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PICK YOUR SPOT AMONG THE STARS IN WASHINGTON!

A choice few spots among the stars are now available during the prime “AA” nighttime hours, when WRC-TV is the Number One* station in the nation’s Capital! Call promptly and WRC-TV will arrange ten, twenty, or the new thirty-second spots for you in this prime evening time adjacent to the greatest stars and shows in television.

*Nielsen Station Index—Washington, D. C. Area—November 1957
One Station Reaching The Booming Upper Ohio Valley

Solvay manufactures Chlorine, Caustic Soda, Chloromethanes, Vinyl Chloride and many industrial chemicals needed in plastics, soaps, textiles, paper, gasoline and petroleum products. Natural salt deposits, proximity to consuming markets, excellent rail and Ohio River facilities motivated completion of this multi-million dollar operation in this area. Solvay—another BIG in this GROWING BIGGER market where nearly two million people spend over two-and-a-half billion dollars annually...where 425,196 TV homes react to the influence of WTRF-TV.

"I've been with Solvay since this new plant started; some 300 of us work here now. Moundsville's twelve miles from home but I really enjoy that drive along the river. We live in Wheeling; we, meaning the wife and daughter. Guess you'd call me a family man. Fish a little but I go for armchair duty in front of that TV set, love "Wagon Train." In fact, WTRF-TV suits us just fine! I'd say we live nicely."

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Neelhaim Smith, Sales Manager, at Cedar 2-7777.

National Rep., George P. Hollingsby Company.

WHEELING 7, WEST VIRGINIA

reaching a market that's reaching new importance!
Proof That
TERRE HAUTE
Is INDIANA'S 2nd Largest
TV Market!

FOOD SALES

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<th>WTHI-TV Market</th>
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<td>$184,861,000</td>
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<td>$148,676,000</td>
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*Market Area: Television Magazine
NCS. #2 Study

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA
Dallas people watch
MORE
KRLD-TV
than any other station!

*MORE throughout the week!
Weekdays, Monday through Friday, from 7 A.M. to
sign-off time, MORE Dallasites tune their sets to
Channel 4 than to any other TV station. There are
times during the week when Channel 4 has a greater
audience than the combined total of two of the other
three Dallas-Fort Worth stations.

*MORE over the week-end!
From sign-on time Saturday to sign-off time Sunday
MORE Dallas television sets have been tuned to
KRLD-TV than to any other station. There are times
when Channel 4 has more Dallas viewers than the
combined audiences of the other three Dallas-Fort
Worth Stations — other times when KRLD-TV's audi-
ence is greater than the combined audiences of two
of the other stations.

*MORE top flight programs

CHANNEL 4 PRESENTS 12 OUT OF THE TOP 16
ONCE-A-WEEK SHOWS

- GUNSMOKE
- BURNS AND ALLEN
- ARTHUR GODFREY'S TALENT SCOUTS
- DECEMBER BRIDE
- WHAT'S MY LINE
- OH SUSANNA
- PLAYHOUSE OF STARS
- THE LINE-UP
- PHIL SILVERS' SHOW
- ALFRED HITCHCOCK PRESENTS
- DEATH VALLEY DAYS
- ZANE GREY THEATRE

and further MORE...

KRLD-TV Channel 4

SERVES A GREATER AREA, WITH A STRONG CLEAR SIGNAL, THAN ANY OTHER TV STATION IN TEXAS

KRLD-TV, Channel 4, operates on maximum power and telecasts from
downtown Texas' tallest tower. It is the television service of The Dallas Times
Herald, owners and operators of KRLD, the only full-time 50,000 watt
radio station in Dallas-Fort Worth area. The Branham Company, national
representatives.

JOHN W. RUNYON, CHAIRMAN OF THE BOARD  •  CLYDE W. REMBERT, PRESIDENT
ASCAP RENEWAL • With its 250-plus subscriber stations voting overwhelmingly to renew current ASCAP tv music performance licenses on existing terms for another four years (early story page 48), all-industry negotiating committee Friday began polling stations not underwriting committee work. Committee Chairman Irving R. Rosenhaus of WATV (TV) Newark sent wires pointing out current ASCAP tv licenses expire tomorrow night (Dec. 31) and reporting “overwhelming” subscriber vote for renewal. Otherwise telegrams to non-subscribers followed pattern of one to subscribers, whose returns late Friday favored renewal more than 200-1.

How much do you have to spend to be No. 1 advertiser on a tv station nowadays? Pepsi-Cola Metropolitan Bottling Co., New York, subsidiary of Pepsi-Cola Co., through Kenyon & Eckhardt, has just signed for one of its biggest spot tv campaigns—close to million dollars, spread over two years, on WCBS-TV New York. Broken down, that would average out to better than $400,000 per year. But account is outnumbered, in dollar volume, by at least two others—including Piels beer and General Foods—each spending more than $500,000 per year on WCBS-TV.

FCC VS. NETWORKS • First tangible result of FCC special staff network study disclosed last week with filing of charges of alleged infractions of existing regulations in relations of networks with tv affiliates. Citations, received last Monday by ABC-TV and CBS-TV (NBC-TV presumably will get them too) charge violations of network-monopoly regulations dealing with setting of spot rates of affiliates, territorial exclusivity and blocking of secondary clearances of network programs.

Effect of FCC citations means holding up of license renewals of affiliated stations pending disposal of charges, and it’s assumed that renewals of network-owned and operated stations are affected since networks are not directly licensed. Networks and stations are given 30 days from Dec. 20 to answer. Foray against networks by FCC, which came practically on Christmas Eve, evolved before FCC had completed its briefing on ponderous network study report, final sessions being due Jan. 6-7 [CLOSED CIRCUIT, Dec. 23].

DYNAFLO w PITCH • Of all agencies pitching for $23 million General Motors’ Buick account, it was understood late last week that Leo Burnett Co., Chicago, and Benton & Bowles, New York, appeared to be front runners (also see page 27). Leo Burnett himself had tie-in with General Motors many years ago as advertising director for Cadillac. Benton & Bowles on other hand serviced Studebaker-Packard cars for number of years before account went to Burke Dowling Adams Inc. last year. But executives of Buck Div. admitted they were still reviewing number of agency presentations and said announcement would not be made until all had been considered.

Mindful of growing menace of municipal taxes on advertising, Chicago station executives plan strategy session today (Monday) to discuss what to do if their city tries to impose tax. They’ll study tax problem in Baltimore, St. Louis and Norfolk, Va. (see story page 32) to prepare themselves in case problem spreads to their city. Meeting was called by Ward L. Quand, vice president and general manager of WGN-AM-TV, in his capacity as president of Chicago Broadcasters Adv. Club.

SELLING SEASON • One contributing reason for radio’s big swing upward this year may have been broadcaster optimism backed by hard cash. In survey conducted some months ago but not yet published, Radio Advertising Bureau found virtually one-fourth (24%) of stations contacted had increased or were increasing their sales staffs for 1957. Only 25 cut back, while 74% reported no change. Study also showed median number of salesmen per station in markets above 500,000 population was five; under 500,000, three.

Though NASR Chairman Ralston Specter professed to know nothing about it, reports circulated along Madison Avenue last week that Hazel Bishop Inc. had been bought by Cheseborough-Ponds, with Mr. Specter standing to gain some $5 million for stock. Mr. Specter also is president of Ralston Specter Co., agency for Bishop cosmetic house.

REASON FOR SALE • Since announcement 10 days ago [AT DEADLINE, Dec. 23] of record-breaking sale of WCAU-AM-FM-TV Philadelphia (plus real estate) to CBS for $20 million, question has arisen as to why Maj. Robert McLean’s Philadelphia Bulletin was disposed to sell valuable property. Maj. McLean and Dr. Frank Stanton, CBS Inc. president, called on practically all members of FCC on Friday, Dec. 20, to explain transactions, which is subject to FCC approval. Reason assigned was desire of 66-year-old president and chief owner of Philadelphia Bulletin to get his affairs in shape for tax purposes. Maj. McLean recently relinquished presidency of Associated Press and short time ago was released from hospital after surgery and treatment. He has carried inordinate heavy burden and during past two years lost brother and three key executives by death.

Despite unprecedented price, earnings of WCAU properties reportedly justify $12.5 million for tv station, $3 million for radio (am and fm), and building and real estate could not be replaced for $4.4 million price, according to responsible CBS source. Hence price, highest on record, is reportedly better value than several recent sales, dollar-for-dollar. It was pointed out that asking price on WNAC-AM-FM-TV Boston by General Teleradio to CBS was in neighborhood of $23 million without comparable holdings or real estate.

BUREAU BUILDING • One of first 1958 developments will be action—perhaps final—on television’s perennial controversy. NARTB tv circulation-coverage audit bureau. This five-year-old project, debated at autumn series of regional meetings, comes up for NARTB tv Board decision at Jan. 22 meeting in Phoenix, Ariz. NARTB is currently winding up poll of tv stations to see how executives feel about idea. Judging by regional meeting sentiment, poll may show slim majority in favor of bureau. If NARTB tv Board gives go-ahead, next step will be formation of all-industry, non-profit corporation followed by campaign to raise funds.

To be announced soon will be action taken by FCC in mid-December on one of remaining deintermixture cases. FCC, by 5-1 vote, instructed staff to dismiss deintermixture proceedings involving Ch. 3 WCLA (TV) Champaign-Urbana, Ill. Conv. Bailey voted for rule-making proceedings; Conv. Lee was absent.

CONFERENCE CALLS • Second annual public service and educational programming conference under auspices of Westinghouse Broadcasting Co. will be held in Baltimore March 5-8 on campus of Johns Hopkins U. Because of spectacular success of first conference in Boston last February, Baltimore session has been extended one day and will be by invitation only to program heads of 150 radio and tv stations.

WBC Baltimore conference, which was arranged last August but has not yet been announced, will overlap first annual disc jockey conference arranged by Storz Stations for Kansas City, March 7-8-9, and which was formally announced two months ago. Conflict may develop because some of same programming executives will be involved. But there’s no disposition either on part of Storz or Westinghouse to change dates. Todd Storz reports Muehbach Hotel is already booked solid for his convention and that all luncheon and dinner events are underwritten by record companies.
We have a confession to make.

Our station is dealing in subliminal projection of commercial announcements.

In fact, for more than nine years we have been flashing brief but impelling messages throughout our entire programming.

Ranging from 10 and 20 up to 60 seconds in duration all have been presented with the premise that most people consciously watch television for entertainment but everybody can be subconsciously sold something during these miniscule moments between the entertainment.

And that premise has been proven by success.

For the facts and figures illustrating how our legal form of subliminal selling has produced startling success stories contact either the Katz Agency or Fred Menzies our commercial manager. They also have some fascinating statistics on the increased sale of popcorn in the lobby.

Cordially,

Paul Adanti
Vice President
LEAD STORY

Accounts on the Move—Ad budgets that moved to new agencies in 1957 ran into many millions. Selecting only the “cream” of the national accounts, total billing for all media, including radio-tv, hit the $130 million level. Some spectacular agency changes: Revlon, Buick, Kolynos and Kroger. More than $26 million in billings still on the loose. Page 27.

ADVERTISERS & AGENCIES

Advertising Media Tax Outlook Grows Drearier—Baltimore’s new ordinances set to go into effect Wednesday; St. Louis alderman’s plan definitely will be submitted Jan. 3, and Norfolk starts work to eliminate possible snags to its tax aspirations. Page 32.


 Nielsen Ready For No. 3—Third coverage study (in three parts) all set for spring with report expected by late summer. Page 35.

$2 Billion in 1957—Total tv and radio broadcast advertising expenditures are estimated at $1,934 million for 1957 in NARTB’s yearend compilation. Tv shows a 6.1% increase, reaching $1,284 million, as the visual medium reaches end of its first full decade. Page 37.

STATIONS

Mutual to Own Fm Outlets—New President Paul Roberts announces first fm application for San Francisco as network plans full complement of seven o&o fm stations to upgrade technical facilities and provide extra income from multiplex services. Page 44.

Tv Stations Favor ASCAP Renewal—Acceptance of new four-year contracts on same terms as existing licenses is favored by 98% of “voters” as returns pass two-thirds mark. Current licenses expire Tuesday night. Page 48.

GOVERNMENT

Pay tv in Philadelphia—Uhf grantee asks FCC to authorize pay tv operation, offering sports service to be paid by annual charge plus per program viewing fee. WSES (TV) Philadelphia, ch. 29, says it will use Skiatron system, but utilize its own equipment. Page 57.

What’s Facing the Next Congress?—Pay tv, Moulder investigations, Smathers BMI bill and the Barrow report are top broadcast items due for more than passing attention from second session of 85th Congress, convening Jan. 7. Page 54.

MANUFACTURING

RCA Sales Over Billion Mark Again—Gen. Sarnoff reports 1957 volume up 5% to approximately $1.18 billion. But he cautions that “softening” economic conditions may contribute to “slight” decline in profits. Yearend report also reviews accomplishments, examines outlook, says U.S. electronics industry will show itself equal to challenge of the Space Age. Page 60.

NETWORKS

Chroma Key Does Double Takes—NBC-TV develops its own magic box that permits mixtures in sizes of people, products and backgrounds on live tv. Page 42.

OPINION

‘The Only Exciting Tv Is Live’—That’s the contention of David Suskind of Talent Assoc. in an exclusive recorded interview with Broadcasting’s editors. Indicating “get-rich-quick” mediocrity of filmmakers, Mr. Suskind discusses some of the current problems in tv programming. Page 68.

Your Commercial and Program Should Match—Hank Booraem says the viewer or listener is jarred into disbelief when the mood of the sales message is not compatible with the program itself. The Ogilvy, Benson & Mather radio-tv vice president offers his constructive criticism in the weekly Monday Memo series. Page 85.

FILM

How Syndicated Film Is Faring—ARB compiles the ten most popular film shows in ten major markets during November. Page 62.

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"Mamirage"

Beware the siren call of outmoded figures; the new WQAM has 37.0% of the daytime radio audience

Any data or impressions about Miami should carry a date, pre- or post-WQAM. The New WQAM went on the air little over a year ago, with a unique showmanship-and-precision blend which has produced dramatic and consistent audience dominance.

Today Hooper, Trendex and Pulse all show WQAM first by big margins. And so does a recent Southern Florida Area Pulse, accounting for 31.5% of the state's population.

Talk to Blair or WQAM General Manager Jack Sandler.

WQAM covering all of Southern Florida with 5,000 watts on 560 kc...and radio #1 in Miami

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.
Mutual, KDBX (FM) Discuss Plan For Network Fm Outlet in L. A.

Mutual's second owned-and-operated fm station for its projected all-fm o&o group (early story, page 44) may wind up located in Los Angeles, according to further developments Friday. Network has been talking with group which holds permit for KDBX (FM) Los Angeles (headed by Jim Harford, general manager of KDBX Santa Barbara) and may (1) negotiate working agreement whereby KDBX would relay MBS programs via multiplex (not affecting main KDBX program channel nor Mutual's affiliation with KHJ-AM-FM there), (2) buy part interest in KDBX once it is established, or (3) buy station outright once established.

Mutual earlier announced plans to apply for owned-fm outlet in San Francisco and to use fm stations to replace some class C land lines in supplying some affiliates which are spurs operations off regular class A transcontinental line. These fm lines would be off-air pickups of multiplex signal in many cases, MBS explained, thus avoiding FCC duopoly provisions or competition with affiliates having fm outlets. It is estimated that about 80 fm stations will be required to satisfy requirements for replacing class C spur lines or situations where new affiliate could be added. In Los Angeles area, KDBX arrangement also would serve as relay station to handle delay production for Don Lee stations, MBS said.

MBS president Paul Roberts revealed that MBS has been servicing upstate New York for past two months without use of land lines via fm Rural Radio Network (WRRL, Wethersfield, WRRE Bristol Center, WRRA Latham, WRRD De Ruyter and WRRC Cherry Valley (all FMs) which operates on basis of off-air pickup of main program channel (simplex). He said Mutual plans to make these stations basic affiliates May 1 when multiplex relaying will be employed for MBS programming. RRN also will continue with its own programming.

"Fm cannot continue in this country on the basis of not making money," declared Mr. Roberts. His plan: while MBS will upgrade its musical programming, fm stations now beaming high-brow programming should re-evaluate their standards, perhaps "come down a bit" to attract advertisers afraid of cultural programming. He thought MBS could set up its fm operations (eliminating 80% of class C line facilities now linking 40% of its 460-odd affiliates) within span of two years and claimed that MBS do so without seeking outside working capital. While intending to set up its own o&o fm organization, he went on, MBS is also negotiating with present regional fm networks as in case of Rural Radio Network.

Mutual's insistence on better-grade trans-

mission, noted Mr. Roberts, was illustrated over last three months as network turned down affiliation requests of some 23 stations—all of which were C-line stations.

House Committee Pay Tv Hearing Will Start Jan. 14, Harris Says

Hearings on pay-tv will begin Jan. 14 before House Interstate & Foreign Commerce Committee, according to Chairman Oren Harris (D-Ark.). He gave views on pay-tv in filmed interview on KNOE-TV Monroe, La., with Mac Ward, KNOE-TV news director, as interrogator.

Rep. Harris said he felt fee television would destroy free use of spectrum by public and make utility of broadcasting industry. Trial of subscription television would require amendment or rewriting of Communications Act, he felt, contending law was not intended to cover this type of broadcasting.

While not definite on length of hearings. Rep. Harris indicated committee procedure would depend on information brought out during first few days of testimony. He took position that spectrum should be limited to free broadcasting and opposed principle of paid television.

RAB Plans Auto Set Count

New study on auto radio circulation announced Friday by Sherrill Taylor, vice president, Radio Advertising Bureau. Project calls for assessing percentage of 1958 cars which are radio-equipped at time of delivery to buyer plus determining volume of trade-ins radio equipped. Similar 1957 study showed more than 85% of 1957 cars had radios at time of delivery.

PRUDENTIAL SUBS

Landmark in tv history is way Reach, McClinton & Co., N.Y., agency for Prudential Insurance Co. of America, Newark, N. J., called attention Friday to upcoming "Where We Stand," special 90-minute documentary Jan. 5 (5:30-7 p.m.) on CBS-TV as part of Prudential's The Twentieth Century series. According to advertiser, agency and network, program will be "report to the nation" on how U.S. resources compare with those of Russia particularly in light of satellite developments. Under its arrangement with CBS-TV, Prudential can include it in its regular shows special telexcasts on important news and public affairs matters. Reach, McClinton noted that "War in China" originally slated for Jan. 5 was pre-empted and shifted to next May.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

WATCH THIS ONE • J. Walter Thompson, N. Y., and Lever Bros., N. Y., are keeping close tabs on tv testing underway since October on behalf of Lever's lavender toothpaste now being marketed only on limited basis. Toothpaste is Stripe with chlorophyll. In introductory campaign, Stripe is using only two tv cities, which JWT and Lever won't identify. Lever's Pepsodent toothpaste and other Pepsodent products handled by Foote, Cone & Belding, N. Y.

DOESKIN APPOINTS W & G • Doeskin Products Inc. (facial and bathroom tissues), N.Y., today (Mon.) announcing appointment of Weiss & Geller, N.Y. Cohen & Aleshire, N.Y., formerly handled account. Saturation spot tv being planned.

HEAVY BUY ON MBS • Liggett & Myers Tobacco Co., N.Y., to invest about $750,000 for 52-week campaign on Mutual, starting shortly after Jan. 1 and utilizing five-minute newscasts, dramatic programs and adjacencies. Agency: Dancer-Fitzgerald-Sample, N.Y.

PRO BOWL SOLD OUT • NBC-TV reported to have lined up full sponsorship of its coverage of annual game between stars of eastern and western divisions of National Football League on Jan. 12. Co-sponsoring will be Lincoln and Mercury divisions of Ford Motor Co., Detroit, through Kenyon & Eckhardt, N.Y.

TWIN SPOT BARRAGE • Life Magazine, N. Y., planning large radio and tv spot campaign in two flights to promote sales. First flight is set Jan. 20-24; second flight, Jan. 27-30. Magazine will use over 70 radio markets and about 60 tv markets. Young & Rubicam, N. Y., is agency.

TWO WEEKS IN SOUTH • General Foods, N. Y., for Sanka coffee, planning two-week radio campaign using one-minute announcements, Monday through Friday, in number of southern markets. Young & Rubicam, N. Y., is agency.

SMALL FRY SPOTTING • Welch's Candy, Cambridge, Mass., Jan. 3 starts sponsorship of Fireman Frank Show on KRON-TV San Francisco. At same time firm renews spot schedules on children's shows at KTLA (TV) L. A., KFSD-TV San Diego and Continues on page 10

Broadcasting
WNAO-TV to Go Black, Joins WTBV-TV in Ch. 8 Shift Plea

Ch. 28 WNAO-TV Raleigh, N. C., which plans to go dark tomorrow (Tuesday), and ch. 26 WTBV-TV Winston-Salem, N. C., Friday filed rule-making petition with FCC seeking assignment of ch. 8 to Winston-Salem-High Point-Greensboro area. New petition is in support of ch. 8 WBTW (TV) Florence, S. C., proposal to shift ch. 8 to Charleston, S. C., in exchange for ch. 13 (with WBTW license modified to specify ch. 13) and also assigns ch. 8 to Greensboro.

In addition, WNAO-TV and WTBV-TV asked that WTBV-TV be given temporary authority to operate on ch. 8 in hyphenated area following completion of rule-making. Stations have formed new company, Southern Broadcasting Co., to jointly apply for vhf channel if one is assigned to Winston-Salem-High Point-Greensboro area.

In announcing plans to go dark, CBS-affiliated WNAO-TV reported losses of $650,000 since going on air July 12, 1953. Station is owned by John W. English and associates. WTBV-TV, owned by Winston-Salem Broadcasting Co., operated from Sept. 10, 1953, to May 11, 1957, losing $350,000.

WTVD (TV) Durham, N. C., will replace WNAO-TV as CBS affiliate for Raleigh-Durham area, according to WTVD Vice President-General Manager Harmon Duncan. Station originally was to become CBS basic April 1, but affiliation now becomes effective Jan. 1.

WEEU-TV Reading, Pa., Quits

Ch. 33 WEEU-TV Reading, Pa., has voluntarily surrendered its construction permit to FCC for cancelation and dropped pending application for license. Station, owned by Reading Eagle, was on air from April 1953 to June 30, 1955. Total uhf's deleted by Commission now stand at 153 (one educational); there have been 40 vhf permits deleted.

