Exclusive: the network chiefs' thinking on fall programs
Page 27
How Maxwell House is planning an aroma-taste strategy
Page 37
Pet Milk's story: big results with small-market radio
Page 46
Final FCC tally: tv reaches billion dollar crest in 1958
Page 56

The best advertising for KPRC-TV,
The Houston Television Station
is done on Houston's television screens.
That's where performance records are
really written. You'll get your own
testimonial on the benefits
of Quality Salesmanship. The sure,
trouble-free and economical operation
will delight both you and your
advertising budget.

Ask your
Petry man
for it now

Edward Perry & Co.
National Representatives
COURTESY OF KENDALL REFINING COMPANY
Available for the first time because...

YOU ASKED FOR IT!

WITH SMILING JACK SMITH as host, this famous favorite of TV half-hours—YOU ASKED FOR IT—is now available on film for your markets.

With ratings consistently around 20 and better in all services, YOU ASKED FOR IT has a family audience ideally balanced between men, women and children...a huge audience of prospective customers.

PRE-TESTED for more than 8 years on 81 network stations, YOU ASKED FOR IT has never been without a sponsor. One sponsor reports that, using this program as his only advertising, his business increased 5 times in 4 years.

80,000 MAIL COUNT per year every year verifies audience interest...and interest means potential sales.

104 EPISODES AVAILABLE right now...so investigate YOU ASKED FOR IT today.

CROSBY/BROWN PRODUCTIONS

BING CROSBY, Chairman • KENYON BROWN, President
Telephone or wire collect:
HENRY R. FLYNN, General Manager
1000 North Cahuenga Blvd., Hollywood 38, Calif., Hollywood 2-7311

Check these other shows from CROSBY/BROWN who produce and syndicate non-fiction, true-to-life travel and adventure programs.
Some of the best transportation facilities in the world provide a vital link and outlet to the spectacular Houston economy. Outstanding facilities by land, air, or from the sea through the great Port of Houston, third largest in the nation, makes Texas' largest city one of the most accessible cities in the world. A vital link also in the lives of the dynamic people of Houston is KTRK-TV with news, public service, and popular family entertainment. KTRK-TV Channel 13
EFFECTIVE BUYING INCOME per family in the WGAL-TV coverage area is $6,461. Advertise your product where there is money to buy it! WGAL-TV reaches all of the rich Lancaster-Harrisburg-York 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 17, 1959
Bent on quizzer quiz • While Chairman Oren Harris (D-Ark.) refuses to comment, his House Legislative Oversight Subcommittee is making every effort to hold first round of hearings in tv quiz investigation prior to adjournment of present session. This is less than month away even in estimates of most pessimistic congressmen.

Rep. Harris refused to confirm or deny these reports. He said: “We will not hold hearings until we are ready and we are not ready.” However, several other subcommittee sources maintained, when investigation was first announced, they had enough damaging evidence to proceed without grand jury testimony (see story, page 76). Adding to hearing prospects is fact parent Commerce Committee, also headed by Rep. Harris, has no hearings on calendar for remainder of session. This also is true of all subcommittees.

Investors alert • Quests for tv stations by well-heeled interests are at all-time high. In addition to motion picture companies (20th Century-Fox, Columbia Pictures, National Theatres & Television Inc.) at least dozen other interests, some of which already have footholds, are seeking new properties. Optimistic reports of Wall Street houses on tv futures have heightened investor interest.

Although unconfirmed, one report of significance was that General Electric Co., pioneer in broadcasting and owner of WGY (AM), WGFM (FM) and WRGB (TV) Schenectady, N.Y., would seek its full quota of tv and possibly am stations. GE formerly owned KGO San Francisco and KOA Denver (before tv) but for past two decades has operated only Schenectady stations.

On labor front • In Washington last week for hard-won labor reform bill fight was Ward L. Quaal, vice-president-general manager of WGN Inc., Chicago, and chairman of NAB Labor Relations Advisory Committee, who worked with Charles H. Tower, NAB’s manager of broadcast personnel & economics. Seeking to offset open-labor lobbying of labor forces opposing Griffin-Landrum measure, they inductored House leadership on dire effects mild reform legislation would have upon freedom of stations to maintain uninterrupted service. Broadcasters supported successful Griffin-Landrum measure because it would clarify secondary boycott provisions and outlaw blackmail picketing which has caused great injury to struck stations in recent months.

Combating catv • In new all-out effort to combat inroads of operators, newly organized Hometown Free Tv Stations are soliciting support, both politically and financially. William C. Grove, KFBC-TV Cheyenne, Wyo., and KSTF (TV) Scottsbluff, Neb., as temporary president, has written similarly situated stations asking that donations be sent to him or to Marshall Pengra, treasurer, at KLTV (TV) Tyler, Texas. Regular members are asked to subscribe $200 for initiation, plus one-hour rate per month for 18 months. Associate members are simply asked to make contributions.

New Ayer center • N.W. Ayer & Son will install New York tv communications center in new Time-Life Bldg. quarters to be occupied this winter. Facilities planned include modern tv studio with 16-mm and 35-mm cameras and projection and reception of videotape. Move also will consolidate offices of programming, commercial production and other New York functions of Ayer which now occupy space in various offices at 30 Rockefeller Plaza and at International Bldg.

Falcon advance • Ford Div.’s “compact” automobile (Falcon) is not waiting for its early October introduction to start promotion on broadcast media. Plans reportedly underway for use of NBC Radio’s Monitor in September, full month in advance of auto’s introduction date. Tv also will be involved.

Montana tv bid • New option for acquisition of KFBB-AM-TV Great Falls, Mont. has been procured by group of three investors identified with broadcasting-motion picture field and may be exercised later this month or next. Price for 100% of stock is in area of $616,000, with Joseph P. Wilkins, president and general manager, and several associates holding 2,305 out of 2,800 shares. Transaction, if and when consummated, would constitute second recent negotiation for sale of property by Wilkins group. Previous transaction with group headed by Ed Crane, Montana broadcaster, was dropped last year because of prospective catv competition. KFBB-TV is on ch. 5 and affiliated with all three networks. KFBB operates on 1310 kc with 5 kw fulltime. Reason for denial • Behind special Senate Foreign Relations Subcommittee refusal to ok NARBA-Mexican treaty agreements (Broadcasting, Aug. 10) was senators’ desire to protect further efforts by daytimers for extended hours. FCC had denied daytime petition same week subcommittee, headed by Sen. Wayne Morse (D-Ore.), held one day hearing on international broadcast agreements (Broadcasting, July 13). Consensus among five senators on committee was that no action should be taken prejudicing daytimer case until all legal steps had been exhausted and also view that further delay would make no difference since treaties have been awaiting ratification since 1950.

Catv and pay tv • Capitol Hill, which manifests concern in all things tv, is noting with interest investment house study (Value Line Survey, Arnold Bernhard & Co.) of National Theatres Inc., which recently became National Theatres & Television Inc. Study mentions recent acquisition by NT&T (Broadcasting, June 29) of seven-year old Williamsport (Pa.) Tv Cable Corp., feeding 8,500 homes by catv, and with potential of 15,000 customers, at estimated cost of $1 to $1.5 million.

Being scrutinized is this observation: “We consider the transaction to be important in terms of National’s future potential. In our opinion the community’s television system represents a stepping-stone for National Theatres into pay tv. If, indeed, National employs Williamsport as a testing ground * * * it would be the first theatre company to enter the field. Should pay tv materialize as this service believes likely, National Theatres would then have a substantial head start.”

That canon again • First concrete step toward removal of Canon 35, anti-broadcast clause, from American Bar Assn. and state codes of ethics is expected this weekend as ABA convention gets under way at Miami. This will be foot-in-the-door proposal to exempt traffic court proceedings from courtroom broadcast ban, originating in ABA’s Traffic Safety Committee. Chance of affirmative action this year by ABA House of Delegates is believed slim though recent North Dakota embroil in which traffic court broadcasts were halted by Canon 35 points to ridiculous results of ABA’s ethical rule, adopted in pre-tv era.
Sales are UP in booming Detroit

- Dept. Store Sales: UP 17.5%
- New Car Sales: UP 76.5%
- Factory Payrolls: UP 26.3%
- Car and Truck Output: UP 66.7%

And UP is definitely the word for WJBK-TV viewers

Both July and June ARB 35.2% of audience—almost 20% higher than any other Detroit station.

(—one of CBS’ highest in any 4-or-more station market.)

You know where your audience and sales are going with WJBK-TV—They’re going UP!

You know where you’re going with WJ BK- TV

Delegation

CBS PROGRAMMING • CHANNEL 2

Call Katz or
STORER NTL SALES OFFICES
625 Madison Ave., N.Y. 22
230 N. Michigan Ave.
Chicago 1

Broadcasting, August 17, 1959
WEEK IN BRIEF

Radio sells the salesman, too • When the Southern California Chevrolet Dealers wanted to sell more cars to more people by the time-tested technique of inducing their salesmen to make personal phone calls to prospects, they learned from their advertising agency that a radio campaign could sell both prospect and salesman. The case history is related by Jess M. Johns, president, Eisaman-Johns Adv., Los Angeles, in this week’s MONDAY MEMO. Page 21.

Three for the show • Chief executives of the tv networks, going into the tightest competitive season yet, describe their individual program philosophies in exclusive interviews with BROADCASTING editors. ABC-TV’s Oliver Treyz, CBS-TV’s Louis Cowan and NBC-TV’s Robert Sarnoff tell why each thinks he’s on the right track. Page 27.

Coffee commercial perks • The story of Maxwell House’s new spot commercial: A theme, a sound and a visualization. Page 37.

Friendly Schenley (Part II) • It lilts, it’s folksy and it repeats the name of Schenley at least nine times in 55-seconds. Demonstration commercial is played for newsmen. Page 42.

Glass-house gang • Libby-Owens-Ford is building its entire sales program for the coming season around the ABC-TV series, Bourbon Street Beat. Distributors were enlisted in the elaborate campaign at a national sales conference, held on closed-circuit tv. Page 44.


Tape shop talk • At unique N.W. Ayer-Telesstudios meeting, agency points up desire for magazine picture quality in commercial tapes. Page 50.

Billion dollar toke • Tv reached billion dollar crest in 1958 in total revenues; profit moved up after slumping in 1957 from previous year’s high. Page 56.

New group owner • Naï Corp. buys KCOP (TV) Los Angeles and KOBY San Francisco in second and third buy into broadcasting business. West coast company, which bought KPTV(TV) Portland, Ore., several months ago sets up broadcast and syndication divisions under pioneer broadcaster Kenyon Brown. Page 62.

More about radio’s muscles • Special studies commissioned by RAB shows (1) aural medium popularity in consumer pre-buying hours, and (2) widespread use of portables at beach. Also, latest figures on second quarter of 1958 show increase in number of firms using radio along with increase in brand names advertised. Page 66.

THE LANSING MARKET IS MOVING UP...

now ranked 69th

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

Take a look at the latest Hooper (J-F, 1959)

<table>
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<th>TIME</th>
<th>WILS</th>
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<td>12:00 noon</td>
<td>66.2</td>
<td>16.3</td>
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* Michigan’s capital city market now boasts
  • 91,960 households
  • $366,285,000 retail sales
  • $588,989,000 spendable income

Represented by YENARD, RINTOUL & MCCONNELL, Inc.
WILS is associated with WILX-TV
NBC & CHANNEL 10
studios in Lansing - Jackson - Battle Creek
and WPON - Pontiac

DEPARTMENTS

AT DEADLINE 9 LEAD STORY 27
BROADCAST ADVERTISING 37 THE MEDIA 56
BUSINESS BRIEFLY 52 MONDAY MEMO 21
CHANGING HANDS 62 OPEN MIKE 18
CLOSED CIRCUIT 8 OUR RESPECTS 111
COLORCASTING 86 PROGRAMMING 80
DATERBOOK 14 WEEK’S HEADLINES 10
EDITORIAL PAGE 112
EQUIPMENT & ENGINEERING 87
FANFARE 96
FATES & FORTUNES 89
FOR THE RECORD 98
GOVERNMENT 70
INTERNATIONAL 95

BROADCASTING, August 17, 1959
TOPS IN ARB, NIELSEN, PULSE

ARB (April-May 1959) 4 week survey gives WPRO-TV a whopping average 45.5% share of audience all week long — 25% more than its nearest competitor.

NIELSEN (April-May 1959) shows WPRO-TV dominance with a spectacular 43.5% average share of audience all week long.

PULSE (May 1959) proves again WPRO-TV leadership with an average 48.6% share Mondays through Fridays, a 45% share on Sundays.

NEED MORE PROOF?
WPRO-TV has 14 out of 15 once-a-week top-rated shows. WPRO-TV has 7 out of 10 top-rated multi-weekly shows. EVERY DAY, EVERY WEEK most consumers respond to WPRO-TV leadership in Southern New England, the multi-billion market.

See what's happened in Providence. Then nail down your schedule with Gene Wilkin at Plantations 1-9776, or your Blair man.

WPRO-TV 12
24 Mason Street, Providence 2, R.I.

WTEN
Albany 10

WTVD
Raleigh-Durham 11

WPRO-TV
Providence 12

CBS AFFILIATES
CAPITAL CITIES TELEVISION
JWT RELEASES RADIO STUDY

Finds housewives want better music, shorter, less-frequent commercials

Re-evaluation of radio music programming and commercials by local stations is suggested by J. Walter Thompson Co.'s Chicago research department on basis of its housewives' radio study. Survey sought to ascertain full-day listening habits and attitudes of 3,233 housewives comprising JWT's National Family Advisory Staff Panel, with 90% mail response. Project is guidepost to JWT clients as well as networks, stations, other agencies and their clients.

Among conclusions: (1) housewives like radio for music and news, but many radio stations are not giving top billing to preferred type of music; (2) they vary in overall programming preference by age group. Study suggests long-term potential in station slanting programming to either young or old because of one-station listener loyalty.

Two most frequent observations on commercials were adverse. Among 771 respondents, 44.6% felt they were "too often or too long" and 18.5% "boring and silly." Considerably fewer regard commercials as "enjoyable" (10.6%) and "informative" (8.4%). As result, JWT research department felt "a whole series of studies probably are in order."

Study also noted "radio finds its greatest usefulness" in music-news, with 36.2% of 1,689 respondents expressing such preference and 27% feeling radio supplements other activities. Medium also cited for "local coverage and its role as the housewife's companion," as well as value for emergency news and storm warnings (CLOSED CIRCUIT, April 20).

Radio Commercials • With respect to commercials: (1) most complaints came from infrequent listeners; (2) older housewives "tend to be patient with the frequency and length"; (3) women with some college training and those in "upper status" are more likely than others to consider commercials "too long and too frequently heard."

Programwise, 48.3% of 437 respondents want less rock & roll and 30.9% more "good music," with others favoring more educational shows, dramas and mysteries. Among 2,705 respondents, 74% indicate they listen mostly to one station, while 68.8% of those with both am-fm receivers prefer am for their listening.

Total of 33% of housewife respondents mentioned driving as most important activity while listening. Though JWT has conducted similar surveys in past (for Seven-Up and drug trade groups), this was first designed for all its clients. Study was intended merely as guidepost and not for quantitative (cumulative) measurement of tune-in. It's described as representative of "middle majority of American families" in terms of social status.

Among other findings:
- About 20% reported tv supplants radio and 16% consider radio supplement to tv (for those things not available on tv such as frequent newscasts).
- Among respondents stating single program preferences, music was "main pleasure" with 54% and news second with 36%. Sweet music and waltzes were favored by 55%.
- There are definite peak listening periods—8 a.m., 12 noon and 6 p.m. Specifically: during morning hours about 25% have radio tuned in, increasing to 30% at noon with average of 18% through afternoon hours. At 6 p.m. figure hits 25% and during later evening hours, with tv competing, 17% of housewives listen to radio.
- Average for all women respondents is 2.9 hours of listening per day, which JWT "acknowledges to be high in relation to Nielsen data."

With respect to station loyalty, those in rural and small towns with favorite stations tend to stick more to one station (80% had favorite station) while in urban areas having wide choice of stations, 68% remained loyal to one.

New comments date for Calif. vhf plans

FCC Friday extended deadline to Sept. 23 for comments on proposals to add vhf channels to Fresno, Bakersfield and Sacramento-San Francisco-Reno areas. Comments originally were due Aug. 24, following Commission proposals issued last month to add three vhf channels to Fresno, two vhs to Bakersfield (with one vhf already there), and additional vhs to either Sacramento, San Francisco or Reno, Nev. Deadline for reply comments was extended to Oct. 8.

Requests for extensions were made by KFRE-TV Fresno and KSAN San Francisco. Also involved in proposed reallocations are Salinas and Santa Barbara, Calif., and Goldfield and Tonopah, Nev.

Also, FCC reported Friday, following allocation requests:
- WSEE-TV Erie, Pa. Requests second vhf outlet to Erie by assigning ch. 6, 9 or 5 to Erie, all involving sub-mileage spacings. Allocation of chs. 9 or 5 to Erie would also involve re-assignments in Wheeling, W.Va.; Steubenville, Cleveland, Columbus, Dayton, all Ohio; Indianapolis, Ind., and Louisville, Ky.-WSEE-TV operates on ch. 35.
- KTW-O-TV Casper, Wyo., asks allocation of ch. 6 to Lander, Wyo., from Casper. This would leave ch. 2 in Casper. Ch. 6 was held by Donald Hathaway's KSPR-TV, but was surrendered last month and equipment was sold to Casper cable tv company.
AT DEADLINE

Paul Weeks dies

Paul Weeks, 50, who retired last October because of ill health as vice president and original partner of H-R Representatives Inc., station representative, died of heart attack Thursday (Aug. 13) at Harlingen, Tex. Mr. Weeks had established retail shoe business in Harlingen. Native Chicagoan, Mr. Weeks' last executive post with Illinois public utility in 1940 at suggestion of Dwight Reed, then vice president and Chicago manager of Headley-Reed, to join sales staff, was transferred nine years later to that firm's N.Y. offices and in 1950 along with Mr. Reed and Frank Headley resigned to found H-R Representatives in which these three were partners. He leaves son Pete Weeks, 24, of Richmond and daughter Judy Weeks, 20, student at Michigan State.

Three stations sold

Sales filed Friday:

KMCM McMinnville, Ore. • Sold by Yamhill Broadcasters (Philip M. Bladine, president) to Jerry Carr (owner of yogurt dairy in San Francisco and applicant for AM at Victorville, Calif.) for $80,000. KMCM is on 1260 kc with 1 kw, directional night.

WGUS North Augusta, S.C. • Sold by Howard C. Gilreath to Hal Edwards, Kye Harris and Henderson Belk for $60,000. Mr. Gilreath owns WCLA Caxton, Ga.; construction permit for AM at Metter, Ga., and is part owner of AM construction permit at Glennville, Ga. Messrs. Edwards and Harris each own one-third of American Advertising Assoc. agency, Charlotte, N.C., and Mr. Belk has extensive interests in southeastern U.S. department store chain.

WGUS is on 1600 kc with 500 w day.

KNOG Nogales, Ariz. • Sold by Carlton W. Morris to Lloyd Burlingham for $40,000. Mr. Burlingham is former farm director, NBC Chicago, is publisher, Prairie Journal, Chicago, and owns KCVR Lodi, Calif. Transaction was handled by Hamilton-Landis & Assoc. KNOG is 250 w on 1340 kc.

Quiz selections

Witnesses who were "responsive" to New York grand jury in tv quiz scandal will get prior attention by quiz-investigating congressional committees. So said New York District Attorney Frank Hogan Friday in disclosing he has assigned one of his staff attorneys to "pick out certain witnesses of value to them [committees] rather than chronologically."

Mr. Hogan predicted testimony of first few witnesses will be available to House and Senate probes in about two weeks (early story, page 76).

MBS to air NFL

Mutual will air all 12 regular season games of last year's National Football League champions, Baltimore Colts, it was announced by Robert F. Hurleigh, MBS president, and Jerold C. Hoffberger, president of National Brewing Co., Baltimore, which will be one sponsor of weekend broadcasts. Chuck Thompson and Vince Bagli, veteran Baltimore sportscasters, were named play-by-play announcers. Season opens Sept. 27 in contest with Green Bay Packers. Games will not be broadcast in cities with NFL teams, it was said.

"Weaver" program set

Announcement was set for today (Aug. 17) of three-year contract signed three months ago between Don Flederson Productions Inc., New York, and Cliff "Charlie Weaver" Arquette, calling for Mr. Arquette to star in his own tv program. Sample half-hour show was video taped last night (Sunday) at 44th Street Little Theatre in New York.

WEEK'S HEADLINERS

GORDON DAVIS, general manager of Westinghouse Broadcasting Co.'s KYW Cleveland, moves to WBC Chicago outlet, WIND, in similar capacity.

Mr. Davis at KYW is CARL W. VANDAGRIFT, general manager of WOWO Ft. Wayne, Ind., another WBC station. Mr. Vandagriff's successor is KYW sales manager EDWARD WALLIS. Corporate supervision of WOWO will be added to bailiwick of RALPH ATTLAS Sr., Westinghouse vp of Chicago area. Mr. Davis came to WBC in 1947 as producer, later program manager and general manager of KYW during its Philadelphia period, moving to Cleveland in 1956, when WBC transferred its call letters there. Mr. Vandagriff joined WOWO's program staff in 1936, was appointed program manager in 1945. He has held general manager post since 1952. Mr. Wallis was director of sales promotion and publicity with WIP Philadelphia until joining WBC in 1954 as sales promotion manager of WPTZ (later KYW) there, moving with station to Cleveland.

Mr. Davis

Mr. Vandergrift

Mr. Wallis

Oscar Katz, vp in charge of daytime programs, CBS-TV, since August, 1956, named vp, network programs. ROBERT M. WEITMAN, vp in charge of program development at network since February 1956, appointed vp, independent productions, serving as liaison with independent production companies. Appointments announced during two days of meetings in New York last week of CBS-TV program executives from east and west coasts to discuss plans and new organizational structure. Mr. Katz in effect fills position Hubbell Robinson Jr. resigned in late May to head his own production company (Broadcasting, June 1). Mr. Weitman joined CBS in research in 1938 moving to director in July 1951. He has been member of network's executive programs plans board for past eight years. Mr. Weitman's appointment places him on administrative level with Michael J. Dann, vp, programs in New York, and William Dozier, vp, programs, Hollywood; all three report to Mr. Katz. Mr. Weitman has been vp of AB-PT and vp in charge of programming and talent with ABC.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

BROADCASTING, August 17, 1959
Fact-source for advertising decisions

New York City is headquarters for more than half the agencies billing $25,000,000 or more annually. Each business day sees these New York agencies reach decisions involving more than a million dollars in Spot Television . . . decisions that demand a basis of factual data with down-to-the-moment accuracy.

When the decisions concern any or all among 25 of America’s great television stations, these inquiries converge on a single focus—the New York office of Blair-TV. Few organizations in the entire field of advertising have an equally effective system for transmitting television data.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 25 of America’s greatest markets. Together they cover 56 percent of its population, virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the primary objective toward which the work of our entire organization is constantly directed.

A NATIONWIDE ORGANIZATION

BLAIR-TV AT THE SERVICE OF ADVERTISING

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBD-TV—Altoona
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha-Council Bluffs
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW—TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLL-TV—Tampa-St. Petersburg

BROADCASTING, August 17, 1959
13th largest daytime audience

The heart of the WSMpire

WSM

Pulse-Rated Center of WSMpire 103 counties

Nielsen Coverage
Service reports weekly daytime audiences in Tennessee, Kentucky, Alabama, Missouri, Arkansas, Mississippi and Georgia that total half-million radio homes! The 13th largest daytime audience in the nation, largest in the South!

Pulse Survey Ever Taken

Large and small, stations from WSMpier and 103 counties were charted. Results:

- 6 A.M.-12 N
- 12 N-6 P
- 6 P-12 M
- 12 M-6 P
- 6 P-12 M

WSM leads in every rated quarter-hour with an average of well over twice the next station—and in most cases a higher rating than all other stations combined!

Identification:

- 65% of applicable 1-second rate minutes
- station breaks and J.D.'s may be included for maximum frequency

Special Features:

News Service AP-CT
Grand Ole Opry broadcasting is at both times and stations, including the morning show. Per 1/4 hour between 7:30 and 1:00 p.m. $300.00 Per J 1/4 hour between 1:00 and 1:30 p.m. $400.00

Class Time:

- Weekdays: Monday through Friday
- Saturday: 6 A.M.-12 N
- Sunday: 6 A.M.-12 N

Discounts:

- Discounts allowed only on the number of consecutive bookings given within a year. Announcements and previous periods cannot be combined to earn larger discounts. The above rates are guaranteed for a period of six months from the date of the first regularly scheduled announcement. The above rates apply to any number of announcements scheduled. No advance reservations accepted. No discounts on cancellations. For rates and availability, please contact your local WSM office. All rates are subject to change without notice.

Reprinted from Spot Radio Rates and Data, July 1, 1959
Third largest nighttime audience in U.S.

One out of Every Ten Americans!
One-tenth of the population of the entire United States lives in the 766 Counties that make up the WSM Nighttime Radio Market. This intensely loyal audience represents a market of 16,883,600 people. Advertising power of this magnitude must be realized by any advertiser desiring to sell the Capital South.

Check Pro Rata Cost per WSM State Coverage

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<td>Miss., Minn., Ind., and Miss. States</td>
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Pro Rata Cost Per State
Weekly Nighttime Audience

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<td>Miss., Minn., Ind., and Miss. States</td>
<td>94,754</td>
<td>45%</td>
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WSM...Day or Night delivers extensive coverage throughout the entire Central South. This coverage, plus WSM’s unprecedented live programming, Grand Ole Opry talent, and farm service offers the advertiser a sales tool of extraordinary effectiveness at low cost.

WSM MARKET DATA
based on Nielsen Survey (SRDS Consumer Markets)

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<tr>
<td>ALABAMA</td>
<td>1,908,600</td>
<td>59%</td>
<td>$2,212,073,000</td>
<td>$1,387,541,000</td>
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<td>ARKANSAS</td>
<td>836,000</td>
<td>47%</td>
<td>976,623,000</td>
<td>653,027,000</td>
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<td>FLORIDA</td>
<td>584,700</td>
<td>13%</td>
<td>456,854,000</td>
<td>542,377,000</td>
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<td>GEORGIA</td>
<td>1,425,800</td>
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<td>1,433,944,000</td>
<td>1,010,829,000</td>
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<td>ILLINOIS</td>
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<td>9%</td>
<td>435,651,000</td>
<td>280,191,000</td>
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<td>INDIANA</td>
<td>155,300</td>
<td>4%</td>
<td>236,009,000</td>
<td>143,625,000</td>
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<td>IOWA</td>
<td>44,900</td>
<td>2%</td>
<td>60,775,000</td>
<td>45,329,000</td>
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<td>KANSAS</td>
<td>65,000</td>
<td>3%</td>
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<td>80,125,000</td>
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<td>KENTUCKY</td>
<td>1,874,900</td>
<td>61%</td>
<td>1,988,029,000</td>
<td>1,238,691,000</td>
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<td>LOUISIANA</td>
<td>589,800</td>
<td>19%</td>
<td>552,275,000</td>
<td>340,874,000</td>
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<tr>
<td>MISSISSIPPI (62)</td>
<td>1,291,000</td>
<td>59%</td>
<td>1,079,304,000</td>
<td>791,147,000</td>
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<tr>
<td>MISSOURI (62)</td>
<td>1,013,000</td>
<td>24%</td>
<td>1,109,714,000</td>
<td>911,098,000</td>
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<tr>
<td>NEBRASKA</td>
<td>74,600</td>
<td>5%</td>
<td>103,690,000</td>
<td>84,308,000</td>
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<tr>
<td>NO. CAROLINA (46)</td>
<td>1,551,800</td>
<td>34%</td>
<td>1,669,137,000</td>
<td>1,112,908,000</td>
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<td>OKLAHOMA (19)</td>
<td>309,800</td>
<td>13%</td>
<td>333,737,000</td>
<td>242,498,000</td>
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<td>SO. CAROLINA (23)</td>
<td>872,900</td>
<td>36%</td>
<td>980,782,000</td>
<td>653,443,000</td>
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<td>TENNESSEE (8)</td>
<td>2,106,200</td>
<td>69%</td>
<td>2,505,453,000</td>
<td>1,664,295,000</td>
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<td>TEXAS (15)</td>
<td>341,600</td>
<td>14%</td>
<td>422,311,000</td>
<td>385,858,000</td>
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<td>VIRGINIA (21)</td>
<td>717,800</td>
<td>19%</td>
<td>643,588,000</td>
<td>493,003,000</td>
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<td>WEST VIRGINIA (28)</td>
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<td>862,885,000</td>
<td>470,213,000</td>
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<tr>
<td>WISCONSIN (2)</td>
<td>22,200</td>
<td>1%</td>
<td>25,718,000</td>
<td>18,927,000</td>
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<tr>
<td>TOTAL</td>
<td>16,883,600</td>
<td>$18,117,823,000</td>
<td>$12,536,302,000</td>
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A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

AUGUST
Aug. 16-18—Georgia Assn. of Broadcasters, summer meeting, Jekyll Island.
Aug. 16-18—Georgia AP Broadcasters, Jekyll Island.
Aug. 18-21—National Assn. of Educational Broadcasters, seminar for radio station managers, U. of Wisconsin, Madison. Among 11 scheduled sessions: role of educational radio at educational-cultural-public service agency; how NAEB can implement educational radio; future relationships between NAEB and National Education Television Radio Center; grant-in-aid programs; future of NAEB radio network service; radio programming in the face of tv; 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 (Westco), 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., Holiday Lodge, Myrtle Beach. A three-member panel speaks at 10:30 a.m. Aug. 21 on "Radio-TV Ad Policies." Panel moderator: Harry C. Weaver, president-general manager, WOKE Charleston; members: James D. Reynolds, secretary-treasurer, Thomas & Howard Co., Columbus; R. C. Hoggins, station manager, Shell Oil Co., Atlanta; R. Alex McElhugh, public relations vice president, South Carolina National Bank, Greenville.
A panel meets for an afternoon radio-television session under J. William Quinn, managing director, WBBM (tv), Chicago; moderator: J. Forrest Ramsey, general manager, WJAY Mullins (radio moderator).
Aug. 20-24—Northern American radio-television conference, Executive Secretary Council of Seventh Day Adventists, Dil Hotel, Denver, Colo.
Aug. 23-24—UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire aboard aircraft carrier Wasp at sea; board destroyer at South Boston Naval Annex for transfer to Wasp 100 miles out; return to Boston.

AUG. 24—Comments due on FCC's proposal to revise Secs. 1.210-1.218 establishing two classes of rulingmaking proceedings, with one involving "special consideration" in which all ex parte representations would be barred. Docket No. 12,947.
Aug. 24-26—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, CBS president; Allan Nevins, author-historian; James A. Barnett, Purex Corp. vice president; Mitchell V. Chartley, U. of Minnesota.

Aug. 28-29—Oklahoma Broadcasters Assn., summer meeting, Lake Murray Lodge, Ardmore. Directors meeting and UP meeting Aug. 28. Judge John B. Reed, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, NBC, Tulsa, will conduct sales clinic.
Aug. 28-30—Virginia Broadcasters Assn., Greensboro, White Sulphur Springs. FCC Commissioner 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—AP breakfast preceding meeting of New Mexico Broadcasters Assn., Desert Sands Hotel, Albuquerque.

SEPTEMBER
Sept. 3—North Carolina AP Broadcasters annual meeting, Charlotte.
Sept. 5-6—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.
Sept. 10—Advertising Research Foundation seminar in operations research, 13 consecutive Thursdays starting this date. Further information from ARP.
Sept. 11-12—Country Music Assn. Board of Directors, Springfield, Mo.
Sept. 11-13—Southwest stereo/bi-fi 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—Assn. of National Advertisers sales management workshop at Hotel Sheraton-East, 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 chairman.
Sept. 18-20—Southwest stereo/bi-fi show, Hotel Adolphus, Dallas, Tex.
Sept. 21—AP Radio & TV Assn.'s board of directors annual meeting, AP Bldg., 50 Rockefeller Plaza, New York.
Sept. 22-24—Electronic Industries Assn. fall conference, Hotel Traymore, Atlantic City, N.J.
Sept. 24-26—AFA 10th District convention, Hotel Texas, Fort Worth.
Sept. 25-26—North Dakota Broadcasters Assn., Valley City.
Sept. 26—Start of eight-week workshop series sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago. Nine different clinics are scheduled in such areas as radio-television, copywriting, publicity and public relations, production, marketing and merchandising, media, art.
LAST YEAR, a thief stole money from 160 million people—including you. He stole some of your food money, some of your savings, some of all the money you earned. He stole some the year before last, and the year before that. Unless something is done, he'll keep on stealing.

Who is the thief?

Call him “Inflation,” “High Cost of Living,” “The Shrinking Dollar,” anything you like.

But what is important is the historical fact that in any country where this inflationary process has been carried to a conclusion, the result has been depression; not "recession," but depression—a dark, agonizing period of hardship, poverty and suffering, often leading to revolution and dictatorship.

How can we stop the thief?

THERE IS A CURE. Something can be done about inflation. All of us can help, including business, government and labor.

THE GOVERNMENT can help by living within its income. BUSINESS should be both judicious and responsible in its pricing and also in its profit-taking. LABOR should be both judicious and responsible in basing its requests for increased pay on a reasonable share of the gains from increased productivity. WE THE PEOPLE must not demand that government spend money for improvements—new roads, schools, recreation areas—and then balk at paying for them through the necessary increased taxes.

To anyone who studies this phenomenon of rising prices and shrinking money, one thing soon becomes clear:

The problem stems in large part from the desire of groups or individuals to advance their own interests, and the devil take their fellow citizens and the country as a whole.

Once this is recognized we believe that inflation won't be just one of those things the government and the bankers worry about. Inflation will be something that everybody will do something about.
Another thriller-diller from WJRT—

"Did I goof, Chief?"

"Afraid so, Ponzo-by. Next time someone wants the most efficient way to reach Lansing, Flint, Bay City and Saginaw, send 'em via WJRT."

