oregon. Speakers include Dr. F. Stanton, president; Alan Nevin, author-historian; James A. Barnett, Purcell Corp. vice president; Mitchell V. Charney, U. of Minnesota.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comm. Frederick W. Ford and Howard H. Bell, NAB assistant to president, will speak.

Aug. 29—Mississippi Broadcasters Assn. sales management conference, Heidelberg Hotel, Jackson.

Aug. 29—Ohio 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, KICO 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. 11-13—Southwest stereo/hfi show, Shamrock-Hilton Hotel, Houston, Tex.

Sept. 12—AP Broadcasters of Ohio, Columbus.

Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17—Ann. of National Advertisers sales promotion workshop at Hotel Sheraton-Exit, New York. Program on “Incentive selling methods” to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.


Sept. 18-20—Southwest stereo/hfi show, Hotel Auditorium, Dallas, Tex.


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.


OCTOBER

Oct. 4-6—AFA 7th District convention, Roosevelt Hotel, New Orleans, La.

Oct. 5-9—Society of Motion Picture & Television Engineers convention, New York, N.Y.

DATEBOOK

KJE0-TV

TOP OF THE LADDER

For the ABC network in Fresno, KJE0-TV, the aggressive station in the west's aggressive market

KJE0-TV

TOP OF THE LADDER

station for more spot and program best buys via quarter hour leadership soon to sign-off over both of the other Fresno stations.

KJE0-TV

top of the ladder way to reach Central California's cities from Metropolis Fresno, alone with 352,000 population and a net annual income of $597,000,000.

KJE0-TV

top of the ladder way to reach a super rich sales market (69th in population, but 62nd in retail sales!)

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W. O. Edholm — Commercial Manager
See your H-R representative
NOW!

REDUCED RASTER FEATURE on CONRAC UTILITY MONITORS!

Improved versions of the Conrac “CF”, “CK” and “CL” series utility monitors now being delivered include an important improvement—raster size reduction. This feature, previously available only on the most expensive monitors, permits operation at reduced picture size—showing all four corners—by simply changing two connections.

Of particular interest to present users of Conrac Monitors is the fact that this new feature can be easily incorporated in any 70” Conrac Monitor manufactured since 1951. This includes all CB, CF, CK and CL models. Modification kit with complete instructions is available at nominal cost. Write for complete information.

Conrac manufactures a complete line of monochrome monitors from 8 to 27 inches, the CH21B Color Monitor and an Audio-Video Receiver.

CONRAC, INC. Makers of Fine Fleetwood Home Television Systems

Dept. K Glendora, California

Telephone: Covina, California, EDgewood 5-0541

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. 12-15—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sher- man, Chicago, with expectation of 10,000 attendance and some 2,000 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. Deoerter and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 15-18—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. 22-23—Kentucky Broadcasters Assn., fall meeting, Phoenix Hotel, Lexington.


NAB FALL CONFERENCES


Oct. 19-20—Sheraton Hotel, Chicago.

Oct. 22-23—Somerset 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.

RADIO ADVERTISING BUREAU REGIONAL MANAGEMENT CONFERENCES

Sept. 2-3—Princeton Inn, Princeton, N.J.


Sept. 14-15—Postie Yeda Inn, Ponte Vedra Beach, Fla.


Sept. 21-22—Mark Thomas Inn, Monterey, Calif.

Sept. 24-25—Harvest House of Boulder, Colo.

Sept. 28-29—The Villa Moderne, Deerfield, Ill.

Three For All
your program needs—sports, children's, religious—with this sponsor-right combination of SESAC's Special Series Programs.

Perfect for pre-game warm-ups, half-time, scoreboard shows and post game highlights. 13-quarter-hour shows packed with all the drama of the gridiron. Over 100 band selections included in this exciting program package... music you can use over and over in your daily programming. $49.50

26 quarter-hour script shows that will take your younger listeners on a musical tour of mythical Melody Land. Informative, educational and entertaining. Over 150 selections of popular classical favorites comprise this series. Dealer aids available on request. $49.50

52 five minute religious sermonettes suitable for scheduling throughout the year. Ideal for sign-on, sign-off or noonday offering. You'll receive almost 100, three or four minute non-denominational selections that are integrated with a short interfaith devotional—perfect religious programming. $29.50

By buying the "Three For All" combination package, you'll receive SESAC's all-new Jingles and Station Promotions disc as a special bonus... all modern "big band" arrangements including themes, station promotions, time and weather jingles and commercial intros... ranging from ten seconds to one minute.

- Entire package including bonus Jingles and Promotions disc—$125.00—Sold on an outright basis

Series may be purchased separately

USE THIS HANDY COUPON—NOW

SESAC INC.

BROADCASTING, August 3, 1959
MORE THAN MEETS THE EYE! A new depth study of major proportions* has put New York viewing audiences under the microscope... to determine how they “feel” about the television stations they watch, and whether these feelings influence their attitude and response to advertisers’ commercials.

You've always known channel 2 has New York’s biggest audiences. Now, the study reveals its audiences are also the most responsive. Six hundred New Yorkers were asked 25 searching questions in a series of projective tests. In sum, the answers show that

"They have more worthwhile programs which I really look forward to, and watch with interest."

Six hundred New Yorkers were asked, if they overheard the statement above, which channel "most likely" was being referred to.

WCBS-TV received 38% more "most likely" votes than all six other channels combined!

WCBS-TV channel 2... 58%
Network channel B... 30%
Network channel C... 4%
Non-network channel W... 1%
Non-network channel X... 1%
Non-network channel Y... 1%
Non-network channel Z... 5%

This question is only one of the 25 contained in the study.
New Yorkers have far more trust and confidence in channel 2—and in the products advertised on channel 2! The study notes that viewers look to WCBS-TV in “expectation of more respected and more reliable brands and product information.”

Obviously, there’s more to 2 than meets the eye. If you’re marketing a product or service in the nation’s number one market, get yourself a copy of the findings of this eye-opening new depth study, by writing or calling New York’s number one television station: CBS Owned channel 2, represented by CBS Television Spot Sales WCBS-TV.

*Conducted by the Institute for Motivational Research, Inc. in association with Market Planning Corporation, an affiliate of McCann-Erickson, Inc.*
this is

progress

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

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

the TAFT
radio and television stations

Knoxville, Tenn.
Birmingham, Ala.
Lexington, Ky.
Columbus, Ohio
Cincinnati, Ohio

WKRC-TV Cincinnati, O.
WTVN-TV Columbus, O.
WBIR-TV Knoxville, Tenn.
WBRC-TV Birmingham, Ala.
WKYT-TV Lexington, Ky.

Sales Office: Radio Cincinnati

BROADCASTING, August 3, 1959
The small account gives more than profit

Challenges, whether large or small, are what keep us interested in our job. Very recently I had occasion to face one of these challenges.

Most of my life, during my association with national agencies, the account had sizable appropriations. This particular challenge, a small wine account, had anything but that. No fault of anyone’s, but like so many accounts continually popping up day in and day out, this one seemed to have the potential backed by solid management and a sales force that enjoyed getting behind a product with the enthusiasm so necessary in the field.

Every business has to start, so the smaller babies need special care in infancy just as the larger ones originally had.

The Profit Theory • I’ve been in agencies, where in one fell swoop, they resigned as many as six small accounts at one time. “Not profitable—can’t pay their way.” Granted, the one who gave this command was extremely successful in the advertising business and possibly he was right at the time in what he was doing. But strangely enough, after his death, the new owners today would love to have about four of those rejected accounts from a billing standpoint.

Actually they are just as important, or should be, as any of the larger accounts. After all, every business had to start and somebody had to raise the baby and do all the dirty work.

For this they receive the satisfaction of growing up with their account—knowing its problems thoroughly and sharing in the pleasure of good sales achievements.

This latter experience happened to the Runyon Agency and it was most pleasant. We started with, first, the principle that the product must be right before any advertising. Then sufficient and correct distribution, good-marketing-merchandising and the right kind of advertising to fit the total picture. Our clients, Dino and Pete Barengo, who jointly produce and sell Barengo Wines (California wines), saw one of their new red table wines (Vino Mio) gradually being accepted in several cities in the state of Nevada. This was true in spite of very strong competition from several well-known national wines in the same price structure.

Necessary Groundwork • After several agency-client sessions, and a consumer test of Vino Mio by the agency in the San Francisco area (a rough wine market), we were convinced of consumer acceptance of the product, but we had several other problems to overcome before breaking with any sort of a campaign. These were, namely, standardization problems in the packaging, need of point-of-sale material and the need of additional distribution of Vino Mio to warrant the type of campaign we really thought would fit the pattern.

Labels lacked color effectiveness we hoped for, but since there was more than a sufficient supply already in stock, it was necessary and only practical to live with what we had on hand. However, we brightened the scene with client approval by redesigning and brightening our very effective new point-of-sale pieces, being careful to conform and not hurt our over-all standardization effect. The new look also went up on Scotch-Lite highway painted bulletins throughout Nevada.

Radio spots, the backbone of our contemplated campaign, had to be good—not just average. We, the agency, knew the feeling we wanted but we were limited cost-wise. We had experimented with a singing jingle we liked very much. It told the entire story pleasantly and was one which upon testing we found would be retentive after proper usage. In almost any area there is competition with national jingles produced by top artists and talent—therefore if we were to spend our dollars in radio time competing with same, why waste good time and money with an amateurish jingle?

Decision for Quality • We didn’t, thanks to the client for seeing it our way, even though at the time it seemed way out of line in comparison to a small budget. In order to have an expensive but correct jingle much juggling had to be done in the planned saturation spot radio campaign. This hurt for the moment, but we had to start within the budget.

Unfinished distribution of the product soon filled out with the attractive new point-of-sale pieces aiding the client’s sales force. The product was right. Spot purchases in Nevada cities were carefully planned for one-minute and 30-second spots, approximately 296 per week with Reno stations carrying the load. Adjacencies were carefully watched throughout the spot buying.

With our house in order and living up to our pattern, our one-month campaign on Vino Mio started. On June 30 our campaign finished. Results? Sales increased 500% in one month over total sales for the entire sales period last year, with sales still showing up even in excess of this figure since the close of the campaign.

Advertising-wise the account may not be the most profitable to the agency, but we have shown our client results, and this will ultimately result in more new business for the agency. Already there are indications of just this.

Jack W. Runyon was formerly with Lord & Thomas, Buchanan Co., Ted Bates, Biow, Beirn Toigo as manager for 10½ years in Los Angeles and for the last three years vice president in charge of the Los Angeles region of Kenyon & Eckhardt, before finally fulfilling a lifetime urge to own his own shop in San Francisco, his birthplace. In his 30 years in the agency business, Mr. Runyon has spent considerable time in radio and television as writer and producer and supervisor of many top national shows. At about the halfway mark in his career, Mr. Runyon changed over to the more general phases of advertising and in recent years, in addition to other duties, supervised all Pepsi-Cola advertising in the western part of the U.S. The Pepsi-Cola Bottling Co. of San Francisco followed Runyon’s move to his own agency as did Belfast Beverages and several other accounts. The Runyons, including their four children, live in Hillsborough, Calif.
According to the latest Nielsen Station Index for the Rochester Area, March 15-April 11, 1959, CHANNEL 10 consistently delivers a larger total number of TV Homes WHEREVER both stations can be viewed!

Of quarter-hours delivering more than 80,000 hours

**CHANNEL 10** has **30**

**CHANNEL "B"** has **17**

Of shows delivering more than 80,000 homes

**CHANNEL 10** has **11**

**CHANNEL "B"** has **5**

**CHANNEL 10** has nine out of the Top Ten favorite shows in Rochester

and in total average

Share of audience

**CHANNEL 10** has 52%

**CHANNEL "B"** has 46.9%

*REAL COVERAGE* means the total number of homes delivered anywhere within the entire Rochester Marketing Area.

---

**PLAYBACK**

**QUOTES WORTH REPEATING**

**Stick to the price you're worth**

Nothing sticks in a time buyer's craw more than to discover that a competing national account is getting a better break in rates for the same commercial time, Ed Fitzgerald, chief time-buyer of J. Walter Thompson Co., Chicago, told the Iowa Tall Corn Network at its annual meeting. Discussing the Iowa market, he laid it right on the line with these comments:

Are you prepared to be 100% fair to national accounts on rates? The AAAA contract says “The station represents that the time rate named in this contract is the lowest rate made by the station for like broadcasts at the time this contract is entered into.” Stations are asked to sign this, and to me, it’s more than fine print.

Nothing sticks a buyer more than finding a competitor is buying comparable time cheaper.

Who cares where it was bought—from Clinton (Iowa) or New York. Buying from Clinton can be just an accounting book transfer. The point is, account men don’t understand why Chevy could ever out-buy Ford. Their reaction is: “If radio men themselves can’t decide what their medium is worth, we’ll find a medium that can.” And they do. And radio loses another customer.

Solve this one! We cannot knowingly recommend less than the best investment for our clients' dollars.

... Who's going to be the first to fully allocate local selling costs?

 Doesn’t local selling involve entertainment, travel, some production and writing, paperwork, constant servicing, overhead and executive time? Does this come free? Is local selling cheaper than national selling? Please let us know. At least this would be a valid business reason for rate differentials. Also, it’s a legal defense in price discrimination cases. In the meantime, don’t ask us to shortchange a client...

---

**OPEN MIKE**

Tv weather symbols

EDITOR:

...we were quite interested in your recent feature on Weatherscript (page 102, July 13). The idea of standardization of weather symbols for television weather presentations is an excellent one and we hope that it will find ready acceptance in the industry.

We thought Norman Hagen [public information coordinator, U.S. Weather
Now...tv's 2 greatest audience appeals combine in 1 great show!
SHOTGUN SLADE
STARRING
SCOTT BRADY

Pre-Sold in 28 markets, 17 states, to Ballantine Beer
Set your sights for the big audience—with TV’s “detective on horseback.” SHOTGUN SLADE headlines rugged Scott Brady as a man who tames the West’s wildest badmen—and women! Here’s your chance to hit the “top 10” with both barrels... roaring adventure, thrill-a-minute mystery. This series sells on sight, so shoot us a call today!
Bureau) would be interested, too, to learn that for four years our television weatherman, Bruce Caldwell (who is an accredited meteorologist) has been using many of these symbols (high pressure, showers, low pressure, thunderstorms, snow, hurricanes and direction of movement). Bruce tells me that he writes in the words fog or rain as he describes the condition audio-wise; and used lines for fronts, rather than a particular indication of certain kind of front, with audio accompanying this too.

Edna K. Hanna
Sales Promotion Mgr.
KOMO-TV Seattle, Wash.

AFA, NAB and Washington

EDITOR:

In your issue of June 15, you have an editorial entitled “Wise Move.” This refers to the Advertising Federation of America’s decision to move its headquarters to Washington.

I believe that AFA should have a Washington office but its main office should be elsewhere.

Of course, you think that NAB is right in making its headquarters in Washington but to my way of thinking NAB might be stronger and serve its members better if it had a branch office in Washington, to take care of Washington matters, and its main office in some other city, New York, Chicago, or any other place. Perhaps, then, broadcasters would have fewer problems on the Washington front.

This does not mean I feel Washington is unimportant . . . NAB and AFA should have offices in Washington, but not their main offices.

Edgar Kobak
Business Consultant
New York

Doesn’t oppose Sec. 315

EDITOR:

. . . It pleases me to point out that, despite the generalizing your publication does, not all broadcasters hold Sec. 315 of the rules to be objectionable. Let it be understood (simply because I’m belligerently independent) that network officers and the NAB leadership (and they are about interchangeable) do not speak at least for WCSR Hillsdale, the smallest of them all.

As I have indicated to my Senators (Hart and McNamara) this station has no objections at all to balanced, fair newscasting. During a campaign, we’ll be happy to cover all political ideas that might help develop our society in freedom.

One notion of Jefferson’s still seems to me a good one: give the public all the ideas and they are likely to choose a good one to live by. For me, there is

Another thriller-diller from WJRT—

“All fours, Ponsonby?”

“Stop hounding me, Chief.
I’m making like WJRT—the single-station way to pounce on Flint, Lansing, Saginaw and Bay City.”

Time-buyers’ best friend: WJRT, the easiest way known to round up Flint, Lansing, Saginaw and Bay City. And the most efficient way, for this single-station buy reaches all four mid-Michigan metropolitan areas with a grade “A” or better signal. No more hit and miss propositions! WJRT puts you on location with penetration from within.

If your market includes Flint, Lansing, Saginaw and Bay City, WJRT’s single-station approach is your corner. Try it on for size. See how success becomes you in mid-Michigan.

WJRT

CHANNEL 12

FLINT

ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit • Boston • San Francisco • Atlanta
Nielsen Reports:

WLW RADIO AUDIENCE
UP-UP-UP-UP!

It's the most spectacular Radio news today—the WLW RADIO AUDIENCE GAIN IN ONE YEAR!

All reports from all sources show that WLW audience is way up! Bigger and better-than-ever!

This sensational audience gain has been the direct result of two important WLW factors:
1. NEW WLW PROGRAMMING — including:

**GREAT MUSIC** — Programs of the finest music of all ages, broadcast day and night.

**EXTENSIVE NEWS COVERAGE** — from the WLW COMEX (Communications Exchange), broadcasting’s most comprehensive news facilities.

**RADAR WEATHER REPORTS** — WLW was the first Station to install Radar Weather Reporting System.

**HELICOPTER TRAFFIC REPORTS** — Broadcast direct to motorists from a helicopter during rush hours, giving complete traffic and road conditions.

**PUBLIC SERVICE** — a vast variety of public service programs and activities on the local, state, and national levels.

2. NEW WLW HIGHEST FIDELITY TRANSMISSION

An exclusive new AM transmission system, developed by Crosley Broadcasting engineers, has made WLW unquestionably the “World’s Highest Fidelity Radio Station” — the result of 3 years work and ¼ of a million dollars. So this great new programming and amazing new Highest Fidelity transmission has greatly increased the WLW audience . . . and, thereby, greatly increased advertisers’ returns.

So call your WLW Representative; you’ll be glad you did!

World’s HIGHEST FIDELITY Radio Station

. . . with audience among top 10 in America

One of the 6 dynamic WLW stations

Crosley Broadcasting Corporation, a division of Arco
no necessity for the powerful of the broadcast industry to choose one idea as theirs and allow one as a somewhat respectable opposition, then say that's all we Americans shall have. . . .

This little peanut-whistle, with more local interpretative-background-editorial news than any other station probably in the U.S., will at all times behave as if Sec. 315 were in force. We'll constantly feel the urgency to keep balance in a free society.

Russell W. Holcomb
Managing Editor
WBSE Hillsdale, Mich.

Peters, Griffin, Woodward
New York

Station expenses, profits


George C. Biggar
WLK DeKalb, Ill.

. . . please forward . . . one copy . . .
Frederick K. McClafferty
N. W. Ayer & Son
New York

. . . send me a reprint . . .
Charles M. Ferguson
KPLI (FM) Riverside, Calif.

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 $12.00. Include $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.

FOR 35 YEARS
No. 1 IN THE
Roanoke Market!

WDBJ has been on the air in Roanoke, Virginia continuously since 1924. In every audience survey ever made in those 35 years, WDBJ has always proved to be first in coverage and audience.

We look forward to serving even better in the future our long list of loyal national advertisers who demand the best in radio promotion.

Ray P. Jordan
V. P. Broadcasting
Times-World Corporation

DEADLINE!

MAD BOMBER!

An open letter leads to the discovery and capture of the ‘Mad Bomber’!

— The New York Journal American

ONE OF 39 EXCITING EPISODES!

DISTRIBUTED BY
FLAMINGO TELEFILM SALES, INC.
221 W. 57 ST. • N. Y. 19, N. Y. • 10 7040

Broadcasting, August 3, 1959
5 tallest towers

east of the mississippi

INCLUDING THE TALLEST MAN MADE STRUCTURE IN THE WORLD
DESIGNED, FABRICATED AND ERECTED BY KIMCO

Erection has begun on the new tower for WGAN-TV,
Portland, Maine—the world’s tallest man-made structure
—there’s nothing taller . . . buildings or towers!
When completed, this tower will give Kline the distinction of
having furnished the 5 tallest towers east of the Mississippi.

KIMCO EMPHASIZES THREE THINGS:
(1) their reputation as a supplier
(2) quality of their product
(3) their ability to give service
These factors have played a tremendous
part in KIMCO’s success.

our greatest assets are
our satisfied customers

If you want to go up, up up—call Kimco the tall tower people

KLINE IRON & STEEL CO.
KIMCO TOWERS FOR THE BROADCASTING INDUSTRY
Dept. T. P. O. Box 1013, Phone ALpine 4-0301 Columbia, S. C.
To
The PGW Colonel
of 1959

Among all the PGW Colonels, you have made the year’s most notable growth—not only in your contribution to our company, but to the stations, agencies and advertisers we serve.

We hereby acknowledge our pride in your outstanding sales accomplishments, in your important and effective teamwork, and in your efforts to create new business for the stations we represent.

We salute you
The PGW Colonel of 1959

[Signatures]
THE PGW COLONEL SAYS:

"Good selling is a fine art with us."

Some people believe salesmen are born. We know differently. It takes hard work, selfless interest and real devotion to turn out a pro.

The "Colonel of the Year" is our most coveted award at PGW because we believe that the salesman who contributes the most to the growth and development of himself, his company and the stations we represent should be recognized and rewarded handsomely. Don’t you?

Peter, Griffin, Woodward, Inc.

Pioneer Station Representatives Since 1932

New York Chicago Detroit Hollywood

Atlanta Dallas Ft. Worth San Francisco
OUR NEWS IS HOTTEST

Hottest news in WBT's area is the success of WBT's news programs.

They outdraw the so-called “music and news” stations' newscasts by 98% more listeners mornings, 91% more afternoons and 137% more at night.\(^a\)

Seven news gatherers cruising in seven two-way radio equipped cars join with CBS' honored news staff to provide Carolinians with the most complete radio news service in the nation's 24th largest radio market.\(^b\)

Let us make sales news for your product. Call CBS Radio Spot Sales for a WBT news schedule.

\(^a\) Pulse 25 county area 1959 (March)
\(^b\) A. C. Nielsen Co.

BROADCASTING CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING, August 3, 1959
Imbued with the spirit of classic simplicity; exercising consummate artistry in living gracefully; striving for an exquisite balance of past and present...a “metropolitan” personality.
... our own horn, that is ... but we feel justified!
Once again KSLA-TV has captured "top honors"
with NINE of the TOP TEN shows...
NINETEEN of the TOP TWENTY ... TWENTY-EIGHT of the TOP THIRTY with a
weekly audience of 58.4% mornings, 71.9%
afternoons and 64.9% nighttime.*

KSLA-TV has always kept pace with audience
demands by programming imaginatively ... creating fresh, new local shows and talent ... and
operating full power with a clean, clear picture.

It takes all this and more to capture and hold
loyal audiences day after day ... week after week
... and in our case year after year!

If you're not already convinced, call in your
Harrington, Righter and Parsons man for
the complete story on what makes KSLA-TV
the advertising buy in Shreveport!

*ARB- April 17 - May 14, '59
CONGRESS QUIZZING ON TV QUIZZES

Both commerce committees initiate steps to get look at sealed minutes of N.Y. grand jury, but may have wait until September.

Harris: Was medium used for fraudulent advertising schemes?

The chairmen of the powerful commerce committees of the House and Senate last week acted separately to exhume last fall's television quiz show "scandal" which a New York judge buried following presentment by a grand jury.

Rep. Oren Harris (D-Ark.), chairman of the House Committee on Interstate and Foreign Commerce and of its Legislative Oversight subcommittee, said Thursday that subcommittee counsel was to go before a New York court last Friday (see AT DEADLINE) with a petition and affidavit to seek unlocking of the sealed grand jury minutes. Should this move fail, he indicated, subcommittee has sufficient information to push its probe, although it would be slowed.

"It is a matter of intense and paramount federal interest that nationwide media of mass communication not be used for perpetrating fraudulent advertising schemes on the public," Rep. Harris said.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, which has primary legislative concern over communications matters, wrote New York District Attorney Frank S. Hogan early last week requesting information on the proper steps to be taken to secure access to the grand jury findings "and any other material that has been developed." Later in the week Mr. Hogan's office said it would tell Sen. Magnuson that only the judge who sealed the grand jury presentment could act to disclose that information.

Quick Action, but When? • Neither Rep. Harris nor Sen. Magnuson would confirm how soon witnesses might be called and public hearings commence, if at all—depending on what the grand jury findings might disclose, and other developments. Sen. Magnuson's letter to District Attorney Hogan, however, indicated "quick" action would be needed to meet Congress' deadline if remedial legislation were found to be required.

But it appeared that a ruling on unlocking of the grand jury presentment may not be made at least until September. Judge Mitchell D. Schweitzer of New York General Sessions Court, who sealed the grand jury file, is reported away for the month of August and will not resume court until September.

The grand jury investigation, which centered on charges that certain TV quiz shows were rigged and contestants coached on their answers to the questions, produced several weeks of big-headline bait for newspaper readers across the nation (BROADCASTING, Sept. 1, 1958, et seq.).

One Out of Many • The moves by Messrs. Magnuson and Harris heap still another probe upon the much-investigated broadcasting profession and again could involve Madison Avenue representatives from independent producers and network officials to agency executives and advertisers.

They had warned the witness chair only last month during one phase of FCC's overall probe of network television programming (BROADCASTING, July 13).

Sen. Magnuson said the House subcommittee move "doesn't overlap with us in any way." He said it would be "fine" if the House group obtained the grand jury report since it would then be available to both Congressional committees.

Sen. Magnuson's letter to District Attorney Hogan, dated last Monday (July 27), recalled that the Senate Commerce Committee "has been con-
ducting an overall inquiry into the various phases of the operations of the television industry." It enclosed a copy of the June 26, 1957, staff report, "Television Network Practices," which had been circulated "to the various government agencies for their comment and recommendations and which would guide the Committee in determining what legislative action was necessary."

The Waiting Game • The Magnuson letter continued: "Last year when the allegations concerning the quiz shows were brought to my attention, a preliminary study revealed that your [Hogan's] office was conducting an extensive investigations and submitting data to the grand jury. Before proceeding with any hearings at that time, I thought it best to await the results of your inquiry with the hope that whatever material you developed could become available to this Committee.

"It appears to me that this entire problem is so closely connected with the public interest that it may be necessary to take corrective action. The first session of the 86th Congress is rapidly drawing to a close and whatever legislative action is to be taken must be done quickly."

Line Forms to Right • At the time

Sen. Magnuson wrote his letter to District Attorney Hogan, two counsels of the Harris subcommittee already were in Mr. Hogan's office to learn what steps to take to obtain the grand jury file. They were the subcommittee's chief counsel, Robert Lishman, and Richard Goodwin, former clerk to Supreme Court Justice Felix Frankfurter, who recently joined the subcommittee. Mr. Goodwin remained in New York all week.