Radio, TV Set MOD Record

"Most generous donation of time and talent in tv-radio history" is being given annual March of Dimes campaign beginning Thursday, it was acknowledged last Friday by Howard J. London, director of radio, tv and motion picture division of National Foundation for Infantile Paralysis. He said "a conservative estimate would run into millions of dollars."

NARTB Officially Becomes NAB

NARTB (National Assn. of Radio & Television Broadcasters) officially changes its name Wednesday to National Assn. of Broadcasters (NAB), returning to name it used from 1922 to 1951. Only routine administrative details are involved in change, which is based on general acceptance of "broadcasting" as term covering both radio and television.

Decision to change name, subject to membership approval, was made last Feb. 8 by NARTB combined boards. Subject was discussed during autumn regional meetings but aroused little membership comment. Referendum of members, taken in November, showed 1,227 voting in favor of change to NAB with only 35 opposing.

Hollywood-N.Y. Tv Help Needed For Queen, Says London Press

Although praised Friday by London press for her first televised Christmas message, Queen Elizabeth’s need for professional tv help was pointed out. While agreeing "she was wonderful," Daily Express said telecast was "one of the most amateurish productions" put on by BBC and wished "a professional from Hollywood or New York" had been imported for event.

Declaring camera work "terrible," Express also pointed out that besides wearing wrong kind of dress for black-and-white tv, her "makeup was bad" and closeups showed "the shadows on her features were all in the wrong place." Paper deemed it "a disgraceful business on the part of the BBC because there wasn’t a man frank enough to tell the Queen how it should be done."

Hallicrafters Out of Tv

Hallicrafters Co., Chicago electronics firm re-acquired by its founder and president, William S. Halligan, and his family [Manufacturing, Dec. 16], has announced it will cease production of tv sets some time in January.

Since discontinuing manufacture of tv receivers under its own name year ago, Hallicrafters had been producing them for other electronics firms on contract basis. It stopped making color tv sets in mid-1956.

ESOTERIC ESCAPADE

Blair-TV's Bill Vernon purchased (through Kenyon & Eckhardt, N. Y.) half-hour time on WBAL (FM) New York last Friday, 11:05 p.m., for Bill Vernon Hour to celebrate his fifth year of time selling for station representative firm. Mr. Vernon said buy marks "the shortest hour in broadcast history." Show, featuring Mr. Vernon, included live music, three-act skit called "Behind the Scenes Planning for Spot Campaign for Little Charmer Cobra Flutes," plus "on-the-spot" scene at Madison Avenue agency, reading of poem and announcement of grand prize winner of Vernon Value Stamps contest.

PEOPLE

HARLEY LUCAS, station manager, WCUE Akron, Ohio, and JOHN CROHAN, station manager, WICE Providence, R. I., elected vice presidents of Eliot Stations, owner of WCUE and WICE. Mr. Lucas joined WCUE in 1954 after service with Storer Broadcasting Co. Mr. Crohan, who has served with several Rhode Island stations, became station manager of WICE when Eliot interests acquired it in 1956.

PETE RODGERS, account executive with west coast division of National Telefilm Assoc., Hollywood, promoted to sales manager of division.

IRVING G. KIRK, accountant with Adam Young Inc., N. Y., since 1954, Friday named controller of firm.

KENNETH M. FLOWER, formerly with KNX and KJH-TV Los Angeles, to S. F. office of CBS Television Film Sales as account executive.

CBS-TV Explains Baseball Plan

Statement was issued Friday by Bill McPhail, director of sports, CBS News, to clarify "misunderstanding" over CBS-TV's plans to telecast Sunday Baseball Game of the Week next season. Development had been criticized by various minor league clubs and by baseball Commissioner Ford Frick because of its potential impact on attendance at minor league games.

Mr. McPhail pointed out that Dancer-Fitzgerald-Sands, representing Falstaff Brewing Co., obtained Sunday television rights to games of Chicago White Sox, Cincinnati Redlegs, New York Yankees, Cleveland Indians, Philadelphia Phillies and Baltimore Orioles, and said subsequently D-F-S selected CBS-TV as network to carry these games. Furthermore, Mr. McPhail asserted, in agreement with D-F-S, CBS-TV is not granted right to telecast games in any city where minor league team is playing afternoon game or over station within 50 miles of any other minor league game.

FMDA Sets Detroit Meeting

Special membership meeting of Fm Development Assn. will be held Jan. 17-18 at Detroit-Leland Hotel, Detroit, Mich. Meeting called by J. B. Kiefer, KMLA (FM) Los Angeles following poll of members.

KOVR-TV Sacramento, all Calif. Dan B. Miner Co., L. A., is agency.

TIMEX TAKES TIME * United States Time Corp. (Timex watches), N. Y., will sponsor one-half of Steve Allen Show on NBC-TV alternate Sundays, 8-9 p.m. Agency: Peck Adv., N. Y. Co-sponsor is Greyhound Corp., while S. C. Johnson & Son sponsors full show on other weeks.

CONTINUES FROM PAGE 9
We're starting the New Year with a special fifth....

our FIFTH YEAR OF TELECASTING.... and with a salute
to our viewers and advertisers, who have helped immeasurably
in keeping us THE FIRST TV STATION IN SHREVEPORT.

Viewers PREFER our station! The proof lies in the
November ARB which gives us 7 of the TOP 10
shows....19 of the TOP 25!

Advertisers PREFER us, because of our PERFORMANCE story.

Let your Raymer man "set 'em up", while he tells you that
story....he knows it well and likes to tell it!

Represented by PAUL H. RAYMER CO., INC.
Go peddle pencils, Smidley.

Ya must be blind the way you continually overlook Cascade. It's as plain as the nose on your face that here's a basic buy in the West.

Look, Cascade is exclusive television for a huge, four-state area with billions of dollars in new industry, millions of acres in new farms—thousands of new families. The wide-eyed boys are grabbing it, Smidley, and you just can't see it?

CASCADEBROADCASTING COMPANY

NATIONAL REP.: WEED TELEVISION
PACIFIC NORTHWEST: MOORE & ASSOCIATES

ASSIGNMENT: SOUTHEAST ASIA

Admittedly without "message" or political purpose, this NBC-TV color film nevertheless left the viewer in a near state of frustration after its 90-minute travelog hop over the western horizon. There one saw teeming millions bubbling over one another in their sheer attempt to exist in the population pot of southeast Asia. To help them, even if one knew how, would appear impossible, but awareness of the situation must precede the desire, and the NBC-TV effort did further this awareness.

Perhaps the most heartening information communicated by the panama of the mixture of cultures there is the awakening of the people themselves and their growing self-reliance.

James A. Michener, Pulitzer prize-winning author who was the on-screen narrator, should stick to writing. While genial, his guidance and interrogation of selected officials of Indonesia, Malaya, Thailand, Vietnam, Cambodia and Burma was too "touristy" and not sufficiently reportorial. NBC's off-screen James Robinson, however, tied the pieces together somewhat by his commentary.

Production cost: $125,000
Broadcast Sunday, Dec. 22 on NBC-TV, 2:30-4 p.m. in color and black-and-white.
On-camera guide and narrator: James A. Michener.

Producer-Director: Robert D. Graff; associate producers: Berice Cunningham, Milton Fruichman, W. Sutcherky and Kenneth Reeves; scriptwriter: Sheldon Stark; film editor: Sidney Mayer; unit manager: John Herman; presented by NBC special projects—Henry Salomon, director.

BOOKS


The rigorous conditions laid down for Australia's first commercial radio 33 years ago would make today's huckster shudder. Only three five-minute periods were permitted on the A-class (commercial) outlets. Each "advertising session" was preceded by a formal announcement advising listeners that the session would commence and terminate at such-and-such a time. At the conclusion, a further announcement advised that the regular program would be resumed.

As could be expected, writes Mr. Mackay in his Broadcasting in Australia, the system had the negative result of incurring listener displeasure. The author also recounts many similar experiences in Australia as that country sought successfully to set up a system of partnership in service by government and private broadcasting interests. The book analyzes radio under the BBC in Britain, the American system and finally the reasons why Australia had to choose its dual system.

The precise manner in which Mr. Mackay discusses (with helpful tables) the healthy growth of Australia broadcasting makes this book excellent for both the student and the general reader.
This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations...at by far the lowest cost per thousand. (Nielsen & SR&D)

They cover an extraordinarily productive market, which contains 4 of the 5 top counties in farm income in California, the nation's leading farm state — and has an effective buying income of almost $4.3 billion. (Sales Management's 1957 Copyrighted Survey)
Pausing briefly to look back upon the year gone by, it is only fitting that we take this opportunity to extend to our many agency friends, advertisers, our representatives, those in the media field, and to our networks a special word of “thanks” for the wonderful support and confidence shown us; and to wish each and everyone our sincerest best wishes for a happy and prosperous 1958.
SINCERE WISHES FOR A PROSPEROUS AND NEW YEAR!

from everyone at WFAA RADIO and WFAA - TV DALLAS BROADCAST SERVICES OF THE DALLAS MORNING NEWS
WWL-TV catches TV Movie-ers while they’re AWAKE!

At 10:45 every Monday-thru-Friday night and at 10:30 on Saturdays and Sundays, THEATRE 4 comes on strong with another outstanding feature film.

Channel 4’s 10:30 (M-F) News-Sports-Weather is the perfect attraction to hold viewers on WWL-TV.

THEATRE 4 is the watchable night movie in New Orleans. Your Katz Representative has the specifics for spot sales. Or call Howard Summerville or Harry Stone at Express 4444, New Orleans.

NEW ORLEANS CBS IN THE CRESCENT CITY

OPEN MIKE

‘Life’ Goes On

EDITOR:

This letter will confirm our phone conversation . . . concerning permission to reproduce the Broadcasting story about “Where There’s Life . . .” in the Dec. 16 issue.

The story has been very well received within the agency and by the client. We all appreciate your interest in covering the recording session making radio-tv musical commercials for Budweiser beer.

J. Donald Ratchford
D’Arcy Advertising Co.
St. Louis

Wait Just One More Week

EDITOR:

We have not seen Telesatus in your magazine for quite some months and it has been one of the most interesting items in your publication. Please advise if you have discontinued it.

W. T. Freeland
Freeland Products Co.
New Orleans, La.

EDITOR’S NOTE: “Telesatus”—with its complete listing of all the tv stations and pertinent data to help buyers of time—is now published in the first issue of each quarter. Next one: Jan. 6 issue.

The 1958 Yearbook

EDITOR:

Inasmuch as we have recently entered the fm broadcast equipment manufacturing field we would like a listing in your 1958 YEARBOOK-MARKETBOOK issue.

Robert T. Pritchard
General Electronic Labs Inc.
Cambridge, Mass.

EDITOR:

As we have not received your questionnaire for the 1958 YEARBOOK, I thought that we may have lost the one sent to us for our station information. This station has changed call letters and ownership in the past year and some of our mail goes to other places.

William O. Barry, Mgr.
WFMB Nashville, Tenn.

EDITOR:

Please send me eight copies of forms for radio stations to be filled out for the 1958 BROADCASTING YEARBOOK.

H. Scott Killgore, Pres.
Tele-Broadcasters Inc.
New York

EDITOR:

About this time I suppose you are thinking about next year’s edition of the BROADCASTING YEARBOOK. I have been getting this publication for five years, and use it almost every day.

Paul Schuett
Tacoma, Wash.

EDITOR’S NOTE: Broadcasting’s editors are indeed thinking about next year’s YEARBOOK. They are planning a new, vastly improved, single publication combining the information which was previously published twice yearly in separate radio and tv Yearbooks. The special combined publication will be issued in the latter half of 1958.
This man can be as “remote” as he wants

All he has to do is push one plug into an Ampex Model 350, and he can operate the recorder—from any place. He has Remote Control!

The Compact Unit he’s holding controls every function, including Start, Stop, Record, Fast Forward and Rewind. It even has a Red Light that indicates “Record,” and a Green Light that indicates “Play.”

You too can be as remote as you wish, limited only by the length of the connecting cable you install. And you can now buy this Unit, and all other Ampex Professional Equipment, on a factory-direct basis. For factual information about Ampex recorders, write directly to the address below.

YOU BENEFIT BY DEALING DIRECT
- PERSONAL CONTACT WITH AMPEX THROUGH FIELD SALES ENGINEERS
- COMPLETE PRODUCT INFORMATION AND INSTALLATION SERVICE

NEW YORK, CHICAGO, ATLANTA, LOS ANGELES, DALLAS, WASHINGTON, D.C., DETROIT, SAN FRANCISCO, TORONTO • Representatives in over fifty countries

AMPEX CORPORATION
professional products division
854 CHARTER STREET
REDWOOD CITY, CALIF
1957

S M T W T F

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PROGRESS
KNXT premieres "Fabulous Las Vegas," the first in a series of variety shows beamed direct from Las Vegas, the first such programs presented on a regular basis by a local station.

KNXT broadcasts "Capitol Hill to California," the opener of a series of talks with California Senators and Representatives, filmed in Washington, D.C. by KNXT's Public Affairs Dept.

KNXT receives the Alfred I. du Pont Radio and Television Award for the "high quality of programs serving cultural and social interests," the only television station so honored.

KNXT becomes the first West Coast local station to schedule most of its shows at the most convenient time for its viewers, thanks to new Ampex Video Tape Recording equipment.

KNXT accepts the Ohio State First Award for the cultural series "Journey," plus three Associated Press Awards including AP's Sweepstakes Award for "over-all excellence of news coverage."

KNXT produces the first in an 8-part series "Focus on Sanity," called "the finest job done in any medium" by Dr. Walter Rapaport, California State Director of Mental Hygiene.

KNXT is honored with 5 "Golden Mikes" by the Radio-Television News Club of Southern California, including the prize for "management support of the most aggressive news policy."

KNXT readsies its unique "Basics of Television" course, to aid the industry and the community in the effective use of television, the first course of its kind given by a local station.

KNXT's "Fabulous 52," Saturday night showcase for KNXT's library of top feature films, is listed by Telepulse as the highest rated local program in the Los Angeles area.

By any standard—entertainment, public service or simple audience arithmetic—KNXT continues to set the pace as the number one station in the nation's number two television market.

KNXT introduces its first "Big Hit Movies" Blockbuster Week, monthly repeats of the top favorites from the "Fabulous 52" package, shown on seven consecutive evenings.

KNXT news reporter Clete Roberts is elected "Man of the Year" by the Counter Intelligence Corps Association, his 10th award this year, including an "Emmy" and two AP awards.

KNXT completes another year of leadership. For the latest 12-month period, KNXT averaged a 27.5% total share of audience, almost 30% higher than its nearest competitor.

Source: Nielsen
IN PUBLIC INTEREST

AVALON "RADIOTHON" • KBIG Santa Catalina, Calif., has completed a month's campaign to raise funds for a new hospital at Avalon. Disc jockey solicited mainlanders as well as islanders and rendered a musical dedication for each contributor. The station was responsible for $41,507, or triple its original goal of 10% of the needed $150,000.

CAKE SALE • WRFC Athens, Ga., urged its listeners to submit cakes to be auctioned off to other listeners, the proceeds to go to the local community chest. Disc jockey Larry Jackson, who was middleman in this operation, merchandised the resulting 97 cakes at $1 to $10.

TOMORROW'S BROADCASTERS • WAKE Atlanta has donated an hour a week to a group of enterprising youngsters under a 30-week schooling program designed to interest them in the broadcast profession. A company known as Premiere Audio Enterprises was formed by the teenagers with a strict adherence to legal and business procedures. Officers were elected and stock issued at 50 cents per share. Time in their weekly Teen News and Grooves show is sold at 50% of the station's rate card and revenues used to keep the company going. WAKE department heads provide supervision in every aspect of the operation.

FAMILY ASSISTED • KQUA Moline, Ill., was on the scene when the 10-member Heaton family was burned out of its home. A 3-minute taped interview with the father was run twice on the air. There followed a series of telephone calls from listeners offering household goods, clothing, a place to stay, and cash to replace lost Christmas presents.

OPEN FORUM • CKBB Barrie, Ont., offered free time to all municipal office candidates in the December elections. The station also gathered top city officials in the town hall for a radio forum, with questions telephoned in by listeners.

MILESTONES

► WSUN St. Petersburg, Fla., celebrated 30th anniversary.
► WDRC Hartford, Conn., presented 2,000th broadcast of Voice of Religion.
► KVOX Moorhead, Minn., and its manager, Manny Marget, marked 20th anniversaries.
► WBBM Chicago passed 35-year mark.
► WTMJ-TV Milwaukee observed 10th anniversary.
► Bridgeport Broadcasting Co. (WICC) observed 10th anniversary, as did sportscaster Manning Slater.
► Honig-Cooper Co., advertising, San Francisco, celebrates 50th anniversary.
► Merle B. Peterson, owner-operator, KCVL Colville, Wash., in radio 20 years.
► KTSA San Antonio passed the 35-year mark.

WCSH-TV
PORTLAND, MAINE

Portland, Maine, Metropolitan Area Telepulse (October 10-17) confirms and improves figures... 

WCSH-TV now 4½ times ahead of nearest competitor in quarter hour viewing, capturing 81% of all periods surveyed when the three area stations were operating.

WCSH-TV took 371.5 to next station's 82.5, or 10% better than in Pulse 13-county area study of last May. (Third station did not place among quarter hour "firsts")

WCSH-TV had 11 of top 15 once-a-week shows

WCSH-TV had 7 of top 10 multi-weekly shows (NBC News first; WCHS-TV's News on 6 second)

WCSH-TV had 9 of top 10 syndicated film shows

Any Weed-Television man can supply detailed breakdown of this latest evidence of Channel 6 superiority in northern New England's top market.
More than 12,000 letters poured in when Captain Puget, popular KOMO-TV personality, offered to deliver children's mail to Santa, personally. The Captain flew to North Pole, Alaska, to postmark Santa's answering cards to the children.

Thousands of letters make up only part of the audience influence story at KOMO-TV, however. Its influence is measured too in the sales results KOMO-TV advertisers consistently achieve...results which don't just happen, but are the end product of a strong, loyal audience.
Our Respects

to Frank Elias Pellegrin

Frank E. Pellegrin changes from "one of the world's most efficient" men to the "cheerful, wonderful host" when he takes off his glasses. His associates say you can judge how busy he is by whether his spectacles are in place.

He exudes the "spectacular," too, as for example when host in his own home which contains an amazing number of built-in desks and bureaus. No amateur at the workshop bench, Mr. Pellegrin takes his carpentry as seriously as he does the broadcast business. There are many stories about him and a well-read one by him. But an unwritten tale is his career covering more than a quarter-century from his college years to his present partnership and vice presidency at H-R Representatives Inc. and H-R Television Inc.

Frank Elias Pellegrin was born July 15, 1908, in Merrill, Wis., the son of lumber businessman George J. Pellegrin and Delia Greenwood Pellegrin. He grew up in Merrill, was a reporter on the former Omaha Bee and entered Creighton U. at Omaha. During college, Mr. Pellegrin announced sports on WOW and KOIL. After he was graduated from Creighton in 1931 with a Bachelor of Science in Commerce degree, Mr. Pellegrin stayed on campus for seven years, teaching news writing and publicity in the Journalism School. He founded the Creighton U. of the Air (broadcasts on WOW), built remote studios and handled daily broadcasts that featured faculty members.

He left academic surroundings to serve 1938-40 as local sales manager and later general sales manager of Central States Broadcasting System (KFAB Omaha, KOIL, KFOR Lincoln) and joined NAB in Washington to start a new Broadcast Advertising Dept. that was designed to work out problems of mutual interest to advertisers and their agencies and the broadcasters. This was the forerunner of Radio Advertising Bureau (RAB) and Television Bureau of Advertising (TVb).

In 1942-45, he served with the U. S. Army, first in public relations at the War Dept. under Ed Kirby, then in North Africa as a communications officer. In the Italian campaign he pioneered with the wire recorder, covering, among other things, the Battle of Cassino, the Anzio beachhead landings and the French landings on Elba. When discharged, Mr. Pellegrin was a lieutenant colonel.

After the war and until 1947, Mr. Pellegrin continued as director of broadcast advertising at NAB. In 1948, he built and managed KSTL in St. Louis. He left there to become vice president in charge of national sales of Transit Radio Inc.

In 1950, Mr. Pellegrin's association with H-R Representatives began. He helped in the founding of the firm as one of its five partners (one, Carl French, has since retired). His partners today are Frank Headley, president and treasurer, who divides his time between radio and tv; Paul Weeks, an H-R vice president with responsibility over the firm's radio business, and Dwight Reed, who supervises the Chicago offices.

Most of Mr. Pellegrin's time is devoted to H-R Television Inc. and the development of H-R's spot tv business. A stickler for efficiency, Mr. Pellegrin a few years ago conceived a "survey" of what would be the best location for a station representative firm in Manhattan. That led to the move of H-R's offices from 42nd & Lexington to the current space at 47th & Madison.

In 1930, he married the former Eleanor O'Halloran in Omaha. They have three children, John 13, Dan 10 and Ann Marie 6. His hobbies are golf, photography and carpentry. And he likes to write—therein the story by Mr. Pellegrin. During a long winter in Alsace during the war, he spent hours reading who-dunitts. His comrades-in-arms listened to him pout about the calibre of writing—"Even I can write better than this," he exclaimed. This brought forth a challenge, and no man to flinch before a dare, Mr. Pellegrin did write a mystery. It was published in 1945 by Dodd Mead and entitled Hangman's Hill (wartime locale and a murder of a war correspondent), under the pen name of Franklin Pell. He also is author of Manual of Radio Advertising and co-author of Radio for Retailers.

In business activity, Mr. Pellegrin also is a director and treasurer of Public Service Finance Corp.; director-secretary-treasurer of WATO Inc. (owner-operator of WATO Oak Ridge, which Mr. Pellegrin built) and stockholder in WLF LaFollette, Tenn. He was president and principal stockholder of KSTL for about 10 years, an interest he sold last year.

He is treasurer of Radio & Television Executives Society, vice president of Broadcast Pioneers, member of the Station Representatives Assn. standards and practices committee, Columbia U. Club and is active in the Pelham golf and country club, men's club and Little League.

Of broadcasting, Mr. Pellegrin says, "It's one of the most dynamic things ever to come along." That's reason enough, he notes, to make it his life's work.

December 30, 1957
UNFINISHED BUSINESS
POLIO!

HELP COMMEMORATE THE 20TH ANNIVERSARY OF THE MARCH OF DIMES
BY GIVING YOUR TIME TO AID THE THOUSANDS OF VICTIMS FOR WHOM
THE SALK VACCINE CAME TOO LATE.