Whoosh! On the wings of a Grade “A” or better signal, WJRT messages are beamed to four big metropolitan areas: Flint, Lansing, Saginaw and Bay City. It's the most efficient way there is to reach this rich mid-Michigan market and its nearly half a million TV households. Here, in a single-station buy, is the heart of Michigan’s other big market. And here is your chance to buy it all in one swoop. But hurry; we're selling the spots off it.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

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

and layout, direct mail and industrial advertising. Tuition for 1959 advertising workshop is $22.50 for single eight session clinic in each category; additional clinics, $5 each. Advance registration being handled at CFAC headquarters, 36 S. Wabash Ave. Lee Altshwede, vice president of The Buchen Co. (agency), is general workshop chairman.

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

OCTOBER
Oct. 1—Oral argument before FCC on protest by Philco Co. against license renewals of WRCV-AM-TV Philadelphia, owned by NBC. Philco claims RCA-owned stations are unfair competition, while stations are identified with RCA, a competitor to Philco in the radio-TV and appliance fields. Docket No. 13,085.
Oct. 4-6—AFA 7th District convention, Roosevelt Hotel, New Orleans, La.
Oct. 5-9—Society of Motion Picture & Television Engineers, 8th semi-annual convention, Statler-Hilton Hotel, New York.
Oct. 5-9—11th annual convention and professional equipment exhibit, Audio Engineering Society, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.
Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.
Oct. 9-10—Indiana Broadcasters Assn., French Licks, Ind.
*Oct. 9-10—North Carolina Assn. of Broadcasters and American Women in Radio & Television, fall meeting and area conference, respectively, Sedgefield Inn, Greensboro.
Oct. 12-15—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.
Oct. 14-17—Radio-Television News Directors Assn., 14th International convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerr and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

MAB 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—Ponte Vedra 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.

BROADCASTING, August 17, 1959

16 (DATEBOOK)
There is no close second to WTOP in the Pulse 20 county study of the Greater Washington area. In quarter hour wins, WTOP leads the number two station by 73% and takes a thundering 166% lead over the number three station. In fact, all the other stations combined fail to equal WTOP in quarter-hour wins! To listeners and advertisers alike, the IMPORTANT station remains . . .

WTOP Radio
WASHINGTON, D.C.

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by THE WASHINGTON POST BROADCAST DIVISION:

WTOP Radio, Washington, D.C.  WTOP-TV, Channel 9, Washington, D.C.  WJXT, Channel 4, Jacksonville, Florida
OPEN MIKE

San Francisco radio

Editor:

My heartiest compliments on a most cogent appraisal of San Francisco radio in your article in the July 20 issue of Broadcasting.

I would have paid a trained consultant many hundreds of dollars for this information prior to our purchase of KFX. And, upon receiving the information, would have, naturally, proceeded exactly as we did.

Robert M. Purcell
President & General Manager
KFWB Hollywood

[EDITOR'S NOTE: Mr. Purcell is also director, Broadcast Division, Crownell-Collier Pub. Co., parent of KFWB, which purchased KLX.]

New word needed

Editor:

Let's do something about "reporting." There must be a new word to describe the job that television does and about which you write in your editorial "Videotape conquest" (page 104, Aug. 3).

The video tape job was not a report [Khrushchev-Nixon encounter] in the sense that you use the word nor is this method of communication "electronic journalism" if you are willing to accept the definition of "journalism" that is found in most dictionaries. We don't have journals which we edit. The word "report" from the Latin reportare, to bear or bring back, does not describe this method of instantaneous communication about which you write. "Report" connotes a restatement of something that happened. With television "you are there." So, I suggest a new word.

I don't know what this word should be but certainly someone in the industry can come up with some sounds that will communicate what is meant. I suggest that the word should mean, "a direct television presentation of an event without editorial or reportorial intervention." How about "communitport," "comport," "teleport," "communitel" or "telecom"?

Harold W. Bangert
Bangert & Bangert
Fargo, N. D.

For Sec. 315 repeal

Editor:

To your list of the CBS network and half a dozen stations who have urged report of Sec. 315, you can add KUTY. Not only has KUTY urged such reform during our daily editorial, but we have also urged members of Congress to push through reform.

In general, the reaction from the Senators and Representatives we have contacted has been gratifying, though cautious. One member of Congress (name on request) reviled us to this point, and we quote: "I want to re- assure you that as long as I have a voice in the Congress, that voice shall be raised against giving to people such as yourself the right to unilaterally determine the public interest in a field which utilizes such a valuable public resource as the broadcast spectrum."

It is our opinion that this type of statement is demagoguery at its worst and this is the very problem we are fighting.

Limited freedom in broadcasting is better than nothing, but . . . we believe that repeal of Sec. 315 is the only answer.

William A. Hoftyzer
General Manager
KUTY Palmdale, Calif.

Spot squeeze in tv

Editor:

I must take exception to your article, "The Spot Squeeze in Television," which appeared in the July 27 issue.

Agreed that time is tight; it has been for years. No minutes this year, no 20's last year and no ID's the year before. However, I feel the conclusions drawn are unwarranted.

Particularly insidious is the conclusion that advertisers will abandon "in-and-out" buying in favor of 52-week franchises. Many advertisers are now buying on an "in-and-out" basis because it suits their marketing needs; if a medium can no longer serve their needs, isn't it more logical to change media rather than to change techniques?

Now, I'm not implying that advertisers will abandon such an important medium as spot television, because I don't believe the spot shortage will be that severe. But I do believe that a low CPM is only one factor and that maintaining a flexibility in timing may be worth the loss of a few rating points . . .

First time I've had to blow off steam to Broadcasting . . . I don't mean to subtract any of the kudos I've thrown in the past.

Jeremy D. Sprague
Assistant Media Supervisor
Cunningham & Walsh
New York

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues $2 per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circula- tion Dept., 1735 DeSales St., N.W., Washing- ton 6, D.C. On changes, please include both old and new addresses.
THE DIFFERENCE
BETWEEN GOOD & GREAT
IN TWIN CITY TELEVISION IS...

All television is good in Minneapolis-St. Paul. But the difference between good and great in this mature TV market goes much deeper than the Top 10 programs. Everyone can't buy the Top 10, or Top 10 adjacencies. In the Minneapolis-St. Paul Area, WCCO Television has 10 of the Top 10. Of the Top 20, WCCO Television has 17. And of the Top 40, the score for WCCO Television is 29.*

* Nielsen Station Total Audience, March-April, 1959

Represented by Peters, Griffin, Woodward, Inc.
Here's how to make it:

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

WWL-TV... new NEW ORLEANS FAVORITE

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

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

*May, 1959, ARB
Radio sells the salesman too

Usually advertising is created for the purpose of getting someone to buy something. By argument, persuasion, cajolery and insistence, presented with as much skill as we can command, we attempt to create ads that, seen or heard, will lead the prospect directly to the item our client wants him to purchase. That’s the usual procedure.

But “usually” is not “always” and the advertising pattern sometimes varies from the norm. Such as local advertising of automobiles, one of the few items in these days of self-service that are still sold rather than bought and are still sold largely through personal contact between buyer and seller.

Any sales expert will tell you that the most successful salesman is the salesman who makes the most contacts, whether they be personal contacts or telephone contacts. For some years now one of our accounts has been the Chevrolet Dealers of Southern California and in our continuing studies of its member organizations and their salesmen we’ve yet to come up with any facts to contradict the experts.

Telephonia! • Every salesman also knows that contacts make sales and that the oftener he picks up that telephone and makes an appointment for a demonstration the more sales—and the more money—he’s going to make. Yet, for some reason that is rather obscure to those of us who are not professional psychologists, many salesmen have a fear of picking up the telephone and making that call, despite the knowledge that making it may well lead to the sale they’re after.

Starting with those facts, we at the agency began brainstorming them into a plan that would encourage the salesmen to make calls by providing him with a door opener—or I’d probably better say phone lifter in this case. What we came up with was a series of radio commercials which alerted the public to the fact that they soon might be receiving a phone call from a Chevrolet salesman. More important, our radio spots let the salesman know that the public was expecting to hear from him.

To help encourage the salesmen to make those phone calls, we created the spots with a joshing, humorous approach, involving light dramatic situations the star of which was usually a fictitious Chevrolet salesman telephoneing a prospect. Here’s one that’s typical of the series:

**Radio:** PHONE RINGS TWICE — PHONE OFF-HOOK

**BURGLAR:** (LOW-TOUGH) Hey! Who is it?

**SALESMAN:** Hello there, Mr. Fritter? I’m a Southern California Chevrolet salesman—I hope I’m not breaking into your evening — heh, heh.

**BURGLAR:** “Breaking” in? Who told you about this job?

**SALESMAN:** What?

**BURGLAR:** Look—I’m a burglar. I don’t want nobody tipped off.

**SALESMAN:** Well, I want to tip you off on something. No box tops or labels to save—all you save is money. In the vernacular, dig Chevy’s Spring Sales Spectacular!

**BURGLAR:** Yeh.

**SALESMAN:** The new Chevy is a hot car.

**BURGLAR:** I wouldn’t have one no other way (CHUCKLE).

**SALESMAN:** Convertibles, Impalas, station wagons, Say, I could put you in a wagon and . . .

**BONE:** SIREN RING THEN DOOR OPEN. (SCUFFLE)

**SALESMAN:** Hello! Hello! Officer Brown speaking

**BURGLAR:** What happened to the burglar? I just said I could put him in a wagon and . . .

**BONE:** Never mind . . . that’s where we’re puttin’ him right now!

**SALESMAN:** (THOUGHTFUL) Oh. Better make a note to call him again in about six months! I I

**TAG:** You T.O.D. may get a call from your Chevy salesman! But don’t wait for the call . . . go in today and save! Don’t miss it . . . the Spring Sales Spectacular at your Southern California Chevrolet Dealer . . . now in progress!

Well, maybe that was a little better than typical. At least, we liked it well enough to select it to enter in the Advertising Assn. of the west competition for the best radio commercials last spring and the judges liked it well enough to give it a citation.

Open Door Policy • These commercials gave the Chevrolet salesman something to say when he actually picked up his telephone to call a real prospect. Of course, with the millions of people in Southern California it would be impossible for everyone to receive an individual call, so we tried to keep the door open in the spots by telling the public frankly that if they didn’t receive a call it was not a personal slight but just that their salesman hadn’t gotten to them yet. We also suggested that it would be worth their while to reverse the process and call their dealer.

The main point of this whole story is that we created an advertising campaign for a large association with over 2,700 retail salesmen that came right down and helped each individually.

The campaign worked. More salesmen made more calls and more Chevrolets were sold. I wish I could say it worked 100%, but in all honesty I can’t. There’s always one salesman like Brodley, second voice in the following commercial:

**MAN 1:** Look, Brodley—we’re both Chevrolet salesmen, right?

**MAN 2:** Right!

**MAN 1:** And we’re both behind our telephone selling campaign one hundred percent——right?

**MAN 2:** Right!

**MAN 1:** Several people I phoned are buying Chevrolets.

**MAN 2:** Just cause you called?

**MAN 1:** Right—when I told them about the special deals during our giant telephone campaign, they made their decisions to come in and buy!

**MAN 2:** Didja tell ‘em we need used cars?

**MAN 1:** Of course! (CHANGE) Now! How many people have you phoned?

**MAN 2:** You mean, like up to right now?

**MAN 1:** Yes.

**MAN 2:** Well, uh—let’s see—uh—uh—none!

**MAN 1:** None?

**MAN 2:** Uhuh—uh!

**MAN 1:** You mean to say, in all the time we Chevy salesmen have been on this telephone campaign, you haven’t made one call?

**MAN 2:** Well . . . uh . . .

**MAN 1:** Can you offer me one valid—legitimate—logical reason for not phoning any one?

**MAN 2:** Of course.

**MAN 1:** What is it?

**MAN 2:** I’m chicken! !

JESS M. JOHNS, president, Eisaman-Johns Adv., Los Angeles
TWO* can do it better!
NOT getting enough muscle into your Southern California sales? CBS Owned channel 2 can put it there. Two reasons why:

One: the size of KNXT's viewing audience. Month after month, year after year, KNXT commands Southern California's biggest share of audience—currently ahead by a 38% margin (Nielsen, June 1959). Reason enough, this—but there's more:

Two: the responsiveness of KNXT's audience. There is actually a vast difference in the way viewers "feel" about different Los Angeles stations, as proved by a momentous new depth study. It demonstrates the existence of a unique "climate of responsiveness" which results in much greater trust and confidence in KNXT programs and personalities and in KNXT-advertised products as well! When respondents were asked, for example, on which station they would "most likely" to see the commercials of a company known for honesty and reliability, 51% named KNXT. Only 25% named the second station, and only 24% named the other five stations combined!

If you've been buying by cost-per-thousand alone, ask yourself: cost-per-thousand what? KNXT delivers not only the biggest audience but also the best, most responsive audience. Ask to see the findings of this study, which show conclusively why, in the Southern California market, channel 2 can sell so much more...so much better!

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

CBS OWNED KNXT©2 LOS ANGELES
REPRESENTED BY CBS TELEVISION SPOT SALES
WDBJ is one of the best buys in television...anywhere!

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

For example, WEATHER SPECIAL and LATE EDITION at 11:00 PM nightly delivers viewers for $1.14 per M on a 5 Plan: 90 cents on a 10 Plan.* This receptive audience is almost totally adult. Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at WEATHER SPECIAL and LATE EDITION and other "best buys" offered by WDBJ-TV.

*Bids are based on March, 1959 NS.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-7 Channel 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

ASCENDING PUBLICATIONS INC.

President: Sol Taishoff
Vice President: Maury Long
Vice President: Edwin H. James
Secretary: H. H. Tash
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BROADCASTING, August 17, 1959
STRAIGHT FOR A PROGRAM BATTLE
Here's how the three TV networks plan to slug it out this fall

For ABC-TV, the counter-punch
For CBS-TV, awareness of 'responsibility'
For NBC-TV, 'totality of service'

This fall, for the first time in television history, three national networks—not two—will be competing head-to-head for the nighttime audience. On the program schedules which they have devised will ride nearly half a billion dollars worth of billings for time and programs.

With so much at stake in so infinitely tougher a competitive condition than has existed before, the program plans of each network take on life-or-death meaning. In this collection of exclusive interviews with Broadcasting editors, the chief executives of all three television networks have described freely the policies which will guide their programming this fall.

Among the three networks there are actually two main policies: the CBS-TV and NBC-TV concepts of broad service covering the gamut of entertainment and information and the ABC-TV concept of unabashed "counter-programming" which has as its objective a high average rating for all shows through the week.

In a sense both CBS-TV and NBC-TV have built their new schedules around an expansion of the central ideas which have been traditional with them. The expansion has been decreed not only by the general growth of television and the desire to satisfy the vast majority of people but also by the awareness that their programming must be invigorated to meet the new competition of ABC-TV.

CBS-TV's president, Louis Cowan, whose network has long been the front runner in billings, thinks the way to stay there is to follow a beefed-up version of the program pattern that has been in effect for some time. He describes his policy as the pursuit of "responsibility, stability and balance."

NBC-TV's board chairman, Robert W. Sarnoff, whose network ranks a close second in billings, is banking on the biggest collection of hour-long specials ever assembled in TV and on other shows which will give "totality of service."

ABC-TV's president, Oliver Treyz, whose network is third in billings but hopeful of adding revenue as it builds audience, thinks both Messrs. Cowan and Sarnoff are wrong. He's "counter-programming" against CBS-TV and NBC-TV with the aim of getting the highest average ratings most nights.

FOR FULL REPORT TURN PAGE

ABC-TV's Treyz  CBS-TV's Cowan  NBC-TV's Sarnoff

THREE EXCLUSIVE INTERVIEWS
ABC-TV's plan

The clearest expression of what ABC-TV's philosophy is comes from President Oliver Treyz' description of what it is not: namely, "the old philosophy of networking, which was epitomized by NBC in the old radio days. That was to sell time, then program it. Ours is to program first, then sell it."

Elaborating, Mr. Treyz continues: "In those days [of radio] a network was held together and made No. 1 by having the greatest aggregations of stations. If you held together the way NBC did under the fine leadership of Niles Tram- mel, holding the finest collection of facilities, the 50 kw clearers, then the best shows that were in the hands of the advertisers gravitated to you. So you got your Jack Bennys, and you got your Charlie McCaryths and you got your other top shows as a result of having the better facilities.

"When Leonard Goldenson merged Paramount Theatres with this network he found he had one show—Ozzie & Harriet. Everything else could be moved. The whole philosophy had been the old NBC philosophy: sell time, and then, somehow or other, it would get programming, usually by forces over which the network didn't have any particular control."

He added: "The philosophy that guides ABC today is program first and then sell."

"The key to that programming, says Mr. Treyz, is counter-programming—putting on something completely different from what the other networks have on the air at the time. His examples: Disneyland against Arthur Godfrey, Cheyenne against Milton Berle, Maverick against Ed Sullivan and Steve Allen, 77 Sunset Strip against Lux Theatre and The Lineup.

Objective: High Average • Mr. Treyz is not hesitant about expressing ABC-TV's immediate aim—to be the No. 1 network next year in terms of average audience per minute in the evening. Specifically, ABC-TV thinks it can dominate the ratings on Monday, Tuesday, Thursday, Friday and Sunday (Wednesday it concedes to NBC-TV, Saturday to CBS-TV). And those concessions are not without exception; on Wednesday, for example, he expects Hawaiian Eye to give Perry Como serious competition.

But although ABC-TV's hopes for the fall are high, Mr. Treyz doesn't side-step the present. "We're not No. 1 now, although we were No. 1 in the competitive markets one week in June, which indicates we've been moving along. We're not No. 1 on the national front because we haven't had the clearances that would carry us through with a partially scheduled program structure. Next year will be the first that we've been scheduled all the way to 11 o'clock.

"We've been notably weak in certain areas. Right now (in the summer) we have something like one commercial show on Monday night. We have nothing commercial now nor any strength from 9:30 to 10:30 on Sunday night. We recognize the competition is winning by default. We recognize also that they're hardening the viewing habits and that we've got a dislodging job to do as we compete for viewer favor."

Monday Matches • Mr. Treyz cites Monday night as an example of how his network will take on the others this fall. It has scheduled three consecutive hour-long shows, two of them brand new, starting with Cheyenne (back with Clint Walker after a season's layoff) at 7:30, followed by Bourbon Street Beat at 8:30 and Adventures in Paradise at 9:30. Bourbon Street Beat alone will face four of last season's top 10 shows. The four: NBC-TV's Wells Fargo and Peter Gunn, CBS-TV's Father Knows Best and Danny Thomas.

Says Mr. Treyz: "We don't think those other top 10 shows have been tested by the kind of competition we'll give them. We know we're going against ingrained viewing habits, but we've done it before. We recognize that it takes time: Last December or January, for example, one trade paper listed 77 Sunset Strip as on the scrap heap of television programming, due for the axe. We didn't think so, because, apart from ratings, we had our own research that said the program could make it, if it stayed there long enough." It stayed.

Why Few Specials • Mr. Treyz is not without opinion about what his competition, especially NBC-TV, is doing in its fall programming. Commenting on the large number of specials his network will be competing against, and on why ABC-TV has not gone that route, he says:

"We believe television is a habit medium. We think you should interrupt those habits only when what you are presenting as an interruption is superior to the regular fare. But just to take a time period that you haven't been able to sell and say, 'OK, we're going to put in specials,' and then to put in anything that is brought to you—well, we think that's a misuse of the term 'specials.' We think it will degrade the whole concept in the public mind. What's special about a pot pourri of shows in a given time period that have no theme, no continuity, that represent everything from wonderful public service to pure escapist entertainment? It's special only in the sense that it's different.

"Very often," he says, "you may find this euphemism 'totality of programming' [NBC-TV's program theme] to be a rather enticing application of the old philosophy of selling first and then programming. We should be careful that 'totality' is not a mere euphemism for lack of program planning or for lack of a point of view behind program planning."

There will be a few "specials" on ABC-TV this season—four Frank Sinatra shows, two with Bing Crosby and a few starring Dick Clark—but Mr. Treyz thinks these fit within his defi-
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Strategy for a program battle CONTINUED

tion. There may be others later, but only "when there's a supply of the kind of talent that's worth it."

Defense of Ratings • Mr. Treyz doesn't share the opinion of those who quarrel with ratings. "If you're contemptuous of ratings you're contemptuous of public taste," he says, stressing, however, that "your awareness of ratings doesn't mean you toss out every show that's No. 2 in a time period, or even No. 3. There can be sound reasons for continuing such shows based on the kind of audience they're getting."

And the kind of audience ABC-TV is out to get is the young audience, which he translates to "under 50." That point crops up repeatedly in Mr. Treyz' accounting of his network. "We're after the post-war families, the big consumers of TV and of the products advertised on it." He likes to cite the youth of ABC-TV's stars, pointing out that Jim Garner (Maverick), Ephram Zimbalist Jr. (77 Sunset Strip), Roger Moore (Alaskans), Gardner Mackay (Adventures in Paradise) and others of ABC-TV's headliners are all in their 20's or early 30's. "These are our marqueses; when you compare them with the Jack Benny's and the Groucho Marx's you have a difference in age that literally represents a gap between generations. If you want to personify ABC, look at the ages of its stars—and the newness of them."

Although ABC-TV is confident it can live up to its own ratings predictions, Mr. Treyz has no illusions about the long pull his network has ahead in catching up in billings. "The billings don't match the ratings, and that will continue to be true. Even after we have moved ahead in audience we will not pull quickly ahead in terms of dollars, and for two basic reasons: (1) we did not have the inherent advantage of the one or two channel markets because we didn't get there as soon as the other networks, and (2) our rates are lower. Our cost per thousand is the lowest in network television. And if we do raise our rates, it will be in keeping with that philosophy of having the lowest cost per thousand."

The big job, now that the programming is set, is to promote it. Mr. Treyz says, because "among other things, our schedule is the newest in network television—64% new. Although it's true that a few programs represent rescheduling from previous positions, ABC-TV basically will offer more newness than you will find on the other two. That has the advantage of the quality inherent in this kind of newness; it has the disadvantage of being unknown."

CBS-TV's plans

At CBS-TV, President Louis Cowan boils it down like this:

"We program not just to the young, not just to the older, but to all of the audience. This is the core of our whole philosophy. It's doing what television's supposed to do, bringing as many of the good things of all kinds to your audience, always with an emphasis on quality."

And in the CBS-TV viewpoint, it can be boiled even further, to one word: responsibility.

The key ingredient Mr. Cowan prescribes for his programming mix is "creativity, the cornerstone of our programming. It means daring and imagination in ideas. It sometimes means failure. Other times it means success. It relates not only to entertainment but to news and public affairs as well. And creativity involves people, too—bringing together as many of the top creative talents as possible."

CBS-TV's program philosophy also lays heavy emphasis on stability: "You will find on CBS more continuing programs that are maintaining themselves because of their proven achievement than on any other network. There isn't constant upheaval, constant tearing apart which is forever disrupting and not necessarily achieving anything. Once a program has been put through the many measured, careful and sometimes inspirational steps that make it a winning show, it stays in the schedule."

Importance of Balance • That's the stability side of programming. The other side is balance, says Mr. Cowan. "Ours is not a lop-sided schedule. It covers the full spectrum: variety, entertainment, situation comedy—which incidentally is the most precious, fragile and most daring of all kinds of continuing programs, and yet look at the great number that are on CBS—drama, the westerns, panel shows. It is the balance that gives viewers a sense of participating in something that offers a variety of interests for them to watch." Mr. Cowan makes clear that "stability" does not mean resistance to change. The network will have more than 10 hours of new programming this fall, exclusive of specials, interwoven with the favorites from past seasons. And he points to what the network is doing in daytime scheduling, notably the Woman and On the Go series, as evidence that "there has been more experimentation in ideas in the daytime at CBS than almost anywhere else in television."

Nor does "stability" preclude "special" programming, although the network is sensitive about the use of that word. CBS feels that not all shows labeled "specials" are really that at all, although it can count 185 entries...
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Strategy for a program

in its own fall schedule which qualify under this general use of the term. It would prefer a more restrictive definition for "special," lest the term fall into disrepute.

Tests of Strength • CBS-TV knows this fall will be a challenging year for the network, but "every year is a challenge."

"ABC will be strong," says Mr. Cowan. "NBC will be strong. We hope CBS will be stronger. You must always anticipate very strong competition; you're always aware of what your competition is showing. That's part of the way your schedules are put together."

But what's most important, says Mr. Cowan, is what CBS-TV is doing. You cannot always be looking around to see what the other fellow is doing. You must look at what you can do and what you feel it is your responsibility to do. If we were to program only opposite other networks, either NBC or ABC, then we'd have an entirely different schedule. We want to do our own affirmative planning, acting positively rather than reacting. If we were going to schedule a western to compete with every other western, an adventure show for every adventure show, then our whole schedule would have to be that way—if that were the audience you were trying to get. But then you would not be serving the complete, full, total audience range that we think should be in a balanced schedule."

One thing CBS-TV does watch for when it's "looking around" is to avoid putting some very big special program opposite an equally important attraction on another network. This may come as a surprise to those who have criticized networks for doing just the opposite, putting two block-busters against each other and making the audience choose between the two when conceivably it might have preferred to see both. It's not just a matter of being a gentleman about this thing, Mr. Cowan points out; a network wants it's show to get as large an audience as it can, and this desire can be frustrated by placing one big show opposite another. Although it's not always possible to avoid such conflicts, either because of accidents or because of other complexities which go into making up the schedule, it remains a "policy" at CBS to do so when possible.

More than Ratings • Mr. Cowan insists that ratings, while important to a network's success, cannot be the sole criterion in its programming philosophy. "Take some of our serious, nighttime news programming, the CBS Reports series produced by Fred Friendly, for example. In the case of these shows it's not just 'how large can the audience be' but 'how good can the programs be.' That is our constant effort."

In discussing the problem of programming these "serious" news and public affairs programs, Mr. Cowan touched upon one reason most of these shows end up on Sunday afternoon in many network schedules—the so-called Intellectual Ghetto. It goes back to the consideration that "an audience has to bring something to the program just as the program has to bring something to the audience. This is one of the reasons why Sunday programming has its advantage in this area. First, the family is grouped together, just as they frequently are with their Sunday newspaper, or when they do most of their reading. And they're rested, able and willing to contribute their part in the program-audience give and take."

All this is not to say that CBS is not competitive: "Don't misunderstand me, we're highly competitive," Mr. Cowan affirms. "Circulation is terribly important. But I think that if it's at the expense of responsible broadcasting the answer has to be unequivocally 'no.'"

Does this programming philosophy pay off in the marketplace? It does, he says, because "audiences have to come to depend upon the quality of what they're getting on a regular basis from a network. That's one of the ways in which you build your circulation and your attention and your continuing interest. It keeps them coming back for more."

As to the big objective which CBS-TV keeps in mind, this is what Mr. Cowan has to say:

"I have spoken of responsibility. I think this can be defined in three directions: first, by constant, earnest creative intent to achieve quality programming for the broadest possible audience—such as our effort to stimulate creative writing for television by our grants-in-aid project; second, by trying to maintain the best balanced schedule for the television viewer, so that it is not unbalanced, as it were, in any direction; third, and most important, by a constant awareness of our obligation to inform as well as to entertain. This means pre-empting in prime time to bring the television audience news or public affairs programs of genuine timeliness and significance; of scheduling informational programming in prime time (such as CBS Reports); of maintaining the best possible news and public affairs organization and schedule in fulfillment of our growing opportunity in the area of electronic journalism."

NBC-TV's plans

"Your biggest headache in running a network is putting together a program schedule that in every respect satisfies the public, the critics and the advertiser—with every show a hit. The measure of your success is your batting average."

So says Robert W. Sarnoff, chairman of the board of NBC, whose television network is now energetically trying to produce such a program schedule for the 1959-60 season. NBC-TV's remedy for its program headache was not concocted in a vacuum. When the network brass got together to decide which way to go, they could hear a chorus of critical voices which called last season "dull, lack-lustre, the bottom of the barrel."

They could also see the dust being stirred up by ABC-TV in its spectacular challenge of the past few seasons. And, too, there was always CBS-TV, NBC-TV's historic running mate as the Big Two of television.

The formula they came up with is what Mr. Sarnoff calls "totality of service"—the greatest appeal to the greatest number of people most of the time, and something for everybody some of the time. It was an answer dictated both by conviction that this is what television networks should provide and that this is what will sell.

Emphasis on Specials • A big ingredient of that schedule is the large number of specials. To Mr. Sarnoff, however, the number is unimportant; the show's thing:

"I personally don't feel it's necessary to build up the number of specials. It doesn't matter whether there are 150 or 250, particularly when you stretch the meaning to include a lot of things. I think there are more than enough and I think that it's going to get down basically to whether a show is any good. To be perfectly blunt perhaps it's good for public relations purposes to get the 250—but I don't think that's really important."

In Mr. Sarnoff's view, what's equally important is that advertisers want specials. There's been a mounting demand, he says, because they serve the purposes for a number of advertisers for merchandising purposes during certain periods of the year. "The demand, quite frankly, was greater than

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Robert Sarnoff pushes 'totality of service' idea

the ability to accommodate them," he says.

So NBC-TV decided to make room. It did so by setting aside two hours a week, the 8-9 p.m. Sunday hour for Sunday Showcase and the 8:30-9:30 Friday hour. In addition it sold the 9:30-10:30 Tuesday hour to Ford for its series of 39 specials, and put still other specials into the schedule where it could.

NBC-TV's decision to set aside the Sunday and Friday times was met with both favorable and critical reaction, the latter from agencies and advertisers who felt that it made program buying more difficult.

"Quite the opposite is true," replies Mr. Sarnoff. "What we did was to break open a period where advertisers who wanted three, four, six or eight specials could place them. Some advertisers preferred to be able to spot their specials throughout the schedule, and we've accommodated those, too. Others wanted exactly what we came up with. It's been a boon to a number of them. It couldn't have worked, believe me, if the advertisers hadn't wanted it. Fortunately there's been a tremendous demand and our estimates were right."

Does NBC-TV consider the heavy investment in specials a gamble? It does and it doesn't. It does in the sense that "we decided to go ahead, program the Friday period without at the time having specials to fill it. If we don't sell a particular date in that series we'll have to fill with something that will be of quality comparable to the sponsored shows." (NBC's now breathing easier about that gamble; as of last week they'd all been sold through next May.) It doesn't consider specials a gamble from the standpoint of audience. Their audience track record is extremely good, Mr. Sarnoff points out, adding that in one way they are less of a gamble than a regularly scheduled series. If one of those is a dog, you've got to take a beating for 13 or 26 weeks before you get a chance to recoup your rating. With specials, there's always the hope the audience will give you another chance next week.

The Competition • But what about ABC-TV (which until now has avoided specials like the plague, concentrating—with notable success—on westerns, mysteries and every-week variety programming)? Does NBC yet acknowledge it as serious competition?

"Yes," says Mr. Sarnoff. "ABC is competition. It's done extremely well this year ratings-wise and has increased its gross volume of business. But it's a question of what you want to be.

"You can draw an analogy between a network's program structure and a magazine's. Now you can either be a Life or a Look or Reader's Digest with massive circulation but with broad appeal covering many things of interest, or you can be a magazine with large circulation but appealing only to one type of reader, whether it's a western-type magazine, or a comic book, or a gossip sheet or whatever it is. Now I think you have to make your choice.

"One of them may be more profitable than the other. Or they may be equally profitable. But they don't serve the same purpose. We are taking the direction, and certainly it would appear that CBS is, of a complete balanced schedule and at the same time trying to bring an element of it appeal to the maximum number of people. If we have a western, we want it to be a western that appeals to the maximum number of people. The same for a mystery. If we have an information program we hope it will be the kind—like Project XX—which has a Nielsen every bit as good as many entertainment programs.

"If we're right, and if ABC adheres to its present program pattern, I don't believe that in the long run ABC will be serious competition for either us or CBS."

Just the same, Mr. Sarnoff admits that ABC's success with its current pattern of programming forced NBC to change its way of doing things. "There's no question that their program schedule has caused both us and CBS to make a number of changes and to do programs in certain periods that we might have done differently. You can't ignore reality. You can't just be a complete idealist and say, 'Come hell or high water, this is the kind of program schedule I'd like to have,' and not at the same time recognize the competitive situation. On the other hand you can sometimes take a bold step and hope that you're going to be proven right and win out.

"For example, take Sunday night 8 to 9. There's no question that it would have been vastly easier to have gone in with two half-hour westerns or two mysteries or two adventures (against the tail end of ABC-TV's Maverick and directly against CBS-TV's Ed Sullivan Show). But instead we decided to put on top-grade, provocative, original dramas, or news and information and the Project XX type things, plus other specials which we think will keep the schedule in balance."

What About Ratings • The matter of ratings is one of major concern to NBC-TV, Mr. Sarnoff says, not necessarily because of whether they're with or against the network on a certain show, but because of the interpretations placed upon them.

"You can't have it both ways," he says. "You can't accuse a network of going for ratings only and criticize it for the kind of programming it puts on for rating purposes, and then when it tries to do something else, clobber it because it didn't do as well as the competing show on a rating basis.

"I would hope that in the next few years all of us will get off this rating kick and really use the ratings for what they are—a terribly important and valuable instrument if they're used properly. But get off this rating kick on the basis of what happens between 8 and 10, period by period in terms of the
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differences in the Greater
New Orleans market.

night before, and whether, you won it
by two points or half a point or some-
thing else.

"The question, rather, should be, ‘Are
you doing a good job of providing a
program service from Monday to Sun-
day, from the time you open the sched-
ule in the morning at 7 until you put
it to bed at night at 1?’"

It’s the totality of the thing that
counts, thinks Mr. Sarnoff, and he’s
sure NBC has it. As he sums it up,
“When you take all our westerns and
all our mysteries and all our drama and
all our specials and all our musicals
and all our variety and entertain-
ment and our news and information
and sports and education I think you’re
getting a terrific package for the price
of a television set and a chair.”

BROADCAST ADVERTISING

HOW TV EVOKS SMELL, TASTE

To put over Maxwell House flavor, aroma,
OB&M dreams up new visual, audio tricks

As of last week, Maxwell House
vacuum-packed ground coffee, a major
spot tv advertiser among the General
Foods Corp. family of foods, started
a nationwide campaign using a new tele-
vision commercial (CLOSED CIRCUIT,
Aug. 10). Generally speaking, General
Foods for this product spends more
than $1 million a year in spot tv alone,
using on a 52-week basis about 100
markets located primarily in the East.