Mr. Lishman felt, based on facts at hand, there is "an excellent chance" a public hearing will be held.


Hands Off, Eyes On • Rep. Harris said his first information on the tv quiz scandal was developed the latter part of last year but he did not feel he could pursue it without interfering with the grand jury. The developments were watched "very closely," he said, and investigation work was intensified during the last few weeks.

The House Commerce Committee chairman said he has received "many complaints" about the tv quiz show situation. He said his subcommittee's hearing does not hinge on actually getting the grand jury material since it has enough information to proceed on its own.

In a news statement prepared for Friday release (July 31), Rep. Harris said, "The great attraction of television quiz shows was the spectacle of the unknown genius whose wizardry and intellect baffled the nation. The winners on these shows became national folk heroes, and their daily activities were followed on the front pages of the nation's newspapers.

"These programs attracted immense viewing audiences, resulting in large profits to producers and sponsors. We now have information leading us to suspect that contestants on some of the shows were coached and given answers in order to enhance their audience appeal."

Bigger Than Both of Us • He continued: "If this is true, then the American people have been defrauded on a large scale. It is a matter of intense and paramount federal interest that nationwide media of mass communication not be used for perpetrating fraudulent advertising schemes on the public. We have followed for the past year with great interest the investigations of the New York Grand Jury. However, we believe that the problem is essentially a national one and a proper concern of the federal government."

Rep. Harris promised legislative action to curb frauds if they are disclosed.

It was fun (and so profitable) while it lasted....

One year ago on an otherwise quiet August weekend a very successful television quiz property called Doto was silently blotted out of CBS-TV and NBC-TV lineups.

Sponsor Colgate-Palmolive Co., agency Ted Bates Inc., packager Frank Cooper Assoc. and the network met all inquiries with a cryptic "no comment," but the incident refused to evaporate.

All that was to wash down the drain and disappear was the lush $100,000-bonanza of two dozen quiz shows then going on the three networks (a few have survived). Down the drain, too, were to go quiz show ratings, through some pollsitters disagreed.

All that was to remain was the dregs of allegations and countercharges—to be spooned through and through for repeated newspaper exposes and subsequent grand jury attention.

Colgate eventually broke silence and said its action stemmed from an affidavit submitted by a contestant—later identified as Edward Hilgemeier Jr., an actor and part-time butler, who also complained to FCC and alleged the program had been rigged to favor another contestant (BROADCASTING, Sept. 1, 1958).

Whirlpool Widens • Doto was not to suffer alone. Quickly swept up in the maelstrom was NBC-TV's Twenty-One, packaged by Barry & Enright Productions. $50,000-winner Herbert Stempel, 50, alleged he had been fed the winning answers. Then Rev. Charles E. Jackson of Tullahomah, Tenn., claimed he was briefed on answers for $64,000 Challenge, on CBS-TV that summer.

In all cases the fix charges were vigorously denied by packagers, agencies and networks. They cooperated fully in the investigations, the District Attorney's office said.

Into September as the allegations swirled faster and the District Attorney's office moved closer to the grand jury probe, quiz show sponsors grew nervous, reconsidered and some subsequently withdrew or switched to other program vehicles.

Even to be counted among the eventual sponsorship casualties: CBS-TV's $64,000 Question, the show which started the big quiz boom in 1955 and boosted Revlon sales from $33.6 million in 1954 to $51.6 million in 1955 and $85.7 million in 1956.

The grand jury presentment was made to the court earlier this year and immediately sealed amid loud pleas for its disclosure from the jury foreman, the assistant district attorney who prepared the case and the daily press (PROGRAMMING, June 15). The only indictment to ensue involved Albert Freedman, a Twenty-One producer, who was charged with perjury by another grand jury after denying he had furnished answers to quiz contestants.

And despite it all, the quiz show survives, as the fall network schedules disclose: ABC-TV—Who Do You Trust, Music Bingo; CBS-TV—Top Dollar, Big Payoff, Name That Tune; NBC-TV—Tic Tac Dough, Dough Re Me and Treasure Hunt. Most are daytime...
In the first six months of 1959, WMAQ Radio's local sales were 33.6% ahead of the same period last year. And the month of June not only proved to be 57.3% greater than June of last year, but the biggest month in WMAQ's entire 37-year history! Big talk like this is possible because WMAQ Radio gets action for its advertisers...buying action from Chicago's adult audiences. For your authoritative voice in Chicago, talk big on... WMAQ

NBC Owned 670 in Chicago Sold by NBC Spot Sales
ONE MINUTE SPOT IS KING IN RADIO
RAB finds 68.7% of a million-spot sample run 60 seconds

Brand advertisers in spot radio use the one-minute announcement the most frequently.

In radio programming, the five-minute length is the most favored—it represents more than half of all radio programs sold.

These are the main findings of a new Radio Advertising Bureau analysis of nearly a million radio announcements and about 43,000 programs. Covered were time purchases by more than 1,100 brand advertisers which used the spot radio medium in the first quarter.

Other Forms Too • The one-minute spot by far was the commercial receiving the most frequent use. RAB listed 68.7% of the commercials as 60 seconds long. Other lengths with percentages: 6-second radio spot (15%), 10-second spot (6.1%), 20-second commercial (3.5%), 30-second spot (3.5%) and 3-second commercial (3.2%)

RAB reported that the high percentage of 3- and 6-second categories, not common to most radio spot campaigns, primarily reflected heavy timebuying activity of Chock Full O‘ Nuts (3-second time signals) and Sinclair Gasoline (6-second “quickie” safety message).

As to program buys, 54.5% of purchases made in the first quarter were five-minute shows, 20.7% were for 15-minute forms, 16.7% for more than 15 minutes while 8.1% were 10-minute shows.

Radio buyers prefer specific ad ideas

Prospective radio advertisers prefer to hear specific campaign ideas and frequently will accept them with little or no modification, says Radio Advertising Bureau, New York, which last week added this dimension to its selling at the national level.

RAB’s national sales staff, which has been developing actual dollars-and-cents salesmanship for three years, will now include an actual radio proposal with every presentation, instead of trying to sell general concepts in the use of the medium.

Carole Agate, former agency timebuyer at Lawrence C. Gumbinner, New York, has joined RAB’s national sales staff to assist in choosing markets and times for the tests.

In announcing the new sales approach, Kevin B. Sweeney, RAB president, said: “We will be selling eight out of nine times is tests—from two to six markets. However, occasionally the advertisers will leap right into a coast-to-coast buy.” Cited as examples: “an airline which is considering both a spot and network radio campaign, and a household product manufacterer that is expected to make a nationwide buy involving personality programs.”

Cut for all

Here comes Schick Inc., maker of electric shavers. Starting in the fall the advertiser, which has set a record-breaking $3 million budget to be spent over a 13-week period, will be in every medium including television. The agency: Benton & Bowles, New York.

Spokesmen for Schick said the budget was “fluid” but that tv would get a substantial slice of the $3 million. Already being formed: plans to buy segments of the 90-minute specials Revlon will slot in the Thursday, 9:30-11 p.m. period on CBS-TV. Other money will go into spot television. (Revlon represents the largest single voting block (22%) among Schick’s stock owners and has representation on the board. (Revlon itself experienced phenomenal growth through use of tv.)

Timebuying series

Radio and Television Executives Society of New York has announced that its 1959-60 Timebuying & Selling Seminar luncheons will start Nov. 10 on a full series of 16 weekly sessions. Seminar chairman R. David Kimble of Grey Adv. said the sessions will be held at Hotel Lexington in New York each Tuesday starting at 12:15 p.m.

Business briefly

Time sales

• Corning Glass Works, Corning, N.Y., as part of an intensified campaign in television this fall, has signed for a 64-market spot tv effort and for ABC-TV’s Alaskans, Cheyenne and Sugarfoot-Bronco shows plus segments of NBC-TV’s Five Fingers and CBS-TV’s Line-up programs, providing the company with a Saturday through Wednesday exposure. Agency: N.W. Ayer & Son, N.Y. and Phila.

• National Telefilm Assoc., N.Y., announced purchase of its Grand Jury tv series by the D-X Sunray Oil Co., Tulsa, Okla., which will sponsor the series in 44 midwest markets, starting Jan. 1,
WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.

WTHI-TV

CHANNEL 10 • CBS—ABC

TERRE HAUTE
INDIANA

Represented Nationally by Bolling Co.
Hold it, MR. TIMEBUYER!

Have you seen the latest HOOPER (July) in Seattle?
- Cutie (KQDE) NOW OUTRATES ALL THREE 50,000 watt stations...and is practically tied for 2nd place. (July, HOOPER, 7 a.m.-6 p.m.)
- KQDE has one rate—locally and nationally.
- KQDE gives you the lowest cost per M in greater Seattle.
- Its 1000 watts, full-time on 910 kc, covers all of Seattle's 400,000 radio homes.
- KQDE is affiliated with KQTV - Everett, Wash., the #1 station in a wealthy 250,000 market.

1960. Also reported was the renewal by Anheuser-Busch Inc. of NTA's U.S. Marshal in 93 markets. Agencies are Potts-Woodbury Adv., Kansas City (D-X Sunray), and D'Arcy Adv., St. Louis (Anheuser-Busch).
- Structo Mfg. Co. (children's toys, models), Freeport, Ill., buys participations on CBS-TV's Captain Kangaroo and syndicated Ding Dong School series in 100 cities, each for 13 weeks starting Sept. 14. Radio-spot announcements will be distributed to local dealers as part of a heavy merchandising campaign. Agency: Erwin Wasey, Ruthrauff & Ryan, Chicago.
- A.S.R. Products Corp. (razors and surgical blades), N.Y., through Kenyon & Eckhardt there, will be alternate-week sponsor of World Championship Golf, (NBC-TV Sun., 4:30-5:30 p.m.) beginning Oct. 11. Top pros will compete for a total of $171,000 in prize money on various courses on the weekly film show hosted by Bob Crosby. It will occupy part of the time slot formerly allotted to Omnibus.
- W.A. Scheaffer Pen Co., N.Y., signs for a special, Give My Regards to Broadway, to star Jimmy Durante, on NBC-TV, Sunday, 8-9 p.m. on Dec. 6. Agency: BBDO, N.Y.
- The entire regular season schedule of the New York Giants football team schedule will be broadcast by CBS Radio.

Keep Your Eye on The Higbee Co. • The Cleveland department store next month starts one of the most widely-publicized "tests" to measure the effectiveness of radio advertising in selling department store items. Behind it is the Radio Advertising Bureau, which announced the Higbee selection last week for the broadcast industry's "$64,000 Challenge." The project got its name when the bureau's President Kevin B. Sweeney more than a year ago (May 1958) openly invited a department store to push sales items via radio with partial RAB financing on ground rules laid down by the bureau. The Sweeney challenge was made before a National Retail Merchants Assn. sales promotion convention. Mr. Sweeney offered up to $64,000 to a store to take part in a year-long experiment.

The RAB conditions were: the store must do at least $30 million in yearly sales (Higbee is in the $50 million bracket), RAB will be permitted to select broadcast times, write copy, have voice in selecting items, access to results of all advertising and rights to publish them after the year's campaign. For these conditions, RAB offered to put up $2 for every $1 spent by the store.

The project will be directed by Marc Jonas, sales promotion director, The Higbee Co., and Miles David, a RAB vice president. Wyse Adv., Cleveland, Higbee's agency, will place the campaign.

In above photo: One of the proposed jingles is played by (l. to r.) Mr. Sweeney; E.K. Hoffman, vice president and general manager of The Higbee Co.; Mr. Jonas, and Marc Wyse, president of the agency bearing his name.
A “BUMPER CROP”
WE DIDN’T “PLANT”!

Would that all ads were this simple and beautiful! We ran a bumper strip promotion a while back, and the response was substantial. But little did we realize what a “depth reaction” we had achieved until this unsolicited picture arrived in the mail. No pious pronouncements from us about these youngsters being future WWDC customers for you. We’ll let the photo—and the spirit that prompted it—speak for itself. We add only this—as well as being Washington, D.C.’s #1 radio station (May Pulse), we are now “the mike behind the bike”!

Radio Washington

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
throughout New York state and New England this fall under the co-sponsorship of P. Ballantine & Sons, Newark, N.J., and General Cigar Co. (White Owls), N.Y.: Agencies: William Eyst for Ballantine, Young & Rubicam for General Cigar.

- Miles Labs Inc., Elkhart, Ind., has ordered nine alternate-week-quarter-hour segments on eight daytime NBC-TV shows, to run through July 1960. The orders, five of them new, were placed in behalf of One-A-Day Vitamins, Alka-Seltzer and Bactine. Agency: Wade Adv., Chicago.

- American Red Ball Transit Co., Indianapolis, in its first network radio campaign, will sponsor the Tuesday and Thursday segments of the 5:30-5:35 p.m. news program featuring Frank Edwards, starting Aug. 31. The program marks Mr. Edwards' return to MBS on a full-time basis. Agency: Ruben Adv., Indianapolis.

- Perma-lift (foundation garments), Chicago, buys a one-hour Parisian fashion show for use on two CBS owned stations, KNXT (TV) Los Angeles and WBBM-TV Chicago, for showing some-time after Sept. 1. The film also is being offered by CBS Television Film Sales to other markets, including New York. Agency: A. Stein & Co., Chicago.

- U.S. Brewers Foundation, N.Y., in its second network purchase of the year, will sponsor a 90-minute special by NBC-TV Sept. 22 (9-10 p.m. EDT). Program is titled A Toast To Jerome Kern. Music Corp of America will produce. Brewers Foundation agency: J. Walter Thompson Co., N.Y.

Agency Appointments

- Procter & Gamble Inc., Cincinnati, reassigns Fluffo shortening from Tatham-Laird, Chicago, to Benton & Bowles, N.Y., on Sept. 1. Both agencies are in the P&G family. Tatham-Laird is P&G's agency for Mr. Clean and American Family soap and detergents. B&B's lineup for P&G includes Ivory Snow, Tide, Zest, Crest, Prell and Charmin paper products.

- Young & Rubicam's Caracas, Venezuela, office has been assigned five Procter & Gamble products for that country. The new accounts: Unico (Tide); Camay toilet soap; Lavasol (Dué); Drene shampoo, and Clorox.

Whiskey on tv

A whiskey account broke the television barrier July 21 with two 90-second spots on WATR-TV Waterbury, Conn., according to the Peter Bochan agency of Waterbury. The advertiser was Michter's Pot Still Whiskey, of Lebanon County, Pa.

As m.c. of his own program, Peter Bochan offered viewers of the Michter's spots a 48-page Dutch cookbook for 35 cents. They were asked to call WATR-TV, leaving their name, address and name of local supplier if they wanted to try a whiskey "typically American as Paul Revere's Ride." Michter's is advertised in the Wall Street Journal and the New Yorker.

THE MEDIA

PROSPEROUS DAYS AT TV NETWORKS

Half-year revenue report: $309 million, 9% over last year

For the tv networks, the first six months of the year have been lucrative, according to gross time billing figures reported today (Aug. 3) by Television Bureau of Advertising. The total for the first half of 1959: $309,380,532, an increase of 9.3% over the same period last year.

In the month of June, the tv networks compiled a gross billing of more than $48.4 million, an increase of about 10.7% over that month a year ago. Best showing for the month was turned in by CBS-TV, a more than $21.6 million in gross time charges. ABC-TV came up with the most notable increase in June—nearly $9 million or 20.9% above the June mark last year. The network figures are compiled for Tvb by Leading National Advertisers and Broadcast Advertiser Reports.

Network tv gross time billings

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<td>ABC</td>
<td>$7,387,586</td>
<td>$6,930,114</td>
<td>+20.9%</td>
<td>$51,617,601</td>
<td>$61,427,516</td>
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<td>19,733,027</td>
<td>21,630,941</td>
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<td>132,074,416</td>
<td>122,537,670</td>
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<td>NBC</td>
<td>16,648,462</td>
<td>17,911,084</td>
<td>+7.6%</td>
<td>115,407,232</td>
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<td>+7.5%</td>
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<td>Total</td>
<td>$43,769,079</td>
<td>$46,472,139</td>
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<td>$309,380,532</td>
<td>$309,380,532</td>
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Month by Month—1959

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<th>June</th>
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<th>August</th>
<th>September</th>
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<td>ABC</td>
<td>$10,647,078</td>
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<td>$48,984,508</td>
<td>$52,156,220</td>
<td>$52,333,145</td>
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*Figures revised as of July 24, 1959

LNA-BAC: Gross time costs only

BROADCASTING, August 3, 1959
Paramount adds to the big new picture in CHARLOTTE

NBC, ABC, Warner Brothers—plus Paramount! The best of this major producer now has sweetened the pot for WSOC-TV advertisers. Puts more starch in the formula that's changing viewing habits of Charlotte television! Here in America's 22nd largest tv-homes market you get more for your dollar on Charlotte's expanding WSOC-TV... one of the great area stations of the nation.

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

BROADCASTING, August 3, 1959
AB-PT CHALKS UP 28% RISE
$3.8 million profit recorded at midyear

American Broadcasting - Paramount Theatres Inc. estimates its net operating profit for the first half of this year at 28% above the like half of 1958. AB-PT is parent of the ABC broadcasting and theatre divisions, which supply most of its revenue, as well as of subsidiary Am-Par Records and holds interests in amusement centers and electronics industries.

The net operating profit for the six months was $3,886,000 (90 cents a share). This compares to the previous first-half figure of $3,042,000 (70 cents a share). In the second quarter alone (April, May and June), AB-PT compiled an estimated net operating profit of $1,573,000 or 36 cents a share, a 32% increase over the previous like period ($1,188,000 or 27 cents a share).

In reporting the progress, Leonard H. Goldenson, president of AB-PT, said the theatre division had its best second quarter since 1955—"the results more than made up what the theatres had been behind in the first quarter to show overall six months, improvement over last year."

Broadcasting Arm • ABC-TV, he observed, has continued to improve competitively, particularly in markets where the three networks have equal competitive facilities. There, he said, ABC-TV showed "the largest increase in share of audience for the current television season."

Mr. Goldenson pointed to the past three months as an active selling period for the network's 1959-60 schedule of programs, and noted that for the first time, ABC-TV will program in the 10:30-11 p.m. period throughout the week. He said it was expected that new daytime programming to start next October will strengthen the daytime schedule established this past year.

AB-PT buying back stock held by Noble

American Broadcasting-Paramount Theatres Inc. last Thursday (July 30) acquired all the preferred stock formerly owned by Edward J. Noble, who died last December, and now held by his estate. AB-PT also purchased preferred shares held by the Edward John Noble Foundation.

At the time of his death, Mr. Noble was the largest single stockholder of AB-PT, owning approximately 75% of the preferred and 8% of the common stock, much of the holdings in the name of the foundation.

AB-PT on Thursday purchased on the New York Stock Exchange 225,028 shares of its 5% preferred stock held by the estate and 15,740 shares of its 5% preferred stock held by the foundation, at a price of $19.25 per share. Maintains a Bid • The corporation said it would maintain a bid on the exchange until Sept. 30 of this year to purchase—at the same price—"all or any" of a remaining 78,537 shares of its 5% preferred held by other stockholders which may be offered.

AB-PT explained that the elimination of the stock was being made to simplify the company's capital structure and to save dividend payments on the outstanding preferred stock.

Mr. Noble at the time of his death was chairman of the finance committee and on the executive committee of AB-PT and was board chairman of Beechnut-Life Savers Inc. Since it was set up in 1940 by Mr. Noble, the foundation has made many substantial contributions for educational, religious and charitable purposes. Mr. Noble took a hand in the 1953 merger of ABC (which he had acquired for $3 million in 1943) with United Paramount Theatres to form AB-PT, a deal said to have been in the $25 millions.

Higher than ever • KTVI (TV) St. Louis, whose 592-ft. tower was toppled by a tornado last winter (Broadcasting, Feb. 16), now is operating from a new 1,049-ft. Kimco tower. At the base is KTVI's new 100 kw transmitter. The new gear cost about a half-million dollars.
Any advertising campaign aimed at America's top sales markets must include Tampa-St. Petersburg Metropolitan Market—America's 26th Retail Market—and WFLA-TV!

WFLA-TV reaches more than 320,000 TV sets in the Land of Profitunity—a rich, busy 26-county area where retail sales topped two and a quarter billion dollars last year—up 131% since 1950!

Take advantage of this exciting sales—and profit—opportunity! Spot your product on WFLA-TV—dominant in the Land of Profitunity!
Ensonced • WAVE-AM-TV Louisville moved into its new headquarters last month. Costing about $1.5 million plus equipment and furnishings, the building has two TV studios, a radio studio, three announce booths, three control rooms, film and viewing rooms, offices and workshops. The address: 725 S. Floyd St.

Official dedication of the building will take place Oct. 23, marked by the broadcast of Beatrice, an opera commissioned by WAVE Inc.

to install a special switch to get KSPTV aired signals and even then it was difficult to get a good ch. 6 picture because of cable interference on the adjacent channel. "We had hoped that the FCC or other legislation would come to our rescue on this unfair situation, however after holding out this long feel it is now prudent to discontinue operation of free TV," Mr. Hathaway said.

The station had lost $95,000 since going on air in August 1957, he reported. Earlier this month, KSPTV radio was sold to KMOV-TV for $150,000 (BROADCASTING, July 13) and Mr. Hathaway sold TV equipment to Community TV Systems (William Daniels of Denver) for approximately $300,000.

WTOC-TV trial film

Court proceedings, including pronouncement of the death penalty on two defendants, were filmed by WTOC-TV Savannah, Ga., with attorneys for both demanding new trials on the basis of the telecasts. No pictures were permitted of defendants in the courtroom during the trial but other photography was allowed with available lighting. Judge J. Henry Johnson, of the Beaufort, S.C., county court, presided.

At one point in the proceedings Judge Johnson put a still photographer on the stand with instructions to take a picture of a protesting lawyer. The lawyer was unable to tell when a picture was taken. Some of the WTOC-TV footage was carried on CBS-TV.

RCA, NYU to set up etv training center

In collaboration with RCA, New York U., in September will open a center for instructional television, reported to be the first of its kind in the U.S. Through RCA's contributions of $100,000 and television equipment, the center will "develop and disseminate the most effective techniques for televised teaching in the nation's schools," according to Dr. John E. Ives Jr., NYU executive vice president.

The center's program, administered by NYU's School of Education and Communication Arts Group, is designed for teachers, producer-directors, evaluators, administrators and others, and will include teacher-training, apprenticeships, institutes, in-service workshops, consulting services and research. Appointments of the center's director and staff will be announced at a later date. An advisory group of 19 educators and authorities on educational television has been organized.

The teacher-training phase of the center's program will consist of a workshop in tv teaching for graduate students, under-graduates who have had teaching experience, practicing teachers and school administrators who have been recommended by their school systems. On completion of the workshop, for which credit will be given in the School of Education, qualified persons will be offered ap-

Tv PR committee set to act this week

The campaign to give the public a better appreciation of television will come off the drafting board this week.

Television Information Committee, top policy unit for the upcoming Television Information Organization, will go over a program of activities as well as financial structure and selection of a TIC operating head at subcommittee meetings to be held tomorrow (Aug. 4) at the Waldorf-Astoria, New York.

Three subcommittees will hold separate meetings starting at a luncheon session. Clair R. McCollough, Steinneman Stations, chairman of TIC, said that if the committees come up with specific proposals "it may be possible to hold a committee meeting at the end of the day and take action on some of the subcommittee recommendations." The subcommittees will make no announcements of their actions. Their membership adds up to full TIC structure.

The subcommittees were named at a July 15 TIC meeting (BROADCASTING, July 20). Target dates of Sept. 15 for appointment of a director and Oct. 1 to start operation were set at the July session.

Members of the TIC committee, besides Chairman McCollough, are: C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Willard E. Walbridge, KTRK-TV Houston; Roger W. Clipp, Triangle Stations; John S. Hayes, Washington Post Broadcast Div.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Michael J. Foster, ABC-TV; Charles S. Steinberg, CBS-TV, and Kenneth W. Bixby, NBC-TV.

MBS hearing Aug. 28

U.S. Referee Asa Herzog last week set Aug. 28 as the date for hearing a motion by Mutual for a decision on the network's petition for voluntary bankruptcy under chapter 11 of the Bankruptcy Act (BROADCASTING, July 6 et seq.).

Referee Herzog told creditors meeting that another session will be scheduled on Aug. 12, at which time the creditors' committee will submit a progress report on the total number of creditors who have approved Mutual's plan for disposing of its debts. Mutual has liabilities of $3,153,607 and has offered the vast majority of creditors 60 cents on the dollar. The plan must be approved by at least 51% of the total number of creditors who are owed at least 51% of the total amount.

BROADCASTING, August 3, 1959
NIKITA PUTS ABC IN DOGHOUSE

Alleges distortion of tv tape interview; denies radio communications for one day

One of broadcasting's brightest scoops ended on a sour note Thursday (June 30). The scoop: the tape recording of the Nixon-Khrushchev debate in the American exhibit in Moscow. The sour note: ABC's getting squeezed in power politics when the Soviet premier accused that network of distorting its translation of his remarks.

Vice President Nixon and Premier Khrushchev were touring the exhibit in Moscow Friday before last when they came upon the Ampex-RCA exhibit of an American TV studio. They were asked to step before the color camera, make a few remarks, then see them played back on tape. But during the demonstration they began their now well-documented debate. The camera kept turning, but the two politicians ignored it in the heat of their argument. After Phil Gundy, Ampex International president, reminded them that they were being recorded, they finally cut it off.

Mr. Gundy escorted the pair to the tape machine, where he guided Mr. Khrushchev's hand in manipulating the controls to play back the recording. It was then that Mr. Nixon and the Russian Premier agreed that the recording be played for the American people, but with the proviso that it be fully translated and unedited.

The Ampex representative immediately rushed the tape to his hotel and started making all the arrangements for a quick flight home. He made it back by Saturday morning (the debate was at noon Friday Moscow time.)

Mr. Gundy actually "smuggled" the tape out of Russia. He wrapped it in a dirty shirt and covered it with business papers to avoid a customs delay. The tape went unnoticed.

On arrival at New York's Idlewild Airport Mr. Gundy was informed that the State Dept. wanted him to hold off. The diplomats had agreed that the tape would be shown simultaneously in the U.S. and the USSR. But after many exchanges of phone calls between the networks, the State Dept. and Moscow, the networks agreed to release it despite official hesitation, and did so at 11 p.m. Saturday (with repeats Sunday).

ABC Denied Radio Circuit • Despite the rumbles over lack of official release all went well until last Thursday. Then ABC correspondents accompanying the Nixon party in Russia were notified they would be denied use of radio communications for 24 hours as punishment for the alleged distortion of Mr. Khrushchev's remarks. Both CBS and NBC were offered radio facilities, but both declined, saying they would not take unfair advantage of a competitor in such a punitive affair. (All three networks had been sending their dispatches by telephone lines last week, and ABC, along with the other two, continued to get its news out that way.)