TELEVISION
16 mm FILMS
Starring
Jeff Chandler
Connie Haines
Sam Cooke
Lionel Hampton
Ronnie Deauville
King Sisters
Rusty Draper
Sal Mineo
Ella Fitzgerald
Bobby Troup
and others

PLUS
One-Minute Spots with Robert Armstrong, Ralph Bellamy, Jan
Clayton, Tom Ewell, Richard Eyer, Anne Francis, Martha Hyer,
Patric Knowles, Angela Lansbury, Ricardo Montalban, George
Montgomery, Lloyd Nolan, Dan O'Herlihy, Tommy Rettig, Phil
Rizzuto, Martha Scott, Frank Sinatra, Jan Sterling, Esther Will-
liams, Peggy Wood.
And 20-Second Spots with Other stars.

RADIO
ALL STAR QUARTER HOUR TRANSCRIPTIONS
By
Nat King Cole
Freddy Martin
Gogi Grant
Johnny Mathis

PLUS
FIVE MINUTE PROGRAMS
Polly Bergen
Richard Maltby

PLUS
20 One-Minute Spots
20 Thirty-Second Spots
with other stars

Join THE 1958 MARCH OF DIMES January 2-31
THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, Franklin D. Roosevelt, Founder
301 East 42nd Street, New York 17, N. Y. Howard L. London, Director, Radio-TV and Motion Pictures Telephone Oxford 7-7700

Broadcasting December 30, 1957 • Page 23
Smartest move in Texas is to use
the only facility covering the
Beaumont-Port Arthur-Orange area
of over 1,000,000 prosperous people.

KFDM Beaumont Radio & TV
See PETERS-GRIFFIN-WOODWARD, INC.
LEADERSHIP IS SOMETHING YOU WIN...

And you win it by achievement. Since 1931, BROADCASTING has been demonstrating this as the unrivaled pace-setter in its field. Last year, for example, BROADCASTING became the first (and only) TV-radio business publication to join Audit Bureau of Circulations.

Twelve months later, BROADCASTING won the ABC's 1957 Educational Grand Award for the most outstanding advertisement by any ABC member in any publishing category "promoting the significance of ABC audited circulation to advertisers, publisher and readers".

Additionally, the judges gave BROADCASTING the top award—for still another ABC-promoting advertisement from its 1957 campaign—as recognition of the most distinguished entry in the Business Publications Division.

Both plaques have been added gratefully to the considerable collection amassed through BROADCASTING's achievements over the years.

paid circulation must be won, too...

And BROADCASTING has won more of it than the next three TV-radio business journals combined. That's why only BROADCASTING has qualified for membership in the Audit Bureau of Circulations. why only BROADCASTING, in its field, can give you an accurate, certified count of how many (and what kind of) PAID subscribers are reached by your advertising message.*

It pays to use PAID circulation. You're a winner every time when you advertise in publications with this famous seal of audited PAID circulation...

*BROADCASTING's total average PAID for the first six months of 1957: 18,428 copies. Over 5,000 of these go to the all-important agency-advertiser audience.
KTHV sells nearly All of Arkansas!

"KTHV largely responsible for 300% sales increase!"

Says ROBERT S. HERZOG,
Advertising and Sales Promotion Manager,
Boyer International Laboratories, Inc.

Boyer International Laboratories recently bought a 13-week saturation campaign on KTHV for their H-A Hair Arranger, a liquid grooming aid. Although it is currently available only in the western two thirds of the nation, H-A ranks fifth in national sales. Boyer plans to tackle selected Eastern markets soon, using same saturation technique. Here's what Mr. Herzog says about KTHV:

"I think you will be interested to know that with only half of our 13-week campaign expired, we have already reached our sales and distribution expectations. Our sales for the first seven months of this year have exceeded last year's first seven months' sales by 300%. In fact, this year's first seven months' sales out-do all of our 1956 Little Rock sales by 125% . . . and the past six weeks of advertising and promotion are responsible for 58% of this year's business.

Reports from our sales representative in the Little Rock area read as follows:

"Good movement." "Excellent displays in ______ stores." "Sold ______ for the first time." "Doing quite well in ______ stores." "Reordered." And the proof of these reports is, of course, shipments. To a large extent, the credit must go to the exceptional job you and KTHV advertising, promotion, and merchandising did for us. The cooperation you gave us was equally exceptional."

ROBERT S. HERZOG

KTHV...LITTLE ROCK
316,000 WATTS...CHANNEL 11

Henry Clay, Executive Vice President
B. G. Robertson, General Manager
'57 AGENCY MOVES TOP $130 MILLION

- Heading list of advertiser switches: $23 million Buick account
- Spate of client shifts during year involve millions in all media

The multi-million dollar swing in the advertising business which annually shifts accounts from one agency to another reached dizzying heights in 1957.

Skimming only the cream of the crop of such shifts—and confining the list to advertisers which buy the broadcast media—a conservative estimate of the billing shift during the year comes up to a staggering level of some $130 million, including TV, radio and all other media.

Agencies, traditionally noted for sensitivity in their relationship with clients, were rocked by a series of explosive changes. Among the most spectacular:

- The still unsettled $23 million account of General Motors' Buick Div. Its departure from Kudner Agency, New York, marked a high point in the loss of a single account by an agency. The severance also served to point up again that long-term association of client and agency is not sacred. Kudner had served Buick for 22 years [ADVERTISERS & AGENCIES, Dec. 23].
- A pull-out from Grey Adv. by Whitehall Pharmacal Co.—taking away a $300,000 billing for Kolynos toothpaste—after a TV interview in which Grey's President Arthur C. Fatt said he had used a competitive toothpaste that morning [LEAD STORY, Dec. 16].
- A sudden switch a couple of months earlier by Revlon Inc., the cosmetics advertiser that has enjoyed much success in TV. Revlon had been splitting its total $16 million budget among five agencies, BBDO getting the lion's share of $8 million. In September, Revlon announced termination of BBDO's service and parceled the billing among the four others.
- The third largest U. S. food chain—Kroger Co.—last summer named two agencies to handle an estimated $10 million advertising budget, of which approximately 20% is divided about equally between radio and TV. The accounts went to Campbell-Ewald, Detroit, and Campbell-Mithun, Minneapolis. (The bulk of Kroger advertising had been with Ralph H. Jones Co., Cincinnati, but Campbell-Mithun had handled the St. Louis division since late 1956.)

Other top shifts also involved: Pabst Brewing Co.'s $7.8 million, Prudential Insurance Co. of America's $6 million, General Motors' institutional TV account (Wide World) of $6 million, Studebaker-Packard's $5 million, Andrew Jergens Co.'s $4 million, Helene Curtis Industries' $4.5 million, Harold F. Ritchie Co.'s $5 million, Toni Div. of Gillette's $4-6 million, Tidewater Oil Co.'s $4.5 million, and a number of others ranging in billing from just under $1 million to $4 million.

In addition to the Buick account, there are at least two other national accounts currently footloose. They are Bon Ami Co. (about $1.7 million, approximately 85% of it in broadcast media), and Colgate-Palmolive's Halo with a budget of about $1.7 million. Combined with Buick's $23 million, the total billing currently not assigned to any agency runs to an estimated $26-million-plus.

At the week's end, there was little new place Erwin Wasey, Ruthrauff & Ryan, New York.

Bon Ami had been with Ruthrauff & Ryan since the summer of 1956 and remained with the agency during the merger with Erwin, Wasey, several months ago. Prior to that Bon Ami had been with Norman, Craig & Kummel and before that with the Biow Co., now defunct.

Bon Ami spends a considerable amount of its budget in radio and television spots.

It was speculated that the unexpected resignation of former Ruthrauff & Ryan President F. Kenneth Beirn may have been partly responsible for Bon Ami moving, since Mr. Beirn had been associated with the move of Bon Ami from Norman, Craig & Kummel to R&R. Also possibly affecting the decision was Bon Ami's recent desire to make use of barter in TV. Mr. Beirn was senior vice president at EWR&R after the merger and since has left the agency.

At the close of business in 1957, Erwin Wasey, Ruthrauff & Ryan was winding up the year with sudden account losses and a trouble spot. In addition to Bon Ami, the agency that at the time of the merger was handling a combined billing in excess of $78 million, recently has lost Sun Oil...
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**DURING 1957**

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**BROADCASTING**  December 30, 1957  •  Page 29
Co's motor products (estimated $3 million budget) to William Eustis Co., and American Home Products' Whitall Tatum Co. (estimated $5 million for 1957) to BBDO expired after 28 years. A similar investment in Prince Albert cigarettes appeared to be a force play by BBDO's $17 million American Tobacco Co. client.

The Digest had carried two-part series, "The Facts Behind Filter-Tip Cigarettes," which singled out (among others) America's Hit Parade cigarettes as being effective in screening out tars and nicotine.

Charles H. Brower, then BBDO vice president and general manager and now its president, called the resignation "completely voluntary" and a matter of "conflicting interest and business ethics" rather than due to "client pressure."

The Digest, an intermittent and never heavy user of broadcast media, promptly appointed J. Walter Thompson & Co. its principal agency with $1.3 million of the magazine's billing. The rest, covering the Digest Condensed Book Club went to Schwab & Beatty, New York.

At times, the account moves indicated some indecision on the part of the client. For example, Jacob Ruppert Brewery, New York ($1.5 million in ho), originally appointed Compton Adv. after it had left the former Blow Co. in January 1956, but instead moved its business to Warwick & Legler. But his month, Ruppert announced that next Feb. 1, the account will go to Compton.

In one shift—the $4.5 million Tidewater Oil Co. account from Buchanan & Co. to Foote, Cone & Belding—the reasoning (according to J. Ronald Getty, vice president and marketing director of Tidewater), was to be found in "part of the aggressive new policies that are making Tidewater the most widely discussed company in the industry." In other words: company expansion.

A relationship of 12 years by Duffy-Mott Co. ($1 million account) with Young & Rubicam ended when the agency resigned the account and D-M appointed Sullivan, Stauffer, Colewell & Bayles. This shift was occasioned by product conflict: Y&R had acquired the Beechut Div. of the newly consolidated Lifesavers-Beechnut Co. from Kenyon & Eckhardt. Both Duffy-Mott and Beechut manufacture baby food.

J. B. Williams Co. moved all of its $2 million billing from J. Walter Thompson Co. and Doherty, Clifford, Steers & Shenfield to the new Parkson Adv. agency (formed by some of the principals of Edward Kletter & Assoc.). In bringing this change: Pharmaceuticals Inc., already serviced by Parkson, purchased the Williams company.

P. Lorillard Co., New York, in August consolidated its advertising ($19 million billing) at Lennen & Newell, New York, until then handling only Old Gold cigarettes. The company switched its Kent and Newport cigarette brands from Young & Rubicam in a change understood to have been prompted by the cigarette maker's wish to establish a corporate image and have all its products serviced under a single agency roof.

Often, an account switch is triggered over a personality conflict between executives handling accounts for the client and agency or agencies. The classic case, of course, is that of an account executive leaving and taking an account with him to the newly joined agency.

But more often, the changes are occasioned by the dynamic U. S. economy, itself changing and creating in its expansion new marketing conditions and demands on servicing. As expressed by Brown Bolte, Benton & Bowles' executive vice president, a few weeks ago: the unparalleled and unprecedented growth of companies and coincidentally of the agencies is basic to break-ups in long-term agency-client relationships [ADVERTISERS & AGENCIES, Dec. 23].

Or, as in the Buick situation, sales may be down. Again, in the case of the airline shifts from the smaller to the larger, to local to larger, and national agencies, companies find that with expansion they outstrip the facilities and service ability of their original local agency.

### Cosmetics Marketing Faces Changing Makeup

"Big-time" television, a necessity for survival among major cosmetic manufacturers, is forcing them to change marketing strategy and they will do so at an accelerated rate during 1958, according to F-D-C Reports—published weekly in Washington for drug, cosmetic and allied industries.

As "one-by-one, the 'big names' have decided to put their money on the tv line," manufacturers are developing mass-selling techniques to meet demand induced by tv, the trade paper says. This is forcing them to re-evaluate payments for display, promotional and other specialized services in chains and department stores. Chains have a display and traffic advantage over department stores but "are faced with developing a convincing story on why a manufacturer has to buy display space for tv-pre-sold merchandise," it goes on.

In the tv marketing evolution, the cosmetic house is "rediscovering" the drug store in its drive for widest possible distribution, says F-D-C Reports. "Even the retail druggist, who could never be taught to sell cosmetics on their own, can be pushed into displaying the fast-sellers," it explains.

"The continued pressure of competition from those already committed to the hilt in tv will force additional manufacturers" into the medium, the newsletter forecasts. Revlon "seized the reins in the tv-dominated cosmetic revolution from Bishop," other houses have had to follow in an effort to maintain the pace—according to Rubinstein et al., F-D-C Reports states. It adds that "Rubinstein and Coty have indicated they are ready to break from the starting gate."

The report notes that while tv is a "must" for the above-$20 million cosmetic houses, those in the $10-20 million bracket are facing "the question of whether they can afford to go out, while the heavy spenders widen the gap. To them, tv may represent shooting the works on one turn, with a 50-50 chance that when they play the black, the red will turn up." For the under-$10 million category, "big-time tv is obviously out," and "even spot tv may represent a strain," the report says.

Among cosmetic giants turning to tv selling, experience has shown that "promotion of names or whole lines has not been successful to date," F-D-C Reports says. "With product obsolescence high in the cosmetic field, a cosmetic manufacturer must have a whole string of products to follow up on an initial success."
TV NETWORK BUYS AND BUYERS

Battle Creek, Mich., in October entered its contest for honors in the top 10 list of network tv advertisers. That month, Kellogg Co. of Battle Creek spent a total of $1,113,053 in network tv time charges (gross).

The total Kellogg investment, according to compilations based on Publishers Information Bureau data, places that company in the Big Ten network tv advertiser category, unfamiliar territory in the past for the cereals foods concern.

Kellogg's surge this season is backed by sponsorships in a number of shows (Art Linkletter's House Party, Wild Bill Hickok, Name That Tune and The Big Record on CBS-TV, a $7 million transaction with ABC-TV for time and programming that included transaction by the tv-active top 10 in network: Procter & Gamble was up to the $3.8 million mark; Gillette $2.3 million; Colgate-Palmolive $1.8 million (slight increase from last year); American Home Products $1.6 million (at least $200,000 above its October mark a year ago); Chrysler $1.6 million (up $300,000); Lever $1.5 million (half a million above); General Foods $1.3 million (down about $200,000), and R. J. Reynolds $1.3 million (rise of some $400,000). P & G and Gillette were at the same approximate level as last year.

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RADIO-TV FACE CITY TAX THREATS

- Rumbling from St. Louis, Norfolk, Va., follow Baltimore move
- Media gird for battle as tax idea spreads out to more cities

The bells of the New Year promise to ring in with the first advertising taxes ever placed on radio and television as media in at least three cities grimly face these January prospects:

- The chances are believed to be practically nil that Baltimore's circuit court will grant an injunction to stay the city's 6% levy on media sales and gross before the Jan. 1, 1958, effective date.
- St. Louis alderman Alfred J. Harris last Thursday denied he has any intention of dropping his proposal for like taxes in that city; he said he definitely would offer his ordinance to the Jan. 3 meeting of the board of aldermen.
- The newest convert to the ad tax movement, Norfolk, Va., plans to launch a methodical plan for such levies by first seeking state legislature action to remove a Virginia statute that forbids taxing of news media. The legislature reconvenes in mid-January.

In Baltimore, where Mayor Thomas D'Alesandro spawned the advertising media tax idea copied by other communities, it's expected that tax money will go into an escrow fund, pending disposition of the suits in the city's circuit court. Ten broadcasters are alongside six other advertising companies and organizations, all in separate suits [At DEADLINE, Dec. 23, 16, Nov. 25; ADV. & AGENCIES, Dec. 23, 9, 2].

In St. Louis, alderman Harris last week scotched reports that he might abandon his tax proposal by declaring "there wasn't a chance in the world" that he would drop the idea. He explained that his convalescence from a recent auto accident had prevented him from completing necessary paperwork before formally offering his proposal. The board of aldermen is in a holiday recess, but meets Jan. 3, when Mr. Harris promises to submit his plan. Like Baltimore, the St. Louis levies would amount to 6% of media gross.

Mr. Harris said the fact that similar taxation is being court-tested in Baltimore is no reason to delay his proposal. He feels the tax is justified and that provisions of Maryland law are not necessarily comparable to Missouri law. A court test, possibly faster in Missouri, would finally determine the merits of such an ordinance, he said.

The alderman emphasized that necessity dictates the need for such a measure; St. Louis' budget has been swelling an additional $35-$36 million each year, and each time in the past it has meant increases in cigarette, property and like taxes.

The Norfolk city administration's plan for ad taxes in that Tidewater city may be the most prophetic yet. Fred Duckworth has started on a precise plan that first would remove some legal roadblocks and better insure the survival of the ad tax in a court test. First target: a Virginia state statute that forbids taxing of news media on the grounds it restricts freedom of the press by subjecting the media to punitive tax measures.

Mayor Duckworth conferred earlier this month with eight members of the state legislature from the Norfolk area, and it's understood, the matter of rescheduling the statute will be considered early on the agenda when the legislature reconvenes next month.

Actually the Norfolk plan is for a mere 0.3% gross tax on media. But, observers note, one of the basic principles of such taxation is enacted, there would be no limitation on how high a tax a community could impose on advertising media. It's also felt that state legislative action removing the statute forbidding such taxes would be a signal for any money-starved city in Virginia to single out advertising media for similar levies.

The big question mark for Norfolk is the fact that it is adjacent to such independent cities as Portsmouth and Newport News, which would inherit much of the Norfolk advertising dollar diverted by a city tax. It's felt that Norfolk wouldn't impose such a tax unless the neighboring communities enacted like ordinances. As of last Thursday, there was no indication of Portsmouth-Newport News feeling on the matter of ad taxes.

Norfolk media are drawing up their battle lines. A special committee under Daniel Goldman, partner in Cavalier Advertising Agency, has been appointed to organize resistance to the tax measures. In addition, the Advertising Federation of America, which is actively participating in the Baltimore and St. Louis crises, has taken part in the newest tax fight. AFA is urging members to file protests through the federation's Virginia lieutenant governor, Ed Acree of Cargill & Wilson agency, Richmond. Mr. Acree is working with Mr. Goldman and Shields Johnson, general manager of the Roanoke (Va.) Newspapers. Overall strategy is under AFA's third district governor, J. Randolph Taylor of America's Textile Reporter, Greenville, N.C.

AFA's James Proud is slated to appear in early January before the Norfolk Advertising Club to discuss the local tax threat. The club already has adopted a resolution in opposition to Mayor Duckworth's proposal and club President Howard Stanley, WAVY Norfolk, has called for a "united" front to defeat the measure.

As in St. Louis, the Norfolk tax germ is said to stem from Baltimore Mayor D'Alesandro's success in railroading an ad tax through a pro-administration city council. Norfolk's city council already supports Mayor Duckworth's plan.

The St. Louis situation is a little more cheerful for opponents of the tax in that Mayor Ray Tucker and the board of aldermen have not voiced active support of the proposed taxes and have indicated an open mind to the pros and cons of the situation.

The State of Virginia seven years ago enacted the statute that squelched the ambition of newspaper and radio stations to impose an advertising tax in the capital. Beginning Jan. 7, 1946, the law was in effect in the city of Richmond. It was not enforced, however, until Dec. 1, 1950, when the tax was imposed on radio advertising. The city of Norfolk, Va., in 1955, also imposed a newspaper and radio advertising tax. The tax, however, was not voted by the city council, but was enacted by the governor in response to the Virginia Legislature's failure to act on the tax.
MERCHANDISING
MUSCLE

makes us your strong right arm
in the rich Richmond area

1 IN-STORE FOOD DISPLAYS
2 IN-STORE DRUG DISPLAYS
3 IN-STORE FOOD DEMONSTRATIONS,
   SAMPLING, COUPONING
4 STORE WINDOW DISPLAYS
5 BARGAIN BAR PROMOTIONS
6 COMMUNITY CLUB AWARDS
7 MAILINGS TO RETAILERS
8 PERSONAL CALLS ON JOBBERS,
   WHOLESALERS, RETAILERS
9 REPORTS TO FOOD ADVERTISERS
10 PROMOTIONAL SPOTS
11 NEWSPAPER ADS

WLEE • WXEX-TV

NBC Radio, Richmond
NBC-TV serving Richmond, Petersburg & Central Va.
Tom Tinsley, Pres. Irvin G. Abeloff, Vice Pres. WXEX-TV Harvey L. Hudson, Gen. Mgr. WLEE

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Simmons Associates in Chicago and Boston; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Seattle, San Francisco, Los Angeles.
WE'RE OPENING THE DOOR TO SOUTHEAST FLORIDA'S $2,000,000,000 MARKET

we're on the air!

TEN'S ON TOP — Right! On top of 1,453,800 people, representing 581,520 families.

TEN'S ON TOP — Right! On top of 32,428 retail stores, employing 72,269 workers with a payroll of $165,482,000.

TEN'S ON TOP — Right! On top of more than 1800 manufacturing plants turning out products from milady's chemise to monsieur's carport.

TEN'S ON TOP — Right! On top of more than 3 1/2 million tourists who visit Southeast Florida and Miami every year (more than 75 per cent of whom view TV during their stay)

WPST TV

PUBLIC SERVICE TELEVISION MIAMI, FLA.

ABC NETWORK. REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
bitions of some of its tax-hungry cities (Broadcasting, March 20, 1950). In the forefront for this legislation was the Virginia Assn. of Broadcasters.

The Baltimore-St. Louis-Norfolk quest for ad taxes is the first ever sought against radio and television. The State of New Mexico in the fall of 1951 was successful in imposing a 2% tax on broadcasting while placing a tax on all businesses. KOB Albuquerque unsuccessfully fought the measure to the state supreme court, which held that broadcasting is not exempt because of its interstate nature.

New Pulse Technique to Rate Weekly Time Period Over Month

The Pulse Inc., New York, last week released details of a new rating technique to be incorporated in future monthly Telepulse reports, whereby each time period is surveyed four times during a monthly period and a rating computed on the basis of an average four consecutive weeks (Closed Circuit, Dec. 16). Telepulse reports have been based heretofore on a survey of one week only.

Dr. Sydney Roslow, president of The Pulse, said the new procedure was utilized in compiling the November Telepulse for Boston. The four consecutive weeks (FCW) technique, he added, will be utilized in all Pulse markets "as soon as possible."