The commercial runs one minute,
though shorter variations may be in-
augurated later. Through the agency,
Ogilvy, Benson & Mather, New York,
the Maxwell House spot tv schedule
is expected to be increased this fall as
“viewing time increases.” Radio—most-
ly in Southwest markets—can be ex-
pected to be playing the new theme on
spot. The radio version uses portions
of the tv music and audio.

The tv commercial, produced at
a cost of less than $10,000, employed in-
teresting techniques. It also served to
point out how an advertiser seeks a
“trademark in sound” for its product
while visually appealing to the con-
sumer’s sensory perception, particularly
to evoke a response to the aroma
and flavor of coffee.

Major Job • Debut of the commer-
cial at the same time marked the first
major tv job for this particular product
by OB&M, which only the first of this
year received the ground coffee account
from Benton & Bowles to become the
fourth agency to handle any GF adver-
tising.

The story of the commercial started
last February at the offices of Ogilvy in
New York. As a consequence of an ac-
count meeting it was agreed—as ex-
tensive consumer research available also
showed—the concept that sells the most
coffee is one which stresses flavor and
aroma.

From this session evolved the adver-
tising idea (or theme) for the commer-
cial: A coffee that “tastes as good as it
smells.”

Ogilvy tried various “executions” of
the theme (that is, a process of trying
different approaches as in sampling hats
for size). Then came what the agency
calls the “clearly superior execution.”

Clearly Superior • As viewers now see and
hear the commercial, the “clearly
superior execution” is a production that
quickly eats up the 60-seconds as the
coffee perks, the percolator puffs, the
cup of hot coffee curls steam and an
open can of coffee entices (see layout,
page 38).

What Ogilvy obtained was a demon-
stration of its theme in sight and sound,
and one that depends on an emotional
(or sensory) response. At the same
time, the percolating process that’s
known to every householder was height-
ened and made suggestive through a spe-
cial music effect supplied by Pianome
Productions of New York.

Each step along the way was thor-
oughly tested by Ogilvy. The concept
was pre-tested before the commercial
was prepared. After preparation, the
semi-finished or “rough” commercial
received testing. This research, the agen-
cy reports, substantiated the direction
toward which Ogilvy moved.

(While this was a major tv effort for
Maxwell House by Ogilvy, it came at a
time when the agency, concurrently
with the conception of a new theme,
was “executing” still another Maxwell
House product debut: the “Western
Blend” [darker roast and a blend ac-

The story was created before the search for the “in-
triguing sound” and prior to the actual
visual approach. In producing the com-
mercial, technicians found it difficult
to get coffee to perk in the manner
needed for the camera work. Nor was it easy to obtain a method to convey the sound of coffee perking.

So that the camera could pick up each perk with the correct sequence it was necessary to get a glass top of the correct shape. This was achieved by obtaining a hand-blown top made out of optical glass, shaped especially for the production. Additionally, particular care had to be taken of the lighting.

Those associated with the commercial’s production cite the problem of making each perk “behave”—a control method was formulated. A similar task was faced on controlling the steaming of the percolator. In the process of attempting to solve the visual difficulties, the agency for a time experimented with infra-red and high-speed photography but these were not practical.

The film was shot on 35mm with some use of zoomar lens for work on the percolator top. The print was reduced to 16mm and the musical sound-track first recorded on a machine usually used for recording stereo (this was done to achieve a balance of the instruments).

As for the music, three instruments were used: temple blocks for the sound of the perk, a bass violin and a Spanish bass guitar.

Happy Perking • For Plandome Productions the need was outlined for music to reinforce the copy line (or theme), a trademark of a distinctive sound to connote a happy musical percolator—that is, evoke the image of “happy perking coffee.”

At first the agency had considered the use of a music background such as the bloop-bleeps in Alec Guinness’ “The Man in the White Suit.” This idea was discarded, however, and Eric Siday, specialist in musical electronic sounds at Plandome and assigned to the problem, came up with the multi-tracked (via electronic control) musical sounds.

Ogilvy’s Leadership • The commercial concept was created under the leadership of David Ogilvy, president of the agency. Involved in the Maxwell House coffee account and/or in the execution of the coffee message were these Ogilvy people: David Crane, vice president and account group head; William E. Phillips, account executive on Maxwell House; Henry C. Bate, senior commercial producer (responsible for production on the commercial); David McCall, vice president and copy group head (responsible for writing on the commercial); David Elledge, art director, and John Hoagland, vice president and broadcast supervisor.

Happy commercial from Maxwell House • Highlight sequences start with the “happy” perk of coffee (“This is a coffee pot at work; listen to it perk”). The electronic sound of the coffee percolator continues throughout the commercial as scenes emphasize taste by showing the coffee poured, the filled coffee cup at close view, then to a shot of the open can (to stress the aroma), and finally dissolving to show the product as the announcer reminds, “Maxwell House is good to the last drop,” and follows with the new theme, “Enjoy the real coffee that tastes as good as it smells every time.”
Have you heard what the WeeReBel said to BBD&O?

"Over a million people can watch WRBL-TV"

Over a million people can watch us in the 47-county area served by WRBL-TV; and the only way you can reach them all on TV is with WRBL-TV. Metropolitan Columbus has the highest family income in Georgia and 25th highest in the nation. Columbus belongs on every Southern schedule. WRBL Radio programs to the adult audience with top buying power in Columbus. Call HOLLINGBERY for choice availabilities in Georgia's second market.

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

© COLUMBUS, GA. ©

Represented by George P. Hollingbery Co.
THE PGW COLONEL SAYS:

"We believe that
the profit share affects
the interest rate!"

Everyone at PGW can share in our earnings
... and share in them substantially.

Of course our revenue is derived wholly from
the sale of spot time on the stations we repre-
sent and we think it pays off handsomely to
have everyone at PGW interested in that.
Don't you?
HOW IT SOUNDS
Schenley commercial played by jinglemaker

The Schenley name is given nine times in a 53-second demonstration commercial proposed for acceptance of certain Pennsylvania radio stations (BROADCASTING, Aug. 10).

The musical commercial, prepared by Schenley Industries, a major distiller, as an “experiment” in its long-range advertising program was played to a group of newsman last week.

A controversial number—NAB Vice President John F. Meagher says it violates the NAB radio Standards of Practice—to begin with, the commercial as yet has not had exposure on the air. Neither Schenley nor its agency, BBDO, has indicated firm plans to go ahead with the test.

The commercial cropped up with several others—none of them in the controversial category—at a news conference and demonstration held at the offices of Forrell, Thomas & Polack Assoc., New York, which creates music and lyrics for commercials. This firm had worked with BBDO and Schenley on the demonstration spot.

Friendly Schenley • The musical jingle is a lifting, country-style number, opening: “Oh the folks are friendly down friendly Schenley way. . . .” A full chorus and orchestration are featured in the commercial. It’s reported that a tag line of “Schenley Industries, Schenley, Pa.,” was proposed for the commercial. That would increase use of the name to 11 times.

Hard liquor advertising is voluntarily banned from the air. The spot does not mention any liquor brand.

Actually the Schenley commercial was run off with others at Forrell, Thomas & Polack as examples of craftsmanship in the musical commercial field. The company has been in business for two years and has had musical commercials on the air for such advertisers among others as U.S. Steel (BBDO), Maxwell House instant coffee (Benton & Bowles), Amoco’s American gas (Joseph Katz agency), Bromo Quinine (Gardner), Welchade (Richard K. Manoff), Fels (Aitken-Kynett), Chevrolet (Campbell-Ewald), Mutual of Omaha (Bozell & Jacobs).

Seminars Set • The news conference was held to announce a series of seminars to be held for advertising agencies beginning later this year. The workshop sessions are designed to encourage more use of music in commercials by dissecting the typical jingle from start to finish and demonstrating good (and bad) music for advertising.

They do remember • A quick recall of a brand name is the key to many toothbrush sales. Aware of this, Block Drug Co. in brushing up its old tv commercial for Py-Co-Pay toothbrush retained the “memorability” of a jingle set to music which was basic to the original commercial that had a long tv play (animated figures using the toothbrushes as skis in the Alps).

Along with retention, the new commercial features a bright and bouncy jazz tempo by a quartet and modern instrumental group who accompany Francine Carroll’s handling of the lyrics. Animation is used to demonstrate the cleaning action of both the bristles and the soft rubber tip. In the live action sequences, Merry Martin, one of the children in the current Broadway play, “J.B.,” was cast as the daughter.

Jerry Schnitzer, the first American to win the Grand Prix du Cinema at Cannes (1959) directed the live portions of the filming for Robert Lawrence productions which produced the commercial.

The commercial debut: Aug. 5 on the Jack Paar Show on NBC-TV in which the toothbrush advertiser has extended its schedule. Sullivan, Stauffer, Caldwell & Bales, New York, is agency.

K&E adds unit

Kenyon & Eckhardt Inc., N.Y., has organized a new sales development and promotion division designed to expand client services on both national and local levels. The division will serve as a base in K&E’s five-year plan to “increase clients’ business,” and with theirs, our own,” according to Stephens Dietz vice president and merchandising director. J. Clarke Mattimore, vice president, has been named director of the division’s operations.
Now FARGO is
No. 1 in the U.S.A.,
for retail sales per family!

We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big spenders.

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY regularly. Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!
L-O-F will explain why girls need mirrors

Backbone of the Libbey-Owens-Ford advertising for the 1959 fall season will be *Bourbon Street Beat*, hour-long detective series on ABC-TV, the independent distributors of L-O-F glass products have been told. Assembled (at L-O-F expense) in regional meetings last month in nine cities—New York, Richmond, Atlanta, Toledo, Memphis, Chicago, Dallas, Los Angeles and Seattle—the distributors not only got a preview of the new tv program, complete with L-O-F commercials, but a detailed account of the manner in which it will be merchandised to the retailers and the general public, with emphasis on their part in the procedure.

This briefing was given by the company's top executives, from President G.P. MacNichol and Board Chairman J.D. Biggers to the sales managers of the safety glass. Thermopane and mirror divisions, who addressed all nine regional meetings simultaneously in what was proudly announced as "the first closed-circuit television conference ever held in the flat glass industry."

In showing the pilot of *Bourbon Street Beat* to its distributors, Libbey-Owens-Ford asked them, as they watched, to make their own judgments on how popular the series of the ABC-TV program director who "made a sizeable bet that *Bourbon Street Beat* will have a rating of 30 before Christmas," somewhat better than the average will be and compare theirs with that of 26 quoted for *Perry Mason*, which L-O-F sponsored last year on CBS-TV, along with college football games on NBC-TV.

Top Viewing Time • The new series will be broadcast Monday, "top viewing night of the week," at 8:30-9:30 p.m., "top viewing hour on Monday night," starting Oct. 5, according to the "Bourbon Street Beat Talk Book," handsomely illustrated, outsize brochure. "So now you're on *Bourbon St. Beat*; the brochure tells each retailer-dealer, "because you're on big-time tv with L-O-F Glass, and in a period of a month, at least 60% of the tv viewers in your market will see this great show... It's a nationwide 135-station network show that will work wonders for you locally."

The program's co-sponsors are L-O-F, P. Lorillard (Old Gold Straights) and Van Heusen (shirts), "big timers all," the Talk Book declares. "All want mass audience for mass sales and they'll get it." L-O-F will have two commercials on each program and will devote both of them to the same product: Thermopane insulating glass on Oct. 5 and 19, Nov. 2 and 23; safety plate glass for automobiles on Oct. 12 and 26, Nov. 9 and Dec. 28; mirrors made of Parallel-O-Plate on Nov. 16 and 30, Dec. 7, 14 and 21.

To permit distributors to get identification with the program and the L-O-F products, the final 15 seconds of one of the commercials each week is available for local cut-ins naming them as the local product source. The local service charge for cutting into the network commercial and supplying an announcer to read distributor names behind slides will be billed to the distributors. L-O-F, however, will pay time charges, which amount to about 10 times the cut-in fees, the meeting was told.

Lots of 'Schicks' • To make merchandising tie-ins easy, Bill Orr, executive producer of the series for Warner Bros., has inserted a number of "schicks" into *Bourbon St. Beat*. (A schtick, the distributors were informed, "is a piece of incidental business which has nothing to do with the plot but serves as the trademark of one of the characters."

An example is the constant hair-combing indulged in by Kooky, parking lot attendant in another Bill Orr-Warner Bros.-ABC-TV series, *Sunset Strip*.)

One promotional sideline for *Bourbon St. Beat* will be a cookbook based on Rex Randolph's (the hero, played by Richard Long) schtick of cooking for lady friends "instead of showing them his etchings." Another is the "Bourbon Street Beat" album, featuring the combo seen on tv. Cal Calhoun (Andrew Duggan), Rex's partner, is an expert on old movies and his dictating in the manner of such stars as Clark Gable provides another schtick to keep viewers tuning in week after week. Another is the raising of carnations under a sun lamp in the Absinthe House by Billy the Baron, piano player (Nat [King] Cole's brother in real life).

Why Girls Need Mirrors • Most important schtick for L-O-F, however, is connected with *Bourbon St. Beat*'s heroine, Melody Lee, a successful contestant in local beauty contests (as her portrayer, Arlene Howell, Miss United States in last year's Miss Universe contest, has been in real life). The distributors learned that Mr. Orr is working out a number of schemes where Melody Lee practices her fliriting technique in front of a mirror.

Some 2.5 million young men have paid 35 cents apiece for hard-rubber "Kooky" combs and it's the L-O-F belief that at least as many girls will want to try Melody Lee's man-catching techniques. The company has a series of promotional helps for dealers, including newspaper mats, window stickers, posters and larger-than-life-size cut-outs identifying the mirrors as "Styled for me, Melody Lee." A Christmas mirror promotion also features Melody Lee.

To help the distributor present the mirror story to retailers and to encourage retailers to lay in lots of mirrors so they'll be prepared to handle all the business the *Bourbon St. Beat* commercials are expected to get, L-O-F has prepared a "Mirror Talk Book" to be used as a supplement for the major talk book on the program itself. There are similar talk books for Parallel-O-Plate picture windows and sliding doors, for Thermopane insulating glass and safety-plate auto glass.

Right-to-advertise: Ohio makes it law

The first right-to-advertise state law, signed by Gov. Michael V. DiSalle of Ohio, becomes effective Nov. 2. This trail-blazing statute takes away from all state agencies in Ohio their regulatory power over advertising and is described by media as an important step in guaranteeing freedom of information. Radio and tv stations joined banks, agencies, advertisers, organized media groups, merchants and telephone companies in supporting the measure. It passed the Senate 28-0 and the House 113-2.

Under the new law media, advertisers and agencies are protected from adoption by state agencies of rules against truthful and legitimate advertising, including price advertising. In addition the law provides for suspension of state licenses for those convicted of false advertising, plus fine and/or jail sentence.

Past restrictions in Ohio have included bans on advertising the sale of services or products, regulation of the size and kind of advertisements and even rules covering size and kind of type, use of illustrations and what could be stated in the advertising.

44 (BROADCAST ADVERTISING)
"M'SIEUR DuPRADE,
HOW WAS THE
CLIMATE AT CANNES?"


*First prize for live action or animation not longer than 60 seconds.
WHY PET BUYS SMALL MARKET RADIO

Annual c&w talent hunt brings tangible results at low cost

"It's one of the best-kept secrets from Madison Avenue today—it's the most merchandisable thing in radio today," observed an advertising representative. He was commenting on Pet Milk Co.'s sponsorship of Grand Ole Opry and its annual country and western music talent contest of 185-190 Keystone Broadcasting System stations.

He also might have pointed out that sales of Pet products have risen 25-30% as a direct result of the contest and that Opry has proved to be a singularly successful advertising-merchandising vehicle for the company for the past four years. Further, it's regarded as a testimonial to the effective utilization of small market radio.

If agency (Gardner Adv. Co.), client (Pet Milk), network (KBS) and station executives are gratified with Pet's Opry broadcasts and contest—and specifically with the reaction and results—it's quite understandable, as they describe it, "in this promotion, everybody wins." To wit:

* For Pet, an ascribable sales boost and lots of merchandising mileage for a relatively low annual expenditure of approximately $250,000.
  * For Gardner, a happy client and the knowledge of effective media planning.
  * For Keystone, satisfied station affiliates, and
  * For small-market broadcasters, an opportunity to demonstrate their merchandising-promotion ingenuity and to gain "additional revenues and community prestige and identification," according to agency-client-network representatives.

Blueprinting for 1960

Last week, with memories of the second annual contest (in Nashville June 18-21) still vivid, they already had started plans for next year's country and western talent competition at local station levels. Pet Milk also sponsors a half hour of WSM Nashville's own 3 hour, 45-minute Grand Ole Opry (a different series with similar rotating talent), along with Prince Albert smoking tobacco, Coca-Cola and other sponsors. Keystone's version has become so popular, according to the transcribed network, that it is considering the sale of an additional 30 minutes to another client.

If Madison Avenue knows little of Pet Milk's success in the use of small market radio, it's no secret that Nashville is perhaps America's No. 1 country and western music locale and No. 2 c & w recording center.

Pet's weekly transcribed 30-minute show on Keystone (expanded to a full hour for the contest finals) is an offshoot of WSM's own series, aired since 1933, networked by NBC since 1940 and regarded as the oldest continuously-sponsored radio program of its kind. (It chalked up its 1,000th broadcast last November and has taken in well over five million paid admissions in Nashville's 5,000-seat Ryman Auditorium, a reconverted church, with its pews still intact.) The KBS version takes place in WSM studios and is shipped to affiliates for playback the following week.

Pet and Opry have become synonymous in what KBS chooses to call "hometown and rural America," according to Robert Pigott, Pet advertising director. He feels his company possesses a vehicle of interest that's part of the very culture of the people in Keystone's coverage area and one that is "highly promotable." He also notes that stations are able to gain "additional revenues and prestige" by carrying the Pet-sponsored series.

Local Support Pays Off

Ray Morris, Pet's product advertising manager, describes the program as a supplement to the company's use of network tv (CBS-TV's The Red Skelton Show and Edge of Night) plus Spanish and Negro programming schedules. Last year, he points out, the talent competition helped boost sales of Pet products (Pet Evaporated Milk, New Pet Instant Non-Fat Dry Milk and Pet-Ritz Frozen Pies) about 20% during April-June. On the basis of available audience measurement data, cost-per-thousand in small station markets has been gratifyingly low, he adds.

Wells Hobler, vice president and account supervisor on Pet at Gardner Adv. Co., points out ratings are hard to come by because of the small size of most of the markets (about 50% one-station, 25% two-station and the remainder three-or-more outlets) but backs up the estimates on low cost-per-thousand impressions. In any event, Pet's sponsorship of Opry on KBS stations accounts for only 10% of its overall broadcast budget. Mr. Hobler states:

"We feel it represents one of the greatest values in radio today because we have wrapped up so much in a single package. We not only get our regular quota of commercial time but we also have been able to achieve an unusual amount of advertiser-program identification. Along with this, we have been able to achieve a high degree of talent participation and testimonial in our commercials, most of which seems to have been achieved spontaneously and enthusiastically."

Mr. Hobler says tv had not been adequately covering the southern markets until recent years and "we were looking at small markets when we bought the Opry on KBS—towns of 2,000-5,000 people." Pet Milk wanted a national radio property with a country and western music flavor and Gardner seemed appropriately equipped on the basis of its experience with Ralston's Purina chows account.

Tune-in Isn't Enough

Earl Hotze, Gardner account executive on Pet Instant Non-Fat Dry Milk: "These commercials have believability, sincerity and attention-getting value. To make the most of radio advertising today, you no longer merely
Who could sell her anything now...except RADIO

The “Companion Medium” has more impact than ever... but—there are Great Stations and N.S.G. Stations!

Nobody questions radio’s ability to reach into people’s minds... economically and importantly. But—not every radio station does it with the same success for, as in any field, there are some great stations and some N.S.G. The great ones don’t run sideshows or accept questionable advertising but invest in the solid programs that attract solid audiences. In most major markets there is one great station. The 18 listed at the right are the great ones in their markets. Add 30 to these 18 and you’ll achieve clarion clear coverage across America. Concentrate on these leadership stations and you’ll realize the full value of big radio, the companion medium.

For complete information, including data developed by Alfred Politz research, call any Christal office.

HENRY I. CHRISTAL CO., INC.
NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA
get a large tune-in and assume a selling job will be done. You must capture the attention of the audience and leave a strong believable sales message to capture their minds.”

Sidney J. Wolf, KBS president, claims his transcription network is in a “unique” position to promote the Opry broadcasts and talent contest because of Keystone’s coverage area and the flexibility of contractual arrangements with its affiliates. “You can do a lot more in smaller towns on the basis of personal relationships and the merchandising possibilities are tremendous,” Mr. Wolf believes. He reports that stations voluntarily offer to provide merchandising and promotion services and “take pride in doing something a little extra.”

Managers of KBS affiliates take an active part in the annual Pet Milk Grand Ole Opry talent hunt. They conduct local auditions, contact grocers in their areas on display material, air “teaser” and followup promotional spots, run paid newspaper ads, send out publicity releases and mail in tapes of their winning talent. They are asked to compile a dossier on their total merchandising and promotional efforts and thus compete for station promotion prizes. Those who furnish the seven winning finalists get all-expenses-paid trips to the Nashville soirée for themselves and families. Grocers also receive prizes for displays.

The Rainbow’s End • Youthful performers compete for fame and fortune in the country music field. The national winner gets a chance to appear with leading c & w talent (Roy Acuff, Ernest Tubbs, etc.) on six Opry programs and receives a contract with a top c & w recording firm (all finalists and stations win plaques). This past June, the Townsel Sisters, of Lake Village, Ark., won the honors at Pet’s talent finals attended by client, agency, network and station executives and including an all-day barbecue at performer Roy Acuff’s lavish estate. Stations which produced finalists: KBS Smith, Ark.; WDLB Marshfield, Wis.; WFAI Fayetteville, N.C.; KFTV Paris, Tex.; KTCS Fort Smith, Ark.; WMEN Tallahassee, Fla., and CJOC Lethbridge, Alberta, Canada.

Edwin R. Peterson Sr., KBS executive vice president who handles the Pet Milk account, describes reaction to this year’s contest as “terrific” and feels the project will continue to grow. “Naturally”, he said, “all of this means a great promotion for Pet and results in local publicity and tieins with the retail food outlets, meaning increased sales, which is the ultimate object. I believe, as time goes on, this talent search will get national recognition similar to many other awards that are made. Frankly, we have only scratched the surface.”

OUR MUSIC IS THE MOST!

Listeners dig our music in much larger numbers than that of our “music and news” competitors.

WBT’s local music shows enjoy a 98% listener lead in the mornings, 50% afternoons and 126% at night.*

Music represents only a portion of WBT’s varied, creative, responsible programming. At home or on the road, Carolinians have it made with WBT.

Express yourselves, truth-seekers. A small bundle of loot placed on WBT covers the nation’s 24th largest radio pad.**

Call CBS Radio Spot Sales for the Word.

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES

JEFFERSON STANDARD BROADCASTING COMPANY

48 (BROADCAST ADVERTISING)
KCMC-TV, after scoring its all-time record
ARB SHARE OF AUDIENCE (April, 1959
Metro), enters the new season with a GREATER
THAN EVER program schedule. As a result of
this unprecedented ADVERTISER ACCEPTANCE,
we look forward to another record-breaking
year for AUDIENCE ACCEPTANCE in 1959-60.

SPOT ADVERTISERS

Choice adjacencies still available, day and night,
within this terrific program schedule . . . also RE-
WARDING participating minutes in top local shows
and the popular MGM PLAYHOUSE. Call your
Venard man now for complete information.

CBS DAYTIME ADVERTISERS

If Texarkana is not on your list, your commercials
are being DELETED . . . and you're missing a tre-
mendous cost-per-thousand bargain. Average daytime
rating 16.3 (9:30 a.m. to 5 p.m.); share of audience
72.4%!
VIDEO TAPE EQUAL TO ‘SLICKS’

N.W. Ayer asks NTA for taped commercials of ‘magazine’ quality to show off products

N.W. Ayer would like to attain magazine picture quality in its taped video commercials. The constant agency search for new or modified techniques to show off the client's product at its best was spotlighted by N.W. Ayer at a conference held last week at its 30 Rockefeller Plaza offices in New York.

The private meeting was held with Ayer and NTA's Telesstudios representatives.

Four Ayer people attended: Samuel C. Zurich, supervisor of live radio-tv production, who also presided; Harold Matthews, service representative (Ayer's terminology for account people) on Sealtest Foods; William B. Robinson, tv producer on Sealtest, and John Hull, tv production liaison (in the Philadelphia office).

A Telesstudios group of about a half-dozen was led by George K. Gould, president; Al Markin, director of operations; King Horton, sales manager; Robert Carlisle, supervisor of operations, and Gil Stevens, technical director.

Tv Techniques • The conference was initiated by Telesstudios to gain a working knowledge of the agency and its commercial techniques. (At its conclusion, Mr. Gould said additional meetings would be planned with other major agencies with whom Telesstudios does business and that BBDO and Benton & Bowles probably would be contacted in that order.)

The conference agreed to explore methods toward achieving the desired "magazine" quality in commercials.

It was emphasized that tv viewers expect of a commercial the approximation of what they see of a product in a top-grade magazine photo advertisement layout.

Ayer's interplay of print and tv was noted in that its writers do both; a year ago, the agency consolidated its creative print and tv in Philadelphia.

A Telesstudios' suggestion that the agency forward its print photographic ad layout to the studios before rehearsal and actual shooting begin received favorable attention. It was the consensus of the tape group that its technicians are becoming more expert in reaching a point where in the past only film makers could. As expressed by Mr. Gould, the objective is to duplicate the "advantages" of film while retaining tape's obvious contribution of spontaneity to commercial production.

There were technical suggestions exchanged as well, such as refinements in the sweep frequency and adjustments in tables holding the products to permit a more favorable camera angle and view.

Highlights of the meeting: An explanation of how N.W. Ayer operates in the production of a tv commercial, discussions of Ayer's approach in frequently relating tv advertising to a print theme, and of precautionary measures necessary in taping food commercials.

The four departments at Ayer involved in a tv commercial's development are service (or account group) with direct access to the client, copy, art and commercial production.

Commercial's Birth • The Ayer commercial originates with the service representatives who meet with the client to determine his need or problem, and how and where to advertise his product. This is followed by an agency meeting made up of service, copy, art and commercial production, during which the account (service) people interpret the client's needs.

Copy rejects or accepts this idea. If accepted, the idea is translated into written form and copies sent to the art and commercial production departments, the art department handling the visual material and commercial production reviewing the copy from this video standpoint.

Production estimates (cost of the
ABOVE ALL . . .

WGY DELIVERS

YOUR SALES MESSAGE
MORE EFFECTIVELY

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

50,000 Watts • NBC Affiliate • 810 Kilocycles
A GENERAL ELECTRIC STATION
Talking tape • N. W. Ayer's Samuel C. Zurich, supervisor of live radio-tv production (at head of conference table), conducts the session with Telestudios' group, (l to r) Betty Thorburn, executive assistant to Al Markim, director of operations at Telestudios who attended but is not pictured; David Dorset (face partially hidden), a telestudios cameraman; Harold Matthews, service representative at Ayer on Sealtest Foods; William B. Robinson, Ayer tv producer on Sealtest, and George K. Gould (right of Mr. Zurich), Telestudios president. Reflected in the mirror is King Horton, Telestudios sales manager.

commercial are made by the commercial production people and submitted to the service department. A "refined" commercial then is transmitted to the service department which will review it and may ask for adjustments. Next step is client approval. Ayer people estimated that in general it takes about six weeks to produce a commercial.

Advertisers sign for summer radio

ABC Radio enjoyed one of its best sales runs of the year during the period from late June through the first week of August. Officials counted up last week and reported that gross time sales for the six weeks came to $1.75 million. Fourteen contracts represented new business and eight were renewals.

New business included sponsorships of segments of Breakfast Club by Plantabbs Corp. (through W.B. Doner & Co.), Swanson Cookie Co. (Grant), Peter Paul Inc. (Dancer-Fitzgerald-Sample) Chicopee Mfg. Co. (Arndt, Preston, Chapin, Lamb & Keen), Curtis Circulation Co. (BBDO), Magia Products (Edward Lieb) and Burgess Vicrocraters (Olian & Bronner); 52 weeks of Paul Harvey newscasts by Bankers Life & Casualty Co. of Chicago (Phillips & Cherbo); regional sponsorships of last Friday night's (Aug. 14) All-Star Football Game by Western Air Lines, Los Angeles (BBDO) and Standard Oil of Indiana (D'Arcy); co-sponsorship of News Around the World by Reynolds Tobacco (William Esty Co.), the Patterson-Johanson heavyweight fight in June by United Artists Corp. (Monroe Greenthal & Co.), Frank & Ernest by Dawn Bible Students Assn. (W. L. Gleason & Co.) and Tello-Test on the ABC Radio Pacific Coast regional network by Labco (W.C. Beals Adv.).

Renewals came from Cadillac Cars (two contracts), Voice of Prophecy, Dr. Thomas Wyatt, Kretcher Wheat Germ Corp., Sealy Mattress Co., Folger & Co., and Boyle-Midway Inc.

• Business briefly

Time sales

• Christmas Club (savings plan through 8,000 banks, loan associations), N.Y., buying two newscasts daily across the board on Mutual for four weeks during November-December, both this fall and in 1960. Agency: Brooke, Smith, French & Dorrance, N.Y.


• Liggett & Myers Tobacco Co., N.Y., through Dancer-Fitzgerald-Sample there, and Stephen F. Whitman & Son (candy), Phila., through N.W. Ayer there, will co-sponsor the Liberty Bowl football game telecast on NBC TV Sat., Dec. 19. NBC has a five-year radio-tv contract for the new post-season collegiate contest.

• A 13-week spot promotion for Colgate-Palmolive's Super Suds begins Sept. 1 in 20 southern markets. Plans calls for an average of six daytime spots per week, mostly minutes, over each station. Agency: Street & Finney, N.Y.

• Duquesne Brewing Co., Pittsburgh, and Marlboro cigarettes will co-sponsor coverage of the Pittsburgh Steelers football games over 40 radio stations this year. The broadcasts are to originate from WWSW-AM-FM Pittsburgh. Agency for Duquesne: Vic Maitland & Assoc. Inc., Pittsburgh. Agency for Marlboro: Leo Burnett Co., Chicago.

• Electric Auto-Lite Co. (automobile accessories), Toledo, ends several years' absence from broadcast media with $380,000 purchase of NBC News on the Hour. Involved is one-quarter sponsorship for 13 weeks starting Aug. 31. Agency: Grant, Detroit.

Agency appointments

• Minute Maid Corp., Orlando, Fla., has assigned its Hi-C Div. to Dancer-Fitzgerald-Sample Inc., N.Y. The Division was formerly handled by Reach, McLinton & Pershall Co., Chicago.

• Granco Products Inc. (fm receivers, hi-fi equipment) Long Island City, N.Y., has appointed Weiss & Geller, N.Y., for the metropolitan area, where some 80% of the budget will be in spot radio beginning this fall. Plans call for promotion of the f.m medium as an indirect boost to sale of Granco

For store tenders

An unusual specialized audience is the objective of International Resistance Co. (technical equipment manufacturer), Philadelphia, which has contracted for morning programs on KTLA (TV) Los Angeles during the Aug. 18-21 Western Electronic Show & Convention in San Francisco. The show, aimed at the many technical people in the Los Angeles area who will not be able to attend the San Francisco sessions, will consist of latest reports from the convention.
"NOTHING SUCCEEDS LIKE SUCCESS"

And these 7 new TV shows, syndicated by Bing Crosby and Kenyon Brown, have proved so successful in other markets they’re a cinch for success in your market!

Produced in Hollywood, the capital of filming know-how, these great new shows are now available on tape or film. Premiered in Los Angeles, TV’s toughest market, they bring you a pre-tested case history of success. Call or write for a showing today.

YOU ASKED FOR IT peers into the rare and unusual... from a dangerous high wire circus act to a glimpse into submarine training. In 8 years on the network, it has always had a sponsor.

ADVENTURE TOMORROW searches the fascinating world of science under the direction of a nationally-famous physicist, inventor and author.

VAGABOND roams the world from the lofty redwoods of Sequoia to a carnival in Munich... with the emphasis on people.

SUNDOWN is a novel and dynamic series. Truly different, it has warmth combined with an exciting new format—every scene takes place after Sundown!

PEOPLES' COURT OF SMALL CLAIMS presents compelling human emotions in courtroom drama—actual cases carefully enacted.

WONDERS OF THE WORLD explores the little-known and interesting from Pakistan to Peru... from Sweden to Siam.

WANDERLUST travels the world seeking the rare and interesting from the back country of Utah to the sailing of Mayflower II. Thrills and excitement in every episode.

MAJOR ARENA WRESTLING presents the champions of the mat. WESTERN FEATURES starring Johnny Mack Brown screens the best of the westerns.
receivers. Advertising elsewhere remains with Robert Whitehill, N.Y.

- Stephan Distributing Corp. (Stephan's dandruff remover hair lotion), Fort Lauderdale, Fla., moves its $1 million account from Cunningham & Walsh to Peter Finney Co., Miami.


- Dr. Peter Fahney Co. (pharmaceutical house) Chicago, appoints Phillips & Cherbo, same city, to handle its $60,000-$70,000 budget. A sales expansion program is planned for tonic-type laxative products, along with two new ones, Farmahist cold remedy and DentalFres denture cleaner. The account had been handled by Bozell & Jacobs, Chicago, with about $45,000 currently appropriated for radio advertising.

- Friend Brothers Inc. (canned baked beans and other products), Melrose, Mass., names Hoag & Provandie Inc., Boston.

- National Van Lines, Broadview, Ill., appoints Mazon Inc., Chicago. The account bills an estimated $300,000 and uses radio.

- The Eagle Pencil Co., Danbury, Conn., in December will move its account from BBDO to the Shaller-Rubin Co., both New York. Eagle has been successful with closed-circuit TV promotions viewed by office equipment suppliers.