Each of the three networks had arranged their own translations of the Nixon-Khrushchev tape the preceding Saturday. ABC denied that its version differed from that of the other networks, although there was some difference in technique. CBS's commentator read the translated remarks simultaneously with the premier's appearance on the tape. NBC's lagged behind the video, ABC's sounded somewhat ahead of it. An ABC spokesman said State Dept. monitors had verified its translation.

ABC's John Daly, who with Edward Morgan was one of two ABC correspondents denied the wires Thursday, broadcast his reaction via telephone back home that night: "If you can hear this it is a poor substitute for a broadcast circuit from Siberia promised by the Russians after three days of wrangling with Mr. A.J. Popov, acting head of the press section of the Foreign Ministry. That circuit was taken away from ABC one hour before broadcast time in Sverdlovsk in Siberia because Mr. Popov finally got a copy of today's Siberian edition of Pravda. He found that Nikita Khruschchev criticized ABC for its handling of the Khrushchev-Nixon video tape recording at the American exhibition in Moscow last week in a speech at the Dniepropetrovsk machine building plant two days ago. My colleagues from CBS and NBC accompanying Vice President Nixon were told they could still use the broadcast circuits and—bless them—they told Mr. Popov in blunt language, "No thank you. We don't know the facts of the telecast at home." Neither does Mr. Popov. He just

THE CELEBRATED DEBATE AS RECORDED ON TAPE
They talk on as tapes and cameras turn
A U.S. State Dept. official flatly rejected the idea that Khrushchev's remarks had not been translated completely and accurately. Joseph W. Reap, State press officer, said U.S. government Russian language experts fully substantiated assurances from the networks that the translations were "complete and accurate." Transcripts of all three programs were given to two State Dept. officials flying to Moscow for delivery to Vice President Nixon in case he wanted to rebut Mr. Khrushchev's charges. The two officials, both Polish experts, are joining Mr. Nixon for his trip to Poland.

**NAB half-hour film gets double premiere**

NAB's film showing the place of TV in a typical American city was given twin debuts last week. The half-hour documentary was shown first to a news conference in Washington, held Tuesday (July 28). The next day it was unveiled in Binghamton, N.Y., the city used as a typical cross-section of the TV audience.

Titled "In Focus," the film was produced with a $7,500 budget. It blends excerpts from TV programs to dramatize the way the lives of people are enriched by entertainment, information and community service. United Press-Movietone handled the filming. NAB President Harold E. Fellows was narrator. Production was supervised by Donald N. Martin, former NAB assistant to the president for public relations, and Stan Raiff of the NAB public relations staff.

"In Focus" is available to NAB members for use on the air and at community group showings. Purchase price is $55 plus shipping costs; rental for 10 days, $17.50 plus shipping costs.

**ARB national plan**

A brochure describing its new "nationwide concept" of local television audience measurements and explaining both its new and established services and how they can be used was announced last week by American Research Bureau. The "nationwide" plan includes measurement of every U.S. TV market from two to twelve times a year, publication of an annual coverage study of the U.S., and a revised and expanded format for ARB regular monthly reports (Broadcasting, May 25). Designed for agencies, advertisers and stations, the brochure is available on request to ARB's sales office at 400 Park Ave., New York.
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.
NEW ENGLAND $140.000

Fulltime operation in wealthy and important market. Consumer income far above average. Number One in ratings and having best year. Showing good cash flow profit. $40,000 down and balance on excellent ten year terms.

NORTHWEST $130.000

Daytimer in large, prosperous metropolitan market. This one has real potential, particularly for an aggressive owner-operator. Owns transmitter site. Attractive terms can be negotiated.

MIDWEST $100.000

Consistently improving daytimer in solid two-station market. Showing good profit. Can pay for itself out of earnings after $29,000 down payment.

WEST $450.000

Outstanding fulltime facility in one of the West Coast's major markets. Good real estate included. $135,000 cash required, with reasonable payout terms.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D.C.
James W. Blackburn
Jack V. Harvey
Joseph M. Strick
Washington Building
Sterling 3-4241

MIDWEST
H. W. Jessup
William E. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 4-8660

SOUTHERN
Clifford B. Marshall
Stanley Whitaker
Newey Building
Atlanta, Georgia
Jackson 5-1576

WEST COAST
Cecil M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
Cliffview 4-2770

Changing hands

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

• KDYL-KTV (TV) Salt Lake City, Utah: Sold by Time Inc. to Columbia Pictures Corp. for $3.1 million (see page 57).

• KZLY Tyler, Tex.: Sold by R. Thomas Gibson and Edward E. McLemore to Leon S. Walton for $135,000. Mr. Walton owns KOPY Alice, Tex. Sale was negotiated by Patt McDonald, Austin, Tex. KZLY operates on 690 kc with 250 w, daytime.

• KGLA (FM) Los Angeles, Calif.: Sold by Echo Park Evangelistic Assn. to Edward Jacobson, president, Certified Store Broadcasting Co.; for over $125,000. Wilt Gunzendorfer & Assoc., Los Angeles, was the broker. KGLA will be key station in the west for Certified Store Broadcasting, operator of Storecasting and Tune Time in Los Angeles and Chicago. Mr. Jacobson recently purchased KDWD (FM) San Diego, subject to FCC approval, and he plans to initiate fm storecasting service there as well (Broadcasting, June 8). KGLA is on 103.5 mc with 1 kw ERP.

• WAGC Chattanooga, Tenn.: Sold by Prentiss E. Furlow, John Beard and Cecil K. Beaver to C.R. Rader and George Patten for $65,000. Messrs. Rader and Patten own WBLM Maco, Ga. Broker was Blackburn & Co. WAGC is 250 w on 1450 kc.

• WWSR St. Albans, Wt.: Sold by Vermont Radio Corp. (Lloyd Squier, owner of WDEC Waterbury, Wt., principal stockholder), to Robert I. Kimel and Bessie Grad of Haverhill, Mass., for $45,000. Mr. Kimel formerly was manager of WHAV Haverhill, now runs advertising agency there. Mrs. Grad is housewife. WWSR operates on 1420 kc with 1 kw day. Broker: Paul H. Chapman Co.

• WOVE Welch, W.Va.: Sold by C. Elvin Feltner Jr. and associates to South C. Bevins for $27,500. Mr. Bevins owns WMLF Pineville, Ky. Transaction was handled by Paul H. Chapman Co., Atlanta. WOVE operates on 1340 kc with 250 w.

APPROVED • The following transfers of station interests were approved by the FCC last week (for other Commission activities see For the Record, page 87):

• KOSI Aurora-Denver, Colo.: Sold to Armstrong Properties Inc. (William L. and Dorothy Armstrong, each 30%, and son, W.L. Armstrong, former as-
INSTANT SALES IN SAN DIEGO KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME (TO BUY) THAN ANYTHING!

KFMB-TV SAN DIEGO
Dan Dailey
Jack Hawkins
Vittorio de Sica
Richard Conte

The Four Just Men

NOW SOLD TO...

F. & M. SCHAEFER BREWING CO.
through Batten, Barton, Durstine & Osborn / 9 markets / Northeast.

DREWRY'S LIMITED
through MacFarland, Aveyard & Company / 15 markets / Midwest.

STANDARD OIL COMPANY OF TEXAS
through White & Shuford / 11 markets / Texas and New Mexico.

CROSLEY BROADCASTING CORP.
WLW-T, Cincinnati; WLW-A, Atlanta; WLW-C, Columbus; WLW-D, Dayton;
WLW-I, Indianapolis.

CANADIAN BROADCASTING CORPORATION
entire network.

INDEPENDENT TELEVISION CORPORATION
488 MADISON AVE. • NEW YORK 22 • PLAZA 5-2100
The phrase—"a wheel within a wheel"—best describes the exclusive design of the new Gates CB-500 turntable. The drive is against a solid inner hub, away from the usable playing surface of the platter. Any vibration or rumble is pushing against the center bearing instead of pulling away, such as in outer rim turntables. As a result, rumble has been reduced so remarkably that production line turntables now exceed earlier laboratory standards. You, as a broadcaster, realize the importance of this emphasis on true low rumble. Both stereo and improved standard monaural LP recordings are quick to accent the rumble or noise factor—which has created new and exacting demands of transcription turntables. The Gates CB-500 is offered to meet these demands and to greatly improve the reproduction qualities of every on-air recording. You will want to know more about this exciting new turntable. Write today for Bulletin 108-B, which provides test comparisons of leading friction drive turntables and describes each outstanding feature of the new Gates CB-500.
sistant to vice president of WIL St. Louis, 40% ) by David M. Segal, Floyd Bell and Edward M. Guss for $371,800. KOSI is on 1430 kc with 5 kw day, 500 w night directional.

- WHMM Memphis, Tenn.: Sold to Thomas W. Shipp by Cy Blumenthal for $200,000. Mr. Blumenthal owns WARL-AM-FM Arlington (Washington, D.C.), WCMS Norfolk, both Virginia; KCKN Kansas City, Kan.; WABB Mobile, Ala. and minority interest in WROV Roanoke, Va. WHMM is ABC affiliate on 1340 kc with 250 w.

- WKHM Jackson, Mich.: Two-thirds interest in Jackson Broadcasting & Television Corp. sold to Frederick A. Knorr, present one-third owner, by Harvey R. Hansen and William H. McCoy for $150,000. Mr. Knorr has interests in WKHM-AM-FM Dearborn, WKMFI Flint, WSAM-AM-FM Saginaw, and WELL Battle Creek, all Mich.

- Fm pays in Okla.

Down in Oklahoma City an independent fm operation barely more than a year old has worked its way into the black, thanks to aggressive programming built around sports and music.

KYFM (FM), which exclusively carries Mutual's Game of the Day in the area, also regularly serves as originating station for state sport features to other radio outlets. This includes the basketball schedule of Oklahoma City U., one of the nation's top teams.

The music side of programming ranges from hi-fidelity offerings to a policy that excludes vocals from daytime music programs. Two recent boosts for KYFM's position came when Gov. J. Howard Edmondson officially proclaimed last May as "Tribute to KYFM Month," and when a listener reaction of 1,000 cards and letters prompted the station to extend its weekday schedule to 17 hours daily.

Station Manager Ed Nall points out that KYFM is absolutely an independent enterprise. "We are not affiliated with any other radio station, publishing house or other business. We are strictly in broadcasting, and on our own."

- Traffic jam danger

NAB campaign target

NAB is enlisting station cooperation in a campaign to prevent traffic jams at the scenes of accidents, disasters, airline crashes and other emergencies.

President Harold E. Fellows wrote E.R. Quesada, Federal Aviation Agency administrator, last Wednesday (July 29) that broadcasters have been asked to request the public to stay away from these areas and to cooperate with public authorities. Mr. Fellows acted after a conference with Mr. Quesada at which the recent landing of a crippled jet airliner at Idlewild Airport, New York, was discussed.

"Neither of us contemplates any type of activity which would involve any form of censorship," Mr. Fellows said, "but we both recognize the tremendous impact of radio and TV news because the media often report events while they actually are occurring. Time and time again this immediacy has saved lives in disasters."

Regional etv network

Prospects for a regional educational television network in the upper Midwest will be studied as the result of a $30,110 grant by the Louis W. and Maud Hill Foundation of St. Paul, Minn., to the National Assn. of Educational Broadcasters, Urbana, Ill., Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin will be included in the area to be studied under the direction of Dr. John C. Schwarzwalder, general manager, KTC-TV Minneapolis-St. Paul, and director of NAEB's Region Four.

With five educational tv stations currently in the six-state area and a total of 24 unused vhf and uhf channels reserved for etv, the existence of a network will provide a "stimulus for the establishment of new etv stations," Dr. Schwarzwalder stated. Headquarters for the study, scheduled for completion on March 1, 1960, will be at KTC-TV studios.

- Court tv techniques

Modern techniques in covering court trials will be demonstrated Oct. 16 in New Orleans at a workshop to be conducted during the convention of Radio-Television News Directors Assn.

A mock trial to be held in Civil Court of Louisiana will be telecast under direction of Bill Monroe, WDSU-TV New Orleans cameraman, according to Bill Small, WHAS-TV Louisville, RTNDA tv vice president.

The workshop will include talks by Reuben Frank, producer of NBC's Huntley-Brinkley News; Jim Bennett, KLZ-TV Denver news director, and Marlowe Froke, journalism faculty member at Penn State U. Mr. Froke recently conducted a survey showing the scope of news directors' activities and attitudes, with the university and RTNDA as sponsors.

Also set for Oct. 15 is a radio workshop set up by Nick Basso, WSAZ Huntington, W. Va. and RTNDA vice president-radio. Among speakers are John Secondari, ABC Washington news chief; Dave Muhstein, KLIF Dallas,
dealing with the RTNDA board’s recent views on use of gimmicks in newscasts, and Norman Brewer, WMPS Memphis, discussing use of mobile units in independent radio operations.

**MBS signs 4 stations**

The signing of KOBY San Francisco KITO San Bernardino, Calif., and KICO El Centro, Calif., as Mutual affiliates was announced last week by Robert F. Hurleigh, MBS president. These additions bring to 22 the number of independent stations that have joined Mutual in the past five months, Mr. Hurleigh said.

WOHO Toledo, Ohio, also has affiliated with Mutual, it was announced earlier.

- **Media reports**
  - Taft Broadcasting Co. (WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WJBK-AM-FM-TV Knoxville, Tenn. (30%), and WKYT (TV) Lexington, Ky.), had a $395,324 net income for its first fiscal quarter ended June 30. This is a 32% increase (27 cents a share) over the similar 1958 period. Net sales increased 16% ($2,510,556) over last year’s first quarter.
  - KQDE Renton (Seattle), Wash., last Saturday (Aug. 1) revised its rate card to show a single rate covering both national and local business. Announcement was made by Wally Nelskog, northwest station owner, whose properties include KQDE.
  - WMT-AM-TV Cedar Rapids, Iowa, have named Jack Dallas, agricultural journalism student, Iowa State U., winner of their 1959 farm scholarship award worth $1,000. The winner also works during the summer at WMT, then serves as WMT’s university farm correspondent the following year.
  - Educational WGTS-FM Takoma Park, Md., and the Washington Academy of Radio & Television Broadcasting on July 27 started sharing programming of the station. Students of the academy and the Washington Missionary College (station’s owner) will produce and broadcast shows from the academy’s studios at 1322 18th St. N.W., Washington.

- **Rep appointments**
  - KSAN San Francisco appoints Bob Dore Assoc., N.Y.
  - KCRG Cedar Rapids, Iowa, appoints the Branham Co.
  - WPAR Parkersburg and WBOY Clarksburg, both West Virginia, name Walker-Rawalt Co.
  - KWBR Oakland, Calif., appoints Bernard Howard & Co., N.Y., for New York, Chicago and Atlanta. B-N-B Inc. Time Sales will represent the station in Los Angeles.
  - KITE San Antonio, Tex.; WTCR Ashland, Ky.; KXYZ Houston, and KRIQ Odessa, Tex., name Clarke Brown Co., Dallas.
  - KZIX Fort Collins, Colo., names B-N-B Time Sales as West Coast representative.
  - B-N-B Inc. Time Sales has been appointed as the Los Angeles-San Francisco representative of KBVM Lancaster, Calif.
  - KSAR and KSBK Naha, Okinawa, name Intercontinental Services Ltd., N.Y., for U.S. and Canada. KSAR broadcasts in Japanese, KSBK in English. Both stations are commercial.
  - WFEA Manchester, N.H., appoints Paul H. Raymer Co., N.Y.

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**Public service pool**

Between 500 and 600 readers of Harper's magazine have endorsed a proposal that radio-tv stations be required to contribute to a kitty to finance public service programs that they would have to carry in prime time.

That was the report last week from the office of Editor John Fischer, who advanced the proposal in his “Editor’s Easy Chair” column in Harper’s July issue. Reporting a little more than a month after the column appeared, aides said the mail reaction contained only two negative responses one was from a woman who said her father was a station manager.

They said the mail would be turned over to Sen. A. S. (Mike) Monroney (D-Okl.). Without identifying the legislator, Mr. Fischer’s column had said that comments on the proposal would be given to “a member of Congress who is interested in the possibility of doing something about it.” (Sen. Monroney, a member of the Senate Commerce Committee and its Communications Subcommittee, has been vocal in his criticism of tv programming and rating services and the lack of public service programming by the networks.)

**Proposal Explained**

Mr. Fischer’s proposal was that each radio and tv station contribute “a modest percentage”—10 or 15%—of annual earnings. The money would go to a National Broadcasting Authority, “a public body chartered by Congress but carefully insulated from politics,” which would oversee production of special service programming. At the outset, NBA might undertake six hour-long programs a week—three for tv and three for radio.

“Each program would have to be carried by one of the major networks and all of its affiliated stations, in prime evening time,” Mr. Fischer said in his proposal. “Monday’s program, for example, might be assigned to NBC, Wednesday’s to CBS and Friday’s to ABC... Unaffiliated stations might be required to devote an equal amount of time to showing the Authority’s productions. Thus the viewer would have genuine freedom of choice. . . .”

Mr. Fischer apparently sees this system as a replacement for all other public-service programming. In his column he said: “This system would cost the broadcasters far less than you might think. For the networks and the few conscientious local stations would be relieved of the painful and expensive duty of producing public service programming. And those stations which now evade this duty would be forced to bear their fair share of the Authority’s cost.

“All broadcasters could then go merrily about their primary business of selling advertising—undistracted by the present conflict between their duty to their stockholders and their duty to the public service. . . .”

In Mr. Fischer’s plan the actual production would be under an NBA program manager, “an experienced broadcasting executive” working within general policy directives laid down by NBA.

Mr. Fischer mentioned CBS News- caster Edward R. Murrow as the type he had in mind for the program manager’s job.
Radio Station

WHIM

Providence, R. I.

announces the appointment of

PETERS, GRIFFIN, WOODWARD, INC.

as National Representatives

effective August 1, 1959
KTVI's tower rises 1,649 feet above sea level—the maximum height permitted in the St. Louis area. New maximum power transmitter (100 kilowatts Video) is housed in a completely new modern building.
buy St. Louis `a la card*

*KTVI RATE CARD... your lowest cost per thousand TV buy in St. Louis
GOVERNMENT

POLITICAL GAG ON THE WAY OUT

Sec. 315 newscast relief passed by Senate; now it's up to House

Relief from the legislative gag on political broadcasts reached the two-thirds mark at the weekend. The U.S. Senate voted an amendment to Sec. 315 of the Communications Act. This action would remove the tougher restrictions on newscasts, except for panel programs.

Last March President Eisenhower had demanded a change in the law to prevent the "ridiculous" situations created by the equal-time language that forces broadcasters to give time to splinter and crackpot candidates (Broadcasting, March 23).

Now the House is preparing to debate legislation roughly similar to the Senate bill (see text page 63).

If the House leadership wants to grant Sec. 315 relief, a bill acceptable to both the Senate and President is conceivable. There are signs of opposition to such House action, however, with possibility that Congress will adjourn without any legislation on the subject.

FCC, long a target of criticism because of its narrow and legalistic approach to the Sec. 315 dilemma, relaxed somewhat last week by issuing an order that: (1) Requires a squawking candidate wanting equal time to file his plea a week after a broadcast (2) Puts the burden of proof on the candidate (story page 64).

The FCC action, incidentally, removes a basic political obstacle by freeing stations from a mandatory equal-time grant to a candidate who becomes qualified more than one week after a broadcast by a qualified candidate for the same office.

The Two Changes • The Senate in its action last Tuesday (July 28), approved the exemption of certain news shows from Sec. 315 by a voice vote. The action came after 2½ hours of debate during which two amendments were adopted and a third was rejected.

From 30-40 senators were on the floor during consideration of the bill, S 2424, and entered actively into the debate. Amendments approved (1) deleted the words "or panel discussions" from the equal-time covered shows, sponsored by Sen. Clair Engle (D-Calif.), and (2) added a phrase stating that "all sides of public controversies shall be given as fair an opportunity to be heard as is practically possible," introduced by Sen. William Proxmire (D-Wis.).

Sen. John Pastore (D-R.I.), chairman of the Senate Commerce Communications Subcommittee and floor manager of the bill, accepted these two amendments (with reservations as to Sen. Proxmire's) but outspokenly denounced a defeated proposal by Sen. Russell Long (D-La.) limiting the life of the bill to June 30, 1960.

(1) Under S 2424 as passed, appearance of legally qualified candidates on newscasts, news interviews, news documentaries and on-the-spot news coverage would be exempt from demands for equal time. "If the members of the Senate read the bill very carefully and take into account the existing law . . . I believe that we have presented a measure which comes pretty close to being the best that can be presented under the circumstances," Sen. Pastore said.

Panels Not Popular • Several senators spoke against the panel discussion exemption in the bill while the two New York Republicans (Sens. Jacob Javits and Kenneth Keating) raised the only voices against the Engle proposal. Sen. Engle said that Congress has had "something like 32 years experience with the law and we have had no trouble with it at all. It was not until February of this year, when the FCC issued its stupid, silly decision in the Lar Daly case that we were confronted with any trouble."

He said—and every senator who spoke during the debate agreed—that the FCC interpretation of Sec. 315 must be reversed. "But the bill does more than reverse the decision and that is why I complain about it," Sen. Engle said.

Sen. Javits maintained panel shows should be included in the exemption. "These, I think, are not the places where a splinter and crackpot in terms of problems we face in daily decisions, but let us realize the broad public interest which is inherent in panel discussions," he said.

Last Thursday, Sen. Engle said that his amendment would prevent such shows as Face the Nation and Meet the Press from claiming Sec. 315 exemption. But this view was disputed by several others. One senator, who asked to remain unnamed, stated: "If those shows are panel discussions, as exempted in the bill, I would like to know what they are."

Sen. Proxmire said that his amendment in no way infringes upon spelled out exceptions in S 2424 but merely makes it a written law that all sides must be given a fair opportunity to be heard. He maintained it also would afford protection for substantial minority candidates.

'Surplusage' • Sen. Pastore termed the Proxmire amendment "surplusage" because of Sec. 2 of the bill (see separate story) and the same provisions are spelled out in the committee report.

“The following program is brought to you by courtesy of the FCC!”

William Sanders in the “Greensboro (N.C.) Daily News”
How House and Senate semantics vary

Different language with a generally similar objective marks the Sec. 315 relief bill passed last week by the Senate (S 2424) and the bill reported to the House by its Commerce Committee (HR 7985).

Text of Sec. 315 as amended by the Senate follows (amended language in boldface type):

(a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

Appearance by a legally qualified candidate on any newscast, news interview, news documentary, on-the-spot coverage of news events shall not be deemed to be use of a broadcasting station within the meaning of this subsection, but nothing in this statement shall be construed as changing the basic intent of Congress with respect to the provisions of this Act, which recognizes that television and radio frequencies are in the public domain, that the license to operate in such frequencies requires operation in the public interest, and that in newscasts, news interviews, news documentaries, on-the-spot coverage of news events, all sides of public controversies shall be given as fair an opportunity to be heard as is practically possible.

(b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes.

(c) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.

* * * *

The House bill would add this language to paragraph (a) instead of the above Senate amendment:

Appearance by a legally qualified candidate on any bona fide newscast (including news interviews) or any on-the-spot coverage of news events (including but not limited to political conventions and activities incidental thereto) where the appearance of a candidate on such newscast, interview, or in connection with such coverage is incidental to the presentation of news, shall not be deemed to be use of a broadcasting station within the meaning of this subsection.

In addition to the language amending Sec. 315, the House bill contained a section (2) calling for a review of the political problem. The additional language in the House pending bill follows:

(a) The Congress declares its intention to reexamine the amendment to Sec. 315 (a) of the Communications Act of 1934 made by the first section of this Act, at or before the end of the three-year period beginning on the date of the enactment of this Act, to ascertain whether the remedy provided by such amendment has proved to be effective and practicable.

(b) To assist the Congress in making the reexamination of the amendment made by the first section of this Act, the FCC shall make a report to the Congress, within 15 days after the close of the year beginning on the date of the enactment of this Act and within 15 days after the close of each of the following two years, setting forth (1) the information and data used by it in determining questions arising from or connected with such amendments, 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 under Sec. 315 of the Communication Act of 1934.

*A interpretation of Sec. 315 by the U.S. Supreme Court holds that broadcasters are immune from libel actions arising from appearances of political candidates [BROADCASTING, July 6]. The court held this freedom from libel is implied under the law's ban on broadcast censorship of candidates' remarks. The decision was reached in the North Dakota case involving a libel suit centering around remarks made on WDAY-TV Fargo, by A.C. Townley, an independent candidate. [Footnote supplied by BROADCASTING]*

(BROADCASTING, July 27). "But if it will make the senator happy to have the language in the bill," Sen. Pastore said, "I will accept the amendment and take it to conference [with the House]."

Sen. Vance Hartke (D-Ind.), prime mover of a Sec. 315 amendment in the Senate, said the Proxmire amendment does not deal with the subject matter of S 2424 and in no way clarifies it. "In my opinion, it serves only to confuse the issue even further . . . " he said.

The current Louisiana governor's campaign was often referred to by Sen. Long in arguments for a one-year restriction on the bill. So often, in fact, that Sen. Pastore remarked at one point: "I hope we do not write a law for the sake of Louisiana only. I do not regard Louisiana as the only basis for determining what is a wise law and what is a foolish law."

Sen. Long said S 2424 as drafted gives "... a wide-open power and right to discriminate on the part of the television station . . . and provides a wide-open right to a station, without any disqualifications whatsoever, if it desires to do so, to devote its news programs exclusively to one candidate . . . ." He maintained the governor's race in his home state would provide ample opportunity to test the law and, unless his amendment is adopted, it would be impossible to change it next year in the face of network opposition.

Time not Wasted • Sen. Pastore told his colleagues that Sec. 315 might as well be left untouched if the Long amendment is added. "I will tell the senators quite frankly that what is being actually proposed is to vitiate the entire bill," Sen. Pastore stated.

"The senator [Long] is actually saying that we have wasted our time in committee."

Mentioned frequently by various senators during the debate were CBS' cancellation of Sen. Hubert Humphrey's scheduled appearance on Face the Nation (BROADCASTING, July 27); Vice President Richard Nixon's trip to Russia; CBS special program eight days ago on Sec. 315 (see page 64), broadcast editorials, with recommendations that stations do more; legally qualified candidates, and personal radio-television campaign experiences of the various senators.

Sen. Warren Magnuson (D-Wash.), chairman of the Commerce Committee, said that group must make an attempt in the future to define a legally qualified candidate because FCC has never met the question with a uniform ruling. He also warned the committee.
CBS EDITORIAL

'Equal time' granted to Sec. 315 supporters

CBS President Frank Stanton went on the air last week to plead the importance of revising Sec. 315 and thereby lifting the "blackout" it imposes on political campaign coverage. His four-minute editorial and the half-hour special program in which it was featured were to be "answered" yesterday (Aug. 2) by three supporters of Sec. 315.

