Next on TV Code’s enforcement list: personal product ads
Spot radio well on way to $185 million total this year
Newspaper & tv circulations: how they should be compared
Joint conferees ironing out kinks in equal time measure
THOSE VIEWERS IN YOUR MARKET WHO MISS RALPH MEEKER IN THE FIRST EPISODE OF "NOT FOR HIRE" WILL BE SORRY. THOSE WHO MISS HIM IN ANY OTHER EPISODE WILL BE FEW.
KTVI's tower rises 1649 feet above sea level—the maximum height permitted in the St. Louis area. New maximum power transmitter (100 kilowatts Video) is housed in a completely new modern building.

buy St. Louis à la card

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

KTVI
CHANNEL 2 ST. LOUIS

Represented nationally by
BLAIR-TV
There is a measured preference...

KRLD-TV

This "measured preference" is best shown in a bright, new information folder that illustrates concisely and clearly that if you want to cover the vast Dallas-Fort Worth market area, buy KRLD-TV, Channel 4. Ask your Branham man for the "measured preference" information folders.

Represented Nationally by The Branham Company

KRLD-TV
THE DALLAS TIMES HERALD STATIONS
Channel 4, Dallas
MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

John W. Runyon
Chairman of the Board
Clyde W. Rembert
President

Broadcasting, August 24, 1959
Code sequel • Documentation isn't available but there's Madison Avenue talk that prominent advertiser testing two new products in print media had considered trying them out on television but changed mind. Reason ascribed to rejection of video was desire to avoid entanglement with NAB's tv Code and its stiff policy toward personal products. NAB codifiers threw group of stations out of code organization this summer (and lost some members) because they carried Preparation H hemorrhoid commercials.

Line is forming • More than 50 broadcasters have indicated interest in appearing as witnesses when House Antitrust Subconference holds hearings on radio-television provisions of state antitrust legislation. Threat of total sports broadcasting blackout on present free radio-television system has caused deluge of prospective witnesses (Broadcasting, Aug. 17). Hearing dates are Sept. 2-3.

One man's opinion • Language of equal time amendment, passed last week by House (page 66), was not language preferred by majority of Commerce Committee members. It was adopted, following three days of secret committee debate (Broadcasting, July 27), only after Rep. John Moss (D-Calif.) threatened to "vigorously oppose" bill on floor if his more restrictive amendment was not adopted by committee. Californian expressed private opinion last week that it would have taken "very little opposition" to defeat bill as originally introduced by Rep. Oren Harris (D-Ark.), Commerce Committee chairman.

Some members of committee were incensed over Rep. Mas's actions in forcing approval of his "bona fide" and "incidental" language (see story, page 62). "It was nothing but blackmail," said one congressman. "None of us wanted it, including the chairman, but we had no choice."

Ford among first • Early-bird auto drive for spot radio is planned by Ford Div. of Ford Motor Co. Spot radio campaign is set for Sept. 28 as part of initial introductory move for 1960 Ford passenger car. It's handled through J. Walter Thompson, New York.

Plug for ABC-TV • Is House Commerce Committee preparing to get into tv allocations area heretofore practically exclusive domain of Senate? Portents of this seen in statement on House floor last week during debate on political broadcasting law (Sec. 315) by Rep. Rogers (D-Texas) who went into wholly unrelated area of three network competition and shortage of facilities. Mr. Rogers is member of Commerce Committee.

Without alluding to ABC-TV in statement inserted in record, Mr. Rogers said it was fairly well known that "new network has had to cut rates in order to compete with the other two, because of lack of tv stations in a number of cities such as Birmingham, Louisville, Rochester, Syracuse, Providence and other markets." These same two-vhf stations cities are actively under FCC consideration, several with short separations, for vhf drop-ins.

RCA's media • Broadcast media needn't quiver over RCA advertising shift from Kenyon & Eckhardt to J. Walter Thompson (see story, page 38). Ad command at RCA foresees no media changes, still considers tv—as might be expected—as its cornerstone in national advertising. Though RCA will not say what triggered switch, there's no doubt that JWT's international organization helped (RCA is continuing to expand in overseas markets). Domestically cost sales will be main thrust.

Getting out of town • When will Congress quit? Irrespective of legislative workload, best bet is Labor Day week. Possibly before. With Khrushchev arrival scheduled for Sept. 15, it's certain Congress won't be around then, if for no other reason than to avoid protocol entanglements. It's customary to invite head of state, even though his visit may not be official, to address Congress when in session. No session, no protocol problem.

Johncke leaves Petry • There's no official announcement, but Ernest Lee Johncke Jr., vice president and assistant to board chairman Edward Petry of Petry station-representation firm, is leaving that post. With Petry for past two years, he formerly was vice president and assistant to president of ABC (when Robert E. Kintner, now NBC president, was ABC head). Parting with Petry organization understood to be amicable.

Birthday wishes • There's activity to get radio-television station air support for announcement campaign tying into Sigma Delta Chi's 50th anniversary this year as national professional journalism fraternity. It's felt such public service project would be useful in alerting listeners and viewers to increasing role of electronic journalism. Harshbarger, Chicago, is volunteer PR firm for SDX.

Back to tv • Knickerbocker beer, New York, is still tv-minded. Brewer, which covers market areas in New England and metropolitan New York, had given up most of its spot tv spending during summer in favor of heavy spot radio. But here's inside on 1960 strategy: There'll be "weight" on spot tv. Spot radio will be continued and will be "somewhat" heavier than usual. Compton Adv., New York, handles account.

There's a law • Proposal of Senator Bush (R-Conn.) that the Soviet Union be permitted to own and operate tv station in this country in exchange for giving U.S. same privilege behind Iron Curtain is impossible without amendment of Communications Act. Sec. 310(a) specifies station licenses shall not be granted or held by any alien or representative of any alien; any foreign government or any corporation authorized under laws of any foreign government. Moreover, not more than one-fifth of stock of licensee company can be owned or voted by aliens.

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Better than half the viewing families—52.6%—watch WRGB. The May, 1959 ARB total area survey shows Channel 6 delivers more homes than the other two stations combined in the Northeastern New York and Western New England market. Contact your NBC Spot Sales representative for the complete story.

WRGB CHANNEL 6 . . . A GENERAL ELECTRIC STATION . . . ALBANY-SCHENECTADY-TROY
WEEK IN BRIEF

Retail dollars await the ‘effective sell’ • Radio stations are missing the boat in winning more local retail advertising because of their failure to show retailers just how effectively the medium can sell. With proper planning, better copy writing and more professional air presentation, local stations can increase this share of business, according to David P. Thomas, radio-tv director, Kal, Ehrlich & Merrick, Washington, D.C., in this week's MONDAY MEMO. Page 23.


Spot radio on the move • Ford, Liggett & Myers and Reynolds Tobacco out in front in RAB breakdown of top 50 spot radio investors in first half of 1959. First-quarter slump reversed, authorities see both half-year and 12-month gains for spot radio this year. Page 32.

Soft or starched • TVB says comparisons are "soft," that is unfair, when newspaper circulation is pitted against tv's delivered audience. And when "Starched"—rating studies by Daniel Starch & Staff—readership results show large grey areas. Page 36.

$17 million march on Madison Ave. • RCA's $12 million hops from Kenyon & Eckhardt to J. Walter Thompson; Sylvania's $5 million leaves JWT and land at Kudner. Page 38.

MGM's 'radio spectacular' • National spot saturation makes debut in motion picture advertising. If it "works" Metro-Goldwyn-Mayer will back 10 features a year in this manner. Page 40.

The ageless kid • Formula for tv series longevity lies in client service as exemplified by Ziv-Television's syndicated western The Cisco Kid, now 10 years old and friskier than ever in both domestic and foreign markets. Page 52.

Conference on equal time • Senate-House conferees to meet to work out differences in Sec. 315 amendments which have passed both bodies. Approval of House came last week with question of exemption for some news interview shows left unresolved. Page 62.

Action on FCC bills • Senate passes four measures to amend Communications Act, but indications are House won't consider them this year. Page 70.

New sports angle • Sen. Kefauver, with cosponsorship of dozens others, introduces new sports antitrust legislation. Bill covers professional football, basketball and hockey but makes no mention of baseball. Page 70.

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WILX - TV

Channel 10

LANSING

BATTLE CREEK

JACKSON

Things are buzzing in Michigan's rich Golden Triangle area! And only WILX-TV delivers the important metro areas of LANSING, JACKSON and BATTLE CREEK in one sweep ... city-grade signal ... studios at each point ... dominant NBC service.

Mark these WILX-TV market facts:
• 11th largest population area
  (SRDS Consumer Market Data)
• 12th largest in total retail sales
  (Sales Management)
• 28th largest in tv homes
  (Television Age 100 Top Markets)

Sell the big and busy Lansing market (now 60th nationally with 313,100 population) ... plus Battle Creek, Jackson and the populous Central Michigan area ... with WILX-TV's powerful coverage.

contact
VENARD, RINTOUL & McCONNELL, INC.
SELL "The Family Board of Directors"
With Your Local Meredith Station

Yes...this situation, one of many, offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound rate structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data...and will give you the facts on audience loyalty, coverage area and low cost circulation.

MEREDITH STATIONS ARE "ONE OF THE FAMILY"

KANSAS CITY  KCMO  KCMO-TV  The Katz Agency
SYRACUSE  WHEN  WHEN-TV  The Katz Agency
PHOENIX  KPHO  KPHO-TV  The Katz Agency
OMAHA  WOW  WOW-TV  JOHN BLAIR & CO.—BLAIR TV
TULSA  KRMG  The Katz Agency

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines
Firestone buys CBS 'Ike & Khrush' series

In deal described by network as "unprecedented in international relations and television broadcasting," Firestone Tire & Rubber Co. will pick up tab for 14-hour CBS-TV programs of news coverage of forthcoming exchange visits of President Eisenhower and Soviet Premier Krushchev. Contract being announced today (Aug. 24) by Harvey S. Firestone Jr., chairman of rubber company, and Louis G. Cowan, president of CBS-TV network.

Broadcast schedule not definitely set, but CBS-TV authorities said most programs would be carried in prime evening time. Coverage—combination of live, tape and film—also will include President Eisenhower's preparatory visit to Europe later this month, which will be subject of first four broadcasts. They're scheduled 7:30-8 p.m. EDT on Aug. 27, Aug. 30, Sept. 3 and Sept. 6. These and programs reporting on Mr. Krushchev's visit to U.S. and President's subsequent visit to Russia will be titled Eyewitness to History.

Agency for Firestone, which last made trade headlines few months ago by inability to find what it considered suitable site for its 30-year-old Voice of Firestone on ABC-TV, is Campbell-Ewald, Detroit.

Inn cancellation brings S.C. suit

South Carolina Broadcasters Assn. filed suit at weekend in U. S. District Court, South Carolina, against William Hilton Inn, located at Hilton Head Island, that state, following inn's cancellation of meeting originally scheduled June 28-30. SCBA moved convention to Aug. 20-23 at Holiday Lodge, Myrtle Beach.

Association asks $62,500 actual and punitive damages in suit filed by J. Drayton Hastie, WUSN-TV, SCBA president. It contended notice that new inn would not be able to handle convention was not given until June 24. As result, it was alleged, many delegates were already on way to island and could not be reached though telegrams were sent all advance registrants as soon as cancellation notice was received. Suit being handled for SCBA by law firm of Roberts, Jennings, Thomas & Lumpkin, of Columbia.

At Aug. 22 session, Frederick H. Garrigus, NAB organizational services manager, called for elimination of misconceptions of broadcasting's public service role by civic and similar agencies. He charged many of those who demand free broadcast time are paying for other media, but suggested this may be due to their ignorance of broadcasting's public service role.

Broadcasters should dispel fallacious thinking about "public interest, convenience and necessity" language of Communications Act, he said, noting many still believe they are required by law to give definite percentage of broadcast time to religion, education, charity and other causes. Community program advisory committees are helpful to broadcasters in dealing with these groups, he added.

Hudson of ABC dies

Earl J. Hudson, 67, ABC vice president and consultant-advocate, died Friday (Aug. 21) at Mount Sinai Hospital, Los Angeles. Until December Mr. Hudson was in charge of the network's western division. He was succeeded by James G. Riddell. Mr. Hudson also was on the Disneyland Inc. board of directors. Funeral services are being held today (Aug. 24).

NBC-TV buys plays

Search for new TV properties well in advance of their expected play to audiences has NBC today (Aug. 24) announcing its acquired rights to create and present TV productions based on eight top motion pictures owned by Selznick Co. Versions on tv are expected to be "special program events," according to David Levy, vice president, programs and talent, NBC-TV, and will be seen beginning in 1960-61 season. "Virtually all" will be presented live, he said.

Two FCC cases argued in court

Two appeals of FCC orders were argued at U.S. Court of Appeals in Washington Friday.

FCC defended its action in ordering Montana Microwave to shut down its microwave operation granted several months previously which feeds signals from two Spokane, Wash., tv stations to community antenna system in Helena, Mont.; pending disposal of protest by XKLJ-TV Helena against microwave grant. (FCC, in ordering cessation of service, had granted XKLJ-TV request for stay of microwave service pending outcome of protest.)

Montana Microwave charged FCC unlawfully abused its discretion in "setting aside" microwave grant after seven months' operation and acted contrary to its own findings that it had no jurisdiction to hold up microwave service to catv system on grounds of adverse impact on local tv station. FCC has not yet acted on original XKLJ-TV protest of grant.

FCC said it has no alternative but to grant stay of microwave service unless there are overriding public interest considerations which decree otherwise. In this case, FCC said, catv system already had two program services and need for addition of two more does not constitute grounds of overriding public interest.

In second argument, WIBR Baton Rouge, La., one of two applicants for ch. 9 (recently assigned to Baton Rouge), appealed dismissal of its protest against FCC action granting WAFB-TV Baton Rouge (ch. 28) temporary authority to operate on ch. 9 pending resolution of ch. 9 contest. Among other things, WIBR held it would not be able to contest WAFB-TV (controlled by WDSU-AM-FM-TV New Orleans) if uhf outlet gets STA for ch. 9. FCC said this position is speculative rather than factual. Similar request for ch. 9 STA by WABR was not complete, intervener WAFB-TV observed.
AT DEADLINE

Detroit market survey profiles fm audience

Nearly 60% of Detroit fm radio listening audience has family income of more than $7,500 per year, according to mail interview survey conducted last month by Market Opinion Research Co., Detroit, for WLDM (FM) Oak Park (Detroit), Mich.

Other facts brought out by Detroit survey: fm is listened to on average of five hours and 19 minutes per day; more fm is heard during evening hours than at other times; 63.5% interviewed have listened to fm four years or more; 84.1% of fm listeners own their own homes and 50% live in city; 32.4% of fm family heads, by far largest percentage, are in professional, technical or semi-professional occupations. WLDM sponsored report was based on 370 mail interviews of 1,000 questionnaires mailed to persons "selected at random from 21,000 names and addresses of persons who were known to be fm listeners."

MBS committee

Vic Diehm, president of Vic Diehm Group of radio stations and chairman of Mutual Affiliates Advisory Committee, Friday (Aug. 21) appointed two new members to committee to fill vacancies in District 8 (Calif., Wash., Ore. and Ariz.). Named were Cal Perley of KSON San Diego and KITO San Bernardino, Calif., as new metropolitan market committeeeman, and Keith Munger, president of KCOK Tulare, Calif., as non-metropolitan market committeeman. They fill vacancies created by resignations of Norman Boggs, KHJ Los Angeles, and Frank Loggan of KBND Bend, Ore. Appointments run to Dec. 31.

NBC plans meeting

First meeting of New Program Managers Advisory Committee for NBC and its affiliates will be held Thursday (Aug. 27) in New York. Albert L. Capstaff, Vice President In Charge of NBC Radio Programs, is chairman of committee. Its purpose is "to foster better understanding of the programming problems of the network and local stations" and promote liaison between network and affiliates. Station members are Herman K. Clark, WBAP Fort Worth; Bill Cornelius, WJBO Baton Rouge, La.; Franklin D. Coslett, WBBRE Wilkes-Barre, Pa.; Elmo Ellis, WSF Atlanta; Ed Walker, WFLA Tampa and Wilfred W. Woods, WOC Davenport, Iowa.

Massing named


Business briefly

- RCA Victor Ltd. (Canada), Montreal has followed U.S. parent organization by announcing Friday (Aug. 21) it is moving its advertising (estimated at about $500,000) from Kenyon & Eckhardt to J. Walter Thompson, effective first of year. Earlier in week, RCA had announced its $12 million account switch to JWT (stories, page 5, 38).

- British American Oil Co., Toronto, Ont., has signed to sponsor both eastern and western Canadian football games as well as national play-offs and final Grey Cup Game on English and French language Canadian television networks. Company bought half rights to games from Canadian Broadcasting Corp., with James Lovick & Co. Ltd., Toronto, handling all advertising. Games will be played on irregular schedule now beginning. Western games will be carried on network west of Great Lakes and eastern games in eastern half of country, with play-offs and Grey Cup Game being carried on full English and French networks.

- Pharmaceuticals Inc., Newark, N.J., signed sponsorship of new nighttime version of NBC-TV's current daytime show, It Could Be You, starting Sept. 5 (Sat., 10:30-11 p.m. EDT). Daytime series continues Monday through Friday (12:30-1 p.m.). Ralph Edwards' production stars Bill Leyden as m.c. Pharmaceuticals' agency: Parkson Adv., N.Y.

WEEK'S HEADLINERS

Mr. Schofield

Mr. Kelly

Mr. Flanagan

Mr. Lasky

Arthur C. Schofield, vp for advertising and promotion of Storer Broadcasting Co., Miami Beach, appointed assistant director of Peoples Broadcasting Corp., Herbert E. Evans, effective Sept. 1.

John J. (Chick) Kelly, assistant advertising and promotion manager of Westinghouse Broadcasting Co., for past five years, succeeds Mr. Schofield as director of those activities with Storer. He has previously been with WCAU-AM-TV Philadelphia and WPTZ and KYW when they were located in that city. Mr. Schofield served as advertising and promotion director of DuMont tv network in early days of medium. Peoples is comprised of WRFD Walthington and WGAR-AM-FM Cleveland, both Ohio, WMNN Fairmont, W.Va.; WTTM Trenton, N.J., WNAS Yankton, S.D. and KVTV (TV) Sioux City, Iowa; it is subsidiary of Nationwide Mutual Insurance Co., Columbus, Ohio.

Alvin G. Flanagan, vp and general manager of KCOP (TV) Los Angeles for past three years, elected vp of broadcast division of Nafi Corp. in charge of their odo tv stations. Nafi currently owns KPTV (TV) Portland, Ore. and has bought KCOP pending FCC approval (see Broadcasting, Aug. 17); the company intends to develop five tv stations, according to Kenyon Brown, Nafi's radio-tv director.

Philip G. Lasky, executive director, West Coast for Westinghouse Broadcasting Co. since March 1956, named vp in charge of that area. WBC stations there are KPIX (TV) San Francisco and KEX (TV), Portland, Ore. Mr. Lasky entered broadcasting at 21 at KFEL Denver as engineer in 1930's he was general manager of KDYL Salt Lake City and KSFO San Francisco.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES
There's no mistaking Rover's message when his tail starts to spin. He's communicating! Likewise, just a few wags of your client's message on WOOD-TV will send thousands of WOODlovin' WOODlanders loping off to buy. That's effective communication! So, take a tip from a wise old dog and sell Western Michigan the right way — on WOOD-TV. Bark for the Katz man, and put the bite on him for avails.

WOOD AM TV
WOODien Center
Grand Rapids, Michigan
WOOD-TV — NBC for Western and Central Michigan, Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOODRadio — NBC.
VITTORIO DE SICA • RICHARD CONTE • DAN DAILEY • JACK HAWKINS

THE FOUR JUST MEN
Walking off with Sales Honors

INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. NEW YORK 22, PLAZA 5-2100
WKMH carries the ball for BIG GAINS in the rich Detroit market

FOOTBALL

DETOUR LIONS
all games—home and away

UNIVERSITY OF MICHIGAN
complete schedule

plus Detroit's best
SPORTS PROGRAMS
...8 shows daily with
VAN PATRICK
and Frank Sims

WKMH
DETOUR • DEARBORN
the station that has everything

KNORR BROADCASTING CORP. FRED A. KNORR, President
A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(A indicates first or revised listing)

AUGUST


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 Sect. 1.212-128 establishing two classes of rulemaking proceedings, with one involving "special consideration" in which all ex parte representations would be barred. Docket No. 12,947.


Aug. 25-29—Ninth annual meeting, Assn. for Education in Journalism, U. of Oregon. Speakers include Dr. F. Stanton, CBS president; Allan Neville, author-historian; James A. Barnett, Purex Corp., vice-president; Mitchell V. Charnley, U. of Minnesota.


Aug. 27—AFL-CIO, members of Los Angeles Service Center, four directors of Los Angeles Advertising, File center of Los Angeles Post Office, assisted by WENR, will be speaker.

Aug. 28—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC will be speaker.

Aug. 28-30—Mississippi Broadcasters Assn., Heidelberg Hotel, Jackson.

Aug. 29—AP broadcast preceding meeting of New Mexico Broadcasters Assn., Desert Sands Hotel, Albuquerque.

SEPTEMBER

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

Sept. 3-5—Storer Broadcasting Co.'s radio program managers meeting, Detroit.

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

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

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

BROADCASTING, August 24, 1959

Sept. 11-13—Southwest stereo-hi-fi show, Shamrock-Hilton Hotel, Houston, Tex.

Sept. 12—AP Broadcasters of Ohio, Columbus.


*Sept. 15—Premium Advertising conference, Hotel Astor, N.Y.

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

*Sept. 17—Assn. of Motion Picture Producers & Laboratories of Canada, Montreal.

Sept. 17—Assn. of National Advertisers sales promotion 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 committee chairman.

*Sept. 17-19—Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago. Also annual awards meeting.


Sept. 18-20—Southwest stereo-hi-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. 21-22—Lousiana Assn. of Broadcasters, Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tow, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting."

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


*Sept. 23—Comments due on FCC proposals to add vhf channels to Fresno, Bakersfield and Sacramento-San Francisco. Reply comments due Oct. 8. Dockets 11735 (Fresno-Bakersfield) and 12490 (Sacramento-San Francisco-Reno).


Sept. 24-26—AFB-0th District convention, Hotel Texas, Fort Worth.


Sept. 28—Start of eight-week workshop series sponsored by Chicago Federation Adv. Club and Women's Adv. Club of Chicago. Nine different clinics are scheduled in such areas as radio-ty, copywriting, publicity and public relations, production, marketing and merchandising, media, art 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., Chicago.

*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 WRQV-AM-TV Philadelphia, owned by NBC. Philco claims RCA-owned stations are unfair competition since...
There's more
There's **WJXT** in Jacksonville, where the Nielsen ratings are more dazzling than the sunshine! With a 3 to 1 margin in audience, WJXT is the *only* station with complete coverage to put you in the swim of one of the biggest booming markets under the sun.

---

**WJXT**

*JACKSONVILLE, FLORIDA*

*An affiliate of the CBS Television Network*

*Represented by CBS Television Spot Sales*

---

Operated by The Washington Post Broadcast Division:

**WJXT** Channel 4, Jacksonville, Florida  **WTOP Radio** Washington, D.C.  **WTOP-TV** Channel 9, Washington, D.C.
COMPETITORS, YES...

ROBERT D. RUSSELL
President
The Exchange-Security Bank

MILTON ANDREWS
Chairman of the Board
The Bank for Savings & Trusts

BUT THEY'RE BOTH SOLD ON WAPI RADIO

"As a financial institution our advertising must reach adults; therefore, WAPI is the natural choice to sell our banking facilities. The Exchange-Security Bank is sold on WAPI."

"For many years a large share of our radio advertising dollar has gone to WAPI. Their distinctive programming and the quality of their audience provides an excellent outlet for our advertising message."

WAPI
50,000 Watts
BIRMINGHAM, ALABAMA

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. 5-7—Institute of Radio Engineers' fifth national Communications symposium, Hotel Utica, Utica, N.Y.

Oct. 5-9—Society of Motion Picture & Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, Audio Engineering Society, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.


Oct. 7—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.


*Oct. 8-9—Advertising Federation of America third district (North Carolina, South Carolina, West Virginia), Poinsett Hotel, Greenville, S.C.

*Oct. 8-10—Alabama Broadcasters Assn. fall meeting, U. of Alabama.


Oct. 9-10—North Carolina Assn. of Broadcasters and American Women in Radio & Television conference, annual meeting and area conference, respectively, Otesaga Inn, Greensboro.


*Oct. 10—Ohio Assn. of Broadcasters, Athletic Club, Columbus.

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. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.


NAB FALL CONFERENCES


Oct. 19-20—Sheraton Hotel, Chicago.

Oct. 22-23—Somerset Hotel, Boston.

Oct. 29-30—Dinslaker-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. 23-25—Mark Thomas Inn, Monterey, Calif.

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

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


BROADCASTING, August 24, 1959
Nothin' but happy sounds from happy buyers. WBAL is your BASIC BUY in BALTIMORE! Buy WBAL and you buy BALTIMORE, PLUS. WBAL-Radio in Baltimore gives you coverage where it counts! WBAL serves 2,500,000 listeners spread over 14,000 square miles. WBAL serves them clear channel, full time, with 50,000 watts. WBAL serves its listeners with top, professional programming and production. And, as it serves its millions of listeners, WBAL also serves you and your client—with more sales return on every advertising dollar spent! There must be a reason why WBAL leads in local sales. The reason is simple: when you buy WBAL, you buy Baltimore, PLUS! And that means more SALES for YOU!

In Baltimore, WBAL is BASIC

WBAL RADIO
BALTIMORE,

50,000 Watts NBC Affiliate
Nationally represented by
H. I. Christal Co., Inc.

In association with
WBAL-TV Channel 11
WRCA-TV'S NEW ROTATION PLAN WITH A GUARANTEED RETURN

WRCA-TV's unprecedented, prime-time spot rotation plan assures you of net audiences as much as 25% bigger than those delivered by fixed-position announcements—at no increase in cost.

ORBIT guarantees every advertiser in the new season powerful adjacencies to established hits like Tennessee Ernie Ford, Bat Masterson and Groucho Marx. Your message will also benefit from the excitement of brand new NBC Television Network attractions like Riverboat, Sunday Showcase and Bonanza!

ORBIT is available in either one, or both, of two dimensions. In Horizontal Orbit, your message is spotted in the 8 p.m. time period. On successive weeks, it rotates through Sunday, Monday, Tuesday, Friday and Saturday nights.

In Vertical Orbit, your message rotates through consecutive half-hour breaks from 8 to 10:30 p.m. on successive Thursday nights.

There's no time like the present to invest in this sales plan of the future. Call for details today.

WRCA-TV CHANNEL 4 IN NEW YORK
NBC OWNED • SOLD BY NBC SPOT SALES
How come you were so smart and bought KEWB before the ratings were published?

Well, my dear, I like to be ahead of the field. KEWB's combination of successful management... precise, fashionable programming... overwhelming audience acceptance are bound to reflect in the station's standing when ratings are published. Easy to figure, yes?

Smart time-buyers in the San Francisco Bay Area had one advantage over other time-buyers: they were right on the scene... could "feel" the immediate acceptance of colorful, contemporary "Big Bay Radio"...fashionable radio.

Now it's your turn. Don't buy radio by "tradition": Check the latest rating books. Check avails with your KEWB rep or your nearest Katz office... and you'll buy the "Big Bay Radio" audience.
MONDAY MEMO

from DAVID P. THOMAS, radio-tv director, Kal, Ehrlich & Merrick, Washington, D.C.

Retail dollars await the 'effective sell'

Local radio offers the quickest, surest and most inexpensive way to make people buy. But are radio stations doing the best possible job for the local sponsor? Are air personalities selling with the utmost effectiveness? What about the commercials so many local radio stations write for their sponsors? And, please, can’t something be done about “me-too” programming—that bland blend of music-news-sports and tired commercial followed by another tired commercial?

Local radio hasn’t done too good a job of selling to the retailer. He wants to be shown before he spends money on radio.

The average retailer in a market of a million people spends about $10,000 a year for all advertising. Since he has been weaned on newspaper advertising, it is his first love and most of his appropriation goes into print media. From experience, he knows what newspapers can do. But how many years has he really known radio?

Too Little Too Soon. • Too many stations are content to sell announcements on a one-a-day or other infrequent basis. This isn’t productive. It isn’t healthy for the station’s business either. It would help if local radio would advise sponsors with a limited budget to let it accumulate until there is enough for an all-year campaign—with particular emphasis on saturation schedules around peak consumer-buying seasons.

In radio, the second 13 weeks is better than the first. The second year infinitely greater than the first. A sketchy hit-and-run schedule rarely compounds the cumulative effect so necessary for good radio results.

One of these days, many more department stores will learn this simple radio advertising lesson. Too. When they do, radio will get a healthy cut of their ad budgets.

Personality Goldmine • Local radio has a potential gold mine in its personalities. But these personalities should be themselves. They can’t all be Arthur Godfrey. Some of the attempts at folksiness or being whimsical are ludicrous. Still others refer to a sponsor as a "swell" fellow or his product as "simply wonderful." This is selling?

Thank heaven for the E! It covers the short-sightedness of some local radio managers who hire announcers by price alone. This must be the reason, because how do you account for the fact that too many local radio announcers can’t sell? Sure, they’re getting experience. But, as whose expense? The sponsor’s of course. This is false economy, because a poor announcer spells poor results. Naturally, the copy is blamed. It’s possible. I believe it’s a combination of poor announcers and poor copy. What a monumental waste of sponsors’ money!

Written copy is comparable to written sheet music. Neither comes to life until it is heard.

And, deliver us too, from copy written by local radio continuity departments. It is too often inane and repetitious, full of cliches, bromides and stale, tired, worn-out, weak words. And hysteria too often is mistaken for dramatics.