- Also in advertising


- The Ullman Organization, Philadelphia, moved Aug. 1 to 1515 Locust St.

- U. S. Broadcasting Checking Corp., New York, has filed for and been adjudged a bankrupt, referee in bankruptcy Herbert Loewenthal reported last week. The company, headed by Al Goldenthal and headquartered at 369 Lexington Ave., had been in the business of monitoring radio and TV programs and commercials.

Mr. Loewenthal has called a meeting of creditors today (Aug. 17) at 10 a.m. in rm. 1601, U.S. Court House, Foley Square, New York.

TV PREVIEW

Rascally candy salesman • When Blumenthal Bros. Chocolate Co., Philadelphia, comes back into television Sept. 14 after a three-year absence, this is The Clever Boy who will keynote the campaign. Placed through Wermen & Schorr Inc., Philadelphia, the drive is designed to expand distribution in markets where sales of Blumenthal's Goobers (chocolate-covered peanuts) and Raisinets (chocolate-covered raisins) have been weak as well as to bolster sales in all important key markets. Time is being bought on local children's show at a rate of 14 to 20 one-minute spots per week throughout the fall and winter.

Each spot will comprise 45 seconds by "Clever Boy," described as a typically lovable rascal, plus a 15-second tag by the local personality. "Clever Boy" is the artwork of Bill Sturm Studios, New York, with the idea developed by Wermen & Schorr's creative staff, headed by Jay Bename, account executive, in cooperation with Blumenthal ad director Lawrence Blumenthal.

Mr. Blumenthal said that although the initial placements have been made with TV stations, more outlets will be selected as the campaign progresses this fall and winter.

- WEDR Birmingham, Ala., appoints Lewis & Polinger Adv., Washington, D.C., to handle its advertising, promotion and public relations.

- XETV (TV) Tijuana-San Diego appoints William D. Nietfeld & Assoc., San Diego, to handle its advertising, succeeding Heintz & Co., that city.
To Thousands of Americans:

THANKS FOR YOUR LETTERS!

By a 20 to 1 margin you back our stand against more inflation

Shortly after the steel strike began, we published a statement in a number of newspapers across the country. It was headed "Steel Union on Strike for More Inflation."

We told you about the highly inflationary demands of the Steelworkers Union. We told you about our unsuccessful efforts to avert a strike, and the various offers and proposals we made during the course of negotiations.

At the very end of the statement we asked for your comments.

Thousands of you took the time and trouble to reply. We very much appreciate your views.

By a 20 to 1 margin you supported our stand against inflation.

A few excerpts from typical telegrams, letters, and postcards are shown in the columns below. They came from union members, housewives, retired people, businessmen, professional men, farmers—Americans from coast to coast.

To all of you we pledge that we will continue to reflect the earnest hopes of this broad section of Americans that inflation be halted.

You have already told us how you feel. Why not tell Mr. David J. McDonald, president, United Steelworkers of America. His address is 1500 Commonwealth Building, Pittsburgh 22, Pa.

THE STEEL COMPANIES COORDINATING COMMITTEE
375 Lexington Ave., New York 17, N. Y.

This advertisement sponsored by
REPUBLIC STEEL
a member of the committee

Republic Steel serves the missile and rocket industry from nose cone to launching equipment. Republic is the world’s largest producer of alloy and stainless steels, and is a major producer of titanium. Republic Steel also produces many of the basic materials and steel products needed at launching sites.

I am a skilled machinist with a great dislike for writing letters. But I think every American should answer your call…. Hold that line.

Chicago, Ill.

...for the first time in my life, I am going to stop and write a letter expressing my opinions. Congratulations… don’t let us down in this situation.

Hartford, Conn.

...rather than further raise, why not consider a reduction in steel costs… Fort Lauderdale, Fla.

Your decision to take a firm stand against inflation is the best news we have had for a long time.

Seattle, Wash.

Please stick to your guns—we cannot endure much more inflation.

San Diego, Calif.

...I am a working man, too.

Fort Wayne, Ind.

Talking to the boys in the plant I have not found anyone who favors a strike.

Mansfield, Ohio

My brother-in-law a USW member in Gary, Ind.,... agrees (with the companies) and he says the majority of his fellow workers agree.

St. Paul, Minn.

Is your definition of inflation more and more profits with fewer and fewer benefits?

Indianapolis, Ind.

I support your views even though a prolonged strike will leave me without a job.

Joliet, Ill.

I am a laboring man… I am convinced that this is the time to stand pat and let the labor bosses know they are not the only individuals to be considered.

Covington, Ohio

As a member of the armed forces I represent over a million who are seriously hurt by inflation.

Cheyenne AFB, La.

I am a small business man whose business is adversely and directly affected by this strike… I am ready to endure whatever inconvenience or hardship necessary, to bring about a return of the principle of honest and fair collective bargaining.

Johnson City, Tenn.

I am a farmer and the cost of labor and material has increased to the point where I can no longer keep my buildings, fences, etc., in repair.

Manitou Beach, Mich.

Use of the word inflation as a motive to refuse higher wages is wrong.

New York, N. Y.

I think you have been more than fair in this proposal.

Waterloo, la.

Your stand on steel strike impresses me as being only intelligent answer to best interest of not only our country but of the world.

Charlotte, N. C.

Finally you have done what should have transpired long before to check inflation and its ultimate evils.

Los Angeles, Calif.

I would like to see and be a part of some action that would curb the power of a handful of union officials who are able to and do upset the economy.

Douglas Grove, Ill.

I am a United man… I do heartily agree with your stand.

Milwaukee, Wis.

Not one of our neighbors or friends is in favor of this present strike.

Gary, Ind.

Inflation today is a serious business.

Westbury, N. Y.

I am against anything that will add fuel to the fires of inflation.

Los Angeles, Calif.

It is perhaps unfair to ask you, the steel companies, to suffer a strike for the good of all of us, but then I think we and you prefer this stand rather than further government controls.

Milwaukee, Wis.

Ask your grocer if more millions of dollars for the steel workers wouldn’t make business better? Well, I have asked them. The answer? Not if it’s taken out of the pockets of other customers. Not if it means inflation.

Canton, Ohio

I am a member of the Utility Workers Union but do not agree with everything that is suggested by a union leader.

Warren, Ohio

Inflation just is as disastrous as war.

Akron, Ohio

You will become unpopular in some circles, but the American working man will have cause to thank you in the long run.

St. Louis, Mo.

It’s high time the ordinary citizen was given a little consideration.

Cincinnati, Ohio

I am a working man and satisfied with wages provided living costs can be kept where they are.

Chicago, Ill.

Inflation is eating the very heart out of most of the old people. My social security was increased $78 per year, but my home taxes went up $84.80.

Cincinnati, Ohio

I strongly urge a stand against wage increases.

East Aurora, N. Y.

Stop… before we use a wheelbarrow of money to buy a loaf of bread.

Rockford, Ill.

I have great admiration for your courage and wisdom.

Deerfield, Ill.
TV's total revenues topped the billion dollar mark for the first time in 1958, the FCC reported last week in releasing 1958 financial figures for television. Income was also up—by almost $12 million over 1957, but still below the all-time high in 1956.

Other highlights of the report:
- Median profits for TV stations went up, but so did median losses.
- Three UHF stations grossed $1 million or more in 1958.

Total broadcast revenues in 1958 amounted to $1.03 billion. This compares with 1957's $943.2 million and 1956's $896.9 million.

Total TV broadcast income, before federal taxes, went up in 1958 to $171.9 million, compared with 1957's $160.0 million—but still below 1956's all-time high of $189.6 million.

The 1958 financial figures cover the three networks and 514 individual stations.

The 1958 financial report for AM and FM radio is not expected for another several weeks.

Television's income was split this way: $77 million from the three networks and their 19 owned stations, $94.9 million from 495 other TV stations.

Total network time sales amounted to $424.5 million, national and regional advertising $345.2 million, and local advertising $181.3 million.

Commissions to agencies, representatives, etc., came to $93 million.

Further revenues of $172.2 million came from talent, of which $161.8 million was attributed to networks and owned stations.

Expenses, amounting to $858.1 million, were almost evenly split between the networks and their owned stations ($431.7 million) and the 495 other stations ($418.4 million).

A profit was reported by 311 stations operating throughout the 1958 year. Included in these were 27 UHF stations. A loss was reported by 164 stations.

Of the 32 stations operating part of the year, four listed profits, 23 losses and data was not available on five.

Included in the loss column were 14 pre-freeze VHF stations, 104 post-freeze VHF stations and 50 post-freeze UHF stations.

Of the stations reporting total broadcast revenues of $1 million or more, 149 VHS showed profits, 9 VHF losses. Two UHF stations whose gross revenues were over $1 million reported profits, while one UHF in this category showed a loss.

Only seven out of the 107 pre-freeze TV stations had total revenues of less than $1 million.

There were five TV stations—all pre-freeze VHF and all in the profit column—which had total broadcast revenues of over $8 million each in 1958.

The median profits before federal taxes for all TV stations on the air for the full 1958 year was $162,000, compared with 1957's $150,000. Highest median profits went to pre-freeze VHF stations—$930,000, compared to $906,000 in 1958. Median losses for all TV stations was $77,000, compared to 1957's $72,000.

The value of tangible property of the 514 individual TV stations was given as $522,774,000 at original cost and at $293,767,000 at depreciated cost.

There was a total of 39,382 employees in TV in 1958. This was broken down as follows: full-time, 34,265; part-time, 5,117. The networks employed a total of 12,760 people.

The following TV markets showed total broadcast income of over $5 million in 1958: Boston, three stations, $7.6 million; Chicago, four stations, $8.4 million; Cleveland, three stations, $5.5 million; Detroit, three stations, $7.2 million; New York City, two stations, $23.5 million; Philadelphia, three stations, $6.9 million; Pittsburgh, three stations, $5.4 million (not all Pittsburgh TV stations operated for the full 1958 year).

In Angeles, with seven stations, shifted in 1958—to $4.3 million in total broadcast income. It was $5.9 million in 1957.

Official 1958 FCC financial tables are given below pages 58 & 60.
MGM adds to the big new picture in CHARLOTTE

Ask yourself, where else in the Carolinas can you find so potent a line-up of audience builders? NBC, ABC, Paramount, Warner Brothers—plus the best of MGM, all on Charlotte’s WSOC-TV! With this latest acquisition your choice of stations for selling America’s 22nd largest tv-homes market becomes clear. Buy 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
## Split on expense tab

### Broadcast expenses of 3 TV networks and 314 TV stations

<table>
<thead>
<tr>
<th>Networks and owned and operated stations</th>
<th>Other operating stations Total</th>
<th>Total broadcast expenses</th>
<th>Pre-Freeze VHF</th>
<th>Profit</th>
<th>Post-Freeze VHF</th>
<th>Profit</th>
<th>Post-Freeze UHF</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network of stations</td>
<td>Total</td>
<td>Total broadcast expenses</td>
<td>Pre-Freeze VHF</td>
<td>Profit</td>
<td>Post-Freeze VHF</td>
<td>Profit</td>
<td>Post-Freeze UHF</td>
<td>Profit</td>
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<tr>
<td>ABC</td>
<td>19,946</td>
<td>$2,009,769</td>
<td>20,100</td>
<td>101</td>
<td>20,049</td>
<td>100</td>
<td>1,931</td>
<td>96</td>
</tr>
<tr>
<td>CBS</td>
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<td>$2,009,769</td>
<td>20,100</td>
<td>101</td>
<td>20,049</td>
<td>100</td>
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<td>101</td>
<td>20,049</td>
<td>100</td>
<td>1,931</td>
<td>96</td>
</tr>
</tbody>
</table>

### Which kind profited - which kind lost

#### TV stations classified by volume of total broadcast revenues showing number reporting profit or loss

<table>
<thead>
<tr>
<th>Stations operating full year 1958 only</th>
<th>[Networks and stations Total]</th>
<th>Total broadcast revenues</th>
<th>Pre-Freeze VHF</th>
<th>Profit</th>
<th>Post-Freeze VHF</th>
<th>Profit</th>
<th>Post-Freeze UHF</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>19,946</td>
<td>$2,009,769</td>
<td>20,100</td>
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<td>20,049</td>
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<td>$2,009,769</td>
<td>20,100</td>
<td>101</td>
<td>20,049</td>
<td>100</td>
<td>1,931</td>
<td>96</td>
</tr>
</tbody>
</table>

### Facts & figures on leading multi-station markets

####CONTINUED

<table>
<thead>
<tr>
<th>Markets less than 3 stations</th>
<th>Total 199 stations</th>
<th>$33,398,123</th>
<th>$67,489,455</th>
<th>$44,505,333</th>
<th>$131,981,737</th>
<th>$116,541,826</th>
<th>$22,449,911</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markets</td>
<td>Total 269 markets</td>
<td>$146,975,066</td>
<td>$345,140,916</td>
<td>$181,191,819</td>
<td>$412,341,737</td>
<td>$349,319,628</td>
<td>$63,022,109</td>
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</table>

**Broadcasting, August 17, 1959**
This is the kind of hold our station has on people...

What people? Say, aren't sponsors people? Actually, aren't account executives and time-buyers people? Why have we always assumed that only our viewers are people? Time we stopped. Our one story is for both.

They look. You buy. You buy because they look, in confidence, in multitude and in wealth. We offer identical plus values to you both. A station strong in audience loyalty because of local civic interest, public service, human-type programming, complete dearth of double-talk-type announcing and triple-spotting. A rewarding setting for honest wares.

So our area people live with us nearly constantly* and our sponsor people hold with us long. Let the George P. Hollingbery people beguile you with figures that (with those facts) show America's 17th quantity market to be significantly more potent than the figures say.

*George P. has evidence-ratings, mail count, you-name-it.

**WHIO-TV CBS**

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

dayton, ohio
Breaking down profit & loss

BROADCAST FINANCIAL DATA OF 3 TELEVISION NETWORKS AND 514 TELEVISION STATIONS

1958
($ Millions)

3 Networks
and Their 19
Owned
Operated
TV
Stations
(92)
495
Total
Other TV
Stations
541

Networks and Stations

A. Revenues from the sale of time:

1. Network time sales:
   a. Nation-wide networks
   b. Miscellaneous networks and stations

2. Non-Network time sales:
   a. National and regional advertisers
   b. Local advertisers

3. Deduct—Commission to agencies, representatives, etc.

Net time times

B. Revenues from incidental broadcast activities:

C. Total broadcast expenses of networks and stations

D. Broadcast Income (before Federal income tax)

$1,000,000
4,000,000
125,000

Note: 1957 national and regional time sales for the 3 networks and 514 television stations are revised from $296.4 million to $303.5 million and local time sales from $178.1 million to $174.0 million. Revisions reflect reporting errors for 1957 detected too late to be included in the 1957 report.

Profile of stations with sales of at least $25,000

Principal expense items of TV stations with $25,000 or more time sales classified by volume of revenues

[Stations Operating Full Year 1958 Only]

<table>
<thead>
<tr>
<th>Average Per Station</th>
<th>Broadcast Revenues</th>
<th>No. of Stations</th>
<th>Total Expenses</th>
<th>Salaries and Wages</th>
<th>Film</th>
<th>Talent</th>
<th>Depreciation</th>
<th>All Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $1,000,000</td>
<td>7</td>
<td>$241,085</td>
<td>$303,774</td>
<td>$158,356</td>
<td>$4,930</td>
<td>$87,557</td>
<td>$281,758</td>
<td></td>
</tr>
<tr>
<td>1,000,000-1,250,000</td>
<td>5</td>
<td>$395,858</td>
<td>$369,457</td>
<td>109,952</td>
<td>10,099</td>
<td>106,133</td>
<td>338,295</td>
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<tr>
<td>1,250,000-1,500,000</td>
<td>4</td>
<td>$1,562,478</td>
<td>$577,094</td>
<td>291,327</td>
<td>81,542</td>
<td>84,076</td>
<td>528,439</td>
<td></td>
</tr>
<tr>
<td>1,500,000-2,000,000</td>
<td>14</td>
<td>$1,205,609</td>
<td>$469,743</td>
<td>192,093</td>
<td>30,894</td>
<td>138,704</td>
<td>377,183</td>
<td></td>
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<tr>
<td>2,000,000-2,500,000</td>
<td>21</td>
<td>$1,519,847</td>
<td>$561,512</td>
<td>205,191</td>
<td>50,444</td>
<td>180,626</td>
<td>514,094</td>
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<tr>
<td>2,500,000-3,000,000</td>
<td>14</td>
<td>$1,841,381</td>
<td>$668,005</td>
<td>339,828</td>
<td>95,547</td>
<td>180,242</td>
<td>557,759</td>
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<tr>
<td>3,000,000-3,500,000</td>
<td>7</td>
<td>$2,404,664</td>
<td>$920,515</td>
<td>482,357</td>
<td>96,499</td>
<td>163,417</td>
<td>742,526</td>
<td></td>
</tr>
<tr>
<td>3,500,000-4,000,000</td>
<td>5</td>
<td>$2,191,461</td>
<td>$967,306</td>
<td>310,944</td>
<td>115,353</td>
<td>127,471</td>
<td>670,387</td>
<td></td>
</tr>
<tr>
<td>4,000,000-4,500,000</td>
<td>9</td>
<td>$3,662,816</td>
<td>$1,074,721</td>
<td>981,142</td>
<td>238,370</td>
<td>202,026</td>
<td>1,106,557</td>
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<td>Over 6,000,000</td>
<td>7</td>
<td>$4,445,797</td>
<td>$1,307,061</td>
<td>1,450,968</td>
<td>276,329</td>
<td>1,784,440</td>
<td>2,131,175</td>
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<tr>
<td>Total pre-freeze stations</td>
<td>93</td>
<td>$1,965,130</td>
<td>$689,292</td>
<td>413,970</td>
<td>92,482</td>
<td>158,627</td>
<td>610,759</td>
<td></td>
</tr>
</tbody>
</table>

Post-freeze Stations:

VHF 293
UHF 68

Total post-freeze stations 361

1 Excludes data for 21 stations operating full year 1958 as follows: 17 stations owned and operated by networks (1 pre-freeze VHF, 2 post-freeze VHF, and 2 post-freeze UHF) and 4 post-freeze stations (1 VHF and 3 UHF) with less than $25,000 in time sales which are not required to report detailed expense data.

60 (THE MEDIA)

The three-year track record

BROADCAST REVENUES, EXPENSES AND INCOME OF 3 TV NETWORKS AND 514 TELEVISION STATIONS

1958 — 1957 — 1956

($) Millions

3 Networks (including 19 owned and operated stations)

94 Pre-freeze television stations

79 UHF stations

Subtotal

Post-freeze television stations:

322 VHF stations

79 UHF stations

Industry total

Broadcast Revenues

3 Networks (including 19 owned and operated stations)

94 Pre-freeze television stations

79 UHF stations

Subtotal

Post-freeze television stations:

322 VHF stations

79 UHF stations

Industry total

Broadcast Expenses

3 Networks (including 19 owned and operated stations)

94 Pre-freeze television stations

79 UHF stations

Subtotal

Post-freeze television stations:

322 VHF stations

79 UHF stations

Industry total

Broadcast Income

(Before Federal Income Tax)

3 Networks (including 19 owned and operated stations)

94 Pre-freeze television stations

79 UHF stations

Subtotal

Post-freeze television stations:

322 VHF stations

79 UHF stations

Industry total

322 VHF stations

79 UHF stations

Industry total

3 Networks (including 19 owned and operated stations)

94 Pre-freeze television stations

79 UHF stations

Subtotal

Post-freeze television stations:

322 VHF stations

79 UHF stations

Industry total

($ Millions)

1958
1957
1956

Broadcast Revenues

$516.7
$467.9
$442.3

263.6
261.3
260.7

780.3
729.2
703.0

223.6
187.3
161.4

26.1
26.7
32.5

$1,030.0
$943.2
$966.9

Broadcast Expenses

$439.7
$397.2
$356.9

$187.8
$179.3
$171.0

$627.5
$576.5
$527.9

202.3
176.5
145.0

28.3
30.2
34.4

$858.1
$783.2
$707.3

Broadcast Income

$77.0
$70.7
$85.4

75.8
82.0
89.7

$152.8
$152.7
$175.1

21.3
10.8
16.4

(22.7)
(3.5)
(1.5)

$171.9
$160.0
$189.6

(BROADCASTING, August 17, 1959)
Collins Radio Station Trailer puts you on the air with a fully equipped radio station in minimum time, saves you delay, earns revenue sooner. Start broadcasting and billing instead of waiting for construction. Save on initial installation, and have a mobile studio if you move your facilities to permanent buildings.

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

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

Contact Collins for further information.
BROWN FOURSOME
KCOP (TV) acquired as third Nafi station

Nafi Corp. moved into full-scale broadcasting activity last week when it was announced the company had bought ch. 13 KCOP (TV) Los Angeles and KOBY San Francisco.

Purchase of KCOP, now owned by Kenyon Brown, Bing Crosby and associates, and of KOBY, now owned by David Segal’s Mid-American Broadcasting Co., brings to three the number of broadcast properties owned by Nafi.

Nafi bought ch. 12 KPTV (TV) Portland, Ore., for $3.75 million and the FCC approved this particular sale late last month (Broadcasting, July 27.)

Swap Deal • Nafi is buying KCOP through a stock exchange transaction. It is giving Mr. Brown and his associates 44,000 shares of Nafi stock for their 100% ownership of the ch. 13 independent. Nafi was quoted at $18 per share in closing prices on the New York Stock Exchange last Thursday (Aug. 13). Also involved is the assumption of obligations by Nafi.

Besides Messrs. Brown and Crosby, KCOP is owned by George L. Coleman and Joseph A. Thomas, all owning 25% of the Class A stock.

KOBY was bought for $1.2 million. Its sale had already been reported to Mr. Brown for $1.5 million (At Deadline, July 6).

Nafi is a one-time manufacturer of automobile interiors but now is diversified into foam rubber, wool, synthetic carpet manufacturing and investments in oil and gas. Board chairman of Nafi is Paul V. Shields, head of the Wall Street investment firm of Shields & Co. John G. Bannister is president of Nafi.

Stations Chief • Nafi’s broadcast division is headed by Mr. Brown. Mr. Crosby will serve as chairman of KCOP and of KPTV and Mr. Brown as president of the two television companies. Mr. Brown also will supervise the development of Nafi Syndication Div. which will produce and distribute both film and video tape TV programs.

Mr. Brown owns KGLC Miami, Okla.; KSON San Diego, KITO San Bernardino, both California; 40% of KANS Independence, Mo., and 17% of KFOX-AM-FM Long Beach, Calif. He is associated with Kevin Sweeney, president of Radio Advertising Bureau, in the ownership of KANS and KFOX. Messrs. Crosby, Coleman and Thomas are also associated with Mr. Brown and Mr. Sweeney in the KFOX property.

KCOP began operating in 1948. It radiates 162 kw visual power. The station, an independent, originally was owned by Mrs. Dorothy Schiff (under the call letters KLAC-TV). It was sold to the west coast Copley Press in 1953 for $1.4 million and to its present owners in 1957 for $4 million.

KOBY is 10 kw on 1550 kc and is independent.

Changing hands

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

• KCOP (TV) Los Angeles, Calif.: Sold by Kenyon Brown, Bing Crosby and associates to Nafi Corp. in stock exchange plus assumption of obligations. (See separate story above.)

• KBKC Kansas City, Mo.: Sold to Public Radio Corp. (Lester Kamin) for $400,000 by Mission Broadcasters Inc. The sale includes a $60,000 consultancy contract for Thomas Beal, KBKC general manager. Mr. Kamin also owns KIOA Des Moines, Iowa, and KAKC Tulsa, Okla. The sale was handled by Blackburn & Co. KBKC is on 1480 kc with 1 kw, day.

• WWOL-AM-FM Buffalo, N.Y.: Sold to Grelin Broadcasting Inc. by Greater Erie Broadcasting Co. (Leon Wyszartycki) for $250,000 without the real estate. Grelin Broadcasting, which owns and operates WWRI West Warwick, R. I., is owned by Melvin C. Green and Lester W. Lindow, executive director of the Assn. of Maximum Service Telecasters. The sale was handled by Edwin Tornette & Co. WWOL-FM is on 104.1 mc with 1 kw, day. WWOL-AM is on 1120 kc with 1 kw, day. WWOL-FM is on 104.1 mc with 750 w.

MIDWEST

$500,000

Two outstanding stations in one package. Both very profitable. Includes valuable real estate.

SOUTHEAST

$135,000

Profitable fulltime facility in one of most desirable southern markets. Has good real estate. 29% down.

VIRGINIA

$80,000

Consistently profitable daytimer in small market, but with wide coverage area. $24,000 down. Balance on liberal terms.

Rocky Mountain Area

We have several attractive properties in this scenic and growing section. Prices range from $75,000 to $750,000.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.  MidWEST  SOUTHERN  WEST COAST
James W. Blackburn    H. W. Cattell    Clifford E. Marshall    Colin M. Selah
Jack V. Harvey
Joseph M. Shlitz
Washington Building    Sterling 3-4241
332 N. Michigan Ave.    Chicago, Illinois
Financial 6-6460

BROADCASTING, August 17, 1959
hottest
tingdince
the fire...

WNBQ's Sunday night MOVIE-5 is attracting bigger audiences than ever. MOVIE-5's June rating, for example, was higher than all competing feature films combined. And for the entire second quarter, MOVIE-5 averaged a 76.4% greater audience than the next highest rated feature film in Chicago.

Prospects for Fall are even more glowing, for MOVIE-5 has already set an outstanding schedule of first-run features. If you want to kindle new enthusiasm for your product in Chicago, MOVIE-5 is one prime place to start.

WNBC Channel 5 in Chicago
NBC Owned Sold by NBC Spot Sales
Corinthian revamping news, public affairs

J.H. Whitney's Corinthian Broadcasting Corp. is putting its money on news, public affairs and community service as the key to community stature and leadership—and business leadership as well.

All five Corinthian TV stations are reviewing their news-public affairs approach. C. Wrede Petersmeyer, president, said in announcing overhaul of news operations at KOTV (TV) Tulsa, Okla. (He headed the committee that drafted plans for the industrywide Television Information Organization and serves on the permanent TIO policy committee.)

KOTV, he said, has scrapped a well-established news operation to set up a new one. This is based on "new personnel, expanded studio facilities and new remote equipment combined in an effort to move tv newsgathering and presentation to a more advanced level." Controversy and depth coverage are major elements in the concept.

The KOTV on-air news staff has been increased from one to five under Roger Sharp, formerly of WEWS (TV) Cleveland, plus two photographer-reporters. New facilities will cost an estimated $20,000 and George Stevens, vice president-general manager, estimates operational costs will be double and perhaps triple former levels. A film-exchange plan has been set with WKY-TV Oklahoma City and a national news film service will be added.

KOTV has shifted network programs (CBS-TV) to permit two consecutive news strips starting at 10 p.m. local time. Phillips Petroleum and Safeway sponsor a sequence of 10 minutes of news by Norman Duncan, news editor; 5 minutes of weather by Sid Lasher; 5 to 10 minutes or more of interviews and analyses by Mr. Sharp as the run of the news indicates.

Mr. Petersmeyer said he expects the new formula to stimulate competition and create excitement in the market. He said KOTV and other Corinthian stations want to be identified in their markets as "a major news source, in the absolute sense, so the consumer looks to television for primary news as well as, or in preference to, other media." The ultimate goal, he added, is "to realize the full potential of electronic journalism."

Court comes to tv

In trying an assault and battery case involving the recent Chavez Ravine evictions, Los Angeles Municipal Court Judge Byron J. Walters last Thursday (Aug. 13) ordered the entire court session transferred to the studios of KTLA (TV) Los Angeles, so news films of the Chavez Ravine incident could be introduced as evidence. KTLA quickly capitalized on the site change by requesting permission to telecast the proceedings in its Studio #1 "courtroom". Judge Walters waived the usual black-out under the American Bar Assn.'s Canon 35 and granted the tv station's request.
YOU CAN LEARN TO OPERATE AN AMPEX IN 15 MINUTES

Six Quick Aids to Easy TV Tape Recording . . . You can learn to operate an Ampex Videotape* Television Recorder in less time than it takes to smoke a cigarette. These six features, for instance, make recording simple, fast . . .

- **JUST THESE BUTTONS TO PUSH**—Record, Stop, Rewind, Fast Forward and Play.
- **TAPE TIMER**—records in hours, minutes and seconds . . . not footage. Lets you back up tape for any desired cue-in time.
- **CUE TRACK**—lets you locate, identify and cue commercials and programs.
- **TAPE SPEED OVERRIDE**—makes it easy to synchronize with another video or audio recorder.
- **AUTOMATIC BRAKE RELEASE**—speeds threading and splicing.
- **FULL WIDTH ERASE**—Automatically erases tape.

Of course, to be an "expert" — to learn maintenance as well as operation — takes one week. Ampex trains your maintenance supervisor (over 436 so far!) at the factory. And he is then qualified to train as many others as you like.

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.
MORE RADIO ADVANTAGES CITED

Pre-buying habits, portables surveyed in special studies inspired by RAB

Radio is the media for reaching the most male consumers before they set out to make a purchase, according to Radio Advertising Bureau, New York. RAB last week provided its members with an analysis of data gathered by R. H. Bruskin Assoc., which reflects consumer listening habits among motorists buying products sold in service stations.

RAB’s findings include: (1) More than half (55.4%) listen to radio on the day they buy—before buying; (2) 42.8% listen to radio within two hours before purchases; (3) 35.4% hear radio within 30 minutes before buying.

With radio accounting for 63.4% of the total time spent with media on the same day as making a purchase, RAB says the breakdown for other media is as follows: television, 13.1%; newspapers, 19.8%, and magazines, 3.7%. An average of more than four out of 10 men questioned said they heard radio in their cars during the pre-shopping hours, RAB said, adding that “this ‘last word’ advantage of radio takes on dynamic importance when you consider how many selling messages deluge the average consumer in a day, and how quickly people forget.”

Portable report • In another study of radio’s advantages over other media, RAB last week documented information on the popularity of portable radios at picnics and beaches, pointing out that more than four out of every 10 such groups (averaging 4.2 persons each) tune in their portables. Findings are based on a survey conducted for RAB by The Pulse Inc. in 10 major markets.

RAB reports that 40.8% of these groups had portable radios and 75.3% of the radios were tuned in at the time of the interviews. (Sindlinger & Co., which recently reported that radio listening was ahead of tv viewing during the month of July [Broadcasting, Aug. 10], attributed 12.5% of this listening to portable sets.) Outdoor listening has grown through the use of transistor portables, of which nearly 4.4 million were sold last year. This figure for 1959 includes more than 1.6 million Japanese imports, according to this RAB report.

CBS Inc. net income, sales up 6% for ’59

CBS Inc. for the first half of this year reports a 6% gain in consolidated net income as well as in net sales compared with last year’s like period.

In last week’s report by CBS Board Chairman William S. Paley and President Frank Stanton:

CBS Inc.’s consolidated net income was $13,318,817 compared with $12,521,556 earned in the first half of 1958 and the comparative six months figures for net sales were $215,089,500 this year compared to $201,433,378 last year.

Current earnings are equivalent to $1.64 per share compared to $1.59 per share reported for the first half of last year. Number of shares outstanding during the respective periods: 8,129,481 in 1959 and 7,881,400 in 1958.

The CBS board declared a cash dividend of 30 cents per share on common stock payable Sept. 11, 1959, to stockholder of record at the close of business Aug. 28, 1959.

More brands, more firms turn to radio in 2nd quarter

RAB today (Aug. 17) released statistics summarizing a second quarter tabulation of spot and network radio clients.

As collated by the bureau, 1,448 different brands were advertised on radio (spot and network) in the second quarter of 1959, a 17.2% increase in the number using the medium in the first three months of the year. By companies, the total was 1,087 different firms, a 12.9% rise. Of this number, 1,032 were firms using spot radio during the second quarter (14.4% increase) while the number using network radio remained level. A total of 96 companies bought both spot and network radio during the second quarter.

The bureau noted a sharply increased spending rate by radio advertisers during the second quarter compared to the first quarter and commented that “individual counteretrends apparently were quietly underway” after a first quarter characterized as “soft” in national radio revenue.

Actual dollar figures for spot radio’s leading clients during the first six months of 1959 are now being prepared by RAB and soon will be released.

<table>
<thead>
<tr>
<th>RADIO’S SECOND QUARTER CLIMB</th>
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<tbody>
<tr>
<td>(Charts reflect increase in total number of companies and brands advertised in spot and network radio, second quarter, 1959, compared to first quarter.)</td>
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66 (THE MEDIA)  
BROADCASTING, August 17, 1959
NAB to publish new engineering book

An updated technical manual covering the entire field of broadcast engineering will be published by NAB in mid-1960 according to A. Prose Walker, NAB engineering manager, who compiled the work with George W. Bartlett, assistant manager of the department. Mr. Walker left last week for the International Radio Conference in Geneva.

The first technical manual in more than a decade, the fifth edition will be printed by McGraw-Hill Book Co. It will contain 3,000 manuscript pages and 1,200 illustrations, compiled in 47 chapters of which 39 are entirely new. The remaining eight have been revised.

Contributors to the manual include 45 engineers representing radio-tv stations along with executives of manufacturing and consulting firms. Top issues range from studio planning to antenna lighting. The list of subjects includes chapters on towers, measurement, transmitters, transmission lines, networking, microwave links, relays, color tv, magnetic recording of audio and video information on disc and tape, film processing, remote facilities, multiplexing, compatible single sideband systems, automation, translators and boosters, stereo, Conelrad, facsimile and similar topics. Chapters include pertinent parts of FCC rules and NAB standards. The manual will be distributed without charge to NAB radio and tv members upon publication and later will be available for purchase through book stores.

More tv fund shares

Some 206,500 shares of Television Shares Management Corp. common stock will be offered to the public in the near future, with an expected price of about $28 per share. TSMC is the management service company and sales agent for the mushrooming Television Electronics Fund, founded back in 1948. White, Weld & Co. is heading a group of securities dealers, which is to make the public offering on behalf of an estate, an investment company and some of the original stockholders.