"Our new FCW technique," Dr. Roslow declared, "gives each program in every monthly Telepulse. It recognizes the trend toward alternate week sponsorship of programs; it offsets the impact of special promotion devices; it keeps the spectaculators in perspective and, in effect, rates each time period in the month rather than each program individually."

He explained that the four weeks overlap two months and consist of the last three weeks of one month and the first week of the next. The first FCW Boston report, he said, covered the four weeks ending Nov. 7. The new technique, he continued, grew out of a query from Norman Knight, general manager of WOR, Boston, and was developed and tested in cooperation with the stations in that market.

Dow Corning Reportedly Plans Venture Into Tv in Late 1958

Dow Corning Corp., Midland, Mich., affiliate of both Dow Chemical Corp. and Corning Glass Works, reportedly will make its first use of television late in 1958 after having tested radio for several years. But the reason is not that of being dissatisfied with radio. Rather, it is a belated recognition of TV as the best "demonstration medium."

The product to be advertised on TV is Sylamer, a silicione finish for fabrics. In years past, Dow Corning, through its New York agency, Anderson & Cairns, purchased short run (three-week) radio spot announcements in approximately 12 markets at an estimated cost of $30,000. It probably will allocate about the same money at first. Agency sources indicated the advertiser "likes radio very much" and feels it did "a very fine job for us."

3rd Nielsen Study Due by Late Summer

- 126 sign for new service
- Survey comes in 3 reports

A. C. Nielsen Co. is preparing to push the button for NCS No. 3, planning to have updated coverage data on TV stations and networks in the hands of subscribers by late summer of 1958.

Announcement of the new study is being made today (Monday) by John K. Churchill, vice president of the marketing research firm, on the basis of sufficient station, agency, advertiser and network contractual support.

The study, to be undertaken next spring (probably covering an eight-week period in March and April), will be similar in essence to previous NCS surveys, giving complete county-by-county data to meet separate client needs, but encompassing some variations based on population factors. Nielsen also has been quietly surveying community TV antenna system operators in connection with NCS No. 3.

Nielsen hopes that the Advertising Research Foundation again will cooperate in the survey, as it did in 1956, in providing "basic ownership data for the entire industry."

"Increasing requests for updated NCS No. 2 measurements on the TV side made it clear that NCS No. 3 should be launched without delay," Mr. Churchill asserted. "Our proposals were shown to the industry a few weeks ago. Within less than a month, more than enough dotted-line support was received."

Contracts have been received from 90 stations, 35 advertisers and agencies and one TV network (understood to be CBS-TV), he reported.

"Like the two previous NCS studies, the third will take three basic forms—individual station reports, complete circulation reports and complete station reports. Research techniques will be "substantially the same," except that the sample size will be increased to permit "separate measurement of many additional counties and reduction of the number of sparsely populated counties reported on the cluster basis."

In the past, some small counties were lumped together for a population cluster of, say, 10,000 and were not measured individually. Minimum for a cluster now is 5,000 people, thus reducing the number of counties in a group.

Breakdown of the three basic client forms:

- Individual station reports—county-by-county detail; mapped and summarized for each subscribing station; complete circulation reports—individual station coverage information tabulated county by county in each state for subscribing networks, agencies and advertisers, and complete station reports—in which complete county-by-county data are tabulated on each station for the same clients.

Mr. Churchill stressed that "all areas of the country have been affected by TV growth changes since 1956" and that "more than two-thirds of the TV stations have been directly or competitively involved in changes in coverage patterns, due to power, antenna, programming and other shifts." NCS No. 3 is designated to measure the extent of these changes, he added.

In its survey of community antenna systems, Nielsen hopes to ascertain (1) the number of subscribers to such systems and (2) stations whose programs are relayed by community TV operators. Since it decided to poll these entrepreneurs last Dec. 1 and actually undertook the study the past fortnight, Nielsen reports respondents have exceeded the quota originally anticipated. The study is not a commercial one, it's emphasized, and is merely for informational purposes.

(There currently are nearly 500 community television systems in the U. S., Canada and Alaska.)

Eversharp Writing Switches To B&B After Sale to Parker

With acquisition of the Eversharp Inc. writing instrument division by Parker Pen Co., the account has moved from Cunningham & Walsh to Benton & Bowles. It has been announced by George A. Eddy, Parker executive named as marketing vice president of the new Eversharp Div. C&W retains Eversharp shaving equipment billings, which represent the bulk of the account.

Eversharp Inc. spent an estimated $40,000 in spot TV in 1956 and an unknown sum in that medium this year for its pens and pencils, while Parker Pen allocated about $60,000 for spot TV last year and a $1 million in 1957. Eversharp sponsored radio's "Take It or Leave It (the original $64 Question)" in the early 40s. Parker has been represented periodically on network TV specials and other programs but is relatively dormant in network television.

Transfer of the Eversharp division account was presaged by the move of David G. Watroux, account supervisor at Tatham-Laird Inc., Chicago agency which retains the Parker account, to Benton & Bowles in New York. Mr. Watroux has been named vice president and account supervisor, serving as management contact on Eversharp. C. George Heath, formerly sales vice president for Eversharp in Canada, becomes executive vice president and managing director of the new division.

Addition of Eversharp ballpoint pens and mechanical pencils to Parker pen, pencil and ink products permits the latter to enter the lower-priced market and to continue its diversification policy, according to the sale announcement. Parker sales were about $35 million in 1956. Eversharp's were not revealed, but the joint announcement said Eversharp felt its own declining sales could be reversed with Parker's merchandising program and the Eversharp brand name. The cash sale was announced jointly Dec. 19 by Bruce M. Jeffris, Parker president, and Thomas J. Welsh, executive vice president of Eversharp (through H. E. Christiansen, vice president).
Toiletry Ads Check
Asked by TGA Head

The broadcasting industry, which may be bearing the brunt of "misleading" toiletry advertising now being looked into with more intensity by both Food & Drug Administration and Federal Trade Commission, has been asked to check with Toiletry Goods Assn about possible "borderline cases." Though quick to point out that "we can't afford to be copy censors for radio-tv," S. L. Mayham, executive vice president of TGA, said the association would welcome a greater interest by networks and stations in its activities.

TGA, worried that exaggeration in copy could eventually destroy the toiletries industry, claims members some 500 manufacturers of toilet goods out of an industry-wide total of 2,300. The 500 TGA members account for more than 90% of volume of toilet goods manufactured in the U. S. Associate membership, for which broadcasters could qualify, would cost $100 a year in dues.

Last month, TGA, which maintains an inter-membership board of standards, invited the industry as a whole to take advantage of this self-regulating group's services and subject its advertising to a confidential screening. Wrote Mr. Mayham to the recipients of a TGA bulletin outlining the association's position: "These two agencies (FDA and FTC) which depend for their support and appropriate provisions upon the goodwill of Congress, have been under increasing fire by members of Congress to 'do something about this horrible advertising.' ... So strong is the feeling of Congress that proposals have arisen there providing for government review of advertising before its publication, and even for provisions for licensing of particular advertising claims. Such laws, while undoubtedly unconstitutional, would just as undoubtedly cause great difficulty for the industry."

In discussing the 20-year record of TGA's board of standards, Mr. Mayham noted that "no piece of copy, whether labeling or advertising, which has been approved by the TGA board of standards, has ever been made the subject of a case by either the Food & Drug Administration or the Federal Trade Commission."

Although Mr. Mayham said he could not, under any circumstances, cite "violating" advertisers or their products by name, he did say that the bulk of misleading or exaggerated claims seem to "have a habit of appearing on the air and concern themselves in the main with hair preparations and deodorants. Although radio-tv as media do not carry the bulk of misleading copy, "these ads certainly are more conspicuous on the air than they are on the printed page," Mr. Mayham said.

He contended the FTC "has made a guinea pig out of the cosmetics industry," but that in a way many of its past edicts, on advertising copy were justified. "Some of the firms deserved it." But he did not call for "factual advertising only." Mr. Mayham feels that the cosmetics industry especially is one "where a certain amount of puffing is needed." TGA does not propose to act like a censor for anyone. "We are merely interested in standards of truth, in exaggerated claims and in misrepresentation." (A sample of misrepresentation: the implied claim that a perfume manufactured, say, in New Jersey, is really a French import through such visual connotative devices as "filmed shots of the Eiffel tower and the Seine.")

The basic trouble at this time is not that the manufacturers submit copy to TGA—"the entire procedure of the board of standards is completely secret and is kept religiously so in the interest of fairness to all"—but that their agencies are quite emphatic about not trusting advance proofs to anyone outside of the agency-client orbit, Mr. Mayham indicated. "They should trust us... as they do the oriental cable-mail." "It's not that we are maintaining a 'holier-than-thou' attitude towards 'clean' copy, We just want to keep our boys out of trouble," the TGA official asserted. He admits that some copy—such as deodorant and toilet-paper—is "extremely hard to write tastefully." Nevertheless, "If advertising gets so bad that women lose faith in it, the media people, especially broadcasters, will be in a helluva fix."

This season, cosmetics manufacturers alone are painting a $30 million smile on television. [For details on how the toilet goods industry spends its tv coin and where, see ADVERTISERS & AGENCIES, July 29.]

**ARB Readies A-to-Z Report On Tv Listening, Conversion**

The fourth annual report on tv station reception, tune-in and uhf conversion is being prepared by American Research Bureau. Known as the 1958 A-to-Z Metropolitan Area Coverage Study, the project is to be completed by mid-March, with ARB surveying more than 200 markets, including all California counties. Stations, agencies and advertisers have been invited to help select the markets.

ARB's 1958 report will update similar surveys it has conducted for three years. It will measure changes where new stations have come on the air or where there have been shifts in network affiliation, tower location, operating power and other factors.

Advertising agencies will help finance the study. Field work is to begin in late January and early February. Results will show for each market: percentage of homes having tv (including uhf and community antenna saturation); stations received in the market, with percentage of homes able to receive each station and frequency of viewing; stations viewed most (with first and second preferences) for both daytime and evening.

**Tv Viewing Up in October—TvB**

The average u. s. television home spent 5 hours 27 minutes watching television in October, an 8% increase over the 5 hours 4 minutes for the same month of the previous year and the largest increase since February 1955. Television Bureau of Advertising has announced in an analysis of the latest data from A. C. Nielsen Co. February 1955's 5 hours 53 minutes was a 10% increase over February 1954's 5 hours 21 minutes. The highest month's average to date is 6 hours 2 minutes registered February 1956, TVB said.
'57 BROADCAST ADS AT $2 BILLION

Total broadcast advertising expenditures came within a shade of the $2 billion mark in 1957, reaching $1,934 million.

The $2 billion figure promised to be left well behind some time in 1957 unless 1958 suffers unexpectedly from rolling readjustment cyclic trends or some of the other economic factors foreseen in year-end forecasts.

The 1957 total advertising expenditure (including time and programs) consisted of: Television—$1,284 million, up 6.1%
Radio—$650 million, up 14%
These are estimates compiled at the year-end by NARTB. The television total is another all-time record. Radio rose 14% over 1956, also an all-time record, NARTB previously had estimated [ADVERTISERS & AGENTS, May 10].

The television increase of 6.1% in 1957, according to NARTB's estimate, was based on these trends:

Network—Up 4.5%
Spot—Up 10%
Local—Up 5%
The advertising expenditures formula differs from last time sales, which are based on deduction of frequency and promotional discount but before sales and agency commissions.

NARTB's estimate of total tv advertising expenditures in 1957 compares with an estimate of $1,290 million forecast by Television Bureau of Advertising for the 1957-58 Telecasting Yearbook-Marketbook.

The record $1,284 million television advertising expenditure marks the close of the first full decade for the visual medium, NARTB pointed out in a year-end roundup. The association said this trend points to greatly expanded growth and service in the second television decade.

The number of homes viewing tv now totals 38 million compared to 34 million a year ago, according to NARTB. Average viewing per set totaled 41 hours 34 minutes in 1957 compared to 38 hours 52 minutes that were viewed a year before. In the 10-year period, the number of tv sets in use increased from 102,000 to 43 million. The number of licensed stations increased from 6 to 539.

President Harold E. Fellows said this growth and the enlarged advertising expenditure showed the tremendous acceptance of free television in the United States. He termed tv's advertising service to business and industry “a vital part of our economy of abundance.”

Mr. Fellows said the impact of tv on ideas and world development was shown in dramatic terms during 1957. He said coverage of the Russian satellite launching, one of the most significant events of the century, was outstanding. He listed the Little Rock controversy, Queen Elizabeth's visit and the Senate labor racket hearings as demonstrating tv's impact on the minds and imagination of the American people.

The year 1957 "was the most competitive in tv history," Mr. Fellows observed, with the three national tv networks offering memorable programming. “Only good can result from such competition, for it brings a vitality and creativity to the industry from which the tv viewer, the advertiser and broadcaster himself must benefit," he said.

NARTB officials reported 1957 technical advances as magnetic tape for black-and-white and color, forward scatter for intercontinental tv and the smaller sets made possible by short-neck picture tubes. Magnetic tape was described as providing important relief for the problem of daylight saving time and network programming schedules.

ABN Counts $4 Million Business in Four Weeks

In the four weeks since American Broadcasting Network kicked off its “most intensive selling drive” with a breakfast presentation by ABN President Robert E. Eastman, the network has racked up an excess of $4 million in new and renewed business, Mr. Eastman announced Friday. He also disclosed that during the past week, ABN garnered 12 new sponsors representing aggregate billing of $1 million.

Noted Mr. Eastman: “The most recent signing of Lever Bros. Co., American Cyanamid, Philco Corp. and many other key advertisers is a tremendous vote of confidence in the new American concept of ‘live’ programming. Together with the previously announced Chevrolet, 20th Century-Fox and other sponsorships, the trend in the coming year will be to ABN.”

The breakdown of new and renewed business follows:

American Cyanamid Co. (Albert Frank-Guenter Law) for Breakfast Club effective Feb. 6; Hudson Vitamin Products Inc. (Pace Adv.) for Herb ‘Oscar’ Anderson Show effective Jan. 9; Knox Gelatine Co. (Charles W. Hoyt Co.) for Breakfast Club and Jim Bakus Show effective Jan. 27; Lever Bros. Co. (Sullivan, Stauffer, Colwell & Bayles) Breakfast Club, Anderson Show, Jim Reeves Show, Bakus Show, effective Jan. 6; C. H. Musselman Co. (Arndt, Preston, Chapin, Lamb & Keene) for Breakfast Club effective Feb. 18; Olson Rug Co. (Presba, Fellers & Presba) for Breakfast Club, effective Jan. 21; Chas. Pfizer Co. (Leo Burnett Co.) for Breakfast Club effective Jan. 13; Philco Corp. (BBDO) for Breakfast Club, also Jan. 13.

Renewed business came from: Mlinert Products Co. (Gordon Best Co.) which not only renewed but enlarged its sponsorship of Breakfast Club to start Jan. 8; National Brands Div., Sterling Drug Inc. (Carl S. Brown Co.) Sunshine Boys effective Jan. 1; Sandura Co. (Hicks & Greist) for Breakfast Club effective Jan. 9.

Earlier, ABN reported new business from Bultoni Foods Corp. (AF-GL), Chevrolet Motor Div. of General Motors Corp. (Campbell-Ewald), Kitchen Art Foods (Wright, Campbell & Suit), Magla Products

CLAGHORN HAMS

Stahl-Meyer Inc., New York meat packer, and its agency, Hicks & Greist, New York, are reaching into radio's past for their new $100,000-plus spot announcement campaign now being heard in greater New York, using the "hard-sell" tactics of Sen. Claghorn of Fred Allen fame. Announcer Kenny Delmar (Claghorn) is backed by music (chorus and drums, played to win his "homey" crowd). His copy by H&G as "in the style of the 'A&P Gypsies,'" a musical series on NBC in the 1920's.

A total of 717 announcements placed within 30 programs on six New York stations—WNEW, WOR, WMCA, WINS and WHIL (the last in Hempstead, L. I.) make up the campaign. A heavy saturation schedule plus the bombastic oratory of Sen. Claghorn—notes agency copy chief Art Mayer, "He never makes a request, he commands!"—gives the Stahl-Meyer campaign a "double whammy." What is more, says Mr. Mayer, "Claghorn's most common technique is that of repetition." For example, "Ferris Ham, Ah say, Ferris, that is." Stahl-Meyer General Sales Manager Frank Guthrie feels Claghorn's "amusing, highly merchandisable character" suits Ferris to a "T." He notes that Ferris is in search of a personality in the manner of Bert and Harry Piel (Piel Bros. Beer), Albert Dimes (Tetley Tea Co.'s "tea taster"), Commander Edward Whitehead (Schweppes USA Ltd.) and Elsie (The Borden Co.)—all radio spot users.

To carry the Claghorn image right down to the root of the problem—namely to instill in the sales force the Senator's go-getism—H&G invited Mr. Delmar to address the salesmen, Southern-fried style, of course, and as Claghorn, Mr. Delmar stumped for himself as he passed out autographed photos, cigars and windy "campaign promises." These promises apparently are being fulfilled with great success. “Lots of votes for Ferris have come into Stahl-Meyer election headquarters," says one company official. H&G account executive Larry Alexander, mindful of the "sometime, lethargic" meat trade, believes the Claghorn idea has "hit the trade like a stick of dynamite."

S-M, relatively new at Hicks & Greist—up to last summer it had been serviced by Charles W. Hoyt Co.—now is considering a similar campaign in television.

FOR FERRIS HAM

December 30, 1957 • Page 37
MEATY MATTER • Wilson & Co. (meat packer). Chicago, is scheduling multiple film property program in about 30 markets, calling for approximately $1 million outlay in tv film, compared to 1957 expenditure of about $250,000. Firm, which has sponsored Dr. Hudson's Secret Journal, will retain that property in some markets, step up tv activity with use of Badge 714, Harbor Command. San Francisco Beat, Sheriff of Cochise, Decoy, Highway Patrol and State Trooper. Properties have been purchased on continual basis since October and will be limited to one per market, some on alternating basis. Agency for products involved (ham, bacon, sausage, canned meats) is Needham, Louis & Brobery, Chicago.


BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

MEATY MATTER • Wilson & Co. (meat packer). Chicago, is scheduling multiple film property program in about 30 markets, calling for approximately $1 million outlay in tv film, compared to 1957 expenditure of about $250,000. Firm, which has sponsored Dr. Hudson's Secret Journal, will retain that property in some markets, step up tv activity with use of Badge 714, Harbor Command. San Francisco Beat, Sheriff of Cochise, Decoy, Highway Patrol and State Trooper. Properties have been purchased on continual basis since October and will be limited to one per market, some on alternating basis. Agency for products involved (ham, bacon, sausage, canned meats) is Needham, Louis & Brobery, Chicago.


FACTOR FACTS • Max Factor and Co. (cosmetics), Los Angeles, will sponsor Jacqueline and Jill on ABC-TV (Mon. & Tues. 8-9:30 p.m.) starting Jan. 20. Created, written and produced by Alex Gottlieb, who also produced Gail Storm Show and Dear Phoebe, new series is being produced at Hal Roach Studios in Culver City with Hal Roach as executive producer and William Seiter as director. Anderson-McConnell, L. A., is agency.

RE-ENLISTING • Carnation Co., Los Angeles, has renewed sponsorship of Ziv-produced Men of Annapolis half hour tv film series in 17 western markets for 22 weeks. Business was placed through Erwin Wasey, Ruthrauff & Ryan, Los Angeles.


A merger of United States Adv. Corp. and Roche, Williams & Cleary, two Chicago agencies with estimated consolidated billings of $7 million, will become effective Jan. 1, 1958, it was announced last week. The new agency will be known as Roche, Rickard and Cleary. John P. Roche, president of RW&C, becomes board chairman; C. E. Rickard, president of U. S. Adv. Corp., assumes the presidency of the new agency. Other officers are James M. Cleary, first vice president; A. T. Bork, executive vice president of U. S. Adv., assistant to the president, and R. A. L. Herweg, Gerald A. Waindel and A. J. Engelhardt, also with U. S. Adv., vice presidents. The agency will headquarters at 135 S. LaSalle St., the present location of Roche, Williams & Cleary.


Three Buy on ABC-TV

Three new sales have been announced by Thomas W. Moore, vice president in charge of sales, ABC-TV, with the signing by Lever Bros., New York, for the Wednesday 4:15-4:30 p.m. segment of American Bandstand for 32 weeks starting Jan. 8 through New York. Lever charge is $20,000. With other sales were to Joe Lowe Corp., New York, for the summer campaign for Popsicles starting June 13 with the Friday 4:30-4:45 p.m. segment of Bandstand through Paris & Peart Adv., New York, and to Peter Paul Inc., Naugatuck, Conn., for a 13-week campaign for Mounds, Almond Joy and other candies starting the Thursday 4:15-4:30 p.m. segment of Bandstand. Agency is Dancer-Fitzgerald-Sample, New York.
KRON is TV in SF

San Franciscans are sold on KRON TV
“He must know a good spot”
So does the J. Walter Thompson Company, one of the nation’s leading advertising agencies. Experts at selecting the most sales-productive television stations, the JWT timebuyers have at their fingertips the latest market and audience research. Facts carefully compiled by their own skilled researchers... plus exhaustive data supplied by CBS Television Spot Sales.

So armed, J. Walter Thompson has bought spot schedules on WBTV, Charlotte, for 11 of its clients during the past year... including such major accounts as Shell Oil, Eastman Kodak, Ford, Schlitz, Scott Paper, Seven-Up and Ward Baking Company.

Good spot to be in! For JWT... and for 388 different national spot advertisers currently placing schedules on the 13 stations and the regional network represented by...

**CBS TELEVISION SPOT SALES**

WCBS-TV New York, WHCT Hartford, WCAU-TV Philadelphia, WTOP-TV Washington,

WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee,

WBBM-TV Chicago, KGUL-TV Galveston, KSL-TV Salt Lake City, KQIN-TV Portland,

KNXT Los Angeles, and the CBS TELEVISION PACIFIC NETWORK
CHROMA KEY DOES DOUBLE TAKES

Does the script call for the hero and heroine to stroll hand in hand through Central Park, or ride a magic carpet over the minarets of Baghdad, or appear beside a package of the sponsor’s product twice as tall as they are?

For live TV, such effects used to require rear-screen projection and/or elaborate (and expensive) carpentry and painting. The results were often far from satisfactory, even then. But for the past several months, effects of this sort have been achieved on NBC colorcasts through the use of a device called Chroma Key, developed by Frank Gaskins, technical operations supervisor of NBC-TV, Hollywood, and Milt Altman, graphic arts supervisor there.