Dr. Stanton appeared on Behind the News: Sec. 315 on CBS-TV July 26 at 6:00 p.m. (EDT). with the audio portion repeated later in the week on CBS Radio. The answering half-hour was slated on CBS-TV yesterday at 7:30-8 p.m. (EDT) and also was slated for radio network repeat. Participants were to be Dr. Daniel M. Berman, assistant professor of political science at Washington College, Chestertown, Md.; Timothy Costello, assistant secretary of the Liberal Party of New York State, and Eric Hass, editor of a Socialist Labor Party organ.

Two CBS newsmen also were to take part: Harry Reinson as host, and Ron Cochran to bring viewers up to date on Sec. 315 development.

Dr. Stanton stressed the importance of the 1960 Presidential and Congressional elections—and of television in acquainting voters with the issues and personalities.

Among the requests for time in which

FCC 'amends' Sec. 315

The FCC last week decided finally to lay down a few guidelines on Sec. 315—particularly before the 1960 political campaign begins.

By order, the Commission amended its political broadcast rules to—

• Require that a request for equal opportunities on a broadcast station under Sec. 315 must be submitted to the licensee within one week of the day on which the prior use occurred.

• The burden of proving his bona fides or that of his opponent shall be on the candidate requesting equal opportunities of a licensee, or complaining of alleged non-compliance to the FCC. This means that where a candidate seeks equal time, he must not only prove his legitimacy as a candidate, but that of his opponent for the same office.

The Commission said it was making these changes so candidates for public office and station operators "may be more fully informed of their rights and obligations under Sec. 315... and to insure the orderly and expeditious disposition of requests submitted to the broadcast stations and to the Commission..."

Under present practice, a candidate could ask for equal time at any time. If he did not announce his candidacy until late in the race, he sometimes could seek (and get) many hours to equal the time used by his opponent in the weeks and months before he announced.

Also up to now, the investigation as to the bona fides of candidates has been carried out by the station or the FCC. The new rule will now require that the petitioner prove that he and his opponent are legitimate candidates and that he is entitled to an equal amount of broadcast time.

The rules, which become effective Aug. 10, have been under consideration for some time, it is understood, and represent an attempt by the FCC to channel the Sec. 315 intent into methods that will be fair and equitable for both broadcasters and candidates.

Other regulations are under consideration, it is believed, including a particularly thorny one involving a cutoff date for some of the major national offices. The problem is that some candidates are avowed candidates years before a nominating convention or a filing for the office. Under the present interpretations of Sec. 315 claims for equal time can be made by other avowed candidates—involving the provisions of Sec. 315 for several years before election year.

Senator Engle
Excludes panel discussions

would "jack up" stations for more public service programming.

Senate passage of the equal time bill came after five days of public hearings in June. The House Commerce Committee has approved a similar measure (HR 7985) which is expected to be formally reported to the floor this week. It will have to be cleared by the Rules Committee before action can be taken, however.

CBS Inc. President Frank Stanton

wired affiliates that the Senate-passed bill would afford radio-tv "a greater opportunity to serve the public during political campaigns" although he expressed disappointment that panel discussions were not exempted. He said the House version "is much more restrictive on broadcaster's ability to cover political candidates and it is our hope that the final version that may be agreed upon by both houses would parallel the Senate version."

Senator Proxmire
Wants all sides aired

The problem is that where a candidate seeks equal time, he must not only prove his legitimacy as a candidate, but that of his opponent for the same office.

The Commission said it was making these changes so candidates for public office and station operators "may be more fully informed of their rights and obligations under Sec. 315... and to insure the orderly and expeditious disposition of requests submitted to the broadcast stations and to the Commission..."

Under present practice, a candidate could ask for equal time at any time. If he did not announce his candidacy until late in the race, he sometimes could seek (and get) many hours to equal the time used by his opponent in the weeks and months before he announced.

Also up to now, the investigation as to the bona fides of candidates has been carried out by the station or the FCC. The new rule will now require that the petitioner prove that he and his opponent are legitimate candidates and that he is entitled to an equal amount of broadcast time.

The rules, which become effective Aug. 10, have been under consideration for some time, it is understood, and represent an attempt by the FCC to channel the Sec. 315 intent into methods that will be fair and equitable for both broadcasters and candidates.

Other regulations are under consideration, it is believed, including a particularly thorny one involving a cutoff date for some of the major national offices. The problem is that some candidates are avowed candidates years before a nominating convention or a filing for the office. Under the present interpretations of Sec. 315 claims for equal time can be made by other avowed candidates—involving the provisions of Sec. 315 for several years before election year.

Senator Proxmire
Wants all sides aired

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But Will They Get It In

Des Moines?

... (With apologies to Stanley Flink, author of the popular new book of the same name)

They will get it in Des Moines if your selling message is on KRNT-TV, the one television station with nearly all of the dominant local personalities. This is the station which gives your advertising the warm, personal endorsement that is so believable, so memorable, so effective! KRNT-TV has TEN daily live-emceed local programs, five of which serve advertisers on a participating basis.

To make certain you're not missing important profits which can be yours quickly and easily through frequent use of KRNT-TV pre-selling, call your Katz man for availabilities on this station — now!

GET THIS ABOUT DES MOINES:

* 49% of Des Moines families consist of 4 or more persons (a lot of people to sell to!)
* 48% of Des Moines' population is between the ages of 21 and 39 (this is the age of acquisition!)
* 50% of Des Moines heads-of-households earn $5,000 or more annually (a lot of money to spend!)

KRNT TV
LIVE TELEVISION IN DES MOINES

“Variety Theater”

Emceed by one of the midwest's most popular people, Bill Riley, Variety Theatre is just one of the three daily KRNT-TV programs that are going to the Iowa State Fair, attended by half a million people each year. Now playing is a sensational showbill opening with The Little Rascals... followed by Our Miss Brooks, and headlining Amos 'n Andy! Hundreds of people will attend every performance of KRNT-TV programs at the fair... providing unusual opportunities for actual demonstrations and sampling. Variety Theatre is one of the most important entertainment events in Des Moines from 4:00 to 5:15 P.M. Daily

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Represented by The Katz Agency
to reply to Dr. Stanton's editorial was one from Lar Daly, perennial candidate and "equal-time" claimant. His request was denied by CBS-TV on the ground that participants in the reply program already had been chosen. The FCC was asked by Mr. Daly to order CBS to give him a chance to reply. Mr. Daly also asked NBC, CBS and ABC for equivalent time to that given Vice President Nixon in the newscast covering the Nixon-Khrushchev debate. CBS authorities said they rejected this request because Mr. Daly had not shown himself to be a qualified candidate for the Republican Presidential nomination.

In other Sec. 315 developments WMCA New York offered time to Sen. Hubert Humphrey (D-Minn.), dropped from a CBS-TV program after supporters announced his candidacy for the Democratic Presidential nomination (BROADCASTING, July 20) and to other Presidential aspirants, and Sen. Alexander Wiley (R-Wis.) introduced in the Congressional Record appendix communications from broadcasters asking for Sec. 315 relief. These were from George Comte, WTMJ-AM-TV Milwaukee; Howard Dahl, WKBP-WKBW (TV) La Crosse, Wis.; James T. Butler, WRSN Milwaukee, and others.

**TV OPTION TIME**

**Proposed reduction opposed by networks**

Early comments by ABC and by separate ABC-TV and CBS-TV affiliates' groups opposed the FCC's rulemaking proposals to reduce network TV option time from 3 to 2½ hours but (excepting ABC) generally endorsed related FCC proposals. Station Representatives Assn. approved most of the FCC proposals, said it would go along with Commission judgment on the option time reduction and resubmitted its "Station Reserved Time" plan. Deadline for comments is today (Aug. 3). All were filed last week except ABC's, due to be submitted today.

ABC said reduction of option hours would "seriously erode" the financial base of network operations and reduce ABC's ability to compete because of the "continuing scarcity of comparable TV facilities in many major markets." It would benefit independent stations in limited markets and increase prime time available to film syndicators, national spot representatives and certain advertisers, ABC said, but would lower program quality as networks' economic bases were narrowed, reduce sustaining and public service time for the same reason, cut down prime time for network sponsorship and reduce network funds available for developing new programs. ABC said it would be operating at a loss if option time is cut.

**Other Contentions** • ABC said "straddle" programs should be considered as entirely outside of option time; that if the FCC wants to lengthen the period of notice a network must give a station to exercise its option time rights the period should be an exact number of days, not exceeding 90; that affiliates should have the right to substitute another program for a network program if it is a bona fide one in the public interest. No action should be taken on changing radio network option time without a study of "present day" radio networking. ABC said.

**Warns of Repercussions** • The Select Committee of the Affiliates of the ABC-TV Network said reduction of option time "could well lead" to erosion of network service and thus weaken affiliates in their ability to serve their communities. The group "tentatively" supports the proposal to consider "straddle" programs entirely within option time if option time as at present is not reduced. It supports the proposal.
to change the required notice a network must give to exercise option time from 56 days to 4-17 weeks. It supports proposed rights of the affiliate to reject certain network programs and to replace a network program with one it considers to be of greater local or national importance. The length of the option.

The CBS TV Affiliates Special Committee opposed reduction of option time, but supported the other FCC proposals, not commenting on network radio option time. Reduction of option time one half-hour would "seriously threaten" successful network operations, have a consequent adverse impact on affiliates, reduce the amount of high-quality programming available and thus be contrary to the public interest, the group said. Since the network could not give the advertiser a "reasonable assurance" of clearance, national advertisers would be disinterested in buying a prime time period, the committee said.

Three Hours 'Fair' • SRA said it does not believe option time should be eliminated and had believed three hours is a "fair accommodation between the needs of licensees responsibility and the health of network operations," but said it would go along with the FCC proposal to reduce option time to 2½ hours. Since the FCC feels networks need to be "protected," SRA believes it should adopt SRA's "Station Reserved Time" plan, which would: In markets of three tv stations or more, provide one hour of station time per day from each time segment for six days a week (consecutive or in two half-hours) during when no commercial network program could be broadcast (except live programs of national importance involving educational, cultural or public affairs, special events or sporting events which, because of their length, run into "station reserved time"). In two-station markets this could be reduced to a half-hour and upon showing effective network competition would not be adversely affected, and in one-station markets reduced to none, SRA said.

Effective lobbying

An effort to remove the sales tax exemption applying to purchase of broadcast equipment has been defeated by the Michigan House. The legislation (HB 636) was defeated by the House. The alerting its membership to the threat.

A delegation of 15 broadcasters went to Lansing July 21 to acquaint legislators, particularly the House Tax Committee, with the impact of the bill on broadcasters. The House voted down the entire bill, including the broadcast provision.

Two new shows bowl over competition! Cluster Enterprises, producers of the famous internationally syndicated ROMPER ROOM, announce the immediate availability of two new LOCAL LIVE bowling shows—already market tested! After two years on the air in test markets, carefully compiled ratings and sales data indicate amazing results!

STRIKES 'N SPARES

Adult man and woman team match with local league bowlers—pulled the rating-rug out from under the networks. Topped all network competition in prime time. Client renewed, EXTENDED program through Summer, and EXPANDED program to nine major markets! If Strikes 'N Spares is not in your city... it WILL be.

Contact Cluster NOW!

PIN BUSTERS

Competitive boy and girl match bowling featuring youngsters from 10 to 17. Sure-fire LOCAL LIVE interest! Program consistently dominated time period in two test markets. Mail figures astounding. * Pin Busters is a market-must! Contact Cluster NOW!

CLASTER ENTERPRISES, INC.
2229 North Charles Street, Baltimore 18, Maryland, Chesapeake 3-3650
Producers of ROMPER ROOM—International, now seen in more than 70 cities.

*Full facts, figures, sponsor names available on request.

BROADCASTING, August 3, 1959
TOP ALLOCATION BOARD PROPOSED
That's the target of new legislation offered by Oren Harris

Establishment of a super-frequency last June, Mr. Harris said that the
Comm. Robert T. Bartley, NAB

Trafficking charge brings $300,000 suit

Suit for $300,000 has been filed by a broadcaster for alleged defamation during a protest hearing before the FCC.

S.L. Goodman, owner of two Virginia radio stations, has filed notice of intention in the Danville, Va., corporation court, of the $300,000 malicious damage suit against Robert R. Murray Jr., Danville banker, and WHEE Martinsville and WKWS Rocky Mount, both Virginia, and their officers. The motion seeks $50,000 in actual or compensatory damages and $250,000 in punitive damages.

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Let off with lecture

Three tv stations received letters of reproof from the FCC last week, along with their license renewals. KNOE-TV Monroe, La., and KLTV (TV) Tyler, Tex., were reminded that the Commission's "Editorialization Report" requires that both sides of public issues be fairly treated. Cited were complaints alleging unfair treatment by the stations of the pay-tv issue. KRTK (TV) Houston, Tex., was reminded of FCC requirements for full identification of programming source and/or sponsor as a result of its televising kinescope summaries of the Kohler strike hearings. Comr. John S. Cross dissented in the KNOE-TV renewal.

Boycott out of order

CBS-TV won a moral victory Friday (July 31) in a decision by the National Labor Relations Board.

The controversial community television system problem is going to get a personal looking over by the FCC during August, the Commission has announced. Ordered to the boondocks were Harold G. Cowgill, chief, Broadcast Bureau and James B. Sheridan, economist with Broadcast Bureau. They will visit a number of western areas where catv systems and local television stations are operating or have been operating. The Commission move was impelled by congressional urging that an on-the-spot study be made of the problem.

Orlando remand case opened by Commission

The record in the Orlando, Fla., ch. 9 case was reopened by the FCC last week pursuant to a court mandate to investigate allegations of off-the-record contacts made with FCC members before the ch. 9 award to WLOF Orlando in 1957.

The FCC set this Friday (Aug. 10) as a deadline for parties in the ch. 9 case and in the court proceeding to file to participate and said persons about whom evidence is received shall be permitted to cross-examine and submit rebuttal testimony upon request. The contestants are WLOF and WKIS Orlando. WKIS had appealed the case up to the U.S. Supreme Court. The Supreme Court remanded it to the U.S. Appeals Court in Washington (which had affirmed the FCC's grant) to consider allegations in testimony before the House Legislative Oversight Subcommittee in 1958 that WLOF made off-the-record presentations to the FCC. The lower court remanded the case in turn to the FCC and asked for a new hearing by a special hearing examiner.

The issues in the new hearing (presiding officer and date to be announced later) are similar to the "ex parte contact" issues in the Miami ch. 10 and Boston ch. 5 cases, on which the FCC is also holding new proceedings on court remand: (1) whether any FCC member voting in the 1957 award should be disqualified; (2) whether persons made illegal contacts with FCC members before the award; (3) whether any party knew of or committed improprieties in the original proceeding; (4) whether any applicant should be disqualified or have improper actions he may have taken considered against him from a comparative standpoint.

Mack re-trial Nov. 3

The date for re-trying former FCC Commissioner Richard A. Mack and his friend Thurman A. Whiteside on criminal conspiracy charges was set for Nov. 3 by Chief District Federal Judge F. Dickinson Letts last week following the Justice Dept.'s formal move for a new trial at the "earliest possible date.

Justice already had indicated plans to re-try the case after the three-month trial ended with a hung jury last month.
to change the required notice a network must give to exercise option time from 56 days to 4-17 weeks. It supports proposed rights of the affiliate to reject certain network programs and to replace a network program with one it considers to be of greater local or national importance.

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**Tv's to blame**

Rep. Merwin Coad (D-Iowa), and several other congressmen, reported last week that their mail sacks were filled with mail urging labor reforms.

Source of the deluge, they agreed, was an appearance by Robert Kennedy, chief counsel of the Senate Rackets Committee, on the Jack Paar Show (NBC-TV) July 22. Mr. Kennedy urged viewers to write their congressmen and Rep. Coad said, "The people of my district took Mr. Kennedy seriously."

The Iowan said his office staff is not large enough to answer all the mail and wired the Rep. to exercise his option time and several other congressmen, reported last week that their mail sacks were filled with mail urging labor reforms.

Since the House July 15, broadcasters went to Lansing July 21 to acquaint legislators, particularly the House Tax Committee, with the impact of the bill on broadcasters. The House voted down the entire bill, including the broadcast provision.

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Establishment of a super-frequency allocation board is the acknowledged goal of Rep. Oren Harris (D-Ark.), chairman of the powerful House Commerce Committee.

The Arkansas Democrat last week introduced a bill (HR-8426) which would do the following:

- Set up in the Executive Branch a three-man Federal Allocations Board, with complete and unchallenged authority to divide the radio spectrum between government and non-government use. Members to be appointed for nine-year terms, nominated by the President and confirmed by the Senate.
- Establish a Government Frequency Administrator to act for the President in the allocation of government frequencies among military and other federal government users.

The President's power over the radio spectrum in times of war and national emergency and the FCC's authority over non-government assignments would be reaffirmed.

The proposal was the result, the chairman said, of a panel discussion of the subject last June (Broadcasting, June 15). At that time, leading figures in the government alongside representatives from private industry analyzed the current situation and proposed remedies.

Both members of the FAB and the Government Administrator would receive $20,000 a year. The FAB would also be authorized to hire six senior staff members, and levy additional personnel from other government agencies on a reimbursable basis.

Full Authority • The bill specifically orders all government agencies to furnish the Board with any information it requests.

[For full text of the bill, see FOR THE RECORD, page 93.]

The spectrum, Mr. Harris said in a statement accompanying the introduction of the bill, "is more loosely managed and inefficiently utilized than any other of the great natural resources available to our people."

Mr. Harris referred to the $150,000 appropriated for his committee at the beginning of this Congress for a study of the radio spectrum. He acknowledged that he had not been able to find anyone to head the staff for this investigation because of lack of enthusiasm among experts in the field. He also disclosed that a request for cooperation in such a study to the Executive Branch, including the military, had been unsuccessful.

Referring to the two-day panel study last June, Mr. Harris said that the "overwhelming majority in the discussions expressed the view that a rational government program for spectrum allocation as between the Federal government uses and non-Federal government uses was urgently needed."

Spectrum Study Too • The bill authorizes the FAB to institute and continue a study of the uses and needs of the spectrum.

In his statement, Mr. Harris expressed the belief that where frequencies have been used regularly and extensively for the purposes for which they were allocated and large sums have been invested in equipment especially designed for such frequencies, "the Board or the President would not be expected to modify or cancel such allocations, unless such action was determined to be necessary in the interest of national security."

The 13-man panel included FCC Chairman John C. Doerfer, FCC Comr. Robert T. Bartley, NAB President Harold E. Fellows, Assn. of Maximum Service Telecasters Executive Director Lester W. Lindow.

Mr. Fellows and Mr. Lindow favored a study of government use of the radio spectrum. Mr. Bartley favored the creation of a Presidential board, while Chairman Doerfer favored the overall approach.

Rep. Harris' bill apparently is designed to substitute for three proposals now pending before the House Commerce Committee. Two of these call for investigations; the third is for the establishment of a National Telecommunications Board in the Office of the President to set national policy as well as oversee the spectrum.

Mr. Harris said that his committee would hold hearings on the new bill. He also declared that he did not contemplate holding hearings on the other bills.

Good start reported in military vhf swap

Progress is being made, but it's going to be a long haul. This is the gist of a report by the FCC last week on the status of its conversations with the Office of Civilian & Defense Mobilization on a swap of frequencies to add more vhf to television.

The announcement said that a technical group representing the FCC and member agencies of the Interdepartmental Radio Advisory Committee (IRAC) had reached agreement on terms of reference and had taken the following actions:

- Invited Central Radio Propagation Lab of the National Bureau of Standards to name a representative to participate in its work, and asked that CRPL supply graphical presentations of necessary power and distance for various emissions, data rates, antenna heights and orders of frequency.
- Agreed to deal with the "knottiest problems" first, involving the 50-1,000 mc band. CRPL has been asked for information on this area of spectrum by Aug. 1.
- Agreed to consider in its study of the 50-1,000 mc band the following services: broadcasting, land mobile, aeronautical mobile, maritime mobile, radiopositioning, radionavigation and earth-space.
- Asked government agencies to submit by Aug. 1 present and "foreseeably unfilled" frequency requirements in the 50-1,000 mc band. The FCC release pointed out that since it had recently completed taking testimony dealing with the 25-890 mc area, it was in a particularly good position to supply such information for non-government requirements.

The Commission announcement warned, however, that because many members of the technical working group will be participating in the International Radio Conference in Geneva this fall, progress will be delayed "somewhat" during the next several months.

The Commission instituted the swap talks early this year in an endeavor to dig its way out of the uhf-vhf morass. The object of the study is to see whether military users of uhf frequencies can be persuaded to move to other parts of the spectrum in order to open up 25-35 additional vhf channels for television. This would be in exchange for the uhf band, now allocated to tv.

The liaison is under the direction of FCC Comr. Frederick W. Ford.
new RCA magnetic disc recorder

combines advantages of tape and disc!

A great new tool for broadcasters... makes possible fast recording and playback of commercials and announcements

This new Disc Recorder, a completely self-contained unit, meets the broadcaster's requirements for fast recording and playback of commercials and announcements. Extremely simple to operate, it minimizes the skill required to produce a professional recording. Grooves for recording are molded into the blank disc. No cutting mechanisms, optical devices and heated styli are needed; the same equipment serves for recording and playback. All of the advantages of magnetic tape recording are retained in the magnetic discs, yet winding, splicing, cueing and other tape handling problems are eliminated.

A recording time of 70 seconds is obtained from each side of the magnetic disc, which includes 10 seconds for "cue-in" and "trip-out" cue tones. The magnetic discs are recorded at 33⅓ rpm.

The magnetic head used in the system consists of two C-shaped laminations made of a material that is extremely hard physically, but with very high permeability. A newly designed tone arm which accommodates standard MI-11874-4 (1 mil) and 11874-5 (2.5 mil) pickups also can be handled by means of a plug-in socket arrangement. It can be used for reproducing standard transcriptions and phonograph records up to 12 inches in diameter at 33⅓ or 45 rpm.

Magnetic Recording Head.
The magnetic pole pieces which do the recording protrude through the narrow slot (see arrow).

The Magnetic Disc Recorder can be the first of the building blocks in preparing for automatic programing. For complete information on the Disc Recorder and companion units, call your RCA Broadcast Representative or write RCA, Dept. WB-22, Bldg. 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY
It takes the 7,530 watts of WCKY BIG to cover the TRI-STATE trading area of CINCINNATI.
Wholesale clearing of allocations bids

Several actions involving shifts of tv channel allocations were taken by the FCC last week. WITI-TV Whitewater Bay, Wis., (ch. 6) was shifted to Milwaukee. WITI-TV is licensed to Independent TV Inc., subsidiary of Storer Broadcasting Co.

A petition by Sarkes Tarzian Inc., licensee of ch. 4 WTVT (TV) Blooming- ton, Ind. for reconsideration of a Feb. 25 action which denied a previous petition to move ch. 4 to Indianapolis was denied.

Also denied were petitions by the Florida Educational TV Commission and the Joint Council on Educational TV to reserve ch. 13 instead of ch. 30 for educational use in Panama City, Fla.

The Commission invited comments to a notice of proposed rulemaking to change the educational reservation in Muncie, Ind., from ch. 71 to ch. 55. Ball State Teachers College petitioned for this change.

And the FCC reconsidered and granted a petition by ch. 11 KFJZ-TV Fort Worth, Tex., to issue proposed rulemaking to move ch. 11 to Denton, Tex., for educational use and to move reserved ch. 2 from Denton to Fort Worth (and to authorize KFJZ-TV to operate on ch. 2 there).

Am processing line in new cycle at FCC

The second batch of standard broadcasting applications on the FCC processing line was announced last week—with a warning that competing applications must be on file no later than the close of FCC business Sept. 4.

The list contains 34 applications for new and changed facilities at the top of the processing line, one application under study, and 15 applications on which McFarland letters have been issued (for list of applications, see FOR THE RECORD next week).

The Commission last April instituted the new policy invoking a cutoff date for new applications. The first group of pending applicants was published then, with a May 15 deadline. This deadline brought in almost 240 applications, the majority of which were amendments of pending applications (CLOSED CIRCUIT, July 13).

The purpose of the cutoff regulation is to stabilize the am processing line so that the staff can process the top applications without fear that completely new studies have to be made when a late application was filed.

Fruits of the first measure were seen last week when the Commission announced a group of grants and designations for hearing. Among hearings is one involving 44 applicants (1410-1490 kc); another includes eight applicants (seven for 1550 kc and one on 1570 kc).

Commission reverses time-honored policy

An old communications policy, as old as the FCC itself, went by the boards last week when the Commission announced that from now on the availability of common carrier facilities won't have anything to do with granting private microwave relay facilities.

The report and order, concluding a two-and-a-half year inquiry into frequencies above 890 mc, held that there are now adequate frequencies in the microwaves to take care of both private users and common carriers—and therefore the availability of common carrier facilities will not be considered as a condition of eligibility for private users.

The FCC also removed a general policy which weighed the licensing of a private intercity relay facility against the possible adverse effect on the common carrier and its ability to serve the public.

Other highlights of the order—all applicable to non-broadcast services—include:

- Frequencies above 10,000 mc will be used for intracity and local area operation.
- Tropospheric forward scatter systems will not "generally" be authorized between points in the continental limits of the United States (excluding Alaska).
- Allocations proposals were set out (to become effective after the Geneva International Radio Conference) for 6,475-6,575 mc, 10,550-10,700 mc and 11,700-12,200 mc. Use of frequencies above 30,000 mc will be developmental.

Contempt conviction

Louis Earl Hartmann, former KCBS San Francisco commentator, was convicted of contempt of Congress last Monday (July 27) by San Francisco Federal Judge Michael J. Roche. The 44-year-old ex-broadcaster was sentenced to six months in prison and fined $100.

Mr. Hartmann—who conducted a regular show, This is San Francisco, under the name Jim Grady—was convicted on seven counts of refusing to answer questions of the House Un-American Activities Committee during a San Francisco hearing conducted by Rep. Francis Walter (D-Pa.) in 1957 (BROADCASTING, June 24, 1957).
Trafficking charge brings $300,000 suit

Suit for $300,000 has been filed by a broadcaster for alleged defamation during a protest hearing before the FCC.

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Boycott out of order

CBS-TV won a moral victory Friday (July 31) in a decision by the National Labor Relations Board.

The board held in effect that the network shouldn’t have lost a Let’s Take a Trip program Feb. 6, 1958, because of a jurisdictional row between Theatrical Protective Union No. 1, International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators of the U.S. and Canada, and Local 1212 of Radio & Television Broadcast Engineers Union, International Brotherhood of Electrical Workers.