NAB District 15

Special election procedure will be started by NAB to fill a vacancy on the Radio Board of Directors created by resignation of Joe D. Carroll, KMYC Marysville, Calif., representing District 15 (N. Calif., N. Nev., Hawaii, Guam). Mr. Carroll resigned from KMYC following its sale to Carlton Broadcasting Co. His NAB term expires in spring 1961.

Free hospital care offered radio-tv

The Will Rogers Memorial Hospital and Research labs now receive patients free who are allied to the radio-tv field. The institution cares for diseases of the chest and admits patients who have any of 15 disorders including some forms of lung or heart disease.

Supported by the Will Rogers Memorial Fund in New York City, the hospital has long been known and used by people in the entertainment business. In 1926, a group of vaudevillians undertook the hospital's formation and opened it to all colleagues in entertainment.

A rejuvenating process started about 10 years ago when motion picture executives took a hand. Since then the center has been making strides in the medical and psychological treatment of lung and heart disease victims.

The hospital building itself—a remodeled Tudor mansion-type—overlooks Saranac Lake in upstate New York. The fund is striving now to make "strong impressions on the radio and tv fields," according to its officials. With radio-tv people included, the hospital expects to broaden its financial support. Eligible for free care are those whose disorders are included and who also are employed in any phase of the amusement field and under doctor's orders for hospitalization.

Over the years, the institution has been supported by small donations. It conducts an annual drive, called "Christmas Salute" but with the increased costs of today has increased its traditional "$1 appeal" to a recommended equivalent of an hour's pay. (So far, it has not had use of radio or tv time.) New York address of the fund: 1501 Broadway (Paramount Bldg.). President is Abe Morgen, executive vice president of Columbia Pictures Corp.

Time Inc. not quitting radio-tv, says Pullen

The long-range interest of Time Inc. in its broadcast properties and activities will not diminish, despite the company's sale of KYLY-AM-FM and KVTV (TV) Salt Lake City, Weston C. Pullen Jr., Time Inc.'s vice president for broadcasting, said last week.

He told national advertisers and agency representatives at a meeting in Minneapolis, where he attended a four-day conference of Time Inc. station managers, that the company is making "encouraging progress" for the four markets where it has radio and television operations and hope in the near future to return to the full complement of five television stations." In referring to the station sales (BROADCASTING, Aug. 3) he said there are no other immediate changes planned for the Time broadcast facilities.


FM in Louisville

WLVL (FM) last week became Louisville's first fulltime commercial FM outlet—armed with a fistful of contracts, many for 52 weeks. W. F. Johnston, one-time salesman for Frederick W. Ziv Co., and general manager of WLVL, reported a sellout of all announcement availabilities and 75% of all program time by some 60 accounts. He noted the market has less than 10% fm saturation. The station, which programs "fine music," is licensed to Fidelity Radio Inc., and operates on 97.3 mc with 34 kw.

Among staff additions reported by Mr. Johnston were those of Tony Mac Fayden, from KEAR (FM) San Francisco, as program director, and Cy Weber, from the Concert Network, Boston, as production director. George Partridge is sales manager.

Canon 35 throttles N.D. safety project

An inter-media effort to improve North Dakota's traffic safety record has been wrecked by Canon 35 of the American Bar Assn.

Radio and tv stations, in cooperation with newspapers, had set up a Traffic Safety Committee in Bismarck. They felt broadcasts of traffic court proceedings would be educational, interesting and reduce the accident rate.

The first traffic court broadcast July 7 was also the last after Justice James Morris, of the North Dakota Supreme Court, trotted out a copy of Canon 35 and its anti-broadcast language. Police Magistrate I.M. Oeseth, who had backed the program, felt he should stop it because the canon had been adopted in 1953 by the state bar association.

After the July 7 program the magistrate had stated: "We found if we had written a script and hired Melvin
King Midas made things happen in Phrygia...and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN has proved you can produce large audiences without loud noises. We are the home of the big hit not the big beat. The final evidence of popularity is the cash register and WPEN carries more local and more national advertising than any other radio station in Philadelphia. In Programming...and in Sales...WPEN Makes Things Happen In Philadelphia.

Represented nationally by GILL-PERNA
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.
Douglas to be the judge it couldn't have been better."

Bob MacLeod, KFYR Bismarck manager, and chairman of the inter-
media committee, observed after the magistrate's action: "Most broadcasters are re-
sponsible and will bend over backward to be fair. I feel we've got the same rights as newspapers."

**Reds Jammed Koslov, USIA's Allen reports**

Jamming of Voice of America broad-
casts is backfiring to some extent on Soviet officials and serves to stimulate interest in the programming, accord-
ing to George V. Allen, director of the U.S. Information Agency. Addressing a National Press Club luncheon in Washington Thursday, Mr. Allen said VOA broadcasts in English are not jammed. He recalled that Soviet officials were embarrassed recently when told they had jammed the Rus-
sian language address of Deputy Prel-
ator Frol Koslov at the opening of the Russian exhibition in New York.

While explaining the difference be-
 tween the U.S. government's COA ser-
dice and Radio Free Europe, he said few foreign listeners realize RFE is private-
ly financed and outside government control. VOA broadcasts in 40 lan-
guages including English; RFE in five languages to non-Soviet countries in Eastern Europe. A third service, Radio Liberation, is privately financed and broadcasts only to Soviet areas in native tongues.

Mr. Allen described the Nixon-
Khrushchev debate at the preview of the U.S. exhibition in Moscow (BROAD-
CASTING, July 27, Aug. 3) as the "most historically important broadcast" in a long time.

**Media reports**

- Chicago's four commercial tv sta-
tions are cooperating with the local chapter of the Academy of Tv Arts & Sciences on a half-hour colorcast designed to point up special summer events in that city. The telecast (Aug. 25) will be produced by NBC's WNBC (TV) Chicago, with technical talent and production assistance from the other tv stations. Titled Swing Summer, the colorcast will be sponsored by Peter Hand Brewing Co. (Meister Brau beer), placed through BBDO. Chicago Mayor Richard L. Daley will appear as a special guest, heading a list of radio-
tv personalities and saluting the forth-
coming Pan-American games festival.

- Keystone Broadcasting System an-
nounces addition of the following af-
filiates: KTOC Jonesboro and KASO Minden, both Louisiana; WDBL Marsh-
field, Wis.; WWIZ Lorain, Ohio; KGRO Gresham, Ore.; WRHW Cleve-
land, Ga.; KRMS, Osage Beach, Mo.; WJBD Salem, Ill.; WLBI Denham Springs, La.; WLOS Tawas City, Mich.; KQDI Bismarck, N.D.; KURY Brook-
ings, Ore., and WWRI West Warwick, R.I.

- All-jazz KFMB-FM San Diego plans to go on air about Sept. 1. George Whitney, vice president-general man-
ager, says that apart from news bul-
etins on the hour, the station will pro-
gram only "the sincere musical efforts of talented exponents of the various jazz schools." KFMB-FM is on 100.7 mc with 18.5 kw.

- Community Club Services Inc., has moved its southeastern headquarters to Atlanta, Ga. Heading the new office is Martin E. White, southeastern sales manager, who was previously in Au-
gusta, Ga. The new office is at 1401 Peachtree St. N.E. Telephone: Trinity 4-7290.

- Net profits of WJR Detroit-WJRT (TV) Flint for six months ended June 30 were $134,284.27 after taxes. Last year's figure for the same period: $196,340.84. Net earnings per share: 22 cents, compared to 32 cents in 1958. Sales for the 1959 six-month period: $1,966,866.66. 1958's sales: $1,660,-

868.16. A 10 cent dividend is to be paid Sept. 3 on the 602,764 outstanding shares.

- As part of NAB's year-old Learn and Live public service campaign, which promotes intellectual endeavor in all fields, the broadcasting trade association announced Aug. 10 that it is co-
operating with Science Service in the observance of National Science Youth Month in October. NAB will provide member stations and networks with spots and other material. Science Youth Month is designed to "inspire and inform youth" about the opportu-
nities and qualifications for scientific and technological careers.

- Radio Advertising Bureau is dis-
tributing a new pocket-sized fact book. The Radio Facts Pocketpiece in 24 pages gives some 2000 statements as to the medium's size, scope and major areas of strength, including comparison with other media.

- Affiliating with the Mutual Broad-
casting System today (Monday) are WINF Manchester, Conn., and WZOK Jack-
sonville, Fla., bringing to 16 the addi-
tions to Mutual over the past six weeks. WINF, owned and operated by John Deme, is a 250 w facility on 1230 kc. Radio Jax Inc. owns WZOK; Jack Wheeler is president and general manager.

- WVEC-TV Norfolk, Va., former uhf station on ch. 15 and which re-
sumes operations this fall as a vhf on ch. 13, has signed as an ABC-TV pri-
mary affiliate, it was announced Thurs-
day (Aug. 13) by Oliver Treyz, ABC-TV president, and Thomas P. Chisman, WVEC-TV president-general manager. The station is owned and operated by the Peninsula Broadcasting Corp.

- KTWO-TV Casper, Wyo., joins CBS-
TV as an interconnected affiliate in the extended market plan group. The former CBS Casper affiliate, KSPR-TV, dis-
continued operations July 22. KTWO-
TV (ch. 2) is owned and operated by Rocky Mountain Tv Stations, Beverly Hills, Calif. Lawrence S. Berger is vice president and general manager of the station.

- KIT Yakima, Wash., has dropped its suit against The Pulse Inc., New York (BROADCASTING, March 9), because it has been determined that "errors in the publication of an audience study made by The Pulse were simply typing or compilation errors and were not inten-
tional on the part of The Pulse Inc."

- WFBM-FM Indianapolis is to start program tests Nov. 26, Shirl Evans, the station's manager, says. WFBM-FM will be separately programmed from WFBM-AM- TV except for occasional stereophonic shows. The new outlet is on 94.7 mc with 51.9 kw.

- WFRV-TV Green Bay, Wis., switched to a single rate structure Aug. 1. The new national-local AA rate is increased to $650 from $600. AA time is reduced from 6:30-10 p.m. to 7-10 p.m.

- KTWR (FM) Tacoma, Wash., re-
turned to the air Aug. 3. It had been off the air several months while in-
stalling new transmitting gear. KTWR is on 103.9 with 1 kw.

**Rep appointments**

- WFPG Atlantic City, N.J., appoints Jack Masla & Co., N.Y., as national (except for Philadelphia) representative.


- Herald Tribune Radio Network, N.Y., (including WFYI Mineloa-Gar-
den City, L.I.; WVIP Mt. Kisco and WGH0 Kingston-Saugerties, all New York) names the Bolling Co., N.Y., for national sales.

- WAMO Pittsburgh to Bernard Howard & Co.
GOVERNMENT

JOKER FOUND IN SPORTS BILL

Eight hidden words would give professional leagues vast control and permit pay-tv

Eight unnoticed words in five identical House bills exempting certain phases of professional team sports from antitrust laws have caused the broadcasting industry to take a second look.

The pertinent sentence of the bills gives professional baseball, football, basketball and hockey “the right to operate within specified geographic areas” without regard to antitrust restrictions. This would mean, according to a Washington lawyer who is an expert on antitrust matters, that:

1. Professional teams could agree that there would be no further free radio-tv of their games—with all activities limited to a pay-as-you-watch basis.

2. Professional leagues in baseball, football, basketball and hockey could agree among themselves there would be a total blackout of all games on radio and tv.

3. The four sports would have the unquestioned right under law to specify a minimum fee for radio-tv rights. Such contracts are now negotiated on an individual club basis.

Not Whistling Dixie • These are actual dangers, not just remote possibilities, facing broadcasting if any of the exemption becomes law, the attorney emphasized last week. Especially, he indicated, is this true of the threat that major league baseball will turn to closed-circuit pay tv.

The House Judiciary Antitrust Subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), has announced hearings on the radio-tv implications of the sports antitrust exemptions during the present session of Congress (Broadcasting, Aug. 10). The five identical bills were introduced by Reps. William Miller (R-N.Y.), HR 2371; Oren Harris (D-Ark.), HR 2372; John Byrnes (R-Wis.), HR 2373; William Cramer (R-Fla.), HR 2374; and Francis Walter (D-Pa.), HR 2375. A sixth measure, HR 2266, also to be considered by the subcommittee, gives sports a blanket antitrust exemption. It was introduced by Rep. Basil L. Whitener (D-N.C.).

On telecasts, the five identical bills authorize a 75-mile tv blackout from the home town of a minor league team on the days that team has a home game. However, it is not this section of the bill but the sentence exempting “geographic areas” which causes broadcasters most concern in a re-evaluation of the bills. The nine words were termed “very ambiguous” by lawyers who have studied the provision, with the sports being given the power to do what they pleased.

During the 85th Congress, Rep. Cel-ler authorized and conducted hearings on a bill exempting those phases of professional sports “reasonably necessary” from antitrust laws. However, under that measure broadcast restrictions would have been left in force. Over the strenuous objections of Rep. Celler, his bill was amended on the House floor to include the provisions of the bills again before the Antitrust Subcommittee.

Friends in Need • After this bill passed the House, broadcasters recognized the inherent dangers in the 75-mile blackout and turned out in force during Senate hearings in opposition. (Broadcasting, July 21, 1958). They had two powerful allies in testimony of Rep. Celler and the Justice Dept.

Rep. Celler told the Senate that the proposed sports exemption would permit club owners to band together and
AN IMPORTANT ANNOUNCEMENT

to all personnel in the Television and Radio industry. This means everyone who works in radio or television stations, or those who cover radio and television for newspapers or magazines—and their families.

The Board of Directors of the Will Rogers Memorial Hospital and Research Laboratories, at its annual meeting on June 27 at Saranac Lake, N. Y., also unanimously voted that all newspaper and magazine motion picture, drama, television, radio, music and night-club editors and critics, and members of THEIR IMMEDIATE FAMILIES are eligible for care and treatment, AT NO COST, at this hospital.

Hence, the WILL ROGERS MEMORIAL HOSPITAL AND RESEARCH LABORATORIES, operated by the Will Rogers MEMORIAL FUND, is now as much YOUR hospital as it is of any one in any segment of the entertainment field.

YOUR hospital treats all diseases of the chest. There are 15 such ills stipulated as its concern. These include lung cancer and heart disease.

Within the next fortnight I shall, by letter, provide you with further details.

We are happy to make the facilities of the hospital available to that portion of the press reporting the entertainment world.

God forbid that you or any dear one ever will require treatment, but if you do YOUR hospital welcomes you with open heart and open arms. YOUR hospital has the endorsement of the medical profession the world over.

*We are proud of this hospital and are happy to make this announcement.*

ABE MONTAGUE
President

ROBERT J. O’DONNELL
Chairman, Board of Directors

WILL ROGERS MEMORIAL HOSPITAL and RESEARCH LABORATORIES

Saranac Lake, N. Y. National Office: 1501 Broadway, New York 36, N. Y.
impose an indirect censorship on radio-TV. Rep. Celler stated:

"Almost the entire U.S. could be blacked out from telecasts of major league baseball games ... In addition, the major leagues could black out U.S. free TV in order that they could charge for games on pay TV or on non-network TV. I defy anyone to tell me that these covenent owners would not, if they could, force all of us to pay a dollar or more to see a game by way of a closed circuit ... Personally, I have great reservations about the necessity for any special antitrust treatment for sports with respect to radio or television." 

Backers of the bills maintain that a restriction of major league telecasts is necessary to save the minors. The 75-mile blackout was not applied to radio, they said, because there is no indication radio has had an adverse affect on minor league gate receipts.

Real Interests • But, according to Rep. Celler, "money, not the welfare of the minor leagues, determines the owner's actions in the TV question." All of these statements were made a year ago by Rep. Celler before the Senate Judiciary Antitrust Subcommittee. He did not testify when the subcommittee held hearings three weeks ago on similar legislation (Broadcasting, Aug. 3).

And now, it was pointed out, radio and TV play-by-play accounts of sports events face far graver dangers in the implications of the "geographic areas" antitrust exemption. Industry spokesmen are expected to testify on this point during the announced House hearings, for which an exact date has not been set.

Rep. Celler's subcommittee has scheduled hearings on an unrelated subject Aug. 20-21, so the broadcast-sports question cannot be taken up before then. With Congress pushing for an early-September adjournment, the hearings probably will be slotted before Labor Day (Sept. 7). 

FCBA clarifies rule on 'ex parte' contacts

The Federal Communications Bar Assn. has redrafted its Canon No. 2 title: 'Exert Undue Influence on the Commission.' The new language, designed to clarify any ambiguity:

"Upon the institution of a complaint, a request of an adversary nature, or an application which will be in conflict with another proposal or with an existing operation, it is improper for lawyers to communicate ex parte, directly or indirectly, with any Commissioner, examiner or other representative of the Commission responsible for the preparation of or adoption of the decisions in the case, except in circumstances expressly authorized by law or by the Commission's rules, regulations or orders." 

Under the old language, practicing attorneys were forbidden to discuss the merits of a contested case with Commissioners or staff in the absence of counsel for opposing parties or without notice to them.

**CBS tells FCC why Daly was not invited**

CBS Inc. explained to the FCC last week that it refused network time to Lar Daly, perennial political office seeker, because it felt other opponents of CBS views on Sec. 315 were better qualified than Mr. Daly to discuss that law.

(Mr. Daly had asked the FCC to require CBS-TV and CBS Radio to give him "equal time" to discuss Sec. 315 after programs on the TV and radio networks July 27 and July 30, respectively, which examined Sec. 315, its history and proposals in Congress to exempt newscast-type shows from the "equal time" requirements of Sec. 315. The program on CBS-TV (taped and used later on CBS Radio) included a five-minute air editorial by CBS President Frank Stanton favoring amendment of Sec. 315 to exempt newscasts and generally opposing Sec. 315 as a whole.)

CBS said that instead of selecting Mr. Daly to oppose the views expressed by the network it gave time to a college political science professor and representatives of the Liberal Party of New York and the Socialist Labor Party, all of whom expressed contrary views to those of CBS, in a program on CBS-TV Aug. 2 (and on CBS Radio Aug. 4). Thus, said CBS, it satisfied the FCC requirement of "fair and balanced presentation of a controversial public issue."

CBS said the principle involved (in its opposition to FCC rulings ordering that Mr. Daly be given time equal to that of his political opponents who appeared on newscasts) is that newscast coverage of political candidates is the issue involved—not Mr. Daly himself, who, CBS said, "merely triggered the issue."

The network again was under "equal time" fire last week from Sen. Eugene McCarthy (D-Minn.) and once again from Mr. Daly. Sen. McCarthy asked CBS Inc. President Frank Stanton on what legal basis the network distinguished between Presidential-aspirants Sen. Hubert Humphrey (D-Minn.) and Vice President Richard Nixon. He noted that CBS carried a report by the Vice President on his trip to Russia.

Sen. McCarthy charged that certain of Mr. Nixon's statements on the Aug. 9 program had "clear political bearing on the 1960 Presidential campaign" and should be subject to equal time. Sen. Humphrey had been scheduled to appear on CBS' Face the Nation but was cancelled after Sen. McCarthy and Minnesota Gov. Orville Freeman formed a "Humphrey for President Committee."

Lar Daly demanded equal time from CBS, NBC and Mutual to answer Vice President Nixon's report on his trip to Russia. Mr. Daly stated that he is a "legally qualified candidate" for President in 1960 and that the Vice President meets the same qualification.

**Montana Microwave resumes court fight**

The U.S. Court of Appeals in Washington last week was asked to stay the FCC's order which took off the air a microwave relay system feeding Spokane, Wash., TV signals to a community TV system in Helena, Mont.

The Helena cable TV company asked the court to stay the FCC's action pending an argument on the validity of the Commission's order.

Montana Microwave, privately owned common carrier system which brings distant TV programs to the Helena cable company, ceased operating Aug. 6 following dismissal of its appeal by the Ninth Circuit appeals court in San Francisco (Broadcasting, Aug. 10).

When Montana Microwave shut down, ch. 12 XXLJ-TV Helena resumed broadcasting. XXLJ-TV went dark when Montana Microwave began bringing Spokane television to Helena in January.

The Commission's grant to Montana Microwave early this year was protested by XXLJ-TV immediately thereafter. The FCC turned down the protest at first as not meeting the "particularity" test. The Washington courts subsequently ruled that the Commission must provide a hearing and last month the FCC heard oral argument on this protest as well as others (Broadcasting, July 27).

When the court ordered the XXLJ-TV protest re-instated, the FCC ordered Montana Microwave to cease operating pending outcome of the hearing. It is from this order which Helena TV Inc. (the cable company) is appealing.

A letter favoring the grant of another TV station in Helena has been filed with the FCC by Ed Craney, owner of XXLJ-TV. Mr. Craney called attention to the application of the Helena community TV system for a TV station there and urged that it be granted so that Helena would have two off-the-air TV signals plus other Montana TV signals via the cable company.
“We’re running the freshest sound in Radio!...

without MacKenzie we couldn’t maintain the pace of the new ‘Modern Dynamic Radio.’ No more missed cues, retakes, or fluffs since we installed MacKenzie’s 5 channel Selective Program Repeater,”

says JOHN STAPLES  
Gen. Mgr.  
KRNO, San Bernardino

Satisfaction during the first three months of operation has been so complete, that KRNO has now ordered and installed its second MacKenzie Program Repeater. More and more reports of satisfied users are coming in daily from stations large and small.

A multi-channel instant programming machine, the MacKenzie Program Repeater offers amazing flexibility and foolproof operation...will save your station both time and money. It is designed for use by Radio Broadcasting...television...film and sound recording studios.

For instant playing of pre-recorded spot announcements, station breaks, jingles, music bridges and other program material requiring precision cueing, it cannot be duplicated. Fast, easy magazine changes provide hundreds of sound effects ...at your fingertips.

Write, wire or phone collect, for further information, specifications and delivery. The Model 5CPB shown here features five channels, each with individual plug-in transistorized pre-amplifiers and separate gain controls.

Delivered as illustrated, mounted on a standard relay rack panel (8¾” high), complete with self contained power supply. Included with each machine are five magazines and accessories. Price $1,250 F.O.B. Los Angeles. Leasing available. Demonstration upon request.

MACKENZIE ELECTRONICS, INC.  
145 West Hazel Street • Inglewood 3, California
HOUSE SETS SEC. 315 DEBATE

Floor action this week; ambiguities seen

HR 7985, exempting radio-television newscasts, news interviews and political conventions from Sec. 315 of the Communications Act, will be taken up on the floor of the House tomorrow (Tuesday).

The Rules Committee granted a three-hour open rule for House consideration of the bill. This means that three hours, equally allocated to both sides, have been set aside for debate on the bill proper with no restrictions to the number of amendments that may be proposed. Each speaker on an amendment will be allowed five minutes.

Reversing the FCC’s Lar Daly decision, HR 7985 was introduced by Rep. Oren Harris (D-Ark.). However, the bill now bears language submitted in the Commerce Committee by Rep. John Moss (D-Calif.), a member of both the full committee and Communications Subcommittee. Pertinent language of the bill reads:

“Appearance by a legally qualified candidate on any bona fide newscast (including news interviews) or on any on-the-spot coverage of news events (including but not limited to political conventions and activities incidental thereto), where the appearance of the 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.”

What Is Exempt? • There is considerable disagreement within Congress as to just what type of shows would be exempted from Sec. 315 under this language. In testimony before the Rules Committee last Wednesday seeking a rule on the bill, Rep. Harris said that such panel shows as Face the Nation and Meet the Press would be exempt from equal time requirements as long as they were under the control of broadcasters.

Rep. Moss took the opposite view. He said he certainly did not intend that such shows should be exempt in offering his amendment because panel programs are more open for abuse. Another congressman pointed out that a candidate’s appearance on this type program during a campaign hardly could be “incidental” to his political activities.

Rep. John Bennett (R-Mich.), ranking minority member of the Commerce Committee, said the bill as it goes before the floor would lead to more confusion than now is the case under the FCC’s Lar Daly ruling. He said he much preferred the original Harris language, which stated:

“Appearance by a legally qualified candidate on any news, news interview, news documentary, on-the-spot coverage of newsworthy events, panel discussion or similar type program where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network in the case of a network program, shall not be deemed to be use of a broadcasting station within the meaning of this subsection.”

Rep. Bennett said he had not decided if he would offer an amendment on the floor or whether he would wait until the bill goes to conference with the Senate to attempt clarification. The Senate already has passed a Sec. 315 amendment which is somewhat broader than the House bill (Broadcasting, Aug. 3).

Mack, Hemphill Views • Other amendments might come from Reps. Peter F. Mack Jr. (D-Ill.) and Robert W. Hemphill (D-S.C.), both members of the Commerce Committee but not of its Communications Subcommittee. In supplementary views submitted with the committee report HR 7985, Reps. Mack and Hemphill said the bill does not “provide an adequate remedy for the situation dealt with in the Lar Daly case . . . .” (Broadcasting, Aug. 10.)

The two congressmen maintained that the legislation should define a legally qualified candidate and that application of Sec. 315 should be limited to 45 days preceding primary and secondary elections and 90 days before general elections. Both said last Thursday they were undecided if an attempt would be made to amend HR 7985 to embody these proposals.

However, House Majority Leader John McCormick (D-Mass.) originally had placed the bill on the House calendar for today (Monday) but moved it back to Tuesday at the request of Reps. Mack and Hemphill.

Pointing up the avid interest of House members in the bill were the questions asked of Reps. Harris, Bennett and Mack in their appearance last week before the Rules Committee. Rep. Harris originally asked for a minimum of two hours on the floor for debate of HR 7985, but after Rules members (10 were present) had been quizzing the Commerce representatives for nearly an hour, Rep. Homer Thornberry (D-Tex.) suggested:

“It looks to me like you ought to have four hours on the bill . . . .” because there is bound to be lengthy de-
If you’re marketing drug products...

In Oklahoma, 69% of all drug products are purchased in the WKY-TV coverage area. It’s not that our viewers are any less healthy—it’s just that we have more viewers. And they’re more responsive. Guess you might say we’re experts at getting pocketbooks to open up and say “AHHHHH.”
Senate committee also to get tv quiz findings

A coterie of congressional attorneys were in New York last week arranging for a speedy transmittal of information needed to guide Washington investigators in a planned study of the tv quiz scandal.

Sen. Warren Magnuson's (D-Wash.) Commerce Committee kept pace with the House Oversight Subcommittee by obtaining a ruling Thursday (Aug. 13) from Judge Mitchell D. Schweitzer in New York general sessions court granting permission to the committee to inspect grand jury testimony. The House group received the same information two weeks ago (Broadcasting, Aug. 10). The minutes—now in stenographic notes—represent secret testimony from over 200 witnesses taken during the nine-month New York Grand Jury examination of charges that tv quiz contestants had been coached on the expected answers (Broadcasting, Aug. 3).

Senate Commerce Committee's communications expect Nick Zapple, and Oversight attorneys Richard Goodwin and Charles Howze were meeting in New York late last week with representatives of the district attorney's office to set up a "workable" method whereby portions of the minutes can be examined without further delay.

Court stenographers have been working overtime to prepare the pertinent statements.

Quiz jury head asks for witness anonymity

The foreman of the New York grand jury which investigated tv quiz shows made a public appeal last week for anonymity of contestants who were supplied answers in advance. In a letter to the Washington (D.C.) Post & Times-Herald, foreman Louis Hacker wrote:

"I am making a plea—despite the wrongs they have committed—for the preservation of their anonymity exactly because many of them were young or naive or weak and therefore were sorely tempted."

Dr. Hacker, former dean of Columbia U.'s School of General Studies, noted that the Legislative Oversight Subcommittee had promised not to hurt innocent persons.

"One wonders, however," he said, "whether public hearings in which only those who—by self-confession or accusation—participated in the frauds are to be brought forth as witnesses will serve any useful purpose."

Dr. Hacker said the same purpose the subcommittee hopes to accomplish would have been served if General Sessions Court Judge Mitchell D. Schweitzer had released the grand jury report, as recommended. "The report, concerned itself with the devices of manipulation or corruption . . . encouraging the sort of regulation that would prevent recurrence," the jury foreman state. "In addition to questioning what courts have generally recognized as the inalienable right of grand juries to hand up non-indicting reports . . . Judge Schweitzer has made Rep. Harris' intervention inevitable," he said.

WTEN (TV) favored for permanent grant

In an admittedly "difficult choice," FCC Hearing Examiner J.D. Bond last week issued an initial decision favoring Capital Cities Tvc Corp. over WVET-AM-TV Rochester for dropped-in ch. 10 at Vail Mills, N.Y., to serve the Albany-Troy-Schenectady area.

Capital Cities, which owns WROW Albany, has operated WTEN (TV) on the contested channel since Dec. 1, 1957, under a temporary permit from the FCC. Examiner Bond favored Capital Cities on factors of local residence and civic participation and broadcast experience in the area to be served. WVET-TV was preferred on the diversification factor and was given a "slight preference" for proposed program policies. Other factors were considered "equal" or "off-setting."

Examiner Bond said it "cannot be ignored" that two principals in Capital Cities—Reps. Dean P. Taylor (R-N.Y.) and Leo W. O'Brien (D-N.Y.)—have demonstrated they are responsive to community interests by being elected and re-elected to Congress. Largest stockholders in Capital Cities are commentator Lowell J. Thomas (16.2%).
Why mutual life insurance companies are such sticklers for efficiency

Most people would agree that the life insurance business is highly competitive. But many of those same people wonder just what the competition actually is. After all, life insurance companies do sell similar products at similar prices under similar regulations.

Actually, the companies compete in the area of operating efficiencies. And if the company is a mutual company, the savings from these efficiencies are reflected in "dividends," which are really premium refunds to policyholders.

The effect of this is to lower the cost of insurance for mutual policyholders—for whom the company is operated solely. Life insurance is the most important form of financial security for most mutual policyholders. No wonder they take special interest in their company!

It is also worthy of note that most major stock companies have become mutual companies, and two thirds of all life insurance policyholders buy mutual insurance. As the first American company to offer the public mutual life insurance, we are pleased that so many people have followed the trail we blazed 116 years ago.

**MUTUAL OF NEW YORK**
The Mutual Life Insurance Company Of New York, New York, N.Y.
Sales and service offices located throughout the United States and in Canada

For Life, Accident & Sickness, Group Insurance, Pension Plans, MONY TODAY MEANS MONEY TOMORROW!
FROM Western Electric's Point Breeze Works go many millions of feet of telephone cable to every corner of the nation. Some of this shipment may have been for your town.
Take a boat ride down the Patapsco River toward Chesapeake Bay, then look back. Only here can you see the full sweep of fabulous Baltimore . . . its handsome skyline, its forty miles of deepwater docks and its industrial area.

Here too you can see the Point Breeze Works of Western Electric where more than 6000 Baltimorans help us make telephone apparatus and equipment for the Bell System — including enough wire and cable in a year to girdle the globe 258 times.

What does this huge Western Electric plant mean to Baltimore? It means jobs and payrolls to spend with local merchants, taxes we pay and business for our over 800 local suppliers. Last year throughout the whole state of Maryland we paid out over 9 million dollars to 915 firms.

Being in Baltimore means something to us, too. We benefit from the skills of a superior work force and enjoy the traditional hospitality of this fine old city.

Besides Baltimore, Western Electric has manufacturing plants in 24 other cities where we also make hundreds of different telephone products for the Bell System. Last year we purchased over a billion dollars worth of raw materials, products and services from more than 30,000 suppliers located in every state of the Union. Of these, 90% are “small businesses.” The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.

LOCAL SUPPLIER. Kinlock Yellott (right), President of the Haven Chemical Co., and Western Electric buyer, Robert Giblin, observe as copper wire is simultaneously insulated and color-coded with vinyl ink. Mr. Yellott’s firm supplies the ink.

VOLUNTEER FIREMAN. W.E.’s David Weiss (left) often meets with Baltimore County Fire Chief Win Winholt to coordinate activities of the paid and volunteer departments. Dave is Executive Committee Chairman in the Volunteer Fireman’s Association.

BEAUTY QUEEN of the Point Breeze Works, Jan Amend, receives United Appeal plaque on behalf of fellow employees, all of whom gave a minimum of four hours pay (a total of about $64,000). Making the presentation on behalf of United Appeal is Campaign Chairman Robert W. Thon, Jr., VP of the Savings Bank of Baltimore.

BUSINESS EDITOR Carroll Williams, Baltimore SUN has said of Western Electric: “a solid corporate citizen which makes important contributions to the dynamic economy of Baltimore. They keep a lot of wheels turning.” We value his comment highly.
and his business manager, Frank M. Smith (12.1%), president. Besides WROW and WTEN, Capital Cities owns ch. 11 WTVD (TV) Durham, N.C. (one principal also controls WDBC-AM-FM Durham), WPRO-AM-FM-TV Providence and operates WCDB (TV) Hagerstown, N.Y. (ch. 29), and WDCB (TV) Adams, Mass. (ch. 19), as satellites of WTEN.

WVET-AM-TV operates its ch. 10 tv facility in Rochester on a share-time basis with WHET-AM-TV there. The largest stockholder (7.66%) is Ervin F. Lyke, president and general manager.

**Tv vs. microwave fight moves toward hearing**

The court case involving the question of whether broadcasters have a property right in their signals advanced another step toward hearing last week.

Filed was the response by the Twin Falls, Idaho, cable company operator to the suit filed by three Salt Lake City tv stations (Broadcasting, May 4).

The cable operator, W.L. Reiher, filed a general denial of the complaints. He stated that they fail to state a claim on which relief may be granted.

Mr. Reiher owns the Twin Falls community television system and also Idaho Microwave Inc. The microwave company plans to pick up and relay the Salt Lake City signals to the cable company in Twin Falls.

The Salt Lake City stations asked for a permanent injunction to prohibit the microwave company from picking up and using their signals. KUTV (TV) in Salt Lake City also claimed it had a retransmission contract with KLIX-TV in Twin Falls for which the latter was paying a fee. The other stations are KTVT (TV) and KSL-TV.

The Salt Lake City outlets also said the community cable company would deprive them of the fruits of their efforts with no compensation, interfere with property and contractual rights, possibly degrade their signals and thus cause a loss of goodwill. They also pointed out that they might have to pay more for program product, performers and talent.

The cable company began operating in May 1955 carrying the signals of the two Boise and one Idaho Falls stations as well as the local KLIX-TV.