You don’t need a high-priced continuity department or a local Young & Rubicam to turn out copy that sells. Just hire someone who knows how to inject a sense of urgency in the retail copy.

Retail copy should be exciting, but excitement doesn’t mean shouting or raving about a cut-price item. That’s old hat.

Why People Buy • Most people buy to fulfill a subconscious wish . . . to satisfy their sense of the aesthetic. A woman isn’t motivated to buy a dress because of a bargain price or because the silk that may be in it comes from homogenized cocoons. She buys to fulfill a yearning. She buys a world of dreams in a $10.98 dress . . . excitement . . . romance. There are a million-and-one reasons why people buy, the least of which is practicality. Price alone is not enough.

The tone of the commercial should reflect the personality of the sponsor. Too many retailers have a nebulous style in either print or radio advertising. They keep changing copy in a frantic search for something “different.”


With station and local retailer really working together, radio sells!

Bigger radio budgets predicted, if...

BROADCASTING, August 24, 1959 23
KMOX-TV is first in
This month. Last month. Month before. For fourteen consecutive months, Nielsen has shown CBS Owned KMOX-TV solidly in first place. With an average share of audience that has grown steadily to its present 42%—bigger than before the advent of St. Louis’ fourth station!

ARB, too, confirms that Channel 4’s margin of leadership is bigger now than it was before...with a 16% lead over the second station, a 91% lead over the third station and a 149% lead over the fourth station!

Ditto Telepulse. And on top of everything else, KMOX-TV currently commands 9 of the 10 top multi-weekly programs and 10 of the top 15 once-weekly programs enjoyed throughout Mid-America.

Whichever rating service you rely on, whatever yardstick you apply, the story is the same: KMOX-TV is clearly, indisputably the leader in the St. Louis market. Contact CBS Television Spot Sales or KMOX-TV to make your product...

ditto!
The 'prize guys'

EDITOR:

We appreciated the comments you had to make about our company and the giveaway business in general in the Aug. 10 Broadcasting. There is good and bad in every industry and your story shows you went beneath the surface to investigate the good as well as the bad.

Richard Kane
Marden-Kane Inc.
New York

EDITOR:

When we first saw your story . . . "The busy middlemen in giveaways" we decided to sue you.

More deliberate consideration suggested that we simply write and cancel our subscription. After careful perusal of the article we thought maybe we'd write a letter filled with venomous and vituperative language and not sign it . . .

Ray & Berger specializes in prizes for individual stations and has served hundreds of the nation's finest in the past 10 years.

Pending your reply to this letter we agree not to use foul means or methods, but to coin a phrase: "Just tell them you know us!"

Howard Ray and Jack Berger
Ray & Berger, 5938 Sunset Blvd.
Hollywood 28, Calif.

[EDITOR'S NOTE: For omitting Ray & Berger from the list of prize guys it looks as if we have won the booby prize. Sorry.]

EDITOR:

At the outset I would like to tell you that I have lost a great deal of respect for your publication as a result of the inaccuracies that I know of particularly in this article. As a practitioner in this field for 13 years now, it has always been the desire of our company, as well as myself, to create and continue a feeling of legitimacy and ethics about our business that many people have felt "there must be something wrong with it."

There may be something wrong with it, but not as far as we are concerned. The calendar "of principal prize collectors" as shown in the article lists quite a number of people that would appear to indicate that this is a large activity with many people in the field. However, from scanning this list, there are only two or three people that I know of, who have been in this field as long as we are and whose desire is similar to ours to continue the feeling of ethical practices in this activity. The rest of the people listed, in my opinion, do require more careful scrutiny as to reputation, length of service in this field, and what they actually do.

[One of those listed] is in business less than a year. The principals of this organization are former employees of ours, one having been in the field approximately seven months prior to his discharge from our organization. The other having been with us for several years as a junior executive. The status your article places this organization as being "National Contest Specialists" is not only inaccurate, but unfair in that this has been an activity of our firm for 13 years now . . .

Mineola, L.I., N.Y.

[EDITOR'S NOTE: We made no attempt either to endorse or to criticize individual firms. It is impossible to give complete descriptions of each operator in reasonable space.]

Tv 'journalism'

EDITOR:

This is in response to the letter of Harold W. Bangert of Bangert & Bangert, Fargo, N.D. (OPEN MIKE, Aug. 17).

I agree with him that a new word is needed (to describe live coverage of news events on tv) and I'd like to suggest a word that infers you are seeing something as it is actually happening—thus the word "actuality."

I think that word will convey the meaning Mr. Bangert described. Namely: "a direct television presentation of an event without editorial or reportorial intervention"—an actuality!

Monroe Benton, News Dir.
WROW Albany, N.Y.

Whiskey on radio-tv

EDITOR:

In your Aug. 10 issue, on page 40, column 2, next to the last paragraph, you give our station the honor of being the first to take whiskey ads; and have also moved us from Norfolk to Waterbury, Conn.

Of all people and stations, I think we would probably be the last—not the first.

Campbell Arnoux, President
WTAR-AM-TV Norfolk, Va.

[EDITOR'S NOTE: If it hadn't been for the typo, the story would have said that WATR-TV Waterbury, Conn., carried two spots in July for Mitchell's Pot Still Whiskey.]
Downtown San Francisco becomes a Color TV showroom for the "Fall Fashions in Living Color" show, July 23, 24.

What happened: San Francisco fashion industry colorcasts annual show — 150 fashion and TV stores tie in — thousands watch in Union Square and on Color TV broadcast — color set sales rocket — proof that Color TV promotion pays off!

Ray Bentley, Bentley Electronics: "The color came through beautifully. We had very impressive in-store attendance.

Morry Knox, Knox Television: "I was very encouraged about the number of persons who came in my store to see the show, and definitely feel . . . (it) will prove to be a stimulus for future sales of RCA Victor Color TV."

THESE QUOTES spell success. Wherever Color TV is actively promoted like this — Color TV gets sold!
It was love at first hearing. HPL became the housewives’ darling on KNX, Los Angeles in 1934. It initiated a daring new program concept: talk. Friendly talk to real people. No scripts. No scripted commercials. And in the beginning, no clients.

HPL was an honest suitor. It was out to build unique listener confidence. When housewives wrote in by the thousands, “gimmicky” clients wanted in. And in the depression year of 1934, you needed a long-term perspective to keep them out.

Finally, a dairy in California, the Golden State Co., asked us to sponsor its new vitamin D milk. Two weeks later there were 8,000 write-in replies. The Housewives’ Protective League was in business.

Today, HPL is in 8 major markets, delivers 3,736,000 listener impressions weekly.* It is, probably, the most sales-effective program in the history of radio.*Pulse, Inc.

HPL has worked hard to make this marriage a success. To this day, each HPL product is checked thoroughly before it’s accepted for sponsorship. For listeners, an HPL approval is like a personal endorsement. They hear. They believe. And they buy. It’s an audience of completely trusting housewives. That’s the way we wanted it. That’s the way it is. (Where else can you find a locally originating program that has endured for so long?)

If there is a program format that yields better results, we’d like to know about it.** Until then, you are invited to join us for another 25 prosperous years.**We’ve just reproduced 80 thank-you notes, all with 1959 datelines. May we show you a copy?
THE HOUSEWIVES' PROTECTIVE LEAGUE
"The Program That Sponsors the Product"

HPL

Represented by CBS Radio Spot Sales
WEEI, Boston; WBBM, Chicago;
KNX, Los Angeles; WCBS, New York;
WCAU, Philadelphia;
KMOX, St. Louis; KCBS, San Francisco;
WTOP, Washington, D.C.
The secret to a crisp and succulent salad lies in the dressing, as any famous chef or proud housewife will tell you. That special ingredient is the key to fame. And when it comes to whetting the appetite of advertisers, there is nothing like that “quality” ingredient which plays such an important role in the operation of today’s better radio and television stations!

WFAA
radio & television · dallas
Serving the greater DALLAS-FORT WORTH market
A $50 MILLION QUESTION OF TASTE

Personal products advertising: new target for tv code enforcement

The NAB Tv Code Review Board is going after big game—personal product advertisers who spend $50 million a year on television.

Entering a new phase of its air-cleansing campaign, the board is seeking the support of organized advertising, The American Assn. of Advertising Agencies, Assn. of National Advertisers and Advertising Federation of America.

Several months of intensive monitoring and study will culminate next month in a code board strategy meeting in New York. The tentative date is Sept. 15, with a three-man subcommittee meeting the day before.

NAB code and staff personnel have been holding a series of summer conferences with officials of the three advertising associations. The objective is to seek educational support from their headquarters, with members kept apprised of NAB code actions and provided with guides to adherence.

A Long Campaign • The personal products drive follows a 2½-year get-tough campaign that led last spring to removal of roughly 30 tv stations from the list of code subscribers. These stations either resigned because they wouldn't give up the Preparation H account, a hemorrhoid remedy of American Home Products (Whitehall Labs.), or were deprived of their seals by the code board after approval by the top NAB Tv Board of Directors (Broadcasting, June 22). Ted Bates Inc., New York, is Preparation H agency.

The Preparation H drive was described as successful in ridding the NAB code structure of stations that wouldn't give up their portions of this $1 million television business.

It apparently had no effect, however, on the amount of Preparation H television billings, the size of the station list or the tone of commercial appeals for the product. At the weekend Whitehall was said to be placing Preparation H commercials on 145 stations. Last April the list totaled 149.

Big Game • The NAB code board is shooting at some of the biggest names in advertising as it scans a chamber-of-horrors monitoring report and the findings of the personal-product subcommittee, headed by E.K. Hartenbrower, KCMO-TV Kansas City, Mo. (see box, this page).

The products involved in the subcommittee's study include items and/or commercials deemed inherently objectionable. Some are described as sexy. Among types of products are depilatories, deodorants, corn remedies, gir- dles, laxatives and toilet tissue.

Some of the tv sponsors in the personal products field whose products and commercials are believed under NAB purusal are Carter Products, Scott Paper Co., Northern Paper Mills, Delsey tissue (Kimberly-Clark), Phillips Milk of Magnesia (Sterling Products), Colgate-Palmolive, Revlon (Feminic), Pharmaco, Ex-Lax and Bristol-Myers. These sponsors, and others in the field, are in a sensitive position. They are prominent in all advertising associations and they control vast sums of advertising money placed in television and other media. Besides personal products they market other brand items in the cosmetics, toiletries, paper and pharmaceutical fields.

While the NAB shooting at Preparation H hasn't cut the billings of Ted Bates agency, suggestion has been made that some advertisers might become unhappy if they figure the code board is giving them a rough time and might decide to turn their multi-million-dollar budgets into print media. Whitehall tv accounts include the important Anacin and Dristan schedules.

Membership Decline • NAB's list of code subscribers dropped from 306 (March 4) to 270 after the code and tv boards met in mid-June. The get-tough pressure of the code board reached a peak during the spring months. The code group, with tv board approval, announced June 18 it had pulled the seal from 13 stations and another 17 had resigned.

The 13 stations whose seals were taken away were given 30 days to re-

Mr. Hartenbrower  Mr. McGannon  Mr. Kelley

Board of admissions • What personal products, affecting bodily appearance or functioning, are acceptable on television? Are their commercials fit for public viewing?

These problems have been studied for several months by a three-man subcommittee of the NAB Tv Code Review Board. Their mission: to report to the full code board on the state of personal-product advertising on television with a view toward a possible crack-down on products and commercials deemed offensive and in violation of the code.

Members of the subcommittee are (l to r) E. K. Hartenbrower, KCMO-TV Kansas City; Donald H. McGannon, Westinghouse Broadcasting Co., chairman of the full five-man code board, and Gaines Kelley, WFMY-TV Greensboro, N.C.
spective. They expect, on the face of it, 1958. As of the last week of August there were 272 code-subscribing tv stations and three tv networks. In addition 23 tv film production firms are affiliate members of the code.

No reason for withholding the Hartenbower subcommittee's report on personal products has been given at NAB. A public summary of the report had been anticipated this month but there was no indication at the weekend that it would be available before the Sept. 14 subcommittee meeting.

NAB's tv code faced rough going last April when about 70 tv station subscribers were reported to be defying a Preparation H ultimatum from the code board (Broadcasting, April 27). The board survived this crisis at the cost of around 30 station subscribers. Fears that NAB might lose association members because of the code ruckus apparently didn't materialize though two or three large stations are known to have withdrawn from the association because of the code. Both NAB member and non-member tv stations are eligible to subscribe to the code.

During the Preparation H crack-down by the code board the Ted Bates agency contended there had been almost no complaints by the public about commercials for the product. A private network survey is said to have shown that only one out of eight persons asked about the commercials indicated criticism of their content.

The Official Word • The only progress report on the subcommittee study came from Mr. Hartenbower. He summarized the study as follows: "The subcommittee believes that the television medium is ideally suited for the advertising of most personal products. The great creative ingenuity and ability of the advertising profession has developed new, dynamic and effective selling techniques for these products.

"Criticism of some of these techniques has been confined to a relatively few sponsors and commercials. To the extent that such criticism is justified, it should be the responsibility of the television industry under its traditional philosophy of self-regulation to discourage any advertising in dubious taste. More important, the industry must stimulate good taste in every way possible."

The code board's 1959-60 commercial monitoring program has been stepped up to 100,000 monitoring hours, triple the past pace, according to Mr. McGannon. Program monitoring also has been increased.

$185 Million Spot Radio Year?
That's the volume forecast for 1959 if present trend continues

A new surge in spot radio spending was seen last week as Radio Advertising Bureau completed its compilation of the top 50 spenders in spot radio during the first half of 1959.

The list, being released today (Aug. 24), shows that the Big Fifty invested $44.4 million in spot radio time during the six months ended last June 30. There are no comparable figures for the same period of 1958, but RAB's first dollar-volume compilation last December placed spot spending by the top 51 advertisers at $78 million for the full-year 1958. Thus the Big Fifty this year were going at a pace well ahead of the 1958 full-year total, although this does not take seasonal fluctuations into account.

These figures, RAB stressed, are net time purchases. Most other media report in gross terms, which can exceed actual expenditures by 20% or more. The RAB figures do not include the expenses of producing and distributing commercials.

$185 Million This Year? • RAB authorities declined to project the top 50's $44.4 million to a total for all spot radio. Other sources, however, suggest that it probably came to about $90 million for the first six months of this year, compared to $84 million in the same period of 1958. These same sources expect, on the basis of sales trends to date, that spot radio volume for this year will total approximately $185 million as against $173 million for 1958.

There is little disagreement that spot radio—as a whole—slumped in the first quarter of this year. But the consensus of well-placed observers is that in the second quarter it snapped back—again, as a whole—and more than offset the first-quarter lag. Their outlook for the rest of the year is generally optimistic.

The latest top 50 list, which finds Ford Motor Co. in the role of spot radio's biggest customer for the first half of the year, is another tool for advertisers and agencies, as well as for radio salesmen, which RAB hopes will lead more money into the medium. It also represents stepped-up activity by RAB in the field of spot activity reports.

Follow the Leader • This data on the top spenders is seen as a means of showing other advertisers, smaller as well as the major competitors of the leaders, in what esteem radio salesmanship is held by the bellwethers.

Ranked just behind Ford and its $3,250,000 six-month spot radio investment in RAB's top 50 were Liggett & Myers Tobacco with $2.5 million and Reynolds Tobacco with $2.4 million. The more than $8 million represented by these three was used to push 13 different brands: Ford Motor's Ford cars, Ford trucks and Lincoln, Mercury and Edsel cars; Liggett & Myers' Oasis, L&M and Chesterfield cigarettes and Red Man chewing tobacco, and Reynolds' Camel, Winston and Salem cigarettes and Prince Albert tobacco.

In all, some 190 different products were promoted via spot radio by the top 50 advertisers.

Six Months vs. Twelve • Spot's top 10 for the first half of 1959 consisted of four tobacco companies, three automotive firms, two brewers and a toiletries marketer.

Seven of the 10 had been members of that same select group in RAB's report for 1958. Those seven and their...
1958 rankings and full-year expenditures are as follows: General Motors (No. 1 in 1958 with $5.4 million), Ford (No. 2, $5 million), Reynolds Tobacco (No. 3, $4.7 million), American Tobacco (No. 4, $4.6 million), Liggett & Myers (No. 5, $2.7 million), Chrysler Corp. (No. 7, $2.3 million) and Thomas Leeming & Co. (proprietary drugs) (No. 9, $2 million).

Advertisers who dropped out of the top 10 in this year's first half were Texas Co. (No. 6 in 1958 with $2.6 million) and Lever Bros. and Standard Brands (tied for 10th in 1958 with $1.9 million each). Texasco was 13th in this year's first half with $1.1 million. Standard Brands was tied for 15th with $900,000 while Lever Bros. dropped out of the top 50. These three memberships in the top 10 club were taken over by Anheuser-Busch, P. Lorillard & Co. and Schlitz brewing.

Caution Light • It was emphasized that while these comparisons of full-year versus half-year expenditures can be illuminating they also can be misleading in some cases, because of the seasonal nature of some advertisers' spending.

Some advertisers, according to a comparison of the two reports, spent more in spot radio in the first six months of this year than in all of 1958. In the current top 10, for instance, P. Lorillard had a six-month total of $1.5 million against $1.2 million in 1958, and Schlitz beer invested $1.275 million during the first half of 1959 as against $900,000 in all of last year.

In the Big Fifty, tobacco was the leading product category: five firms accounted for $8.4 million of the first-half spending. Other leading categories: automobile $8,087,000; drugs and toiletries $7,195,000; foods $6,080,000; gas and oil $4,635,000 and beer $4,635,000.

In releasing the latest report RAB President Kevin B. Sweeney extended thanks to those elements of the business who have been cooperating by supplying data from which these studies are compiled. Sources for the six-month report were said to represent about 50% of normal national and regional spot radio dollar volume. Said Mr. Sweeney:

"Thanks to the efforts being expended by many of radio's leading time sellers, spot radio is fast becoming a 'measured' medium. In a little over a year, their excellent cooperation has made it possible for us to progress from a simple, alphabetical listing of radio's clients to reports that document accurately who's spending what among the leaders in spot radio."

### SPOT RADIO'S 50 BIGGEST CLIENTS

These spent the most spot money in first half of this year

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Spot time expenditures January to July 1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FORD MOTOR CO.</td>
<td>$3,250,000</td>
</tr>
<tr>
<td>2</td>
<td>LIGGETT &amp; MYERS TOBACCO CO.</td>
<td>2,500,000</td>
</tr>
<tr>
<td>3</td>
<td>R. J. REYNOLDS TOBACCO CO.</td>
<td>2,400,000</td>
</tr>
<tr>
<td>4</td>
<td>GENERAL MOTORS CORP.</td>
<td>2,200,000</td>
</tr>
<tr>
<td>5</td>
<td>CHRYSLER CORP.</td>
<td>2,125,000</td>
</tr>
<tr>
<td>6</td>
<td>P. LORILLARD CO.</td>
<td>1,500,000</td>
</tr>
<tr>
<td>7</td>
<td>AMERICAN TOBACCO CO.</td>
<td>1,450,000</td>
</tr>
<tr>
<td>8</td>
<td>ANHEUSER-BUSCH, INC.</td>
<td>1,300,000</td>
</tr>
<tr>
<td>9</td>
<td>JOSEPH SCHLITZ BREWING CO.</td>
<td>1,275,000</td>
</tr>
<tr>
<td>10</td>
<td>THOMAS LEEMING &amp; CO., INC.</td>
<td>1,250,000</td>
</tr>
<tr>
<td>11</td>
<td>SINCLAIR REFINING CO.</td>
<td>1,200,000</td>
</tr>
<tr>
<td>12</td>
<td>THE BORDEN CO.</td>
<td>1,125,000</td>
</tr>
<tr>
<td>13</td>
<td>TEXAS CO.</td>
<td>1,100,000</td>
</tr>
<tr>
<td>14</td>
<td>BRISTOL-MYERS CO.</td>
<td>1,050,000</td>
</tr>
<tr>
<td>15</td>
<td>CARLING BREWING CO.</td>
<td>900,000</td>
</tr>
<tr>
<td>16</td>
<td>STANDARD BRANDS, INC.</td>
<td>900,000</td>
</tr>
<tr>
<td>17</td>
<td>FELS &amp; CO.</td>
<td>850,000</td>
</tr>
<tr>
<td>18</td>
<td>SHELL OIL CO.</td>
<td>825,000</td>
</tr>
<tr>
<td>19</td>
<td>CAMPBELL SOUP CO.</td>
<td>800,000</td>
</tr>
<tr>
<td>20</td>
<td>BENEFICIAL FINANCE CO.</td>
<td>775,000</td>
</tr>
<tr>
<td>21</td>
<td>B. C. REMEDY CO.</td>
<td>765,000</td>
</tr>
<tr>
<td>22</td>
<td>CHATTANOOGA MEDICINE CO.</td>
<td>750,000</td>
</tr>
<tr>
<td>23</td>
<td>STANDARD OIL CO. (New Jersey)</td>
<td>700,000</td>
</tr>
<tr>
<td>24</td>
<td>RALSTON PURINA CO.</td>
<td>685,000</td>
</tr>
<tr>
<td>25</td>
<td>AMERICAN AIRLINES, INC.</td>
<td>650,000</td>
</tr>
<tr>
<td>26</td>
<td>PLOUGH, INC.</td>
<td>625,000</td>
</tr>
<tr>
<td>27</td>
<td>NORTHWEST AIRLINES, INC.</td>
<td>600,000</td>
</tr>
<tr>
<td>28</td>
<td>EASTERN AIRLINES, INC.</td>
<td>575,000</td>
</tr>
<tr>
<td>29</td>
<td>PHILIP MORRIS, INC.</td>
<td>550,000</td>
</tr>
<tr>
<td>30</td>
<td>FIRESTONE TIRE &amp; RUBBER CO.</td>
<td>540,000</td>
</tr>
</tbody>
</table>

* Where companies are tied, rank numbers are repeated.

**NOTE:** The figures shown here are totals for each company named, including all of its brands and divisions. The figures are for the first six months of 1959 as estimated by RAB on the basis of its surveys during the period, with additional validating cross-checks for accuracy. The figures are "net," meaning they represent estimates of actual expenditures for time rather than inflated "gross" figures.
"MA"

NO.1

39 THRILLING FIRST-RUN FILMED HALF-HOURS BASED ON SAN DIEGO POLICE DEPARTMENT FILES!

BROADCASTING, August 24, 1959
STARRING
VICTOR JORY
CO-STARRING
PATRICK MCVEY

ALREADY SOLD IN 96 MARKETS TO MAJOR ADVERTISERS INCLUDING...

ALKA-SELTZER
Los Angeles
San Francisco
San Diego
Tucson

GENESEE BEER
Buffalo
Syracuse
Utica
Rochester
Erie
Schenectady
Watertown
Binghamton
Pittsbugh

COORS BEER
Denver
Colorado Springs
Yuma
Roswell

DREWRY’S BEER
Chicago
Detroit
Indianapolis
Lansing
Davenport
Toledo
Grand Rapids
Bay City

KROGER STORES
Atlanta
Birmingham
Chattanooga

JAX BEER
New Orleans
Dallas — Fort Worth
Houston
Oklahoma City
Baton Rouge
Shreveport
Amarillo
Austin
Beaumont — Port Arthur
Corpus Christi
Midland — Odessa
San Antonio
Alexandria
Mobile

AND TOP STATIONS INCLUDING...

WCKT — Miami
WBTV — Charlotte
WTM — St. Louis
WLW-D — Dayton
WLW-C — Columbus
WLW-T — Cincinnati
WATE-TV — Knoxville
WCCS-TV — Charleston
KERO-TV — Bakersfield
WFLA-TV — Tampa
KING-TV — Seattle
WTAR-TV — Norfolk

FOR DETAILS, CONTACT
SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO

BROADCASTING, August 24, 1959
TVB DISSECTS PAPER 'CIRCULATION'

Claims advertisers mislead in comparing data with tv ratings

Newspaper advertisers who accept blanket comparisons of newspaper circulation with tv's delivered circulation are being misled.

This is part of what the Television Bureau of Advertising is trying to get across in a current crusade to shake out more facts about newspapers.

TVB reminds there's a whale of a difference between a newspaper's circulation and the percentage of the "page observation" readership.

To drive home an understanding of the differences, the bureau today (Aug. 24) is taking steps to prime its members on what it all the hoopla is about. Obvious reason: so that TVB's members will be informed when they talk to potential and regular advertisers.

Package and Peaks • The physical phase of this TVB drive is a "package" of material which the bureau is getting into the hands of its members. This contains a wall chart that covers more than 12 sq. ft. and a pocket-sized replica (see illustration). With these are explanatory material.

The graph shows peaks of circulation, page observation, "noted" and "read most" advertisements charted on the basis of a Daniel Starch & Staff readership rating taken last September of an issue of the Boston Traveler. Included in the chart is a rendition of the percentages showing up per page study, using a 100% circulation base.

With this charting, the bureau creates what it calls the grey area existing between circulation and page observation. TVB notes the lack of portable readership above the levels of page observation indicates the risk the advertiser faces in placing his ad on any given page.

With this material, says TVB, the bureau's members can show an example "of the information that could be available in your market if the newspapers followed the lead of telecasters by providing 'ratings.'"

The More They Know • The bureau is doing this because it is "firm in the belief that the more advertisers know about all media the more television they will use.

"The television industry has long provided detailed measures of tv's delivered audience. Too often, however, the advertiser had had no similar information about newspapers. This newspaper lack has led to unfair delivered audience vs. circulation comparisons."

TVB says that in 1958 only 41 newspaper issues in the country were rated by Daniel Starch & Staff despite the fact that this is the "only regular readership rating available by which newspaper advertisers can see the relation of a paper's circulation to page observation and . . . to ad readership."

The chart, in fact, shows the readership of one of these 41 issues rated during the entire year.

Another point made: there is a total this year of only four cities in which some newspapers are Starch-rated. In addition to the Traveler in Boston whose Sept. 4, 1958, rated issue forms the basis of the chart, the other newspapers mentioned are Tribune and Daily News in Chicago; the World Telegram, Daily Mirror and Daily News in New York and the Inquirer in Philadelphia.

The intriguing material supplied by TVB, however, is the wall graph. It visually (and clearly) pegs page readership. A photograph of each of the newspaper's pages studied by Starch has been reduced in scale and reproduced under the chart and put in its correct place. In effect, the chart shows that no single page of the paper except

Where's your newspaper ad readership rating?

How the Starch surveys work • The service interviews 300 people, 150 men and 150 women. The person interviewed is shown the issue under study. If the respondent saw the issue, he is classified as a "reader" of the paper.

The "reader" is then taken through the issue page by page and is asked, as the interviewer turns to each page, if he saw anything on it. This is "page observation."

The interviewer points to an ad on the page and asks the reader if he remembers seeing the ad—
SCREEN GEMS
is proud to announce
that this year's
"EMMY" AWARD WINNING
"BEST DRAMATIC SERIES"
(HALF-HOUR OR LESS)
is now available for
local and regional advertisers...

THE
Award
THEATRE

A distinguished series of 39 filmed half-hours telecast on
the NBC Network as the "ALCOA-GOODYEAR THEATRE"

Only once in many a year is a series of this unusually high caliber
made available for local and regional sponsorship.
The stars include such favorites as Kim Hunter, Keith Andes,
James Mason, Nancy Kelly, Gig Young, John Kerr, Edward G.
Robinson, Keenan Wynn, Cornelia Moore, Tony Randall, Janet
Blair, Richard Kiley, Gary Merrill, Ray Milland, Lew Ayres.
The roster of writers is equally impressive, including Paul
Monash, Stirling Silliphant and this year's "Emmy" winners
Alfred Brenner and Ken Hughes.

Alcoa and Goodyear were the sponsors of this highly rated NBC
network series, and both have renewed their sponsorship for the
coming season.

If you are looking for a prestige series with proven success...
look no further...this is it!

FOR DETAILS, CONTACT
SCREEN GEMS, INC.

BROADCASTING, August 24, 1959
RCA, SYLVANIA SWAP AGENCIES

JWT surprises, picks up RCA; Sylvania places account with Kudner

A major agency switch by electronics firms RCA and Sylvania Electric Products Inc. topped the news along Madison Avenue last week. RCA's uncoupling was with Kenyon & Eckhardt, while Sylvania leaves J. Walter Thompson.

Both companies bill well into the millions. RCA is a $12 million account and last year invested an estimated $9 million (including time, talent and production) in network tv alone.

The annual advertising expenditure at Sylvania comes to some $5 million. Sylvania has been in network advertiser ranks, through not committed to a schedule at present:

RCA, a day after it had announced the K&E termination, formally announced JWT would be its new agency starting at the first of the year, thus renewing an old association. Sylvania already had named Kudner Agency as its servicer (Sylvania had been with JWT for five years). This brings the "score" among the agencies to a theoretical $7 million billing gain for J. Walter Thompson, a $5 million boost for Kudner and a $12 million drop for Kenyon & Eckhardt. These summations are in theory only because the changes become effective at the end of the year. Ad budgets of course may change and any one of the three agencies' account strengths modified by then.

Surprise Switch巫Account switches of this magnitude usually catch the advertising fraternity by surprise. Last week's developments were no exception.

The RCA action in particular was puzzling. RCA and K&E officially attributed the termination to "differences of opinion on marketing philosophy." The actual RCA business that shifts from K&E includes tv and radio shows, the TV Receiver Division, Radio and Victorola Division, merchandising, international and corporate (Grey Adv. handles other RCA business).