Outwardly, Chroma Key is a box about six inches wide, six inches high and a little over a foot long. Inside is the electronic equipment whose precise nature Messrs. Altman and Gaskins are reluctant to discuss. They have no such reluctance, however, in describing how it functions.

Specifically, Chroma Key takes the images picked up by two TV color cameras and combines them into a single picture. In the process, sizes can be so adjusted that a man six feet tall can be shown against a background provided by a picture postcard, with both appearing in natural proportions on the screen. Here’s how it’s done:

The postcard, or perhaps a three-dimensional miniature, is a scene in Central Park. This is picked up by Camera 1. Our hero, standing before a blue background, is picked up by Camera 2. Both picture signals are put through Chroma Key, which is activated by the blue signal to punch an electronic hole in the background picture and to insert the image of the man into that hole. The process occurs faster than the eye can catch it and can be repeated indefinitely, permitting the person to move freely before the background with none of the lighting and perspective problems that arise with rear-screen projection backgrounds.

Chroma Key can be adjusted to respond to any color, its creators say. Blue was chosen because it is the opposite of the flesh tone generally used as a control by cameramen when working with color images. Costumes and backgrounds may be almost any color, but flesh tones have to be right. (Actors have to be careful not to wear blue clothes or accessories as they become transparent to the camera-plus-Chroma Key and the viewer could find himself looking through them into the background, which might be a good comedy hit to the viewer but disturbing to everyone else concerned. Closeups of blue eyes must be avoided.)

It was the need for a device to make the Cheshire Cat appear gradually from nose to tail and disappear in the same inch-by-inch manner in a telecast of Alice in Wonderland that led to the development of Chroma Key. Mr. Altman, working on the Alice program in New York a few years ago, found the equipment he had to work with inadequate for the task. He got Mr. Gaskins interested, and by pooling their artistic and engineering talents they created Chroma Key.

After a test run on a Variety Theatre colorcast, Chroma Key made its official debut on the George Gobel Show Sept. 24 and since then it has been used two or three times a week on NBC-TV colorcasts originating both in Hollywood and New York. The device enables the cast of the Gobel Show, for instance, to appear from behind the peacock which is the RCA-NBC color trademark. More ambitiously, Chroma Key combined a miniature set of a park with a stream running through it and an on-stage bridge, boat and swing to provide an effectively romantic setting for a love song. On another occasion, by means of Chroma Key, an announcer in an NBC-TV studio in Burbank, Calif., interviewed a man in another studio in New York, while home viewers saw both people against the same street scene background (filmed). The device also has been used for commercials, such as those for L & M cigarettes, where an ordinary package shows up as twice the size of the announcer extolling its contents.

To date, Chroma Key has been utilized only on programs colorcast on NBC-TV. It is understood that in the near future the process will be made available to other TV networks and stations on a licensing arrangement.

Minor Leaguer Indicts CBS

CBS is trying "to steal our market," President Frank Shaughnessy of the International League charged Wednesday in criticizing the network for its plan to expand TV coverage with a Sunday baseball game of the week. He said the International can't sell radio or TV for its games because of the major telecasts, contending the money for telecasts of major games in minor cities...
KFWB

LOS ANGELES

announces the appointment of

JOHN BLAIR & COMPANY

as exclusive national representative

effective January 1, 1958
should go to the minor league clubs. He said the structure of the minors would be in jeopardy if Sunday major league games are telecast.

$3 Million New Sales, Renewals For Daytime Reported by NBC-TV

Four advertisers have invested $3 million in gross billings to sponsor NBC-TV daytime programs, it was announced last week by William R. Goodheart Jr., vice president in charge of television network sales.

Highlighting the new and renewal business were 52-week purchases on four programs by the Corn Products Refining Co. through C. L. Miller Co., New York. The company has placed a new order for sponsorship of the first quarter-hour segment on alternate Fridays of The Price Is Right (Mon.-Fri., 11-11:130 a.m.). Its renewal orders include 15 segments of It Could Be You on alternate Wednesdays and Fridays, a quarter-hour portion of NBC Matine Theatre on alternate Wednesdays and 15-minute portions of Queen For A Day on alternate Wednesdays and alternate Fridays. The Friday orders are effective Jan. 10 and Wednesday orders on Jan. 15.

Other advertisers placing new orders were Van Camp Sea Food Co. (Chicken of the Sea tuna), through Erwin, Wasey, Ruthrauff & Ryan, Los Angeles, for 15-minute portions of It Could Be You and Queen For A Day on alternate Wednesdays, starting Jan. 8; H. W. Gossard Co. (foundation garments) through Edward H. Weiss & Co., Chicago, for 15-minute segment of Tic Tac Dough on alternate Fridays, starting Feb. 14, and the Mentholatum Co. for quarter-hour portion of Treasure Hunt on Tuesdays, starting Jan. 20, through J. Walter Thompson Co., Chicago.

NCAA Unit Would Keep TV Rules

Recommendations for continued football TV controls will be presented at the 22nd annual convention of the National Collegiate Athletic Assn. in Philadelphia Jan. 6-8, it was announced last week. The proposals will be included with a report by its current television committee on the 1957 programs, which combined national and regional network telecasts. The convention will be held at the Bellevue Stratford Hotel, with affiliated NCAA organizations meeting Jan. 3-9.

Blackout Stays, Says NFL's Bell

Bert Bell, commissioner of the National Football League, refused Thursday to withdraw a 75-mile Detroit television blackout of the championship game between the Detroit Lions and Cleveland Browns Dec. 29. The game was a sellout. Gov. G. Mennen Williams of Michigan and Sen. Charles E. Potter (R-Mich.) had protested the blackout. Mr. Bell said the blackout policy would not be relaxed, despite the sellout, because of a league policy.

NETWORK SHORTS

WSKI Montpelier, Vt., announces its re-affiliation with American Broadcasting Network and WPAW Pawtucket, R.I., reports it has become affiliated with ABN.

MBS APPLIES FOR FIRST STATION

- Asks for fm in San Francisco, makes known plans for others
- Aim: "upgrading" of am broadcasts, revenues from multiplexing

Mutual Broadcasting System last week, for the first time under its new ownership, took the initial step toward setting up an owned-and-operated station organization—in fm.

The network filed with FCC for an fm permit in San Francisco, and almost simultaneously made known its intent to go the full limit on fm station ownership in a double-pronged effort to (a) "upgrade" the quality of its am network signals and (b) bolster revenues by establishing multiplex operations wherever feasible.

MBS President Paul Roberts—head of a group which purchased the network Aug. 7 for approximately $530,000 from RKO Teleradio Pictures Inc. [Networks, Aug. 5, July 29]—told newsmen Friday morning that the San Francisco operations would be "the first of the maximum number of fm stations Mutual will own." Of the six yet to be established, Mr. Roberts noted, some will be purchased from present owners, others will be set up as brand new stations.

Mutual did not detail when—or where—it will set up the remaining six stations, nor did it indicate that purchase plans for other outlets had been fully drawn up.

Mr. Roberts, former station manager of KKKD-FM Los Angeles and president of Audio Sales Inc., not only sees a bright future for fm but is convinced that fm transmission can best serve the interests of Mutual's current 17-hour-a-day program schedule (24 hours daily, effective this week) by improving transmission and consequently, the reception of many stations now linked by Class C telephone lines. What is more, the fm o&o operation also would allow Mutual to look into multiplex programming and thus afford it marginable income from food store chains, banks, theaters, restaurants and other users of "background music."

MBS engineers explained last week that many of the small market MBS stations (of a total affiliate lineup of 460) depend on Class C spur lines connecting them to the MBS basics (which, in turn, are hooked up by Class A lines). One MBS official, pointing out that the maximum capacity of Class C lines is 3,500 cycles (as against Class A's 5,000 cycles), described the reception of these small market stations as "slightly better than that provided by regular telephone lines."

While MBS will rely on off-air fm pick-ups to feed Mutual programming to Class C-line affiliates within the range of its fm stations, it will continue to use Class C spurs to reach affiliates outside of fm range.

MBS Director of General Engineering Abe Szczepanek noted that his "range" encompassed a coverage area of about 60 miles. He did not say how many stations MBS expected to service in the area of a given fm o&o station. The fm stations, it was noted, also may make it possible to affiliate some fm outlets which have applied but have been prevented by the lack of even Class C lines. Officials said the fm installations would "in all probability" cost more than MBS would save through curtailment of Class C-line charges.

Mutual spokesmen, pointing to the network's emphasis on newscasts, also said that "maintaining better technical transmission facilities inevitably would lead to more enthusiastic audience reception" of the network's mainstay: news. Mr. Roberts said this past summer that he regards MBS' revitalized news setup as "radio's nearest approach to the press association-type of programming."

But Mutual may have more in mind than merely increasing its newscast listenership. MBS engineers take stock of the sales boost when fm receivers become accessible to the "hi-fi" craze—and while deploring the lack of "top-notch" fm transmission equipment, see in the growing number of "good music stations" a chance that Mr. Roberts might also be considering—albeit distantly—the possibility of starting America's first intercontinental good music radio network. (Heretofore, such "good music networks" generally have been run on a regional basis.)

By announcing its intent to go into o&o station operation, Mutual is departing from an earlier policy as stated by Mr. Roberts last summer: that by purchasing only the network, not the RKO-owned outlets, the new Mutual would be truly a program service in that it would have nothing else to fall back on should it fail to meet the needs of its affiliated stations. Mutual executives, however, believe that the network's decision to go into station ownership does not refute Mr. Roberts' thesis, for MBS does not intend to—at least for the present—purchase all stations. Its interest in fm is one of "bettering interconnection and program transmission," officials reiterated in the announcement last week.

NO. 1 FOR MBS

The new San Francisco fm station which MBS has applied for will operate on 957 mc with 11,077 w and will cost $16,861 to construct. Expected revenue for the first year of operation is $70,000. The station's studio will be located at 1000 Van Ness Ave., MBS will own the station directly [see For The Record, p. 75].
No Grass Grows Here!

The 1958 IRE Convention and Show will be the source of new ideas for more than 50,000 radio engineers.
Be sure you are there.

MARCH 24-27
THE IRE NATIONAL CONVENTION
Waldorf-Astoria Hotel
and The Radio Engineering Show
Coliseum
New York City

REGISTRATION: IRE Members $1.00
Non-members $3.00

THE INSTITUTE OF RADIO ENGINEERS 1 East 79th Street, New York 21, N.Y.
A Microphone

Immediately Available from RCA!

Whatever your special microphone requirements, RCA can meet them exactly.

Look at the variety of models now offered. You can get pressure-type microphones—such as the BK-1A, SK-45, or BK-6B—and velocity-types—the BK-5A, 77-DX or SK-46. There are microphones for radio or TV station use; for intercom, paging, or PA use. Also mikes for announce, music, or both; for desk, boom, personal use—unidirectional, bidirectional, polydirectional.

Also A Complete Line of Microphone Accessories...

![Image of various microphone accessories]
Type SK-45 Pressure Microphone—
Rugged, announce microphone of the
dynamic type, suitable for talk-back or
cue-in purposes. Economical, light in
weight, small in size. Designed for high
or low impedance use.

Type BK-6B Miniature Microphone—
Small but tough, this new personal micro-
phone is easily concealed in hand or cloth-
ing. Only half the size and weight of
previous models. Offers excellent speech
balance when talking "off mike." Wide,
range frequency response.

Type SK-46 Velocity Microphone—Good
low-cost studio velocity microphone for speech
or music. Provides bidirectional character-
istic over wide frequency range. Designed
for high or low impedance use.

for Every Need...

For the finest microphones that money can
buy, or for quality, low-cost, utility micro-
phones...when you come to RCA, you know
the microphone will be right—whatever the
type. It has to reflect the standards for which
the RCA symbol has long been famous.

... available for immediate delivery. All represent
today's greatest microphone values. For information con-
cerning any of the microphones illustrated, write today
for descriptive literature. Bulletins describing desk stands,
floor stands, and booms, also available.

Ask your RCA Broadcast Sales Representative


STATIONS CONTINUED

STATIONS FAVORING ASCAP PACT OFFER

- Negotiators draw support
- 250-Plus outlets in voting

With more than two-thirds of returns already in, television stations late last week were voting almost unanimously to renew ASCAP music performance licenses for four years on the same terms as those that expire tomorrow night (Tuesday).

The All-Industry TV Music License Committee, which had been negotiating with ASCAP for several months, wired its 250-odd subscriber stations last Monday that ASCAP was willing to renew at the existing rates [LEAD STORY, Dec. 23]. The telegram asked the stations to indicate acceptance or rejection "immediately" and pointed out that the committee "unanimously recommends acceptance." It also cautioned that a court fight probably would be necessary if acceptances fell short of a substantial majority. By midday Friday 183 responses had been received. Of these, 180 favored renewal, 1 opposed renewal and 2 were inconclusive.

The returns encouraged officials to feel that acceptances would meet ASCAP's "substantial majority" standards no matter how the term might be defined. The TV negotiators originally had understood ASCAP to mean that at least 85% of the stations, along with all three networks, would have to accept renewal or there would be no deal on the present terms. Subsequently, ASCAP authorities indicated they meant the percentage of acceptances would have to be satisfactory to ASCAP but gave no hint of what this number might be.

The whole "substantial majority" condition was interpreted as a move by ASCAP to avoid any possibility of being "trapped" into a situation where a large number of stations would accept renewal but perhaps a smaller majority of stations would refuse, making it necessary for ASCAP to negotiate further with them or even go to court to get the terms set. The court procedure is available under a 1950 amendment to the consent decree ASCAP signed in 1950.

The ASCAP board of directors convened last Tuesday, the day after the committee's telegram went out to stations, but at that time the replies were too few to indicate a trend. The board will meet again today and may act on the renewal question at that time.

Only the approximately 250 stations that are underwriting the negotiating committee's work were polled by the committee. Other TV stations may sign with ASCAP on the same terms, as they did when the current contracts were finally arrived at in 1954. Otherwise they are free to negotiate with ASCAP or ask the courts to set reasonable fees.

Technically, however, TV stations that play ASCAP music after midnight tomorrow night without an ASCAP license will be infringing on ASCAP's rights. But they could avoid this by formally demanding li-

ence from ASCAP. They then would have 60 days to negotiate new agreements. If the 60 days produces no agreement they could take the issue into court, which would set what it considers reasonable terms after hearing both sides.

Under the current blanket licenses with ASCAP, each TV station pays 2.05% of time sales involving ASCAP music, plus a sustaining fee equal to the station's highest quarter-hour rate per month. Networks pay 2.5% of time sales plus a sustaining fee of 110% of the highest half-hour rate per month.

The telegram sent by the negotiating committee last Monday was signed by Irving R. Rosenhaus of WATV (TV) Newark, N. J., committee chairman. It said: "ASCAP willing renew contracts with networks and local stations for four years on existing terms. ASCAP will renew only if networks and substantial majority of stations accept. Networks agreeable. Court fight probably necessary unless substantial majority of stations accept. Please wire Judge Simon H. Ritkind [counsel to committee], 575 Madison Ave., New York City, immediately whether you accept or reject. Please help tabulation by wiring, 'station . . . agrees or disagrees.' Committee unanimously recommends acceptance."

The fact that the negotiating committee's recommendation was unanimous represented a gain for those favoring renewal. The last known vote, late the week before, stood 12 to 2 with one other member's vote not disclosed.

Members of the committee, in addition to Chairman Rosenhaus, are Charles Britt, WLOS-TV Asheville, N. C.; Roger W. Clipp, WFTL-TV Philadelphia; Sam Cook Diggles, WCBS-TV New York; Omar Eldar, ABC-TV; F. E. Fitzsimonds, North Dakota Broadcasting Co.; Elisha Goldfarb, RKO Tele-radio; Nathan Lord, WAVE-TV Louisville; Dwight Martin, WAFB-TV Baton Rouge, La.; John McCoy, Storer Broadcasting; Clair McCollough, WGAL-TV Lancaster, Pa.; John T. Murphy, Crosley Broadcasting; Hamilton Shea, WSVA-TV Harrisonburg, Va.; Edward G. Thomas, WKJG-TV Fort Wayne, and Lloyd E. Yoder, WRCV-TV Philadelphia.

PROGRESS IN PITTSBURGH

THE first step in building Pittsburgh's ch. 4 studios (drawing above) is taken by executives of Television City Inc., the merged applicant group which got a cp for the city's third vhf last July. Groundbreakers for WTAE (TV) are (l to r) Irwin Wolf Jr., vice president; Earl Reed, president, and Leonard Kanner, executive vice president, who also is president of WCAE Pittsburgh.

The new studios, expected to be operational next September, are part of a $2.4 million building program and are situated on a 12-acre site at Penn-Lincoln Parkway East and Ardmore Blvd. in Wilkinsburg, Pa., near Pittsburgh. The studio building is planned as one of the country's largest, using 50,000 square feet of floor space for three separate studios. Pittsburgh and Wilkinsburg officials witnessed the ground-breaking Dec. 18. Staffers on hand were James Greenwood, director of engineering; Alan Trench, sales manager; James Gormly, treasurer and business manager; Lee Eckels, secretary, and David Murray, program manager. John Wilner, vice president in charge of engineering for Hearst Radio and TV, will be active in supervising construction of WTAE.
KMLA (FM) Offers New Co-op Ad Plan

A new method for selling time has been devised by KMLA (FM) Los Angeles, which is offering to divide all of its Monday-Saturday air time among a maximum of 30 non-competitive advertising accounts, each to receive one-third of the station's 8 a.m. to midnight daily schedule. Sunday programming, featuring stereophonic broadcasts in conjunction with KCBH (FM) Beverly Hills, is omitted from the subscriber-sponsor plan as are the daily noon-time stereophonic half-hour broadcasts, time signals and a few other special programs.

The plan is being offered on the basis of three 5-minute newscasts, sportscasts or market reports, three 25-minute programs and three 30-minute programs per week for each subscriber-sponsor. Programs will be allocated by KMLA on a predetermined rotation schedule, so that each client each month will get his message into all segments of the broadcast day. Initially, KMLA is requiring three-month non-cancelable contracts from subscriber-sponsors, whose block time purchases are charged at the rate of $300 a month for local accounts, $450 for national accounts, both commissionable.

Initial reaction to the plan has been "extremely gratifying," according to J. B. Kiefer, KMLA president, who said he expects it to be completely sold out by Feb. 1, 1958. KMLA exercised great care in picking and choosing the 30 categories to be included in the plan, he said, ruling out such classes of business as used car dealers and discount houses and putting in categories like swimming pools and patio-patios for which he feels KMLA listeners provide an especially good group of prospects.

One of the plan's first subscriber-sponsors, Albertson Bros. Oldsmobile, Culver City, started Dec. 1 and in less than three weeks had made seven new car sales directly traceable to the KMLA broadcasts, Mr. Kiefer said. Albertson's agency, Jon M. Ross Advertising, Los Angeles, has asked KMLA for time in the plan for three other accounts.

The novelty of the subscriber-sponsor plan, Mr. Kiefer said, made the three month non-cancelable clause necessary at the beginning. By the end of that time both KMLA and the participating advertisers and agencies should know how the plan is working and what changes, if any, are called for.

An initial change will probably be an earlier sign-on time than the present 8 a.m. to reach the breakfast and pre-breakfast audience.

In each five-minute program the advertiser gets a 10-second opening credit, a 60-second body commercial and a 20-second closing credit. The 25-minute programs permit him a 10-second opening credit, two 60-second commercials and a 20-second closer. The 30-minute programs give him a 30-second opening credit, two 60-second commercials and a 30-second closer.

Regarding commercial content, KMLA points out that "if established limitations [on commercial copy] are not maintained in the case of every sponsor, then the overall effectiveness and advantages of the

Available!

good buyers

Every day adds to our file of qualified broadcasters looking for opportunities to acquire a station. They have means and a pretty clear idea of what they want.

Mr. S—, a veteran in the industry, can raise at least a $100,000 as a down payment on a TV property in the south.

Mr. H— has $35,000 cash. He's looking for a small city radio station, grossing around $100,000. Solid executive background.

Mr. J— can get $50,000 together. He wants to expand his mid-west AM interests.

Mr. M— is thinking in terms of $350,000 initial payment for a TV location in the east. He's a highly successful owner now.

Negotiating is a two-way street. Our job is to get both parties seated at a conference. We can fill those vacant chairs across the table in a hurry, if you are considering a shift in your holdings.

ALLEN KANDER AND COMPANY

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NEW YORK 60 East 42nd Street MUrrray Hill 7-4242
CHICAGO 35 East Wacker Drive RAndolph 6-6760
DENVER 1700 Broadway AComa 2-3623

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unique subscriber-sponsor plan can be quickly nullified. Particularly in FM broadcasting, the traditional policy of commercial conservatism serves as a great asset in winning and holding above-average listener.

In addition to their air time on KMLA, subscriber-sponsors will also receive publicity in a schedule which KMLA is going to publish each month for distribution to listeners requesting it. Participants in the plan also will benefit equally from the station's other local advertising and audience promotion, the KMLA announcement states.

On the plan itself, KMLA says that the idea of group or cooperative plans is not new in other fields, but that "for the first time, KMLA is applying the group principle to broadcasting." The savings in operational overhead resulting from the plan are being passed on to our subscriber-sponsors and in total go far beyond the usual earned credits of frequency and dollar volume discounts, with "savings of greater than 50%" from the station's base one-time rates for the same time periods.

KABC, KGO Hire New D. J.'s, Expand to 24-Hour Operation

New program schedules, stepped up to 24 hours a day with a basic music-and-news format keyed to the parent company, Broadcasting Network, are being put into effect at KABC Los Angeles and KGO San Francisco. The changes, effective today (Monday) at KABC and Jan. 13 at KGO, were announced by John H. Pace, who on Dec. 1 took over as general manager of KABC, replacing director of KGO.

At both stations new disc jockeys, hand-picked by Mr. Pace and each reported to have had the highest-rated program in his previous market, form the backbone of the stations' operation, augmented by a vigorous news policy. KABC is adding a radio-equipped helicopter to its news facilities, while KGO continues to operate mobile units.

Donn Reed will head "Operation Airwatch" at KABC, reporting live from the helicopter on traffic conditions at all freeway approaches at peak traffic hours. Another news innovation: a solid block of local and network news from 5 to 7:05 p.m. daily.

KABC's new disc jockeys: John Trotter, former program director of KACK Tulsa; Bob Cole, formerly with KELP El Paso; Art Nelson, formerly with KLIF Dallas, and Don McKinnon, formerly with KIOA Des Moines. Jack F. Rourke, whose Party Line has been on from midnight to 2 a.m., will now be heard until 5:30 a.m.