**Idaho translator**

The FCC has set aside a June 24 license renewal for tv translator K70BA Lewiston, Idaho, after it found that the licensee, Orchards Community T. cf Assn. Inc., had been operating another translator station on ch. 76 without Commission authorization. Orchards was given 30 days to reply to the action.

**PROGRAMMING**

**MYSTERY STRIPS BRIGHT**

California National predicts new trend

Nighttime strips of mystery series are "strong likelihoods" in both local and network tv programming this fall.

The prediction comes from Jake Keever, California National Productions' vice president and general manager. The syndicator bases his observation on an expected increased flow in the fall of the private-eye series.

Strips themselves are getting increased attention from CNP, the NBC film subsidiary. The company already has introduced former network series, such as *The Life of Riley*, *Medic* and *It's a Great Life*, as daily strip entries.

Program stripping means a series placed Monday-Friday on a schedule. As used in networking, the *Bob Cummings Show* daytime series on ABC-TV will be seen in this manner.

Obvious advertiser interest for the technique lies in so-called sponsor identification. Also, says CNP, the ratings picture has shown unusually bright for those time periods in which stripping of syndicated series is employed by stations.

California National, for example, can point to WTRF-TV Wheeling where H. Needham Smith, sales manager, claimed a near 2-to-1 edge over a competing program in the 5:30-6 p.m. period for *Riley*. Other stations report similar advances. Among them: WJTV (TV) Jackson, Miss., whose tv manager, Owens F. Alexander, after citing rating advances with *Riley* noted, "on the basis of these figures we would not hesitate to recommend this program to any station for a daytime series."

Similar letters were received by CNP from Tom Shelburne of WNEP-TV Scranton; James Schiavone, WWJ-TV Detroit; Hi Bramham, WSM-TV Nashville; James E. Conley of WCAU-TV Philadelphia and Leslie G. Arries Jr. of WHDH-TV Boston.

**ABC-TV show booster**

Plans for exploitation, promotion and advertising of the ABC-TV fall program lineup are being coordinated following a series of meetings by heads of these network departments and their counterparts at some 80 key affiliated stations.

The series of two-day sessions
In Memphis...
Survey After Survey Shows Channel 3's Commanding Lead!

1st by A.R.B. 1st by PULSE 1st by NIELSEN

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

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WREC-TV
Channel 3 Memphis

Represented Nationally by the Katz Agency
IMPORTANT ANNOUNCEMENT

- EFFECTIVE SEPTEMBER 7 issue, BROADCASTING will go into the mails each Friday. This means advancing advertising (and editorial) deadlines a minimum of 24 hours.

If proof is desired, ad must be in hands of publication two weeks in advance of Monday publication date. Otherwise, ten days in advance for all copy, plates, etc.

No proofs.

Color will print over a weekend which means all color plates must be in our hands no later than Thursdays (10 days preceding Monday publication date). Send specific color instructions in advance.

Inserts must be in hands of publication's printer ten days in advance.

Send all copy and plates to Advertising Department, 1735 DeSales St., N. W., Washington 6, D. C. Use Air Express or Emery Air Freight as Air Mail, Special Delivery or Parcel Post/Special Delivery is held up days in local post office.

have been taking place in New York, Chicago, Dallas and Los Angeles.

Exploitation Director Sid Mesibov who heads the project, Press Information Vice President Mike Foster and Advertising Director Dean Linger presented network plans, then participants swapped ideas on local-level handling. Station management executives also attended the first session in New York and Chicago to hear ABC-TV President Oliver Treyz, Program Vice President, Thomas Moore and Daytime Programming Vice President Giraud Chester present details of network planning for the fall program lineup.

WBBM-TV method: video tape versatility

A technique utilizing video tape recording "in a manner formerly reserved exclusively for film" was reported by CBS's WBBM-TV Chicago last week.

The station completed a sample pilot of a proposed documentary series, recording about 3½ hours on video tape at four remote locations and editing it down to 24 minutes of playing time. Several film segments, shot separately, also were transferred to tape.

The station predicted the technique "is destined for future development." Here's how the pilot was made (using Ampex machines):

The video tape remotes were shot with background sound only. In most cases, the audio level was so low that amplification and intensification were necessary. Background sound was dubbed from the master video tape to audio tape, with addition of some prerecorded sound effects. Separate tracks with narration and music where needed, were prepared to synchronize with video. The three audio tracks then were blended and recorded on a video tape dubbing made from the edited master. (Two masters were recorded simultaneously, one for reference and the other for a work print.)

Background audio was erased from the master tape and composite audio finally restored from the video tape dub to the much-edited original piece of tape—with "minimum loss" in the separate but related operations (editing of tape; transfer of film to tape; and mixing, dubbing and re-recording of audio).

All film exposed on location was "shot silent" and recorded on tape, with three audio tracks of specially created sound, music and narration fed simultaneously to the tape room to produce the complete and finished transfer. To achieve a desired effect in some instances, videowise, a dub was pre-
COMING—
THE FIRST
AUTOMATIC
U.S. POST OFFICE

The Post Office is out to win a race with time. They're going to keep first class mail as fresh as your morning paper. Next-day delivery is the way they'll do it. Nationwide automated mail-handling is the method.

The strikingly modern post office recently announced for Providence, Rhode Island, will be a major step. An ITT subsidiary, Intelex Systems Incorporated, has been appointed to do the job.

Push-Button Operation

This will be a fully-integrated automatic post office, the nation's first. Intelex will design, construct, equip and maintain it. Machines will perform many tedious, time-consuming tasks, enabling career employees to apply their skills to more productive functions where machines cannot replace human judgment.

In minutes, Providence mail will be ready to move. Other automatic post offices are being planned to speed this mail at the end of the line. The vastly accelerated rate of mail movement will keep pace with our surging economy.

You don't just sit down and conceive an operation of this magnitude overnight. Years of experience and months of planning are required.

This is one reason why an ITT subsidiary won the assignment. ITT has been in the creative forefront of automatic processing equipment for many years.

Experience Where It Counts

The ITT System has developed electronic computing equipment for banks, insurance companies and mail-order houses. It has created many types of document and material conveying systems for hospitals, brokerage houses, factories, government agencies.

Intelex Systems Incorporated will have full responsibility for the job. Other ITT divisions—other companies—will contribute.

When it's finished, Uncle Sam's first automatic post office will join the hundreds of ITT projects all over the world which help others to get big jobs done.

...the largest American-owned world-wide electronic and telecommunication enterprise, with 101 research and manufacturing units, 14 operating companies and 130,000 employees.
It takes the
WCKY-BIG Y
to cover the TRI-STATE
trading area of CINCINNATI

We’ve a file full of figures* on the size,
scope and importance of the Tri-State
Cincinnati Trading Area—such as it
covers 1,778,000 people in 31 counties
of Ohio, Kentucky and Indiana, but
YOU must know that, including the fact
that Cincinnati is one of the Top
Twenty Markets of the country.
And when YOU want to cover Cin-
cinnati with a radio campaign, you
want to cover ALL of it, not just the
51%, or 556,890 people, who live with-
in the city limits of Cincinnati. So to
cover all of the Tri-State Cincinnati
Trading Area, you've got to have power—and BIG Y has lots of power—
50,000 watts of it, which is one reason
why you can depend on WCKY to
reach all of the Cincinnati Trading
Area. Then when you add listener ac-
cceptance, live wire merchandising pro-
motions, imaginative programming and
first rate news coverage, then YOU
KNOW your best buy is BIG Y—
WCKY, that is!

*Tom Welstead in WCKY's New York
office and AM Radio Sales in Chicago
and the west coast, have files full of
such figures too!

**

10 commercial outlets
to air Michigan kly

The Michigan Education Assn. in-
agurates its educational tv network this
fall with The Constant Challenge, a 30-
week series about education originating
at WMSB (TV) Onondaga, Mich.
(WMSB [Michigan State U.] shares time
with commercial WILX-TV [Broad-
casting, March 16]).

So far the half-hour series is sched-
uled to be carried by 10 of the state’s
commercial tv stations in their public
service programming. The potential au-
dience is figured at five million. Some
areas to be explored by Challenge: fi-
nancing colleges and schools, radio-tv
in education, the teacher shortage and
related subjects.

**

News in Spanish

WSM Nashville, Tenn., started broad-
casting news in Spanish Thursday (Aug.
13). The newscasts, beamed via the sta-
tion's clear channel to Caribbean area
and Central America, are about the
ministers conference of the Organiza-
tion of American States taking place at
Santiago, Chile.

WSM's News Dept. prepares two-
minute newscasts (weekdays, 2, 3, 4
a.m.) for translation by Dr. Maxwell
Lancaster of the Vanderbilt U. Ro-
mance Language Dept. The special
schedule, running the duration of the
conference, has been undertaken to
promote inter-American understanding.
WSM is on 650 kc with 50 kw.

**

CBS grounded

Firm "ground rules" laid down
by the Little Rock, Ark., chief of
police nixed chances for a CBS
Radio newsmen last Wednesday
(Aug. 12) to make an on-the-
scene broadcast from integration-
troubled Hall High School.

The newsmen assigned by the
network was asked to remove
the radio equipment he had set
up on a utility pole across the
street from the school. The net-
work reported Friday that the
equipment was installed before
the police chief issued his "ground
rules" requiring special press
cards which could be had only
by signing statements that news-
men would not go on school
property, would not "wet up"
pooled pictures, would not inter-
view students within two blocks
of school property. Violation of
any provision could mean the loss
of the pass, it was said.

Seventh Day radio men
plan Denver agenda

A hundred radio-tv directors of the
Seventh Day Adventists will meet Aug.
20-24 at the Olin Hotel, Denver, for
a North American conference under
auspices of the Executive Secretaries
Council. E.R. Walde, radio-tv director
of the General Conference of Seventh
Day Adventists, will preside.

Ways of using broadcast media more
efficiently will be reviewed at the
conference. On the agenda are these main
topics—more familiarity with radio-tv
tools; emphasis of the church potential
in mass communications; better radio-
tv representation at the church level;
follow-up services after broadcast pro-
grants, and a code of standards for the
directors.

The Adventists sponsor the Voice of
Prophecy taped program on 472 radio
stations in North America. The series is
supported by individual and church do-
nations. A half-hour tv film, Faith for
Today, is sponsored in six major metro-
politan markets and carried on a public-
service basis in 130 other television
markets.

Mr. Walde said the Denver confer-
ence will consider a primer or guide for
local broadcast use. It will cover air
techniques, what to say and what not
to say, cooperation with the broadcast-

BROADCASTING, August 17, 1959
WHAT
STARTED
THE TELEVISION
REVOLUTION?

VIDEO TAPE MADE ONLY BY 3M

A lot of shooting in this revolution, but no casualties because "SCOTCH" BRAND Video Tape makes possible flawless "live" commercials and programs. Re-take and processing headaches are in exile. Production costs are under heavy attack.

And it's not over. The best producers agree that the uses and economies of video tape, pioneered by 3M research, are limited only by the imagination of the user.

Fast run-throughs and playbacks, more flexible schedules. The tape can be erased, re-used, spliced and edited.

Perfect video and audio are preserved on "SCOTCH" BRAND Video Tape which gives you "fluff-proof" commercials for half the cost. Maybe less.

MINNESOTA MINING AND MANUFACTURING COMPANY
WHERE RESEARCH IS THE KEY TO TOMORROW

Trans-Video formed

Establishment of Trans-Video Productions Ltd., Toronto, has been announced by Joseph B. Dunkelman, who has been president of Telepix Ltd., and vice president of Screen Gems (Canada) Ltd.

The Canadian organization has taken a lease with option to buy studio and laboratory facilities of Audio Pictures Ltd., Toronto. Trans-Video plans to produce about $4 million-worth of films annually.

Associated with Mr. Dunkelman is Robert Maxwell, Hollywood producer. The company currently is producing three filmed series at Toronto: Shari Lewis, National Velvet, and Lloyd's of London.

Italian competition

Five tv and radio productions have been picked by the Broadcasting Foundation of America to represent the U.S. in the 11th annual international competition for Prix Italia, according to Edward Stanley, NBC, director of the BFA advisory committee. Programs are Meet Mr. Lincoln, produced by NBC-TV and A Sound Life, WSB-TV Atlanta, Ga., tv documentaries; Eulogy for Three Non-Adjusted Men, WFMT (FM) Chicago, radio documentary; The Glittering Gate, comedy opera, WNYC New York, and Elegy for a Dead Soldier, KFMQ (FM) Lincoln, Neb., a radio musical program.

<table>
<thead>
<tr>
<th>COLORCASTING</th>
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<td>Here are the next 10 days of network color shows (all times are EDT).</td>
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| NBC-TV | Aug. 17-21, 24-26 (4-4:30 p.m.) Truth or Consequences, participating sponsorship. |
| Aug. 17, 24 (10:10-10:30 p.m.) Arthur Murray Party, P. Lorillard through Lennenn & Newell and Pharmaceuticals Inc. through Parkinson Adv. |
| Aug. 18, 25 (7:30-8 p.m.) Northwest Passage, sustaining. |
| Aug. 18, 25 (8:30-9 p.m.) Jimmy Rodgers Show, Liggett & Myers through McCann-Erickson. |
| Aug. 19, 26 (8:30-9 p.m.) Price Is Right, Lever through J. Walter Thompson. |
| Aug. 19, 26 (9-9:30 p.m.) Kraft Music Hall Presents Dave King, Kraft through J. Walter Thompson. |
| Aug. 20 (10:30-11 p.m.) Masquerade Party, P. Lorillard through Lennenn & Newell. |
| Aug. 21 (8-9 p.m.) Ellery Queen, sustaining. |
| Aug. 22 (10:10-10:30 a.m.) Howdy Doody Show, Continental Baking through Ted Bates. |
| Aug. 22 (10:30-11 a.m.) Ruff & Reddy Show, Borden through Benton & Bowies and Mars through Knox Reeves. |
| Aug. 22 (8-9 p.m) Pepsi Presents, Gattoo Corp. Ltd. through Schneider Cardon Ltd. |
| Aug. 23 (7-7:30 p.m.) Midwestern Hayride, local, co-operative sponsorship. |
| Aug. 23 (9-10 p.m.) SummerTime Chevy Show, Chevrolet through Campbell-Ewald. |

- **Program notes**
  - **Bat Masterson**, western adventure seen weekly over NBC-TV, will also be available to comic strip readers beginning Sept. 7. Columbia Features Inc. expects to have its version of the Ziv-TV production in at least 125 newspapers. It will be drawn by Howard Nostrand and written by Ed Herron. The printed-page "Bat" is said to bear a strong resemblance to Gene Barry, who sports the cane and derby hat on TV.
  - **Independent Television Corp.**, New York and Beverly Hills, Calif., reports a gross of $1,010,000 on Four Just Men, which has been sold in 74 markets after a month in syndication. Recent station sales: WTVH-TV Peoria, Ill.; WFGA-TV Jacksonville and WFAL-TV Tampa, both Florida; WDSU-TV New Orleans; KEMB-TV San Diego, and WKRG-TV Mobile. Latest regional buys: Fresno, Sacramento and San Francisco, all California; Salt Lake City; Seattle; Portland, Ore.; St. Louis; Miami; Denver; Hartford-New Haven; Nashville; Phoenix; Charlotte, N.C.; Birmingham; and Louisville.
  - **Split Personality**, new NBC-TV audience-participation show (Mon.-Fri. 4:30-5 p.m.) with comedian Tom Poston as m.c. has its debut Sept. 28. It is a Goodson-Todman production, in association with NBC-TV, produced by Robert Rowe. The quiz game is played by two contestants who attempt to identify a celebrity from different sets of clues. A winner of two consecutive contests gets a try at the jackpot prize awarded for identifying two celebrities shown in a composite photograph. Split Personality replaces County Fair on the schedule.
  - **Filmmercial Productions Inc.** (division of Filmmaster Productions [Gunsmoke; Have Gun, Will Travel; Troubleshooters, and Death Valley Days]), North Hollywood, appoints Fremantle of Canada, Toronto-Montreal, to represent it in Canada. Fremantle will coordinate production business for Filmmercial with that country's agencies. The arrangement affords Canadian film syndicators the opportunity to integrate Hollywood star commercials in their U.S.-produced shows.
  - **CBS-TV** has changed the title of its new weekly half-hour series formerly called Space to Men Into Space. The

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**SWINGLES**  
CUSTOM MADE  
ONLY $38  
ON CONTRACT  
U.S. only  

*SWINGLES are swinging jingles that sell your station, win audience loyalty.  
COMMERCIAL SWINGLES, TOO. Complete custom-made — no open ends and no inserts.  
SWINGLES are so good, over 700 stations have ordered, 98% re-ordered. Put this record to work for you, too! Write, wire, or phone.

**THE JINGLE MILL**  
203 W. 49 St., N.Y. 19, N.Y. Plaza 7-5730  

**BROADCASTING, August 17, 1959**
series starring Bill Lundigan starts Sept. 30 (8:30-9 p.m. EDT) under sponsorship of American Tobacco Co. CBS-TV also reports the series debut of Dennis The Menace has been changed from Oct. 2 to Oct. 4 (Sun., 7:30-8 p.m. EDT).

- Business Final, ABC Radio's entry into the increasingly popular financial news field, will feature John Cameron Swayze. The program, which begins Sept. 8, will be heard weekdays (4:40-10 p.m.), with re-broadcasts (7:15-7:25 p.m.). Originating at the New York Stock Exchange, Business Final will include analyses of market trends and interviews with prominent businessmen, as well as the actual financial news. Assisting in the newsgathering process will be Joseph C. Potter, associate editor of Forbes financial magazine.

- WFIL-TV Philadelphia Wednesday (Aug. 12) presented Two Seconds to Russia, a 60-minute documentary about the July 4 ceremonies in Alaska when it became a state. Film for the program was shot by WFIL-TV cameraman Harold Hodgeman on assignment in Alaska. It was edited by Triangle Stations' (WFIL-TV parent) reporter Allen Stone.

- Establishment of additional special show unit to produce informational programs for CBS-TV's expanded schedule of such telecasts announced Aug. 7 by John F. Day, director of news. Av Westin, associate producer, promoted to producer in charge of new unit, which has been assigned to CBS Reports, series of hour-long programs to be presented in prime evening time over CBS-TV.


- Irving Pincus, creator-producer of The Real McCosys (ABC-TV), has purchased Minding Your Own Business, autobiographical novel by Charlotte Paul, with a 1960-61 half-hour comedy film series in mind. It deals with an urban couple who move to the countryside and publish a newspaper. The pilot script has been assigned to Chuck Stewart and Jack Elinson of McCosys and The Danny Thomas Show.

- The National Sports Council, New York, has contracted with Heritage Productions there for syndication of its upcoming 39 half-hour film series, Live Like a Champion. It stars Kyle Rote of the New York (football) Giants who will interview top-notch athletes. Some sessions are to include film shots of the athlete guest in action.

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**EQUIPMENT & ENGINEERING**

**RADIO COMMUNICATIONS IN SPACE**

Raytheon sky platform possible companion to satellites

There's one communications dream that has come true—and there's another that's still a dream.

The one, a reality, is Explorer VI, now circling Earth after being blasted aloft Aug. 7 via a 53-ton, 90-ft. long Thor-Amble missile from Cape Canaveral (At Deadline, Aug. 10).

The other is the Raytheon-sponsored idea of a sky platform which, if it proves feasible, may herald a chain of such hovering flying carpets for transoceanic television and communications, radar missile detection and long-range navigation.

There is one point of similarity between them. Both are unique in their power systems. Explorer VI (below right) is getting its batteries recharged via 8,000 solar cells attached to four vanes extending from the spherical waist. The sky platform's power would come via microwave beams from the Earth.

Explorer VI already carries a crude forerunner of space television. This is a "sensing" device which is transmitting 62-line pictures of Earth's cloud cover for meteorological study—dot by dot. This is being done through a photocell and a scanning device the results of which are being telemetered back to Earth.

The paddle-wheel space satellite is also being used to explore the ionosphere, some 50-200 miles above Earth, through the comparative use of a very low frequency signal, 15.5 kc, and a classified uhf signal. The uhf frequency has not been announced because it is also a command frequency, capable of turning the satellite's transmitting gear off and on. The uhf frequency is understood to be below the uhf television band (which runs from 470 mc to 890 mc).

From Earth, a 15.5 kc signal is transmitted to the satellite. A receiver in the
satellite takes that signal and converts it to the uhf frequency. It is then retransmitted to Earth.

The received uhf signal is being compared to the ionosphere-reflected 15.5 kc signal to determine the special differences which may become extremely significant if a “shot” is attempted to Mars or Venus. Both are about 20 million miles away when they are nearest to Earth.

This work is being handled by National Bureau of Standards, Stanford U. and Space Technology Labs.

For tracking and telemetry purposes, the frequencies being used are 108.06 mc and 108.09 mc.

Explorer VI, whose 15 experiments constitute the greatest number of simultaneous tests from one space vehicle yet initiated by the United States, is inclined 48 degrees with the Equator. Its apogee (highest point) has been calculated at 25,000 miles and its perigee (lowest point), 150 miles. It is making a complete circle of Earth in 12½ hours. Its life span is estimated to be in excess of one year. The overall cost of the paddle-wheel experiment was calculated at $5 million.

The Raytheon project, given life by a $90,000 Air Force study contract last week, basically will test the feasibility of powering a vehicle in space via high energy microwave beams. These transmissions will be converted into heat which in turn will power a gas turbine. The turbine will power the helicopter-type rotor.

The sky platform idea was first publicly broached by the Waltham, Mass., company last May. In essence it calls for a vehicle capable of hovering over one spot indefinitely.

In the picture (page 87) the dishes pointed downward are the antennae for receiving the microwave beams. Other dishes on the sides are for communication relay purposes. Atop the sky platform is a radar antenna, sweeping the sky.

**Programs plugged in new tv set campaign**

Tv set manufacturers and sellers are waging a one-month campaign, Aug. 15-Sept. 15, to promote public demand for receivers by arousing interest in programs.

The slogan: “Coming, the Finest Shows of All on Tv This Fall.” Electronic Industries Assn., through its Consumer Products Division, is directing the campaign. NAB, tv networks and National Appliance and Radio-Tv Dealers Assn. are supporting the drive.

James D. Secrest, EIA executive vice president, wrote major tv dealers to promote display of advertising and promotion material supplied by the association. He predicted the coming season will be “one of the greatest buying periods in the history of the country.

“More families will want to purchase new receivers and many thousands of others will want to buy second sets to use in other rooms,” he continued, urging broadcasters to use the EIA slogan.

Members of the EIA committee that developed the campaign are L.C. Truesdell, Zenith Radio Corp., chairman; Edward R. Taylor, Motorola Inc. and Charles N. Hoffman, Warwick Mfg. Corp. Marion E. Pettigrew, Sylvania Electric Products, is EIA division chairman.

**Conrac conflagration razes Glendora plant**

Fire gutted one of the Conrac Inc. (tv components) plants in Glendora, Calif., Wednesday (Aug. 12). Destruction is estimated at $450,000.

About $100,000 worth of damage was to Building No. 2. The rest was to assembly line machinery, parts and tools. (Conrac's heavy machinery is at Plant No. 1 which was not involved in the fire.)

The company's Research Dept. and blueprints for a plant planned for the area were not destroyed and the manufacturer says it will not be long before production level is regained. Firemen have not ascertained how the fire started.

**Technical topics**

- Soaring sales have necessitated vacation cutbacks among RCA plant employees. The usual two-week vacations have been halved due to unprecedented demand for tv, radio and stereophonic hi-fi sets. RCA Consumer Products Executive Vice President P.J. Casella announced that July tv sales were the greatest in the company's history, 65% ahead of a year ago, while transistor radio shipments beat last July by 60%. The vacation cutback was needed despite extra shift operation at RCA home instrument plants since May 31.

- An audited net income of $439,140 (38 cents per share) for the first quarter of its fiscal years has been reported by Jerrold Electronics Corp., Phila. This represents, the company said, net in-

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**The Only Full Power TWINS**

**The Million Dollar Stations featuring Million Dollar Music on CKLW Radio Million Dollar Movies on CKLW-TV**

**88 [EQUIPMENT & ENGINEERING]**
come of $154,867 on net sales and service revenues of $1,933,267 and non-recurring income of $284,273 (representing a profit on sale of Jerrold's Key West, Fla., community television system). In the same period last year, Jerrold reported net earning of $7,627 (0.070 cents per share) on net sales and service revenues of $1,425,340. Jerrold's earning for the full fiscal year ended Feb. 28, 1959, totaled $397,656 (36 cents per share).

- Dynamic Electronics-New York Inc. has purchased the Capehart International Corp. there. Involved are all Capehart patents, licenses, trademarks and designs, plus distribution rights on high fidelity stereophonic phonographs, radios and TV sets in most countries. Dynamic also acquired the complete inventory of Capehart component parts and equipment. Jack M. Winer, president of Dynamic, has announced a new and complete Capehart line for January.

- Sylvania Electric Products Inc., has acquired a 25,000-square-foot plant in Manchester, N.H., for the manufacture of transistors. New production machinery and testing equipment will be installed within the next few months, with manufacturing operations scheduled to commence early in 1960. Between 800 and 1,000 men are expected to be employed at the single-story building formerly occupied by the Arrow Needle Co. Sylvania is a subsidiary of General Telephone & Electronics Corp.

- Continental Electronics Manufacturing Co., Dallas, has introduced Magniphase, an all-electronic device for protecting radio frequency transmission lines, antenna and antenna tuning equipment from damage due to line faults, arcs or overloads. Magniphase is designed to detect an arc at any point in the antenna system, convey information to the transmitter and squelch the transmitter's output. Immediately self-restoring, the transmitter interruption goes unnoticed on the air. The system is for use with any transmitter operating in the standard broadcast band, with 5 kw-50 kw output power and into impedances of 50 ohms-250 ohms.

- Amplifier Corp. of America, N.Y., is producing an automatic volume control amplifier which is said to maintain a constant output within 1 db with input changes of 30 db. Named the AVC Amplifier, the unit basically consists of a two-stage push-pull circuit. Operating conditions of the input stage have been designed to provide optimum limiter action with minimum distortion. Input may be connected directly to a balanced 600 ohm line or bridged across a 600 ohm line without upsetting line impedance. For broadcasting application the gain control feature automatically keeps modulation at peak levels without exceeding modulation limits. Factory net price: $195.

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**FATES & FORTUNES**

**Broadcast Advertising**

- **Emile Frisard**, formerly vp and creative director at Compton Adv., N.Y., to Lennen & Newell, that city, as senior vp and director of copy. Mr. Frisard joined Compton in 1957, having been with Ted Bates, Bow Co. and Grey Adv., all New York.

- **George J. Zachary**, formerly producer with Wightman Productions, N.Y., joins Kenyon & Eckhardt, that city, as radio-tv programming supervisor. Other K&E appointments: **Carroll L. Pfeifer**, formerly vp and account group head at Fuller & Smith & Ross, N.Y., as merchandising executive; **Stuart H. Berg**, project supervisor with Helene Curtis Inc., Chicago, (cosmetics), as producer in commercial films with MPO Inc., N.Y., as producer in commercial production department; **Max Glandbard**, staff director of commercial films with MPO Inc., N.Y., as producer; **Sidney M. Maran**, copywriter, to account executive.

- **Nelson Carter** named senior vp and manager of Los Angeles office of Barnes Chase Co., San Diego. Mr. Carter, formerly in similar position at Foote, Cone & Belding, has been elected to board and purchased "a substantial stock interest," according to agency's president, James B. Lane.

- **Thomas F. Scannell Jr.** promoted from account executive to vp and account supervisor at Klau-Van Pietersom-Dunlap, Milwaukee.

- **Joe Perry**, account executive at Tham-Laird, Chicago, to New York office as assistant account supervisor on Whitehall Labs. He had worked on Kolynos toothpaste account in Chicago.

- **Robert Pliskin**, formerly senior art director at McCann-Erickson, N.Y., to Benton & Bowles, that city, as vp in charge of art. Other B&B executive appointments: **Alfred Goldman**, formerly vp and copy director at Reach, McCrinalton & Co., N.Y., named vp and

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**Broadcasting, August 17, 1959**
associate creative director; Jean Brown, formerly copy supervisor at Grey Adv., N.Y., appointed vp and creative supervisor.

- Edgar J. Donaldson, vp and director of radio-tv department of Ketchum, MacLeod & Grove, Pittsburgh, moves department headquarters to N.Y. Warren C. Rossell named manager of Pittsburgh radio-tv staff; Donald Fox to lv production supervisor and Donald T. Gretzler named lv-radio business manager in N.Y.

- Solita Arbib, associate creative director at McCann-Erickson, N.Y., named vp.

- Thomas P. Howard, account executive at The Rumrill Co., Rochester, N.Y., elected vp.

- Raymond Corder, assistant director of Creative PR, N.Y. (pr subsidiary of Anderson & Cairns Adv.), named manager. He succeeds Ashley W. Burner, who has resigned.

- Paul S. Gerot, president of Pillsbury Co., Minneapolis, elected to board of Minneapolis-Honeywell Regulator Co.


- George S. Burrows, media supervisor at N.W. Ayer & Son, Philadelphia, named media director. Joseph Fierro, formerly timebuyer in home office, transferred to Detroit office's service group assigned to Plymouth account.

- Hooper White, commercial producer at J. Walter Thompson, Chicago, appointed commercial production manager in New York office of Leo Burnett. Mr. White is credited with pioneering in agency use of video tape recording facilities in Chicago.

- Edward J. Brewton, formerly with Midland Cooperatives Inc., Minneapolis, named radio-tv director with Foulike Agency, that city. Alan V. Lambert, formerly with Herbert Willis & Assoc., agency there, joins Foulike as assistant account executive. William P. Sahlsteen, copywriter, promoted to copy chief.

- Jack Shor, sales promotion manager at Clairol Inc., N.Y., named pr and merchandising manager.

- Pete Greeman, copywriter at BBDO, N.Y., to Norman, Craig & Kummel, that city.


- Lorenzo De La Vega, formerly pr director at McCann-Erickson, Cuba, to Shilton Inc., N.Y., (“Old Spice” toiletries, insecticides, etc.) as international advertising manager.

The Media

- Omar Elder Jr. and Charles DeBare named general counsels for ABC-TV and ABC Radio respectively in new division of ABC’s legal department. Mr. Elder, ABC assistant general counsel since August 1953, reports to ABC-TV President Oliver Treyz; Mr. DeBare, staff attorney since February of this year, reports to ABC Radio President Edward J. DeGray and Stephen J. Riddleberger, vp for odo stations.

- Stephen R. Rintoul Jr., account executive at Venard, Rintoul & McCon nell, N.Y., named vp, succeeding his late father, Stephen Rintoul Sr.

- Saul Rosenzweig, general sales manager of WLOS-TV Asheville, N.C.-Greenville -Spartanburg, S.C., adds duties of vp in charge of tv sales of Skyway Broadcasting Co., which also owns WTVJ (TV) Miami and has interest in WFGA-TV Jacksonville, both Florida.

- Willard C. Worcester, publisher of Muncie (Ind.) Star & Press and general manager of WIRE Indianapolis, transferred to Phoenix as general manager of Arizona Republic and Phoenix Gazette. All are part of Central Newspapers Inc., of which Eugene C. Pulliam is president. Mr. Worcester will continue supervisory control over WIRE.

- Bill Fall, program manager of...
WBMM-TV Indianapolis, named program operations manager of WBMM-AM-FM-TV. He is succeeded by Warren Wright, previously executive producer with WCAU-TV Philadelphia; appointments effective Sept. 1.


- Sam Zelman, west coast bureau manager for CBS News and news director for network's KNXT (TV) Los Angeles, named named special assistant to director of CBS News. Mr. Zelman's first assignment will be directing coverage of 1960 national political conventions and elections. Av Westin, associate producer of special show unit of CBS News, named producer in charge of additional such unit, which will be assigned to Fred W. Friendly's CBS Reports series.

- Orville F. Burda, formerly general manager of KDIX-AM-TV Dickinson, appointed commercial manager of KXJB-TV Valley City, both North Dakota.

- Paul Martin, national sales manager of KHJ Los Angeles for five years, appointed general sales manager.

- Tom Dugan promoted from sales staff of KICN Denver to sales manager.

- J. Richardson (Dick) Loughin, formerly senior salesman with CBS-TV Spot Sales, N.Y., to Television Advertising Representatives, as general manager, Los Angeles area.

- Jerry Wax, formerly program director of WAL Wall, Middleton, named general manager of WWHO-AM-FM Hornell, both New York.


- Philip M. Bottfeld, formerly account executive (Schick, Carlings Red Cap and others), at Benton & Bowles, N.Y., has resigned to form marketing and communications consultant firm, bearing his name, at 15 W. 46th St., N.Y. Mr. Bottfeld also served B & B as west coast pr director, and associate pr director in New York.

- O.P. (Bob) Bobbitt, general sales manager of KTBC-AM-TV Austin, named vp in charge of sales of The L B J Co., which also operates KRGV-AM-TV Weslaco, both Texas, Mr. Bobbitt first joined KTBC nine years ago.

- J.W. (Bill) Slates, formerly manager of KFSA-AM-TV Fort Smith, Ark., named manager of KNAC-TV, that city, succeeding Harry Huey, re-launched for other duties within parent group, Donald W. Reynolds stations.

- Hal Walton resigns as vp and general manager of WJN-WJNR Newark, N.J., effective Aug. 23.

- William Holm, general manager of WLPO LaSalle, Ill., and John W. Jacobs Jr., president and general manager of WDUN Gainesville, Ga., named to board of Assn. for Professional Broadcasting Education, which is supported cooperatively by 53 colleges and NAB. They succeed Ward Quaal, WGN-AM-TV Chicago and Lee W. Ruwitch, WTNI (TV) Miami, respectively.

- Martin J. McLeesan, 49, radio account executive on sales staff of ABC Chicago and formerly general manager of WCFL, that city, died Aug. 12.

- William G. Rambeau, recently signed president of Rambeau, Vance, Hoppie, station rep, has opened office as broadcast consultant at 10 E. 43rd St., N.Y. Telephone: Oxford 7-8986.

- Harold R. Meier promoted from assistant news director to news director of KSTP-TV Minneapolis-St. Paul. He succeeds Julian Hoshiel, resigned to become university relations representative and instructor for U. of Minnesota's school of journalism.