About six years ago, all of the RCA

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**NIELSEN**

**TOP 10 NETWORK PROGRAMS**

Tv report for 2 weeks ending July 26

**TOTAL AUDIENCE†**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>% homes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gunsmoke</td>
<td>31.0</td>
</tr>
<tr>
<td>2.</td>
<td>Have Gun, Will Travel</td>
<td>26.3</td>
</tr>
<tr>
<td>3.</td>
<td>Wagon Train</td>
<td>24.3</td>
</tr>
<tr>
<td>4.</td>
<td>I've Got a Secret</td>
<td>22.9</td>
</tr>
<tr>
<td>5.</td>
<td>Rifleman</td>
<td>21.9</td>
</tr>
<tr>
<td>6.</td>
<td>77 Sunset Strip</td>
<td>21.7</td>
</tr>
<tr>
<td>7.</td>
<td>Peter Gunn</td>
<td>21.1</td>
</tr>
<tr>
<td>8.</td>
<td>Millionaire</td>
<td>20.4</td>
</tr>
<tr>
<td>9.</td>
<td>Desilu Playhouse</td>
<td>19.5</td>
</tr>
<tr>
<td>10.</td>
<td>Best of Groucho</td>
<td>19.3</td>
</tr>
</tbody>
</table>

**Copyright 1959 A. C. Nielsen Co.**

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

**BEST OF GROUCHO**

(ABC-178): Lever (BBDO), Toni Co. (North), alternate Thurs. 10:10-10:50 p.m.

**Desilu Playhouse (CBS-121): Westinghouse (M-E), Mon. 10-11 p.m.**


**ARB**

**ARBITRON'S DAILY CHOICES**

Listed below are the highest-ranking television network shows for each day of the week August 13-19 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

**Program and Time**

**Date**

<table>
<thead>
<tr>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masquerade Party</td>
<td>NBC-TV</td>
<td>15.9</td>
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<tr>
<td>Live-Up (10 p.m.)</td>
<td>CBS-TV</td>
<td>12.6</td>
</tr>
<tr>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>16.8</td>
</tr>
<tr>
<td>Ramsey of Red Chief (10 p.m.)</td>
<td>NBC-TV</td>
<td>15.8</td>
</tr>
<tr>
<td>Peter Gunn (9 p.m.)</td>
<td>NBC-TV</td>
<td>16.3</td>
</tr>
<tr>
<td>I've Got a Secret (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>15.3</td>
</tr>
</tbody>
</table>

**Copyright 1959 American Research Bureau**

38 (BROADCASTING) BROADCASTING, August 24, 1959
William Shakespeare understood people. “The play’s the thing” . . . and his plays transmuted the values of his time into a living image of his world, valid for all time. William Shakespeare sold the world of Elizabeth I to all of history. A great showman . . . but above all, a great salesman. The Show’s the Thing at WRIT . . . creative showmanship directed toward presenting the value of your products, services and ideas with impact to the greatest possible audience. Our people are showmen in presenting the News and Music, and your message . . . and salesmen in every creative presentation to our audience—your market. In Milwaukee, WRIT transmutes the values of our time into creative selling messages for you. Above all, WRIT is a salesman.

Buy RADIO when you buy media. Buy BALABAN when you buy radio. Buy WRIT when you buy Milwaukee and you BUY the people who buy WIL St. Louis KBOX Dallas WRIT Milwaukee. THE BALABAN STATIONS in tempo with the times. John F. Box, Jr., Managing Director Bernie Strachota, General Manager Sold Nationally by Robert E. Eastman.
business was at J. Walter Thompson. But this was split between K&E and Grey with the former agency receiving the high-budgeting broadcast portion. (Al Lefton, Philadelphia, also shares in RCA advertising.)

The official notification of the RCA-K&E split was met by RCA's advertising vice president, John Coffin, as "unbelievable" while pointing out "differences in marketing philosophy." It also took pains to emphasize K&E's advertising record with RCA:

"Ralston H. Coffin, RCA vice president-advertising, in commenting on the six-year relationship took the occasion to compliment K&E on the creative excellence of its work on the account."

RCA's Spies  He cited, among other accomplishments, the agency's pioneering in the creation of "spectaculars in print, as well as its leadership in the sponsorship of television spectaculars," the formal notice continued. The RCA-sponsored spectaculars under K&E's aegis included Peter Pan, Producers' Showcase and the original hour-long Perry Como vehicle, all on NBC-TV, an RCA subsidiary.

Said Mr. Coffin: "As a matter of fact, K&E's advertising for us has consistently outperformed the industry according to independent measuring services for both print and broadcast."

In announcing the J. Walter Thompson appointment, Mr. Coffin mentioned JWT's international set up calling facilities there "outstanding." He recalled that JWT handled RCA advertising for 11 years before the firm switched to K&E.

The Sylvania switch was the more obvious of the two. Sylvania last February merged with General Telephone Co. to become General Telephone & Electronics Co. with Sylvania now a subsidiary. Kudner has served General Telephone.

A decided pleasure pervaded the Kudner Agency hard pressed since the triple-run on billing suffered last year with the departure of Buick Div. of General Motors, GM's Frigidaire Div. and finally GM's Truck and Coach Division.

These losses brought Kudner to a low ebb of $18 million in annual billing last fall for an agency formerly in a more substantial class and with rank among the top 50 in radio-television. Last year, Kudner failed to place in the listing. The agency's total account billing now is estimated at $26-27 million (including Sylvania). Other Kudner gains were scored with International Hotels Division of Pan American Airlines, Arnold Bakers, Colorforms and additional business from National Distillers.

MGM RADIO BOX-OFFICE TEST

Budget for top markets hangs on results

Motion picture radio advertising is old shoe. But Metro-Goldwyn-Mayer is about to apply a new shine.

If the medium pulls hard enough at the box office, MGM, it's learned, is ready to commit itself to a 10-picture per year package plan. This would include support via saturation spot radio campaigns in top markets for each of the 10 features. In return, stations would pledge themselves to go all out in promoting the picture.

The "master plan" came to light last week as MGM placed its current spot radio campaign into high gear behind the new comedy release, "It Started With a Kiss," co-starring Glenn Ford and Debbie Reynolds.

Radio Spectacular  A MGM says it is launching "Kiss" with the "first national radio spectacular." Translated into broadcast terms, the "spectacular" is a saturation campaign running on 36 independent radio stations in 31 key markets using a basic minimum of 126 announcements on each station. The frequency amounts to at least one spot each hour from six in the morning to midnight from the Monday before the picture's opening through the first Sunday following.

The campaign was reported underway last week in New York and in Cincinnati and MGM suggested it may be setting a precedent for other industries to follow. The motion picture firm's campaign, according to MGM estimates, will reach more than 70% of the radio listeners in the U.S. (which, according to a radio industry source, would be over 100 million people).

The package-type saturation plan was developed by three companies working together: MGM (advertising-publicity), John Blair & Co., station representative, and Donahue & Co., MGM's agency.

What was not revealed in MGM's announcement:

The current campaign is a test or "try out" advertising program. By using comparable or matched markets (that is, Market A is known to pull approximately the same at the box office as Market B for a specific feature) and running radio in one but not the other, MGM can compare results.

If the plan then appears acceptable, MGM is of a mind to go ahead on the 10-picture per year basis.

A Departure  Regardless of the outcome, the trial campaign itself is already a departure in this major respect: most motion picture companies shy away from actual national advertising campaigns on radio, preferring locally-originated advertising (via thea-

40 (BROADCAST ADVERTISING)
August 14, 1959

Mr. Phil R. Curran
Assistant Director, Client Relations
United Press International
News Building
New York, New York

Dear Phil:

Congratulations!
I think you have scored the sports programming coup of the year with Notre Dame Football.
And not only in the audience sense but at the sales level as well.

A month or more ago when we signed for the series, we were highly confident that it was smart programming at a time on Sunday afternoon when there is absolutely no competition, but there was the considerable risk that the weekly games could be sold on a local level.

Now, well over a month before the first kickoff, the series is completely sold out. (An oil company, car dealer, dairy, etc.) Surely this allays speculation that interest would diminish when the score was known beforehand. So who cares what the score is - people want to see good college football and Notre Dame is traditionally best. If they lose - how - and if they win - how did the plays go?

We are tremendously enthused about our potential audience and have already started on the air and print promotion. The ARB should look like a track meet.

Many thanks for your great cooperation.
Warmest personal regards.

Cordially,

Donald D. Wear
General Manager

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Assistant Director, Client Relations
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News Building
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Warmest personal regards.

Cordially,

Donald D. Wear
General Manager
the Star station

IS IN ORBIT

PULSE

KISN

PORTLAND Loves

See Adam Young or chat with General Manager Charles Vais
Radio 91·derful

the Star stations

DYNAMIC RADIO IN DYNAMIC MARKETS

KISN - Portland
ADAM YOUNG

KOIL - Omaha
AVERY KNODEL

KICN - Denver
ADAM YOUNG

DON W. BURDEN — President

(July, 1959)

No. 1 6 A.M. to Midnight (Average)
SHELL'S BUDGET

Plans southern radio-tv ad expansion

Shell Oil Co., spending over half its $1.25 million southeastern budget in broadcast media, plans to expand its radio-tv coverage this autumn, two state associations were told last week.

Addressing meetings of Georgia Assn. of Broadcasters, Jekyll Island (Aug. 17-18) and South Carolina Broadcasters Assn. at Myrtle Beach (Aug. 20-22), R.C. Higginbotham, Shell's Atlanta Div. advertising manager, explained how the company delivers its message to the adult male audience.

Shell's broadcast schedule is divided into two segments, he said, company-bought radio-tv and co-op time. These are designed to reach men because of their interest in technical aspects of petroleum products such as octane rating.

Mr. Higginbotham said Shell's fall schedule will add football games of the Cleveland Browns on an ABC-TV southeastem hookup of 13 or 14 stations plus playbacks of Georgia Tech games in Atlanta. Shell's Atlanta division covers South Carolina, Georgia, Florida and Tennessee (except Memphis). Sunday night news will be added to strip schedules.

Influencing Factors • The radio-tv purchases of Shell are influenced by four factors, he explained. First, the special problem, with strip programming for general advertising and spot for special promotions where saturation, wide range of audience and flexibility are desired.

Second, he said, the company is aiming mostly at the adult male audience. Third factor is the desire for close association with the community. Sports and local newscasts fit into this desire. Finally, Shell considers budget, cost-per-1,000 and the type of audience available.

Company broadcasting programs are carried on one radio and 13 tv stations. The co-op advertising, on a 50-50 basis, is 95% radio, running about $200,000 of the total advertising fund. The Shell southeastern broadcast budget is split roughly one-third radio and two-thirds tv.

Co-op Budget Unspent • Mr. Higginbotham said the company co-op fund wound up the calendar year 1958 with $50,000 unspent. This would have meant $100,000 in station time under the 50-50 plan, he said, tracing the unspent money to the failure of station managers to do a selling job on Shell jobbers and dealers.

The 120 Shell jobbers often find tv too expensive, he said, but they like radio news and sports. Lunchtime programs are popular because many men have lunch at home in rural areas and small towns. The co-op schedule includes 94 radio and four tv stations.

Addison Terry, Atlanta economist, told the Georgia association radio has changed from an entertainment to a service medium and is listened to by individuals rather than groups. He urged broadcasters to stop selling "time" and to start selling merchandising plans, ideas and service. He said tv rather than radio is a form of group entertainment today.

For newly-elected officers of GAB, see FATES & FORTUNES, page 78.

Soap operas can sell hair shampoo, too

Television's daytime soap operas are the best programs for advertising women's hair care products, according to The Pulse Inc., New York. Pulse last week reported on its survey of last March when 100,000 families were questioned in their homes about their viewing habits and purchases of these products.

The daytime soap operas were found to be doing a far better job than other program categories of attracting women over the age of 13 who purchase shampoos, the most used product. Fewer women buy hair spray and fewer still buy home permanents, the report stated.

Television as an advertising medium, in all of its programming, tends to catch an above-average proportion of women who buy home permanents, the soap operas being particularly effective. Hair sprays score about the same in all daytime categories, while nighttime musical shows and dramas hold the most appeal for users of all hair products, according to the Pulse analysis.

Cigarettes top pack

In July radio time

The smoke among advertisers placing as network radio's leaders in the mid-July reckoning came naturally: R. J. Reynolds Tobacco and Liggett & Myers Tobacco were in top place respectively in homes reached and in total commercial minutes delivered.

The two cigarette firms played follow the leader in each category, L&M recording a close second to Reynolds in homes reached and Reynolds receiving the second-place honors in back of Liggett & Myers in total commercial minutes delivered.

The byplay of the cigarette makers was reported by A.C. Nielsen Co. in its regular report on network radio's leading advertisers. This report covered
Betty Clarke is a marvelous sales woman to produce the results she did during a short-term campaign. And, three weeks later, we wonder when we will stop getting direct results.

Woman-to-woman is the best way to sell women. That's how WFDF's Betty Clarke does it on her daily PARTY LINE show from 2:00 - 2:30 P.M. For proof of success, check the quote from Mr. John Cole, Director Radio-TV for THE BUCHEN COMPANY, Chicago. He refers to a FAMO Recipe Booklet offer made during June that continued to draw mail response almost a month after the schedule ended. He adds, "of course we're delighted" and "slightly amazed."

These "amazing" results are not unusual for Betty's sponsors. They are, in fact, her stock-in-trade. That's why, we say, "if what you sell appeals to women, get on the PARTY LINE for direct sales now."

The Katz Agency can give you a full account of how Betty's listeners use on-the-air phone calls for lively question and answer sessions on household problems. And the Katz man can also tell you about the limited availabilities for Fall. We suggest you call early.

WFDF
5 KW at 910 on the dial for Flint and all of Northeast Michigan.

Represented nationally by the KATZ Agency.

the four-week period ending on July 12.
Third and fourth places were filled in both categories by Midas Inc. and Ex-Lax Inc., the latter placing ahead of Midas in homes reached.
The report follows:

HOME BROADCASTS

<table>
<thead>
<tr>
<th>No.</th>
<th>Total Home Comm'ts Delivered</th>
<th>Total Home B'ests Delivered (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reynolds, R. J., Tobacco</td>
<td>333</td>
</tr>
<tr>
<td>2</td>
<td>Liggett &amp; Myers Tobacco</td>
<td>360</td>
</tr>
<tr>
<td>3</td>
<td>Ex-Lax</td>
<td>230</td>
</tr>
<tr>
<td>4</td>
<td>Midas</td>
<td>189</td>
</tr>
<tr>
<td>5</td>
<td>General Foods Corp.</td>
<td>174</td>
</tr>
<tr>
<td>6</td>
<td>Straightaway &amp; Co.</td>
<td>131</td>
</tr>
<tr>
<td>7</td>
<td>Lewis Howe</td>
<td>145</td>
</tr>
<tr>
<td>8</td>
<td>Home Inc</td>
<td>143</td>
</tr>
<tr>
<td>9</td>
<td>California Packing Corp.</td>
<td>108</td>
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<tr>
<td>10</td>
<td>Brown &amp; Williamson Tobacco</td>
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<td>11</td>
<td>American Tel. &amp; Tel.</td>
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<td>12</td>
<td>Stewart-Warner Corp.</td>
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<td>13</td>
<td>Socony Mobil Oil Co.</td>
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<tr>
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<td>Pan-American Coffee Bureau</td>
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<td>15</td>
<td>Bristol-McCoy Co.</td>
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<tr>
<td>16</td>
<td>Chevrolet-Gen. Motors</td>
<td>92</td>
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<td>17</td>
<td>Hudson Vitamin Products</td>
<td>118</td>
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<tr>
<td>18</td>
<td>Mutual Benefit of Omaha</td>
<td>63</td>
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<td>19</td>
<td>Automotive-Amer. Motors</td>
<td>88</td>
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<tr>
<td>20</td>
<td>General Mills</td>
<td>88</td>
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</table>

COMMERCIAL MUTES

<table>
<thead>
<tr>
<th>No.</th>
<th>Total Commercial Mins.</th>
<th>Min. Del'd Aired (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Liggett &amp; Myers Tobacco</td>
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</tr>
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<td>2</td>
<td>Reynolds, R. J., Tobacco</td>
<td>213</td>
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<tr>
<td>3</td>
<td>Midas</td>
<td>142</td>
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<tr>
<td>4</td>
<td>Ex-Lax</td>
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<td>Shultz</td>
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<td>6</td>
<td>Lewis Howe Co.</td>
<td>109</td>
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<td>General Foods Corp.</td>
<td>83</td>
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<td>8</td>
<td>California Packing Corp.</td>
<td>82</td>
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<td>9</td>
<td>Chevrolet-Gen. Motors</td>
<td>91</td>
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<td>10</td>
<td>Brown &amp; Williamson Tobacco</td>
<td>64</td>
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<td>11</td>
<td>United Motors-G Motors</td>
<td>68</td>
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<td>12</td>
<td>Hudson Vitamin Products</td>
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<td>13</td>
<td>Bristol-McCoy Co.</td>
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<td>14</td>
<td>Wrigley, Wm., Jr. Co.</td>
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<td>15</td>
<td>Mutual Benefit of Omaha</td>
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<td>16</td>
<td>Dayton, A. E., Mfg.</td>
<td>67</td>
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<td>17</td>
<td>American Tel. &amp; Tel.</td>
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<td>18</td>
<td>Firestone Tire &amp; Rubber</td>
<td>40</td>
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<td>19</td>
<td>Stewart-Warner Corp.</td>
<td>43</td>
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<td>20</td>
<td>Automotive-Amer. Motors</td>
<td>66</td>
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U.S. Steel planning Christmas promotion

Hot August is when Operation Snowflake takes up the planning time and effort of U.S. Steel Corp. and its agency, BBDO (Pittsburgh office).

And typically, the agency last week reminded media people that the sixth straight year of promoting major appliances as Christmas gifts starts Nov. 16.

What OS does and has been doing each year is this: it unites efforts of manufacturers, distributors, retailers, trade associations, utilities, and financial institutions to win a share of the "year's biggest spending season" for such appliances as ranges, refrigerators, freezers, washers, dryers, dish washers, water heaters and cabinet sinks.

Operation Snowflake in the past has been used as a doorway to opening up local advertising support.

As in other years, radio and television figure prominently in the operation's strategy. As the consumer level, nighttime and daytime network TV will be used.

An interesting phase this year will be coordination of Operation Snowflake with major fall promotions of the American Gas Assn., the International Assn. of Electrical Leagues and the Edison Electric Institute.

Selling aids will be provided to media. For stations, these consist of tie-in kits. Last year 731 radio and 65 TV stations took part.

- Business briefly

Time sales

- Regina Corp., Rahway, N.J., for its twin-brush rug cleaners and Electrik-broom, lightweight vacuum cleaner, will enter spot tv for the first time this fall. Agency for the seasonal campaign is Mogul Lewin Williams & Saylor, N.Y.

- General Petroleum, L.A., has purchased quarter sponsorship of the NCAA football schedule on the NBC-TV western network this fall. The sponsorship covers 17 stations in California, Nevada, Washington and Oregon.

Agency appointments

- Josiah Wedgewood & Sons, N.Y., Division of the London-based company (Wedgewood china), appoints Doyle Dane Bernbach, N.Y. DDB reports a "greatly expanded" advertising-merchandising program for 1960. The account bills about $2,500,000.


- Pentron Corp. (tape recording equipment, accessories), Chicago, appoints Garfield-Lynn & Co., same city.

- Farm House Frozen Pies Div., Connecticut Pie Baking Co., Wethersfield, Conn., names Smith/Greenland Inc., N.Y.

- Also in advertising


- Charles O. Puffer Co., Chicago advertising and public relations firm, has moved from 430 N. Michigan Ave., to 155 E. Ohio, same city.
The Land of Promise

To your left you see five reasons why Central Ohio is called the land of promise. There are 168,000 others aged thirteen to nineteen. You can’t help but admire the way they put first things first.

Our hostess here is as familiar with serving meals to hospital patients as she is with passing out soft drinks. She’s a nurse’s aide. The relaxed chap on the rug is the proprietor of a busy enterprise employing two boys and three power mowers.

But responsibilities haven’t taken the wonderful fun out of growing up in Central Ohio where WBNS-TV was born and raised. There’s a healthy amount of Huck Finn in our Olentangy River and Hoover Reservoir kids, and nearly every evening the gang gets together for treats and television.

WBNS-TV is happy to provide the entertainment. Catering to their programming tastes is very simple. Teenagers like what adults like—a balance of homegrown showmanship and CBS network. Their letters tell us we’re “with it” all the way.

They’re with us, too. For instance, more than 65,223 Central Ohio youngsters have enrolled in the “Learn to Swim” program sponsored by WBNS-TV in cooperation with the Red Cross. The course, which runs from Pollywog to Senior Life Saver, is now in its tenth season.

Response such as this is typical of the enthusiasm and joie de vivre of our youngsters. It’s another reason why advertising agency time buyers tell sales-minded clients: “If you want to be seen in Central Ohio—WBNS-TV.”

WBNS-TV
CBS Television in Columbus, Ohio

The nation’s No. 1 TV test market station.
Represented by Blair TV, 316 kw.
The best known brands in TEXAS are sold on KITE SAN ANTONIO

If you want to really SELL your product in the big San Antonio market, then folks will start taking their hands out of their pockets when you tell 'em about it on KITE.

Air-salesmanship that uses men and no boys and plenty of good, lively music and award-winning news, is only part of the reason we have most of the local advertisers and best-known national brand advertisers. The rest lies in point-of-sale approach, with supermarket and in-store merchandising and plenty of supplementary promotion that take your product out of the ho-hum class and make it another winner in Texas. And this isn't conversation ... it's action—brand-action by KITE. Prove it to yourself.

We take pleasure in announcing new representation that makes it as easy and efficient for you to reach us as it is for us to reach out and win customers for you.

NOW REPRESENTED BY:

ADAM YOUNG NATIONALLY

CLARKE BROWN REGIONALLY

Adults of all ages listen to the music station . . .

KITE 930 ON YOUR DIAL

5,000 WATTS
One of 6 Connie B. Gay Radio Stations

BROADCASTING, August 24, 1959
It came in low and inside over home plate at Korakuen Stadium, Tokyo. And they heard the bat crack in St. Louis! With the Cards on their history-making Far East goodwill tour was former pro catcher Joe Garagiola, now on the sports staff of KMOX Radio.

Joe not only described the games—played against an all-star Japanese team last fall—but followed the Cards from the locker room to the great Kamakura Buddha. In St. Louis, listeners heard outfielder Bobby Gene Smith singing (almost) “Chattanooga Shoe Shine Boy” before a Japanese audience, the Japanese responding (vauntfully) with “Shattanooga Soo Sine Boysan,” and a not unexpected report from Peiping Radio that an “imperialistic baseball club was exploiting the Orient.”

KMOX was the first station in the U.S. to broadcast a complete baseball game played outside North America. It was immensely popular. St. Louisans heard such dignitaries as Secretary of State Christian Herter, Japan’s Prime Minister Kishi and South Korea’s President Rhee applaud the tour and KMOX’s service to international relations in presenting it on radio.

The broadcasts revealed, too, how public service programming—when conceived in human, dramatic terms—can become a vital expression of a station’s personality. It demonstrated once again that “The Voice of St. Louis” is more than a slogan; it’s a fact. KMOX cares about St. Louis. Listeners know it...appreciate it.

What is true of KMOX is true of all the CBS-Owned Radio Stations: By virtue of their public interest, they have made themselves indispensable to their cities’ daily life. In each of seven great markets, the C-O has become so involved in the people’s entertainment, information and welfare, that it is unqualifiedly regarded as the station.

It is hardly necessary to point out that to the degree a station succeeds, so do its sponsors.
MORE THAN YOU COUNT ON! You know WCBS-TV commands New York's biggest audiences. Year after year, audience “head-counting” studies prove it—and advertisers count on it!

Now, a new depth study of “breakthrough” significance shows that channel 2 delivers also the best, most responsive audiences. Conducted by the Institute for Motivational Research, in association with Market Planning Corporation (an affiliate of McCann-Erickson), the study proves dramatically that New Yorkers—with seven stations to choose from—have by far the

"I have a feeling of greater confidence, more trust in the products I see advertised on that station. Suppose you had overheard that statement. Which channel is "most likely" being referred to? This is one of 25 questions put to six hundred New Yorkers. Here's how they answered:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Most Likely</th>
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<tr>
<td>WCBS-TV channel 2</td>
<td>60%</td>
</tr>
<tr>
<td>Network channel B</td>
<td>31%</td>
</tr>
<tr>
<td>Network channel C</td>
<td>11%</td>
</tr>
<tr>
<td>Non-network channel W</td>
<td>5%</td>
</tr>
<tr>
<td>Non-network channel X</td>
<td>5%</td>
</tr>
<tr>
<td>Non-network channel Y</td>
<td>1%</td>
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<tr>
<td>Non-network channel Z</td>
<td>1%</td>
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</tbody>
</table>

Note that WCBS-TV received three out of every five "most likely" votes—a 60% margin over all six other stations combined!"
greatest trust and confidence in channel 2. And, even more significant, that this pattern of trust and confidence (to quote the Institute for Motivational Research) “carries over into a pattern of greater trust and confidence in commercials and products associated with channel 2!”

Thus, this study is as important to you as rates and ratings. To obtain a copy of the findings, call WCBS-TV or your nearest CBS Television Spot Sales representative. You’ll see that channel 2 gives you more, far more, than you count on! CBS Owned Channel 2, New York WCBS TV
PROGRAMMING

HOW THE CISCO KID STAYS AGELESS

Most film series succumb to obsolescence, but not Ziv-Tv’s ‘Cisco Kid’—still riding the sales range after 10 years. Here’s why

The Cisco Kid has found tv’s fountain of youth. Ziv-Tv’s Kid is now 10 years old and growing stronger with age, judging from his current run in 138 U.S. markets.

Still going on a total of 156 episodes, Ziv’s syndicated series shows no signs of fading from the scene. Why has this series succeeded for a decade while other properties that sell briskly for two or three years die off?

Walt Miller, Cisco Kid Div.’s field sales manager, has this answer:

“A good series dies after three or four years because it’s allowed to grow old. Its merchandising, promotion and sales techniques are frozen at the date of release, and the series is forever stamped a ‘54 or ‘55 release. We keep every year’s output of Cisco new because it’s backed with this year’s ideas.

The sponsor who gets The Cisco Kid in ’59 gets the best ’59 and ’60-styled sales help available in the industry.

“The test of any ‘young show’ is whether or not it can make sales for its sponsors. If it can’t, it’s obsolete no matter what its release date. If it can, it’s ageless.”

Planned Growth • If this is the secret to tv longevity, how long can the western hold up?

According to Barney Cragston, head of the division, “the next three years are planned in detail. After that? We’ll just have to come up with more new ideas.”

Ziv-Tv’s Cisco Kid division exercises a certain amount of control to keep interest in the property at a high pitch. In the summer of 1955, when the separate sales division was formed, it was decided to handle business on a “controlled sponsorship” basis. Sales would be made only to sponsors who qualified on three points: willingness to accept the entire campaign centering around The Cisco Kid, suitable distribution patterns, and readiness to report successes or failures of elements in the campaign in detail. Sponsors responded immediately. Renewals kept up year after year.

Pre-fab Fanfare • In 1956 the division added a separate merchandising department to work with clients, initiating the division’s long line of “pre-fabricated” promotions to aid sponsors’
WHEN "PUBLIC POWER" WINS, YOU LOSE...

Every time another federal "public power" proposal goes through Congress, you are taxed to pay the bill. Most people, according to national opinion polls, don't want the federal government in the electric business. Yet everybody—including you—is taxed to pay for such federal "public power."

Already $5,500,000,000 of tax money from you and other Americans has gone into this federal "public power." And now the "public power" promoters are pushing hard for $10,000,000,000 more.

Is there a need for all this tax spending for more and more "public power"? None at all—for America's hundreds of independent electric light and power companies are ready and able to provide all the low-price electricity people will need—without depending on your taxes.

These companies have doubled the supply of electricity in the past 10 years, and will double the present supply in the next 10.

Spending for more "public power" goes on because most people don't know about it. The best way to stop it is to tell your friends and neighbors what's happening. As soon as enough people understand, you can be sure something will be done to halt this unnecessary spending.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

BROADCASTING, August 24, 1959
NEW ASCAP FEES FOR ALL RADIO

Revision of current contracts to be allowed

Radio stations that signed renewals of the old ASCAP music license contracts will get the same benefits as those that held out and won reduced rates, ASCAP reported last week.

Some 700 stations represented by the All-Industry Radio Music License Committee fought ASCAP’s one-year renewal offer and won a reduction estimated at about 9% in radio’s total payments to ASCAP. Approximately 970 others signed one-year renewals and 1,050 held licenses which did not expire with the others last Dec. 31, according to ASCAP reports.

J.M. Collins, ASCAP sales manager, said that all stations which had fulfilled their obligations under previous ASCAP agreements would be given the option of continuing their current licenses or entering into “any agreements approved by the court in the current litigation retroactively to Jan. 1, 1959.”

The new terms were reached by the All-Industry Committee, headed by Robert T. Mason of WMRN Marion, Ohio, with Edmund D. Shaffner as counsel, and ASCAP negotiators last June (Broadcasting, June 22) in procedures provided under the 1950 ASCAP consent decree. They are expected to be submitted for court approval by mid-October.

ASCAP’s decision to give all radio stations a chance to come under the new terms occasioned some surprise. Some anti-trust authorities maintain that this was not necessary and that stations which had signed under the old, higher rates could be held to them for the life of their current contracts (Closed Circuit, Aug. 10). ASCAP said this “erroneous” report “made it necessary” to announce the policy now. It had intended to wait until the final court action, the announcement said.

Despite the ASCAP announcement that it would apply revised rates to all radio stations, an Indiana congressman last week asked Attorney General William P. Rogers to make sure that all angles are covered.

Rep. William C. Bray (R-Ind.) in an Aug. 18 letter to Mr. Rogers asked that the Justice Dept. ensure that any relief in fees be extended to all radio stations, not only to those who participated in the industry’s suit.

Mr. Bray said that the small radio broadcaster was “not in a position to join in the litigation against ASCAP.”

He said “many of them signed contracts at the rates now declared exorbitant, which will run for several years.”

The Indiana Republican asked that the Justice Dept. suggest to the New York federal judge not to overlook the interests of small radio operators when the decree is made final. It should permit “these small businessmen,” Mr. Bray said, “to seek equitable rates in line with what the larger stations will pay, effective Jan. 1, 1959.”