The network followed terms of its contract and a supplementary letter in assigning technicians from IBEW to a program scheduled to take place on the SS United States, NLRB’s decision indicates. The IATSE local picketed the pier where the liner was docked, with the United States Lines deciding not to allow the telecast. NLRB held the IATSE local was not entitled to attempt to force or require CBS to assign its members the work of setting up and operating lighting equipment on remote.

Two Bakersfield u’s confirmed by FCC

The FCC last week affirmed grants of new uhf tv stations at Bakersfield, Calif., made last December to Pacific Brodcasters Corp. (ch. 39 on Dec. 10) and Kern County Broadcasting Co. (ch. 17 on Dec. 30), at the same time denying protests by KBKX-TV Bakersfield (ch. 29) and vacating stays of the grants. Comrs. Rosel H. Hyde and Robert E. Lee did not participate.

The FCC’s decisions on the two grants had reserved the right to switch the uhfs for other channels if they were changed by rulemaking under consideration. FCC has issued rulemaking, meanwhile, to add two vhf channels (8 and 12) to Bakersfield, but leaving Bakersfield’s three uhfs (17, 29, 39) there. (Broadcasting, July 20).

Pacific is owned 60% by electronics manufacturer H. L. Hoffman and 40% by Terry H. Lee, general manager of WFIT-TV Milwaukee.

Catv field trip

The controversial community television system problem is going to get a personal looking over by the FCC during August, the Commission has announced. Ordered to the boondocks were Harold G. Cowgill, chief, Broadcast Bureau and James B. Sheridan, economist with Broadcast Bureau. They will visit a number of western areas where catv systems and local television stations are operating or have been operating. The Commission move was impelled by congressional urging that an on-the-spot study be made of the problem, rather than reliance on “paper” comments. These views were expressed by Sen. Gale McGee (D-Wyo.) at recent Senate Commerce subcommittee hearings on catv and booster auxiliary tv services.

Orlando remand case opened by Commission

The record in the Orlando, Fla., ch. 9 case was reopened by the FCC last week—pursuant to a court mandate—to investigate allegations of off-the-record contacts made with FCC members before the ch. 9 award to WLOF Orlando in 1957.

The FCC set this Friday (Aug. 10) as a deadline for parties in the ch. 9 case and in the court proceeding to file to participate and said persons about whom evidence is received shall be permitted to cross-examine and submit rebuttal testimony upon request. The contestants are WLOF and WKIS Orlando. WKIS had appealed the case up to the U.S. Supreme Court. The Supreme Court remanded it to the U.S. Appeals Court in Washington (which had affirmed the FCC’s grant) to consider allegations in testimony before the House Legislative Oversight Subcommittee in 1958 that WLOF made off-the-record presentations to the FCC. The lower court remanded the case in turn to the FCC and asked for a new hearing by a special hearing examiner.

The issues in the new hearing (presiding officer and date to be announced later) are similar to the “ex parte contact” issues in the Miami ch. 10 and Boston ch. 5 cases, on which the FCC also is holding new proceedings on court remand: (1) whether any FCC member voting in the 1957 award should be disqualified from the re-opened proceeding; whether persons made illegal contacts with FCC members before the award; (3) whether any party knew of or committed improprieties in the original proceeding; (4) whether any applicant should be disqualified or have improper actions he may have taken considered against him from a comparative standpoint.

Mack re-trial Nov. 3

The date for re-trying former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside on criminal conspiracy charges was set for Nov. 3 by Chief District Federal Judge F. Dickson Letts last week following the Justice Dept.’s formal move for a new trial at the “earliest possible date.” Justice already had indicated plans to re-try the case after the three-month trial ended with a hung jury last month (Broadcasting, July 13). Messrs. Mack and Whiteside are accused of conspiring to obtain FCC award of ch. 10 in Miami for Public Service TV Inc., a National Airlines subsidiary. The new trial also will be held in Washington.
The Army Way

The Army Way

Now it's a secret FCC hearing. Commissioners were wrestling with this problem last week after a prehearing conference on conflicting proposals by KGO-TV (ABC) and KRON-TV, both San Francisco, to change their transmitter sites. An objection to both changes was filed by the U.S. Army. The objection involves Nike sites in the San Francisco area but the reasons are classified, the Army said.

Examiner Jay A. Kyle recessed the hearing to permit lawyers and engineers to figure out how to hold a secret hearing as part of a public record on the conflicting antenna site proposals. All parties who will participate must receive military clearance. It is believed the record on this portion of the hearing will be sealed. Although the examiner and the FCC will be permitted to review it, they will not be able to use it in reciting their reasons for arriving at a decision on this particular issue.

Weather warnings on Florida Conelrad

The first regular use of Conelrad—the nation's radio air warning service—for "peacetime" public service broadcasting was inaugurated last week by the Florida Defense Network, using eight FM stations in as many cities to relay hurricane warnings to AM, FM and TV stations all over the state.

The system went into operation Saturday (Aug. 1) in time for the annual hurricane season. The key station is WVCX-FM Coral Gables (Miami), which will originate broadcasts from the Miami Weather Bureau at 8:30 a.m. and 4:30 p.m. daily on weather conditions and more often when a hurricane is impending. The system is being co-ordinated by James L. Howe, WIRA Fort Pierce, chairman of the Florida State Advisory Committee, a state chapter of the National Industry Advisory Committee.

Other FM outlets in the eight-station relay system will originate broadcasts from Weather Bureau offices in their respective areas if hurricane information develops there. There is no objection to sponsorship of the broadcasts if the sanction of the Weather Bureau is not expressed nor implied. The other FM outlets in the relay network are WINK-FM Fort Myers, WFLA-FM Tampa, WHOO-FM Orlando, WRUF-FM.
Hearing on NBC sale

The FCC last week advised NBC that its proposed sale of WKNB and WNBC (TV) New Britain, Conn., to Connecticut TV Inc. for $1.04 million indicates the necessity of a hearing. The action came after WHYN-TV Springfield, Mass., asked the Commission to designate the sale for a hearing because Connecticut TV is one-third owned by WWLP (TV) Springfield, WWOR-TV Worcester and WRLP (TV) Greenfield, all Massachusetts. WHYN-TV said WNBC and WWLP would overlap in violation of FCC rules (Broadcasting, July 27).

The FCC, in designating the sale for hearing, cited the possibility of overlap and concentration of control.

SPORTS BILLS UP
Senate group hears old sports-tv story

Round three of proposals to exempt professional team sports from provisions of antitrust laws was held last week by the Senate Judiciary Antitrust Committee with very little testimony given on radio-tv aspects which had not been stated before.

Previous hearings were held two years ago by Rep. Emanuel Celler (D-N.Y.) and his House Antitrust Subcommittee (Broadcasting, July 22, 1957), and in July 1958 by the same body sponsoring last week's sessions (Broadcasting, July 28, 1958).

Subjects of last week's hearings were S 616, which gives football, baseball, hockey and basketball the right to restrict radio-tv from games within 75 miles of home-town of another team on date of home games, and S 886, which decrees that the FCC shall rule any sports broadcast blackout is "reasonably necessary" before it will be permitted.

S 886 was introduced by Sen. Estes Kefauver (D-Tenn.), chairman of the Antitrust Subcommittee, and S 616 is co-sponsored jointly by Sens. Kenneth Keating (R-N.Y.), Thomas Hennings (D-Mo.) and Everett Dirksen (R-Ill.).

Would Throw TV for Loss In a statement filed for the record, NAB President Harold Fellows said that if the 75-mile restriction is passed tv networks would be forced to end all broadcasts of major league baseball. On the basis of an actual present-day lineup of 183 stations carrying major league telecasts, Mr. Fellows said, 90 stations would be blacked out 100% of the time, 58 stations at least 50% of the time and only 35 outlets would be unaffected.

This drop in audience, he pointed out, would make it economically unsound for a sponsor to pick up the tab for telecasts. He said that existing arrangements for baseball and football telecasts provide adequate protection.

Commission's Position • The FCC objected to S 886 because, it said, the bill would impose duties on the Commission not specified in the Communications Act. Broadcasting contracts would be only remotely related to communications, the FCC said, and considerable delay would be entailed before a finding that a particular contract was reasonably necessary could be made.

"In our judgment, since the issue of whether contracts relating to telecasting rights should be exempted from the antitrust laws involves considerations outside the area of our expertise, we think it would be preferable that such questions be left either to the courts or to some other tribunal having familiarity with such problems," the Commissioners said in a statement submitted in writing.

Danger to Minors • Frank D. Lawrence, owner of the defunct Portsmouth, Va., minor league team, out-repeated charges that major league tv is killing minor league baseball. "The majors have invaded minor league territory by radio and tv and have plundered the minor leagues just like the pirates of old," he charged, "with the result that the major leagues have received millions of dollars from radio and tv and many minor league clubs have perished."

Mr. Lawrence then lashed out at preferential treatment for the majors.

He said the majors "should be given no more immunity nor favors by congressional legislation. It should be regulated and prosecuted for its violations because it is a monopoly of the worst kind."

Baseball Commissioner Ford Frick wholeheartedly endorsed the radio-tv provision in S 616. He said the FCC has no special competence to deal with baseball or any other sport and would be more concerned with the impact
of a contract upon broadcasting than its affect on baseball. Accordingly, a baseball contract would go before the FCC with "two strikes against it."

Senators Views • Counter to the views expressed by the Commission and Comr. Frick, Sen. Kefauver said the FCC is in the best position to determine what radio-television restrictions should be authorized. Football Comr. Bert Bell told the subcommittee his sport's radio-television regulations already have been approved by the courts and "we would be happy to be relieved of the necessity of going before the FCC and re-justifying those regulations..."

Sen. Keating said the radio-television provisions of S 616 were drafted with the idea of saving the minor leagues from extinction by a flood of big league telecasts. He said S 886 would extend the jurisdiction of the FCC "into the business arrangements of program content which, historically, the Congress and the Commission have scrupulously avoided."

**Fargo ch. 11 grant**

The FCC last week granted ch. 11 at Fargo, N.D., to North Dakota Broadcasting Co., affirming an initial decision by Examiner Elizabeth C. Smith more than a year ago (BROADCASTING, June 2, 1958). Comr. Robert T. Bartley dissented and Comr. Frederick W. Ford did not participate.

North Dakota is licensee of KSJB Jamestown, KKJB-TV Valley City, KBMB-TV Bismarck, and KCJB-AM-TV Minot, all North Dakota, and is permittee of KKXAB-TV Aberdeen, S.D.

The grant to North Dakota was made May 27, 1958, after another applicant for ch. 11, Marvin Kratter (Fargo Telecasting Co.) was dismissed at Mr. Kratter's request. Before this, WDAY-TV Fargo, N.D., had been granted a petition to intervene on claims of ch. 11 overlap with KKXB-TV.

**Government notes**

- New tv facilities for Escanaba, Mich., and Walla Walla, Wash., were granted by the FCC last week. The Norbertine Fathers (WBAY-TV Green Bay, Wis.) were granted ch. 3 in Escanaba, to be operated as a satellite of WBAY-TV. Comr. Robert T. Bartley dissented. Northwest Broadcasting System Inc. was granted ch. 22 in Walla Walla.

- A grant by FCC last week of ch. 23 to Yakima Valley (Wash.) Co., made effective an initial decision issued last month by Examiner H. Gifford Irion. Yakima Valley is owned by realtor Ralph Tronsrud. Yakima TV Corp., owned by the same interests as KXLY-AM-TV Spokane and KELP-AM-TV

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state
El Paso, had withdrawn its application for ch. 23 after reimbursement of $7,511 by Yakima Valley for out-of-pocket expenses (BROADCASTING, July 13).

- The FCC last week granted WKST-TV New Castle, Pa. (ch. 45) permission to operate on ch. 33 and change its station location to Youngstown, Ohio, and WXTV (TV) Youngstown, (ch. 73) permission to operate on ch. 45, effective when WKST-TV begins operation on ch. 33.
- WRCA New York has applied to change its operation on 660 kc, with 50 kw, from directional day and night, to non-directional. The FCC last week designated the application for hearing.
- Storer Broadcasting Co. was given FCC permission last week to assign KPOP Los Angeles to a wholly owned subsidiary: Standard Broadcasting Co. Storer requested the action for tax purposes. Other Storer subsidiaries are Seaboard Radio Corp. (WTBG-Am-FM Philadelphia) and Independent TV Inc. (WTTI-TV Milwaukee).

- Ch. 7 KJEO (TV) Fresno, Calif., last week requested that the FCC grant it temporary authorization to operate on ch. 2. The requested authority would remain in effect until the Commission makes a final decision regarding permanent operation on ch. 2.

**Radio Press ready with fm-to-am feeds**

Radio Press International, New York, last week announced it would begin regular live voice newscast service to southeastern am stations via fm radio relay later this month.

The announcement was made after RPI conducted tests using nine fm stations as a relay service (Closed Circuit, July 27). The tests were described by John Hicks, RPI regional manager, as “very successful.” He said a dozen am stations had indicated a desire to subscribe. Regular service will begin over the fm relay system in the latter half of this month.

RPI also announced last week the addition of WHAS Louisville, WHAM Rochester, N.Y., WICA Ashtabula and WLEC Sandusky, both Ohio, to its subscriber list.

**Directors’ merger up for union vote**

Plans for a merger of Screen Directors Guild of America in Hollywood with Radio & Television Directors Guild have been approved by the boards of both unions, according to a joint announcement by Frank Capra, SDG president and Mike Kane, national president of RTDG.

The merger plan now goes to the membership of both unions for ratification. It calls for a new union, tentatively named Directors’ Guild of America, with jurisdiction over all directors in film, radio, tape and tv, functioning without affiliated locals as a national organization with headquarters in Hollywood and offices in New York.

The merged union would have two regional boards, one in Hollywood, one in New York, each elected by the membership in its area, and a national board, sitting in Hollywood, made up of the members of the two regional boards. Mr. Capra would become president of the merged Guild, Mr. Kane, executive vice president.

**Programming**

**Tv news do’s, don’ts in study by Softness**

Local tv news shows should not be restricted to five-minute summaries, but preferably should be of 10 or 15 minute length. Also, in scheduling these shows start them either on the hour or the half hour.

These two points are suggested in a study of what a tv station can do to increase the ratings of its news shows and thereby kindle advertiser interest. The survey was compiled independently (with aid of The Pulse Inc.) as part of a thesis submitted by Donald Softness, director of promotion and publicity, H-R Television Inc., station representative, for a master’s degree in business administration at New York U.’s graduate school.

For Bigger Audience • Mr. Softness formulated a list of dos and don’ts for news directors. The study was made of H-R represented stations and a number of others. Detailed questionnaires were sent to 200 stations from which a 25% return was recorded. Each component of a station’s news operation was analyzed in terms of the program’s audience rating.

The compilation follows a study of tv news as a “hidden asset” announced recently by Dr. Philip Eisenberg, president of Motivation Analysis Inc., for Corinthian Broadcasting Corp. (BROADCASTING, June 29). A conclusion of the earlier study was that news is the most under-rated of all video program types.

The do’s of Mr. Softness’ study: Local Angle • News should be programmed in 15-minute or possibly 10-minute blocks but never in “5-minute summaries” (the latter format was most unpopular in ratings); obviously wire news must be rewritten (“but you’re probably doing this now”) and everything ought to be done to have a local angle.

Also, the station should stress local and regional coverage above national and international news; commentary and analysis ought to be provided of the news and if possible, the station might try to editorialize. It is recommended that the camera be kept off the newscaster as much as possible with “plenty” of “hot newsfilm and stills” and interesting local interviews.

Among the don’ts: How to Save • Early news ought not be programmed after 7 p.m. nor begun 15 or 45 minutes past the hour but started on the hour and half hour. No more than one news service should be subscribed to, the money thus saved used productively elsewhere. The cautious approach is suggested, too, for photo or facsimile services because of a temptation to use too many national photos.

Directors are warned not to “go overboard” on elaborate equipment but to stick to essentials—“highly equipped stations show no significant rating edge”; not to overstaff (“a large crew is no guarantee of high ratings”) and the newscast ought not to be divided into separate news and sports segments but integrated.

**Warner Bros. profits**

Warner Bros., Pictures Inc. for the nine months ending May 30 earned a net profit of $13,749,000, or $8.67 per share, of which $6.5 million, $4.10 per share, came from the sale of the company’s ranch in California’s San Fernando Valley. Figures show a dramatic change from those for the corresponding period of last year, when Warners had a net loss of $2,684,000 including a $2.5 million provision for estimated losses on advances to independent producers. Chief source of the improved
net income this year is simply in-
creased business volume. The first line
of the profit-and-loss statement for the
nine months shows film rentals, includ-
ing television, sales, etc. to have totaled
$62,084,000 this year versus $48,-
038,000 last year.

Five buy new series
With its new syndicated series Four
Just Men on the market less than three
weeks, Independent Television Corp.,
New York, reports sales to four regional
buyers in the U. S. and to the Canadian
Broadcasting Corp. for a gross of
$750,000. Regional buys include: Schaefr
Beer for nine northeast mar-
kets; Drewry’s Beer for 15 midwest
markets; an additional $750,000. Regional
buyers include: Schaefer Beer for nine northeast mar-
kets; Drewry’s Beer for 15 midwest
markets; and regional buyers in five markets.
The series, reportedly budgeted at $50,000
per episode, stars Dan Dailey, Jack
Hawkins, Richard Conte and Vittorio
De Sica.

‘Late, late’ movies to tv
An entire package of 52 post-1955
feature films is being offered to tv stations,
which has been announced by Joe Hirs, 
board chairman of Art Theatre of Air
Inc., and Sig Shore, president of Video
Artists Inc., both New York. The pack-
age contains product from France,
Britain and Italy and includes films
starring such personalities as Ingrid
Bergman, Sophia Loren, Brigitte Bardot,
Gina Lollobrigida, Claudette Colbert,
Michele Morgan, Silvana Mangano, Mel
Ferrer and Eddie Albert.

• Program notes
- Screen Actors Guild collected and
distributed nearly a half-million dollars
to members in June for residual pay-
ments on tv entertainment programs.
This figure, the highest yet, doesn’t in-
clude payments for reruns of tv com-
erials (which are paid directly to
members) or payments collected by
SAG for post-48 movies released to tv.
- WOI Ames, Iowa, is to receive a
series of tapes from Radio Moscow
dealing with agriculture, life on a col-
lective farm and the Soviet’s rocketry-
space travel plans. The Russians also
have agreed to answer questions sent
by WOI listeners.
- Sale of The Phil Silvers Show has
brought CBS Films a reported million
dollars in addition to the $4.25 million,
63-market deal made earlier with the
Carling Brewing Co., Cleveland
Broadcasting, May 23). Containing
138 episodes, Silvers is now in over 90
markets.
- Another CBS Films product, Track-
down, is said to be nearing the $500,-
000 mark after a little over a month in
syndication. Trackdown, consisting of
71 western half-hours, has been sold
in 20 markets thus far. Both series
will move from their CBS-TV run to syndi-
cated showing in mid-October.
- Four Star Television, L.A., has sold
26 new segments of Richard Diamond,
Private Detective tv series to NBC-TV.
Starting Oct. 5 it will be in the Mon-
day 7:30-8 p.m. slot. The series was on
CBS-TV for two years. Four Star’s
new Tales of the Plainsman also was
sold to NBC-TV. Starting Oct. 1 it will
be seen Thursdays 7:30-8 p.m. The
series deals with an Indian serving as
deputy U. S. marshal circa 1885.
- Meet McGraw, currently on ABC-
TV (Sun., 10:30-11 p.m.) goes into syn-
dication by ABC Films Inc. effective
Oct. 1. There are 42 half-hours of the
mystery-adventure series starring Frank
Lovejoy. Early purchasers: KPIX (TV

VERSATILITY AND MOBILITY OF TAMPA’S WFLA-TV PROVEN THROUGH USE OF MOBILE VTR RECORDING STUDIO.

Using the only completely equipped Mobile Videotape Recording Studio in Flor-
ida, WFLA-TV on July 18, again proved its versatility and mobility through the
presentation of the colorful Miss Florida Pageant in Sarasota.
The entire hour and a half presentation was videotaped in Sarasota, sixty
miles from the WFLA-TV studios, and flown to Tampa for on-the-air presenta-
tion within twenty-five minutes of the pageant’s conclusion. The first forty-five
minutes of the pageant was videotaped and rushed, with police escort, to the
Sarasota airport and flown to Tampa where a WFLA news car met the plane
and drove to the studios where the second Channel 8 VTR unit was em-
ployed to meet to a 10 P.M. airtime schedule. Meanwhile, back at the pageant, the
remaining show was recorded and flown back to Sarasota for the pickup.
Miss Florida is Miss Nancy Purvis, an 18-year-old Bradenton laa. Her next
big assignment, of course, is the Miss America contest in Atlantic City.

This was the second big, in-the-field demonstration of WFLA-TV’s advanced
mobile videotaping to take place in Sarasota. NBC-TV employed the mobile VTR
studios for the complete one-hour taping of the Kaleidoscope program which fea-
tured the Christian Brothers Circus. In “Roll Out The Sky” aired on the network
last May 3rd.
The Channel 8 VTR mobile unit has a specially assigned and trained crew
busy 5 days each week recording both programs and commercial announcements “on location” in Tampa, St. Petersburg and Clearwater. The crew now boasts 14
months experience in valuable videotape production.
WFLA-TV is the only station in Florida which actively uses two Ampex Vide-
tape Recorders, one studio installed, the other a complete, self-contained two camera operation mobile studio unit.
At WFLA’s television history, countless programs of strictly local interest
have been produced and added to the heavy schedule of programs and
commercial announcement VTR productions. Among its many accomplishments,
WFLA-TV has been responsible for sponsoring and videotaping the Panorama of
Music, a two hour outdoor musical production featuring 3,000 Hillsborough County
school musicians. Proceeds from this undertaking formed a college scholarship
fund for deserving high school musicians. It has presented the annual Florida Music Educators’ Association student concert from the Tampa Armory,
The Latin American Fiesta Ball—one of the highlights of Tampa’s annual social
calendar, and a special Christmas oratorio, performed by the Florida Christian College Choir.
WFLA-TV is producing, both in and outside the studio, more than 100 tapings of
commercial announcements each month in addition to taping some 28 half
hour and one-hour shows per month, besides the 24 hours of news and
special programs described above, plus the playing back of these and many other scheduled announ-
cements and syndicated shows.
WFLA-TV is the only station in Florida which actively uses two Ampex Vide-
tape Recorders, one studio installed, the other a complete, self-contained two camera operation mobile studio unit.

BROADCASTING, August 3, 1959
COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV
Aug. 3-7, 10-13 (4:43 p.m.) Truth or Consequences, participating sponsorship.
Aug. 3, 10 (10:10 p.m.) Arthur Murray Party, P. Lorillard through Lenn- new & Pharmaceutical Inc. through Parkison Adv.
Aug. 4, 11 (7:30-8 p.m.) Northwest Passage, sustaining.
Aug. 5, 12 (8:30-9 p.m.) Price Is Right, Lever through J. Walter Thompson.
Aug. 5, 12 (9:45-10:15 p.m.) Kraft Music Hall Presents Dave King, Kraft through J. Walter Thompson.
Aug. 6 (10:30-11 p.m.) Masquerade Party, P. Lorillard through Lenn- new.
Aug. 7 (8-9 p.m.) Ellery Queen, sustaining.
Aug. 8 (10-11:30 a.m.) Howdy Dooey Show, Continental Baking through Ted Bates.
Aug. 8 (10:30-11 a.m.) Ruff & Reddy Show, Chas. Penn through Benson & Bow- ard and Mars through Knox-Reeves.
Aug. 8, 9 (8-9 p.m.) Perry Presents, Sun- beam through Perrin-Paus, American Dairy through Campbell-Mithun.
Aug. 9 (7:30-10 p.m.) Midwestern Hay- ride, local, co-operative sponsorship.
Aug. 9 (9-10 p.m.) Summertime Chevy Show, Chevrolet through Campbell-Ewald.


Person to Person is going interna- tional. After six years of live home-visits with notables in the continental United States, the CBS-TV interview show this season will include taped or filmed en- counters with celebrities abroad. CBS correspondent Charles Collingwood takes over the visiting chores originally performed by Edward R. Murrow, cur- rently on sabbatical leave. The new format calls for some half-hour visits as well as the conventional two 15-minute segments. Getting underway Oct. 2, Person to Person is to be co-sponsored by Pharmaceuticals Inc., and the Warn- er Lambert Pharmaceutical Co.

KYW-TV Cleveland managed to get an exclusive July 25 when teamster boss James Hoffa visited the city to attend a wedding reception for the daughter of a local union official. Dis- regarding signs “No Press Allowed,” KYW-TV’s John Mahoney and Ralph Mayher were accosted at the entrance. But a direct appeal to Mr. Hoffa nearby won permission for a sound-on-tape in- terview that was not only used by KYW-TV, but later picked up for NBC-TV’s Today and Chet Huntley’s news show.

George Bilson, Hollywood tv pro- ducer, has obtained video rights to “What’s the Law,” human interest legal column syndicated by Bell Syndicate to 63 U.S. newspapers, and will turn it into a five-minute tv strip series. Plans call for a series of 260 episo- des, with the first 155 produced for broadcast having five times a week. William Morris Agency represents the package. Bilson Productions is at 370 Lillian Way, Hollywood 4. Telephone is Holly- wood 3-5280.

Bold Journey, fresh from three years on ABC-TV, and I Search for Adventure, already in syndication, are to be distributed by Banner Films, New York. Negotiations were handled by Jack Douglas, creator, producer and narrator of both series, and Banner president Charles McGregor. Involved are 143 episodes of Journey, and 52 Adventure installments.

ABC Films, New York, reports 17 new stations have bought The Adventures of Jim Bowie (now in 65 mark- ets), and 12 have added The Devil’s Choice (now in 80 markets).

RCA is contributing $100,000 to support colorcasts of the modern chemistry course on NBC-TV’s Continental Class- room, which starts Sept. 28. RCA is one of nine companies, plus the Ford Foundation, backing the college-level course that will be accredited by some 300 universities and colleges. "One of the significant characteristics in chemi- cal reactions and processing is color, hence color tv will make experiments easier to follow and enable tv students to get far more out of them," said John L. Burns, RCA president.

The Bartell Family Stations’ (KYA San Francisco, KCQB San Diego, WOKY Milwaukee, WAKE Atlanta and WYDE Birmingham), public serv- ice series, The Critical Years, will be carried by more than 150 stations. The series, broadcast on KYA July 16-23, is a first person narrative by a onetime juvenile delinquent.

Fryman Enterprises, Hollywood, will produce The Mickey Rooney Show and The Lariat Kid tv series in partnership with Ziv Tv Programs. Fryman Presi- dent Red Doff is the producer of Rooney and executive producer of Lariat.