- Gregory Murphy Jr., with sales staff at The Katz Agency, Atlanta, promoted to office manager.

- Robert J. Norwood promoted from program director to studio manager of

**MISSOURI'S 3rd TV MARKET**

151,400 TV HOMES*

Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: 4 state area 151,400 TV Homes • 665,800 people with $776,919,000 buying power.

**KODE-TV CHANNEL 12**

Joplin, Missouri CBS-ABC

Rep. by Avery-Kendel • A member of the Friend Group

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**DEADLINE!**

Brilliant but deranged criminology student nearly gets away with perfect crime!

— The Arizona Republic

Starring PAUL STEWART

ONE OF 39 EXCITING EPISODES!

DISTRIBUTED BY FLAMINGO TELEFILM SALES, INC.

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**BACKGROUNDs** for TV and COMMERCIAL STUDIOS

OVER 30 DESIGNS and several sizes
PLASTIC BACKGROUNDs!
You can build at Low Cost in your own Studio!

WRITE FOR NEW COMPLETE CATALOG
FOR YEARS A LANDMARK SUPPLIER
OF THE PHOTOGRAPHIC INDUSTRY

The PIERCE Company

BROADCASTING, August 17, 1959
Timexecs meet • Informality was the keynote of last week's four-day meeting of the Time Inc. radio-tv general managers in Minneapolis. Purpose of the meeting: to plan winter-fall activities. Highlight: a meeting with leading business and agency representatives of the Twin Cities to outline plans in the media to major national advertisers in that area. Shown here (1 to r) are Time's general managers: Eldon Campbell, WFBM-AM-FM-TV Indianapolis; G. Bennett Larson, KDYL-AM-FM and KTVT (TV) Salt Lake City (now sold); Hugh B. Terry, KLZ-AM-TV Denver; Phil Hoffman, vp, WTCN-AM-TV Minneapolis; Weston C. Pullen Jr., vp for broadcasting, Time Inc., N.Y.; Bill Schroeder, WOOD-AM-TV Grand Rapids, Mich.

WQTE Monroe, Mich. (formerly WMIC), Irv Laing, announcer-engineer, named chief engineer.

Ronald J. Weaver named promotion manager of WIBC Indianapolis, succeeding Robert W. Bidlack Jr., who resigned.

M. Clare Patterson Jr., formerly news director of WPEL Montrose, Pa., appointed general manager of WYCA (FM) Hammond, Ind. (formerly WJOB).

Richard J. Gage, formerly chief engineer of WPEL Montrose, appointed general manager of WDAC (FM) Lancaster, both Pennsylvania, effective Aug. 24.

Lewis R. Click, assistant auditor of WSAZ Inc., appointed comptroller. WSAZ Inc. operates WSAZ-AM-TV Huntington and WKAZ-AM-FM Charleston, both West Virginia.

David Yarnell, formerly publicity director of WNEW-AM-FM New York, pr director for MBS and program manager of WNEW-TV, joins WCBS-AM-FM New York, as publicity director.


Jim Nesbit, formerly account executive and continuity director with WFIE-TV Evansville, Ind., named promotion director of WISH Indianapolis.

Tom Crane promoted from newscaster to news director of WKMH-AM-FM Dearborn-Detroit.

Tony Graham, formerly announcer and program director of WEEP Pittsburgh, named assistant program manager of KDKA-AM-FM, that city.

Edward R. Newman, air personality with WWIN Baltimore, adds duties of commercial manager.

William D. Hamilton, formerly consultant to Jamaican Broadcasting Corp., Jamaica, B.W.I., to WMCA New York, as director of public affairs.

Sam Benson, with KLAC Los Angeles since 1950 as announcer, program supervisor and newsman, appointed news editor.

Jim Harrison, formerly with KAYO Seattle, named “director of sound” of KWIZ-AM-FM Santa Ana, Calif., in charge of personalities, news and sports.

Vic Miller, announcer with KOOK Billings, Mont., promoted to chief announcer and news director. Red Welsch, Billings newspaper man, appointed editorial writer and commentator. Bob Swartz, announcer with KOPR Butte and KGVO Missoula, both Montana, joins KOOK as air personality.

Christine Stewart, formerly reporter with Canadian Press, Stanley Willis, formerly with New York Daily News, and Frank (Chip) Cipolla, formerly news director of WHLI Hempstead, L.I., to WNEW New York's news and special events staff.

Karl Haas, concert musician, appointed director of fine arts of WJR-AM-FM Detroit. Mr. Haas will supervise planning and broadcast of classical music and cultural programs as well as performing as solo pianist.
• Edith Krams Whaley, formerly media director of Stromberger, LaVene McKenzie, L.A., advertising agency, has opened media representative firm bearing her name.

• Ed Dunbar, formerly member of NBC's network sales staff, S.F., to Weed Television Corp., that city, as tv account executive.

• Carl Tinnon, operation manager and film buyer of KTVI (TV) St. Louis, died in automobile accident Aug. 7.

• Rosemary Lewis appointed director of public relations of KIOA Des Moines, Iowa.

• Carlo Anneke, formerly sales manager of WDSM-TV Duluth, Minn., joins KTTL (TV) Los Angeles as account executive.

• John M. Brigham, formerly with sales staff of Edward Petry Co., N.Y., to WCBS-TV, that city, in similar capacity.

• Myron G. Tischler joins New York sales staff of American Research Bureau.

• Richard G. Cruise, salesman with KHJ-TV Los Angeles, to Edward Petry & Co., that city, in similar capacity.

• Charles H. Warner Jr., formerly of sales staff of WTTG (TV) Washington, to WTOP-TV, that city, as account executive.

• Robert Innes, formerly account executive with CBS, N.Y., to New York sales staff of WGN-TV Chicago.

• Dave Bause joins WRAW Reading, Pa., as air personality.

• Leo Minton, formerly with KXLK Great Falls, Mont., to KGU Honolulu as announcer. James DeBold, formerly with WHIZ-TV Zanesville, to WLWC (TV) Columbus, both Ohio, as producer-director. They are both graduates of Northwest Schools, Portland, Ore.

• Lou Sherman joins WXYZ-AM-FM Detroit as air personality.

• Joseph G. Sheward moves from sales staff of WIP-AM-FM Philadelphia to that of WRCV, that city. Bill Dean, newswriter, rejoins WRCV-AM-TV, after three-year Army tour.

• Wally Matthews, formerly promotion director of WBAL-TV Baltimore, joins sales staff of WTH, that city.

• John Wallace Drew, formerly with directing staff of WTOP-TV Washing- ton, to that of WJIM-TV Lansing, Mich.

• John Gee joins WGEZ Beloit, Wis., as air personality.

• Pat Shanahan joins WRIT Milwaukee as announcer.

• Dan Ingram, air personality with WNHC-AM-FM New Haven, Conn., to KBOX Dallas in similar capacity. Other KBOX appointments: John Benders, formerly with WACO Waco, Tex., as announcer; Gerald Hirsch, formerly of WGBF Evansville, Ind., to news staff.

• Tyler Stewart, formerly sales manager of KWKC Abilene, Tex., and Edward Lydon, formerly sales rep with KXYZ Houston, to WIL St. Louis as account executives. Bud Cole joins WIL news staff.

• Jack Brown, account executive with KEWB Oakland, Calif., to KYA San Francisco in similar capacity.


• Robert J. Cohen joins WFED Man-chester, N.H., as account executive.

• Scott Peters joins news staff of WALL Middletown, N.Y.

• Don Shafer, formerly program di- rector of WAXX Chippewa Falls, Wis., to KALL Salt Lake City as air personal- ity.

• John Lupton, air personality with WCAU-AM-FM Philadelphia, to WGAR-AM-FM Cleveland in similar capacity.

**Programming**

• John B. Cron, formerly managing director of European operations, Screen Gems, N.Y., and previously sales manager of NBC-TV's film division, elected president of Phoenix Television Co., N.Y., subsidiary of Great American Publications Inc., that city, publisher of Weird Tales, etc.

• Walter Lowendahl, formerly head of own theatrical film producing firm in N.Y., to Wilding Inc., that city.

---

**Time for a Checkup?**

Who knows, maybe it is. You get checkups on everything else — your health, your kids, the car.

So why not your investments, too?

After all, times change—and so do security values. The stocks you bought five years ago may have been just fine for your purposes then — but what about now?

Maybe your objectives have changed.

Maybe other stocks offer far better opportunities.

Maybe there are definite weak spots here and there in your portfolio.

That's why we think every investor should get a good financial checkup from time to time . . . find out just what his investment program looks like to a practiced, impartial observer.

And if you'd like to know what we think of the stocks you own, we'll be happy to tell you.

Our Research Department will mail you an objective review of your present portfolio, give you all the facts they can about any particular stocks you may want to buy or sell, or prepare a complete investment program for any sum, any objective.

There's no charge for this service, either. Whether you're a customer or not.

If you'd like an investment checkup, just write us a letter about your situation. You simply address—

**Merrill Lynch, Pierce, Fenner & Smith**

*Incorporated*

Member New York Stock Exchange and all other Principal Exchanges

70 Pine Street, New York 5, N. Y.

*Offices in 112 Cities*
as executive producer. Mr. Lowendahl is founder and former president of Film Producers Assoc., N.Y., and currently chairman of its labor committee.

- **Lloyd Burns**, vp and general manager of Screen Gems (Canada) Ltd., appointed vp in charge of international operations, Screen Gems Inc., effective Sept. 1. He succeeds **William H. Finsher Jr.**, who resigned.

- **Ruth Pologe**, formerly in charge of magazine and radio-television publicity with J. Arthur Rank Productions, N.Y., joins American-International Film Distributors, that city, as eastern publicity representative.

- **Leon I. Mirell**, formerly with program department of CBS-TV in Hollywood, where he developed new programs for News and Public Affairs Dept. and syndicated film division, joins MGM-TV, Culver City, as director of business affairs.

- **Rod Serling**, Emmy-winning writer-producer, has signed exclusive three-year contract with CBS-TV. Through his Cayuga Productions Inc., he will develop new properties for network.

- **Hugh Gollogly**, formerly senior copywriter at McCann-Erickson, to Great Lakes Div. of Wilding Inc. as account executive.

- **John J. Howley and Frank E. Lebeau**, to southwest division; **Ted Swift** and **Casper Chouinard** to central division; **Charles A. Donbar** to western area market, and **John W. Weidmer** to New York headquarters of United Artist Television Inc. as account executives.


**Equipment & Engineering**


- **Alvin Barshop**, district sales manager, promoted to regional sales manager of eastern division of Granco Products Inc. Long Island City, N.Y., manufacturer of fm radios and hi-fi equipment.

- **Dr. W. Crawford Dunlap**, director of semiconductor research with Raytheon Co., Waltham, Mass., named editor-in-chief of **Solid State Electronics**, new international publication dealing with transistors and other solid-state devices.


**International**

- **Townsend Griffin**, vp and member of plans board at Benton & Bowles, N.Y., named resident director of Lambe & Robinson - Benton & Bowles Ltd., (British subsidiary of B&B), London. He succeeds George Beaumont who moves to Dolland Agency of Paris and Brussels, a B&B affiliate.

- **Rene Morrell** named assistant European news bureau chief of Westinghouse Broadcasting Co. with headquarters in London. Mr. Morrell has been feature writer and commentator with NATO Information Service and colonial correspondent with Radiodiffusion Francaise, Paris. WBC plans new bureaus in Paris, Rome and Bonn.

- **Mary Moran**, radio-television buyer of MacLaren Adv. Ltd., Toronto, to CFCH Montreal, to head new consumer project.

MORNING CUTBACK
Ontario tv operator protests curb by BBG

The restriction on morning television programming, proposed by Canada's Board of Broadcast Governors (Broadcasting, Aug. 10), has drawn the fire of at least one private tv operator in the Dominion. He's Bruce McLeod, general manager of CJGN-TV North Bay, Ont., who said that the proposal would drive border viewers to U.S. stations.

Mr. McLeod made his statement following the proposed Canadian regulations which would prohibit morning tv programs except for special purposes. Mr. McLeod claims CJGN-TV pioneered in Canada in morning programs live from its studio, and has now been telecasting 2½ hours daily each morning for a year with high audience rating. Sometimes even more than in evening hours.

He feels that in proposing these regulations the BBG "may well consider themselves the architects of what appears to be the beginnings of a police state in Canada. When any group of government appointees takes it upon itself to decide what Canadians should watch on their tv screens, and at what time of day they are to be permitted to watch at all, then surely the people of Canada have cause for alarm."

"If the proposed ruling on morning television were to become a fact, the BBG would deny tv at this period of the day to many hundreds of thousands of Canadians in so-called 'captive' areas, and would drive millions of other viewers in the more southerly parts of Canada into the arms of American broadcasters and their tv programs."

CJGN-TV has had more than 22 hours weekly of live programming, made possible, McLeod points out, by Morning Show earnings.

• Abroad in brief

• CJCB-TV Sydney, Nova Scotia, has set target date of Sept. 1 for the start of operations of satellite station CJCB-TV 1 Inverness, N.S. Some 15,000 homes in five Canadian counties will be added to CJCB-TV's coverage, it was predicted. The station's U.S. rep is Weed & Co., New York.

• The Amalgamated Press, England, holding in Southern TV there has been relinquished following the purchase of Amalgamated by the British Daily Mirror group. The Rank Organisation and Associated Newspapers Ltd. have increased their holdings by acquiring one quarter of the 33% holding of Amalgamated. They now jointly own 75% of the approximately $300,000 equity of Southern TV.

• Austria had 77,257 tv sets registered July 1. This means the total of licensed receivers increased 28,019 the first six months of the year. These figures don't include unregistered tv sets.

• ZVEI, West German electric-electronic industries organization, has 1,300 German manufacturers as members.

• Bernard L. Schubert Inc. New York, has opened offices in Paris, Tokyo, Sydney, Mexico City and Buenos Aires, bringing its number of overseas branches to eight.

INTERNATIONAL

Toronto to try wire tv

Pay-tv is coming to Etobiccoke. This western section of metropolitan Toronto will put in some 84 miles of pole and ground cable during the next few months, to bring Trans-Canada Telemeter Ltd. entertainment to 5,000 households by mid-winter. A contract has been signed between Bell Telephone Co., which will install the wire, and Famous Players Canadian Corp., parent organization of Trans-Canada Telemeter. Executing the deal: J.J. Fitzgibbons, Famous Players president, and W.H. Cruikshank, Bell's Toronto vice president.

A total 13,000 Etobiccoke households, and later, the pay-tv people, perhaps even all of western Toronto, 40,000 households, will get to see "current movies, 'blacked out' sports events, concerts, operas," and other offerings by dropping coins in Telemeter units on their home tv sets. Ch. 5, inactive in Toronto will be used on the sets to bring in any one of three programs offered through the Telemeter units. An additional "barker" channel will inform viewers of program and price information. According to Telemeter, subscribers will pay only for the programs selected and the units attached to sets will record overpayments as well as all programs viewed.

With November scheduled as the starting date for Etobiccoke pay-tv, Telemeter is saying that prices to be charged for its products will be in line with what a subscriber would expect to pay for a choice seat in a theatre or a sports arena.

Signing for pay
Messrs. Fitzgibbons (l) and Cruikshank

United Press International
Facsimile Newpictures and
United Press Movietone Newsfilm
Build Ratings
Playing for the premier

Premier Khrushchev is to receive a special album of 25 “typical” American songs, complete with Russian translation of their lyrics, from WNEW New York. Beginning today (Aug. 17) the station is asking listeners to vote by postcard for songs considered most appropriate. Those selected for the “Star Spangled Music” project will also be featured on WNEW during the Soviet dignitary’s stay in New York.

‘Eyepatch’ winner announced

A hometown agency man has won the national advertising contest conducted by KGW-TV Portland, Ore. A three-man judges’ panel in Los Angeles, deliberating among entries (unmarked except by number) from all over the country, picked the entry of Homer Groening, head of a Portland agency, to win a new automobile.

The contest was launched by KGW-TV last spring shortly after its affiliation with NBC-TV. In trade publications the station ran a blank page, asking admen to fill in copy keyed to the new KGW-TV affiliation. The contest was titled “Design your own eyepatch.”

Melon time in radio • The good old summertime is the peak period of the year for radio. Radio Advertising Bureau earlier this month distributed watermelons tied in red bows to New York ad agency presidents to promote the findings of Sindlinger & Co., which showed radio listening surpassed TV viewing for three weeks in July (Broadcasting, Aug. 10). Pictured are Miles David 1), vice president and director of promotion for RAB, and Robert Alter, RAB manager of sales administration, as they stack up the shopping basket for Liz Gardner of the Rice-McHugh model agency.

Also hailing radio’s midsummer victory was the Mutual network. Six news broadcasts on Aug. 5 reported the Sindlinger radio-tv story.

In the guests’ own tongue

ABC’s WBKB (TV) Chicago last week launched an intensive spot campaign in both Spanish and English to promote its upcoming coverage of the third Pan-American games in that city. Special bi-lingual announcements (10, 20 and 60-second) are being aired 30 times daily through Sept. 7 close of the 12-day event. Half of each spot is devoted to a description in Spanish of the many events and the other half to the English translation. WBKB plans 22 hours of coverage, 12 hours live and the rest on video tape and film, starting Aug. 27.

NBC’s WNBQ (TV) Chicago, has scheduled a special color preview of Pan American festivities on its weekly American scene public service series.

On-camera hit for KNTV (TV)

The KNTV (TV) western-style dance show, Record Hop received a shot in the arm July 29 and host Frank Darien was on the wrong end of it. Mr. Darien had asked two members of the local Gunslingers Club to appear to crash the show, have a quarrel then shoot it out with blanks.

Things went as planned until the gunslingers drew. At this point the host jumped between the two in mock consternation. The guns went off and a wad from one hit Mr. Darien in the arm. He staggered off-camera but was able to finish the show after a few moments. He later had hospital treatment for powder burns and the slight wound.

Space guaranteed

CBS-TV studios in New York and Hollywood will be invaded by 51 women, one from each of the United States plus Hawaii and the District of Columbia, during the second annual CBS Daytime Televisit week (Sept. 12-19). This year the selected ladies will spend the first part of the week in New York, followed by a jet flight to the West Coast for the final three days. (Only New York was visited last year.) CBS-TV affiliates and coopera-
Day at the races

Some 225 representatives of advertising agencies which bill more than $1 million each were entertained by WROW-WTEN (TV) Albany, N.Y. at the horse races at Saratoga, N.Y. Aug. 6.

The stations provided air transport to and from New York, lunch at the track, and a buffet dinner after the races indoors at the Shaker Ridge Country Club in Albany.

The stations are owned by Capital Cities Television Corp., of which Frank M. Serpico is president. This was the fifth annual event of its kind.

WKRC-TV opportunizing

WKRC-TV Cincinnati, Ohio, ran a contest to keep viewers interested while it went off the air to switch transmitters. Three viewers who submitted the best estimate of how long the station would be dark were given air-conditioners. Despite this promotion more than 3,000 telephone calls were received from people asking why WKRC-TV and WKRC-FM were off the air. (It took 21 hours to switch transmitters.)

Also in the WKRC-TV summer promotion report: The use of a newswagon as a refreshment station at the Cincinnati Grocers Manufacturers Representatives annual outing at a local country club. The wagon was driven on the links and golfers received refreshments, compliments of the station.

A heatwave was used as an excuse to promote a “refreshing” tv schedule. To augment air promotion, girls were stationed downtown with carts full of ice cubes. A hundred of the passersby who accepted a cube from the cart found a dollar bill inside.

'Best' is a seller

Ruth Lyons, hostess of the 50-50 Club daily on WLW-WLWT (TV) Cincinnati, had to order a quick repressing of the show cast's second record album. “Our Best to You.” In one week 25,000 copies of the long-play song disc were exhausted. More copies, including a number in stereo, went into immediate production. Songs performed by 50-50 regulars include standards and three new tunes by Miss Lyons, who also is heard at the organ. The troupe's first album, “Ten Tunes of Christmas,” was reported a top holiday seller last year.

Silver apple seeds

How does an advertising agency celebrate 24 years and $100 million in current billings? Leo Burnett Co. of Chicago used its well-known symbol, the apple, to commemorate its 24th anniversary Aug. 5. Each of some 830 employees in Chicago, New York, Hollywood, Detroit and Toronto received an apple-shaped leather purse, which when unzipped spilled out 24 silver dollars. In addition, some 640 employees also took part in Burnett’s “Appletakes” contest, competing by answering 24 questions about the agency. First prize of $250 was awarded to Nancy Myers of the Burnett Hollywood office. Among other prize winners (ranking 9 through 12) were personnel in Burnett’s broadcasting, tv, film and media departments.

• Drumbeats
  • Shark warnings are broadcast by KOMY Watsonville, Calif., to listeners in the Monterey Bay area. Fishing boats and armed services planes have been enlisted to scout the dangerous fish.
  • Children of members of the Los Angeles Fire Dept. are heard on KFWB there urging listeners in dry mountain areas to observe fire prevention regulations.
  • “Pin your budget onto the big KWFT [Witchita Falls, Tex.] coverage and you nail down nearly 4% million people,” says a promotion card from the station. The mail piece is stuck through with a six-inch spike.
  • KSTT Davenport, Iowa, got in on the act when the circus came to town. Four disc jockeys and the station's Girl Friday rode elephants in the circus parade. They carried station banners and gave away all the records that could be transported on five elephants and inside escorting KSTT news cruisers. To qualify for a record, a spectator had to display a sign bearing the call letters, an arrangement promoted on the air before parade time.
  • Learning to square dance in wheel chairs had other than obvious problems for a group of handicapped Denver teenagers—until a representative of the “Whirling Wheels” got an interview on KHOW in that city. The youngsters had just organized and needed a place for their meetings and dancing. A representative appeared on the Kay Howe Show and the group was offered a location by Mauro Motors after the interview.
  • WNTA Newark, N.J., is promoting an addition to its broadcast rig as the “listening man's filter.” “LMF” is being touted in hourly announcements. To show what the addition means, WNTA plays 30 seconds of unfiltered music
New record

About 1,000 people and 67 roosters showed up at the WOW Omaha, Neb., "Rooster-Crowing Contest." It was John's idea to see how many times each bird would crow in a given time. WOW broadcast a crow-by-crow description for three hours. (The winner crowed 22 times in the 10-minute finals.)

planned as the first of four. For the tours, KYW secured cooperation of the Western Reserve Historical Society and Greyhound Lines. A part of the tour fees is turned over to the society to purchase historical markers.

A deep suntan for d.j. Bob Martin of WABY Albany, N.Y., and $3,000 for a local boy's camp resulted from a four-day tour of duty 90 feet aloft on a 7 by 27-ft platform. Mr. Martin had stated his intention to remain perched atop the Westgate Shopping Center sign until his listeners' pledges reached the WABY goal. He broadcast from the platform and received the pledge phone calls himself.

Don Fedderson Productions, Holly- wood, producer of The Millionaires TV series, has established the "Millionaire Club," as an "exclusive club of exclusive people—a club dedicated to the better things of life, as befits those who would like to be millionaires." Members, such as tv editors, have received a half-dollar-size membership cards, plus duplicates mounted for framing and hanging on the wall, with letters informing them that initiation fees ($1 million) have been marked "Paid" on the club's books. There are no dues.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by Broadcasting

August 6 through August 12. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:


New TV Stations

APPLICATIONS

Roswell, N.M.—Roswell Telecasting Co., vhf ch. 10 (192-198 mc); ERP .382 kw vis., .284 kw aud.; ant. height above average terrain 111 ft., above ground 241 ft. Estimated construction cost $36,000, first year operating cost $12,658, first year revenue $16,000. Mr. Charles Dowdy and Charles W. Dowdy, each 50%. John Dowdy owns WMGB Bainbridge, Ga., and 50% of WGRO Lake City, Fla. Charles Dowdy is former station owner. Ann. Aug. 7.


New AM Stations

APPLICATIONS

Quincy, Fla.—Gulf Coast City Beauty Inc., vhf 710 kc., 1 kw. D. P. O. address Box 375 Bainbridge, Ga. Estimated construction cost $25,537, first year operating cost $4,000, revenue $14,000. Principals are John A. Dowdy and Charles W. Dowdy, each 50%. John Dowdy owns WMGB Bainbridge, Ga., and 50% of WGRO Lake City, Fla. Charles Dowdy is former station owner. Ann. Aug. 7.

Hammond, Ind.—Bitter Root Bestc. Co., vhf 940 kc., 1 kw. D. P. O. address Box 389, Hammond, Ind. Estimated construction cost $14,804, first year operating cost $18,000, revenue $24,000. Principals are Theodore H. Fullerton, 25.5%, Lou Forok, 16.3%, Edward L. Hammr, 11.3%, and others. Mr. Fullerton is in plumbing and heating, Mr. Forok has been sales manager of KCAP Helena, Mont. Mr. Hammr is in equipment. Ann. Aug. 11.

SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING through August 12

<table>
<thead>
<tr>
<th>ON AIR</th>
<th>CP</th>
<th>TOTAL APPLICATIONS</th>
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<tr>
<td>Lic.</td>
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<td>For new stations</td>
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<td>122 697</td>
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<tr>
<td>FM</td>
<td>585 458</td>
<td>160</td>
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<tr>
<td>TV</td>
<td>46 53</td>
<td>103 123</td>
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</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through August 12

- VHF
- UHF
- TOTAL

Commercial
441 80 521

Non-commercial
33 10 43

COMMERCIAL STATION BOXSCORE
As reported by FCC through June 30, 1959

<table>
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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>3,328</td>
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<td>466</td>
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<td>49</td>
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Existing Am Stations

APPLICATIONS

KACY Port Hueneme, Calif.—To increase power from 250 w, unj, to 1 kw, 1 kw—L.A., change from DA-1 to DA-2 and install new trans. Ann. Aug. 7.

KHIE Truckee, Calif.—To increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 12.

WIVY Jacksonville, Fla.—To change frequency from 1000 kc to 1000 kc, change hours of operation from D to unj., using power of 1 kw N and D, change ant.-trans. location and ground system. Ann. Aug. 12.

WAME Atlanta, Ga.—To increase power from 500 w to 1 kw and make changes in transmitting equipment. Ann. Aug. 6.

WAME Miami, Fla.—To change hours of operation from D to unj., using power of 5 kw N and D, change ant.-trans. and studio location and make changes in DA system. Ann. Aug. 12.

WTMT Louisville, Ky.—To change frequency of operation from D to Unl., using power of 500 w, 1 kw—LS (increase) and existing ant.-trans. DA N and D (DA-1) and install new trans. Ann. Aug. 11.

WTWL Waterville, Me.—To change daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 7.

WMBN Philadelphia, Pa.—To increase power from 500 w to 1 kw and install new trans. (Request waiver of Sec. 3.38 (c) of Rules). Ann. Aug. 6.


WJFY North Augusta, S.C.—Mod. of cp (which authorized new standard broadcast station) to change ant.-trans. and studio location, make changes in ant. system (increase height and ground system), install new trans. and change station location to Langley-Bath, S.C. Ann. Aug. 6.


New FM Stations

APPLICATIONS


Existing FM Stations

APPLICATION

WSGY-FM Decatur, Ill.—To change frequency to 102.9 mc., ch. 275. Ann. Aug. 12.

Ownership Changes

APPLICATIONS

WSFA-TV Montgomery, Ala.—Seeks assignment of license from WYK Television System to The Broadcasting Co. of the South for $2,250,000. The Broadcasting Co. of the South is licensee of WFS-AM-TV Columbus, S.C. and WIBT Charlotte, N.C. Ann. Aug. 7.
KLFM (FM) Long Beach, Calif.—Seeks assignment of license from Ted Bolnick & Walter C. Greiner, d/b/a Long Beach Best, Co. to Harrissboro, Inc. for $7,600. Harrissboro, Inc. (R. L. Harrissboro) and others. AM Trans. Aug. 10.


WSKL (FM) Chicago, Ill.—Seeks assignment of license to WSKL (FM) Chicago, Ill.—Seeks assignment of license from Francis J. Cur- tis, receiver in bankruptcy, to State-Wide Best, Corp. in merger agreement including $50,000 attributed to good will of station. State-Wide Best, is owned by Maurice H. Kamm and Harold J. Kamm and others. Messrs. Kamm and Kamm are attorneys and have various business interests. Ann. Aug. 11.


RKBCL-AM-FM Shreveport, La.—Seeks acqui- isition of control of licensee corporation, and Alvin Childress (now each 48%) through sale to Steelman, 24%, and others. Ann. Aug. 11.

WKIK Leonardtown, Md.—Seeks acqui- sition of control of ownership interest in Southern Maryland Broadcasters, Inc. (now 95% owner of present 50% owner) through purchase of 50% stock in corporation. Goodwill to be transferred equally. Ann. Aug. 11.

WKIQ Clewiston, Fla.—Seeks transfer of control of licensee corp., Clewiston Best, Co. from Parker Childs, Walter F. Stock and Frank Benkoski to Harry Newby who will own 56%. Ann. Aug. 12.


WRRC Cherry Valley Township, WRBD Delware Township Development Corporation, and WSWL Wethersfield, Conn. and All New York.—Seeks transfer of control of SCA and li- cense between the companies. (FROM Cooperage Grape League Federal Ex- change Inc. to Ivy Best, Co. for cash pay- ment of $200,000 other arrangements, by Ivy Best, Inc. by Birch E. Erman and James H. Finn. Ann. Aug. 12.


WWR St. Albans, Vt.—Seeks assignment of license to State-Wide Best, Inc. to Robert J. Kimel and Bessee W. Grad each 50% for $40,000. Each to own his own另一半. Bessee Grad is in ladies clothing. Ann. Aug. 10.

KQXQ Bellingham, Wash.—Seeks assign- ment of cp from Willis R. Harpel and Stephen M. Lakey, Best Inc. to A.V. Ramford for $4,600. Mr. Ramford is owner of once popular cp WENI En Pano, Tex. 25% owner of KKKI Golden, Colo., and 55% owner of TV Station WYFF, Idaho. Ann. Aug. 11.

WWMF Parkersburg, W.Va.—Seeks assign- ment of license from Valley Bests, Inc. to the Zanesville Publishing Co. for $62,500. The Zanesville Publishing Co. is owned by Clay Likins, 65%, and others. The Zane- sville Publishing Co. owns 25% of WHIZ-TV Zanesville, Ohio and 40% of WHZD same city. Licenses are held to WTCP TV5 (TV) and WTV 500 w.m., WTV 6 and of WHRN Ann Arbor, Mich. Ann. Aug. 11.

Hearing Cases
INITIAL DECISIONS
Hearing Examiner J.D. Bond issued initial decision toward granting application of Captiva Broadcasting Corp. for new tv station to operate on ch. 19 in Vail Mpls., N.Y. The station is competing applica- tion of Veterans Bests, Co. Inc. Ann. Aug. 15.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant- ing application of Nick J. Chaconas for new station to operate on 1150 k.w.-D. 1,050 w.-N, D.A., in Galveston, Md., and deny- ing mutually exclusive applications of Tri- County Bests, Co., Laurel, Md., and TCA Bests, Corp., (Genevieve, Ill. 500 w.m.-W.), College Park, Md. Ann. Aug. 15.

OTHER ACTIONS
Commission, by board composed of Comr. Robert Lee, took action on August 5.


Commission, by board composed of Comr. Robert Lee and Fred Ford, took following action on August 5.


Routine Roundup
BROADCAST ACTIONS
By Broadcast Bureau

KSLM Salem, Ore.—Granted involuntary transfer of control of licensee corporation, Lou C. McCormick to Lou C. McCormick, executors of Stockton, Ohio.—Seeks assignment of license to Change Media, Inc. for $250,000. Change Media, Inc. comprises WSSW-FM Youngstown, Ohio—Granted license covering increase in ERP and antenna height and change of location, Ann. Aug. 10.


KPAJ-FM Chicago, Ill.—Granted cp to change ERP to 46 kw, transmitting ant. and other equipment changes of tv translator station.

K7JQ St. Louis, Mo.—Granted cp to change tran-station, location, studio location, design and control and install new trans.

KWNK-FM Chicago, Ill.—Granted cp to increase ERP to 27 kw, install new trans.

KMKM Albuquerque, N. Mex.—Granted new and old cp to changes studio location and new type trans.

WMPO Middleport-Pomeroy, Ohio.—Granted cp to change antenna location, direction and antenna height and make changes in ant. and ground systems. Ann. Aug. 20.


KVAL Albany, Ore.—Granted authority to operate KVAL-TV in Springfield, Ore. Special events when station may operate up to 17 hours per day during the month of Oct. 31.

KPAR St. Louis, Mo.—Granted extension of authority to operate licensed radio station KSPS at St. Louis, Mo. Special events when station may operate up to 17 hours per day during the month of Oct. 31.

KYAK Hope, Ark.—Granted extension of authority to operate specified hours for station.

KCYL Lampassas, Texas.—Granted author- ity to operate from sign-on p.m. to sign-off at 7 p.m. for period ending Oct. 19.

KMBI Henderson, Nev.—Granted exten- sion of authority to remain silent for period ending Sept. 15.

KTON-AM St. Louis, Mo.—Granted extension of authority to sign-off at 7 p.m. for period ending Oct. 31.

Following stations were granted extension of authority to remain silent as follows: KXetr, Alaska, to Nov. 2; KCBM (FM) Kansas City, Kans. to Nov. 20.

Actions of August 6

WLCB Camilla, Ga.—Granted assignment of license to Cape Best, Co. Inc. and others. Ann. Aug. 10.

WXCD Willsboro, N.Y.—Granted licenses for following stations: EXFJ-FM Fort Worth, Texas; WDJR Oil City, Pa. 99.2 kw; WHTY-FM Carlisle, Pa.; ERP 714 w.


KQH (FM) Los Angeles, Calif.—Granted license covering increase in ERP, change ant. height, replacement of existing installation new trans.; ERP 100 kw, ant. 240 foot, site La Jolla.


KSER-FM Cleveland, Ohio.—Granted li- cense covering changes in transmitting equipment.

WLOG-FM Logan, W.Va.—Granted author- ity to remain silent for additional 60 days.

