

**the only
Buffalo
Station
that can
pass the
"Thruway
Test"**



COMING EAST to the New York State Thruway, you pick up WGR RADIO loud and clear, way out in Ohio.

GOING WEST on the Thruway, you pick up WGR RADIO loud and clear, just past Syracuse.

IF YOU WANT maximum coverage in the \$4 billion Western New York market (plus big bonus audience in Canada and on the Thruway) buy WGR RADIO. 1,000,000 homes... 1,000,000 cars.

ABC Affiliate. Represented by Peters, Griffin, Woodward, Inc.

**BUY
WGR
RADIO
BUFFALO'S FIRST STATION**

T SYMBOL OF SERVICE
T A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV,
Buffalo • WWSA Radio, WWSA-TV, Harrisburg

MANUFACTURING CONTINUED



THE SALE of 5 kw and 1 kw transmitters for KILT Houston, Tex., is completed as Gordon McLendon (r), president of McLendon Stations, signs the Collins Radio Co. contract. Collins Broadcast Manager John Haerle (l) and Tom Hewlett (c), Collins' Dallas representative, look on.

of its line of Tapak spring-driven, walkie-type tape recorders. Tapak Duplex Musicale and Triplex Musicale models are designed to record serious music outdoors and away from power lines; Tapak-Ranger Sync model records synchronous music, voice and sound effects for film production.

RCA has announced portable four-speed new orthophonic high fidelity Victrola phonograph (Model HF99), with frequency response from 80 to 20,000 cycles. Set is priced at \$99.95.

Magnavox Co., Fort Wayne, Ind., has unveiled in N. Y. what it describes as first stereophonic phonograph equipment to be produced by major manufacturer for home, designed to meet need for playing of stereo discs now beginning to appear on record market. To cost about 50% more than regular monaural equipment, initial production will consist of conversion units to enable current and recent (approximately past three years) Magnavox phonographs to play stereo. Basic kit, to be installed by service men and dealers, consists of stereo pickup cartridge, turntable hardware, 10-watt second channel amplifier and speaker. It will cost about \$100, not including installation charges. Magnavox in fall may add stereo to its factory production line as normal component in its phonograph, depending on market conditions.

IT&T Labs has been organized "to handle electronics and communications research assignments originating from IT&T's operating divisions, industry, military service and other government agencies. Henri Busignies, now president of Federal Telecommunications Labs, Nutley, N. J., will direct IT&T Labs. New division will include facilities at six major locations: Nutley & Belleville, N. J.; San Fernando and Palo Alto, Calif.; all units of Federal Telecommunications Labs; research and development facilities of Farnsworth Electronics Co., Fort Wayne, Ind., and research and development group in Kellogg Switchboard and Supply Co., Chicago. Flight test stations at Teterboro and Lincoln Park, N. J., airports and test installations at Telegraph Hill, Hazlet, N. J., Great River, N. Y., and Atlanta, also will be incorporated in division.

STATIONS

**STORZ NOW USING
NEW RATE POLICY**

- Local scale for retail
- Products rated national

A new approach to the problem of national and local rates has been developed by Storz Stations.

In cooperation with the group's representatives—John Blair & Co. and Adam Young Inc.—product accounts are charged the national station rate and retail accounts are charged the local or retail rate. Provision is made for instances where an account doesn't conform to the basic definitions.

The new policy was adopted at an April 17-20 meeting of Storz executives, held in Chicago with President Todd Storz presiding. Mr. Storz said combined station billings were up 17.5% over the first quarter of 1957 despite the fact that the group now numbers four outlets compared to five a year ago. He announced the group is planning to acquire three more stations.

The group's popular music policy will be continued. Rock-and-roll tunes will be screened to remove objectionable material, with a blended mixture of current pops and all-time favorites featured, it was stated.

Cliff Barborka Jr., vice president of the Blair Chicago office, and Adam Young, head of the Young firm, described the new rate plan as "the greatest step forward in the rate field in the last decade."

Mr. Storz said that with spot radio "rapidly maturing into a major industry," the need of stabilized rates has increased. The new policy will be effective May 1, with outstanding contracts honored at the old rate but renewals coming under the new structure.

The official description of the policy follows:

"All product accounts shall be charged the prevailing national station rate as published in Standard Rate and Data Service.

"All retail accounts shall be charged the prevailing 'local' or 'retail' published rate. However, in certain instances there are products and/or services that do not easily conform to either of these two basic classifications.

"In no event will any account be allowed consideration at the local rate unless at least one of the following conditions prevail:

"1. Continuity, either live or electrical transcription, must be produced and written at the local level in each market. No electrical transcription produced for general national use, or parts thereof, may be used on schedules carried at the local rate, unless such transcription meets the continuity requirements set forth in Paragraph 2 below.

"2. Continuity for a 'local' or 'retail' account must consist of such information as retailer's local name, address telephone number, store hours, and other purely local information or sales points for at least 51% of the length of any given piece of continuity. Advertisers using the local rate, therefore, may not employ general institu-