Local news will be emphasized in the new format of KGO, J. G. (Gil) Paltridge, station manager, said Friday. Like KABC, KGO will have 5-minute newscasts 24 times a day, with as many cut-ins from the mobile newsrooms as events make necessary. News bulletins will be brief and frequent, "a cliff-hanger news service," he said. Bob Cooper from KONO San Antonio has been appointed program manager and will handle the 11 a.m.-1 p.m. d. j. stint at KGO. Other new KGO disc jockeys: Bill Anthony from KNZU Houston, Steve Cannon from WLOL Minneapolis, Bud Webber from Omaha and Jim Lang from KSTP St. Paul.

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CHANGING HANDS

The following sales of station interests were announced last week. All are subject to FCC approval.

KJUR SEATTLE, KNEW SPOKANE, BOTH WASH., AND KXL PORTLAND, ORE. • Sold to Essex Productions Inc. (controlled by Frank Sinatra, singer actor) by Lester M. Smith and Lincoln Dellar for overall figure of $2 million. This is Mr. Sinatra's first venture into station ownership. [CLOSED CIRCUIT, Dec. 23] Mr. Smith will remain as general manager of the radio stations. It is expected that an application will be filed for Portland, Ore., ch. 2, and that Essex will seek other radio and TV properties. The three stations are now licensed to Mt. Rainier Radio & Television Broadcasting Corp. The licenses will be assigned to Essex, it is understood. Mt. Rainier purchased KXL in 1955 from E. B. Craney and associates for $450,000 [GOVERNMENT, Nov. 9, 1955]; KNEW was bought last March for $422,648 from Scripps League Newspapers, Burl C. Magadone and Harry Kenke Jr. [GOVERNMENT, May 11]. Hollywood Bakersfield, Twinng & Assoc. handled the sale.

KJUR was founded in 1923 and operates on 950 kc with 5 kw. KNEW began in 1947 and operates on 790 kc with 5 kw. KXL began in 1926 and broadcasts on 750 kc with 10 kw.

WMAM AND WMBV-TV MARINETTE (GREEN BAY), WIS. • Seventy-five per cent interest in M&M Broadcasting Co. sold to Superior (Wis.) Evening Telegram (Morgan Murphy) by W. E. Walker, Joseph D. Mackin and others for $21,000 plus the assumption of liabilities totaling $360,000. Associated with the Murphy interests, which will acquire 55% interest, are Walter Bridges, 10% and Normal Postles, 10%. Murphy interests include WEAU-AM-FM-TV, Eau Claire (Wis.); WTSW-FM-TV Des Moines, Iowa; 50% of WISC-AM-FM-TV Madison, Wis.; and of KVOL-AM-FM Lafayette, La., and controlling interests in WECB Duluth, WMFG Hibbing and WHLB Virginia, all Minn. Murphy newspapers are in addition to the Superior Telegram: Eau Claire Leader and Telegram, Manionowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter, all Wis., and Virginia Mesabi News and weekly Range Facts, Minn., and Lafayette Advertiser.

Mr. Bridges controls WJMC-AM-FM Rice Lake, Wis., and 10% of WEBC, WMFG and WHLB.

Messrs. Walker and Mackin will retain 5% each in the Marinette stations. New stockholders, Mr. and Mrs. John F. Stang and Mr. and Mrs. Charles Goldberg, will own 15% equally. This is in payment of two stock options acquired when they loaned M&M Bscrg. Co. $200,000 last summer.

WMAN operates on 570 kc with 250 w, daytime and 100 w nighttime. WMBV-TV began operating in 1954, on ch. 11. Both stations are affiliated with NBC.

WLEX LEXINGTON, KY. • Sold to Roy B. White Jr. by Central Kentucky Broad-
Have YOU Heard About It?

The TARZIAN AUTOMATIC VIDEO LEVEL CONTROL UNIT
Model No. VLC-1A

- Self contained power supply
- Requires only 5¼" rack space
- Instantaneous control and constant video output
-Eliminates manual video level adjustment
- Automatically adjusts vidicon tube and video amplifier for optimum performance
- Constant output level with wide range of slide or film densities
- Can be used with any vidicon equipment using remote video gain control
- Eliminates need for special control of slide development.
- Old, new or color film can be used without constant adjustment

Write or call
BROADCAST EQUIPMENT DIVISION

SARKES TARZIAN, INC.
Electronic Products and Services
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TV TUNERS  AIR TRIMMERS  SILICON and SELENIUM RECTIFIERS  BROADCAST EQUIPMENT

STATIONS
WTTV-Channel 4
WPTA-Channel 21
WTT5-1370 kc.

Owned and operated by Sarkes Tarzian, Inc.
promoted to vice president in charge of national sales for all Texas Triangle stations (KLJF, KFIZ Dallas-Fort Worth, KILT Houston, KTSA San Antonio and KEEL Shreveport, La.), which are licensed by the McLendon Corp.

Mr. Morgan was general manager of KLIF until May 1957 when he joined ABN as vice president in charge of programming. In July, because of "contractual difficulties in New York," Mr. Morgan left ABN and joined KIXL.

Mr. Drake, a 20-year veteran in the national spot sales field, will act as sales liaison between all the stations and John Blair Co., representing Texas Triangle stations.

Other appointments announced in the McLendon Corp. realignment were Buddy McGregor, program director of KEEL, to the newly-created post of director of production; Phil Page, veteran KEEL disc jockey, named program director for that station; and Gene Edwards, WMEX Boston program director, to KILT programming.

In addition, the McLendon Corp. announced that Edd Rott, 11-year McLendon salesman, has resigned to accept a position as general manager of KNOE Shreveport, La., which is owned and operated by Gordon McLendon's father-in-law, former Gov. James A. Noe.

WCLW Signs on in Mansfield

WCLW Mansfield, Ohio, was scheduled to begin operating today on 1570 kc with 250 w, daytime, according to Frederick Eckardt, owner and general manager. Commercial manager is Don Holtzfel, formerly with WONW Defiance and WATG Ashland, both Ohio. Other staffers are Carl Day, Don Parker and Bill Shimer. WCLW is broadcasting primarily a music-news-sports schedule, Mr. Eckardt reports.

WOR-TV Reaches Agreement To Carry 79 Phillies Games

WOR-TV New York reported last week it has reached an agreement with the Philadelphia Phillies baseball team to telescast 79 home and away games of the club next season.

A contract already has been drawn up between the outlet and the Phillies, a station spokesman said, but actual signing is being held in abeyance until a schedule is drawn up. He pointed out the schedule must be arranged so it will not conflict with home games of the New York Yankees, carried on WPIX (TV) New York, but added that no difficulty is anticipated.

The station, the spokesman said, is negotiating with two sponsors and expects to make an announcement after the schedule is completed. Technical crews of WFLF-TV Philadelphia will handle the pickup of the games there and feed the telecasts to WOR-TV. The station telecast the games of the Brooklyn Dodgers from 1950 through 1957. At the conclusion of the 1957 season, the Dodgers announced the club's move to Los Angeles for 1958.

Sonnderling Names WDIA Exes

Plans for operation of WDIA Memphis, station programmed exclusively for Negro listeners, and certain executive appointments were announced last week by Egmont Sonnderling, new president of WDIA Inc. Mr. Sonnderling and associates recently acquired the property from Bluff City Broadcasting Co.

Mr. Sonnderling reported WDIA's present programming format and staff will be retained. Bert Ferguson, formerly co-owner of WDIA, has been appointed executive vice president and general manager of the station under a long-term contract. Harold Walker, commercial manager, was promoted to vice president in charge of sales.

WSUN-TV Offers Assistance To WEDU-TV, Educational Outlet

In a move to help get educational WEDU-TV Tampa, Fla., on the air, ch. 38 WSUN-TV St. Petersburg, Fla., offered to provide free air time from 9 a.m.-12 noon seven days a week as part of a six-point proposal of assistance. Also offered to the ch. 3 educational station by WSUN-TV:

(1) Complete facilities, technical and studio personnel of WSUN-TV to maintain the educational programming; (2) a workshop orientation course to provide studio and on-air training for WEDU-TV personnel; (3) all WSUN-TV program and production materials; (4) cooperation in promotion and publicity of WEDU-TV programming, and (5) availability of all WSUN-TV departmental personnel to the educational tv staff for consultation.

Fred P. Shaw, general manager of WSUN-TV, which is owned by the City of St. Petersburg, told the educators WSUN-TV would absorb all operating costs in-

Mount Vernon, Ill.—Although it was knocked off the air by the Dec. 19 tornado, WMIX Mount Vernon, Ill., and its staff continued to provide emergency service by feeding reports to stations in five states and cooperating with a mobile unit of WCNT Centralia, III., which rushed to the stricken city. WMIX Manager Raymond J. Cheney, News Director John Scott, with Farm Supervisor Curt Bradley, Jim Washburne, Bob Whitaker and Claude Schoch worked in the studios and throughout the area, gathering and providing information, manning civil defense telephones and feeding reports to 25 radio and 7 television stations, to MBS and NBC, the AP and UPI. WMIX facilities served as radio-press headquarters during the disaster.

WCNT Centralia, Ill., is credited by Mr. Cheney with providing extraordinary emergency service. He said, "WCNT provided the only local Mount Vernon tornado information by sending its mobile unit into the stricken city and by working in close cooperation with the WMIX staff. WCNT stayed on the air long after its normal hours providing storm coverage."

Also in tornado territory, WINI Murphysboro and WHCO Sparta, both Illinois, broadcast emergency bulletins and called for ambulances and medical help. WSIL-TV Harrisburg, Ill., about 45 miles from the main tornado belt, supplemented spot coverage with film, which also was flown to NBC Chicago.

Greenland to Bermuda—Staffers of WBAL-AM-TV Baltimore are following a group of U. of Maryland singers as they entertain U. S. Armed Forces installations in the Azores, Bermuda, Iceland and Labrador. Newsmen Al Danniger and Jim Byrd left Dec. 19, marking the second foreign assignment for WBAL in two weeks. Two other staffers returned the next day from Germany, where they reported on the transfer of the 2d Armored Cavalry Regiment from Fort Meade, Md.

Paris—WBAL sent its Paris correspondent, Douglas LaChance, and its London correspondent, Donald Gordon, to cover the NATO conference at Paris, Dec. 16-18. Daily radio reports were used from the two staff correspondents and a half-hour radio network program of main speeches was carried Dec. 16. Film coverage also was seen on This Week Dec. 22.

New York: Elkon—Two of the biggest stories early in December last were reported directly from the scene on WBAL-AM-TV Baltimore, WBAL reports. Newsman Bill Anderson and Jim Butcher went to New York for sound and film reports on the city transportation strike.

Later, when a fuel plant explosion rocked Elkon, Md., WBAL covered the break by telephoning William Burks, state legislator, who was on the spot. Meanwhile a reporter based in New York was dispatched for direct reports throughout the night of Dec. 13.

Datemline

Newsworthy News Coverage by Radio and TV

Continued
volved in the educational programming. West Coast Educational TV Inc., permittee of WEDU-TV, deferred action on the WSUN-TV offer pending developments on a move to secure a tower site.

WJTN Editorial Gets Action

An editorial on the problem of meeting the deficit of the Jamestown (N. Y.) General Hospital, broadcast by WJTN that city, led to a meeting of mayors of nearby communities and action on the problem. Simon Goldman, WJTN president, suggested the plan of action, leaving it to the mayors and other interests to work out the solution. Communities may work out a formula by which they contribute to the hospital on the basis of patients served. Local newspapers gave prominent display to the WJTN-inspired movement.

STATION SHORTS


WABC-TV New York reports record sales for fourth quarter of 1957, with business said to be 27% over that of comparable period in 1956. WABC reports November billings reached a record high for station, exceeding 1956 figure by 18%.

KDAY Santa Monica, Calif., names George Burtt Adv., Hollywood.

KVOO-AM-TV Tulsa, Okla., has dedicated its new Broadcast Center.

WTVT (TV) Tampa-St. Petersburg, Fla., announces that its news bureau has gone around-the-clock status. Station also has added two-and-one-half hours of early-morning news programming, bringing total of locally compiled news aired to six hours each week.

KTVU (TV) Oakland, Calif., has appointed Reinhardt Advertising Inc. that city to handle its advertising and promotion.

WJW Cleveland, Ohio, has announced that it has cancelled its affiliation with American Broadcasting Network.

REPRESENTATIVE APPOINTMENTS


KXOA Sacramento, Calif., appoints McGavren-Quinn Co.

WJBF-TV Atlanta appoints George P. Hollingbery Co.

WFEC Miami appoints Dore-Pancoast Inc. as its New York, Chicago and west coast representative.

WDCR Hanover, N. H., Dartmouth College station set to begin commercial operation on 1340 kc with 250 w Feb. 1, has appointed Foster & Creed, Boston, as exclusive sales representative.

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AIMS (Association of Independent Metropolitan Stations) offers a made to order list of stations ready to deliver maximum audience in 21 different cities.

AIMS the most active group in the Broadcasting Industry through periodic meetings and fact loaded monthly newsletters from all members, can supply you with most of the answers to your broadcast advertising problems. When you buy . . . BUY AIMS the perfect station list for every campaign.

you always hit the target when your AIMS right!

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You can expect the leading independent to be the best buy on the market . . .

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CONGRESS READY FOR RADIO-TV FORAY

Priority assured to: Pay tv, Moulder probe, Barrow report, BMI-ASCAP feud

Pay tv, the Moulder investigations, the Barrow report and the BMI-ASCAP feud top a heavy slate of broadcast matters facing legislators when the second session of Congress convenes at noon Jan. 7.

As in the three most recent sessions, television again will be placed in the public fishbowl. Already announced, although dates have not been set, are hearings on pay tv, the Smathers bill to divorce broadcasters from music publishing and recording, and the FCC.

And, as in past years, network executives and the Commission are sure to be making frequent trips to Capitol Hill. This is evidenced by upcoming Moulder hearings and congressional interest in the FCC's Network Study Staff (Barrow) Report released earlier in October [LEAD STORY, Oct. 7]. Two committees—the Senate Commerce and House Antitrust—have called on the Commission for a report on what is being done concerning recommendations made by the Barrow study within 90 days after its release. This deadline comes up early next week.

While major reports were issued, many pages of testimony were taken and networks and the FCC made repeated trips to the hill, the first session of the current Congress did not pass a single measure in the radio-tv field. And there are many conflicting views as to what concrete actions, if any, Congress will take in 1958 on the many broadcasting bills introduced during the first session of Congress that remain germane this time around.

With all congressmen and one-third of the senators facing the 1958 congressional elections, Sen. Thomas Hennings' (D-Mo.) clean elections bill will be due for serious consideration. This bill—which gives broadcasters relief from libel, tightens requirements for equal time and increases the legal amount of money candidates may spend in elections—has been favorably reported to the Senate by the Rules Committee [GOVERNMENT, July 8].

Since 1957 was an off-election year, no major changes in committee assignments or chairmanships are expected. By committees, here is the industry outlook in Congress for 1958:

**House Legislative Oversight Subcommittee**: Headed by Rep. Morgan Moulder (D-Mo.), this group's investigation of the FCC is likely to vie with pay tv hearings for the top headlines of 1958. The subcommittee, an arm of the House Interstate & Foreign Commerce Committee, was formed last spring to determine if the federal regulatory agencies are administering the laws as Congress intended. The committee's staff, headed by Dr. Bernard Schwartz of New York U., has been busy since early summer preparing for the hearings.

The committee recently made news of a sort when it asked FCC commissioners and former commissioners for a rundown of all gifts received, including the most inconsequential. Similar inquiries were sent to trade associations and the networks seeking an accounting of favors to the Commission and its staff, including tabs for business trips.

The committee already has held one hearing—on the rights of Congress to demand access to agency files [GOVERNMENT, Oct. 21]. No decision has been made as to which of the six agencies—FCC, FTC, Federal Power Commission, Interstate Commerce Commission, Securities & Exchange Commission and Civil Aeronautics Board—will be called to accounting first in open hearings.

Rep. Moulder plans an executive meeting of his committee Jan. 8 at which a decision on the course to be followed should be made. He indicated 10 days ago that the first hearing might be one covering gifts as well as "pressures" brought to bear against commissioners of all six agencies [GOVERNMENT, Dec. 23].

One thing is certain: the industry and the FCC are preparing themselves for Mr. Moulder's probe and are expecting the worst amid cries that the committee actually is conducting a "political witchhunt."

**House Interstate & Foreign Commerce Committee**: Soon after the FCC announced it would accept applications for pay tv [LEAD STORY, Sept. 23], Chairman Oren Harris (D-Ark.) announced that the Commerce Committee would hold hearings on the question shortly after the first of the year [AT DEADLINE, Sept. 23]. Rep. Harris has been out of the country a good deal of the time since then and a starting date has not been announced.

Both sides of the toll tv question are girding themselves for an all-out battle once the hearings start. Congressional mail, predominantly against pay tv, has been very heavy the past few months. Several public sentiment polls also have been taken, with the results showing that the people do not want to be charged to see television in their homes.

However, proponents of subscription tv, such as Zenith and Skiatron, claim that this is not a true indication of public sentiment because all poll questions have been loaded against pay tv. Leading the fight against pay tv are the networks, NARTB and many individual congressmen, including Rep. Harris.

Pending before the committee is a bill (HR 586) by Rep. Emanuel Celler (D-N.Y.) which would prohibit pay tv. Others have announced plans to introduce similar bills when Congress reconvenes.

In announcing that it would accept pay tv applications, the FCC gave Congress time to act when March 1 was set as the earliest date for considering the applications.

Rep. William Bray (R-Ind.) will be pressing the committee for early action on his bill (HJ Res 381) calling for a three-man commission to investigate the utilization of frequencies allocated to the federal government. Rep. Bray has written other members of Congress seeking support for his bill and an identical one on the Senate side introduced by Sen. Charles Potter (R-Mich.).

The House Commerce Committee can be expected to hold hearings during this election year on bills (HR 4627 & 4835)—submitted to every Congress through pressure from dry forces—to prohibit the advertising of alcoholic beverages in interstate commerce. Such bills have never been reported out of committee for floor action.

Other major broadcast bills pending before the committee include HR 3514 by Rep. Gardner R. Withrow (R-Wis.) to increase license periods of radio-tv stations from three to five years, which has the support of the FCC; HR 4816 by Rep. Joseph P. O'Hara (R-Minn.) to repeal the protest provision of the Communications Act, and HR 9538 by Rep. Charles A. Vanik (D-Ohio) to charge fees for services rendered by the FCC. The Budget Bureau has directed the Commission and other agencies to submit such a proposal outlining what the charges should be.

The committee faces the new session with a new chief clerk, W. E. Williamson, who replaced Elton J. Layton [GOVERNMENT, December 30, 1957]
MOULDER, Rep. Morgan (D-Mo.): As chairman of House Legislative Oversight Subcommittee, his name will become part of industry vocabulary in 1958 through investigation of FCC; already has been target of "political witch hunt" charges; may produce top headlines of 1958.

MAGNUSON, Sen. Warren (D-Wash.): Has outlined busy broadcasting slate for Commerce Committee, which he heads; it includes action and/or hearings on Smathers BMI bill, pay tv, Bowles report on allocations and Bricker network bill; advocates public test of pay tv.

CELLER, Rep. Emanuel (D-N.Y.): Always prominent in Hill broadcasting activities as chairman of the House Judiciary Committee and Antitrust Subcommittee; plans active role in House pay tv hearings; wants fast FCC action on Barrow recommendations; hopes to stop plans to telecast Sunday baseball into minor league cities, with hearings probable; has close watch on Justice activities in broadcasting and ASCAP-BMI squabble and has warned FCC his committee will stand for no "nonsense."

HARRIS, Rep. Oren (D-Ark): Will oversee hearings on pay tv from chair of House Commerce Committee; bitterly opposed to FCC stand that it has authority to authorize tests.

TWELVE MEN BUSY WITH BROADCASTING

JACKSON, Sen. Henry (D-Wash.): Author of two bills making it a crime to (1) leak information from federal regulatory agencies and (2) attempt to influence decisions of these agencies; member of Government Operations.

LANGER, Sen. William (R-N.D.): Took personal pay tv survey this fall of Bartlesville, Okla., residents; will introduce bill outlawing Wired as well as over-the-air toll tv.

SMATHERS, Sen. George (D-Fla.): Author of bill to divorce networks and stations from ownership in BMI and recording companies; bill probably will get hearings by Commerce Committee, of which he is a member.

MORSE, Sen. Wayne (D-Ore.): In report on daytime broadcasting last September, "ordered" FCC to take action on DBA petition for extended hours and will watch FCC rule making on matter; member Small Business Committee.

BRAY, Rep. William (R-Ind.): Has been active this fall seeking support for his bill, identical to Sen. Potter's, to establish a commission for frequency study; he seeks a hearing by House Commerce Committee.

POTTER, Sen. Charles (R-Mich.): Active in fight against pay tv; will try for action on his bill establishing a three-man commission to study military use of spectrum; member of Commerce Committee.

THURMOND, Sen. Strom (D-S.C.): Another Senate leader in the fight against pay tv; author of a bill prohibiting same; member of Commerce Committee.

BRICKER, Sen. John (R-Ohio): One of leading network foes in Congress; author of bill calling for their regulation by FCC; member of Commerce Committee and Communications Subcommittee.

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Oct. 14: Mr. Layton, a Republican, held the post for 36 years.

**Senate Interstate & Foreign Commerce Committee:** Further inquiries into television will play a major role in the 1958 activities of the Commerce Committee, Chairman Warren Magnuson (D-Wash.) announced last week [GOVERNMENT, Dec. 23]. The committee already had made this fact known, however, in several actions last summer.

The long-awaited Cox report was released last Tuesday [LEAD STORY, July 11]. Authorized by special counsel Kenneth Cox, the report saw "monopoly" in the networks' must-buy and option time practices; hit concentration of power accruing to networks through their owned stations; urged the Justice Dept. to investigate alleged abuse of power by networks, and urged the FCC to make public the networks' contracts. The report was issued as a staff report and drew heavy criticism from some of the committee members.

With the release of the Cox report, Sen. Magnuson asked the FCC for comments "not later than 90 days" after completion of the Barrow report. The Dept. of Justice also was asked for comments "at an early date." Justice has agreed to one-only, noting that it was intensifying its antitrust activity in broadcasting, and was asked for further comments before the first of January. This second Justice report had not been made by last Thursday.