WWI Iowa City, Iowa.—Granted author- ity to reduce hours of operation from un- limited to 6 hours per day beginning Aug. 19 to Sept. 18.

WPLY Sheboygan, Wis.—Granted authority to sign-off daily at 6 p.m. for period ending Sept. 30.

Actions of August 5

WAAG Adel, Ga.—Granted assignment of license to Cooke County Best, Co. Inc. (Robert R. Cooke, Innkeeper) for new cp of to install new trans.

WTFH (FM) Phoenix, Ariz.—Granted mod. of cp to change studio location and remote control and install new trans., condition.

Actions of August 4

KICU (TV) Bakersfield, Calif.—Granted assignment of cp d/b under same name.

KBKX Lubbock, Texas —Granted assignment of cp d/b under same name.

KHFJ (FM) Lubbock, Texas; KGAF-FM Gainesville, Texas, KGN-C FM Amarillo, Texas.

BROADCASTING, August 17, 1959

100 (FOR THE RECORD)
Help Wanted—(Cont'd)

Technical

Immediate opening Junior copywriter, girl preferred. Background, photo, background Bill Frosch, WISH, Indianapolis.

Production—Programming, Others

Radio, ideal working on-air position. Applicants must have at least 5 years experience. Prefer long-established station for daytime (candidates with background in morning drive time are also encouraged to apply). Must be available to start immediately.

Traffic opening for daytimer, ideal working on-air position. Applicants must have at least 5 years experience. Prefer long-established station for daytime (candidates with background in morning drive time are also encouraged to apply). Must be available to start immediately.

Send resume, qualifications, and photo, background to: Box 109P, BROADCASTING.


Traffic Send resume, qualifications, and photo, background to: Box 109P, BROADCASTING.

Top position as Sales Manager at a major market station. Strong sales ability required. Must be familiar with sales and marketing techniques. Must have experience in radio and television. Excellent opportunities for growth and advancement. Contact: Personnel Director, Northwest Broadcasting, 2450 First Avenue, Seattle, WA 98121. Phone: 206-555-1212.

Top position as Sales Manager at a major market station. Strong sales ability required. Must be familiar with sales and marketing techniques. Must have experience in radio and television. Excellent opportunities for growth and advancement. Contact: Personnel Director, Northwest Broadcasting, 2450 First Avenue, Seattle, WA 98121. Phone: 206-555-1212.

Announcers

Sports announcer, seven years background in the sportscasting business. Excellent on-air and production talent. Excellent references. Box 846M, BROADCASTING.

Disc Jockey, young, talented, intelligent, cooperative. News, operate board. Box 123P, BROADCASTING.

New Yorker, 3½ years experience in all phases of radio. Previews program direction experience. Will work independently. Need to be available immediately. Good references. Box 970M, BROADCASTING.

NegrO dj. Smooth tape, will show talent. Interview background. Box 975M, BROADCASTING.

Veteran sportscaster with top rated radio and tv shows desires good sports opportunity. Shows solidly commercial. 12 years experience. Excellent play-by-play baseball, basketball, football, boxing. Good interview technique. News and special events background. Presently employed but desire better opportunity. Send resume and references. Box 979M, BROADCASTING.

College grad, speech-radio major. Strong news, commercial, record shows. Mature personality. Box 979M, BROADCASTING.

Experienced radio announcer, dj, single, presently employed, looking to move preferably in mid-south. Box 109P, BROADCASTING.

DJ personality. Air salesman, not a scram- er. First phone six years. Desire major market position. Box 113P, BROADCASTING.

Announcer, young. Intelligence, determine- tion, and ability. Excellent production abilities. Tape available. Box 134P, BROADCASTING.

Marrid. 12 years in major market. Prefer full-time work, with new or experienced dj and news. Box 115P, BROADCASTING.

Top-notch, experienced announcer. Strong on-air qualities—dj, sales, and production. Box 136P, BROADCASTING.

Climbing, young, married announcer-engineer. Resident Minnesota-Wisconsin. Personality, dependable. Box 169P, BROADCASTING.

Situation wanted as an English or Spanish language announcer. Previous experience as a sales manager. Thoroughly experienced in all phases of radio. Energetic, creative, adaptable personality; sales, account, coast conscious administrator, good on your feet. Currently employed; will handle all details station operation. Very familiar with national stations. Desires long-range prospects. Box 178P, BROADCASTING.

Announcer-dj. Experienced veteran, professional, educated, with excellent sales background. Will travel. Box 117P, BROADCASTING.


Experience as a play-by-play announcer, college sports. Presently employed, looking for new market. Salaries up to $90,000 annually. Box 127P, BROADCASTING.

Radio announcer 12 years experience. 8 years program director same station. Wants shot at radio-ty setup or tv only. Seeks announcing plus tv production and direc- tion experience. Go anywhere. Box 174P, BROADCASTING.

Announcer, limited experience, seeking position as radio announcer. College radio graduate. Previous radio experience. Will travel. Tape on request. Box 179P, BROADCASTING.


Morning man—radio, 16 years experience. TV-announcer-host, over 4,000 live on cam- paigns. Has the voice, experience, and background. Five figure minimum. Personal in- terview only. Presently employed in New York City. Box 182P, BROADCASTING.

Help Wanted—(Cont'd)
Situation Wanted—Cont’d

Announcer

Combo first phone, announcing experience, available two weeks’ notice. Single. Would like chance to work in near Washington area. Immediate is preferred, with opportunity to learn transmitter maintenance. Box 184P, BROADCASTING.

Announcer—first phone. Married, 33 years old. Experience at 1000 watt daytime station, tape and resume on request. Box 188P, BROADCASTING.

Married man with four mouths to feed with small station. Would like to move to larger market. Tired of being pushed around. 23, 5 years experience. Top rated deejay. Please reply. Box 189P, BROADCASTING.

Like help! Not rapid paced job looking for job in Florida. Nite owl looking for permanent root with quality sound. Familiar with top ten markets for dream which will come true. Reply Box 201P, BROADCASTING.

Experienced announcer, family man, steady job. Location Wisconsin, Michigan preferred. Excellent references. Box 202P, BROADCASTING.

Being plentiful by top 40 PD with answers looking for honest operation with questions. It can be done. I’ve done it. If you want to relieve me, want to fight em. Reply Box 202P, BROADCASTING.

Mr. Chameleon—Friendly personality deejay of many voices and ideas—available early October. Prefer Wisconsin-Illinois. Box 203P, BROADCASTING.

First phone morning deejay. Experienced all phases, especially news. Employed. Box 204P, BROADCASTING.

Top-flight announcer with pd experience. Seeks staff-dj work in larger market. Steady, mature. Box 222P, BROADCASTING.

Top-flight female staff announcer with new and exciting copy ideas, six years experience, excellent musical background, outstanding sales ability, desires to move permanently, either Florida coast. Box 223P, BROADCASTING.

Swingin’ top 40 dj available immediately. Two years modern radio, married, dependable. Box 224P, BROADCASTING.

Announcer, 12 years experience, disc jockey, news staff work in general. Prefer large board. Box 225P, BROADCASTING.


Situations Wanted—Cont’d

Announcer—first phone. Fully experienced salesman. Box 203P, BROADCASTING.

Engineer, five years’ experience; three weeks notice; no announcing now employed. Box 220P, BROADCASTING.

Chief engineer—5 kw sm da-high power fm. Remote control—installation maintenance. Prefer chief 1 kw or staff job large station. Box 228P, BROADCASTING.

Chief engineer-announcer. Good in both departments. Want position with future. Box 23OP, BROADCASTING.

Chief engineer-announcer, over 20 years experience, know radio from ground up. Family man, prefer southeast, available immediately. W.J. (Bill) Evans Jr., 480 Pine Needle Road, Athens, Georgia.

CAREER OPPORTUNITIES IN VIDEO TAPE 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 to 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 3-yr. background in technical and/or program sales or program production/direction. 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 3-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. Engineer- ing degree or equivalent.

For a personal interview, please send detailed resume including references to: John K. Doolittle, Ampex Corporation, Personnel Department, 2400 Bay Road, Redwood City, California.

934 Charter Street
Redwood City, Calif.

AMPEX
CORPORATION

professional products division

Officers and Representatives in Principal Cities Throughout the World
TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-35. Box 170M, BROADCASTING.

TV salesman wanted for New York state. NBC outlet, Base plus commission, Send full resume to Box 185P, BROADCASTING.

FOR SALE—Kine Recording Heads with Magazines (with audio amps. and galvo’s). Brand new. Six available for immediate delivery. Price at $3750 each. Also—one Kine Recording Unit. Complete... unused... ready to operate. Priced at $7500. Write or call—Attention Mr. B. Presti.

Help Wanted—(Cont’d)

Sales

TV account executive. Experienced in radio or tv local-regional sales. To take over 109 billion accounts on one of the best CBS-TV stations in the Carolinas. Now in our 6th year of ownership. This position offers good base, fringe benefits, and attractive commission arrangements that enable you to build your own future. No limit on earnings. We offer all the technical training as good salesmanship. Send complete details including sales record on local and regional and with photographe to Don Pierce, Local Sales Manager, WMYF-TV, Greensboro, N.C.

Announcers

Announcers—Experienced, mature, able to sell on camera. Send resume, photo, tape to Creative Director, KCRG-TV, Cedar Rapids, Iowa.

Technical

ETV engineer: to be in charge of microwave and new studio operations and maintenance. Possibility of advancement to chief; 2 years tv experience, 1st class, some college preferred. Send photo, how you can fit job, references to WITF, 1975 E. Adams, Jackson- ville, Fla.

Expanding—Small Division of an International organization needs top recording engineer. Radio-Television maintenance engineers for checkout and/or on video tape recorders. Mincon Division—3 M, 2049 S0, Barrington Ave., Los Angeles 26, California.

Production-Programming, Others

Art director for large southern market radio-television station. Must be sharp, fresh and creative. Principal duties—preparation of commercials and promotions, to build many pieces. Salary open. Send resumes, sample material and photo to: Box 100P, BROADCASTING.

SITUATION WANTED—Management

Fifteen years experience: News-gathering, feature and production. Veteran married desires position management; large progressive station. Excellent salary. Resume, references. Box 160P, BROADCASTING.

Promotion Manager—Experienced all phases radio-television promotion desires to relocate. Excellent background and references. Box 250P, BROADCASTING.

SITUATIONS WANTED—(Cont’d)

SALARIES

Salary secondary to television opportunity. I specialize in tough sales problems, am seeking challenge in radio or television sales management. Top biller five years major eastern market. Two years multistation. Aggressive, hard working team player, late thirties, church member. Box 65M, BROADCASTING.

FOR SALE

Model BC-25D-2 250 watt Geles transmitter, in excellent condition, also Gates antenna tuning unit, remote antenna unit and about 136 feet coaxial. Contact Norbert Fritz, KNAF, Fredericksburg, Texas.

W.B. 53381, 500/100 transmitter, like new working. W.E. 1C frequency and RCA 66A modulation monitors, both excellent working condition. New limiter and 40 loads of new spare tubes for everything. Paid $250.00 cash, carry. See this KXKR, Oxnard, California.

Two Berlant BRX-1 tape recorders with cases, cost $650 each. Yours $600 each. RCA limiter and amp, $600, All other equipment. Air mail. KOZE, Lewiston, Idaho.

One Western Electric 32C console, $280.00; two RCA BZ05 remotes, $175.00 each. All in excellent condition. One Amper 601-2 stereo recorders with inputs and stereo cards, in new condition, $750.00, P.O. Box 5465, Jacksonvile, Fla.

TELEVISION

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FOR SALE

Equipment—(Cont'd)

Windcharger 2300 galvanized 130 foot am-fm tower, 26 foot pylon, beacon, obstruction lights. Box 2828P, BROADCASTING.

Complete radio broadcasting equipment—RCA model 3 DX transmitter. 3 Kw, now operating in good condition on 1150 kc. Includes three Wheat-Ross self-supporting antennas, 222, 223, and 465 feet high, tower, beacon equipment, transmission lines and couplers, monitoring and metering devices, and all accessories. Sealed bids will be opened at 2:30 P.M., CST, August 25, 1956. Address inquiries and requests for bids to Mr. Tippins of Business Affairs, East Baton Rouge Parish School Board, P.O. Box 2850, Baton Rouge, Louisiana.

Weather warning receivers for Conestl and Disaster Weather Warnings Air Alert 11, 11-4500, Air Alert 1, 45-220, Miratel, Inc. 1062 Sionne St., St. Paul 13, Minn.


1-Presto SS-B recording amplifier and rack mount power supply 8-N disc cutter and 2-speed changer. Outside unit, in good condition. Box 4116, Dallas, Texas.

RCA 3 Bay channel 5 tv antenna, 900 feet 3½" copper coax line, 4 elbows, hangers, fittings, etc. All in good condition and now mounted on tower. P.O. Box 600, Washington 4, D. C.

WANTED TO BUY

Stations

Responsible individual wants to buy radio station in $50,000 to $150,000 class in Florida, north, west coast or Rocky mountain. Box 189P, BROADCASTING.

Cash for profitable or unprofitable station in western Pennsylvania or N.Y. No brokers. Box 210P, BROADCASTING.

Wanted—one problem station in mid-west, will buy under short term contract basis. Replies Confidential. Box 217P, BROADCASTING.

We believe Chapman Company can save you time, effort, and money in the sale of your station. A single meeting will outline this for you. Give us a call and "we'll come running." You will be under no obligation. You will then have additional information on which to plan the future. Chapman Company, telephone 7TH 4-4201, or Write, 1182 West Peachtree, Atlanta 9, Georgia.

Equipment

Wanted: Used cassette or small console in good condition for recording studio. WDEC, Atlanta, Georgia.

Audio cassette, video distribution amplifiers, relay type video switcher, monitors. R. W. Harrell, Chief Engineer, WEDU, Tampa, Florida.

INSTRUCTIONS

F.C.C. first phone license preparation by or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for a free 48-page brochure. Grantham School of Electronics, 314 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Ekikins Radio License School of Atlanta. 1128 Spring St., N.W., Atlanta, Georgia.


Since 1940. The original course for F.C.C. 1st phone license, 6 to 6 weeks. Recommendations required. Enrolling now for classes starting Sept. 2, Oct. 29, 1949, January 6, March 2, 1950. For information, references and reservations write William F. Ogden, Radio Engineering School, 1120 West Olive Avenue, Burbank, California.

BROADCASTING, August 17, 1959

MISCELLANEOUS

Custom radio spots. No jingles. M-J Productions, 2809 Templeton Road, Columbus, Ohio.


RADIO

Situations Wanted—Management

STATION OWNERS

Top - Rated Major - Market Radio Personality Available for Interest in Station.

Nationally-recognized radio personality in top ten market, with over 25 years of successful knowledge in management, sales, programming and promotion—plus tremendous record library and national contacts—desires interest in station in substantial metropolitan market.

Box 158P, BROADCASTING

BROADCAST STUDIO SYSTEMS

ENGINEERS

The RCA Broadcast Division has several challenging openings in its systems group for engineers qualified to plan television operating systems for broadcast Stations and closed circuit customers. The work involves taking customer requirements, translating them into functional system drawings, and often getting the system installed and tested. Design and construction of custom built equipment items are part of the work. An engineering degree is preferred.

FOR INTERVIEW WITH ENGINEERING MANAGEMENT

Please send resume to:
Mr. C. B. Gordon, Dept. ZC-14H
Professional Placement
RCA, Bldg. 10-1
Camden 2, N. J.

RADIO CORPORATION OF AMERICA

Industrial Electronic Products

DJ's...ANNOUNCERS

Sharpen up your show! Cash in on the Agency spot work! Learn any dialect and learn it right from a teacher with pupils on Broadway. Anyone can learn with this simple, fast method of taped and written instruction. You actually can see and hear the sounds. (Cockney, Russian, German, Italian, Irish, French, Scotch, Swedish, you name it). $35.00 per dialect on tape, $45.00 on disc. SEND CHECK OR MONEY ORDER TO:

J & J Enterprises

Box 5243
Nagel Station
St. Louis 15, Missouri
**Help Wanted—(Cont'd)**

**Announcers**

**HAWAII CALLS**
Top flight disc-jockey. Must know tight operation. Rush aircheck, resume, photo, references. Top station—wonderful living. Address all replies to Program Director, P.O. Box 5428, Honolulu, Hawaii.

**TELEVISION**

Help Wanted—Sales

**TELEVISION OPPORTUNITY KNOCKS**

— WANTED —

Special TV sales representative for one of world's largest TV film distributors.

A hard working salesman can make substantial income with drawing account and liberal commissions.

Excellent growth possibilities.

Several important territories remain open to those selected.

**APPLICANT MUST BE WILLING TO TRAVEL**

Write Qualifications to P.O. Box 1034, Studio City, California.

**TELEVISION**

Help Wanted—Technical

**TELEVISION ENGINEERS WITH FIRST CLASS LICENSE**

Needed by expanding top Florida station. Must have experience in studio operation, remotes, video-toping and maintenance. Men with less than five years experience need not apply. Send full details, background and photo to Box 204P, BROADCASTING.

**Help Wanted—(Cont'd)**

**Production—Programming, Others**

**WANTED**

**RESEARCH ANALYST, TV STATION**

Assistant to Sales Development Head in N.Y.C. TV Station. 2 years minimum TV experience. Knowledge of ratings. $90-$100 start. Send resume to Box 216P, BROADCASTING.

**WANTED**

**CRACK NEWSMAN**

Top-flight reporter, writer, on-air personality to join quality TV news staff. Send kine, other evidence, or bring lively body to Bruce Palmer, News Director, KWTV, Oklahoma City.

**PROGRAM DIRECTOR NEEDED**

by WFMY-TV
Greensboro, N.C. Car.

If you are experienced as a program director or operations manager... If you have administrative ability and can supervise a big department...

If you know programming at the local level...

If you know film purchasing...

If you are truly creative...

If you have sound, mature judgment...

We have an excellent opportunity for you...

We have one of the top markets in the southeast.

We have a 10-year-old CBS station with fine equipment in new million dollar plant....

We have a competent staff...

We have good salary for this market...

What are your requirements?

Our programs director of nine years is going into fulltime church work. Would like to replace him by October 15.

If you think you are the man of ability and character we want, write Gaines Kelley, General Manager, WFMY-TV, with complete information on your background and experience. Send photo.

If we think you are that man, we will arrange personal interview.

All applications confidential. Box 235P, BROADCASTING

**FOR SALE**

**Equipment**

**WEATHER • RADAR**

Raytheon 18 CM 275 KW Output PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diagno- in new factory condition. Priced up clouds at 60 miles. $650.

Westinghouse 3 CM 40 KW Output PPI Presentation, 4, 5, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking Radar 10 CM. 215 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (its own building!), Price and details on request. Used by Air Force and weather bureau.

RADIO—RESEARCH INSTRUMENT CO.
550 5th Avenue
New York 36, N. Y.

**WANTED TO BUY**

**Stations**

**WANT IMMEDIATELY**

To buy radio property doing hundred thousand a year or better. Market location unimportant, but property must have three year history of not less than seventy five thousand gross. Send all available data to Present Radio Investment Corporation, 6301 West 44th Ave., Denver 12, Colorado.

**REP WANTED**

For high gross Minnesota independent dissatisfied with present rep in Minneapolis area. Wants more than present 2% national.

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**FOR LEASE**

FM Sub Carri er for background music service. 79,000 watts metropolitan Los Angeles area.


Media Investments Company
6381 Hollywood Blvd. Los Angeles 28, Calif. Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.
Continued from page 102

Columbia Pictures Corp.—Fisco Corp. bought 20,000 shares raising its holdings to 117,430; Samuel J. Briskin acquired 2,000 shares for $2,050 individually owned.

Crowell-Collier Publishing Co.—Eugene J. McCallfery bought 4,737 shares, his first stock in firm; R. Earl Chandler sold 6,500 shares leaving him with 12,000; Clarence E. Stouch disposed of 1,000 shares leaving him with 68.

Emerson Electric Co.—Byron W. Johnson acquired 130 shares for 385 total.

Films Inc.—Al Simon purchased 500 shares for 1,000 total; William Cowan bought 500 shares for his first stock in Films; Richard B. Sage sold 400 shares leaving him with 8,840.

Hoffman Electronics—Bruce L. Bird purchased 600 shares and sold 200, in three separate transactions, leaving him with 600.

FOR SALE

Stations

<table>
<thead>
<tr>
<th>State</th>
<th>Frequency</th>
<th>Power</th>
<th>Terms</th>
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<tr>
<td>Fla.</td>
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<td>S.E.</td>
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<td>VHF-TV</td>
<td>450M Terms</td>
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And others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT APPOINTMENTS FINANCING HOWARD S. FRAZIER, INC. 7370 Wisconsin Ave., N.W. Washington 7, D. C.

GUNZENDORFER

Arizona, 1000 watts fulltimer, $75,000. Colorado, 1000 watts daytimer, $100,000. 29% down. Long payout. Arizona daytimer, $100,000. California FM, $75,000. Arizona, 5000 watts daytimer, $140,000 for control. Attractive terms.

WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers — Consultants 8630 W. Olympic, Los Angeles, Calif.

NORMAN & NORMAN INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Midwest Wide Service
Experimental Broadcasters
Confidential Negotiations
Security Bldg., Davenport, Iowa

BILL RAMBEAU REPORTS:

Having sold my interest in Rambeau, Vance, Hopple, Inc. and resigned as President of that company, I tried retiring but learned I could not take that for more than a month. So, I have opened an office in Manhattan to serve as headquarters for a temporary consulting service for a couple of old friends in the broadcasting field. That will do for interim employment but I am a salesman and frankly I am looking for something to sell. Must be interesting, honest and have a profit angle. If you have a sales problem maybe I can be of service to you.

William G. Rambeau
10 East 43rd St., New York 17, N.Y. Telephone OXford 7-8996
Why must public funds support private interests?

Nearly $150 billion has been spent by federal, state and local governments on highways, airports, airways and the Inland waterways system. Many additional billions will be spent to expand, improve and maintain these facilities.

Much of this money has been and continues to be provided by general taxpayers through income taxes, property taxes and other general taxes they pay.

These transportation facilities, supplied by the public, are used extensively by carriers in competition with the railroads. In many instances none of the expense of construction, maintenance and operation is recovered through user charges — such as fuel taxes, license and registration fees and graduated weight-mile charges.

Shouldn't an adequate share of the costs of these facilities be paid by private business interests who use them for profit? Shouldn't the tax-paying public be relieved of this burden?
A new horizon loomed invitingly last March for Arthur M. Tolchin, who had just graduated from high school in Loew’s Theatres Inc., in charge of WMGM New York, and who has been associated with that station for 22 years. While WMGM was already pointed toward a record-grossing year, together with its highest ratings, prospects for continued growth now appeared evident to WMGM’s executive vice president. March 12 was the effective date of the Loew’s Inc. corporate split, which placed WMGM under the new corporate entity of Loew’s Theatres Inc.

It is no secret that Loew’s Theatres plans to expand in the radio field, and WMGM stands to benefit by Loew’s resources and confidence in radio. Not hiding his air of optimism, Mr. Tolchin says the experience of Loew’s executives in the arts of show business represents a definite plus for WMGM. Regretting the loss of his associates who were branched off to Loew’s Inc. as a result of the split, Mr. Tolchin says that “fortunately, I find it satisfying to pick up with another tremendously bright, resourceful group of people who will assist the progress of WMGM.”

Mr. Tolchin’s awareness of what a radio audience listens to is sharpened each morning and night when he conducts his surveys of car radio listening habits. He drives to his office at 400 Park Avenue from his home in New York, N.Y., a practice he finds rewarding because it enables him to hear what other drivers are listening to and also to “monitor” other stations.

Big Breaks • Mr. Tolchin’s enthusiasm for radio is unbounded, especially radio in the New York market. He expresses this way: “Two of my biggest breaks have been (1) deciding to come to New York, which is certainly the friendliest city in the world, and (2) finding this business of radio, an industry that is teeming with bright, alert and intelligent people, making it very easy to do a successful job.”

Things were not easy when Arthur Mac Tolchin first came to New York in September 1935, fresh from a year at the Gustav Marx advertising agency in Milwaukee and college at the Ferris Institute in Big Rapids, Mich., where he had studied a general course and played some basketball. While a senior at the U. of Wisconsin High School in Madison, he had played center on the 1931 state championship team. The position of center seems logical for the six-foot, four-inch Mr. Tolchin. As a youngster growing up in Milwaukee, where he was born May 20, 1914, the WMGM head says he “ran the gamut” of summer and parttime jobs—shining shoes, shoveling snow, delivering newspapers and working in a drugstore.

Politeness Pays • Came the fall of 1935 and feeling venturesome, Arthur journeyed to New York, armed with a letter from the local Goodyear Tire & Rubber Co. dealer who had recommended him to Arthur Kudner of the Kudner Advertising Agency. He didn’t get a job, but struggled along until the following March when he was hired on the strength of a “gundheit” during his interview at WOR New York. Coming from the German-settled city of Milwaukee, Arthur had learned some of the language, and when his interviewer, Walter Neff, WOR’s sales manager, sneezed Arthur politely said “gundheit.” Coincidentally, Mr. Neff could speak German and Arthur ultimately was hired as a salesman after finishing the interview in German.

He stayed with WOR until October 1937 when he accepted a similar post with old WHN New York, which in 1948 changed to WMGM. Selling turned out to be Mr. Tolchin’s forte. In 22 years he estimates his total of radio time sold for that station at $16 million, a record he claims is unsurpassed by any other single person for a single station. He was named assistant director of sales in 1945 and director of sales in 1951. In September 1954 he became head of the station.

Athletic interests in his youth may have helped extend Arthur Tolchin’s competitive spirit into radio management activities but he still pursues sports on many fronts. These interests may take him to Vermont or Canada for winter skiing, to Nassau and Bermuda for water skiing and skin-diving, or anywhere in between where the fishing might be good. He plays golf frequently at the Harrison Country Club where he has a 15 handicap. A little over a year ago he was awarded a 136-yard hole-in-one on a 136-yard hole—with a 2 iron.

An interest in flying airplanes was given up about four years ago, Mr. Tolchin says, because of too many other demands on his time. This activity reached a peak in the World War II years when he was a flight officer in New York’s Knickerbocker Squadron of the Civil Air Patrol.

Personalities Plus • Mr. Tolchin identifies WMGM, with its music-news-sports format, as a personality station. Carrying the ball through the 22-hour broadcast day is a staff of personalities whose work he prefers over that of jockeys because he believes they are much more than just men calling the tunes on the turntable. His personalities must not only keep up with trends in music and be able to talk well between records, but also sell merchandise.

Programming features at WMGM include the airing of all New York Yankees baseball games, now carried for the second year of a five-year contract. Before the Dodgers moved west, WMGM aired all that team’s games from 1941 to 1957.

Mr. Tolchin is particularly proud of his station’s public service and announcing which he says today enjoys “recognition that has been made manifest to it from almost all areas of governmental and charitable agencies.”

Other special programming at WMGM, which Mr. Tolchin states will have an overall gross of at least 10% higher than 1958, includes a feature called Neighborhood News, which serves as a community bulletin board and is aired at various times throughout each broadcast day, and its Take a Break series in which clergymen of every denomination participate with miniture-long spiritual messages.

Mr. Tolchin is married and has four children, the youngest born this past July 9. The children are: Bob 20 and Pat 18, both by a previous marriage; Kathy 4, and the newborn boy, Bruce. With the association of an aggressive parent company in Loew’s Theatres Inc., a fine radio property, the biggest market in the world and a booming radio industry, the future is bright to Art Tolchin.
EDITORIALS

Tough job

CONSSTRUCTION of a network television program schedule is a fascinating and terribly complicated piece of work. In many ways the jigsaw puzzle might be called a direct, but infinitely simpler, forerunner. Consider, if you will, a few of the factors to be kept in mind:

Audiences, advertisers and affiliates must all be pleased. Time slots and programs must be united compatibly. The competition must be watched. The critic cannot be ignored. The professional, although rarely a typical viewer, has his claque, and the do-it-yourself variety can be devastating in other, not always logical, ways. And there is always the stock holder. In the extreme or most vocal form his interest in television is matched only by his unservable conviction that the ideal schedule should consist of endless etudes by the Budapest String Quartet.

It is easy to see that program planners could become hopelessly schizophrenic if they did not have clear objectives in mind. A plan is essential. It is also helpful to others, for it shows where a network is trying to go and how it proposes to get there.

Against this background the program philosophies of the three national networks, as enunciated by key executives elsewhere in this issue, make illuminating reading. There are significant differences of approach, especially where ABC-TV, the newest competitor, is concerned. That is understandable, for different circumstances require different approaches. There are some politely bristling competitive claims, and that is understandable too, because each network must think its course is right. Their common objective is to provide the broadest possible base of appeal and that is both understandable and proper because, as its critics would let no one forget, television belongs to the people—but not, we might add, exclusively to the eggheads or the devotees of string quartets.

But there is no need to pursue the point now. Our purpose here is to say that, assuming execution on a par with the planning, the guiding philosophies promise a diversity and level of programming containing much to win the favor of all but the most diehard back-biter. For that loudly idealistic band we know of no salvation short of giving them a network and letting them uplift their way to the bankruptcy courts.

Quizzical

AREFUL examination of all of the facts leads us to conclude that the current interest being manifested by both House and Senate committees in the quiz show issue is for headline purposes only. There can be no valid legislative objective because the criminal statutes are ample if crimes were committed—which they weren't.

A month ago—before the Congressional committees began their forays—we urged prompt release of the grand jury presentment based on last year's investigation. Release would have avoided the very developments now taking place. Congressional inquiries would prolong what is now a dead issue since the big quiz is practically non-existent, and inevitably they would hold up to public ridicule those unwary contestants in quest of the big jackpots.

The grand jury had the opportunity to indict if it felt crimes were committed. Instead it delivered a report without naming names but condemning certain devices of manipulation or corruption so that these could be avoided in the future. The New York judge, however, ordered the presentment impounded, and subsequently invited the various parties to submit briefs. A decision on release of the grand jury report will be reached next month by General Sessions Justice Mitchell D. Schweitzer.

Both House and Senate committees have been given permission to examine the minutes of the grand jury investigation, as distinguished from the presentment. The committees thereafter presumably will determine whether to launch investigations to expose any fraud.

As we have observed, it would be reaching considerably to ascribe any legislative intent to such proceedings. When the complaint was first made about rigging of a particular program, the District Attorney in New York promptly instituted an inquiry, followed by the grand jury investigation of quiz programs generally. This was the proper course under our judicial processes.

For committees of Congress to insinuate themselves into the affair at this time can only be construed as another head-long dive into sensationalism. The House Legislative Oversight Committee, with a $200,000 appropriation, must be looking for ways to spend since it's quite a stretch from legislative oversight to quiz programming.

We hope that both Congressional committees will recognize the wisdom of avoiding an excursion into an area that gives no promise of yielding anything worthwhile but would cause untold embarrassment to many misguided contestants. Those culprits among the program packers have had it already. There isn't a Chinaman's chance for them to get back on the networks.

And we hope that Justice Schweitzer will mete out justice by releasing the grand jury report. This would serve the public interest, and do infinitely more good than competitive head-hunting expeditions on both sides of Capitol Hill.

East and west

A NEWS dispatch relates that an East German Court has ruled it a crime to watch West German television. The Communist court sentenced two defendants in two different cases to imprisonment at hard labor for watching West German TV and allowing friends to watch too.

No embellishment is needed here to amplify the difference between communism and democracy. This is the same sort of despotism that results in the Soviet jamming of our international broadcasts and of Radio Free Europe.

Next month we welcome Soviet Premier Nikita Khrushchev with free access to our networks and their affiliated stations.
Kansas City possesses today's FOREMOST POTENTIAL FOR GROWTH among ALL the major cities of the U. S., according to a recent statement in a national magazine by the well-known head of a prominent investment syndicate. Because of its central geographic location, this authority says, Kansas City is destined to become the nation's rail and highway hub. He cites, in addition, the city's importance in air transportation. He goes on to mention Kansas City's progressive program of slum clearance, highly favorable residential planning and excellent prospects for commercial and industrial expansion under the aegis of enlightened, intelligent city management. Municipal expansion, likewise, says this authority, has been of such a nature as to maintain a very favorable tax situation.

KANSAS CITY IS NOW AMERICA'S 17th MARKET!
- 1,039,200 people live in its metropolitan area!
- The area's effective buying income has risen to 2 billion, 120 million dollars annually!

YES, YOU'LL FIND A BONANZA WITH KMBC-TV!
- Most powerful station — 216,000 watts from the Channel 9 “tall tower” reach 36,316 more homes with Class "A" coverage than does nearest competitor.
- Most popular station — Recent ratings attest KMBC-TV TOPularity, with six of the top ten network programs, 12 of the top 25!
- According to March-April Nielsen 24-Market Report, KMBC-TV leads in Kansas City during the vital 6 p.m. to 10 p.m. period; KMBC-TV has 262,000 viewers per average quarter hour. Station X has 233,520 and Station Y has 208,670. Thus KMBC-TV leads X by approximately 11%, and Y by about 20%.

In Kansas City the Swing is to KMBC-TV and in Radio the Swing is to KMBC of Kansas City — KFRM for the State of Kansas with 10,000 Watts Power from Twin Transmitters
NEW IN THE NORTHWEST...
EXCLUSIVE WITH KSTP!

“Feature Drugs Merchandising” added to famous Feature Foods Service by KSTP Radio and Television

Beginning September 1, 1959, KSTP Radio and TV, Minneapolis-St. Paul, brings another outstanding and exclusive merchandising service to the vital Northwest market.

On that date, Feature Drugs Merchandising Service becomes available—free of charge—to all qualifying KSTP Radio and TV advertisers!

In sixty high-volume drug outlets, the full-time KSTP Feature Drugs staff will maintain continuing service including placing of display material, improving visibility, facings and position, checking on distribution, stock conditions, popularity of special deals and collecting competitive information. These activities will be reported to participating advertisers twice during each 13-week cycle. This is similar to the famous KSTP Feature Foods Merchandising Service which provides special displays, Bargain Bars and store calls in 200 key supermarkets.

Your nearest Edward Petry office or a KSTP representative will be happy to give you all the details on this, the most complete, most effective merchandising service in the Northwest.