Newman Bob Sieglist (WLS Chi- cago, WGAR Cleveland and WGEZ Beloit, Wis.) aired exclusive radio inter- views with Major Pedro Luis Diaz, former Cuban Air Force chief (Wed. July 15) the day after his appearance before the Senate Internal Security Sub- committee Sr. Diaz, his wife and brother were gunned down by Sieglist in his Milwaukee home after his Washing- ton testimony. In his radio interview, Sr. Diaz again stated his belief that Fidel Castro, Cuban premier, is a com- munist dictator.

Loew’s Inc., New York, last week reported consolidated net earnings of $6,157,000, or $2.31 per share, for the 40 weeks ended last June 4, as com- pared with a loss of $683,000 in the cor- responding period last year. Joseph R. Vogel, president, told stockholders that all divisions of the company (film pro- duction-distribution and foreign the- atres, television, records and music) are operating profitably in the current year. He noted that the significant change was in the film production-distribution opera- tion, which earned $5,423,000 in inter- est and federal income taxes in the 40 weeks, as against a loss of $7,114,- 000 in the comparable period of 1958.

New World Productions (Mel-O- Toons animated cartoons), North Holly- wood, Calif., has secured the rights to use Thornton Burgess’ Peter Cotton- tail, Paddy The Beaver and other of his characters in its cartoons. The com- pany will produce several series of six- minute shows combining live action with animation. Each series will have 104 parts.

Lang-Worth Feature Programs Inc., N.Y., is expanding its sales and produc- tion aids service, Radio Hucksters & Airlifts. Radio stations are now offered a four-part service plan including: "Profitlines," a book of selling hints and techniques, tie-ins and promotional mer- chandising ideas; "Airmanship," a kit of instructions in the use of station ID’s, jingles, sound effects and voice gimmicks; "Cash Calendar," which points out national sales trends and sea- sonal advertising opportunities, and “Blue Chip Tips,” a newsletter of sales and production information. Also available on request is a demonstration LP recording called "Showcase," telling how to produce a finished commercial from Radio Hucksters & Airlifts.

Banner Films, N.Y., has acquired tv distribution rights to four feature films bringing the total number in its Ban- ner Package to 38, it was reported. New additions are: Stage Door Can- teen, Peck’s Bad Boy, Peck’s Bad Boy With the Circus, Under the Red Sea and Jungle Headquarters.

Screen Gems Inc., N.Y., has sold Manhunt to two regional brewerries, making a total of 96 markets sold three months before the series starts on the air. Jax Beer has purchased the show for 20 southern markets and Drewry’s Beer will sponsor it in four midwest markets. Respective agencies are Fitzgerald Adv. Agency, New Orleans,

BROADCASTING, August 3, 1959
and MacFarland, Aveyard & Co., Chicago.

- Cinema-Vue Corp., N.Y., tv film distributor, has acquired two film properties which are being offered for regional and local sponsorship. The shows are Secret File, U.S.A., consisting of 26 half-hours, starring Robert Aida, and The Mickey Rooney Show, featuring Mickey Rooney in 33 situation comedy episodes.

- Total of markets sold on Independent Television Corp.'s Cannonball film series has risen to 105, ITC announced, with a recent purchase by Garrett Freightlines, Salt Lake City, for seven western markets. The programs, which deal with the trucking industry, will originate at KSL-TV Salt Lake City and will be beamed via microwave relay over the Skyline Network to the following stations: KBOI-TV Boise, KID-TV Idaho Falls, KLIX-TV Twin Falls, all Idaho, and KSLF-TV Butte, KFBB-TV Great Falls and KOOK-TV Billings, all Montana.

- Larry Harmon Pictures Corp., Hollywood, has acquired rights to Tintin, European comic strip character, and is planning to produce a series of 104 six-minute Tintin cartoons for use on tv and, in some foreign countries, in theatres. Production of the first Tintin series, "Operation Moonbeam," is already underway at California Studios, Hollywood, with expectations that two of the six-minute films will be completed by mid-September. After that, with the format set, they will be turned out at the rate of two a week, the same output schedule as the Harmon Studio has for its Bozo, the Clown tv series.

- KTLA (TV) Los Angeles has purchased outright Sandy Howard's interest in the tv series, Emergency Ward, and becomes sole owner. The series was developed by Sandy Howard Productions last year and experimentally produced by KTLA. It is slated to debut on KTLA about Sept. 15.

- Formation of Morgan-Swain, Sarasota, Fla., to produce motion pictures, slides and tv and radio shows has been announced by Hack Swain. The firm is a consolidation of Carey-Swain and Dramatic Presentations, sales organization. It is located at 1938 Laurel St., Sarasota. Officers of Morgan-Swain include Duncan J. Morgan, president, Mr. Swain, vice president, Marie Swain, vice president-secretary and Stuart Rae, formerly Ruthrauff & Ryan art director. Mr. Swain has been producer of radio commercials and his own 45-minute daily show on WSPB Sarasota. Mr. Morgan formerly headed Dramatic Presentations.

PUSH THIS BUTTON...BROADCAST UP TO 24 HOURS OF FULLY AUTOMATED PROGRAMMING. Operational efficiency, the key to economical station operation, is yours in the Schafer Automation package. Prepare up to 24 hours of material in two to four hours. Complete program flexibility is embodied in three tape recorders and two 100-record library units, linked by 4-channel automation. Interruptions and changes do not interfere with timing.

Complete system $9950...or lease $250 per month. For information by return mail, write Schafer Custom Engineering, Division of Textron Inc., 235 South Third St., Burbank, California. Phone for demonstration: THornwall 5-3561.
FATES & FORTUNES

Broadcast Advertising

- William D. Watson, senior vp, Erwin Wasey, Ruthrauff & Ryan, Chicago, elected executive vp. Mr. Watson is agency account supervisor on Brown-Forman Distillers Corp.
- Anthony C. Chevins, director of creative department of Cunningham & Walsh, N.Y., elected senior vp. Mr. Chevins has been with C & W since 1951.
- Carl Broman, formerly marketing assistant to president, and brand manager, of Carling Brewing Co., Cleveland, named to new post of director of merchandising with Pepsi-Cola Co., N.Y.
- John A. McKinven, manager, Fuller & Smith & Ross' Pittsburgh office, to New York headquarters for special marketing assignment. He is succeeded by Hugh H. Redhead, vp in charge of creative services in Pittsburgh. Other FSR appointments: David H. Echols named vp and manager, Chicago office; Edward J. Lauesen to vp, corporate marketing programs; John Leahy, office manager, S.F., succeeding William P. Dumont who becomes west coast co-ordinator, and Kirk C. Tuttle, vp and manager, Cleveland office, elected to board of directors.
- Harry B. Henshel, executive vp, elected president of Bulova Watch Co., N.Y. He succeeds John H. Ballard, who retires, remaining on board of directors.
- Burt Cochran, who has sold his interest in Stebbins and Cochran, L.A. to Barton Stebbins, elected executive vp and principal in McNeill & McCleery, that city, which is changing its name to McNeill, McCleery & Cochran.
- Frank Clayton, formerly media group supervisor with Gardner Adv., St. Louis, to Kenyon & Eckhardt, Chicago, as media director.
- John O. Roche, copy director of Gardner Adv., St. Louis, appointed vp and creative director. He is succeeded by Theodore O. Simpson, formerly director of creative-contact department.
- Ernest W. Turner, creative director with Campbell-Mithun, Minneapolis, to agency's Chicago office as creative director. He is vp and member of board.
- T. A. Casey, account supervisor with Thomam-Laird, Chicago, joins Lillienfeld & Co., that city, as vp of marketing services.
- Charles E. Palmer, product manager, foods division of Lever Bros., N.Y., named merchandising manager, Pepsodent division.
- James H. Filling, formerly assistant brand manager of Colgate-Palmolive Co., N.Y., to Ogilvy, Benson & Mather, that city, as assistant account executive. Other appointments at OB&M: Judith Claymont as copywriter; A. Burton Wells as art director, and Roxane Cotsakis as copy group head.
- Paul K. Hogue, formerly senior account executive with McCann-Erickson, N.Y., to Foote, Cone & Belding, that city, as account supervisor on Liebmann Breweries.
- George Grant, formerly assistant media director of Montgomery Ward & Co., to Edward H. Weiss & Co., both Chicago, as media supervisor.
- Richard F. Gorman resigns as advertising director of Admiral Corp., Chicago.
- John Rundall, formerly director of radio-tv production with North Adv., Chicago, to Foote, Cone & Belding, that city, as broadcast supervisor.
- R.D. Waters, president, Hess & Clark, Ashland, Ohio (veterinary drug subsidiary of Vick Chemical Co.), named president and general manager, Vick Products Div., Vick Chemical Co., N.Y. He is succeeded by Hermon High, senior vp and board member, Vick Co.

Central Mid-South Fulltimer—extremely distressed situation due to illness. Must have immediate action. Price $67,500 with $17,500 down. Balance on attractive terms.

Deep South Fulltimer—major market top-rated facility operating in black. Good real estate. Price $225,000 with $105,000 down and balance in five years.

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Delaware 7-2754

DALLAS
DeWitt 'Judge' Landis
1511 Bryan Street
Riverside 8-1175

SAN FRANCISCO
John F. Hordeley
111 Sutter Street
EXbrow 2-5671

Nationwide • Negotiations • Financing • Appraisals

BROADCASTING, August 3, 1959
The Media

EDWARD C. OBRIEST, manager of WHAY New Britain-Hartford, elected director of Connecticut State Network. CSN stations are: WSTC Stamford, WNBQ Bridgeport, WNLC New London, WATR Waterbury, WTOR Torrington, WHAY and WICH Norwich.

DOUGLAS ROGERS, formerly producer and director with NBC-TV, named program director of WNTA-TV Newark, N.J.

RALPH HANSEN, program director of KYW-TV Cleveland, to WJBX-TV Detroit, in similar capacity. He succeeds RALPH RUST who joins WSPD-TV Toledo as director of operations.

FRANK W. ERWIN, director of co-operative programs with Mutual Bestg. Co., appointed to new post of assistant to president, as part of network's realignment of executive responsibilities. RAY DIAZ, station relations manager, appointed director of stations services and co-operative programs in consolidation of departments and CHARLES KING, formerly director of station relations for NTA television network and earlier in similar capacity with MBS, rejoins MBS as director of station relations. STEPHEN JOSEPH MCCORMICK, director of news, promoted to director of Mutual's entire Washington operation, assuming duties of Robert F. Hurleigh, now president.

ROLLAND REICHERT, tv operations manager of WNBQ (TV) Chicago, promoted to night manager of WMAQ and WNBQ, that city. He will continue present duties and supervise radio-television operations from 5 p.m. to signoff.

E. HALSEY SANDFORD named vp for operations of WKYW Louisville. John M. (Jay) THOMSON appointed sales manager, succeeding NEAL W. ROBBINS, who resigned. MRS. ELISABETH ANDERSON, station's first employee, promoted to treasurer of Radio Kentucky Inc., which owns WKYW.

CHARLOTTE TUCKER, formerly assistant timebuyer with Earle Ludgin & Co. agency, Chicago, to Keystone Broadcasting System as director of station relations. She succeeds BLANCHE STEIN, who resigned.

JAMES GERITY JR., president of WNEM-TV Bay City, Mich., resumes position of general manager, following resignation of RUSSELL A. GOHRING, formerly vp and general manager. TOM MATTHEWS, operations director, named station manager; HAROLD STONE appointed operations administrator and production director and VINCENT COLLINS to program administrator and film director. LEO HEISEL continues as chief engineer.

PHIL ROSE, formerly sales manager of KOLO Reno, named station manager of KDOT, that city, recently acquired by KDOT Inc. (Paul C. Schaefer). GEORGE CARR retained as commercial manager.

WALLACE DUNLAP resigns as general manager of WTAO and WXHR (FM) both Cambridge, Mass., continuing as consultant to New England Television Corp., applicant for ch. 6 in New Bedford, Mass.

WILLIAM RAY, news manager of NBC Central Div. (WMAQ and WNBQ (TV) Chicago), resigns effective Sept. 1 to operate KASI Ames, Iowa, which he has purchased, subject to FCC approval.

JAMES F. KEOUGH, formerly account executive with WDRSC-AM-FM Hartford, Conn., appointed general sales manager of WFBA Manchester, N.H.

RUTH MUSSER, operations supervisor of WMCA New York, named program manager.

DICK DUNNE, news director of KXAB-TB Aberdeen, S.D., named program director.

JIM SMALLWOOD, air personality as Jim Wood, promoted to program director of KRAK-AM-FM Stockton, Calif. DICK CARR to KRAK from KELP El Paso, Tex., as air personality.

CHARLES E. HIPPLER named news director of WSOY-AM-FM Decatur, Ill., succeeding DOWNIE HEWET, who was appointed program director.

JOHN D. KELLY, formerly general sales manager of WINS New York, appointed national sales manager of WJW-TV Cleveland, with headquarters in N.Y. at Storer Bestg. Co.'s national sales office, ef-
effective Aug. 10, Mr. Kelly was previously managing director of WJW-AM-FM.

- VICTOR E. (BUCK) FORKER, formerly account executive with WNEW New York appointed general manager of WDRC-AM-FM Hartford, Conn., recently purchased by Buckley-Jaeger Broadcasting Corp. of Connecticut (Broadcasting, July 20), which also owns WHIM Providence.

- CARL A. WINMAN, part owner of Friendly Group stations, Steubenville, Ohio, nominated U.S. district judge for southern Ohio by President Eisenhower.

- MONTE EVERETT, formerly with sales staff of WTAR-TV Norfolk, joins Chicago office of Everett-McKinney Inc., radio and TV station rep, as account executive.

- ROBERT S. STEVENS, air personality with KLIF Dallas, promoted to program director of KABL San Francisco-Oakland, both McLendon stations.

- BOB WALTERS, music director of WALT Tampa, Fla., promoted to program director.

- RAY SCHWARZ, producer-director with WJRT (TV) Flint, Mich., named production manager. GARY D. BENTLEY, formerly news director of KSBY-TV San Luis Obispo, Calif., to WJRT news staff.

- EARL FERSON named promotion manager of KOB-AM-TV Albuquerque, N. M. He succeeds L. THOMAS CHRISTISON, who opens pr office in Kober Bldg., that city.

- ROWENA PEARL, formerly media director, Moss Assoc., N. Y. to Motivation Research Reports, that city, as client relations director.

- HARRY AROUH, special news editor of KTHS Little Rock, promoted to news director, succeeding BILL NEEL who resigns to join aircraft firm as technical writer.

- J. C. KELLAM, general manager of KTBC-AM-TV Austin, Tex., moves from CBS Radio Affiliates Advisory Board to affiliates tv advisory board as southwestern representative.

- DANIEL C. PARK, formerly general sales manager of WIRE Indianapolis, to Steve B. Smith & Assoc., advertising and public relations firm, that city.

- WILLIAM C. GITTINGER, 62, former CBS vp, died July 26 at Southold, Long Island. He had retired four years ago, but had continued to serve as network in consultant capacity. Mr. Gittinger joined CBS in 1934 as director of sales development and was named vp in charge of sales in 1940. Ten years later, he became vp of CBS Inc. and special assistant to president.

- ROGER O. VALDIERI, formerly promotion development planner for South Bend (Ind.) Div. of Curtis-Wright Corp. appointed manager of news bureau in public relations department of Studebaker-Packard Corp., that city.

- RALPH THOMPSON resigns from news staff of KNX Los Angeles-CBS Radio Pacific Network.

- JON DOE appointed director of news of KISN Portland, Ore.

- DICK WRIGHT appointed news director of WTAG-AM-FM Worcester, Mass., succeeding JIM LITTLE, on leave of absence with South Korean Information Service.

- HAROLD E. JANIS, 53, vp and executive producer of Shellrick Corp. (producing organization of Sid Caesar's TV programs), died July 22 of heart ailment in New York. Mr. Janis joined NBC-TV as associate supervisor of production of Show of Shows, and later became executive producer. He also produced Martha Raye, Bob Hope and Dean Martin and Jerry Lewis TV shows.

- ROBERT S. DE TONG, 48, sales manager with WYDE Birmingham, Ala., died July 25, following heart attack while visiting Cleveland.

- DICK FEMMEL, news director of WXYZ-TV Detroit, named director of news and special events of WXYZ-AM-FM-TV.

- ROBERT M. BROCKWAY, formerly assistant chief engineer of WISH-AM Indianapolis, to WFBM-AM-TV, that city, in similar capacity. PHILIP A. SMITH, formerly with WLW (TV), that city, joins promotion and pr staff of WFBM as projects supervisor.

- JOHN PIER promoted from assistant news director to news and sports director of WMNI Columbus, Ohio.

- GARY GIELOW of KPEN (FM) elected president of new San Francisco Bay Area FM Broadcasters. DAVE LARSEN, KJAZ (FM) Alameda, named vp and FRED GENTNER, KSFR (FM), secretary.

- JOHN P. FRANKENFIELD, production manager of WBAL-TV Baltimore, promoted to program director. ALBERT W. QUINN, former freelance writer, appointed news manager of WBAL-AM-TV.

- FRANK EDWARDS, news editor of WTTV (TV) Indianapolis, resigns effective Aug. 15, has signed for daily
newscast over MBS starting Sept. 1, sponsored by American Red Ball Transit Co., Indianapolis.

- **Edward Neal Prendergast**, 40, member of sales staff of KFJZ-TV Fort Worth, Tex., died July 18, following auto accident in Rockdale, Tex.

- **Milt Nixon**, formerly air personality with WGEE Indianapolis to WCHB Detroit, as host of gospel programs.

- **Charlie Brown**, announcer, from KSAY San Francisco to KSFR (FM), that city.

- **Howie Williams**, formerly with Sports Network, joins WMAL-AM-FM Washington as air personality.

- **Gene McGovern**, formerly account executive with WICC-TV Bridgeport, Conn., joins sales staff of WPRO-TV Providence.

- **Bobby Vann**, air personality with WWOK Charlotte, N.C., moves to WJBW New Orleans, adds duties of operations manager.

- **Gene London** joins WCAU-TV Philadelphia as host of 90-minute live children's show.

- **Jerry Telser** joins WLOL-AM-FM Minneapolis-St. Paul as air personality.

- **Art Curley**, formerly air personality with WDEL-AM-FM Wilmington, Del., to WJAR Providence in similar capacity.

- **Hal Camello** joins WFPA Fort Payne, Ala., as announcer. Paul White, air personality, rejoins WFPA after Army tour.

- **Bob Jones**, formerly with KFOX-AM-FM Long Beach, Calif., to KBIQ (FM) Los Angeles as announcer.

**Programming**

- **Tony Wells**, formerly film producer with Leo Burnett Co., Chicago, appointed tv production manager at Wilding

- **Mr. Markim**

- **Alfred Markim**, director of operations of NTA Telestudios, N.Y., elected vp in charge of operations. Mr. Markim joined NTA in 1957 as assistant director and later served as executive assistant to president of Telestudios.


- **Mervyn Framer**, formerly associate producer, The Big Payoff, appointed managing director of Spotlight Promotions (tv merchandising firm), N.Y.

- **Alex March**, named producer-director of three of NBC-TV’s Sunday Showcase dramas. Mr. March produced last 20 Kraft Theatre shows for Talent Assoc.

- **John A. Aaron** and Jesse Zousmer, who, with Edward R. Murrow, conceived CBS-TV Person To Person show and have produced it since inception six years ago, signed by CBS-TV as independent producers for new version of that show this fall, starting Oct. 2 (Fri. 10:30-11 p.m. EDT) with Pharmaceuticals Inc. as sponsor. Aaron & Zousmer firm is A to Z Productions Inc.

- **Leo Brody**, assistant to vp of Trans-Lux Television Corp., N.Y., adds duties of eastern division sales manager.

- **Jack Garber**, formerly on publicity staff of Allied Artists, Hollywood, joins Screen Gems, that city, in similar capacity.

- **David Oppenheim**, former director of Columbia Records’ masterworks division, to Robert Saudek Assoc., N.Y., as associate producer.

**Equipment & Engineering**


- **Charles H. Meuche**, formerly liaison engineer with Webcor Inc., Chicago, appointed vp of government electronics division.

- **Nicholas Fotiadi** appointed super-


• Frank Louis Marx, vp in charge of engineering with ABC, elected to board of directors of Foto-Video Labs, Cedar Grove, N.J.

• Mr. Marx is a senior member of Institute of Radio Engineers and belongs to several other scientific and engineering groups.


INTERNATIONAL

Ford tv specials north of the border

Ford Motor Co. of Canada and CBC, Toronto, are negotiating for a series of 39 tv specials to start this fall. The series is expected to cost Ford about $250 million, the biggest single tv package ever sold in Canada to a sponsor. The specials will include 19 live Canadian shows of one to two hours in length, with dramatic and operatic presentations. The shows are expected to average about $40,000 each. They will alternate weekly with one hour programs produced by Ford in the U.S. and piped in from the American network. Ford of Canada is expected to foot the $1.2 million bill for the series in Canada.

Stock offer affects 8 Canadian stations


The British company is offering $21 a share for the 346,460 outstanding shares of the company until Aug. 17. The shares were listed at $9 early this year on the Toronto Stock Exchange.

Taylor, Pearson & Carson (Canada) Ltd., is primarily a wholesale western Canadian automotive supply firm with 35 branches. It has held sizeable shares in radio and television stations since the early days of radio. Most of the stations were established to sell radio sets through the chain's stores. The radio interests will be held by a new firm, Selkirk Holdings Ltd., and present TPC shareholders will be given an opportunity to obtain shares proportionate to their present TPC holdings. Under Canadian broadcasting legislation no more than 25% of a radio or tv station's share may be held outside Canada, or by other than Canadian citizens.

The British financial concern's Canadian subsidiary, Prairie Pacific Distributors Ltd., is making the formal share offering. No changes in TPC management are contemplated.

British tv in black

Britain's Independent Television Authority repaid a loan from the British government Thursday (July 30), five years ahead of schedule. ITA, governing body for commercial tv in the country, was authorized to borrow $5.6 million from the government but needed only $1.6 million.

Two programming contractors, ATV and Associated-Rediffusion, had record profits for the fiscal year ending April 30. ATV, with a $16 million profit, is paying a 60% final dividend on non-voting Class A ordinary shares, bringing the year's total dividend to 100%. A-R had a $19.6 million profit.

Canada to telecast U. S. programs first

CBC has made arrangements with various Hollywood producers to permit it to telecast new tv films over Canadian station before they appear on U.S. stations. This should be especially advantageous for CBC in border areas such as Toronto, Montreal and Vancouver, where many viewers turn to U.S. station for the newest in filmed shows.

The arrangement covers the new Riverboat show, starring Darren McGavin, which will appear this fall on CBC (Mon. 8:30 p.m.); Dennis the Menace (Sat. 7 p.m.); The Deputy, a western with Henry Fonda ( Thur. 8 p.m.); Johnny Staccato, detective series, with John Cassavetes (Sat. 10:30 p.m.); Man From Blackhawk, insurance investigator series ( Thur. 9:30 p.m.), and Four Just Men, adventure series (Fri. 8:30 p.m.).

CBC's new fall series of commercially sponsored shows includes live programs produced in Canada and 16 film programs.

• Abroad in brief

• NBC has joined with ATV, ABC, Granada and TWW in an application to run commercial tv in the Federation of Rhodesia and Nyasaland (Broadcasting, July 20). The countries' Federal Broadcasting Corp. meets this month to consider the applicants.
‘REVOLUTIONARY’
Reeves, RCA develop new tv tape facility

A new electronic method of assembling a tv production or commercial on video tape was announced jointly Thursday (30) by Reeves Sound Studios Inc., New York, and RCA. Representatives of the two companies described their newly developed method of electronically editing sounds and scenes from previously recorded tape as “revolutionary.”

To help provide the tape editing service by early winter, Hazard E. Reeves, president of the sound studios, said, the Reeves firm has contracted for purchase from RCA of a battery of eight tv tape recorders, including two color units and related equipment.

The tape facility at Reeves studios will also include one color and two monochrome live cameras, one monochrome and one color film chain with 16 mm. and 35 mm. projectors and slide projector, three electronic editing rooms and a master control room.

Uses of the tv tape technique are evident in the purposes of the equipment to be installed:

The tape machines are used as playback machines to provide picture sources as well as recording machines to record the finished product. The live and film cameras provide additional picture and sound sources for integration with taped material. The editing rooms or mixing rooms contain the new RCA transistorized switching system, which switches from picture to picture in one-millionth of a second, and associated with the switches will be dissolve and effects units for picture mixing.

All tape machines, live and film camera chains and picture sources from outside of the building will be connected as the input picture to each of the switchers in the editing rooms. Sound sources will similarly be connected to audio consoles in each editing room. Monitors will allow the directors and editors to view the picture inputs and final picture.

The output of the editing rooms will be connected to tv tape machines for recording the edited pictures. The master control room will be a switching and monitoring unit to interconnect major elements of the system, to check on quality of performance standards and to control the video operation of the live and film camera chains.

• Technical topics
  • Admiral Corp. for the first half of 1959 listed consolidated sales of $90,-
  894,700 as against $77,038,648 a year ago—an 18% increase. Earnings before taxes were $2,739,761 compared with $117,989 and after taxes $1,361,418 against a loss of $407,180 for the same period in 1958. Current earnings amount to 57 cents per share on 2,389,246 shares outstanding, compared with a loss of 17 cents a share. The report was released July 29.
  • Sylvania Electric Products Inc., N.Y., has established a new organization called Sylvania Electro-Specialties to market closed-circuit tv cameras and related equipment. The new department will be headed by Bernard O. Holinger, director of marketing. Initial activities will be concentrated on a low-cost camera now in pilot production, with other products to be added as they are developed.
  • Dage Television Div., Thompson Ramo Wooldridge Inc., Michigan City, Ind., has introduced Model ETS-1, a completely mobile closed-circuit tv system for classroom use. The company says that the “tv studio on wheels” includes a Dage 700 line resolution camera and console with video monitors, camera control, sync generator, power supply and wave form monitor. ETS-1 allows for such gear as film projector controls, audio and video switching-mixing and a spare generator to be added. Prices start at $11,800.

BROADCASTING, August 3, 1959
Wanted: listeners

Scattered through the classified advertising section of the *Los Angeles Times* one day last month were 40 ads placed by KFWB Los Angeles. Examples:

**Lost and Found** • Found: Diamond studded entertainment. A galaxy of stars to be found in Color Radio every day. KFWB Radio, ch. 98.

**Personals** • Exquisitely beautiful blonde women listen to KFWB. They're not alone. More than 30% of the people in Los Angeles listen to KFWB.

**Schools** • Learn how you can stop ennui in 24 hourly lessons. Free—on KFWB Color Radio, ch. 98.

**Help Wanted—Women** • 24-hour companion for Jimmy Darren. You can be a 24-hour companion to your favorite recording star on KFWB Color Radio. Women need no help in finding choice entertainment.