A spokesman for Mr. Bray said that the Congressman was aware of the ASCAP announcement, but that Mr. Bray felt that the Justice Dept. should be alerted in order to protect all the interests of small broadcasters, including the formulae for computing rates as well as the charges themselves.

FOR LOCAL SALE

New program service offered radio stations

A new program service was being offered to radio stations last week, with an announced starting date of Oct. 4.

Subscribers would pay for the programs on a formula based on their one-minute rates and would be free to retain all income from local sales.

A new firm tentatively titled Program Service Network, formed by Sports
TOP-RATED IN TOP 25 U. S. MARKETS

according to June-July C. E. Hooper, Inc.*

KLIF 1190
TOPS ALL STATIONS. ALL WAYS—SINCE 1954
50,000 WATTS

KLIF "ALL-DAY AVERAGE"
KLIF-44.7
2ND STATION - 11.3
(Daytimer)

* Hooper - Mon. thru Sat. (7 a.m. - 6 p.m.)

MORE LISTENERS THAN ALL DALLAS STATIONS COMBINED

Other McLendon Stations that Have All the Other Markets SPINNING!

KILT WAKY KABL KTSA KEEL
Houston Louisville San Francisco San Antonio Shreveport

KLIF, KILT, WAKY, KISTA and KEEL: Represented Nationally by John Blair & Company
KABL: Represented Nationally by Doren F. McGavren Co., Inc.

BROADCASTING, August 24, 1959
WSYR-TV
PLUS!
WSYE-TV
DOMINATES CENTRAL NEW YORK

WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR

WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

*All figures NCS No. 3, weekly circulation.

WSYR • TV
NBC Affiliate

Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS
Network Inc. and Chick Vincent Productions, would conduct the operation. The offer to stations was made in a letter signed by Anthony M. Hennig, Sports Network vice president.

The letter said four daytime serials, three five-minute personality shows and a half-hour program with Dr. Norman Vincent Peale would be available on an across-the-board basis. Within a month after the Oct. 4 starting date, Mr. Hennig continued, expansion plans will be disclosed to add "such services as an exceptional news service, including on-the-spot reports from Washington, live major sporting events, United Nations hearings and other events needed to expand your programming."

Exclusivity • The service is available to one station in a market. The daytime serials being offered include three network veterans but with new scripts (When a Girl Marries, Pepper Young's Family and Rosemary), and one new property (Scott Jordan, based on novels about the lawyer-detective). The cost per program per day: 70% of the station's one-time one-minute Class A spot rate. Five-minute shows feature Arlene Francis, Mel Allen and Dick Stark respectively and are available at 50% of the one-time one-minute Class A spot rate per program per day. For Dr. Peale's daily half-hour the rate is 140% of the one-time one-minute Class A spot rate.

Each of the quarter-hour shows provides for four one-minute spots, the 10-minute shows for three. Each five-minute show offers one and one-half minutes of commercial time, and the Dr. Peale program has eight minute availabilities—a total of 27 1/2 minutes for spots. The five-minute programs, Mr. Hennig said, may be played more than once a day with no extra cost.

One of the dramatic serials (Girl Marries) is 10 minutes in length, the others 15 minutes each. Thus, Mr. Hennig said, stations can schedule their customary five-minute on-the-hour newscasts immediately ahead of the 55-minute block.

Mr. Hennig said the programs would be fed by direct line, in advance of the broadcast dates, for recording and subsequent scheduling as each station wishes. Program and line costs, including local loops and connections, are absorbed by Program Service Network, he reported. He said AT&T lines must be ordered by Aug. 27 and asked stations to give their answers as promptly as possible. Demonstration tapes of the programs, he added, are available on request.

Sports Network Inc., one of the owners of the new venture, has been in business for some five years, arranging transmission facilities for major league baseball, professional and collegiate football, basketball and other sports coverage. Mr. Vincent, associated with Sports Network in ownership and operation of the new organization, is a producer-director who has operated his own production company for some 20 years.

Radio news service moves from NYC to DC

Radio Press International,3 voiced radio news service, will move its New York operations to Washington in a consolidation designed to save money. Board Chairman George Hamilton Combs gave the word to RPI's more than 50 station subscribers last Thursday (Aug. 20) after reports had circulated that the service might be forced to curtail or cease operations.

Mr. Combs also reported after the closed circuit message to subscribers that Sumner J. Glimcher, who became president of RPI some two months ago upon the merger of Radio Press and International Transmissions Inc. (Broadcasting, June 29), no longer was an officer of RPI. Mr. Glimcher headed ITI, also a voiced news service. At the time of the merger it was announced that RPI had obtained financing to enlarge its operations.

Mr. Combs said last week he told subscribers that in launching Radio Press he had known it would be a...
Mr. Robert F. Hurleigh, President  
Mutual Broadcasting System  
1440 Broadway  
New York, New York

Dear Bob:

Bless you!

Our owner thanks you!

Alsco Aluminum Products thanks you!

Herman Blake Realty thanks you!

Our Account Executives thank you!

And I thank you!

We love Mutual!

Sincerely,

Harvey Hudson  
Vice President

August 7, 1959
THE PLUG SHOW
Taped radio series has ‘subliminal’ ads

The "free plug" has come out from under the table in a program venture conceived by Trand Assoc. in New York and now said to be running on over 200 U.S. radio stations reaching 8 million people.

The show is Celebrity Talk, starring Maggi McNellis. As the name implies, it consists of interviews with celebrities from show business, society, publishing and other fields. It runs five minutes, six times a week.

The station gets it free, having only to guarantee that it will play it. In most of the interviews, although not all, there is a "subliminal commercial"—which means a plug for a certain product category, like cherries, or chicken, or evaporated milk. To get these insertions in the program, the advertiser pays Trand Assoc.—on a card rate basis—from $300 to $400 per. Most of the advertisers are trade associations representing many brands.

The guiding philosophy behind Celebrity Talk is that nearly everybody gets something for relatively nothing. The station gets program material free. The celebrities get publicity free. The Sheraton-East Hotel in New York, where the program originates, also gets publicity free. And the advertiser gets his product endorsed by a name celebrity on a sizable station list for a relatively low cost.

Celebrity Talk’s modus operandi is interesting, too. The producers set up a schedule of four to eight interviews, generally 15 minutes apart. Representatives of the sponsors come to the recording sessions. After scanning the list of interviewees for that day they take their pick of the ones they want to sponsor. Then, just before the interview, the subject is asked if he or she would mind mentioning something about the particular sponsor. If he says no, the interview goes on without a plug. If it’s okay, Miss McNellis slips in a question to bring out the endorsement.

On a recent Tuesday, for example, Perle Mesta, the hostess, was a guest. She was picked by a representative of a food flavoring agent, but declined to endorse it because she didn’t know the product. Scanning the list of other possible sponsors, she noticed the Evaporated Milk Assn. and remarked that she used evaporated milk in her diet. It made a natural lead-in to a plug sponsored by that group.

Other guests on the series have included Lana Turner, Gary Cooper, Peter Ustinov, Nina Foch, Milton Berle, Ginger Rogers and Ricardo Montalban.

Ordinarily six out of eight broadcasts have a plug in them. The stations are free to sell the programs on their own if they desire. The "subliminal" commercial does not interfere with local sponsorship because there’s no specific brand mentioned. Rate card for the plugs runs from $400 for a one-shot to $300 each for 13 plugs over 13 weeks.

Celebrity Talk was started by Dudley C. Andrews Jr., president of Trand Assoc., at the first of the year. He is starting another series with a similar format, Decorating Today, and will feature Virginia Graham.
PLENTY OF "REMOTES" keep the station's mobile unit on the go. One reason for the high ratings of WOSU-TV's sports and other outdoor telecasts, is the fine performance of G-E camera tubes under varying light conditions—from noonday sun to dense late-afternoon stadium shadows.

HAROLD D. GORSUCH, Chief Engineer, Station WOSU-TV (Ohio State University), Columbus, Ohio says:

"G-E camera tubes share credit for the nationwide success of our recorded TV programs!"

"WOSU-TV kinescopes its studio programs for use coast-to-coast in educational work. High standards of picture sharpness apply. We've found that superior definition in image orthicons is essential when showing the exhibits that go with a lecture. Here students must view clearly, in order to follow the subject being taught.

"Live TV is almost 40 percent of our programming; this share is growing. We can't afford 'stickiness' in our camera tubes, with closeups of educational displays following one another rapidly. "You see me here holding a G-E image orthicon that's given 750 hours of first-rate performance, and will log plenty more judging from others owned by WOSU-TV."

The same high tube quality is available to your station. Phone your nearby G-E tube distributor! Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.

Progress Is Our Most Important Product

GENERAL ELECTRIC
GOVERNMENT

LAST HURDLE FOR EQUAL TIME BILL
Conferees meet this week; main snag: 'news interview' shows

A change in U.S. political broadcasting laws came close to reality last Tuesday (Aug. 18) when the House passed its own amendment to Sec. 315 of the Communications Act.

Last hurdle remaining is a conference agreement to settle the differences between the more restrictive House bill and a Senate amendment passed three weeks ago (Broadcasting, Aug. 3). Major stumbling block facing the conferees will be spelling out for broadcasters whether such news interview shows as Face the Nation and Meet the Press are to be exempted from political equal time demands. (For texts of the bills going to conference, see page 66).

There is a wide split among members of Congress as to the bill's intent concerning such shows. They are exempt, said Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and many others. Not so, emphatically maintained Rep. John Moss (D-Calif.), author of the amendment finally approved by the House.

At Loggerheads • Rep. Moss, one of the conferees, said he would resist all efforts to exempt specifically such shows (although the bill spells out an exemption from Sec. 315 for "bona fide news interviews") in the final conference report. Rep. J. Arthur Younger (R-Calif.), stated just as strongly that he would make every effort to write in an exemption for the programs.

The conference committee will not meet before Wednesday (Aug. 26) because Rep. Harris will be in Miami tomorrow (Aug. 25) to address the American Bar Assn. convention. Senate conferees, appointed last Wednesday, include Sens. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, Mike Monroney (D-Okla.), Strom Thurmond (D-S.C.), Clifford Case (R-N.J.), and Hugh Scott (R-Pa.), all members of the Communications Subcommittee.

House conferees, appointed Thursday, include Reps. Harris, Moss, Younger, Walter Rogers (D-Tex.), Jack Flynt (D-Ga.), John Bennett (R-Mich.), and William Avery (R-Kan.). All are members of the Communications Committee, of which Rep. Harris also is chairman.

Representatives debated the proposed Sec. 315 amendment for 3 hours and 25 minutes last week, with final approval coming by an almost unanimous voice vote. Only three or four audible noes were heard when the final vote was taken. One proposed floor amendment, offered by Rep. Merwin Coad (D-Iowa), was defeated. A second was withdrawn.

Gripes • House members took advantage of the debate to make these and sundry other charges:

• The bill seeks to protect networks and large stations from damage suits.
• American journalistic efforts lean heavily in favor of the Republican Party.
• Stations should not be permitted to endorse political candidates editorially.
• Broadcasters could, and would, show favoritism in coverage of political news.

Rep. Harris, floor manager of the bill, noted that Sec. 315 has been law since 1927. "It has worked, generally speaking, fairly well . . . and only in recent times has there been a real effort by some to bring about its repeal." He said the Commerce Committee carefully considered outright re-

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Senate-House conferees on Sec. 315 legislation

"FOR SPEED AND LATITUDE,
THE WINNER IS 931"

That's what Steve Pefley, Chief Photographer at WISH-TV, in Indianapolis, Indiana, says about Du Pont Rapid Reversal Film.

"Film, camera technique and editing are a winning team only when top quality exists all down the line," says Mr. Pefley. "Du Pont 931 is an important member of our team. There's no question about its quality. When the chips are down and we have to depend on speed and latitude to pull us through, we can always count on 931."

Fast processing, too, is a must in local news coverage. Using Du Pont Rapid Reversal Film, WISH-TV is able to shoot news footage as little as 45 minutes before show time, and go on the air with the finished newsreel. "All in all," concludes Mr. Pefley, "we couldn't ask for better film than this Du Pont product."

For more information about this fine 16mm film for every TV use, write Du Pont, 2432A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.
peal and "was almost unanimous" in rejecting such proposals.

Language Problem • He said the committee deleted from the original bill, as introduced by him, language to exempt as separate categories news documentaries, panel discussions and similar type programs. "The committee felt," Rep. Harris said, "that these categories are simply too vague and cannot be defined with sufficient accuracy."

"On the other hand, and I want you to get this, on the other hand, the elimination of these categories by the committee was not intended to exclude any of these programs if they can be properly considered to be newscasts or on-the-spot coverage of news events."

It was on this point that the chairman and Reps. Bennett and Younger, particularly, disagreed with Rep. Moss. And, although Rep. Harris pointed out that the删除 was designed to prepare a clear legislative history, the differences in interpretation were never settled.

"As the author of the amendatory language . . . I am somewhat flattered to find my colleagues [Reps. Bennett and Younger] . . . were so willing to buckle in committee and find it so distasteful now," Rep. Moss said. He continued:

"I think the conduct of the broadcasting networks must raise serious doubts in the mind of every member of this House who might on occasion be subjected to their whims as to the advisability of opening up too far this area . . . . While I lack confidence in the complete objectivity of the broadcast industry, I feel in fairness to the American people we should permit the stations the latitude they request here in the bona fide reporting of news . . . ."

"As to the language we adopted . . . I want to say if the other body does undertake to broaden this legislation, then I will do everything in my power to defeat it . . . . It is important to the American people that there be the broadest possible discussion of political issues. But, it must be a fair discussion of those issues.

"When we start to include panel discussions—you know how easily they can be rigged. You know how easily a panelist can have an unsympathetic moderator and how a program might be scheduled when you have a conflicting engagement. I would not want to exempt panel discussions. However, I would not deny a station the right to take a film clip of a news item clearly developed in connection with such a discussion and use it to report more accurately. . . . I am not willing to have news documents opened up . . . . It is wide open to abuse. Never forget that these are not super beings who run these radio stations. They are subject to the same prejudices as each one of us. . . ."

Programs in Question • Rep. Younger then asked his fellow Californian: "Does the gentlemen contend that on the programs known as Face the Nation and Meet the Press where a qualified candidate appears, candidates for all other parties must also be given an opportunity to appear?"

A. "I contend that program is not a bona fide newscast, nor is it spot coverage of a news event. . . ."

Q. "And it would still be under the jurisdiction of Sec. 315 according to the gentlemen's interpretation, and the gentlemen want to leave that as a record in the consideration of this measure?"

A. "I most certainly do . . . . I think the committee's intent is very clear. We changed the language. We inserted the condition that the news must be bona fide and that the first-person reporting by the candidate be incidental to the reporting of the news."

Definitions • Reps. Bennett and Younger both said that they would not vote for the bill if they did not concur in it to exempt such shows as Face the Nation and Meet the Press. There was an obvious difference of opinion in defining shows of this type, with the Moss camp contending they are panel discussions while others defined them as news interviews.

(8ast Thursday, Rep. Moss maintained that his interpretation of the bill's intent would stand up because he was not challenged in his answers to Rep. Younger during the floor debate. He leaned heavily on the words "bona fide" and "incidental to the news" as used in the bill.)

Rep. Bennett also praised Rep. Harris' language. He said new language added by Rep. Moss' amendment "causes me to fear that if this language remains in the bill and becomes law, we shall not accomplish our objective to permit broadcasters to cover political news and political issues in a satisfactory manner." As grounds for this fear, Rep. Bennett cited that provision of the bill stating "where the appearance of the candidate is incidental to the presentation of news."

He said this language seems "inno-
cent enough at first sight. However, a little closer examination and a careful reading of the committee report may persuade many of you, as it did me, that this is an impossible yardstick for the broadcaster and the Commission to apply . . . . I can think of instance after instance where conscientious news directors of stations or networks will be in a quandary whether an appearance of a candidate is incidental or not to the presentation of news."

Rep. Younger took the floor in defense of the FCC because, he said, there has been some very "severe criticism" leveled. He pointed out that a majority of the commissioners voting in favor of Lar Daly are Democrats. "I also would like to say, while I am supporting this bill, I do not believe that it is as good a bill as was introduced by our chairman in the original instance," he stated.

Cunningham Satisfied • Rep. Glenn Cunningham (R-Neb.), first member of Congress to introduce a bill reversing the Lar Daly decision, said that he was pleased to support the committee bill. Under the decision, he pointed out, all political news faces a complete blackout.

"And," Rep. Cunningham continued, "although this blackout would leave newspapers free to report political activities and campaigns, we all know that the press in many instances has failed to do the fine objective reporting that has been done by the radio and TV stations and networks in this country.

"It is a shame that any legislation is needed. I believe that the time will come when all of Sec. 315 will be repealed and the news directors of the stations and networks will use the guide of public interest in presenting political news; and they will continue to present the objective viewpoint they have in the past on both political news and nonpolitical controversial issues which are not now subject to Sec. 315 and never have been."

Rep. Hamer Budge (R-Idaho) said that an equal time amendment "is most necessary" and cited the Lar Daly decision (Broadcasting, Feb. 23). He, too, noted the word "incidental" in the committee bill would keep broadcasters from promoting the candidacy of any particular individual.

Rep. Clarence J. Brown (R-Ohio), a newspaper publisher in private life, called the bill a "good piece of legislation. There is nothing in the law that can prevent a newspaper from saying anything that it may please about a candidate for public office so long as it does not violate the ordinary rules and laws relative to obscenity, slander and libel," he said. "Any newspaper
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Safe driving depends upon your eyes—eyes that give you clear, quick, accurate pictures of traffic situations during the day and especially at night.

Yet, traffic experts estimate that there are about three million drivers whose vision is dangerous impaired.

All drivers, of course, should know the condition of their eyes, even if vision tests are not required for a driver’s license. It’s wise to have your eyes examined by an eye specialist before you become a driver—and have them rechecked at least every two years thereafter.

Should you notice changes in your vision between examinations, see your doctor for another eye test.

If you have a visual defect that requires properly fitted glasses—be sure to wear them every time you drive.

Some people whose vision is normal in good daylight do not see well at night. This is one of the reasons why fatal accidents occur about three times as frequently at night as during the day.

For safer night driving, always observe the following rules:

1. Reduce speed greatly when facing the glare from headlights—and don’t speed up immediately after passing. It takes time to recover vision fully after blinding by headlights. Blinding even for a second can be dangerous.

2. Never look directly at oncoming headlights. Watch the right side of your lane, noting the position of the oncoming car out of the corner of your eye.

3. Don’t wear sunglasses at night.

4. Always drive at a speed that will permit you to stop within the distance illuminated by your headlights.

If you take a long trip this summer, remember that your eyes can get just as tired as any other part of your body.

To prevent eye fatigue and eye muscle strain, stop now and then and close your eyes. Don’t keep them in a fixed position. Let your eyes move over the whole area of your vision.

Motor vehicle accidents still claim about 38,000 lives a year in our country. The driver is the cause of accidents more often than the car, the road, or the weather. That’s why you—and every other driver—should be sure that you’re physically and emotionally fit to handle a car safely, efficiently and courteously.

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BROADCASTING, August 24, 1959

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has the right to interview any candidate for public office, or any public official, without regard to his political beliefs, because the Constitution guarantees freedom of news and freedom of the press. I believe it is just as important to see to it that we have freedom of news and freedom of the press, if you want to call it that, on our radio and television stations.

Small-Business Voice • Rep. Paul C. Jones (D-Mo.), who with his family owns 41.7% of daytimer KBOA and KBOA-FM Kennett, Mo., used the forum to put in a pitch for longer daytime hours and to attack networks and large stations. He said he had doubts about even permitting the bill to be debated on the floor. "This bill . . . in my opinion seeks to protect the larger radio stations and particularly the networks from damage suits. . . . If this bill is passed those people are going to have not only more power but they are going to have less interest in the small community-type radio stations that serve the district of the majority of the members in this chamber." Rep. Jones also said that he thought licensees should pay an annual fee to bear the operating costs of the FCC.

The bill reversing the Lar Daly decision was termed a "dangerous bill" by Rep. Clare Hoffman (R-Mich.). However, he said, "the present situation is intolerable. . . . We just must do something now because should I run again, I do not want five or six or seven or eight other fellows who are just in there for fun and for the local publicity . . . or just so they can have the wife and kids sit in and listen to Papa talk. . . . I will vote for this bill regardless of that dangerous grant of power."

Rep. Emanuel Celler (D-N.Y.), long-time critic of the FCC on many matters, came to the Commission's defense. "I would point out that while I personally disagree with the holding [in the Lar Daly case], I have no quarrel with the FCC nor do I think that widespread ad hominem criticism of the majority is justified," Rep. Celler said.

The decision, he said, has the "anomalous effect of severely discriminating against the candidate who appeared in the newscast. The first candidate who appears has no choice in the means and methods whereby the station carries his utterances, whereas his opponents have a complete choice and control over their means and methods of appearance." He emphasized that the bill would in no way exempt the broadcaster from the obligation of fair presentation of all political news and controversial issues.

Time Inequalities • "On the whole, I think the broadcasting industry has tried to honor its responsibilities in this respect," Rep. Celler said. "Nevertheless, I would be less than candid if I did not observe that there have been several instances—isolated, it is true—where certain broadcasters have not always complied with their responsibilities. . . ."

Rep. John W. McCormack (D-Mass.) said that the press of this country is "decidedly unfair to the Democratic Party. . . . We all know that many newspapers throughout the country control radio and television stations and know what we are up against. It is an unusual situation with such slanting of the news and unfairness to the Democratic Party. . . . While I realize that something has to be done to correct the Chicago situation, I certainly do not want to do anything where the Democratic Party is going to be penalized."

The propriety of stations' endorsing political candidates was brought into the debate by Rep. Charles Vanik (D-Ohio). Rep. Harris said that such a situation is not covered by Sec. 315 but that operation in the public interest would require that time be given to the candidates not so endorsed by a station.

Rep. Vanik said that legislation is needed to "clarify" the right of a station to editorialize in favor of one candidate. He said only a small percentage of broadcasters are equipped with the resources to evaluate the qualifications of candidates.

No Hope • Rep. H.R. Gross (R-Iowa), former radio newsman, stated he doubted if the bill would work. "I think you can legislate from now until kingdom come and you will not solve this problem." Rep. Harris said this may be true but Congress can supply guidance for the FCC. "It should depend in the end upon the fairness of the radio station owner or the person to whom he entrusts the operation of his station," Rep. Gross replied.

Rep. Catherine May (R-Wash.) based her support of the bill on "15 years of

Wordings of the House and Senate bills

Twelve members of the U.S. Congress will meet this week to iron out differences in two bills—one passed by the Senate (S 2424) July 27, the other approved last Tuesday by the House (HR 7985)—amending Sec. 315 of the Communications Act.

The House bill is generally believed to be more restrictive on the broadcasting industry than the Senate version, and there is substantial disagreement among the solons as to just what "news" would be exempt from equal time under both bills.

After adopting its version, the House struck the language of S 2424 and added its own. The Senate refused to accept the House language and asked for the conference.

Here is the pertinent text of the House bill:

"If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is thereby imposed upon any licensee to allow the utterances of any such candidate. 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 the 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, but nothing in this section shall be construed as changing the basic intent of Congress with respect to the provisions of this Act, which recognizes that television and radio frequencies are in the public domain, that the license to operate in such frequencies require operation in the public interest, and that in newscasts, news interviews, news documentaries, on-the-spot coverage of events, all sides of public controversies shall be given as fair an opportunity to be heard as is practically possible."

Sec. 2. (a) The Congress declares its intention to reexamine the amendment to section 315 (a) of the Communications Act of 1934 made by the first section of this Act, at the end of the three-year period beginning on the date of the enactment of this Act, to ascertain whether the remedy provided by such amendment has proved to be effective and practicable.

(b) To assist the Congress in making the reexamination of the amendment made by the first section of this Act, the Federal Communications Commission shall make a report to the Congress, within fifteen days of the enactment of this Act and within fifteen days after the close of each of the following two years, setting forth (1) the information and data used in it by determining questions arising from or connected with such amendment, and (2) any other information and methods whereby the Commission deems necessary to protect the public interest and to assure equal treatment of all legally qualified candidates for public office under section 315 of the Communications Act of 1934.

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66 (GOVERNMENT) BROADCASTING, August 24, 1959
How to build better schools
with corrugated boxes

Using boxes to build better schools was a new challenge for Stone Container Corp. The challenge had come from the Advertising Council. Stone's answer was a "package deal".

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Stone Container knew the average carton was seen by hundreds of people as it traveled toward the market place. If each of the hundreds of thousands of cartons they produced carried an Advertising Council message—the fight for better schools, or for fewer accidents and forest fires, would indeed be aided by a "package deal".

Stone prepared printing plates covering each of these Council campaigns:

ACTION
Aid to Higher Education
Better Schools
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Keep America Beautiful
Religion in American Life
Stop Accidents
United Fund Campaigns
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They offered to print, free of charge, the campaign's message on cartons ordered by any of their clients. Thus, the client becomes a contributor to public service, too.

Company benefits
Two letters describing this program were sent to advertising and management executives in many companies. This provides, according to Norman H. Stone, President, a "good opportunity to get contacts in depth. Advertising Council committee members themselves are business executives and we accrue some benefits from that".

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You help your company earn a better business climate by tying in with the Advertising Council. The Council offers free advertising materials for company publications, reproduction proofs of advertisements or "drop-ins", mats for newspaper advertisements, posters for bulletin boards, etc.

Do what you can to get your company to use these materials. Or maybe you, like Stone Container, can come up with a completely new way to help. Find out how you can tie in by sending the coupon below, or calling the Advertising Council branch office nearest you. Branches in Chicago, Los Angeles and Washington, D. C.

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Please tell me how I can tie in with Council campaigns—and earn a better business climate.

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COMPANY

ADDRESS
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 know all that, including the fact that Cincinnati is one of the Top Twenty Markets of the country.

And when YOU want to cover Cincinnati with a radio campaign, you want to cover ALL of it, not just the 31%, or 556,800 people, who live within 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 acceptance, live wire merchandising promotions, 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!* association with the fields of news and public information in the broadcasting industry. . . . I grew up with radio and television which long ago came of age as media for dissemination of news,” Rep. May said. “Through these media of mass communications, the American public can be and is made aware of the great and small issues of our time, and the same public is exposed not only to the sight and sound of these issues, but to the living presence and personality of those who make the news which shapes our very lives and the future of the world.”

“It boils down to this: If radio and television news can be put through government censorship today, all other news ultimately can and will be put through the same filter. . . . Little wonder the President called the ruling ‘ridiculous’ This is the same as telling a newspaper that it must print a news story about every candidate just because it carried a news story about one of them.”

**Call for Exemptions** • Rep. May, who formerly worked for several stations in Washington State and New York, found it strange that the Senate bill failed to exempt panel shows. “Such shows, when conducted by bona fide newsmen, would certainly qualify in the category of news,” she said.

Rep. Avery said the Commerce Committee “on its own” was not unanimous in accepting the Moss language. He indicated a preference for the original bill as introduced by Rep. Harris. “For reason of a compromise, the committee accepted the substitute language,” Rep. Avery pointed out. “However, I certainly want the record to show that although I went along with the substitute language, I felt the original language . . . was probably preferable or more understandable, and certainly would meet the needs more directly than the substitute provisions in the bill we bring before you.”

Rep. Rogers said that it is the duty of Congress to reverse the Lar Daly decision promptly before further confusion results. “However,” he warned, “in so acting let us make clear to the FCC, to individual broadcasters and to the networks that are by this legislation setting down a minimum or uniform standard of conduct in the field of broadcasting of controversial issues. It should be clear that we expect them to exert every effort to present all legitimate sides of controversial issues and all legitimate candidates for office . . . .”

**Reservations** • Reps. Peter F. Mack (D-III.) and Robert W. Hemphill (D-S.C.) had filed supplementary views to the committee report in which they stated Congress should define qualified candidates and a restriction should be placed on the application of Sec. 315 prior to an election. Both reaffirmed their convictions but declined to offer an amendment on the floor.

Rep. Mack said he was the only member of the committee to vote against the bill. He said he strongly supports the bill but in his opinion legislation is needed. Both congressmen contended that individual stations should have more freedom in determining who is qualified for equal time. “We do not go so far as to further the idea of abolition of Sec. 315 . . . but we believe relief from the probability of such decisions as that in the Lar Daly case should be legislated,” Rep. Hemphill said.

Rep. Joseph Barr (D-Ind.), pointed out that the government “has never had much luck trying to regulate the coverage of news events.”

The question of who would decide when a candidate’s appearance on a newscast is (1) incidental and (2) free of any editorial content was asked by Rep. Roman Pucinski (D-III.). Rep. Harris replied the first responsibility would be that of the FCC upon the bill as to when the FCC stepping in to settle any disputes.

**New Amendment** • Rep. Barratt O’Hara (D-III.), offered an amendment stating that all licensees shall be held to a “strict accountability” by the Commission but it was withdrawn after Rep. Harris entered a strong objection.

Rep. Coad attempted to amend the bill extending Sec. 315 to include equal time for all representatives “of any political or legislative philosophy.” He maintained his amendment would assure “that the American people are going to be guaranteed their rights by legislative action . . . so that they can hear all sides . . . .”

Rep. Leo O’Brien (R-N Y.), part owner of WROW-WTEN (TV) Albany, N.Y., and other stations, successfully voted against the Coad proposal. “I wonder how many weeks it might take us to determine who would be the representative of any political or legislative philosophy,” he said. “There might be only 1,000 variations of the philosophy.”

The Coad amendment was defeated by an overwhelming voice vote.

**Interstate tax relief**

Power of the states to tax interstate business would be restricted by a bill (S 2524) passed Thursday by the Senate. The bill goes to the House which is considering a similar measure.