The FCC has met two full days for briefings last spring and summer, and plans two more days of meetings, Jan. 6 and 7. The Commission is expected to send an interim report, pending completion of a full study, to Sen. Magnuson sometime this week.

Another matter promised early consideration by Sen. Magnuson is a bill (S 2834) by Sen. Kerrigan (D-Mass.), a committee member, which would force networks to dispose of their interests in Broadcast Music Inc. and in recording companies. At the time the bill was introduced, Sen. Magnuson indicated that hearings would be held early in the second session of the 85th Congress.

The chairman said the dispute between BMI and the American Society of Composers, Authors & Publishers (ASCAP) has needed study by the Commerce Committee, which had hesitated to do so because of (1) the pending ASCAP court suit against BMI, and (2) lack of a pending bill. The committee, as well as the House Antitrust Subcommittee, has been flooded with Songwriters Protective Assn. and ASCAP "monopoly" charges against BMI and the networks. Preparing for committee work along this line, Nicholas Zapple, communications staff counsel of the committee, has made two trips to New York visiting ASCAP, BMI and the networks. Among those asking a congressional investigation have been radio-tv and movie personalities Bing Crosby and Frank Sinatra.

Sen. Magnuson also stated last week that pay tv will receive "serious attention" by the Commerce Committee during 1958. Committee member Strom Thurmond (D- S. C.) has a pending bill (S 2268) which would prohibit pay tv and has the support of several other members. Sen. William Langer (R-N. D.), after taking a poll of residents of Barsteville, Okla., announced that he also would introduce an anti-pay tv measure in January. Sen. Langer's bill would include wired tv, such as the Barsteville project, in addition to on-the-air telecasts.

In light of the announced pay tv hearings on the House side, it is not known just what action the Senate committee will take. Sen. Magnuson, however, personally believes pay tv should be given a trial to determine whether it will be approved by the public.

A report on the proposed reallocation of the television frequencies, prepared by an ad hoc committee headed by Dr. Edward L. Bowles of Massachusetts Institute of Technology, is expected to be released early next year. Some members of the Commerce Committee have expressed dissatisfaction with preliminary drafts of the report, which has been circulated for several months.

The committee also can be expected to hold hearings this year on the bill (S 582) to prohibit advertising of alcoholic beverages.

Other major broadcast bills pending before the committee are 

1. S 106 by Sen. Charles Potter (R-Mich.) and identical to Rep. Bray's spectrum study bill; S 376 by Sen. John Bricker (R-Ohio), ranking minority member of the committee, to place the networks under direct regulation of the FCC; S 1369 by Sen. Magnuson and S 1437 by Sen. Albert Gore (D-Tenn.) to establish stricter requirements for a political candidate to be eligible for equal time; S 1577 by Sen. Potter to repeal protest provisions of Communications Act; S 1759 by Sen. Magnuson to increase license periods of broadcast stations to five years, and S 2119 by Sen. Magnuson to appropriate up to $1 million to each state for educational tv.

**Antitrust Subcommittee of the House Judiciary Committee:** Rep. Celler's subcommittee is acting action from the Justice Dept. and the FCC on recommendations made in the Barrow report and the now famous Celler report [LEAD STORY, June 10]. The latter report followed generally the same lines taken by the Senate's Cox report, but it also included lengthy testimony regarding the ASCAP-BMI squabble.

If Justice and FCC fail to satisfy the committee that they are proceeding to carry out recommendations of the report, there is a strong possibility Rep. Celler may reopen hearings. "I'm going to tolerate no nonsense, no procrastination—that's a warning to the FCC [in carrying out recommendations of the report]." Rep. Celler stated last summer. He also is particularly interested in Justice activities in antitrust cases, network must-buy and option time practices, and recommendations made in the Barrow report.

The committee held lengthy hearings last spring and summer on professional sports, with television playing a leading role, and there is a strong possibility that these hearings too may be reopened next month. Officials of the minor leagues have called on Rep. Celler and Rep. Kenneth Keating (R-N. Y.), ranking minority member of the committee, to stop the major leagues' plans to televise Sunday games into minor league territory next summer.

Earlier this month, the two congressmen announced plans to investigate in January [GOVERNMENT, Dec. 16] and there is a strong possibility that public hearings may be held. Rep. Celler and Keating also cautioned CBS-TV not to sign contracts for the Sunday telecasts that would hinder this investigation.

Rep. Celler also is the author of a bill (HR 8277) which would prohibit all frequency discounts to advertisers by placing "independent contractors (including the networks and radio-tv stations)" under provisions of the Clayton Act. At the time of its introduction [LEAD STORY, June 24], Rep. Celler promised action on the bill, although to date no hearings have been scheduled.

The House Commerce Committee's hearings on pay-tv will draw more than passing interest of Rep. Celler, who is expected to participate actively in support of his antitoll bill. He has labeled pay tv "gas meter television."

**Senate Judiciary Committee:** Pending before this group, headed by Sen. James O. Eastland (D-Miss.), are two bills introduced by Sen. Henry Jackson (D-Wash.) with an impact bearing on the FCC. One (S 2461), would make unauthorized disclosure of federal agencies' decisions a crime. The second (S 2462) would make attempts to influence "judicature" by independent agencies a crime. Rep. Moulder has indicated that some legislation may be needed along this line [GOVERNMENT, Dec. 23].

Sen. Jackson introduced his bills following hearings on the subject by the Investigations Subcommittee of the Senate Government Operations Committee.

**Daytime Radio Subcommittee of the Senate Small Business Committee:** Headed by Sen. Wayne Morse (D-Idaho), this committee issued in September a report [GOVERNMENT, Sept. 16] severely criticizing the FCC for its failure to act on a petition by Daytime Broadcasters Assn. for longer and more uniform hours. The report was completed after two days of hearings last spring and ordered the Commission to inform the committee by Jan. 7 "what, if any, progress has been made."

Just 10 days ago, the Commission issued a notice of proposed rulemaking on the DBA petition [GOVERNMENT, Dec. 23]. This is expected to serve as an answer to the committee until such time as the comments can be thoroughly studied.

**House Rules Committee:** Several bills which would remove House Speaker Sam Rayburn's (D-Texas) ban against radio and still, movie and television camera coverage of house proceedings are pending before this committee. Chairman Howard W. Smith (D-Va.) has given no indication of possible hearings on the bills.

Rep. Francis E. Walter (D-Pa.), chairman
of the House Un-American Activities Com-
mittee, ran afoul of the Rayburn ban last sum-
mer when he permitted live television cov-
erage of hearings in San Francisco [Gov-
ernment, July 1].

Excise Tax Subcommittee of House
Ways & Means Committee: This sub-
committee, headed by Rep. Aime Forand (D-
R. I.), met two weeks ago in executive ses-
tion to decide what recommendation it
would make on the removal of the 10% ex-
cise tax on uhf tv receivers. The commit-
tee has four such bills pending.

No announcement of the committee's pl-
nanned recommendation has been made,
and conflicting reports have circulated as to
whether the group has decided on any
definite stand. The parent committee's new
chairman, Rep. Wilbur D. Mills (D-Ark.),
in the past has been an outspoken foe of any
tax cuts. Under the House seniority rules,
Rep. Mills is slated to become chairman fol-
lowing the death of Rep. Jere Cooper (D-
Tenn.) [Government, Dec. 23].

Legislative & Monetary Affairs Subcom-
nittee of the House Government Opera-
tions Committee: A subcommittee, headed by
Rep. John A. Blatnik (D-Minn.), held hear-
tings last summer on cigarette and weight
reducing ads and plans more hearings dur-
ing 1958. Tranquilizers are slated as the
next target, with hearings also planned on
the advertising by cold remedies, vitamins
and other products.

The committee currently is awaiting a staff
report on last summer's hearings.

FCC Would Deny WLOF Protest

The FCC has issued staff instructions
denying a protest by WLOF-AM-TV
Orlando, Fla., of the Commission's action last
February granting WESH-TV Daytona
Beach, Fla., permission to move its trans-
mitter to a point of almost equal distance
between Orlando and Daytona Beach

Also originally protesting the WESH-TV
grant were WBDO-AM-FM-TV and WKIS-
AM-FM Orlando. The FCC ordered a
hearing on the move but refused to stay
the grant [Government, April 15].

The Commission's instructions do not con-
nstitute a final decision but is an announce-
ment of proposed disposition, the FCC stated.

FCC Sets Hearing on Ch. 8 Move

Acting on a protest filed by ch. 22 WWLP
(TV) Springfield, Mass., the FCC last Thurs-
day postponed the effective date and set
for hearing the authorization for ch. 8
WNHC-TV New Haven, Conn., to move its
transmitter site. WWLP claimed the ultimate
consequence of the shift would be the eco-
nomic destruction of WWLP and ch. 40
WHYN-TV Springfield. The grant, made
with a hearing Oct. 30, shifts the WNHC-
TV transmitter from its present location
nine miles north of New Haven and 26½
miles southwest of Hartford to a point 20
miles from New Haven and 14½ miles from
Hartford.

WSES (TV) FIRST TO SEEK PAY TV

- Philadelphia uhf files toll application with FCC
- Proposed fees: $30 annually plus $1 per program

A uhf permittee in Philadelphia won the
honor of being the first applicant to the
FCC for permission to charge for telecasts.
Ch. 29 WSES (TV) Philadelphia—which
has held a construction permit since March
25, 1956—last Thursday asked the Com-
mmission for authority to "operate a toll tv
outlet.

It proposes to use the Skiatron system of
punch card decoding and plans to offer a
series of sports events to an expected 300,-
000 subscribers. Subscribers will be charged
a yearly fee of $30 for each home receiver
connection, plus $1 per program (or $100
and $5 for "commercial" establishments).

There also will be a "nominal" installation
charge.

WSES said it plans to buy encoding and
decoding equipment from manufacturers
and retain title in its own name. The sta-
tion plans a receiver box and service this ap-
paratus itself, the application said.

The permission sought is the result of the
FCC's announcement last October that it
was prepared to accept applications for a
three-year trial period of subscription tv
from stations only [Government, Oct. 21].
The FCC also said then that it would not
grant any pay tv authority until March 1,
1958.

This has been taken to mean that Con-
gress may, if it desires, take some legislative
action to guide the Commission. Pending
are several bills prohibiting the charging of
fees for television broadcasts (see page 54).

Experimental pay tv is confined to those
cities which have at least four Grade A tv
signals. Philadelphia meets this require-
ment, WSES noted.

The Commission's notice also said that no
system of toll tv would be permitted if it
interfered with other radio services or causes
degradation of the tv signal. There is none
such, according to WSES.

The Commission also qualified to three
the number of cities in which the various
pay tv systems could be used.

WSES is licensed to Philadelphia Broad-
casting Co. It is owned by William L. Jones,
57%; Isadore B. Sley, 29%, and Murray
Borkon, 14%. Its address is Western Savings
Fund Bldg., Philadelphia. Mr. Jones is in
the coal business. Mr. Sley is a parking lot
and garage owner, and Mr. Borkon is as-
related in the community tv system build-
ing and operating business. At one time,
theodore R. Hanf, a stockholder in a
highway toll bridge company, was presi-
dent.

In its application for the ch. 29 pay tv
facility, WSES proposed to spend $445,000
for construction and $520,000 on first year
operating costs.

In its toll tv application, WSES said that
the transmitter coding equipment is con-
tained in three portable cases, each 8x24x17-
in. Two of the cases weigh 25 lbs. each,
the third, containing the power supply,
weights 65 lbs. The total number of tubes in
the transmitting gear is 93, the application
stated.

The system to be used was described as
following:

"The Skiatron system, the coding of
the video portion of the broadcast is
achieved by continually and randomly shifting
the relationship between the signals and the
horizontal synchronizing pulses on a field-to-field basis. Inversion of polarity
causing whites in the picture to appear black
and vice versa is also employed to provide
a higher degree of scrambling. Privacy of
the audio portion of the broadcast is achieved
by displacement of the sound to higher
audio frequencies which remain intelligible
until restored to normal range by the
decoder."

Since most if not all receivers in Philadel-
phia are vhf (Philadelphia has three vhf sta-
tions operating, ch. 3 WRCV-TV, ch. 6
WFIL-TV and ch. 10 WCAU-TV, plus ch.
12 WCAU-VALUE (TV) Wilmington, Del.), WSES
proposes to use an all-channel converter to
convert receivers to the uhf band as part of
the decoder.

The key to decoding is an IBM punch
card, containing printed circuits which will
activate the decoder and provide a record
of the programs viewed. The decoder cir-
cuit has 8 tubes. The package for handling
coding, phase shift, audio unscrambling and
associated circuits is an 8x11x3/4-in., plastic
card.

The subscriber uses the card in the decod-
er, then turns the selector to the desired
program and presses a button on the decod-
er. This punches the card (for billing pur-
pose) and activates the decoder. The cards
will be mailed periodically to subscribers
and will have printed on them a list of the
special events other than the sports series,
like movies, opera, concerts, symphonies,
legitimate theatre presentations, etc.

Subscribers will be billed quarterly for
the annual fee. They will have to mail in
their punch cards, so WSES can bill for the
programs seen.

The sports series—which is similar to the
program outlined by the ch. 29 grantee in its
filings on the pay tv docket—will include the
Philadelphia Warriors, professional
basketball team; Philadelphia Phillies, Na-
tional League baseball team; U. of Pennsyl-
vania, Villanova U., Temple U., St. Joseph's
College and LaSalle College, all of which
play at the U. of Pennsylvania's Palestra
Stadium, and the Philadelphia Eagles, Na-
tional Football League team.

WSES said it already has a contract agree-
ment with the Warriors and that it was
engaged in negotiations with the other sports
groups. In addition, the applicant said, it
will offer, free of charge, other special sport-
ing events like boxing, intercollegiate games
(track, golf, polo, swimming), etc.

The uhf permittee emphasized that "with-
out exception" there would be no commer-

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GOVERNMENT CONTINUED

THE ANNUAL WINK
Midnight on New Year's Eve, as broadcast on radio-tv, should be a time of uninterrupted celebration, the FCC feels. Thus the Commission again has announced its policy of station identification rules (Secs. 3.117, 3.287 and 3.652) “insofar as such rules require station identification on the hour, during the period beginning 11:50 p.m., Dec. 31, 1957, and ending 4:50 a.m., Jan. 1, 1958.” It is expected that stations will endeavor to identify themselves as soon after the hour as possible.

KISD Questions 'New Sound' At KIHO; FCC Sets Hearing

Is the "new sound" emanating from KIHO Sioux Falls, S. D., the result of operation of the station's transmitter without the required FCC license or only a "sparkling, bright and lively sound" through better management? This is one of the questions to be decided during a Commission hearing on the sale of 49% of KIHO by James A. Saunders to William F. Johns Jr. The Commission stayed its approval of the sale originally granted Oct. 30, and set it for hearing following a protest by KISD Sioux Falls. KISD claimed, among other things, that music broadcast over KIHO now has a new and distinct sound, creating a "juke box" effect by an emphasis of bass notes and suppression of the treble range. This "juke box" effect is attained by a "deliberate attenuation of all frequencies in the range from approximately 150 cycles to 5,000 cycles," according to KISD.

KIHO replied that if it has a new sound, it is only a "sparkling, bright and lively sound which the management has attempted to bring about by an improvement in announcing techniques and continuity and the substitution of new records for wornout records."

WBRC-TV, WBIQ (TV) Plan Tower

WBRC-TV ch. 6 and WBIQ (TV) ch. 10, both Birmingham, Ala., have asked FCC permission to construct a new tower which they would use jointly, according to an announcement made last week by Robert T. Schlinkert, general manager of WBRC-TV, and Raymond Hurbert, general manager of the Alabama Educational Television Commission, which operates educational WBIQ. The new tower would be located on Red Mountain, with an overall height of 789 feet above ground. WBRC-TV would construct the tower and make it available to WBIQ (TV) without cost.

Panel Disapproves Tall Tower

The Air Space Panel of the Air Coordinating Committee has refused to ask FCC approval for a 1,578-foot-above-ground tower 30 miles south of New Orleans for Oklahoma Television Corp., one of three applicants for ch. 12 in New Orleans. Air Space did recommend FCC approval for a 308-foot-above-ground tower for Oklahoma Television, but advised the applicant to utilize the antenna farm in the vicinity of WDSU-TV New Orleans.

The other two applicants for ch. 12 in New Orleans are Coastal Television Co. and Crescent City Telecasters Inc.

WDON Asks FCC to Reclassify 1540 Kc as Class II Wavelength

The FCC was asked last week to change the classification of 1540 kc as a clear channel frequency to make it a Class II wavelength. KXEL Waterloo, Iowa, is at present the Class I-B station on 1540 kc, which is given Class I-A status for ZNS Nassau, Bahamas.

WDON Wheaton, Md. (in the Washington, D. C., area), filed the request not only to change the classification of 1540 kc, but also to sever it from the current clear channel and daytime skywave cases. WDON operates on 1540 kc daytime with 250 w. For three years WDON has had on file with the FCC a request to permit it to boost its power to 1 kw.

The gist of WDON's argument is that under the 1946 NARBA, 1540 kc was assigned to the Bahamas as a Class I-A wavelength, with use in the United States limited for protection of the dominant Bahamas station. The pending Third NARBA permits a Class I-B assignment on 1540 kc in Water-

FCC Denies Dominican Request

An attempt by the Dominican Republic to force CBS to offer "free time or some form of representation in the wave of the network's broadcast, "The Galindez-Murphy Case," has met defeat. The FCC has ruled that it is "unauthorized to conclude at this time that CBS has failed to discharge its responsibilities" and has refused to take further action. "The Galindez-Murphy Case" went to court in May, 1958, concerned with the much-publicized disappearance of Dr. Jesus de Galindez, teacher at Columbia U. and outspoken critic of the Dominican dictator, Generalissimo Rafael L. Trujillo [Networks, May 27, et seq.].

Early Data Indicates Success Of California Conelrad Alert

Preliminary findings following the Conelrad test of Dec. 9 in Southern California indicate that in most areas the broadcasts on 640 kc came through quite well and that if there is a trouble spot it's at the 1240 kc end, according to Henry S. Eaton, Region II coordinating officer of the California Disaster Office.

More than 400 "Con-check" monitoring teams in 158 local civil defense jurisdictions in the southern part of the state made tape recordings and filled out reports for study and evaluation by the FCC as well as by CDO and the Federal Civil Defense Administration. While not all the reports were in last week and Mr. Eaton stressed that no accurate evaluation of the test can be made until they have all been received and studied, he expressed confidence that this was "perhaps the most thorough check of Conelrad ever undertaken."

When completed, the results of the test will, for the first time, present tangible evidence of exactly what Conelrad is doing during a Conelrad alert, when those radio stations participating in Conelrad leave their assigned frequencies to join station clusters on 640 kc or 1240 kc and all other am stations, plus all fm and tv stations, go off the air for the duration of the alert period. The present Conelrad plan is to use three airborne planes from using a broadcast station as a navigational guide. This is accomplished by grouping six or seven stations serving the same community into a cluster operating on the same frequency, with the signal switching rapidly from one transmitter after another so that it is impossible to use any of them as a guide.

This evidence, Mr. Eaton said, will show both the strong and the weak points in the present Conelrad setup and so show the way toward strengthening the system. One weak point in the test held Dec. 9 at 1:10 a.m. was that KFOX Long Beach, Calif., missed the alert and stayed on the air during the period through an error attributed by the KFOX management to an equipment failure.

Antenna Comments Extended

The deadline for filing comments on rule making to establish "antenna farms" was extended by the FCC last week from Dec. 30 to Jan. 31. The proposal provides for the grouping of antennas in the same area and the use of towers to support more than one antenna. The extension was granted at the request of Storer Broadcasting Co.

Eliot Against Uhf Tax Break

An am broadcaster last week attacked proposals to remove the 10% excise tax on uhf tv receivers in that they "might be discriminatory" because they favor only one portion of the broadcast industry.

To Robert Ainsworth (D-R. I.), chairman of the House Exeute Tax Subcommittee, Tim Elliot, president of WCUE...
BIASED PAY TV REPORTS?

The recently activated American Citizen Television Committee charged last week that national circulation magazines have consistently published pro-pay tv articles—and "appear unwilling to present the other side of the argument." The ACT committee also called on tv broadcasters to lend their facilities in presenting both sides.

The committee, formed only last month "to represent the public" in the pay tv donnybrook, claimed that because they have heard only one side of the story, the people have been exposed to "a form of brainwashing which has prevented their becoming aware of the fundamental issues involved, namely, that the radio-tv spectrum is a natural resource in grave danger of being given away for private use."

Among the magazines mentioned by Warren Adler, spokesman for the group, as having published only one side of the pay-tv controversy were Cosmopolitan, Pageant, Saturday Evening Post, Colliers, Saturday Review and Harper's.

Akron, Ohio, said uhf stations "are no more deserving of special tax considerations than are the vhf stations, the fm stations or the am stations." Mr. Elliot said uhf tv eventually will outgrow its economic problems without the need of special tax relief.

Bricker to Seek Re-election

Sen. John W. Bricker (R-Ohio), ranking minority member of the Senate Commerce Committee and chairman during the Republican-controlled 83rd Congress, last week announced that he will seek re-election in 1958. A member of the Senate since 1946, he will be seeking his third term.

He is a former governor of Ohio and in 1944 ran for vice president of the U. S. on the first Republican ticket featuring Thomas E. Dewey for President. Sen Bricker also is a member of Banking & Currency Committee and the Joint Atomic Energy Committee.

Former Rep. Stephen M. Young has announced he will seek the Democratic nomination for the Senate seat.

FTC Posts to Maclver, Murphy

The Federal Trade Commission, in a move to handle increasing case work in monopoly and deceptive advertising, has named Robert R. Maclver as assistant director for antimonopoly of the bureau of litigation and Daniel J. Murphy as assistant director for antideceptive practices. Joseph E. Sheehy is bureau director.

Mr. Maclver has been assigned to the monopoly field since he joined the Washington agency in 1941. Mr. Murphy, with the FTC since 1936, has specialized in deceptive practices since 1946.
RCA SALES $1.1 BILLION, UP 5%

...But, Gen. Sarnoff says, profits 'slightly below' 1956

Board chairman cites RCA, NBC strides forward in 1957

RCA's business volume in 1957 passed the billion dollar mark for the third straight year, gaining 5% over 1956 and reaching an estimated total of $1,180,000,000, Brig. Gen. David Sarnoff, board chairman, reported last week.

In a year-end statement, he said profits in the first nine months were up somewhat, but that "the softening of general economic conditions in the fourth quarter and the highly competitive situation in the radio-tv industry now indicate that profits for the full year will be slightly below 1956."