**For Rent** • Malibu Beach retreat. Seven bedrooms, spacious den, fully stocked wet bar, filtered cloverleaf swimming pool extending into living room. Maid and gardener service furnished. Lighted tennis court. 1½ acres completely landscaped. Private, secluded. $150.00 per month, utilities included. If you see this house contact KFWB immediately. America's seven most popular deejays would like to rent it.

**Miscellaneous for Sale** • Hope Diamond, the Kohinoor—the world's most fabulous gems are dull compared to the sparkling entertainment afforded Los Angeles on KFWB 24 hours a day.

**Profit in the out-of-doors**

Advertisers participating in an Outdoor Living Show undertaken by KBKW Aberdeen, Wash., found it a paying proposition from the start. It lasted five days. Sponsors selling sports and leisure merchandise qualified for participation through radio schedules on KBKW. Each of 14 advertisers on the first day made up his expenses in direct sales, KBKW reports.

The show was on a supermarket parking lot and traffic doubled there. The station assigned a sales staffer to help each sponsor arrange his display and underwrote the cost of exhibit materials (bunting, signs and the rest). A night watchman hired by KBKW was on hand for the show's duration. Staff personalities greeted show-goers and handled five hours a day of remote broadcasting from the Outdoor Living Show. Advertisers took over the microphone themselves from time to time to do commercials in person from the show.

**Clincher** • Salesmen of KOB-AM-TV Albuquerque, N.M., borrowed the Navajo Freight Lines' "Squeezable Squaw" and put a new clause in time contracts when they went calling on advertising agencies in Dallas, Tex., last month. Terms: a squeeze each time an agencyman signs the dotted line. Here, seated next to squaw Jo Ann Leach, Paul Girard, Tracy-Locke's Dallas media supervisor, takes advantage of the offer. Witnesses (l to r): Bob Pettingell, KOB sales manager; Dave Milam, Dallas radio manager of Edward Petry & Co., representative of KOB stations; Hugh Kerwin, Petry's Dallas tv manager, and Bob Williams, KOB-TV sales manager.

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**David Jaret Corp.**

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**FANFARE**
draw. The station news plane was on display and free rides were awarded visitors. Discs and other gifts also were handed out.

- **Drumbeats**
  - Timebuyers may now obtain an updated version of the WQXR New York radio rating-value computer covering 10 leading markets. First issued by the station several years ago, the table shows relative value of ratings from 1.0 to 11.0. Example: A 1.5 rating in New York represents more listening homes than 6.0 in Detroit. Data on number of 1959 radio homes comes from The Pulse Inc. The WQXR promotion department, New York 36, has copies on hand.
  - About 15,000 WNEW-TV New York viewers responded last month to a single tv announcement inviting them to visit with Sonny Fox, children's show host, aboard the liner SS America.
  - Deadline for submitting listings for the 1960 Chases' Calendar of Annual Events is 1/2. The new edition will contain information about more than 400 special days, weeks and months. Companies, organizations and public agencies are invited to send details of their 1960 promotional events to the Apple Tree Press, 2322 Mallory St., Flint 4, Mich.
  - "Dr. Ridiculous," a promotional creation of WLDS Jacksonville, Ill., was recognized at a rate of 167 times an hour while parading downtown. He gave away more than 1,000 phonograph records in six hours to people who addressed him as "Dr. Ridiculous." The stunt was WLDS' contribution to local merchants' annual "Ridiculous Days."
  - First to see a special city bicentennial film prepared by WTAE (TV) Pittsburgh was a group of expatriates in Fort Lauderdale, Fla. The former Pennsylvanians saw it at a special bicentennial meeting in Florida. WTAE is offering the documentary to organizations in the Pittsburgh area.
  - KJNO Juneau, Alaska is getting program and promotion mileage out of its new mobile unit with the Saturday Buggryride. Listeners are helping plan stunts for the weekly show which takes KJNO talent around the coverage area in a Volkswagen Microbus. One Saturday's Buggryride was a five-hour tour around Alaska's capital city. A bear hunt highlighted another Buggryride and a gold-panning expedition another. Results: no bears, 1/50 oz. of gold.

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**FOR THE RECORD**

Station Authorizations, Applications  
*As Compiled by Broadcasting*

July 23 through July 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

**Abbreviations:**
- DA—directional antenna, cp—construction permit, mph—maximum power, vhf—very high frequency, uhf—ultra high frequency, surf—surficial, vs—visual, kw—kilowatts, mc—megacycles.
- LR—local sunset, mod—modification, trans—transmitter, unlit—unlit hours, kc—kilocycles.
- SCA—subsidiary communications authorization.
- STA—special service authorization.
- temporary authorization.
- AU—specified hours.
- educational.

**Ann. Announced.**

**New TV Stations**

**ACTIONS BY FCC**

- Fargo, N.D.—North Dakota Bcast. Co. Granted vhf ch. 11 (198-204 mc); ERP 29.05 kw vis., 14.55 kw aud.; alt. height above average terrain 382 ft., above ground 416 ft.
- Estimated cost $52,450. First year operating cost $86,000, revenue $120,000.
- P.O. address 400 W. Main St., Fargo. Studio location Fargo, Trans. location Clay County, Minn. Geographic coordinates 46° 45' 25" N. Lat., 99° 35' 7" W. Long. Trans. Ant. FCC.

**Applications**


- Yakima, Wash.—Yakima Valley Television Co. ERP 29 (584-590 mc); ERP 56 kw vis., 11.3 kw aud.; alt. height above average terrain 927 ft., above ground 147 ft. Estimated construction cost $67,000. First year operating cost $60,000, revenue $150,000.

**Faces of a Thief!**

Battle of wits between a newspaper and a brilliant detective proves a man’s innocence. — Sharon Herald

ONE OF 39 EXCITING EPISODES!

**APPLICATIONS**


**Newfoundland**

**July**

**Mcconney Mountains, Md.—Grants to increase daytime power from 250 w. to 1 kw. and install new trans. 92,000. By request of Sec. 1251 (c) of rules. Ann. July 23.

**KPLK**

Livingston, Mont.—Mo. of license of change hours of operation Sun. thru Sat. from 8 a.m. to 6 p.m. Ann. July 23.

**KLTY**

Corvalis, Ore.—To increase day time power from 250 w. to 1 kw and install new trans. 30,000. By request of Sec. 1251 (c) of rules. Ann. July 23.

**New FM Stations**

**FCC**


**Terre Haute**


**Lansing, Mich.**—Herbert T. Graham—Granted 102.9 mc. 5 kw. P. O. address Box 6515, Lansing 4, Mich. Applicant for license under Sec. 1251 (c) of rules. By request of Sec. 1251 (c) of rules. Ann. July 23.

**Plattsburgh**

Corvalis, Ore.—Grants to increase daytime power from 3 kw. to 5 kw. Install new trans, change studio location and operating. 10 kw. To increase day time power from 250 w. to 1 kw and install new trans. 30,000. Mr. Kulinski is in the appliance business. Ann. July 23.

**New Am Stations**

**KJEQ**

(VO) Fresno, Calif.—Request for waiver of Sec. 1251 (c) of rules to identify station with St. Petersburg as well as Fresno; does not modify license, change location, etc. Comm. Robert Barlsey dissented. Ann. July 23.

**WAPB**

Batou Rouge, La.—Granted STA to operate on ch. 9 pending real action on any applications for regular operation on that channel; no effect to be given to any comparative hearing to expenditure of funds or preference as result of such temporary order. By letter, denied opposition by WIBR Baton Rouge. Comm. John Cross dissented. Modern is applicant for ch. 9 which was shifted from Hattiesburg, Miss to Baton Rouge July 6. Modern’s temporary ch. operation will be with ERP of 257 kw vis. and 13 kw aud. Ant. height 660 ft. Community Bus. Co. (WIBR) has since applied for regular operation on ch. 9. Ann. July 23.

**APPLICATION**

**KJEO (TV)**

Fresno, Calif.—Request for waiver of Sec. 1251 (c) of rules to permit KJEO (TV) to operate on ch. 22 at St. N. Franklin, by granting a further increase in power from 10 kw. to 20 kw. with Ant. height 500 ft. without change in location. Applicant for license under Sec. 1251 (c) of rules. Applicant is KNX-AM, Los Angeles. Ann. July 23.

**WTTB**

Vero Beach, Fla.—To increase daytime power from 1 kw to 3 kw and install new trans. 8,000. Request for Sec. 1251 (c) and 120 (b) of rules. (1946 kcs). Ann. July 23.

**KYST**

Mankato, Minn.—To increase frequency from 1550 kc. to 1590 kc.; to increase power from 3 kw. to 30 kw. in daytime, and install new trans. 30,000. Request for Sec. 1251 (c) of rules. Ann. July 23.
no, 1 kw. P.O. address Box 572, Alameda, Calif. Grand Central Court: construction contract for the first year operating cost $25,000, revenue $41,000; John R. Armstrong, president; consideration $25,000. Annual July 29.

WJPF Herrin, III.—Granted transfer of control from Mayville J. Lyvori to Charles R. Cook; consideration $85,000 for 98.6% interest. Ann. July 29.


WAMY Salt Lake City, Utah.—Granted assignment of license to Hess-Hawkins Co. (A. Stinchick, president); consideration $250,000. Ann. July 29.

KASI Ames, Iowa.—Granted assignment of license from William M. Evans to William B. and Sue F. Ray; consideration $100,000 and agreement to open and operate in radio business within 100 miles of Ames for five years. Ann. July 29.

KWDW Des Moines, Iowa.—Granted (1) renewal of license and (2) assignment of license to General Best, Services of Iowa Inc. (Art R. Brustow, president); consideration $200,000. Ann. July 29.

KLKO Wichita, Kansas.—Granted transfer of license to Lee Vaughan and Merrill Owens, consideration $39,000. Messrs. Vaughan and Owens have interest in Dandy Best, Co. (Kdeo El Coyon, Calif.; WPkO Peoria, Ill., and KQKE Albuquerque, N.M.). Ann. July 23.


WPFT Lexington Park, Md.—Granted assignment of license to Wptx Inc. (Sid Ades, president); consideration $35,000, including $3,000 for 1 year consultant agreement and $1,000 for station in the Lexington Park area for 3 years. Ann. July 23.

Wkwn Jackson, Miss.—Granted transfer of control from Frederick A. Knorr, et al., to Mr. Knorr, consideration $210,000, who will pay $159,000 for additional 66% interest. Ann. July 29.


WFAM Marion, Ala. — Seeks assignment of license from Elizabeth E. R. Nelson to Radio Marion Inc. for $57,500. Pur- sue 75 percent. Approximately 25% of stock is owned by L.G. Dix, as trustee of an inter vivos trust.

WAGA Atlanta, Ga. — Seeks assignment of license from Phillip J. Kitchens to Radio Atlanta Inc. for $175,000. Pursues 50% of stock.

WRSH Nashville, Tenn. — Seeks approval for assignment of license to Radio Station Brevard Corp. of Brevard, N.C., from one of its directors, for $20,000.


KBBQ Bay City, Calif. — Seeks transfer of control from James H. M. Harrigan to E. R. Benvenuti and Michael Hunter Jr. for $10,000.

WABC New York City — Seeks approval for assignment of license from E. W. Rosenblum to WABC Inc., for $40,000. Pursues 50% of stock.

WIRL Louisville, Ky. — Seeks assignment of license from Niceola J. Truett to Treasure State Broadcasting Co., for $10,000.

WKBW Buffalo, N.Y. — Seeks assignment of license from Waldo R. firefighters to the city of Buffalo for $25,000.

WKRE Nashville, Tenn. — Seeks assignment of license from C. E. W. Wallentine to Radio Station Brevard Corp. for $25,000.

WVTN Dallas, Tex. — Seeks assignment of license from Federal Telephone & Telegraph Co., for $25,000.

WAXR Waldorf, Md. — Seeks assignment of license from Federal Telephone & Telegraph Co., for $25,000.

WAFN-AM Milwaukee, Wis. — Seeks assignment of license from American Broadcasting-Paramount Theatres Inc. for $25,000.

WAFB-Houston, Tex. — Seeks assignment of license from WAFB Inc., for $25,000.

WAFB-AM New Orleans, La. — Seeks assignment of license from WAFB Inc. for $25,000.

WBBM Chicago, Ill. — Seeks assignment of license from Commonwealth Edison Co. for $25,000.

WBBM-AM Chicago, Ill. — Seeks assignment of license from Commonwealth Edison Co. for $25,000.

WBAO-AM Buffalo, N.Y. — Seeks assignment of license from Federal Telephone & Telegraph Co., for $25,000.

WBNF-AM Canton, Ohio — Seeks assignment of license from Federal Telephone & Telegraph Co., for $25,000.

WBNF-FM Canton, Ohio — Seeks assignment of license from Federal Telephone & Telegraph Co., for $25,000.

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SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING through July 29

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<th>Lit.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>42</td>
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<td>218</td>
<td>695</td>
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OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through July 29

<table>
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<tr>
<th>VHF</th>
<th>UHF</th>
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<tr>
<td>441</td>
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COMMERCIAL STATION BOXSCORE
As reported by FCC through June 30, 1959

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By memorandum opinion and order, Commission granted petition by Fairview Bestg. and amended issues to determine financial qualifications of new station (on hearing), and, reiterated findings of fact and conclusions of law in matters previously designated hearing of Cookeville Bestg. Co., Cookeville, Tenn.; Fairview and Hirschberg Inc. (WITA), San Juan, P.R.; and, remanded proceeding to hearing examiner for further evidence on field intensity measurements and on programming offered by WTCO Campbellville, Ky., party respondent. Comr. John Cross dissented. Ann., July 23.


EXPERIENCED BROADCASTERS
Choose Stainless TOWERS

Stainless, Inc.
NORTH WALES • PENNSYLVANIA

Lloyd R. Amoo
Vice President, Engineering

For good reasons, too:
* Stainless EXPERIENCE in design and fabrication
* RELIABILITY of Stainless installations
* LOW MAINTENANCE costs of Stainless towers

Ask today for free literature and information.

Stainless, Inc.

BROADCASTING, August 3, 1959
Activities of July 23

KOBO-TV Seattle, Wash.—Granted license for tv station.

KIRO-TV Seattle, Wash.—Granted license to operate.

KWHC Los Angeles, Calif.—Granted cp to install new station.

KGBM San Diego, Calif.—Granted cp to install new station.

KTOC (FM) Trenlon, Nev.—Granted mod. of license to change frequency 4695 kc to 4700 kc; and condition: 4:30 P.M.

KOCW (FM) Tulsa, Okla.—Granted mod. of cp to install new station.

KTUX Pueblo, Colo.—Granted mod. of cp to install new station.

The following stations were granted extension of time as shown:

KTIAT Walla Walla Valley TV Assn., Inc., Walla Walla, Wash.—Granting time to complete station construction.

KWDL (FM) Santa Ana, Calif. to Nov. 8; KFAC West Moline, Ill., to Dec. 31; WKNV Penney Park, Mich., to Nov. 14; KELA Burbank, Calif., to Dec. 21.

Activities of July 22

WAVY-TV Portsmouth, Va.—Granted license for tv station; ERP vs. 916 kw.

WJIC (TV) Pittsburgh, Pa.—Granted cp to install auxiliary station.

WSPD Toledo, Ohio—Granted mod. of cp to change station location.

KLUB-AM-FM Salt Lake City, Utah—Granted assignment of license and cps to KLUB Inc., Inc.

WQGL (FM) St. Johnsville, N.Y.—Granted assignment of cp and SCA to George Voron Inc.

KNUJ New Ulm, Minn.—Granted acquisition of positive control by Walter K. Michel- son, St. Peter, Minn., from Monte Appel and KNUJ Inc. and the retirement of Mr. and Mrs. Martin D. Appel.

KRAM-AM-TV Agana, Guam.—Granted transfer of control from Harry M. Engel and Phillips J. Berg (each having negative control) to Harry M. Engel et al. and assuming control.

WPAM-FM San Juan, P.R.—Granted license for fm station.

Following stations were granted mod. of license to operate trans.: WOOC-FM, Glendale, Calif.; WRGB, Fightingtown, New York; WGRA, Glenville, N.Y.; WUPA, Burlington, Vt.; WOR, New York, N.Y.; WBAD, Allentown, Pa.; WMC, Memphis, Tenn.; WJZ, Baltimore, Md.; WBOB, Bridgeport, Conn.; WOR, St. Louis, Mo.; WTTN, Cleveland, Ohio; WTVK, Louisville, Ky.; WQNL, Richmond, Va.; and WIXM, Myrtle Beach, S.C.

Activities of July 21

KIRO-TV Seattle, Wash.—Granted license for tv station.

KGBM San Diego, Calif.—Granted cp to install new station and change station location; ERP 1.35 kw; ant.: 110 ft.

WOUF-FM Athens, Ohio.—Granted cp to install new station and change station location; ERP 1.35 kw; ant.: 110 ft.

KGBM San Diego, Calif.—Granted cp to increase ERP 1 kw.

WTOA (FM) Trenlon, Nev.—Granted mod. of SCA to change frequency 4690 kc to 4695 kc; and condition: 4:30 P.M.

KOCW (FM) Tulsa, Okla.—Granted mod. of cp to install new station.

KTUX Pueblo, Colo.—Granted mod. of cp to install new station.

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Activities of July 20

WAVY-VF Portsmouth, Va.—Granted license for tv station; ERP vs. 916 kw.

WJIC (TV) Pittsburgh, Pa.—Granted cp to install auxiliary station; ant. at main station.

WSPD Toledo, Ohio—Granted mod. of cp to change station location.

KLUB-AM-FM Salt Lake City, Utah—Granted assignment of license and cps to KLUB Inc., Inc.

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Activities of July 19

KEYD Ogden, Utah.—Granted cp to replace expired license for am station.

KOOD Honolulu, Hawaii.—Granted extension of completion date to November 30.
Text of Harris Spectrum Bill

(See story, page 68)

IN THE HOUSE OF REPRESENTATIVES, January 22, 1959, introduced by the following bill; which was referred to the Committee on Interstate and Foreign Commerce.

A BILL

To strengthen the procedures governing the allocation, and to provide for more efficient utilization, of radio frequencies in the radio spectrum, and for other purposes.

BE IT ENACTED by the Senate and House of Representatives of the United States of America in Congress assembled, That

TITLE I—SHORT TITLE AND PURPOSE

Section 1. This Act may be cited as the "Radio Frequency Allocation Act."

FINDINGS AND PURPOSE

Sec. 2. (a) The Congress hereby finds that (1) the existing authority and procedures for the allocation of radio frequencies in the radio spectrum, which are used in the Federal Government, and non-Federal Government use and non-Federal Government use in the Federal Government, are not adequate to assure proper utilization of the radiometric spectrum and the purposes described herein. It therefore finds that the procedures for the allocation of radio frequencies should be strengthened to assure more efficient and extensive utilization of the radio spectrum, and for other purposes.

(b) It is, therefore, the purpose of this Act to strengthen such authority and procedures so as to provide for more efficient utilization of the radio spectrum, with a view to serving present and future requirements of the national security, of international relations, of economic, social, educational, and political activities in the United States, and the public interest generally.

TITLE II—ALLOCATION OF RADIOFREQUENCIES AS BETWEEN FEDERAL GOVERNMENT AND NON-FEDERAL GOVERNMENT USES

FREQUENCY ALLOCATION BOARD

Sec. 201. (a) There is hereby created in the Department of Commerce, an independent agency to be known as the Frequency Allocation Board, which shall have the same powers and duties as are vested in it in this Act as the "Board." Wherever the expression "Chairman of the Board" appears in this Act, it shall mean the Chairman of the Frequency Allocation Board as created by this section. The appointment and duties of the Chairman of the Board shall be prescribed by the President by and with the advice and consent of the Senate. Each member of the Board shall receive a per diem, as provided by law, and travel expenses for service on the Board, at the rate of $2,000 per annum. No member of the Board shall engage in any business or professional occupation or employment.

(c) The members of the Board first appointed under this section shall be appointed for terms of three, six, and nine years, respectively, from the date of the enactment of this Act, as designated by the President, but their successors shall be appointed for terms of nine years, beginning upon the expiration of the terms for which their predecessors were appointed, except that any individual filling a vacancy shall be appointed only for the unexpired term of the person succeeding. Upon expiration of his term of office a member shall continue to serve until the successor is appointed and shall have qualified.

(d) Each member of the Board shall be appointed with due regard for his fitness to perform efficiently the functions of the Board. Each member of the Board shall be a citizen of the United States. At the time of his nomination to the Board he shall be a citizen of the State in which he resides at the time of the same. Provided that any member of the Board may be removed by the President for neglect of duty or malfeasance in office but for no other cause.

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ORDERS OF THE BOARD RELATING TO RADIO FREQUENCY ALLOCATIONS

Sec. 205. The Board, in making modifying, or canceling allocations of radiofrequencies made by it under section 304 (a), or in refusing to approve any application made to it under section 206 (a) or (b) by the Federal Communications Commission or the government Frequency Administrator, shall act by order, and, every such order shall take effect at the time specified therein.

PRESIDENT'S POWERS AS TO ALLOCATIONS INVOLVING NATIONAL SECURITY AND FOREIGN RELATIONS

Sec. 306. (a) The Board, upon issuing any order referred to in section 305, shall promptly transmit a copy thereof to the President. The President, if he is of the opinion that the order of the Board involves a question or questions of national security or foreign relations, may, notwithstanding the foregoing provisions of this title, by order suspend the taking effect of the Board's order for such period as he deems necessary for the consideration of such questions. After consideration of the matter by the President, he may either (1) affirm the findings and order of the Board, and (2) fix a different time for the taking effect of the order of the Board, or (2) make or direct the making of such allocations of radiofrequencies, or take or direct the taking of such other action as he deems necessary or appropriate.

(b) Whenever the President determines that there exists an emergency involving national security or foreign relations which requires allocation of a radiofrequency for federal government or non-federal government use and that need for prompt action makes it impracticable to rely on the procedures provided for by the foregoing provisions of this title, he may by order, without regard to such provisions, make the allocation deemed by him to be necessary.

TITLE III—ASSIGNMENT OF RADIOFREQUENCIES TO FEDERAL GOVERNMENT STATIONS

AMENDMENT TO SECTION 305 (A) OF COMMUNICATIONS ACT OF 1934

Sec. 301. (a) The second sentence of subsection (a) of section 305 of the Communications Act of 1934 (47 U.S.C. 305 (a)), which reads as follows: "All such Government stations shall use such radio frequencies as shall be assigned to each of them by the President," is hereby repealed.

(b) The third sentence of such subsection (a) is hereby amended by inserting the words "federal government stations" and inserting in lieu thereof "All federal government stations," and by inserting the word "federal" before the word "Government" in each place where it occurs.

POWERS OF THE PRESIDENT

Sec. 302. The radiofrequencies used by federal government stations or classes thereof shall be assigned by the President.

GOVERNMENT FREQUENCY ADMINISTRATOR

Sec. 303. In order to assist the President in carrying out his authority under section 302, there is hereby created a Government Frequency Administrator. The President shall appoint such Government Frequency Administrator to a term of six years, subject to removal by the President for good cause.

FUNCTIONS OF GOVERNMENT FREQUENCY ADMINISTRATOR

Sec. 304. Subject to the authority, supervision, and control of the President, the Government Frequency Administrator shall perform the following duties:

(a) He shall have authority to perform the following duties:... (b) He shall maintain a complete inventory of all radiofrequency allocations made by or under the direction of the President in the field of radio communications...
CLASSIFIED ADVERTISEMENTS

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

- SITUATIONS WANTED 20¢ per word — $2.00 minimum
- HELP WANTED 25¢ per word — $2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE advertising requires display space.
- All other classifications 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

Classified replies strictly for Broadcasting. Space for no charge, no replies from brokers. Postage stamps not accepted in replies.

Help Wanted—Management
Manager-sales manager with small investment of $2,000.00 to $5,000.00 interest in station. Be the town’s most important man. Low salary, big commissions. Heart’s a golden opportunity for a man starting low and building up. Small staff, all hard workers. We want you and maybe you need us. All replies strictly confidential. Box 919M, BROADCASTING.

Help Wanted—Cont’d

Manager—saleradio station. Fulltime position. Send resume and photo tape to Manager, KSWS, Rosewell, New Mexico.

Snap-Settor for high school football and basketball play-by-play, and combo staff for KSWS. Box 255M, BROADCASTING.

Opportunities for experienced ad man, for good salesmen, and local promotion men. Send complete resume and photo to Manager, KSWS, Rosewell, New Mexico.

Announces
Announcer needed by fulltime station in progressive Georgia small market, near Atlanta. Good working conditions and beginning salary to right man desiring permanent position. Write Box 943M, BROADCASTING.

Opportunity for married staff announcer. Send resume, Network station, Texas. Box 967M, BROADCASTING.

Top flight voice for production commercials to handle continuity department and small amount of spot work, Central U.S., medium market. Start $85.00. Send tape and air transcription, and all background details. Box 825M, BROADCASTING.

Attention girls. Fast growing network with new and exciting promotional ideas desiring women for air director, program director, sports, and sales with good voices, personalities, and attractive appearance. Dramatic experience would be a plus. Ward women with first-class engineering experience for management. Experience preferred. Rush tapes, resume, and pictures to Box 981M, BROADCASTING.

1st phone only. Illinois station needs top flight voiceover talent. Experience minimum. No top 40, but tight production. Must be air-screener. Send resume and commercial tape, background resume and photographs. Start $947.00. Box 967M, BROADCASTING.

Upstate New York immediate opening for young man who desires real challenge. Top salary, no experience required. Write full particulars to Jack Hamilton, KDID, Mondey, California.

Wanted: Top flight staff announcer. Good position with outstanding mid-west station. Box 799M, BROADCASTING.

Classified replies strictly for Broadcasting. Space for no charge, no replies from brokers. Postage stamps not accepted in replies.
Wanted: Chief engineer, combination man
preferred, for progressive 1,000 watt southeast Georgia station. Send resume, refer-
ences. Top production experience required. Sample tape "immediately" to Box 685M, BROADCASTING.

1st phone—No experience necessary. Opportunity for that needed first job. Box 94XM, BROADCASTING.

Engineer-newsman, 1st class ticket, experienced. No leaders, drinkers or drifters. Must have excellent references. Personal interview, contact Jim Hill, Manager, Radio KRMZ, Osage Beach, Mo.

Experienced transmitter engineer, no an-

announcing required, act as chief. Opening September 1. Reply full details WSA,

Havre de Grace, Maryland.

Experienced am-fm chief engineer, begin-

ning salary $430.00 month. Very light an-

nouncing. Contact General Manager, S.A. Bass, WVOY, Carlin, Illinois with complete.

resume.

First phone announcer, immediate opening,
good salary WVOY, Liberty, N.Y.

Production-Announcing, Others

News director. Leading independent in midwest radio-news director. Must be skilled in modern production and capable of directing news staff, send biography, references, expected salary. Box 94XM, BROADCASTING.