The bill was based on business complaints that recent U.S. Supreme Court decisions have produced serious tax problems for firms selling across state lines. A number of amendments designed to restrict the scope of the bill were defeated in the Senate discussion.
CBS affiliates apprised of Sec. 315

CBS Inc. President Frank Stanton, in a wire to network affiliates immediately after House approval of an equal time amendment last week, expressed CBS' hope final action will come by the end of this week. He pointed out the House bill is narrower than a Senate-passed version and that congressmen were at odds as to whether a Face the Nation type show would be exempt.

"We believe that radio and television will be afforded the greater opportunity to serve the public during political campaigns if the bill which eventually emerges parallels the Senate version accompanied by a report . . . clearly adopting Congressman Harris' view that the exemption of news interview programs is intended to cover exemption of Face the Nation type of programs," he said.

NBC Board Chairman Robert W. Sarnoff hailed the House action as "a significant victory for the American people. It assures them of freedom to obtain political news coverage making use of the full potential of television and radio to carry the images and voices of candidates themselves. It up-holds the freedom of the press, which is designed to protect the people's right to know. The new law is also a vote of confidence in the sense of fairness and responsibility of American broadcasters in covering the news. . . ."

Emergency personnel named by Commission

A list of 18 men who will train to take over executive functions of the FCC in the event that agency and its members and executives are wiped out in time of a national emergency has been released by the Commission.

The list—to be increased to 25—forms the FCC unit of the National Defense Executive Reserve, which is composed of former government officials and "qualified men in other branches of appropriate industries and professions" who will train for handling problems of their respective agencies during a national emergency. NDER was authorized by Congress in 1955 and activated in 1956.

The FCC unit list:


The FCC and its executive reserve personnel will participate in mobilization maneuvers at an undisclosed location near Gettysburg, Pa.

The weeklong series of maneuvers is part of a training program begun last spring. A Conelrad radio-tv blackout April 17 was part of the program. Results of local, state and regional maneuvers and problems will be analyzed this week as mobilization personnel from government offices and industry volunteers meet at their emergency relocation points. Each mobilization group will report to the main relocation site of government, staffed by Office of Civil & Defense Mobilization.
CHANCES DIM FOR ACT REVISES
Senate amendments face House sty mie

The Senate last week passed by "consent agreement" four amendments to the Communications Act, including one that would almost completely rewrite Sec. 309, governing action upon applications and protests of grants made without hearing. At the same time (Aug. 19), the Senate "passed over" (i.e., left on the calendar) three other amendments.

But Chairman Oren Harris (D-Ark.) of the House Commerce Committee, which would consider the four Senate-approved measures, said he had "no plans" to take up any of them in this session of Congress.

Most significant of the four approved bills was S-1898, which would change the procedure for applications, eliminate the present "McFarland Letter" (notification of necessity for hearing) and substitute for the present "protest" procedure (for grants made without a hearing) a procedure of "pre-grant objection" for parties in interest who oppose an application.

S-1898 is the result of a "horse-swapping" compromise between recommendations by the Federal Communications Bar Assn. and the FCC, the latter going along with FCBA after FCBA agreed to support a bill—among those passed by the Senate—giving the Commission more discretion for use of its review staff in adjudication cases. This bill (S-1738) has been long supported by FCC members seeking relief from narrow restrictions on the use of the review staff. Three commissioners (John C. Doerfer, Robert T. Bartley, Frederick W. Ford) favor outright repeal of the restrictions.

The other bills approved by the Senate were S-1736, which would eliminate the oath or affirmation requirement for certain documents filed with the FCC, and S-1740, which would clarify FCC authority to regulate charges and services of common carriers in their use of microwave for radio communications just as wire services are regulated at present.

Bills passed over by the Senate would (S-1734) prohibit non-participants, as well as participants, in cases before the FCC from making off-the-record presentations to FCC members or hearing examiners concerning a case; (S-1735) repeal a law which allows FCC members to accept honoraria for speeches, appearances at meetings and some other functions; (S-1737) authorize the FCC to impose fines in the common carrier and safety and special fields for violations of FCC rules.

The Senate Commerce Committee report on S-1898 said that under the present post-grant protest procedure, lengthy proceedings are necessary after grants are made to vindicate them, even where there is no substantial basis for attacking the grants. Though protests are filed under oath, allegations may be based on information and belief and this encourages the filing of ill-founded protests, often on suspicion or less, the report said. It has also been intimated, the report said, that it's difficult for a protestant to persuade the FCC its original grant was wrong.

Under the amendment, an objector to the grant would file a "petition to deny," which must contain specific allegations of evidentiary facts, which except for facts of which official notice is taken, must be supported by affidavits by persons with knowledge of the facts. After such petitions to deny and replies by the applicant, the FCC, if it still finds the grant in the public interest, must make the grant, deny the petitions and issue a concise statement disposing of each question brought up. Thus the petitioner to deny will have an adequate opportunity to urge error on appellate review, the report said.

If the petition to deny presents substantial question of fact or if the FCC otherwise finds it cannot make the grant without hearing, it must formally designate the application for hearing. The FCC may issue a McFarland Letter if it feels the case will be expedited that way. The report said the McFarland Letter requirement, however, is the "principal reason" for the increasing FCC workload backlogs.

Written into the amendment also is a requirement that the FCC may not make a grant for 30 days after an application is filed except in certain specific instances. The FCC is given authority to issue temporary authorizations not subject to the pre-grant procedure up to a total of 180 days when the public interest requires.

SPORTS EXEMPTION
New measure offered for antitrust relief

Sponsors of rival sports antitrust bills joined forces last week to back a new measure ignoring baseball but exempting professional football, basketball and hockey from antitrust laws.

An immediate move to send the bill
committee, for himself and introduced John Carroll (D-Colo.).

Talking as additional co-sponsors of S 2545 were Sens. James E. Murray (D-Mont.), Styles Bridges (R-N. H.), Jennings Randolph (D-W. Va.), Eugene J. McCarthy (D-Minn.), Thomas Kuchel (R-Calif.), Karl Mundt (R-S.D.), Henry Jackson (D-Wash.), Leverett Saltonstall (R-Mass.), and Hubert Humphrey (D-Minn.).

As in most other sports bills pending before Congress, it authorizes a radio-tv blackout within 75 miles of another team on the day of home games. S 2545 also exempts football, basketball and hockey from antitrust laws "within specific geographic areas"—but limits such area to five miles from the teams' home field or court.

It is this "geographic" exemption from antitrust laws, which in other bills is not so restricted, that has caused the greatest concern among the broadcasting industry with the possibility of a total blackout of free tv foreseen (Broadcasting, Aug. 17). This provision, contained also in six House bills, is expected to receive a thorough airing during hearings within the next two weeks by the House Antitrust Subcommittee. A definite date has not yet been set.

Sen. Kefauver's subcommittee held hearings late last month (Broadcasting, Aug. 3) on the two measures then pending in the Senate—his own bill S 886 and S 616, sponsored by Sens. Hennings, Dirksen and Kenneth Keating (R-N.Y.). Sen. Keating, who is not a co-sponsor of the new measure, said that he would seek to include an exemption for baseball in S 2545. He said it could "scare off" efforts to form a third major league and fails to protect baseball which "most needs to be protected." Sen. Carroll, in blocking the move to put the bill before the full committee, also said the bill should give all four sports the same treatment.

However, Sen. Kefauver said the subcommittee has been unable to arrive at an over-all bill dealing with all four sports—because of the minor league problem inherent in baseball. Also, he pointed out, the Supreme Court already has ruled that baseball is exempt from antitrust laws. The new measure was introduced "to correct the inequity which has been created" by the court.
THE MOVIE HEDGE
$4.1 million Fox deal closed for KMSP-TV

Sale of ch. 9 KMSP-TV Minneapolis-St. Paul to 20th Century-Fox Film Corp. for $4.1 million was announced last week (CLOSED CIRCUIT, Aug. 17; AT DEADLINE, July 27).

The purchase was made from National Theatres Inc., exhibitor chain at one time owned by Fox.

The Fox purchase follows within weeks the $3.1 million buy of KTVT (TV) and KDYL-AM-FM Salt Lake City by Columbia Pictures Corp. (BROADCASTING, Aug. 3, July 27). These stations were bought from Time Inc.

No Newcomer • This is not Fox's first venture into the television field. Up until last year it was associated with National Telefilm Assoc. in the NTA Film Network. This was terminated when control of NTA was bought by National Theatres.

In the late 1940's, Fox was one of the leaders in a move to establish theatre tv frequencies. This was to be used to carry special events in motion picture theatre houses—similar to what is now being done via common carrier land lines and microwave.

• The only other major motion picture producer actively engaged in tv station ownership is Paramount Pictures Corp., which has owned KTLA (TV) Los Angeles since 1947. Paramount for many years held a 26% interest in Allen B. DuMont Labs. which held licenses for tv stations in New York and Washington and also operated the DuMont Television Network.

Following FCC approval, Fox will pay $3.5 million in cash, with $600,000 to be assumed by the station in forward film commitments, according to Spyros Skouras, president of the movie firm, and Ely A. Landau, board chairman of NTA.

NTA acquired control of KMSP-TV in December 1957 when it bought 75% of the stock in United Television Inc. The remaining 25% was acquired from Loew's Inc. in February 1958.

NTA owns and operates WNTA-AM-FM-TV Newark, N.J., and National Theatres Inc., NTA's parent company, owns and operates WDAF-AM-TV Kansas City, Mo.

Mutual gets first nod in its reorganization

Mutual Radio Network, which filed bankruptcy proceedings for the purpose of reorganization on July 1 (BROADCASTING, July 6), last Wednesday (Aug. 19) won creditors' acceptance of its plan to emerge from bankruptcy as an independent concern. Judge Asa Herzog, Mutual's court referee, set Sept. 2 at 10 a.m. for the network's special counsel, Benjamin Weintraub, to introduce his written motion for formal confirmation of the plan.

Wednesday's court action was for the reporting on acceptances by Class I creditors. Mr. Weintraub reported the acceptance by Classes II and III on Aug. 12.

MBS' plan for payment of its debts, which piled up during a series of ownership changes in the past two years, required the approval of 51% of the creditors representing 51% of the money claims. In the class I group there were 195 proofs of claim, representing $1,633,646.72, filed by creditors, with 171 acceptances, representing $870,831.60, Mr. Weintraub reported.

Mr. Weintraub concluded his report by stating that Mutual's reorganization under Chapter 11 of the Bankruptcy Act "is one of the fastest in the history of this court."

Payments to creditors, due to start after Sept. 2, will be sent out by a distributor appointed by the referee and the network's legal counsel. MBS affiliates were advised in a special closed circuit message on Wednesday to report by Sept. 2 any discrepancy of payments due them on the basis of Mutual's financial statement of June 30.

Mr. Weintraub pointed out to the court that among the class I creditors filing acceptance was the F. L. Jacobs Co., Detroit, which last fall was the owner of Mutual. Alexander L. Guterman, currently under criminal indictment by two federal grand juries on charges raised by the Securities Exchange Commission investigation of his financial manipulations, was president of both Jacobs Co. and MBS.

Council, court switch policy; admit radio-tv

Two public agencies opposed to on-the-scene broadcast reporting opened their doors to radio-tv last week.

In Dallas the city council reversed its long-standing closed-door policy by a 5-4 vote. Gordon McLendon, KLIP...
Dallas, said the action followed an aggressive editorial campaign based on the theme, "Secret meetings are exactly what Americans do not want for." He added that "no Dallas newspaper had printed a word in protest over the years the council has carried on such practices."

Tv cameras were admitted to a murder hearing in West Covina, Calif., an outlying Los Angeles suburb, by Municipal Judge William P. Martin. Los Angeles stations shot sound-film footage of the preliminary hearing but were not allowed to show the judge's face.

Search for TIO chief gets Sept. 2 deadline

The search for a director for the new Television Information Office was narrowed to fewer than a dozen nominees last week and officials hoped the final choice will be made Sept. 2.

That's the date set for the next meeting of the Television Information Committee, headed by Clair R. McCollough, Steinman Stations, which last week screened the field from 20 names to approximately half that number after bringing it down from 67 three weeks ago (Broadcasting, Aug. 10).

TIC also made what are expected to be final revisions in the program for TIO's all-industry public relations campaign under the yet-to-be-named director. The committee also was reported close to signing for TIO headquarters space in New York. Oct. 1 is target date for the TIO start.

TIC members present at last week's meeting, held Wednesday in New York, were Chairman McCollough and Kenneth Bilby, NBC; Roger W. Clipp, Triangle Stations; Michael Foster, ABC; Lawrence H. Rogers II, WSAZ-TV Huntington, W.Va.; Charles Steinberg, CBS-TV Network, Willard Walbridge, KTRK-TV Houston. Two members were absent: Wrede Petersmeyer, Corin- thian Stations, and John Hayes, Washington Post Broadcast Div.

Attending for NAB were President Harold F. Fellows and John M. Couric, public relations manager.

Delegates prepare NBC Affiliates agenda

The annual meeting of NBC affiliates—radio and television—will be held Nov. 11-12 in New York.

Plans for the television phase were reviewed by NBC officials and members of the NBC-TV affiliates board of delegates at a meeting last Thursday and Friday (Aug. 20-21) at the Seaview Country Club, Atlantic City. The general affiliates' meeting will be held at New York's Plaza Hotel.

The board of delegates, headed by Jack Harris of KPBC-TV Houston, also was brought up to date on NBC-TV's new fall schedule and reportedly reacted with approval. Members were said to consider the schedule sound and the network's "totality of service" concept of rounded programming a "very good" one.

The board also initiated changes in its by-laws to take into account NBC-TV's elimination of the distinction between "basic" and "optional" affiliates. Under the new plan, representation on the board of delegates will be substantially the same as in the past but will be based on stations' network rates.

The NBC delegation was headed by Chairman Robert Sarnoff and President Robert Kinter.

WBC sales curve up in both radio & tv

Total gross sales of Westinghouse Broadcasting Co. were 10% ahead in radio and 6.3% in tv for the first six months of 1959 compared to the previous like period.

Westinghouse's gains in radio-tv revenue were reported by WBC's Sales Vice President A. W. Dannenbaum Jr. He also reported an overall 18.2% increase over 1958 in the number of new accounts using radio and tv. National spot business at WBC was up 14.1% in tv for the six-month period while local billings "overcame the January-February soft market to climb to 19.1% gain for June."

Tv sales in June at WBC were up 12.7% over the same month of a year ago and radio sales at an all-time high with a 3.4% increase over the previous high month (May). The figures come from a mid-year sales report.

Storer managers plan Sept. program meet

Storer Broadcasting Co.'s radio program managers assemble in Detroit Sept. 3-5 for a review of programming administration. In attendance will be Roy Schwartz of WIBG Philadelphia; Frank Gaal of WJBK Detroit; Bob Martin of WJW Cleveland; Sam Elber of WGBS Miami; Jack Williams of WSPD Toledo, and Paul Myers of WWVA Wheeling, W.Va.
Changing hands

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

- KMSP-TV Minneapolis, Minn.: Sold by National Telefilm Assoc., Inc., New York to 20th Century-Fox TV Inc. for $4.1 million, the company's first station buy (see separate story, page 72). KMSP-TV is on ch. 9.
- WGRD Grand Rapids, WTRU Muskegon, both Michigan: Negotiations in progress for sale to William H. Rich and Alistair Bradley Martin (each 50%) by Music Broadcasting Co. for $500,000 cash plus assumption of $76,000 in liabilities. Messrs. Rich and Martin each own 50% of WPIC Sharon and WMGW Meadville, both Pennsylvania. Broker is Hamilton, Landis & Assoc. WGRD is on 1410 kw with 1 kw, day. WTRU is on 1600 kc with 5 kw, directional night.
- WHTN Huntington, W.Va.: Sold by Cowles Broadcasting Co. to Wayne Geyer, Chicago businessman, for a total consideration in excess of $100,000. Cowles is retaining WHTN-TV there. Broker was Blackburn & Co. WHTN is 1 kw daytimer on 800 kc and is affiliated with ABC.
- WMMT McMinnville, Tenn.: Sold to

The Regional Broadcasting Corp. (KLOV Loveland, Colo. [William R. Vogel]) by McMinnville Broadcasting Co. (Sam J. Albritton, president) for $82,500. The sale was handled by Paul H. Chapman Co. WMMT is on 1220 kc with 250 w and is affiliated with CBS.
- KRWC Forest Grove, Ore.: Sold by F. Demcy Mylar and Robert N. Kines to Triple G Broadcasting Co. for $47,-500. Triple G comprises Lester L. and Dorothy R. Gould, each 25%; Leroy A. Garr, 25% and Esther L. Plotkin, 25%. Mr. Gould formerly owned KFMA Davenport, Iowa. Transaction was handled by Jack L. Stoll & Assoc. KRWC is 1 kw daytimer on 1570 kc.

Shareholders okay Transcontinent split

Stockholders of Transcontinent Television Corp. last week voted unanimously for a 2-to-1 stock split and an additional increase of 500,000 in the number of authorized shares. This brings total authorized shares to 1.52 million.

Prior to the split, Transcontinent stock carried a par value of $10. The new stock will have a par value of $5. Transcontinent stock has no established market value as there is no open trading of it.

Transcontinent stations are WGR-AM-TV Buffalo, N.Y.; WROC-AM-TV Rochester, N.Y.; KFMB-AM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif.; 60% of WNEP-TV Scranton-Wilkes-Barre, Pa., and 50% of WSVA-AM-TV Harrisonburg, Va. (The Harrisonburg stations have been sold to Washington, (D.C.), Evening Star-WMAL-AM-FM-TV Washington, subject to FCC approval.)
Broadcast subsidiary for Columbia Pictures

Columbia Pictures Electronics Co., a new Columbia Pictures subsidiary will operate the parent's broadcast acquisitions in Salt Lake City (KTVT-TV), Miami Beach (KOKI-TV), San Francisco (KRON-TV), and Cleveland (WKYT-TV), announced last week. Columbia bought the stations from TLF broadcasters, wholly-owned subsidiary of Time Inc., for over $3.1 million (Broadcasting, Aug. 3).

Noreston Louvau, who represented Columbia Pictures in negotiations for the transfer of the stations' ownership, is vice president and general manager and will serve as administrative head of the subsidiary. He joined Columbia last April after a 12-year association with KRON-TV San Francisco. Mr. Schneider will serve as president of Columbia Pictures Electronics, Leo Jaffe as first vice president, Nathan Cohn, John Mitchell and Jerome Hyams as vice presidents, Burton Hanft treasurer and Russell Karp secretary. On the board are Messrs. Schneider, Jaffe, A. Montague, Louis J. Barbano, Mitchell, Hyams, Hanft, Cohn and Paul N. Lazarus Jr. Screen Gems is Columbia's tv film-making subsidiary.

Net up 228% over '58 Metropolitan reports

Reporting on Metropolitan Broadcasting Co.'s midyear financial status, John W. Kluge, president, said Thursday (Aug. 20) that a 19.2% increase in gross revenues shot net earnings up 228% over the first half of 1958.

While Metropolitan's gross revenues (including WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK-AM-FM Cleveland) rose from $6,774,437 in the first half of 1958 to $8,074,896 for the period ending July 5 this year, Mr. Kluge said, net earnings rose to $1,004,252 from last year's $306,194. The 1959 mid-year earnings were equal to 65 cents per share on 1,546,512 shares outstanding compared with 20 cents per share on 1,541,137 shares outstanding in 1958.

The company's tv outlets were credited in part for the improved earnings picture. Whereas both showed losses last year, they've both returned profits in 1959.

Addenda to tv data

In listing individual tv market data in connection with the FCC financial figures on television in 1958 (Broadcasting, Aug. 17), some explanatory footnotes were omitted. These should be added to the first table on pages 56-58:

1 Time sales for national and regional advertisers as well as local sponsors are before commissions to agencies, representatives and others.

2 Total broadcast revenues consist of total time sales less commissions plus talent and program sales.

3 Total broadcast revenues are before federal taxes.

CR—Denotes loss.

#—Not all stations in this market operated a full year during 1958.

*Data not published for groups of less than 3 stations.

Note: 1957 sales data for New York City market revised to reflect reporting errors detected too late to be included in 1957 report. Revised 1957 data for New York as follows: national and regional advertisers and sponsors—$35,778,604; local advertisers and sponsors—$10,876,406.

Katz announces CBS-TV 'Workshop'

In his first official act since taking over the top programming post at CBS-TV, Oscar Katz, vice president, network programs, last week revealed the network's plan to set up a new live dramatic workshop.

The new workshop will encourage and develop writing, performing and directing talent. The experimental project has the title of "CBS Television Network Drama Workshop" and will be supervised by William Dozier, who is CBS-TV's vice president, programs, Hollywood.

The workshop's dramas will be taped at Television City in Hollywood. Of one-hour length, the programs may be offered as regular season network fare or as summer replacements.

CBS-TV noted that the drama workshop announcement was one result of conferences in Hollywood which were attended by Louis G. Cowan, network president, with Messrs. Katz and Dozier. Mr. Dozier, it was explained, soon will announce the project's production staff.
FATES & FORTUNES

Broadcast Advertising

- Don Blauhut, radio-tv director at Parkson Adv., N.Y., and formerly with Edward Kletier Assoc. in similar position, and Lloyd Durant, formerly president of Commercial Telecast Networks Inc., and previously with Compton Adv., that city, named vp and radio-tv directors at Parkson, west and east coast, respectively.

- Anson C. Lowitz, formerly vp and account supervisor at Ted Bates, N.Y., to Doherty, Clifford, Steers & Shenfield, that city, in similar capacity.

- Ralph Rosenberg Jr., formerly copy group head at Lennen & Newell, N.Y., to Reach, McClinton & Co., that city, as vp and copy director.

- John M. Rolfe, vp and member of creative staff at Foote, Cone & Belding, Chicago, appointed creative director of agency's San Francisco office. Mr. Rolfe has been with FC&B for 17 years, and has guided creative planning for Kraft Food, Paper Mate Pens, Zenith Radio Corp., and other accounts.

- Joseph R. Del Papa promoted from radio-tv copywriter to radio-tv copy chief at Erwin Wasey, Ruthrauff & Ryan, Chicago.

- Howard M. Paul, copy chief at Stern, Walters & Simmons, Chicago, joins Van Handel Adv., Milwaukee, as marketing coordinator.

- Floyd G. Sease Jr., formerly account executive at Grant Adv., Dallas, and Robert A. Niemi, formerly with N.W. Ayer & Son, Detroit, to Detroit office of Kenyon & Eckhardt as account executives.


- Gene F. Murray, formerly with Al Maescher Adv., St. Louis, to Gardner Adv., that city, as creative-contact copy executive.

- Ruth Barick, formerly chief timebuyer at Earle Ludgin & Co., Chicago, to Clinton E. Franke, that city, as radio-tv timebuyer.


- Norman B. Smith, 67, advertising manager of Sunshine Biscuits Inc., Long Island City, N.Y., since 1948, died of heart ailment Aug. 14 in Point Pleasant, N.J.

- Fran Riley, of MacColl-Riley Assoc., N.Y., assumes title of director of public relations of Premium Adv. Assoc. of America, that city, whose account her firm will handle.

- Martin Jackson, formerly with Mel Richman Assoc., Phila., to Lavenson Bureau of Adv., that city, as executive art director.

- Ray Bimonte, copywriter and assistant supervisor at Cunningham & Walsh, N.Y., to Compton Adv., that city, as copywriter.

The Media

- Fred E. Walker, vp and general manager, WITM Trendon, named general sales manager of KYW Cleveland, Westinghouse Broadcasting Co. station. He had been director of publicity and public relations of WPTZ (TV) Philadelphia (then WBC's tv outlet there) from 1952-55. Leslie Biebel, executive director of KYW-FM, named public affairs director for KYW-TV. Gene Godt, formerly promotion, publicity and pr director at WCCO-TV Minneapolis, to KYW-TV as advertising-promotion manager succeeding E. Robert Nashick who resigned to take similar position with KTLA (TV) Los Angeles.

- John H. Kline, formerly account executive with WCAU Philadelphia promoted to general sales manager, succeeding late John S. DeRussey, who died June 27. Mr. Kline was previously in merchandising and sales capacity with George A. Hormel Co., Austin, Minn.

- Eugene H. Alnwick, with sales department of MBS since 1957, appointed to new post of director of sales administration. Roger O'Connor, sales manager of WCAE Pittsburgh and Richard G. Koenig, tv sales rep with Peters, Griffin, Woodward, N.Y., join MBS Sept 1 as senior account executives. Paul T. Murray and Douglas Brown, formerly account executives with Daren F. McGavern and Headley Reed, respectively, to MBS in similar capacity.

FOUR TIMES YOUR MONEY’S WORTH

In Shreveport, one of America’s fastest growing markets, you get a lot more for your money when you specify KTBS-TV, Channel 3. All Nielsen surveys show KTBS-TV the dominant station in a market over four times larger than Shreveport’s metropolitan area in population and income. Here is coverage that really counts — 1,318,600 people with $3,561,784,000 to spend.

Ask your Petry man for the story on the FULL Shreveport market. You’ll find KTBS-TV not only gives you your money’s worth, but more, lots more.
Mr. Guild, eastern division manager of Daren F. McGavren, station rep., named executive vp. Mr. Guild joined McGavren in 1956, with responsibility of establishing eastern office. He was previously part owner and manager of KROY Sacramento, Calif.

James S. Pfaff appointed sales manager of WSOC-AM-FM Charlotte, N.C. James M. Martin, formerly with WIST, that city, named production manager.

Lionel Colton, account executive with Walker-Rawalt Co., N.Y., radio-station rep., named vp and transferred to Chicago office where he will be in charge of firm's mid-west operations.

Roy E. Nilson, formerly program manager of WHOO-AM-FM Orlando and WALT Tampa, named station manager of WKKO Cocoa-Cape Canaveral, all Florida. Other WKKO appointments: Robert Currie, formerly announcer with WALT, and Max Lee as air personalities.

Roy H. Holmes, formerly with national sales staff of WPAT Paterson, N.J., to Quality Music Stations as general sales manager. He will headquarter in New York offices of QMS' national rep, Walker-Rawalt.

Donald E. Cartwright, assistant manager of KSUB Cedar City, Utah, named manager. He has also been chief engineer and program director there.


Dean Behrend, formerly assistant to supervisor of sales development of WPIX Inc., N.Y., to WCBS-TV New York as supervisor of sales development.

Bruce McLean, account executive with KOWN Escondido, Calif., named sales manager.

Bill Carter, formerly with KIVY Crockett, named program manager of KTRE-AM-TV Lufkin, succeeding Mark Kennady, who resigned. Rick Fulgham, formerly with WACO Waco, to KTRE, all Texas.

William C. King Jr., chief engineer of WVEC-AM-TV Hampton, Va., and Lawrence W. Kliwer, operations manager, named vps, engineering and operations, respectively.

Mr. Connolly, 47, former vp and general manager of WCAU - AM - FM Philadelphia, died in that city Aug. 17 of pneumonia and resultant complications. He had been with WCAU since 1940, serving in news, advertising, promotion and publicity departments, and was appointed general manager last year. Mr. Connolly was also 1955-56 president of Pennsylvania Assn. of Broadcasters and board member of Broadcast Pioneers.

Tom Cousins promoted from promotional assistant to director of promotion and publicity of WCCO-TV Minneapolis-St. Paul, succeeding Gene Godt, who resigned. Other WCCO-TV appointments: Bill Carlson from WCCO radio program staff to promotion department; Joe Bartelme, news editor, to associate news director, succeeding Bob Stafer, who resigned; Christian Hansen, formerly with KAUS-TV, Austin, Minn., and Jim Buchan, formerly with KOA-TV Denver, to news staff as writer-reporters.

Claire Behan promoted from member of production staff of KEYT (TV) Santa Barbara, Calif., to production manager.

Mr. Peterson, formerly general manager of KRHM(FM) Hollywood, named general sales manager of KPOP Los Angeles, which was acquired by Storer Broadcasting Co. in July. Mr. Peterson was previously manager of KPRO Riverside, Calif.

Jim Williams, announcer with KUDU-AM-FM Ventura, promoted to program director. Other KUDU appointments: David Lavender, account executive, to commercial manager; Frank Frolic and Bob Mohr, formerly with KACY, Port Huron, as announcer-salesman; Chuck Franklyn from KACY as newscaster; Jack Sands, air personality, from KAKI Auburn; Tom McConnell, account executive, joins KUDU from KRKC King City, all cities in California.

Joseph E. Baudino, Westinghouse Broadcasting Co., and Daniel W. Kops, WAVZ New Haven, Conn., were named co-chairmen of NAB's Editorializing Committee by NAB President Harold E. Fellows. Other members are John F. Dille Jr., WSJV-TV Elkhart, Ind.; Eugene B. Dodson, WTVT (TV) Tampa, Fla.; Simon Goldman, WJTN.

Mr. Guild

Mr. Connolly

Mr. Peterson
RELIGIOUS
PUBLIC SERVICE
PROGRAMMING
FREE
For Radio and TV Stations

Two 13-week, 15-minute series on “The Ten Commandments” and “The Lord’s Prayer”... A public service for Radio and TV stations... Non-Denominational... Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

Write for Audition Print or Tape
THE BACK TO GOD HOUR
10858 S. Michigan Ave., Chicago 28, Ill.

CHAIN REACTION!
14 years after Hiroshima mission, guilt-ridden flyer commits crime against society!
— The Fort Worth Star-Telegram
Starring PAUL STEWART
ONE OF 38 EXCITING EPISODES!

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Jamestown, N.Y.; ROBERT T. MASON, WMRN Marion, Ohio; LAWRENCE H. ROGERS II, WSAZ-AM-TV Huntington, W.Va.; LEE RUWITCH, WTVJ (TV) Miami, and BEN STROUSE, WWDC Washington.

RALPH EDWARDS, WWGS Tifton, was elected president of Georgia Assn. of Broadcasters at its closing session Aug. 18, held at Jekyll Island. He succeeds FRANK GAITHER, WSBA Atlanta. Other officers elected were GEORGE PATTON, WBML Macon, first vp; PAUL REID, WBHB Fitzgerald, second vp, and J. W. HICKS, WRDW-TV Augusta, secretary-treasurer. Directors elected were C. A. McCURIE, WGBA Columbus; H. RANDOLPH HOLDER, WGAU Athens; ROSCOE LEAFORD, WVOP Vidalia; HUGH K. TOLLISON, WJIG Brunswick, and Mr. Gaither. (See story page 44).

JACK IRVINE, formerly vp and general manager of Sheldon Sackett stations (KROW Oakland, Calif.; KVAN-AM-TV Vancouver, Wash.; and KOOS-AM-TV Coos Bay, Ore.), and previously sales manager of KULA Honolulu, rejoins KULA as vp and assistant manager.


FRANK WOODRUFF, formerly director of promotion and research, Peters, Griffin, Woodward and previously account executive at Dancer-Fitzgerald-Sample, N. W. Ayer and Campbell-Ewald agencies, has organized Barnaby & Assoc. The firm, located at 414 East 50th St., New York, will provide creative promotion and research services to broadcasters and advertisers.

JOHN J. CASSIN JR., account executive with WRCO-AM New York, to WABC-TV, that city, in similar capacity.

RICHARD C. DREYFUSS, film director with KDKA-TV Pittsburgh, named sales account executive.

SID SIRULNICK, producer and writer with WNTA Newark, N.J., named production manager, succeeding LEE ARNOLD, now announcer with WNTA-AM-FM-TV.

KNOX MANNING, special assistant to Assistant Secretary of Commerce for international affairs, Washington, and previously NBC news commentator, to head new west coast office of Ten McCrory Inc., New York pr firm, at 9908 Santa Monica Blvd., Beverly Hills, Calif.

WILLARD FRAKER joins WMIR-AM-FM Jacksonville, Fla., as director of Tempo Store broadcasting and am account executive. LAWRENCE F. PATRICK promoted from newsman to news director. PAUL MILLS, newsman, joins parent company, WWDC-AM-FM Washington in similar capacity.


RICHARD M. WALKER, formerly account executive and media coordinator with Harris & Weinstein Assoc., Atlanta advertising agency, joins Clarke Brown Co., that city, station rep, as account executive.

ARTHUR E. HALEY, formerly executive vp and general manager of WORL Boston, appointed general manager of WEZE, that city. Mr. Haley started in radio in 1947 with WBMS Boston.

STEPHEN M. SALONITES, formerly senior account executive with American Research Bureau, N.Y., to Television Personal Interviews Inc. (ratings), that city, as sales manager of national operations.

ROBERT M. REED, formerly production manager of WETV (TV) Atlanta educational station, joins WHA-TV Madison, U. of Wisconsin e tv outlet, as producer-director.

DON MCKEEN named program director of KLIN Lincoln, Neb. BOB ZENNER, formerly with KSOD Sioux Falls, S.D., appointed KLIN sports director.

WNJR
negro radio for
metro new york

BROADCASTING, August 24, 1959
• Ron Shoop promoted from member of sports department to sports director of KRNT-AM-TV Des Moines, Iowa.

• Bryant Smith, formerly with KWIZ Santa Ana, and Elliott B. Behrens, formerly with KROW Oakland, join sales staff of KIDD Monterey, all California.

• Doug Moore, newscaster with KFMB San Diego, to KSFD-AM-FM, that city, in similar capacity.

• Louis Adler, formerly newsmen with WESB Bradford and WICU Erie, both Pennsylvania, to news staff of WCBS-AM-FM New York.

• Ted Giovan, formerly with Walker-Rawall Co., station rep, and previously timebuyer at Leo Burnett, Chicago, to The Branham Co., same city, as radio time salesman.

• Harry Volkman, weathercaster with KWTX (TV) Oklahoma City, to WNBQ (TV) and WMAQ Chicago in similar capacity effective Aug. 31.

• L. Gregory Christian, formerly station manager of WTOM-TV Lansing, Mich., and Albert M. Fiala, Jr., formerly commercial manager of WROW Albany, N.Y., to tv and radio staffs, respectively, of CKLW-AM-FM-TV Detroit-Windsor, Ont., as account executives.

• Robert McGinnity joins Thomas F. Clark Co., radio rep, N.Y., as time salesman.

• Gene Kline, formerly general manager of WLEU Erie, Pa., joins sales department of WTVI-TV Steubenville, Ohio.

• Bill Laws, member of publicity-promotion staff of KEWB Oakland-San Francisco, appointed to sales staff.

• Charlie King, formerly local sales manager of KARD-TV Wichita, Kans., to KTRK (TV) Houston as account executive.

• Rodney L. Wise joins sales staff of WCAE Pittsburgh.

• Pete Watkins joins Gill-Perna, station rep, N.Y., as account executive.

• Betty Ann Hudson, assistant to general sales manager of KLAC Los Angeles, adds duties of promotion and publicity director.

• James Haddock, graduate of Northwest Schools, Portland, Ore., joins KWU Ashland, Ore., as announcer and copywriter. Other Northwest graduates: Jack Boonstra to KAVE-TV Carlsbad, N.M., as cameraman and floorman; Ronald McCormick to KVIP (TV) Redding, Calif., as news cameraman.

• Andy Amyx, promotion manager of WTVH (TV) Peoria, Ill., to WFGA-TV Jacksonville, Fla., in similar capacity. He was previously Field Scout Executive and pr advisor with Boy Scouts of America.

• Gomer Lesch, program director of WFMY-TV Greensboro, N.C., resigns to join Church Administration Dept., Southern Baptist Sunday School Board, Nashville, Tenn., as pt consultant.

• James H. Fuller, formerly advertising manager of Sponsor, joins sales staff of Robert E. Eastman & Co., N.Y.

• Jack Knell, formerly news director of WBT and WBTV (TV) Charlotte, N.C., appointed head of radio-television department of Leland Powers School, Boston.

• Don Osborn, air personality of WIRL Peoria, Ill., to KQEO Albuquerque, N.M., in similar capacity.

• Terry Brennan, former Notre Dame head coach, signed by WGN Chicago as announcer of its college football “game of the week.”

• Marlen Hager joins WTRL Bradenton, Fla., as chief engineer and newscaster.

• Nicholas DiPietro, who has conducted Italian Concert program on WWRY Warwick, R.I., for past three years, continues with that station. Due to misunderstanding on part of WNYG, Warwick-East Greenwich, it was erroneously reported that Mr. DiPietro left WWRY to join WNYG.

• Bart Tolleson, formerly news director, production manager and air personality of KMUR Murray, Utah, joins KDFY Salt Lake City as account executive.

Programming

• Robert E. Stuart, formerly vp of Clarke Brown Co., Dallas (regional radio and tv station rep), to CBS Films Inc., that city, as account executive.

• Milton Rich, formerly director of press relations WCBS New York, to CBS-TV as editorial associate on staff of new Person to Person show.

• William Harmon, formerly with Security Films, Hollywood, named producer of Betty Hutton Show series set to premiere on CBS-TV Oct. 1 (8:30 p.m. PDT).

• Philip Besser, program director with Independent Television Corp., N.Y., named production coordinator (east). Hers Lazarus, sales planning manager, named ITC sales coordinator.

• Cliff (Charlie Weaver) Arquette

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**GENE AUTRY**

**starring in 56 HOUR FEATURES**

**ROY ROGERS**

**starring in 67 HOUR FEATURES**

**REALY ROUNDIN’ UP RENEWALS**

Originally bought Renewed in 1959

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**...and really rackin’ up raves:**

“Great ratings, highest in the city...have signed for five more years.” WTVM, Columbus, Georgia, April 6, 1959.

“For almost two years now... they have been eminently successful.” WCDA-TV, Albany-Troy.

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**mca TV FILM SYNDICATION**

BROADCASTING, August 24, 1959
I DO MY BEST WORK AFTER DARK

THAT'S RIGHT
A 54% INCREASE IN AUDIENCE
6 PM TO MIDNIGHT
OVER 1958

We've wooed . . . and won . . . the Golden Spread with full power and bright new programming . . . See your Bolling man.

Chief 'Smoke Signals' • The Indians were using the air for their own communications long before the palefaces, so there was no need to change terminology when the Pocatello (Idaho) Chieftains tribe gave Idaho native Rosel H. Hyde (r) this new name, a war bonnet and citation during a Rotary Club luncheon ceremony. Comr. Hyde addressed the Rotarians and received the honor from the Chamber of Commerce for his "honesty, integrity and wisdom as a member of a council of seven charged with regulation of the communication smoke signals," which "unites the tribes" and keeps "one smoke signal to a hilltop." Chief Henry H. Fletcher, KSEI Pocatello, is reading the citation. Behind him are the chamber's president, Stan Day, and Rotary President Norman V. Stedfeld.

signs three-year contract with Don Fedderson Productions, Hollywood, to star in tv series.
• PHILIP G. PETERSON, JOHN E. KARR and RUSSELL HUDSON named eastern, central and western division managers, respectively, of Community Club Services Inc., N.Y.

Equipment & Engineering
• AL BROWDY, chief engineer of KCOP (TV) Los Angeles since 1956 appointed director of engineering and industrial relations for radio-tv for Broadcast Div. of Nafl Corp. Nafl owns KPTV (TV) Portland, Ore., and has bought, pending FCC approval, KCOP and KOBY San Francisco. For other Nafl appointment, see WEEK'S HEADLINERS, page 10.
• DR. WILLIAM M. WEBSTER, administrative engineer on vp's staff at RCA Labs., N.Y., named director, Electronic Research Laboratory.
• DOUGLAS MACLATCHIE, tv manager of Los Angeles office of Avery-Knodel Inc., has resigned effective Sept. 1 to join PlanPrint Inc., design engineers for industry. He will set up national sales organizations and develop advertising and promotion for new company in Chalfont, Pa., but later will headquarter in Los Angeles.

Government

International
• ROBERT L. DUNSMORE, Montreal businessman, elected chairman of board of directors of Canadian Broadcasting Corp. to take some of workload from CBC President J. A. OUIMET, who has just returned after six months' illness. CHARLES W. LEESON, Stratford, Ont., named vice-chairman of board. Both Mr. Dunsmore and Mr. Leeson will confine duties to CBC board meetings, with management left in hands of Mr. Ouimet and his staff. Mr. Ouimet remains chairman of five-member executive committee of CBC.
• MICHAEL HICKS, recently named managing director of BBDO, Toronto, elected vp.
• WILLIAM H. PINCHIN, executive vp of Pillsbury Canada Ltd., bakery products, elected president.

BROADCASTING, August 24, 1959
EQUIPMENT & ENGINEERING

WESCON FEATURES SATELLITES

Explorer VI steals spotlight at opening; stereo stars at single broadcast session

A question and answer session between San Francisco's Cow Palace and Explorer VI then about 15,000 miles above Africa, provided a dramatic opening ceremony for the 1959 Western Electronic Show and Convention held Tuesday through Friday Aug. 18-21.

The brilliance of the outer space quiz show was only slightly tarnished by the faulty human element when someone pulled the wrong plug or pushed the wrong button shutting off the reply in the final stage of the process between Los Angeles and San Francisco where the teletype circuit was bringing the message from the satellite to the 30,000 engineers and scientists at this year's WESCON.

WESCON's greeting had travelled via telephone and twx lines from the Cow Palace to the Space Navigation Center in Los Angeles and then by radio-telephone to the satellite tracking station in Jodrell Bank, England, where the U. of Manchester's 250-ft. radio telescope shot the WESCON query directly to Explorer VI as it orbited thousands of miles in outer space. That signal, reaching Explorer VI activated the satellite's transmitter which sent back telemetered information on twelve experiments carried in the "paddle wheel" space craft.

This information was received at Jodrell Bank and transmitted to the Space Navigation Center where a huge computer "translated" the information into English to a punched tape for twx transmission to the waiting scientists at Cow Palace. At this point the human factor intervened and there was a 15-minute delay before the message from space was finally received.

Situation Normal • Otherwise, WESCON followed its usual pattern. Engineers in record breaking numbers traversed the aisles of the Cow Palace where more than 800 companies filled 975 booths with displays of the newest products of the electronic age, and attended the 42 technical sessions. Each session comprised the presentation of three technical papers and a discussion by a panel of experts.

Among such esoterica as ultrasomics and medical electronics the single session devoted to broadcasting would have seemed absurdly old fashioned if it had not been exclusively concerned with stereophonic broadcasting. Included were papers on "An Optimized Compatible Am Stereo Broadcast System"; "A Stereo System for Am Stations"; and "Fm Multiple Stereo Receivers."

The panel members were: R.N. Harmon, Westinghouse Broadcasting Co., D.G. Fink, Philco Corp., C.J. Hirsch, Hazeltine Research Corp.; N.W. Parker, Motorola, and R.M. Morris, ABC.

Award Winners • The eighteen winners in the first WESCON industrial design competition, announced on the opening day and displayed in a special exhibit at the show, included awards of excellence to: Ampex Corp., for a Fr-300 digital tape handler; Frank T. Walsh, the scientist.

Cannon Electric Co., for an XLR audio slash electronic connector, Sam Arson and Carlos Beeck, designers.

Electronics International Co., for an elin precision power oscillator (DF-102); Matt Jacobson of Jaycraft Co., designer.

Digitron Co., for a digitswitch (series 7300); Jim Powell, consultant and H.D. Wright and Jack Reitzell designers.

Hewlett-Packard Co., for a clip-on dc current probe (model 428 A-21A); Thomas C. Lauhon, designer.

Santa Anita Engineering Co., for Electropack, system of individualized standard cabinetry; Jim Powell, industrial designer.

Industrial Products Div. of IT&T for a closed circuit television camera (CM-30); James Lee, Channing Gilson and William Brewer designers.

Awards of merit were given to Ampex Corp. (3 awards), Autonetics, Electronic Assoc. (2 awards), General Electronic Co. (2 awards), Librascope, Tally Register Corp., and Voltron Products.

For the benefit of busy engineers unable to attend this year's WESCON, International Resistance Corp., sponsored daily reports of WESCON highlights for the four days of the meeting. Telecast on KRON-TV San Francisco at 7-7:15 a.m. and on KTLA (TV) Los Angeles at 8:15-8:30 a.m.

Marketing Effort Needed • "Our greatest need in electronics, as an industry, is to build our marketing capabilities up to the level of our technical capabilities," H. Leslie Hoffman, president, Hoffman Electronics Corp., said Wednesday at the annual meeting of Western Electronic Manufacturers Assn. in San Francisco. "Our marketing know-how today is at the stage where our engineering was in 1943," Mr. Hoffman declared. "We have achieved new break-throughs in space, why not in our homes, offices and plants?"

A greater awareness of marketing problems should produce such industrial electronic achievements as the elimination of smog, weather control, automatic food preparation and housekeeping "before the end of the next decade" Mr. Hoffman predicted.

Ling buys Continental

Ling-Altec Electronics Inc. of California has expanded in the field of super high power transmission equipment, with purchase of all outstanding stock of Continental Electronics Manufacturing Co. of Texas for $3.6 million. The sale was announced by James J. Ling, chairman of the purchasing firm.

James O. Weldon and Lester H. Carr, from whom the Continental stock was purchased, will continue as president and vice president, respectively, of the new Ling subsidiary. Ling-Altec, whose assets amount to $17.6 million,
it was stated, cleared $718,546 on sales of $11.3 million in the first half of this year. Mr. Ling said that the acquisition of Continental will add about $8 million to the firm's consolidated sales volume for the rest of the current year, bringing the parent company's sales to the $34 million range.

Messrs. Weldon and Carr were Washington radio consulting engineers before Mr. Weldon took over as Continental president several years ago. Mr. Carr remained as a Washington engineering consultant.

- Technical topics
  - A new series "F" line of Prem-O-Rak modular transmitter racks for use with console cabinets and multiple installations has been announced by Premier Metal Products Co. of New York. The racks have many new features including front and rear rounded tops, frames made of 14 gauge steel and two adjustable mounting angles. Further information may be obtained from Premier, 337 Manida St., New York 59.

• Conrac Inc. (tv manufacturer), Glendora, Calif., expects to start production from a new plant in four months. The building will replace Plant No. 2 that was razed by fire two weeks ago. (BROADCASTING, Aug. 17).

• The largest display of British radio, tv and electronics gear ever shown in the United States will be exhibited in a 17-day British Exhibition in the New York Coliseum next June. D.A. Lamb, general manager of the exhibition, said the displays by radio, tv and electronics firms will be the most extensive in the exhibit.

• Hewlett-Packard Co., Palo Alto, Calif., manufacturer of precision electronic measuring instruments, has acquired all outstanding stock of Boonton Radio, which designs and manufactures signal generators and similar instruments and has an annual sales volume of $2.5 million, becoming a wholly owned subsidiary of H-P, which has an annual sales volume of $40 million.

INTERNATIONAL

Admen don't like hike in Britain's tv rates

British advertisers are creating a ruckus over the increase in tv rates announced last month by the country's program contractors. (Associated-Regionaldiffusion has a 20% hike Dec. 28; ABC and Scottish Tv rates go up 10% Sept. 26 and Oct. 1, respectively; Granada's ratecard increases about 8% Sept. 28, and TWW's is expected to show a 10% increase.)

Protests have been made direct to contractors about an "unwarranted," "illogical" and "damaging" rise in airtime costs. Concern is being expressed by trade organizations. McCann-Erickson Adv. Ltd. says it is hard "to believe that contractors operate so close to the line to warrant these ... increases." The Institute of Practitioners in Advertising says it is disturbed and many of its members have complained "that so little was put forward by way of justification" for upping rates.

Pay impetus to color

Sale of color tv receivers in the Toronto area is expected to be helped along this fall with the start of pay tv at Etobicoke (BROADCASTING, Aug. 17). Eugene Fitzgibbons, president of Trans-Canada Telemeter Ltd., Toronto, stated in mid-August that the pay tv installation will be able to present 35 mm color films for those who can take advantage of this with color tv sets.

"RCA is currently interested in the activities of our company so far as possible sale of color tv sets is concerned," he said.

Trans-Canada Telemeter last week concluded an agreement with the Bell Telephone Co. of Canada, for laying coaxial cable for the pay tv installation, upon which work has already begun. It is hoped that first subscribers will be able to receive service around Christmas time.

Application hearings set for Canadian tv

Public hearings for tv station applications at Montreal are to be held next year by the Canadian Board of Broadcast Governors on March 7 and at Toronto on March 14. Dr. Andrew Stewart, BBG chairman, announced at Ottawa on Aug. 12. These hearings will follow the Jan. 11 session at Winnipeg and the Jan. 18 session at Vancouver (BROADCASTING, Aug. 10).

Dr. Stewart stated that the BBG will announce its recommendations for tv station licenses two days after the hearings conclude in each city. The recommendations go to the Canadian Department of Transport, Ottawa, the licens-
ing authority, and final license may not be issued for several months after the recommendation.

Following the Montreal and Toronto hearings the BBG plans similar public hearings for second tv stations at Ed- monton and Calgary, both in Alberta, early in May, and on June 20 at Halifax, N.S. Hearings for a second station at Ottawa, capital city, will not be held until late June or July 1960.

Cut-off dates for filing applications with the Department of Transport for tv stations are Nov. 30 for Montreal, Dec. 31 for Toronto, Feb. 29 for Ed- monton and Calgary, and March 31 for Halifax and Ottawa. The department has to approve the applications first on technical grounds before the BBG holds public hearings. This procedure applies to all broadcasting license applications.

- Abroad in brief
  - Russia wants to set up a regular tele-

**FANFARE**

Fourteen-hour splash

Simpson-Miller, an Indianapolis
store, bought a 14-hour "radio spectac-ular" on WFBM there Aug. 17 to
launch a campaign for Allied Chem-ical's textured Caprolan filament nylon and Craft Carpet Mills "Resort" collection. The station moved into S-M's downtown front window for the carpet promotion. All programming originated from this location.

Publicity for the campaign included a WFBM spot schedule of 150 taped commercials, 70 ad lib announcements and supporting newspaper lineage. Interviews with store personnel and customers were part of WFBM's program-
ing. The station also gave away 100 phonograph albums to complement S-M's hi-fi console door prize.

Sales calls in reverse

WSB-TV Atlanta, Ga., this year in-
vited agencymen to shop for new syndi-
cated film shows at its studios. Four half-hour films were shown continu-
ously all day July 30, with screen times noted on the invitations to agency peo-
ple. A buffet luncheon was served dur-
ing the session. Early results: two of the shows sold and scheduled on WSB-
tv for fall.

Point-of-purchase hook

Kroger stores and WCAW Charles-
ton, W.Va., are bagging extra listeners with paper grocery sacks. The bags carry coupons for shoppers to mail to

WCAW, registering them in the "Kro-
ger Stampede" trading-stamp promo-
tion.

For the Stampede, Kroger bought six
daily announcements, in addition to its regular weekly schedule, over WCAW. This time is used to announce names drawn from the mailed coupons. If the listener named calls in three minutes, he qualifies for 30 stamps, or more if previous winners have not claimed theirs.

Results in six weeks: 80,000 coupons mailed to WCAW, 216 of the names drawn, 98 of whom called for 64,800 stamps.

The Ironite Co. used 25 adjacent spots to draw 8,702 coupons with the word "Ironite" written in to qualify for an ironing-stool award.

Midnight horror

Some 650 listeners of KMUR Salt Lake City are one up on the movie premiere crowd. When "The Return of the Fly" announced its world premiere date in Salt Lake City, KMUR sched-
uled an advance showing for midnight preceding the premiere date. For a week the station carried 20 announcements daily inviting listeners to reserve seats for the show. A total 1,234 did, with more than 650 paying guests (50 cents each) claiming their reservations. 20th Century Fox sent along the "Fly Mon-
ster" for the event. KMUR made broadcast pickups from the Gem The-
atre and provided members of the pre-
miere crowd with photographs of themselves and the Fly.
Out-of-town experts • WWDC Washington, D.C., invited a group from New York to sit on the 12-man board of judges in the “Miss Washington” contest sponsored annually by the station. With winner Virginia Pailes are (l to r) Jim Kelly of Fletcher Richard, Calkins, Holden Inc.; Ed Fleri of BBDO; Jim Richards, John Blair & Co., WWDC’s national representative; Fred Spruytenberg, Sullivan, Stauffer, Colwell & Bayles Inc., and Tuck Scott of Blair. Apparently the judges responded to Miss Pailes’ song, rendered in the talent portion of the competition, “It All Depends on You.” The 21-year-old Capital title-holder goes on to Atlantic City, N.J., to compete in the “Miss America Pageant” Sept. 7-12, as does Miss Delaware (see right).

Door-opener • Miss Delaware of 1959, Esther Olney, was enlisted by WAMS Wilmington, Del., as a temporary member of the station sales team for visits to New York advertising agencies earlier this month. Here she calls on Jay Schoenberg of McCann-Erickson. The beauty queen and Charles W. Stone, station vice president and general manager, were accompanied by salesmen from the Robert E. Eastman Co., WAMS’ national representative. At stops along Madison Avenue Miss Olney presented agencymen with honorary citizenship cards from Delaware, signed by Gov. J. Caleb Boggs. Also in her kit: a market-station brochure with a return postcard attached, enabling recipients to participate in a drawing for a color tv set.


• Drumbeats
• WFEC Miami and WMBM Miami Beach, both Florida, held a benefit show at a local YMCA and raised enough money to send 100 boys to summer camp.

• KXYZ Houston gave away an air-conditioner each week last month to the listener who counted how many times “XYZ is completely ear-conditioned” was said on the station during the week.

The “ear-conditioned” phrase was used in all station breaks.

• Pioneer WWJ Detroit celebrated 39 years of broadcasting Thursday (Aug. 20). It started with a 20 w transmitter in a newspaper building.

• Treasure-hunt specialists of WSUB Groton, Conn., are sending listeners directly to stores for clues in a search jointly undertaken by the station and the Groton Shopping Plaza. The clues are taken one by one from a bank, conveyed in an armored truck to be read on the air and then to a Plaza store to be displayed. Sixteen stores are participating in the Aug. 3-28 project.

• KYA San Francisco estimated its Hidden Treasure Hunt crowd earlier this month at 80,000-90,000. The mob converged on Joaquin Miller Park in Oakland, Calif., after 9 p.m. on the 12th day of the promotion and stayed until the prize was found at 12:38 the next morning. The treasure was a draft entitling the finder to merchandise and vacation prizes valued at $25,000.
FOR THE RECORD

Station Authorizations, Applications
As Compiled by Broadcasting

August 13 through August 19. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna, cp—construction permit, ERP—effective radiated power, kosaic—uniform high frequency, ant.-antenna, sur.—surveillance, vis.—visual, kw—kilowatts, w—watts, mc—megacycles, D-day—day, N—night, ls—local sunset, mod.—modification, trans.—transmitter, uni.—unlimited hours, kc—kilocycles, SCA—special communications authorization, STA—special temporary authorization, SH—special hours, ~—eduction. Announced.

New TV Stations

APPLICATIONS
Alamosa, Colo.—Alamosa Telecasting Co. 1959. 3D, 37.1 MHz, ERP 3,000 kw. 103.15 MHz, ERP 1,000 kw. 138.16 MHz, ERP 400 kw. Address 513 1st Ave. S., Alamosa. Estimated construction cost $31,000, first year operating cost $7,940, revenue $29,000. Mr. B. E. McLain, owner. Ann. Aug. 16.


Existing TV Stations

CALL LETTERS ASSIGNED
WLUC-TV, Marquette, Mich.—New Central Broadcasting Co. Changed from WDMU-TV.

New AM Stations

APPLICATIONS
Phoenix, Ariz.—Maryvale Best, Co. 1250 kc VHF channel 5, capacity, ERP 220 kw. Address 1030 N. 5th St., Phoenix. Estimated construction cost $34,000, first year operating cost $4,900, revenue $29,100. Mr. W. L. Dallam, owner. Ann. Aug. 16.


Great Falls, Mont.—John Broad Best, Assoc. 920 kc, 5 kw D. P. address 1241 Ross Blvd., San Francisco, Calif. Estimated construction cost $40,000, 15 kw 1st year operating cost $6,000, revenue $72,000. Apply-
cants are John and Marie Broad, 50% each. Mr. Broad is attorney. Ann. Aug. 16.

BROADCASTING, August 24, 1959

EDWIN TORNBERG
& COMPANY, INC.

NEGOITIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISORS

NEW YORK
60 East 42nd Street
Murray Hill 7-4242

WILLIAMSBURG
719 North Cermak Road
Chicago, Illinois

WASHINGTON
1625 Eye St., N.W.
District 7 8531

Portland, Ore.—International Good Music Inc. $25,000,000, P. O. address 116 Ellis St., Bellingham, Wash. Estimated construction cost $15,000,000, revenue $10,000,000. Applicant is owner of KWKO Inc. in Bellingham, Wash. and is owner of KUGL (FM) and licensee of KQCG (AM) in Bellingham. Ann. Aug. 19.

Milwaukee, Wis.—Radio Milwaukee Inc. 120.9 mc, 20 kw, P. O. address 190 N. State St., Chicago 1, Ill. Estimated completion cost $21,913, first year operating cost $25,000, revenue $57,000. Applicant is licensee of WHRY Milwaukee. Ann. Aug. 19.

Existing FM Stations

CALL LETTERS ASSIGNED

KAAR (FM) Oxnard, Calif.—Oxnard Bestg. Corp. Changed from KXUR-FM.

KHIO (FM) Sacramento, Calif.—Ericsson, Spaulding & Stilgenbauer.


WAVQ (FM) Atlanta, Ga.—Great Commerce Gospel Assn. Inc.

WPTH (FM) Fort Wayne, Ind.—Sarkes Tarzian Inc.

WJQF-FM Hammond, Ind.—Percy B. Crawford.

KQRO (FM) Dallas, Tex.—E.F. Weerts

WAUX-FM Waukesha, Wis.—Waukesha Bestg. Inc.

Ownership Changes

APPLICATIONS

KFSG Los Angeles, Calif.—Seeks assignment of license from Kebo Park Evangelistic Assn. to International Church of the Foursquare Gospel. Construction permit Aug. 11.

KWDW-FM San Diego, Calif.—Seeks assignment of license from Los Tres Diablos Bestg., to E. Edward Webber, for $2,000. Mr. Jacobson is manufacturer of sound equipment. Ann. Aug. 12.

WKE Washington, Ga.—Seeks assignment of license from Max G. Pfander to Washington Bestg. Inc. for $20,000. Purchasers are Herschel L. Webster (31%) and John C. Foster (49%) who have similar interest in WSNT Sandersville, Ga. Ann. Aug. 13.


WMTL Leitchfield, Ky.—Seeks assignment of license from Rough River Bestg. Co. to Rough River Bestg. Inc. for $50,000. Purchasers are Clifford Spurlock (64%), James Shacklet (20%), M. E. Wallace (14%), E. R. Wallace (10%) and others. Mr. Spurlock is minister and present owner of records. Mr. Shacklet is minority owner of WLOC Munfordville, Ky. Ann. Aug. 18.

WXR (FM) Boswell, Mass.—See WTAO Cambridge, Mass. below.


WIDE Biddeford, Me.—Seeks transfer of control of Biddeford-Saco Bestg. Corp. from Louis J. Bogart to J. Alan Jasper and Chester Hall, all presently equal one-third partners. After transfer, Jasper, Mayer and Hall will each own one-half. Ann. Aug. 19.

KODY North Platte, Neb.—Seeks assignment of license from KODY Inc. to KODY Ltd. Inc. for $12,000. Applicants are Merle Evans, George B. Dent Jr. and Maxine E. Dent, 50% each. Mr. Dent is lawyer. Ann. Aug. 13.

WGUS North Augusta, S.C.—Seeks assignment of license from Dixie Bestg. System to Bestg. Assn. of California, and America Inc. for $60,000. Purchasers are Hal Edwards, Hender- son Bestg. and Kyr Harris (33 1/3%) each. Mr. Edwards is partner of advertising agency. Mr. Helio is vp of merchantile corp. Mr. Harris is a minister. Ann. Aug. 19.