Wanted: News editor with a minimum of two years experience in news gathering or announcing. Opening available, September 1. M-Fishcl 8:30-5:30, and on Saturdays. Send letters and audition if you are interested. Box 925M, BROADCASTING.

Immediately, top production man, 500 to start, must know top 40 operation. Send tape and resume. Box 851M, BROADCASTING.

Newsman to gather, write, air local news. Aggressive, accurate, authoritative. $390/month. Box 957M, BROADCASTING.

Farm director with first class ticket. Early morning and nighttime programs, interviews; Illinois. Part time sales. Resume and starting compensation required to Box 889M, BROADCASTING.

Louisville’s number one independent radio station seeks announcer. F.C.C. around US. Free form, free air is also well qualified in continuity and television. Mountain type, blue - collar type. Manager, 409 Speed Building, Louisville, Ky.

News editor for metro market. News is our top commodity so experience and enthusiasm essential. Pay and competition average for the area. WHIR, Rockford, Illinois.

Experienced newsman wanted as quarter-

time announcer, in news work while taking graduate work. School of Journalism, Univer-
sity of Iowa, Iowa City, Iowa.

Situations Wanted—Management

You need us to do it again! For you! Man-

ager and vice-president. Experience major market experience can up your ratings and billings. Two key men are now producing in highly competitive market. Exceptional re-

wards. Salary and percentage gross bill-

ing. Available in 30 days. Let’s talk now. Box 929M, BROADCASTING.

Aggressive broadcast executive with 18 years experience now available. Experience includes 14 years as station manager, and general manager in radio and television in medium and metropolitan markets. Ex-

tremely able, capable, best references, married, college graduate, age 43. Confidential Box 955M, BROADCASTING.

Sales

Sales and dj with management ability. Mature, married, well educated, unusual copywriter. Experienced in public rela-
tions. Ten years in seasonal market. Proven sales ability also air personality. Presently employed—highest recommendations. Strong on interviews and “off the cuff” shows. Want permanent job with future. Not a floater. Box 839M, BROADCASTING.

Announcer

Announcer, 2 years experience. Married, 29,

veteran. Reliable, good delivery. Box 953M, BROADCASTING.

Sports announcer, seven years background play-by-play. Top references. Box 848M, BROADCASTING.

Peppy, personable dj, First phone. Modern radio and power station experience from top rated station in its area. Snappy, sharp & sure. Reliable. Box 962M, BROADCASTING.

Announcer-sales, 1 year experience. Mature,

reliable, permanent work. Box 964M, BROADCASTING.

Country music dj, sober, reliable, refer-

ences, creative worker. Desires to relocate. Box 850M, BROADCASTING.

Reliable—Hard-working—Married vet, 25 with limited experience desires to further experience in growing community. Some college-school trained. Box 913M, BROADCASTING.

Grad. Varied experience, Anything southern California. Slow home tape, information. Box 892M, BROADCASTING.

Announcer with 1st phone ticket. Eleven years experience. Family man desires per-

manent employment in Minnesota or Wis-

cconsin. Box 924M, BROADCASTING.


Experienced, glib adult dj-staffer desires to relocate over two years experience in major Michigan and Wisconsin markets. Can and will produce. No form. Preferably employed. Box 927M, BROADCASTING.

Situations Wanted—Announcers

Versatile, dependable. 30. Six years experi-

ence. No experience in broadcasting. Minimum $100 week. Available 2 weeks notice. Box 943M, BROADCASTING.

Five years experience in all phases of radio with limited tv experience. Married, vet-

eran, presently in small market, desiring step-up. Willing to work hard for right opportunity. Resume and picture on request. Box 949M, BROADCASTING.

Sports caster, just back from Europe seeks football, soccer radio and tv position. Will work sports around calendar. Also experienced as news director. Listings particu-

larly available. Box 950M, BROADCASTING.

Country music deejay. Can sell. Young, energetic, with excellent references. Write Box 981M, BROADCASTING.

Play-by-play sports is my line. Good news-

man. Experienced all phases. Desire to re-locate before school term. Box 982M, BROADCASTING.


Chilly "Knickuckerblocker" Brown says: "I'm a niche pitchman—music-man, cooperative fol-


Technical

Chief engineer, experienced, desires day-
time station in small Florida. Reply Box 896M, BROADCASTING, or phone Cocoa, Florida 9-1466.

Fully experienced, hard working chief avail-

able. Prefer competitive market in Texas-

southern area. Box 815M, BROADCAST- ING.

Chief engineer. Ten years radio. Studio and transmitter maintenance. Remote control. Box 832M, BROADCASTING.

First phone, presently employed as chief engineer-announcer, desires employment upper Midwest. Box 845M, BROADCASTING.

Engineer, ten years experience part as chief, live at one station. Go anywhere, available immediately. Box 928M, BROAD-

CASTING.

Engineer 1st class. Married, sober, reliable, 6 years experience. AM, FM, studio and transmitter, microwave, multiplex, con-

struction. Maintenance on all equipment. Box 933M, BROADCASTING.

Young, ambitious RCA grad with phone looking for position as responsible engineer or chief in small station. Willing to relocate anywhere except deep south. Richard Agen-

ton, 23 Marion Ave., Merrick Ave., Merric-

k, N.Y. 11506-8395.
CAREER OPPORTUNITIES IN VIDEOTAPE* FOR TV SPECIALISTS (sales and technical)

- Ampex Corporation's Professional Products Division needs qualified television industry specialists to help market the new VR-1000B Videotape* television recorder, camera and system.
- Heavy current demand and rapidly growing market potentials provide excellent opportunities for early advancement.
- Company benefits include fully paid medical and life insurance, travel protection, profit sharing and bonus plan. Liberal salary and expense account policies.

POSITIONS AVAILABLE


Videotape* Recorder Sales Representatives
To sell recorders to men at top levels of management and engineering in TV broadcast and closed-circuit installations. Should have at least 5-yr. background in technical and/or program sales. Supervisory experience desirable. College degree or equivalent.

Camera & TV System Sales Representatives
To sell complete Videotape* systems to men at top levels of management and engineering in TV broadcast and closed-circuit installations. Should have at least 5-yr. background in technical and/or program sales or program production/direction. Supervisory experience desirable. College degree or equivalent.

TV Systems Installation & Maintenance Engineers
To install and service VR-1000B recorders and TV cameras. Should have at least 5-yr. background in TV equipment maintenance with some supervisory experience. College degree or equivalent with emphasis in technical subjects.

TV Camera & Recorder System Engineers
To design and diagram Recorder system applications, including camera and other tie-in equipment. Should have at least 5-yr. background in TV station design engineering. Supervisory experience desirable. Engineering degree or equivalent.

For a personal interview, please send detailed resume including references to: John K. Doolittle, Ampex Corporation, Personnel Department, 8400 Bay Road, Redwood City, California.

ANNOUNCING OPPORTUNITY
AM-TV operation has top pay opening for top quality airman. Location ... Pacific Northwest. Send details, employment data, references and tape to Box 925M, BROADCASTING

ANNOUNCING OPPORTUNITY

Situations Wanted—(Cont'd)

Technical

First class—Electronics graduate, married, reliable, desire to learn. Bill Brewster, 3007 Amherst, Lubbock, Texas, PO 2-2354.


Production-Programming, Others

Combinaton, experienced, conscientious newswoman-swinger, versatile dj. Desires re- location to "active" station. College grad. A worker! Box 900M, BROADCASTING.

News director 18 years experience radio-ty. Currently employed. Experienced mobile units, setting up departments. Want right spot in central or southern California only. Box 912M, BROADCASTING.

Family man, 12 years experience radio-television, production, announcing, writing. Desires permanent position in mid- west. Write Box 953M, BROADCASTING.

Copywriter in progressive small town "good music" station wants position in metropolitan area. Write Box 937M, BROADCASTING.

Newman: Strong on delivery, light ex- perience in gathering and writing. Desires to work more in reporting. 2 years journalism school, 18 months newspapering, and staff work. Box 960M, BROADCASTING.

Gal Friday extremely well versed radio continuity and traffic director. (Traffic pre- ferred) desires relocating. Excellent refer- ences and proven record over three years with leading mid west station. Available immedi- ately. Jeanne Kystad, 412 Skidmore, Grand Forks, North Dakota, ph. 4-66-78.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago repre- sentative. Prefer man age 35-38. Box 170M, BROADCASTING.

Local sales manager—Low V station south- east in must have. Experienced in local sales development, sale presentation development and knowledge of tv operation. Salary plus incentives. Send full particulars, references, photo to Box 945M, BROADCASTING.

Leading tv station in nine property broad- cast group now looking for aggressive young man to join tv sales staff in Las Vegas. Sales experience preferred. Guarantee of $600/wk. Other salesmen make $600 to $800 per month, so can you? Fine oppor- tunity for right man to move up in grow- ing organization. Send resume to Stu Leslie, 55 KLRJ-TV, Box 550, Las Vegas, Nevada.

Announcers

Can a man over 45 find happiness as an an- nouncer for a leading mid-west tv station? We think so. If you agree, write full details to Box 966M, BROADCASTING. Personal interview in Michigan absolutely necessary.

Need announcer-switcher for NBC inter- connected station. Salary plus talent. KBSD-TV, Rapid City, South Dakota.

Technical

Wanted: Assistant chief engineer for Flor- ida vhf. Prefer man with RCA studio and transmitter maintenance experience. All replies given careful consideration. Send resume and salary requirements to Box 854M, BROADCASTING.

TV studio engineer. Prefer experience, but radio experience and desire to learn tv would be adequate. Air mail full details to Manager, KSWS-TV, Roswell, New Mexico.

BROADCASTING, August 3, 1959
Help Wanted—(Cont'd)

Production-Programming, Others
Experienced director-twitcher. Accurate, attentive to detail. Able to direct others equally. Consider mid-west station. Box 8334M, BROADCASTING.

Experienced mid-west tv seeks commercially experienced announcer, copywriters, film editors, studio cameramen. Need complete resume. Box 8653M, BROADCASTING.

Staff artist. Must be fast and versatile—do set design, painting, props, photo work, station production, ad layout. Excellent opportunity for creative expression and heavy live color operation. Starting salary. Major, mid-west market. Box 9414M, BROADCASTING.

TELEVISION

Situations Wanted—Sales
Salary secondary to television opportunity. I specialize in tough sales problems, am seeking challenging television sales representation. Top billed five years major eastern market, two years multi-station, aggressive, hard working team player. Box 9614M, BROADCASTING.

Assistant, music
BROADCASTING.

Successful teacher with tv art experience desires announcing, directing. Creative with diversified interests and talent. Excellent references. Box 9939M, BROADCASTING.

Technical
Transmitter engineer: Young man, married, growing family, presently employed N.E. vhf one year. Previous radio, 1½ year tech. school. Ham 3 years. Seeking desirable permanent position and home. East preferred. Box 8645M, BROADCASTING.

Successful tv :: engineer-studio or transmitter, 1st phone, no experience, willing to learn. Box 9932M, BROADCASTING.

Five years am chief wants television transmitter shift. Box 9868M, BROADCASTING.

Production-Programming, Others
Production assistant, five years experience large market, desires relocate small market as production manager. College graduate, highest references. Box 4717M, BROADCASTING.

Available September—Producer-manager. Eight years network experience. Re-sume and information write Box 8469M, BROADCASTING.

New York tv school grad. Looking for actual production and management position. Strong background in music background. Willing to work hard. Box 2698M, BROADCASTING.

Production assistant, 3 years experience in large market desires to relocate, small market as programming manager. College graduate, family, highest references. Salary open. Box 8232M, BROADCASTING.

WANTED TO BUY

Stations
Looking for small-market station our goal. West preferred, willingness to reason with your offer. Let us hear from you. Box 6273M, BROADCASTING.

Equipment
Tape recorder, professional type, rack mounted or portable. Box 763M, BROADCASTING.

Wanted: Used RCA orthicon camera chain in good condition. Reply to Box 825M, BROADCASTING.

Used magnamine tape recorder, 7½ ips, in excellent condition. State price. Box 913M, BROADCASTING.

Late model fm transmitter and antenna. Commercial must operate in 10 kw ERP and be capable of multiplexing. Box 817M, BROAD-CASTING.

10 kw high hand vhf-tv transmitter in first class condition plus 12 bay antenna. Must be top quality, no junk. Box 915M, BROAD-CASTING.

6N or 8N disc cutter with amp. Qualified to cut masters. New in business, can't afford large price. Box 819M, BROAD-CASTING.

Wanted, several OP-6 and OP-7 remote amplifiers in good condition. Call collect Al Pierce, WDUNM-AM, Chicago.

Used studio console in good condition. State make, model and price. Must respond to John L. Knollman, WJBF, E. Moline, I. Y.

INSTRUCTIONS
F.C.C. first phone license preparation by correspondence or in resident classes. Graham Schools are accredited by Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Graham School of Electronics, 3123 Gillham Road, Kansas City, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio, License School of America, 1135 Spring St., N.W., Atlanta, Georgia.


MISCELLANEOUS
Qualified consulting engineer. Specializing in on-air applications, frequency surveys and power increases. Area west of the Mis- sissippi. Douglas F. Marrara, 1006 East 14th Avenue, San Mateo, California.

Ready for Fall? For discriminating sponsors, need experienced community radio spotter. No. 1 InAuto, WBOB Productions, 3899 Templeton Road, Columbus, Ohio.

-DISC JOCKEYS • • • Take a Giant Step
• • • advance to Top Twenty Market With
50,000 Watts of
WOE The South's Top Independent
#1 by Hooper and Nielsen
Top salary plus outside opportunities other stations can't offer.

• If you think you're good ... Prove it by an aerial special up-tempo music and news air check to Bud W. Connell, WONE, St. Charles Hotel, New Orleans, Louisiana.
TOP FLIGHT DISC JOCKEY
Metropolitan Area
Over One-Million

Please send pictures
complete resume
and tape to
Box 946M,
BROADCASTING

FULL TIME MIAMI, FLORIDA RADIO STATION
Looking for DJ who thinks he knows the right answers
Send tape, complete background and a picture not over 3 months old to:
Box 836M, 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 +

ANNOUNCING
Booth and live
Send tape and photo
Radio experience okay

HELP WANTED—(Cont’d)

STATION MANAGERS
Here's a real opportunity for one who is strong on sales, willing to work and ambitious as to future. Must have had experience in both AM and FM and with knowledge of multiplexing. Northeast section of U.S. Good salary plus profit sharing. Further advancement as justified by results. Send photo, complete details, first letter. All replies confidential. Box 908M, BROADCASTING.

QUALITY
Top AM-TV announcer-newsmen, with proven commercial record, the top rated on-camera news show in large metropolitan market. Seeking permanent position with large AM-TV station. Network and local background, excellent references, married, college trained. Presently employed in large network and local operation. Box 916M, BROADCASTING

WEATHER • RADAR
Raytheon 10 CM 275 KW Output PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and installation diagrams. In new factory condition. Priced up clouds at 90 miles, $600. Westinghouse 3 CM 40 KW Output PPI Presentation, 3, 5, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $5000. General Electric Automatic Tracking Radar 10 CM, 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 26 ft. long (its own building!). Price and details on request. Used by Air Force and weather bureau.

WEATHER—RESEARCH INSTRUMENT CO.
550 5TH AVENUE
NEW YORK 36, N. Y.

WANTED TO BUY
WANTED
Small full-time, single market station with potential. May be losing money.
Box 956M, BROADCASTING.

RADIO
Help Wanted—Announcers

WANTED . . . FOR NEW SPARKS-RENO AREA DAY TIMER
1 KW—1270 KC—1 KW
To share in profits, no investment necessary except your ability.
— Sales Manager —
3—Disc Jockey Salesmen—3
Prefer people established in Reno area. Send replies, confidential to: Ed Jansen, Lakeside Broadcasters, 2202 East Charleston Blvd., Las Vegas, Nevada.

RADIO
Situations Wanted—Management

WE RECOMMEND***** FOR MANAGEMENT***
WNEG's Promotions Manager Ray Shader, Veteran, married, 2 children . . . age 36. 12 years experience all phases. Versatile . . . ambitious, capable. All inquiries answered.
Charles & Ray Gaines Co-Owners
Stephens County Broadcasting Co.
Toccoa, Georgia

ANNOUNCERS

FOR SALE
Equipment

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 +

ANNOUNCING
Booth and live
Send tape and photo
Radio experience okay

Box 800M, BROADCASTING

BROADCASTING, August 3, 1959
WANTED . . . $10,000—$15,000 RADIO PROGRAM DIRECTOR FOR GROUP OPERATION

This once-in-a-lifetime opportunity must be filled immediately. The person chosen for this important position will program for 6 or more radio stations and will have the following requisites:

1. Thorough knowledge of radio production techniques.
2. Thorough knowledge of current and standard popular music.
3. Ability to achieve good ratings without the use of Rock N' Roll, "Chaos Radio" or other frenzied techniques.
4. Top quality voice and ability to run own show on air.
5. Administrative ability.
6. References of highest calibre which will bear up under close checking.

The man chosen for this position is probably now employed and has not thought of making a move until he reads this advertisement. He will have the opportunity to work at the management level with one of the most aggressive broadcasting operations in the U.S. and will be located in the heart of the finest recreational area in the northwest.

If you know you are the man we want, write to us in detail, giving complete educational, employment and personal background, credit, business and personal references and a sample tape demonstrating some of your best work. If you care to include any program ideas you might have, we will be pleased to listen. No applications or material will be returned, so don't send valuable original papers. All applications answered by letter. Write to . . . Program Director, c/o Harley, Wallenberg & Kenahan, 1735 DeSales Street, N.W., Washington, D.C.
Quick fix for 'copter... speeded by Air Express

Yesterday a crippled whirly-bird! Today a fast replacement with a Resistoflex hose lets it soar again. AIR EXPRESS—at a quick call—delivers the hose direct from distant factory stock to the heliport without delay. Cost of this amazing shipping service that assumes all responsibility? Only $5.06, for example, for 10 lbs., New York to Minneapolis (1020 air-miles). For emergencies or routine shipments—whatever your business—it pays to...think FAST...think AIR EXPRESS first!
OUR RESPECTS TO

Don Wesley Burden

To Don Burden, a broadcasting veteran at 31, formula radio means going with the "modern trend toward a strictly localized operation that provides a distinct service to the community." Sometimes this may take the form of an audience-luring treasure hunt for substantial stakes or a parade of "kiss-in girls" handing out numbered candy kisses to passersby, redeemable for prizes. Listeners aren't apt to forget the station's call letters and, in fact, may be wont to tune in more frequently.

Competitors of The Star Stations among other successful independent station groups—the Bartells and McLendons, the Ploughs and Storzees—may cavil at the Burden approach, but acknowledge it's difficult to argue with success. They can understand, too, because as protagonists of modern radio, they have fought formula with formula in similar attempts to "rock the market."

Western Constellation • Don Burden's meteoric rise in independent radio doubtless is best reflected in the Star Stations' corporate name. He is president and principal stockholder of properties that include KOIL Omaha, Neb.; KICN Denver, Colo., and KISN Portland, Ore. A fourth station, KWIK Pocatello, Idaho, at which Mr. Burden started his career, is owned by the same stockholders (including Mr. Burden) as KOIL.

Industry observers, including his competitors, freely admit that once he stepped into those particular markets, starting six years ago, "there never was a dull moment" in the battle for ratings and revenue leadership. And youthful Mr. Burden never backed off from the free-wheeling fight, trading gimmick for gimmick in distilling his own brand of radio programming formula.

Born Aug. 10, 1928, Don Wesley Burden was valedictorian at Iona (Idaho) High School. He managed to weather lean years and attend Idaho State U. where he majored in advertising. He left in April 1945 to join the Navy, spending over two years in service. After his discharge, he got the radio bug and tried his hand as a salesman at KWIK. He was appointed sales manager in August 1950 and held the post for over three years, honing his ambition in a small-market broadcast operation.

To the Hock Shop • Not one to decline a challenge, Mr. Burden decided to turn entrepreneur and, as he put it, "to mortgage myself to the hilt and strike out on my own." At a time when network radio was still thriving and modern independent radio had not crystallized into its present form, he went scouring the country "for a sick radio station which could be bought for a minimum of cash and one which had a good earning potential—if it had new life breathed into it."

Mr. Burden found the station and market and laid the groundwork by joining KOIL in Omaha as sales manager in August 1953. He bought it in December for $165,000 and proceeded with different program formats in a bid to raise ratings and revenue, after dropping its network affiliation. Competing with KOWH (later sold by the Storz Stations), KOIL cut into the former's astronomical audience share under Mr. Burden, a man by now dedicated to a considerable shore. Along with ratings (and the stimulus of "just about every audience-building gimmick in the history of radio," a station spokesman admits), billings have jumped six-fold in nearly six years.

After formation of The Star Stations corporate group in 1954, Mr. Burden set out to conquer new fields. He went back to Pocatello in 1957 and bought KWIK, where he got his start, for $33,000.

He utilized the same pattern of audience-building shows (contests, audience participations, gimmicks, liberal use of station personalities, including d.j.s) and the station is claimed to have increased its billings about 300% in two years. Its audience share position also has improved. (Mr. Burden confides that he recently rejected a $125,000 bid for KWIK, but reported sale of the station was in negotiation last week.)

Spring Fervor • Turning his eyes to Denver in the spring last year, he "spotted a sleeper" in KMYR, paying $402,000 for an outlet in a market that boasted 19 highly competitive radio stations. The familiar Burden approach again prevailed, drawing as much as well as local attention in May 1958 and catching the ears of many listeners. The ingredients: a $50,000 "Treasure Hunt" that reportedly turned Denver on its ear (loot-seekers converged on property-owners and a local cemetery like ants). Mr. Burden followed it up with a "Lucky Phone Number" contest, avowedly eager to "rock this market like it's never been rocked before."

Disregarding the welter of stations across Denver's dial, Mr. Burden became convinced his formula possessed "great staying power," noting KMYR's improved rating position within a mere 60 days. A few months ago he kicked off a brand new promotion barrage in connection with a change in call to KICN.

Mr. Burden invaded the Pacific Northwest earlier this year, purchasing KYAN Vancouver, Wash. (Portland, Ore.), from Sheldon F. Sackett for $580,000. True to form, he immediately changed the call to KISN after FCC approval (Broadcasting, April 20) and claims a better audience share for the facility.

Head Hunter • Spotting future musical trends and air talent have become twin stocks in trade with The Star Stations under Mr. Burden, who constantly scouts other markets for capable performers. He also surrounds himself with efficient executive help, as witness the recent appointment of Bill Stewart (formerly with the Storz and McLendon stations) as vice president and assistant to the president. Other management members ("dynamic men for dynamic radio") include Steve Shepard, KOIL; Charles Vais, KISN, and Charles (Chic) Crabtree with KICN.

When he isn't tracking, Mr. Burden attends meetings of the local Optimist Club and chamber of commerce and also is board chairman of the World Wide Film Club (which offers film as a premium). He married the former Dorothy Downing of Pocatello and they have three daughters, Wendy Lea 10, Theresa Lynn 7, and Patricia Marie 4 months. He likes to go fishing occasionally.

Of him an associate recently remarked: "Burden should own stock in the airlines because he is constantly on the go, checking his properties and looking for new cities to "light on."
EDITORIALS

Bar bills

Lawyers who specialize in broadcasting practice can count on the rich, full life if the U.S. House of Representatives adopts the Sec. 315 amendment which the Senate passed last week.

The Senate amendment exempts from the equal time provisions of the political broadcasting law the appearances of candidates on all kinds of news programs and then, in the same sentence, adds: "but nothing in this sentence shall be construed as changing the basic intent of Congress with respect to the provisions of this act which recognizes that television and radio frequencies are in the public domain, that the license to operate in such frequencies requires operation in the public interest, and that in a newsworthy program, there must be a 'balanced treatment' of the candidates and their statements." The amendment also affects the committee's position in the Senate and a "public service" charge.

Today's decision raises other questions: What effect will the new law have on radio news shows? And how will the law affect the political process?

Toward new spectrum control

First tangible recognition of the need for complete overhaul of management of the critically important radio spectrum allocations as between government and non-government users is given in a bill (HR 8426) quietly introduced in the House last week. It would create a three-man Frequency Allocation Board—a sort of super-FCC but with power far broader than that vested in the FCC or perhaps in any other independent agency.

Because of the bill's significance and scope, it must be assumed that its author, Chairman Oren Harris (D-Ark.) of the House Commerce Committee, does not expect passage at this session, now within weeks of adjournment. Rather, it looks to us like a trial balloon for study by interested groups during the Congressional recess.

There can be no doubt about the sincerity of Mr. Harris' intentions. He wants efficient management of the spectrum, to prevent hoarding of valuable frequencies by government but, at the same time, to protect the national security. Because broadcasters have a life-and-death stake in the sensitive allocation areas, particularly the vhf range in which tv and fm are assigned, extreme care and diligence must be exercised in appraising the new bill.

Videotape conquest

The debate between Soviet Premier Khrushchev and Vice President Nixon at the American Exhibition in Moscow may or may not have long range diplomatic or political significance.

What is important is the journalistic history that was made and is bound to be reflected in our textbooks.

It is the fallibility of the pencil and pad mode of reporting versus the infallibility of electronic journalism.

First reports on Friday, July 24, from Moscow had the premier and the vice president in a rough and tumble debate that seemed to threaten an international incident just short of war.

Then, the next day, thanks to Ampex Videotape, and the ingenuity of Ampex Vice President Phillip Gundy in smuggling the reel into this country, U.S. viewers of all three networks saw and heard for themselves. It was a hot debate. But if there was acrimony and bitterness of the nature reported by the pencil and pad reporters, it did not show on the tv screen.

Sen. Frank Lausche (D-Ohio) told the Senate last Tuesday he was "greatly disturbed" when he read the first news reports. But when he saw the tv film he "found that the facts belied the reports."

If there had been no tape recording, the news reports playing up the debate as a back-alley brawl would have been the only impression given the American public. Words alone, no matter how adroitly written, could not tell the whole story. Even the full text could not do it. But the tv tape recording, faultless reporter that it is, showed every smile, grimace and gesture.

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BROADCASTING, August 3, 1959
The South's giant furniture industry is another reason why WFMY-TV located in the heart of the industrial piedmont . . . is the dominant selling influence in this $3,000,000,000 market. WFMY-TV serves . . . and sells . . . in this heavy industrial 54-county area where 2,250,000 people live, work and buy.
The Weed organization, one of the pioneers in the field of station representation, is proud to announce a major expansion of its client services—the establishment of a marketing and research division under the direction of William B. Crumley.

A new concept in client service, the Marketing and Research Division encompasses all areas of creative selling with particular emphasis on the development of effective sales approaches for Weed represented stations.

Perhaps your station might benefit from a comprehensive market analysis and competitive report. Our door is open to you.

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