KAST Aurora, Ore.—Seeks transfer of control of Aurora Bestg. Corp. from R. J. Condron to B. Cheshine, Daphne Cheshine, Elsie Aldrich and Dorothy Engle to T.R. Gamble and C. Howard Lane, all of Portland, Ore. Mr. Lane is managing-director of KOIN-AM-TV. Portland, Ore. Ann. Aug. 17.


WCRW Cherryville, N. C.—Seeks transfer of license from Eastern Bestg. Inc. to WDBR Inc. for $250,000. Purchasers are John R. Davey, 38%; Max Corfalone, 23.4%; Clyde J. Fry, 18%; and others for $41,450. After transfer David R. Worley (50%) will own 74.2%. Ann. Aug. 19.


KAGM Amarillo, Tex.—Seeks transfer of control of KAMQ Bestg. Ltd. from Aubrey Jackson (10%) and others for $41,450. After transfer David R. Worley (50%) will own 74.2%. Ann. Aug. 19.

KEVA Shamrock, Tex.—Seeks assignment of license from Betty D. Broed Johnson to George Harrell Vaught for $126,000. Mr. Vaught has no other radio holdings. Ann. Aug. 12.

KEYS McMinnville, Ore.—Seeks transfer of control of Henderson Bestg. Corp. from James T. Reeves, present 98.5% owner to Mr. Reeves (50%) and Tom E. and Billie Joyce Ferriman (50%) for an assumption of 50% of $30,000 station debt. Mr. and Mrs. Ferriman are employees of KORI. Ann. Aug. 14.

KWSL Midland, Tex.—Seeks assignment of license from Betty D. Broed Johnson to George Harrell Vaught for $126,000. Mr. Vaught has no other radio holdings. Ann. Aug. 12.


Hearing Cases

INITIAL DECISION

Hearing Examiner Elizabeth C. Smith issued initial decision, on behalf of the Commission, to grant an application of RKO Radio Holding Co. for a license to operate a FM station to operate on 94.3 mc in Gard- en Grove, Calif. Aug. 17.

OTHER ACTIONS

By memorandum opinion and order, Commis- sion granted petition for reconsideration by Triangle Publications Inc. (KFRE- TV Fresno), to extend an estimated time of filing comments to Sept. 23 and for re- quests to file evidence on pending on proposed changes in the table of assignments affecting Freso, Bakersfield, Salinas and Salinas Valley, all California, and Goldfield and Tonopah, both Nevada. Several additional power- petition by S. H. Patterson for simi- lar minute changes. Also, to proceed affecting San Francisco and Sacramento stations. Applications were for reloca- tion and new assignment. Aug. 24, 1959.

BROADCASTING, August 24, 1959

Write for descriptive literature to RCA, Dept. XG-22,
Building 15-1, Camden, N. J.
following applications: Millington Corp. Co. to increase power of WHEV Millington, Tenn., from 100 w to 306 kw, on 1290 kc; Kadio Music Shoals Inc. to increase daytime power of WCMA Griffin, Miss., from 250 kw to 1 kw, on 1290 kc, 250 w-n; Patterson Bros. to increase daytime power of WKDA Nashville, Tenn., from 250 kw to 1 kw, on 1290 kc, 250 w-n; and WJDA Jackson, Ark., from 250 kw to 1 kw, on 1290 kc, 250 w. WJDA and WCMA were owned by Bestg. Inc., to increase daytime power of WCKR Knoxville, Tenn., from 36 kw to 1 kw, on 1290 kc, 250 w-n; WJDA and Bestg. Inc. to increase daytime power of KBSM Jonesboro, Ark., from 36 kw to 1 kw, on 1290 kc, 250 w-n; and WJDA to increase daytime power of KHER Tyler, Tex., from 36 kw to 1 kw, on 1290 kc, 250 w-n.


Routine Roundup

**BROADCAST ACTIONS**

By Broadcast Bureau

**Actions of August 14**

WQAS South Gastonia, N.C.—Granted assignment of cp to MGM Bestg. Corp.

KEZU Rapid City, S.D.—Granted license for increase of daytime power, new antenna type, and specific main studio location and remote control permitted.

KOTN-FM Pine Bluff, Ark.—Granted license for fm station.

WHEV Headquarters, N.C.—Granted license covering installation new trans.

JKQJ Junction City, Kan.—Granted license covering installation new trans.

WMBU (FM) Oxford, Ohio—Granted license for increase of daytime power and change in antenna location, increase ant. height to 295 ft., and change in transmitting system, granting DA-4 conditions.

KFMH (FM) Colorado Springs, Colo.—Granted license for fm station.

WIRL Buffalo, N.Y.—Granted new location and move of license to change name to KPOI Bestg. Inc.

WBAC Cleveland, Tenn.—Granted new location and move of license to change name to WBAC Inc.

WHER Atlanta, Ga.—Granted new license for new trans.

WSLS Virginia, Ill.—Granted cp to install new trans.

WQAG South Gastonia, N.C.—Granted new cp to install new trans.

WDUS-FM Naples, Fla.—Granted cp to change ERP to vs. 231,714 kw, aur. 87,400 ft., direction 259, and obtain new location; and make changes in ant. system and equipment.

KSPR-TV Casper, Wyo.—Granted request for cancellation of license; call letters deleted.

### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by Broadcasting through August 19

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<tr>
<th>ON AIR</th>
<th>CPS</th>
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<td>FM</td>
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<tr>
<td>TV</td>
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| OPERATING TELEVISION STATIONS

Compiled by Broadcasting through August 19

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<th>LICENSED</th>
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<td>Non-commercial</td>
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**COMMERCIAL STATION BOXSCORE**

As reported by FCC through July 31, 1959

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</table>

1. There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

2. There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

3. There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf)

4. There has been, in addition, one uhf educational tv station granted but now deleted.

**WAKY Louisville, Ky.—Granted cp to install new trans. by remote control using new antenna conditions.**

**KRRN Roswell, N.M.—Granted cp to change both studio location and trans. location and make changes in ant. height.**

**WKX-FM Raleigh, N.C.—Granted cp to decrease ERP to 10.5 kw.**

**KSL-Salt Lake City, Utah—Granted cp to decrease ERP to 4 kw; ant. height to 3800 ft.; make changes in ant. system and transmitting equipment and move tower 28 ft. southeast of present site.**

**KAYS Hays, Kan.—Granted cp to change ant.-trans. location; remote control permitted.**

**KSEL Lubbock, Tex.—Granted cp to replace expired permit which authorized increase in daytime power; change from DA-N to DA-3; and install new trans. for daytime use (2 main trans.).**

**WMS-AM Miami, Fla.—Granted cp to install new type trans., auxiliary transmitter and antennas and remote control for daytime use.**

**WXOF Oxford, N.C.—Granted cp to install new type trans.**

**WFWF Washington, D.C.—Granted cp to increase ERP to 1 kw; decrease ant. height to 295 ft.; install new ant. and make changes in transmitting equipment; remote control permitted.**

**KUHO San Antonio, Tex.—Granted cp to install new trans. to be used as auxiliary trans.**

**WAKE Atlanta, Ga.—Granted cp to install new type trans. as alternate main trans. at present main trans. site.**

**WKKF-FM Miami, Fla.—Granted cp to decrease ERP to 5 kw; increase ant. height to 380 ft.; change to DA-3; change to DA-3; remote control permitted; conditions.**

Following stations were granted extension of completion date as specified: WKKF-FM Miami, Fla. to Oct. 22; KCPS Tacoma, Wash. to Nov. 10; KGAA Austin, Minn. to Feb. 24, 1960.

**WFLY Canton, Ill.—Granted authority to sign-off at 6 a.m., local time, for period ending Sept. 30.**

**Actions of August 12**

**WFLI Lookout Mountain, Tenn.—Granted assignment of cp to WFLJ Inc.**

**KRLC-AM-Shreveport, La.—Granted**

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**FOR THE RECORD**

**LINCOLN DELLAR & COMPANY**

**SELECT RADIO AND TELEVISION PROPERTIES**

**MANAGEMENT CONSULTANTS • AFFILIATES • FINANCING**

430 E. VALLEY ROAD, SANTA BARBARA, CALIF. 93107

**EASTERN AFFILIATE — R. C. COLLIER & CO., INC.**
RADIO

Help Wanted—Management

30% interest in Florida "lease-option" to build, own, operation. Proven record, small amount capital required. Box 285P, BROADCASTING.

Southwest Ad Club wants announced-salesman combination. Ten hours weekly on location selling, five hour evenings at home. Sell tape, resume and picture to Box 614P, BROADCASTING. Complete personal interview. Our employees know of the excellent opportunities open to the right man.

Time salesmen needed for mid-western stations in nations top twenty. Opportunity to participate in major market experience in major market job. Salary and commission. Send self-addressed stamped reply, references, photo to: Box 238P, BROADCASTING.

Top rated 10,000 watt independent formula station in Florida's fastest growing radio market wants young, aggressive, A-1 salesmen-great opportunities to apply now. Box 268P, BROADCASTING.

Northern Ohio medium market needs 2 men, building for a woman with experience only. Box 308P, BROADCASTING.

$150-$200 weekly with organization that has sold over 400 successful community booster campaigns for leading stations in the country. Manager $12,000-$15,000 annually. Wired free to travel and capable of writing copy, office detail etc. $75-$80 weekly. Working now in Ohio, N.Y. and Penna. Write Box 320P, BROADCASTING.

Wanted: Salesman, salary and commission, for small market with terrific potential growth in oil boom area. Profit sharing plan after 6 months. Walter H. Herbst, KDEN, Carrizo Springs, Texas.

California: KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Colorado Independent has immediate opening for a sales manager and one sales assistant. Good opportunity. Write Ralph Green, Manager, KGLY, Greeley, Colorado.

Wanted—a combination salesman-sports-announcer for KDSJ, AM-TV, Deadwood, South Dakota. Send information to manager.

California—Hard work, long hours. Proof of ability to sell local accounts required. Salary plus bonus offers top money, to a man who can produce. Send full details plus picture first letter. KXOL, San Jose, California.

Announcer—Announcer. Small market good opportunities salary and commission. Send tape and resume to KRN, Burns, Oregon.

Hawaii's too station has opening for salesman. World's best outdoor living in fastest growing state in U.S. Need fully experienced man in bustling, competitive market. Compensation open. Send full background, photo, salary requirements to KULA, Box 125, Honolulu, Hawaii.

If you have sales ability and are looking for a good income and security, contact Bob Eastley, New York, New York, 1,000 miles west of Chicago.

HELP WANTED—Announcers

Immediate opening for announcer for our new station. Excellent opportunity. Be a part of the fastest growing area. Send tape and resume to station. Box 269P, BROADCASTING.

Immediate opening for announcer for Kansas City, Missouri. Send tape and resume to station. Box 288P, BROADCASTING.

Immediate opening for announcer for station in Eastern Pennsylvania. Excellent opportunity. Send resume and photo to station. Box 289P, BROADCASTING.

Immediate opening for announcer for station in New England. Excellent opportunity. Send resume and photo to station. Box 290P, BROADCASTING.

Immediate opening for announcer for station in the South. Excellent opportunity. Send resume and photo to station. Box 291P, BROADCASTING.

Immediate opening for announcer for station in the Midwest. Excellent opportunity. Send resume and photo to station. Box 292P, BROADCASTING.

Immediate opening for announcer for station in the West. Excellent opportunity. Send resume and photo to station. Box 293P, BROADCASTING.

Immediate opening for announcer for station in the Northeast. Excellent opportunity. Send resume and photo to station. Box 294P, BROADCASTING.

Immediate opening for announcer for station in the Southeast. Excellent opportunity. Send resume and photo to station. Box 295P, BROADCASTING.

Immediate opening for announcer for station in the Northwest. Excellent opportunity. Send resume and photo to station. Box 296P, BROADCASTING.

Immediate opening for announcer for station in the Southwest. Excellent opportunity. Send resume and photo to station. Box 297P, BROADCASTING.

Immediate opening for announcer for station in the Far West. Excellent opportunity. Send resume and photo to station. Box 298P, BROADCASTING.

Immediate opening for announcer for station in the Midwest. Excellent opportunity. Send resume and photo to station. Box 299P, BROADCASTING.

Immediate opening for announcer for station in the Northeast. Excellent opportunity. Send resume and photo to station. Box 300P, BROADCASTING.

Immediate opening for announcer for station in the Southeast. Excellent opportunity. Send resume and photo to station. Box 301P, BROADCASTING.

Immediate opening for announcer for station in the Southwest. Excellent opportunity. Send resume and photo to station. Box 302P, BROADCASTING.

Immediate opening for announcer for station in the Far West. Excellent opportunity. Send resume and photo to station. Box 303P, BROADCASTING.

Immediate opening for announcer for station in the Northwestern. Excellent opportunity. Send resume and photo to station. Box 304P, BROADCASTING.

Immediate opening for announcer for station in the Southeastern. Excellent opportunity. Send resume and photo to station. Box 305P, BROADCASTING.

Immediate opening for announcer for station in the Northern. Excellent opportunity. Send resume and photo to station. Box 306P, BROADCASTING.

Immediate opening for announcer for station in the North Central. Excellent opportunity. Send resume and photo to station. Box 307P, BROADCASTING.

Immediate opening for announcer for station in the Western. Excellent opportunity. Send resume and photo to station. Box 308P, BROADCASTING.

Immediate opening for announcer for station in the Eastern. Excellent opportunity. Send resume and photo to station. Box 309P, BROADCASTING.

Immediate opening for announcer for station in the Southern. Excellent opportunity. Send resume and photo to station. Box 310P, BROADCASTING.

Immediate opening for announcer for station in the Midwestern. Excellent opportunity. Send resume and photo to station. Box 311P, BROADCASTING.

Immediate opening for announcer for station in the Northwestern. Excellent opportunity. Send resume and photo to station. Box 312P, BROADCASTING.

Immediate opening for announcer for station in the Southeastern. Excellent opportunity. Send resume and photo to station. Box 313P, BROADCASTING.

Immediate opening for announcer for station in the Northern. Excellent opportunity. Send resume and photo to station. Box 314P, BROADCASTING.

Immediate opening for announcer for station in the North Central. Excellent opportunity. Send resume and photo to station. Box 315P, BROADCASTING.

Immediate opening for announcer for station in the Western. Excellent opportunity. Send resume and photo to station. Box 316P, BROADCASTING.

Immediate opening for announcer for station in the Eastern. Excellent opportunity. Send resume and photo to station. Box 317P, BROADCASTING.

Immediate opening for announcer for station in the Southern. Excellent opportunity. Send resume and photo to station. Box 318P, BROADCASTING.

Immediate opening for announcer for station in the Midwestern. Excellent opportunity. Send resume and photo to station. Box 319P, BROADCASTING.

Immediate opening for announcer for station in the Northwestern. Excellent opportunity. Send resume and photo to station. Box 320P, BROADCASTING.

Immediate opening for announcer for station in the Southeastern. Excellent opportunity. Send resume and photo to station. Box 321P, BROADCASTING.

Immediate opening for announcer for station in the Northern. Excellent opportunity. Send resume and photo to station. Box 322P, BROADCASTING.

Immediate opening for announcer for station in the North Central. Excellent opportunity. Send resume and photo to station. Box 323P, BROADCASTING.

Immediate opening for announcer for station in the Western. Excellent opportunity. Send resume and photo to station. Box 324P, BROADCASTING.

Immediate opening for announcer for station in the Eastern. Excellent opportunity. Send resume and photo to station. Box 325P, BROADCASTING.

Immediate opening for announcer for station in the Southern. Excellent opportunity. Send resume and photo to station. Box 326P, BROADCASTING.

Immediate opening for announcer for station in the Midwestern. Excellent opportunity. Send resume and photo to station. Box 327P, BROADCASTING.

Immediate opening for announcer for station in the Northwestern. Excellent opportunity. Send resume and photo to station. Box 328P, BROADCASTING.

Immediate opening for announcer for station in the Southeastern. Excellent opportunity. Send resume and photo to station. Box 329P, BROADCASTING.

Immediate opening for announcer for station in the Northern. Excellent opportunity. Send resume and photo to station. Box 330P, BROADCASTING.

Immediate opening for announcer for station in the North Central. Excellent opportunity. Send resume and photo to station. Box 331P, BROADCASTING.

Immediate opening for announcer for station in the Western. Excellent opportunity. Send resume and photo to station. Box 332P, BROADCASTING.

Immediate opening for announcer for station in the Eastern. Excellent opportunity. Send resume and photo to station. Box 333P, BROADCASTING.

Immediate opening for announcer for station in the Southern. Excellent opportunity. Send resume and photo to station. Box 334P, BROADCASTING.

Immediate opening for announcer for station in the Midwestern. Excellent opportunity. Send resume and photo to station. Box 335P, BROADCASTING.

Immediate opening for announcer for station in the Northwestern. Excellent opportunity. Send resume and photo to station. Box 336P, BROADCASTING.

Immediate opening for announcer for station in the Southeastern. Excellent opportunity. Send resume and photo to station. Box 337P, BROADCASTING.
**Announcers**

**Situation Wanted**

**Management**

Aggressive broadcast executive with 18 years experience. Experience includes 13 years as working sales manager, and general and television in medium and metropolitan markets. Extremely able and proven sales and reference, married, college graduate, age 43. Confidential. Box 900M, BROADCASTING.

To weary station owners or bankers who want to turn their own "boy" as station manager, before returning to arm of our control. You're in a new project. Box 271P, BROADCASTING.

Give me a chance! 10 years experience. Announcer, program director-sales-copy. Ready for management. Desire small station, grant on guarantee plus percentage. Let me prove it! Let's talk business. Box 276P. BROADCASTING.

Announcer, program director-copy, 10 years experience. Desires large or medium. Box 279P. BROADCASTING.

Married, 30 years old. BA degree, some broadcasting training. Desire opportunity to learn broadcasting. Will work in any position. Box 272P, BROADCASTING.

Attention southern California—Announcer, program director, copy. Prefer black or white. Desires position to locate permanently in southern California with family. Box 280P. BROADCASTING.

Young veteran, dependable, conscientious. Desires permanent position announcer-disc jockey southwest. Five months experience announcer metropolitan Washington station. Broadcasting school graduate. Box 281P. BROADCASTING.

Want air spot in music, news, and/or sports in market of million or more. Seven years experience, most recently Philadelphia. Box 282P, BROADCASTING.

Was your first job a memorable experience? Will share mine with you. Prefer Texas or New Mexico. Age 28 and determined by determinants. Write Box 283P, BROADCASTING.

Major markets-production minded, personable, professional. Or refer to box, 1a, non formula. Box 284P, BROADCASTING.

Announcer-dj, 23, married, eager to work in large city. Years experience in play-by-play. Box 286P, BROADCASTING.

Announcer-sales. Sales for you. Years experience. Seeks position in metropolitan area. Box 290P, BROADCASTING.


Sports announcer available immediately. Major college play-by-play experience. Top references. Box 327P, BROADCASTING.

New England announcer, operate board, tape, photo, resume on request. Box 335P, BROADCASTING.

Female decay presently employed, bright morning gal-smooth evening chick—$25 moves me. Box 339P, BROADCASTING.

Nationally known recording artist wants permanent affiliation with livewire country station. Years experience. 12 years experience as dj. Recording for major label since 1954. If you require a c & w singer do not reply. If you have a c & w singer in your library. Would consider all-night c & w show, as well as other markets. Box 340P, BROADCASTING.

**Announcers**

Program and sports director. Play-by-play, College. Prefer competitive, reliable, married. Resume, air check available on request. Box 246P, BROADCASTING.

First phone combo announcer available two weeks notice. Looking for permanent job relatively low maintenance in the northeast. Box 248P, BROADCASTING.

Nashville area: First phone dj, 24, family, 6 years in radio, prefer top 40, $115 mini. December starts. Any station, reliable. Box 262P, BROADCASTING.


California: Here's your man! Announcer-program director-copy. 10 years experience. Box 274P, BROADCASTING.

Announcer-program director-copy, 10 years experience. Desires metropolitan market. Box 275P, BROADCASTING.

**Situation Wanted**

**Production-Programming, Others**

Idea man—program and promotion. 50 kw west coast outlet wants smart, creative, sober idea man capable of producing bright, fresh ideas. Excellent position for the right man. Send references, pictures, work sample to Box 258P, BROADCASTING.

Experienced copy writer, man or girl. Send carefully written introduction to Lloyd D. Laers, KGLO, Mason City, Iowa.

Immediate opening for young man . . . in production opportunity for lucrative, air work. Home economics background advantageous. Must be able to do tape audition to WDFD, Flint, Michigan.

Gals qualified for traffic manager job. Must also write copy and know how to make little a little dictation. Will pay. Enclose snapshot with letter to Art Tacker, WTYM, Box 889, Springfield, Mass.

**Radio**

**Situations Wanted—Management**

General/sales manager, successful in present position, seeks greater challenge and opportunity in medium market. Box 990M, BROAD.

Production—operations manager, 10 years in commercial network tv in major eastern center. Resume and references on request. Box 254P, BROADCASTING.

Manager, busy in sales, sober, reliable, beer. Send resume to Delilahs, 100 W 42 St., New York City, Wisconsin 14.

**Wanted—Management.** Married, 31, 3 children, looking for community! Radio executive, aggressive, ambitious to manage, sell, promote, publicize, market. Proven sales record. Experienced in phases of radio and/or television announcing, selling, promoting same. Resume and picture upon request. Box 255P, BROADCASTING.

**Help Wanted—(Cont’d)**

Disk jockey experienced. Good jobs waiting. Contact Jerry Placenza, Correcto, 100 W 42 St., New York City, Wisconsin 14.

Miami's number one, all negro programmed station, world famous WBMG, going 5,000 kw. Opening for top deejay. Thoroughly experienced deejay needed. Please send tape, experience and any other data with it. C. Glicker. Top pay for right man plus many extra company benefits.


**Technical**

Immediate opening for hard-working chief engineer in large midwestern city. Age 35-40. New equipment, 5,000 watts. Fulltime. No fancy engineering job, but good for right man. Salary to start, will increase in 3 months. Box 318P, BROADCASTING.

Chief engineer. Good st. maintenance. With car. Some announcing, preferable, but not absolutely necessary. Send resume, references and requirements to Philip Spencer, G.M., WCBS, Amsterdam, New York.

50 kw eastern clear channel looking for experienced studio engineer for live music studio. Prefer some editing. No phone calls, send resume and any other data to R. H. Luins, WILAM, Rochester 3, N.Y.

Chief engineer, must be good technician with some announcing experience. Contact Don Pelkey, GM, WIRY, Plattsburgh, N.Y.

Announcer with first class license to work daytime shifts, $1100 per week. WOFK, Dothan, Alabama.

Experienced first-class engineer for daytime kw. Mostly maintenance and a little light board work; phone Magnolia, Ark. CE 4-9862, Bill Bigley, General Manager. 

**ANNOUNCERS**

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Situation Wanted—(Cont'd)

Announcers

Want opportunity in announcing after seven years in radio-tv department leading announcement and just completed season as nation's most publicized auto stunt driver's background of heavy exposure on radio and tv and also behind scenes. Will work in any style, sports, beauty, remote, special programming, copywriter and commercial producer. Personable, articulate, adaptable, creative. 30, married, family. Located in major midwestern city. Good sell, one night for top worker. Box 36, Garden City, N. Y.

Need money? I'll make for you if you're for me! 30 years experience, 10 present from top 20 stations. Excellent speech, choice delivery, cxw or pop. Outdoor and farm reporter. One million market, first ticket. Station sold. Desired smaller market with good hunting and fishing, eight northwest states or Alas-ka. Age 37, family near grown. Available 90 days. Phone person-to-person: C. S., University 33498, 14503 Painter Ave., Norwalk, Or. home 3157.

This station is making a change in format—we are one man over—this is a good hard working man, able to "dusk-a-dawn" and hold listeners—12 months AFIRS experience, radio school, 14 months commercial radio. 24, vet. This man can play it all from "Tommy Gun" to "Full Monty." We want to keep this lad, but there's no place for him. Write Box 156, call me, Eddie Curry at 822 Tomah, Wisconsin.

Versatile, but best country music. 4 years experience. Resides: Tuccoa, Ga. 323 P. Beckley, Dallas, Texas. Tel FR-1065.


Technical

First phone. Experienced radio and tv for last eleven years. Communication also. Last six years in stations. Prefer west. Box 971M, BROADCASTING.

Chief engineer—5 kw da-high power fm. Remote control, installation, maintenance. Prefer staff job large station. Better references. Box 228P, BROADCASTING.

Production conscious combo-chief in major market desires opportunity in Wisconsin or northern Illinois. Engineers A-1, presentable announcer. Will appear for interview. Box 315P, BROADCASTING.

1st phone-announcer-present employment chief engineer-annoncer desires to relocate. Devon, Ore. Married, 31, average salary. October 1st. Box 315P, BROADCASTING.

Experienced engineer, 7 years am, some tv, chief, remote control, and 5 kw directional system. Prefer south, will consider other offers. Box 281P, BROADCASTING.

Engineer—Desires chief's job in northeast. Seven years present position. No combos. Box 281P, BROADCASTING.


Engineer available, some announcing, station construction. Phone TU. 6-3262, Ernest Church, Tucson, Ariz.

Chief engineer, good salesman and capable announcer, desires permanent position. Preferly employed as manager and chief 6 years experience, both directional and construction. Would like chief job with opportunity for future management. Call "Engineer" Toledo, OH 3-3283 or write Box 125, Maumee, Ohio.

Production—Programming, Others

Gal Friday—type, write copy, handle air work, traffic. Box 974M, BROADCASTING.

Sports director looking for football, baseball, basketball play-by-play, Experienced. Also able to handle sports, write, BROADCASTING.

Good announcer-deejay with news, copy, sales experience in seeking position as director-assistant manager position with small medium market station. College grad. Box 192P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newswoman—Presently news director. Gather, write and air news. Excellent references. Married, children. Located in major midwestern city. Good sell, one night for top worker. Box 312P, BROADCASTING.

Go, go, go newswoman wants to run with like organization. Background includes 50 kw New York City news, mobile unit reporting. BA, MSJ, first phone. Now pd in no-people area. Single, 26, Competitive, metro only, please. Would welcome tv opportunity. Box 256P, BROADCASTING.

Quality small market station has women's editor ready for larger market. Maintains rating of 10 plus in three station market. Excellent appearance, background, experience. Strong sponsor loyalty, top billings, excellent voice and friendly air approach. Would consider radio, tv or both. Box 235P, BROADCASTING.

Production man, licensed—10 years radio-tv. Present location 3 years as director, switcher, booth announcer, projectional, cameraman. 3 years college, 31, family. Desires opportunity with progressive mid-west organization. All offers considered. Box 273P, BROADCASTING.

Young, experienced dj, program director, with lst phone. Employed in market over 100,000. Want permanent position preferably in modern format as program director. Current station no 1 by Hooper and Pullee. Married, 2 years college, references. Consider small chain. All inquiries acknowledged. Box 291P, BROADCASTING.


Experienced program director available for fine music station. Extensive knowledge of classical and popular music and recordings, plus announcing. Box 302P, BROADCASTING.

TELEVISION

Help Wanted—Management

Wanted: Topflight television station manager-salesman. Must be able to promote and sell on local and national level—southern city of 50,000. Market area 300,000—government open. Prefer career man, 31 or over. 45. Must have proven background to be considered. Apply Box 397P, BROADCASTING.

Sales

TV salesman wanted for New York state, NBC outlet. Base plus commission. Send full resume to Box 205P, 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's requirements, translating them into field systems, 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-14HA
Professional Placement
RCA, Bldg. 10-1
Camden 2, N. J.

Industrial Electronic Products

RCA CORPORATION OF AMERICA

BROADCASTING, August 25, 1959

91
Help Wanted—(Cont'd)

Sales

Ty program, only one of it's kind, now in 8th year operating successfully on four Virg- 

nina and North Carolina stations. Salesman-

works directly out of station. Now adding addi-

tional markets. Nominal salary, commis-

sion and car allowance, immediate open-

ing. Box 219P, BROADCASTING.

TV account executive. Experienced in radio or TV local-regional sales. To take over top bil-

lings in the area; start on one of the boxes. 

affiliate in Public Affairs Department. Write 

general complete resume WSBM-TV, CBS-Chicago.

Help Wanted—(Cont'd)

Production-Programming, Others

Female production assistant with major net-

work television station. Must have experi-

ence in program production. Excellent refer-

ence position in Public Affairs Department. Write 

general complete resume WSBM-TV, CBS-Chicago.

TELEVISION

Situation Wanted—Management

TV salesman-employee—experienced in tough competitive market. Money and advancement based on results. Box 264P, BROADCASTING.

Announcers

Morning man—radio, 16 years experience. 

TV-announcer-host over 4,000 live on cam-

eras. Well known voice and picture. Five figure minimum. Personal inter-

view. Top market only. Presently em-

ployed in New York City. Box 215P, BROADCASTING.

TV stations, need girl Friday announcer? 

Radio school experience in commercial radio announcing. Write copy, traffic, logs, 

books, work experience in all office work. 

Competed in our state's "Miss Pageant" 

this year. Want a try at TV announcing. 

Midwest please. Box 297P, BROADCASTING.

Technical

TV studio engineer, presently employed. 

First phone, East coast preferred. Box 

325P, BROADCASTING.

Production-Programming, Others

Production assistant, 3 years experience in 

large metropolitan market as production manager. College 

degree. Highest references. Salary open. Box 932M, BROADCASTING.

Directors, presently employed—wants station 

program assistant. Box 308M, BROADCASTING.

Eastern Pennsylvania agencies, stations. 

Mule copywriter, 12 years metropolitan 

tv, radio, agency. Must relocate. Highly 

coveted appointment. Salary open. Box 

265M, BROADCASTING.

Director—outstanding medium and major 

market experience. Seen's production man-

agers position. Box 250P, BROADCASTING.

Experienced director- family, creative. 

Wants opportunity to develop new program 

products. Box 253P, BROADCASTING.

Network producer, director, writer wants 

to improve his experience. Over 1000 network 

and 3500 local shows. Interested in position as pro-

gram manager or executive producer in 

larger market. Resume, references, 

salary, etc. Replies on request. Salary open. 

Box 255P, BROADCASTING.

I have ideas, enthusiasm, and interest if 

you have an opening. Presently program 

director, small-medium market. Will step 

back for chance to advance. Box 260P, 

BROADCASTING.

New York tv school grad. Looking for ex-

perience in tv production. Excellent music 

background. Willing to work hard. Box 

313P, BROADCASTING.

Production manager-producer-director with 

10 years in tv desire to relocate. Experi-

enced in all phases of television. Box 

328P, BROADCASTING.

TV film editor, program director, traffic 

manager, well experienced. Disc Jockey 

Placement Office, 42nd St, New York, 

City, 19-6232.

Television
television director-producer desires employment in competitive sta-

tion. Married, veteran, 28, College educa-

tion plus television at New York University. Full knowledge of tv opera-

tion and production. First time offer available im-

mediately. Write H. G. Michelson, 198 

North Crest Road, Chattanooga, Tennessee.

FOR SALE

Equipment

Windcharger $730 galvanized 100 foot AM- 

antenna, 35 foot pylon, beacon, obstruction 

light. $400.00. Box 398P, BROADCASTING.

RCA 16-C console in good condition. 

$450.00, write Box 301P, BROADCASTING.

Collins 21A 5kw transmitter maintained in 

excellent condition, only light use. Modifications, now operating. Price 

$4,000. Box 314P, BROADCASTING.

Two koz_Copy recorder amplifier and rack-

mount power supply. 4-D cutter and 2-

speed tape, L-D cutter, outside-in, 

inside-out. In good condition. Box 416, Dallas, Texas.

One Western Electric 3JC console, $350.00; 

two RCA SN9A remote amplifiers, $75.00 each. All in excellent condition. One Am-

pex 691-2 stereo recorder with input trans-

formers, in new cord. $750.00. P.O. 

Box 5405, Jacksonville, Fla.

5 kw transmitter, Westinghouse SHV-1. 

Now operating on 1460kc. Quick sale price 

$4500. Call Dick Boll, KDON, Salinas, Cal-

ifornia.

Two Berlant BX-1 tape recorders with 

case. Box 317P, $550 each. RCA 

limited BU1, $1,200. All in service. Air mail 

requests 263P, Broadcasting.

5 kw transmitter Gates BC-5A complete 

tubes and crystal in good operating condition. Currently on rental in Bos-

ton, Texas. Price $6,000. Terms can be 

arranged. Please write Box 665P, 

Buffalo, New York.

General Radio frequency monitor 475-C, 

Coliris limiting amplifier 26W, General Radio deviation monitor 618. Also, 1 kw composite transmitter, formerly 

listed at $750.00. BROADCASTING, 

recorder, Harry Bright, WETZ, New 

Martinsville, West Virginia.

Projector RCA TP-46C in excellent condi-

tion. Has 1800 hours total time. George F. 

Spencer, Director of Engineering, WLBS-TV, Box 

2100, Ashville, N.C.

PT6 Magnecorder tape recorder, 2 portable 

cases, newly adapted for copy work. Dual 

track head, 2 speed motor (34, 12 i.p.s.). 

Excellent condition, $750. Beck, 4313 

Ridge, Houston 3, Texas.

Raytheon BA150 transmitter $750, RCA 7634 

console $350, RCA BU1 amplifier $125, 

Flouri-Zone Drive, North Highlands, California.

Weather warming receivers for Condens 

ted and other companies. Write W.T. Vard 

2013, 35th and 34th St., St. Louis, Mo. 

Excellent condition, $50.00. Box 267P, BROADCASTING.

FM, am, tv transmitters, studio consoles 

cameras, equipment, everything in broadcast equip-

ment, full and partial sets. Cureo, 150 

West 34th St., New York City, N.Y.

WANTED TO BUY

Stations

Wanted, small single market operation. 

Daytime or fulltime. Southeastern prefer-

ed. Box 265P, BROADCASTING.

Three qualified broadcasters seek ownership 

opportunity. Interested in Penna., Ohio, 

Indiana, Michigan area. Substantial down pay-

ment required. All replies confidential. Box 321P, BROADCASTING.

We believe Chapman Company can save 

you time, effort and money on your 

station. A single meeting will outline 

this service to 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 of the Four States, 1182 West Peachtree, Atlanta 9, Georgia.

Local southwest station. Please advise 

of possibility of sale. All serious replies 

held confidential. civic White, 3209 

Main Street, Dallas, Texas.
WANTED TO BUY

Equipment
Recent model used, 3 to 10 kw fm transmitter. Must be capable of multiplexing. Box 286P, BROADCASTING.

Wanted, used complete STL microwave link in good working condition. Box 286P, BROADCASTING.

Need one used RCA model BTA-250L transmitter. Guarantee Radio Supply Company, 314, Irvine St., Laredo, Texas.

INSTRUCTIONS
F.C.C. first phone license preparation by correspondence or in resident classes.

Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1130 Spring St. N.W., Atlanta, Georgia.


MISCELLANEOUS
Forming small record label. Auditioning suitable commercial material, all categories. Tape is not acceptable. All submissions returned. Integrity our watchword. Box 285P, BROADCASTING.

Trade—Complete library of records. Nearly 20,000—all types, mostly 45's over 6000-78's. Will trade for stock in station, old or new, plus consulting service, at cost. Will sell outright. What's your proposition? Write Box 34, Cincinnati 18, Ohio.

Custom radio spots. No jingles. M.J Productions, 2899 Templeton Road, Columbus, Ohio.

Top Washington news stories covered $3/phone call collect. Special assignments invited. Call LI 4-0430 any hour or write, Wally Ham Smith, 125 Fifth St., N.E., Washington, D.C.

RADIO
Help Wanted—Announcers

HAWAII CALLS

Top flight disc jockey. Must know tight operation. Also need sharpest trained Program Director. Rush aircheck, resume, photo and references. Top station, wonderful living. Address replies to: Program Director, Post Office Box 5428, Honolulu, Hawaii.

CCA EXPANDING

SALES EXECUTIVES NEEDED

In our policy of providing more, better and closer supervision and service to our clients, we are always looking for more sales personnel.

30-45 years old, good appearance, car, willing to relocate and travel five days a week. "Stand Up Type" salesman, preferably, experienced. This is $15-20,000, first year—draw plus commission and incentive bonus.

Complete resume; current income, pits and section of the country in which you are interested—first letter. No "Eastern" or "crew deal operators" considered.

Openings with headquarters in Boston, Philadelphia, Pittsburgh, Birmingham, Louisville, Little Rock, Omaha, Denver and Los Angeles areas will be filled in October and November. Preference given broadcasters from general area.

BOYD W. LAWlor
GENERAL SALES MANAGER
COMMUNITY CLUB SERVICES, INC.
20 East 46 Street
New York 17, N.Y.

Help Wanted—Announcers

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Management

OCCUPY

Top notch commercial manager for Toledo, Ohio.

Daytime, 1kw 7300kc. Tele: 39924

Contact: Howard E. Ward

Bowling Green, Ohio

RADIO

Help Wanted—Announcers

Newscaster—Announcer

Currently at one of world's top prestige radio-TV operations wants to locate permanently in a major market where pleasant family life is possible. Thoroughly professional news and on-camera ability for a station where quality counts. Not a D.J. Personal interview.

Box 310P, BROADCASTING

TELEVISION

Help Wanted—Production-Programming, Others

PROGRAM DIRECTOR

by WFMY-TV
Greensboro, No. 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 qualifications?

Our program 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 Kelleey, 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.

5 Production Air Men Needed Immediately

New Rocky Mountain chain, modern fast pace format. A world of opportunity for aggressive, hard working stable individuals. Good pay and fringe benefits. All new equipment and beautiful studio installations for working conditions. Outstanding promotional budget station in each market. Need individuals who are men and will adhere to definite modern system of radio. Wire or call collect George Norman, Crestwood 7-3905, Salt Lake City, Utah, or mail resume immediately to 2141 Lincoln Lane, Salt Lake City, Utah.
Help Wanted—(Cont'd)

Production—Programming, Others

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.

FOR SALE

Equipment

Background Music Receivers

FOR SALE

Used FM main channel, crystal controlled, 20 KC muting (can be easily changed), tuners or receivers with AVX output, all in operating condition. Complete with 13 tubes less crystal. Kids will be accepted in lots of 50 or more. Highest bid over $25.00 per receiver. All unpacking and shipping charges to be paid by buyer.

Box 290P, BROADCASTING.

WANTED TO BUY

Stations

Qualified General Manager, heavy TV sales experience, has up to $25,000.00 to invest in Texas Gulf Coast, Colorado or New Mexico radio station. Further substantial investment could follow. Family man, interested only in rewards hard work will produce. Highest references as to ability, integrity, financial responsibility.

Box 300P, BROADCASTING.

Miscellaneous

Lovely Dogwood Trees:

Finest of native trees is Cornus Florida—(White Flowering Dogwood). Cover your property with them at this fantastic price: 2 to 4 feet: 25 for $20.00; 100 for $65.00; 200 for $110.00.

Ornamental Evergreens:

Canadian Hemlock, Rhododendron Maximum, and Mountain Laurel. 2 to 3 ft. 25 for $20.00; 100 for $65.00; 200 for $170.00. Limited Offer. So Rush your order TODAY. Will make shipment when some is wanted.

W. R. McGuire
Milligan College, Tenn.

500 Watt Daytimer

in a top market with wonderful potential. $150,000 including acreage in real estate. Transmitter remoted.

Box 124P, BROADCASTING.

Los Angeles Area

FM station, all new equipment. $75,000. Excellent terms to good operators.

Box 258P, BROADCASTING.

1000 watt daytimer in a fast growing Pacific Northwest town of 5000. Always operated in the black with six employees. Would be tops as man and wife combination. $20,000 will hold.

Box 300P, BROADCASTING.

STATIONS FOR SALE

The Pioneer Firm of Television and Radio Management Consultants Established 1946

Negotiations Management Appraisals Financing

Howard S. Frazier, Inc.
1728 Wisconsin Ave., N.W.
Washington 7, D. C.

California FM Station

Excellent class B channel in metropolitan city. Now on the air with 15 kw ERP, 3 kw G-E transmitter. SCA granted for multiplex. $27,500 on terms. Contact:

Jack Matongo
3715 College Ave.
Sacramento, California

NORMAN & NORMAN

Brokers—Consultants—Appraisers

Radio-Television Stations

Experienced Broadcasters

Certified Appraisers

Security Bldg., Davenport, Iowa

PERSONNEL SERVICE

Radio—TV—Adv.

Top job placements in the dynamic south- east. Hundreds of job openings.

• Announcers
• Dish Jackeys
• News Directors
• Salesmen

Free registration—Confidential

Professional Placement

458 Peachtree Arcade
Atlanta, Ga.

BROADCASTING, August 24, 1959
acquisition of negative control by each Crawford Godfrey and Alvin Childs through sale to J. B. Pennington.

WLBI Denham Springs, La.—Granted li-
cense covering change in ERP to 10 kw, time
of change. Sept. 17.

WHLI Hempstead, N.Y.—Granted license
for noncommercial educational FM station.

KUDX Ventura-Oxnard, Calif.—Granted
license covering change in ERP to 10 kw, time
of change. Sept. 17.

KBFA-FM Bakersfield, Calif.—Granted
license covering change in frequency by
increasing ERP to 25 kw. time of change.
Sept. 17.

KBIO-FM Trona, Calif.—Granted license
covering change in ERP to 25 kw, time of
change. Sept. 17.

KBWV Youngstown, Ohio—Granted li-
cense covering change in ERP to 15 kw, time
of change. Aug. 31.

KYOK Houston, Tex.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WDBX Philadelphia, Pa.—Granted li-
cense covering change in ERP to 15 kw, time
of change. Aug. 31.

KHBV Hillboro, Tex.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

KWHX Beloit, Wis.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WPWL Philadelphia, Pa.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WHMP Youngstown, Ohio—Granted li-
cense covering change in ERP to 10 kw, time
of change. Aug. 31.

KWHC Picture Point, Texas.—Granted li-
cense covering change in ERP to 10 kw, time
of change. Aug. 31.

WARM Miami, Fla.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WAVC Radio Stations, New York:N.Y.—Gr-
anted license covering change in ERP to 10 kw,
time of change. Aug. 31.

WBPY Springfield, Ill.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WHER Waterbury, Conn.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WOGM Bucksport, Maine.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

VKQI Waukegan, Ill.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WJJO Madison, Wis.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WJOF Athens, Ala.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WHRI (FM) Highland, Wis.—Granted li-
cense covering change in ERP to 10 kw, time
of change. Aug. 31.

KZIO Eureka, Calif.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WQMN Superior, Wis.—Granted license
for am station of remote control permitted.

KMMT (TV) Austin, Minn.—Granted to
change ERP to 10 kw, time of change.
Aug. 31.

KOLO-TV Reno, Nev.—Granted to
change ERP to 10 kw, time of change.
Aug. 31.

KQCC (TV) Wakefield, Calif.—Granted
license for new ERP to 10 kw, time of change.
Aug. 31.

WPBQ Prairie du Chien, Wis.—Granted
license for new ERP to 10 kw, time of change.
Aug. 31.

WJXK Austin, Texas.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

KXWJ Lexington, Ky.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WINA-D (FM) Auburn, Ala.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WFOM Marietta, Ga.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WFPL Lookout Mountain, Tenn.—Granted
license covering change in ERP to 10 kw, time of
change. Aug. 31.

WICO Lakeland, Fla.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WBBQ Sebring, Fla.—Granted license for
change in ERP to 10 kw, time of change.
Aug. 31.

WFJI Batesville, Ind.—Granted license for
change in ERP to 10 kw, time of change.
Aug. 31.

WFML Omaha, Neb.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WICK Lancaster, Ohio.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WICB-S (FM) Binghamton, Va.—Granted
license covering change in ERP to 10 kw, time of
change. Aug. 31.

WOTC Watertown, N.Y.—Licensed remote
control permitted.

KINY Juneau, Alaska—Remote control
permitted.

WOXO Shreveport, La.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WIDL Jefferson City, Mo.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WAFS (FM) Atlanta, Ga.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WBWW-FM West Bend, Wis.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

KBWV-FM Bakersfield, Calif.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WATC-TV Yankton, S.D.—Licensed for
change in ERP to 10 kw, time of change.
Aug. 31.

KAYS-TV Hoy, Kansas.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

KPLP Brownsville, Tex.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WPLM Plymouth, Mass.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WAFM Miami, Fla.—Granted license for
change in ERP to 10 kw, time of change.
Aug. 31.

WJHL Jacksonville, Fla.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

WAXY Celina, Ohio.—Granted license for
change in ERP to 10 kw, time of change.
Aug. 31.

WPMU-AM Woodstock, Ga.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

KZXR (FM) McHenry, Ill.—Granted license
covering change in ERP to 10 kw, time of
change. Aug. 31.

KEYC-TV Mankato, Minn.—To Feb. 14.

KUDX Ventura-Oxnard, Calif.—Granted
license covering change in ERP to 10 kw, time
of change. Aug. 31.

By Acting Chief Hearing Examiner

Motion by Jose R. Madrazo, to file with this
application and as appendix thereto his opposition to
petition for reconsideration of Madrazo's application
for new station in Guam.

Granted to WYXO (FM) Camarillo, Calif., Santa
Barbara, Calif., for new FM station.

By Acting Examiner

By Hearing Examiner

Thomas H. Donahue

By Hearing Examiner

Charles J. Frederick

By Hearing Examiner

Millard F. French

By Hearing Examiner

Neal H. Huising

By Hearing Examiner

Jay A. Kyle

By Hearing Examiner

Herbert Sharrman

By Hearing Examiner

James D. Cunningham

By Hearing Examiner

Elizabeth C. Smith

By Hearing Examiner

Gary H. Liddell
Can you afford a wage increase in Steel?

This is a question of vital concern to 177,000,000 Americans

An inflationary wage increase in steel today would mean higher living costs for everyone.

This would happen even if there were no increases in steel prices.

You may wonder how this could be true. Here are the reasons why:

1. The giant Steel Union has 500,000 members in the basic steel industry and another 500,000 members in over 1,800 companies, other than steel, with which it has wage agreements.

   These companies make many articles in every day use—tin cans, aluminum, pork and beans, cement, paper containers, radiators, building materials, machinery, bicycles, and hundreds of others.

   The Union keys wage increases in these companies to the wage increases in steel. As their employment costs mount, most of these companies are forced to increase their prices. This is the first blow to your family budget.

2. The next blow comes in any industrial community where these companies are dominant in the economy. Gas stations, garages, retail stores, barber shops, factories of every description soon feel the pressure for higher wages all along the line. Their prices inevitably must be raised to cover higher employment costs.

3. The third blow to your pocketbook is due to the fact that wage agreements in steel, or in any other major industry, set the wage target for industries throughout the country—industries in hundreds of lines and hundreds of localities.

Right now, the average earnings of steel workers are $7 a day higher than the average for all manufacturing industries. So other unions scramble to close that gap—to "catch up" with steel. And the inflationary spiral continues.

These are the reasons why higher steel wages now would cause your cost of living to go up and up, even without any increase in steel prices.

Does the steel companies' stand for non-inflationary wage agreements mean an end to advancement for steelworkers?

Certainly not.

The steel companies want their employees to improve their living standards. And this goal for employees can be reached in many ways—through incentive payments, through savings from elimination of waste, and through better and better production methods.

But living standards cannot be improved through more inflation.

The steel companies are seeking the cooperation of the Union in settling the strike on terms which will avoid touching off a new spiral of inflation.

THE STEEL COMPANIES COORDINATING COMMITTEE

This advertisement sponsored by REPUBLIC STEEL a member of the committee

Republic Steel is the world's largest manufacturer of stainless and alloy steels. Stainless is one of the most versatile of all materials because it is wanted for its beauty, its resistance to corrosion and heat, its easy cleaning quality. Republic ENDURO® Stainless Steel is used for kitchen sinks and other home appliances, for miles of piping in dairies; for counters, kettles, and other equipment in food processing plants; for atomic energy installations; for aircraft and missiles. Some magnificent grilles and sculptures for museums and cathedrals are made from ENDURO. Tank trucks are lined with ENDURO. It was dubbed the Wonder Metal when introduced because it promised so many applications. The full extent of its versatility is still unexplored.
OUR RESPECTS TO . . .

John Clark Pomeroy

"Speak softly and carry a big idea" might be called the unwritten code of John C. Pomeroy. As president and general manager of WILX-TV Lansing-Jackson-Battle Creek, president of WILS Lansing and vice president of WPON Pontiac, all Michigan, he can support his formula for success by the yardsticks of audience acceptance, ratings and billings. And, one could add, friendships.

Starting in 1947 with limited capital, a used 500-watt transmitter and some "big ideas," John Pomeroy has parlayed them into a triple lineup for which these claims are made:

"WILS, 5000 lively watts, almost a community institution in the nation's 72nd market. Boasts 150% more audience than its leading competitor.

"WPON, acquired in 1958 and now a heavy favorite in Oakland county amid tough Detroit competition. Top ratings. Billings up 300%. A strong community voice.

"WILX-TV, air debut in March 1959 as Michigan's first genuine area station, serving 50% of the state's population outside of Detroit. Fast overtaking established competition in programming, audience and community acceptance."

The Pomeroy Method • Mr. Pomeroy approaches broadcasting with a mild manner and a shirtsleeve casualness that doesn't hint at the know-how and leadership drive underneath. No private secretary, no plush office, no executive memos, no rounds of conferences, no nonsense. Mr. Pomeroy chooses staffers who can work "with" rather than "for" him. "Treat the staff, advertisers and the audience right and you're 90% on the road to success," he says.

John Pomeroy has found that road a relatively short one.

Born March 25, 1923, at Sterling, Mich., John Clark Pomeroy's interest in broadcasting first was kindled by his brother's crystal set. In his high school days, he obtained a license for an amateur radio station now operated as W8TUO. While working as a guide and horse-drawn surrey driver at a Mackinac Island resort, he took his station along to keep in touch with the family at home.

He attended the engineering school at Michigan State U. until World War II. While awaiting his call to service he took an interim job as transmitter engineer at WJAX Jacksonville, Fla., his first introduction to broadcasting.

From 1942 to 1946 he was a radio officer in the U.S. Merchant Marine, serving mostly in the North Atlantic, but covering such ports as Murmansk, Buenos Aires, Trieste and Casablanca.

Shoostring Venture • In 1947 John and his brother Bill applied for WILS. They wired up their used equipment, hired an announcer and started selling time. Lansing area merchants took quickly to the blond-haired young man.

"Those were the days," recalls John, "when we'd sign up an account, run back to the station and make up an invoice, then dash back to get the check so we could pay our bills."

Two years later WILS was a full-time 1 kw and in 1951 went to 5 kw daytime and 1 kw night. Against stiff competition, WILS was one of the first stations to adopt the independent news-music-community interest format. Introduced to the mid-Michigan area were mobile news cruisers, mobile studio, "beeper-phone" reports, musical station breaks, deejay record hops, production-minded commercials and later, 24-hour service.

A recently compiled 13-year profile of ratings shows WILS with 150% audience lead over the opposition and an upward curve all the way. Mr. Pomeroy says. He attributes this largely to what he calls "alert community service." At any important Lansing area event will be found a station representative or the WILS mobile studio. All staff members are required to join civic and social organizations and participate actively in community affairs.

Getting in the Swim • If a station has community and area acceptance, it's bound to be successful financially, he believes. He's on the board of the Greater Lansing Chamber of Commerce, is on the East Lansing Planning Commission, on the board of Michigan Assn. of Broadcasters, is past master of East Lansing Masonic Lodge and was 1957 campaign director for the March of Dimes.

When his Chief Pontiac Broadcasting Co. acquired WPON in March 1958, Mr. Pomeroy immediately revamped it, and in a few months WPON laid claim to being the top-rated station in the rich and heavily-populated Oakland county suburbia and reported tripled billings.

Besides emphasis on community service and such projects as scholarship awards, safety campaigns and Christmas parties for orphans, WPON struck a rich payoff in comprehensive news coverage. In one big local story, a fight to oust the police chief, WPON ran 60 hours of hearings. WPON won the 1958 AP news award for the best balanced news in outstate Michigan.

Without breaking stride, Mr. Pomeroy launched WILX-TV in March 1959, after 5 years of legal hassles before the FCC on the channel award. Allocated as a "drop-in" in a farming hamlet of 400 people, Ch. 10 is now promoted as "Big Ten" in the three major areas of Lansing-Jackson-Battle Creek. After six months on the air WILX-TV has made its mark against established competition.

Hometown Station • Studios were opened in each of the three cities. There are nightly newscasts from each, local interviews, remotes and special programs. Station IDs are rotated to feature each city. Community events and fund drives are heavily plugged. Station personalities make numerous personal appearances in each city. "When the local papers in each city list us as the hometown station," John says, "we know we're on the right track."

To further build the station image, WILX-TV has introduced musical and animated station IDs, comprehensive facsimile and local film news coverage, and personalized announcing.

"In a quiet sort of a way," Mr. Pomeroy says, "WILX-TV is becoming Michigan's first and only area station."

To relax, he enjoys amateur radio and Canadian fishing. He married the former Marv French in 1945, and they have three daughters and a son.

John Pomeroy isn't ready to rest on his oars. Pointing to the big strides made in broadcasting in the last five years, he says, "When you look ahead — well, that's just the beginning."
EDITORIALS

In appreciation

EVERY so often in this tough, workaday world there come sunshine and compassion. Broadcasters, who are always doing things for others, now find themselves the beneficiaries of a magnanimous and heart-warming favor from their colleagues in the entertainment field.

The Will Rogers Memorial Hospital and Research Laboratories at Saranac Lake, N.Y., announces that its facilities are made available, at no cost, to all personnel in radio and tv (all who work at stations) and to those who cover these media for newspapers and magazines, and to their immediate families. This hospital, operated by the Will Rogers Memorial Fund, treats 15 diseases of the chest, including lung cancer and heart disease.

We know we speak for all in broadcasting, and their families, in expressing grateful appreciation for this astonishing demonstration of friendship and goodwill.

Fight has just begun

NOW that the House has performed, the Senate can be expected to amend the political broadcasting law so that the 1960 campaigns for every office from president to township alderman can be covered intelligently by radio and television. There will be a conference between House and Senate to reconcile differences and the immediate crisis presumably will be over. But it will take years for broadcasters to overcome the ill effects of the debate on the House floor last Tuesday. The attempt to write a “legislative history” to document Congressional intent was twisted into an indictment of broadcasting. No fewer than 37 Congressmen participated in an exchange that consumed 22 pages in the Congressional Record.

With few exceptions, the intent was clearly to make broadcasters understand they are subservient to Congress. These legislators in one breath espouse freedom and in the next want radio and television servile.

The initial debate was well organized—all designed to put broadcasters in their place. The occasion was used as a sounding board—again through obviously contrived and organized presentations—for such unrelated issues as giving the daytimers more time, newspaper ownership and partisan (anti-Democratic) press, network competition, failure of the FCC to drop in tv stations in underserved markets, editorializing in support of political candidates, mediocrity of programming, states' rights, and personal grievances against this station or that. It was a nightmare, with censorship rather than freedom the main thrust.

We said there were a few exceptions. Rep. Clarence Brown (R-Ohio), himself a newspaper publisher, while supporting the legislation, felt it didn't go far enough. Under the Constitution and the Bill of Rights, he said, there is nothing to prevent a newspaper from saying anything it may please about a candidate so long as it does not violate the laws as to obscenity, slander and libel. It can interview any candidate for public office or any public official “because the Constitution guarantees freedom of news and freedom of the press.” He said he believed it was just as important that “we have freedom of news and freedom of the press... on our radio and television stations.”

Rep. Cunningham (R-Neb.) predicted the day when Sec. 315 will be repealed. Rep. Gross (R-Iowa), a former commentator, said Congress could legislate “from now until kingdom come and you will not solve this problem...” Rep. Catherine May (R-Wash.) who grew up with radio and tv news, said the courts have held that freedom of the press is not limited to newspapers and that radio and tv are included.

But the balance of the comments were all weighted the other way. Great stress was placed upon the FCC's responsibilities in interpreting the congressional intent and the differences between news and editorial comment. The FCC presumably would be not only the arbiter but the censor—after the fact. Only in wartime has there been official censorship—and that to protect the national security.

After the House performance last week, there can't be any doubt about where broadcasters stand. The only answer lies in full and absolute repeal of Sec. 315. There is no middle ground. That fight has only just begun.

Asking for it

HOW conclusive must the evidence be to get Senators to make up their minds? Despite overwhelming testimony in favor of action, a special Senate Foreign Relations Subcommittee once again has postponed action on ratification of the decade-old NARBA treaty along with 1956 Mexican agreement on am broadcast allocations.

This time the committee postponed action until the next session—in January, 1960—when further hearings are planned. This has been going on since 1950.

For the past two years the Daytime Broadcasters Assn., representing about 150 of the some 1,300 daytimers, has thrown the blocks. Before the Mexican agreement the clear channel group wasn't happy.

The daytimers want to operate from 6 a.m. to 6 p.m., instead of sunrise to sunset. Ostensibly, they want these hours on Mexican clears and our clears. But the legislation they support as the price for ratification would allow carte blanche on domestic regional channels as well without protecting those stations. Most witnesses last month before the subcommittee predicted chaos on the broadcast band if the treaties are not ratified.

The regionals, who would take a licking if the daytimers' hours are increased without directional antenna protection, have done little to help themselves. It's time they organized, if they have any regard for the maintenance of their present coverage.

The daytimers have demonstrated what organized resistance can do. If the Senate fails to ratify the treaty at the next session, other NARBA nations which have observed its terms on a gentleman's agreement basis, along with Mexico, may well conclude there is no further reason to hold back. There would be no legal reason why they should not jump any or all of our channels. The effect would be appalling.
QUESTION:
To What Station Did You Tune Most Frequently for News Coverage?
(Please Check Two – One Television, One Radio)

ANSWER:
Channel 4, WDAF-TV and 610, WDAF RADIO

<table>
<thead>
<tr>
<th></th>
<th>Total cards returned with one local TV channel checked - 723</th>
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<tbody>
<tr>
<td>WDAF-TV</td>
<td>362</td>
</tr>
<tr>
<td>Channel B</td>
<td>231</td>
</tr>
<tr>
<td>Channel C</td>
<td>130</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>723</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total cards returned with one AM Radio Station checked - 709</th>
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</thead>
<tbody>
<tr>
<td>WDAF</td>
<td>335</td>
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<tr>
<td>Station B</td>
<td>133</td>
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<tr>
<td>Station C</td>
<td>112</td>
</tr>
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<td>Station D</td>
<td>88</td>
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<td>Station E</td>
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<td>Station H</td>
<td>2</td>
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<tr>
<td>Station I</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>709</strong></td>
</tr>
</tbody>
</table>

This mail questionnaire went to 4,893 Kansas City homes just after the recent local newspaper strike ended. The results were decisive. In TV, Channel 4 received 50% of the vote against 2 other channels. In Radio, WDAF received 47% of the vote, with the remaining 53% divided between eight AM stations! There’s quite a bit more to the story – and all of it points to an overwhelming preference for Signal Hill stations. The full survey is now available on request. If you buy time to get results, please get a copy from our good reps before you commit yourself in Kansas City.
It's no. 1 buy in Denver

hooper* say:
KIMN first by 2 miles with:

29.6%
2nd station 13.6%
*JUNE-JULY

pulse say:
KIMN SOLID FIRST
6:00 A.M. to 6:00 P.M. MAY-JUNE

KIMN 16%
Network A 13.5%
Network B 13%
INDEPENDENT C 11.5%

KIMN 950
5000 WATTS
CECIL HEFTEL, PRESIDENT

Avery-Knodel say:
CALL US FOR
NO.1 BUY IN DENVER