Net profits in 1956 came to $80,074,000 before federal income tax and $40,031,000 after, on a gross of $1,127,774,000. (MANUFACTURING, March 4, 1957). The expected drop in 1957 profits (of which no estimate was made) will compare with a 15.7% decline in 1956.

Gen. Sarnoff looked for an increase in total volume of business in the electronics industry in 1958.

He said RCA dividends to stockholders in 1957 totaled $25,917,000 (previously $1,153,000, common $20,764,000), equaling $1.50 per common share on the approximately 14 million common shares outstanding.

RCA investment in capital improvements during 1957, he said, came to $35 million. The company employs 80,000 people, 7,000 of them overseas.

Gen. Sarnoff said NBC, a service of RCA, "moved forward on all fronts during 1957, capturing a larger share of the viewing and listening audience and increasing its business volume over 1956."

Among other NBC developments he cited plans for the use of magnetic tape television in both color and black-and-white; production of live programs expressly for educational stations; new programming for the 1957-58 season including more than 100 "specials," and a 67% increase in color programming.

He said "significant improvement" in both transmission and reception had brought color quality "to a point where the color picture received in the home now exceeds the expectation of even color's strongest advocates." Color set sales "have not as yet attained the desired volume," he said, but "there is encouraging evidence throughout the country that a mass-market status for color tv is close at hand."

Gen. Sarnoff said that among RCA's major accomplishments in 1957 were these:

1. The first fully automatic system to launch and guide missiles to their targets was turned over to the Armed Forces and tested successfully.

2. The first commercial method of recording and transmitting color television programs by means of magnetic tape was demonstrated publicly, and orders for this new system have been accepted for delivery in 1958.

3. An experimental electronic highway system was devised by scientists of RCA Labs in cooperation with the State of Nebraska to increase driving safety. This may lead eventually to full automatic control of highway traffic.

4. A new method was devised to transmit facsimile by "bouncing" high-frequency radio signals from ionized air particles created by the passage of meteors through the upper atmosphere. An experimental system was used to transmit still images nearly 1,000 miles without relays.

5. A new ultramagnifier which quadruples the enlarging power of RCA's electron microscope was developed and will be put into operation in 1958. It increases direct magnification from 50,000 to 200,000 times and photo-enlargement capabilities from 300,000 to more than 1 million times.

In electronic research he called attention to a number of "outstanding advances" by RCA scientists. Among them: the "Thyristor" high-speed switching transistor for electronic computers and automatic controls; new compounds that "promise to push back the 'heat barrier' that now limits performance of transistors and diodes at high temperatures"; a high-speed printing system now under development for recording the output of electronic data-processing systems, capable of translating coded information into letters and figures and printing at speeds of about 100,000 words per minute; a thin-screen amplifier for brightening x-ray images by 100 times for direct viewing in certain medical uses, and the "Model C" television camera for "stationary" television. The Army and Allies now are building for use by Princeton U., on behalf of the Atomic Energy Commission, in exploring ways to harness the H-bomb's fusion process for peaceful purposes.

NO PLACE TO FIFTH PLACE

Looking to the future, Gen. Sarnoff noted that in the last 25 years the electronics industry has grown from "virtually no place to fifth place" among American industries and predicted its total volume 10 years from now will double its $12 billion total in 1957. He named these as "four broad fields in which the industry will expand most rapidly:

1. Color television—The practical experience we have gained in our pioneering efforts with color television to date has convinced us that the future growth of television as a profitable business depends greatly on color. As we see it, this applies not only to the manufacturing and sales end . . . but also to the programming and sponsored advertising of tv broadcasting.

2. Automatic systems—Versatile electronic systems, applied in the fields of data processing and computing, communication, and automatic control, are becoming increasingly important in defense as we advance into the age of missiles and space exploration. They are also essential to the operation of our complex industrial processes.

3. Electronic components — Electron tubes, electronically-active materials, solid-state components, and transistors will be in growing demand as electronic applications expand. These components are the basic building blocks of today's electronic and appliances, broadcasting and communications, and navigation and guidance systems.

4. Nuclear research and atomic power—Electronics supplies instruments and equipment essential to nuclear research and development, as well as the instrumentation and controls needed in applying atomic power to industrial and private use."

Gen. Sarnoff said that "with earth satellites and missiles now realities, electronics and the technology of space propulsion form the keystone of our defense structure. The electronics industry therefore faces a vastly expanded role and a new and dramatic challenge. The American electronics industry is equipped and ready to meet this challenge."

"We believe that today, America leads the world in electronic research and engineering—in new materials, components and systems. America also holds the No. 1 position in the production of electronic goods for industry—computers, controls, communications and automated devices."

"The task before us now is to retain our leadership in electronics and certain other fields of technology, and to regain leadership in those fields where the advantage may have been temporarily lost."

"As in other critical periods in recent history, the RCA—a leader in the electronics industry—is prepared with both scientific talent and production facilities to contribute substantially to our national security."

Reviewing 1957 activities, Gen. Sarnoff said "the continuing strength of the tv and white television sales" and that "RCA Victor's leadership" in the hi-fi field was "strengthened." RCA Victor, he continued, "again . . . won the largest share of national record sales and increased its business markedly over 1956, while "all of RCA's tape recording for home use went stereo-phonically." Radio set sales "advanced substantially," he reported.

In electronics for industry and science, Gen. Sarnoff noted that "a new RCA industrial electronic products organization was set up to bring new ideas and services into the most rapidly expanding and potentially significant area of electronics"; that the first major installation of RCA's electronic data-processing system was demonstrated by the Army in Detroit, and that other RCA systems were bought by two life insurance companies; that "significant strides" were made in military programs; and that the "most extensive compatible color installation for medical use" being demonstrated by the Army and a similar system being purchased by the U. of Michigan Medical School; that installation of the first state-
Hills Elementary sponsored educational closed-circuit television system was started by RCA in Conley Hills Elementary School in Georgia; that the nation's largest television system for handling complex railroad freight operations automatically was installed for Southern Railway in Atlanta.

More than 220 million words were handled by RCA Communications' 86 overseas radio circuits serving 66 countries, Gen. Sarnoff continued. He also called attention to the work of the RCA Communications Center at Riverhead, Long Island, in being "the last link in relaying the signal of Russia's first satellite" and in monitoring the earth-circling sphere on a 24-hour basis.

RCA International sales continue to grow, he continued, noting that among other developments the "first color tv station outside the U.S. went on the air in Havana, Cuba, with RCA equipment."

Government business accounted for 23% of RCA's total volume in 1957 and the company's current backlog of government orders is about $250 million, Gen. Sarnoff asserted.

He cited especially RCA's development of the Talos defense unit, which he called "the most complete automatic system for firing and guiding anti-aircraft missiles to their targets." First firing of the Talos was carried out successfully early this month. Gen. Sarnoff described the unit as "perhaps the closest approach yet to true 'push-button' warfare."

He also reported that "a force of more than 2,700 RCA specialists and technicians at the Air Force Missile Test Center at Cape Canaveral, Fla., plan, engineer, install, maintain and operate the electronic and optical equipment for tracking many different types of missiles and recording their performance in flight."

Another RCA contribution in the defense area he cited "the Free World's most accurate instrumentation radar"; the "Telemite" hand-held tv camera; a closed-circuit color tv system installed for the Strategic Air Command in Omaha, and a new long-range airborne radio system successfully tested in the round-the-world flight by B-52 Stratofortresses last January.

Color tv Purchases Gaining in Chicago, RCA Firm Finds

Color television is closing the gap between itself and black-and-white in Chicago—in terms of average dollar volume.

To put it another way, Chicago consumers are spending $1 in tv for every $1.30 they shell out for monochrome receivers. The gap has been narrowed considerably from last July—from 22 to 1 to the present 1.3 to 1 ratio.

These are the findings of RCA Victor Distributing Corp., Chicago, based on figures compiled for the last six months of 1957. They reflect, according to the firm, a growing realization by the public that they will have to spend more for color, tangible consumer exposure to aggressive RCA promotion-advertising and more NBC color programs seeing the person you are phoning.

RCA Victor Distributing Corp. reports it has been back-ordered since the end of October for its color units, including the basic $495 (list price) models. It reports more than 20,000 color units now in the hands of the Chicago public, compared with 9,000-10,000 around Jan. 1, 1957.

The dollar-for-dollar proportions, considered encouraging, reflect the fact that all-priced monochrome portables help reduce the black-and-white margin over color. No comparison is feasible in terms of actual sales units, it's pointed out, because color obviously is more expensive and its line doesn't include color tv portables.

Figures don't include actual color set purchases by RCA or other manufacturers and the Chicago Electric Assn. makes no compilations for tinted tv as such. (The association reports 2,688,397 tv receivers sold in Chicago as of Nov. 30, 1957, with 24,267 sales in November compared to 30,811 that month last year. A total of 301,051 sets were sold in the past 12 months.)

Dollar-for-dollar color figures for the last six months of 1957, according to RCA, are these: (July) $22 B & W for every $1 color; (August) $12 for $1; (September) $3.42 for $1; (October) $3.30 for $1; (November) $3.30 for $1, and (December) $1.30 for every $1.

Set Parts Replacement Hits $900 Million, Says Baker

The rise in radio circulation to 135 million sets-in-use and tv circulation to 47 million, have inspired a replacement parts business of $900 million, according to Dr. W. R. G. Baker, president of Electronic Industries Assn.

Observing that 14.7 million radios and 6.5 million tv sets were sold by set manufacturers in 1957, Dr. Baker said this phase of the manufacturing industry now comprises only 21% of total electronics production because of the big increase in military procurement.

The age of satellites, spaceships and guided missiles will require constantly expanding electronics production, he said. Electronics devices provide the only means of communication with and control of these invaders of outer space. He reminded, predicting 1957-85, television will run well ahead of the $7 billion 1957 figure.

Dr. Baker predicted closed-circuit tv, heretofore confined largely to industrial uses, will give educational television new life. He reminded that the national educational tv experiment at Hagerstown, Md., co-sponsored by EIA and Fund for the Advancement of Education (Ford Fund) has proved the effectiveness of the medium as a teaching tool in elementary and high schools as well as at colleges and universities.

GEL Making New Multiplex Gear

A new line of fm multiplex transmitters is coming off the production line of General Electronic Labs., Cambridge, Mass., with the first installation at WBNC-FM Boston, a new station which has affiliated with the Concert Network group.

GEL's system consists of a multiplex exciter with one or two subcarrier generating and power supplies mounting as a unit. The company has been active in military as well as commercial multiplex installations, according to Victor W. Storey, president.

He said the new GEL line is marked by improved redesign and engineering, permitting minimum initial interruption and providing dependable service. Model FMC-1, with one subchannel generator, is priced at $5,500; FMC-2, with two subchannels, at $7,800.

Visual Telephone Imminent, GE's Morlock Tells Newsmen

The day of the televised telephone call is just around the corner, according to a top electronics expert of the General Electric Co., although its practical application to broadcasting was not detailed.

William G. Morlock, general manager of the company's technical production department, told a news media group Dec. 19 in Syracuse that GE's system for transmitting pictures over conventional telephone lines by slow-scan television "has been successfully demonstrated to the military."

Because of security restrictions, Mr. Morlock did not elaborate on the installation. He described the slow-scan tv as a principle for reproducing televised pictures "at the rate of about one image every five to ten seconds instead of the customary 30 frames per second in commercial television."

Mr. Morlock said the military installation "will be the first practical step toward seeing the person you are phoning."

Other outstanding GE developments of 1957 described by Mr. Morlock were the "first transistorized color tv camera, smaller than any now available"; a "directionalized helical tv transmitting antenna used for the nation's first simulcast on both the vhf and uhf frequencies"; the "first 'miniaturized' 50-kw am radio broadcast transmitter incorporating semiconductor devices and which is almost half the size of earlier transmitters;" a tropospheric scatter communications system now being built by the department for the U.S. Air Force to link Arctic bases at distances of 600 to 700 miles, and a closed-circuit color tv system now being used at the Army's ballistic missile base at Cape Canaveral, Fla., for closeup viewing of missile launching and for tracking high-speed missiles up to altitudes of 100,000 feet.

Inventor McCandless Dies at 91

Henry Wallace McCandless, who helped in the development of the radio vacuum tube, died last week in New Jersey at 91. Mr. McCandless, who completed the first vacuum tube in 1907, aided radio pioneer Dr. Lee de Forest in building the first three-element radio tube. Mr. McCandless had been associated with the Westinghouse Electric Corp. in various capacities, from 1914 to his retirement in 1935.

William H. Myers Dies in Fire

William H. Myers, chief engineer at Farnsworth Television and Radio Corp. in Fort Wayne from 1941 to 1949, died Christmas Day in a fire which ravaged his home near Syracuse, Ind. Mr. Myers had also worked as manager at the Crosley Div., Avco Corp., in Cincinnati from 1949 to 1953. Recently, he had been a manufacturer's representative for Rollins Corp., Chicago.

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THE 10 TOP FILMS IN 10 MAJOR MARKETS
AS RATED BY ARB IN NOVEMBER

**NEW YORK** seven-station market

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Distr.</th>
<th>Day &amp; Time</th>
<th>Sta. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Highway Patrol</td>
<td>(Ziv)</td>
<td>Mon. 7:00</td>
<td>WRCA-TV 10.1</td>
</tr>
<tr>
<td>2.</td>
<td>The Honeymooners</td>
<td>(CBS)</td>
<td>Tues. 7:00</td>
<td>WRCA-TV 10.1</td>
</tr>
<tr>
<td>3.</td>
<td>Death Valley Days</td>
<td>(Pacific-Bob)</td>
<td>Wed. 7:00</td>
<td>WRCA-TV 10.1</td>
</tr>
<tr>
<td>4.</td>
<td>You Had A Million</td>
<td>(MCA-TV)</td>
<td>Sat. 7:00</td>
<td>WCBS-TV 9.8</td>
</tr>
<tr>
<td>5.</td>
<td>Silent Service</td>
<td>(NBC Film)</td>
<td>Fri. 7:00</td>
<td>WRCA-TV 10.2</td>
</tr>
<tr>
<td>6.</td>
<td>City Detective</td>
<td>(MCA-TV)</td>
<td>Wed. 10:30</td>
<td>WRCA-TV 10.2</td>
</tr>
<tr>
<td>7.</td>
<td>Men</td>
<td>(ABC Film)</td>
<td>Tues. 10:30</td>
<td>WABC-TV 9.5</td>
</tr>
<tr>
<td>8.</td>
<td>Harbor Command</td>
<td>(Ziv)</td>
<td>Mon. 6:30</td>
<td>WBBD 8.8</td>
</tr>
<tr>
<td>9.</td>
<td>Louie Tykes</td>
<td>(Guild-AAP)</td>
<td>Sat. 9:00</td>
<td>WRCA-TV 8.7</td>
</tr>
<tr>
<td>10.</td>
<td>Ballard &amp; Buddies (NBC Film)</td>
<td></td>
<td>Thurs. 7:00</td>
<td>WRCA-TV 8(3.1)</td>
</tr>
</tbody>
</table>

**CHICAGO** four-station market

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Distr.</th>
<th>Day &amp; Time</th>
<th>Sta. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Silent Service</td>
<td>(NBC Film)</td>
<td>Tues. 9:30</td>
<td>WNBQ 24.3</td>
</tr>
<tr>
<td>2.</td>
<td>Bruce Beyle</td>
<td>(CBS Film)</td>
<td>Tues. 6:00</td>
<td>WGN-TV 17.0</td>
</tr>
<tr>
<td>3.</td>
<td>Highway Patrol</td>
<td>(Ziv)</td>
<td>Wed. 9:00</td>
<td>WGN-TV 16.3</td>
</tr>
<tr>
<td>4.</td>
<td>Annie Oakley</td>
<td>(CBS Film)</td>
<td>Fri. 8:00</td>
<td>WGN-TV 14.8</td>
</tr>
<tr>
<td>5.</td>
<td>Bugs Bunny</td>
<td>(AAP)</td>
<td>Fri. 6:00</td>
<td>WGN-TV 14.6</td>
</tr>
<tr>
<td>6.</td>
<td>City Detective</td>
<td>(MCA-TV)</td>
<td>Fri. 9:30</td>
<td>WGN-TV 13.7</td>
</tr>
<tr>
<td>7.</td>
<td>Sheriff of Cochise</td>
<td>(NTA)</td>
<td>Wed. 10:00</td>
<td>WGN 13.3</td>
</tr>
<tr>
<td>8.</td>
<td>Men of Whirlybirds</td>
<td>(Ziv)</td>
<td>Mon. 9:30</td>
<td>WGN-TV 12.0</td>
</tr>
<tr>
<td>9.</td>
<td>The Honeymooners</td>
<td>(CBS Film)</td>
<td>Thurs. 9:30</td>
<td>WGN-TV 11.7</td>
</tr>
</tbody>
</table>

**MINNEAPOLIS-ST. PAUL** four-station market

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Distr.</th>
<th>Day &amp; Time</th>
<th>Sta. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Death Valley Days</td>
<td>(Pacific-Bob)</td>
<td>Sat. 6:00</td>
<td>WCCO-TV 21.3</td>
</tr>
<tr>
<td>2.</td>
<td>Dr. Christian</td>
<td>(Ziv)</td>
<td>Sat. 9:00</td>
<td>WCCO-TV 21.0</td>
</tr>
<tr>
<td>3.</td>
<td>Popeye Clubhouse</td>
<td>(AAP)</td>
<td>Tues. 9:30</td>
<td>WSTP-TV 18.7</td>
</tr>
<tr>
<td>4.</td>
<td>State Trooper</td>
<td>(MCA-TV)</td>
<td>Tues. 9:30</td>
<td>WSTP-TV 18.7</td>
</tr>
<tr>
<td>5.</td>
<td>Annie Oakley</td>
<td>(CBS Film)</td>
<td>Sat. 5:30</td>
<td>KSTP-TV 16.7</td>
</tr>
<tr>
<td>7.</td>
<td>Code 3</td>
<td>(ABC Film)</td>
<td>Mon. 9:30</td>
<td>WCCO-TV 16.4</td>
</tr>
<tr>
<td>8.</td>
<td>Wild Bill Hickok</td>
<td>(Screen Gems)</td>
<td>Sat. 11:00</td>
<td>WCCO-TV 15.8</td>
</tr>
<tr>
<td>9.</td>
<td>O. Henry Playhouse</td>
<td>(Cross-Krause)</td>
<td>Sun. 9:30</td>
<td>KSTP-TV 14.9</td>
</tr>
<tr>
<td>10.</td>
<td>Silent Service</td>
<td>(NBC Film)</td>
<td>Thurs. 9:30</td>
<td>WCCO-TV 14.3</td>
</tr>
</tbody>
</table>

**CLEVELAND** three-station market

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Distr.</th>
<th>Day &amp; Time</th>
<th>Sta. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Silent Service</td>
<td>(NBC Film)</td>
<td>Sat. 10:30</td>
<td>W1TV-W 26.5</td>
</tr>
<tr>
<td>2.</td>
<td>Highway Patrol</td>
<td>(MCA)</td>
<td>Wed. 6:00</td>
<td>KYW-TV 25.9</td>
</tr>
<tr>
<td>3.</td>
<td>Science Pict. Theatre</td>
<td>(Ziv)</td>
<td>Tues. 8:00</td>
<td>KYW-TV 25.3</td>
</tr>
<tr>
<td>4.</td>
<td>Pontiac Doctor</td>
<td>(CBS Film)</td>
<td>Mon. 7:00</td>
<td>KYW-TV 25.2</td>
</tr>
<tr>
<td>5.</td>
<td>Man Behind the Badge</td>
<td>(MCA-TV)</td>
<td>Sun. 7:00</td>
<td>WEWS 21.8</td>
</tr>
<tr>
<td>6.</td>
<td>Cisco Kid</td>
<td>(Ziv)</td>
<td>Wed. 6:00</td>
<td>KYW-TV 21.5</td>
</tr>
<tr>
<td>7.</td>
<td>Popeye Clubhouse</td>
<td>(AAP)</td>
<td>M-F 5:30</td>
<td>KYW-TV 21.2</td>
</tr>
<tr>
<td>8.</td>
<td>Jungle Jim</td>
<td>(Screen Gems)</td>
<td>Fri. 6:00</td>
<td>KYW-TV 20.1</td>
</tr>
<tr>
<td>9.</td>
<td>Soldiers of Fort</td>
<td>(Screen Gems)</td>
<td>Thurs. 6:00</td>
<td>KYW-TV 19.3</td>
</tr>
<tr>
<td>10.</td>
<td>Federal Men</td>
<td>(MCA-TV)</td>
<td>Thurs. 6:30</td>
<td>KYW-TV 19.2</td>
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**COLUMBUS** three-station market

<table>
<thead>
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<th>Rank</th>
<th>Program</th>
<th>Distr.</th>
<th>Day &amp; Time</th>
<th>Sta. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Death Valley Days</td>
<td>(Pacific-Bob)</td>
<td>Sun. 9:30</td>
<td>WBNX-TV 29.6</td>
</tr>
<tr>
<td>2.</td>
<td>The Honeymooners</td>
<td>(CBS Film)</td>
<td>Sat. 7:00</td>
<td>WBNX-TV 29.7</td>
</tr>
<tr>
<td>3.</td>
<td>Frontier Doctor</td>
<td>(MCA)</td>
<td>Thur. 7:00</td>
<td>WTVN-TV 28.4</td>
</tr>
<tr>
<td>4.</td>
<td>Our Miss Brooks</td>
<td>(CBS Film)</td>
<td>Sun. 6:00</td>
<td>WTVN-TV 27.9</td>
</tr>
<tr>
<td>5.</td>
<td>Whirlwind Knights</td>
<td>(CBS Film)</td>
<td>Thur. 10:30</td>
<td>WTVN-TV 22.1</td>
</tr>
<tr>
<td>6.</td>
<td>Highway Patrol</td>
<td>(Ziv)</td>
<td>Sat. 5:00</td>
<td>WTVN-TV 21.3</td>
</tr>
<tr>
<td>7.</td>
<td>Western Union</td>
<td>(MCA-TV)</td>
<td>Thur. 6:00</td>
<td>WTVN-TV 20.7</td>
</tr>
<tr>
<td>8.</td>
<td>Soldiers of Fort</td>
<td>(Screen Gems)</td>
<td>Sun. 6:30</td>
<td>WTVN-TV 20.3</td>
</tr>
<tr>
<td>9.</td>
<td>Annie Oakley</td>
<td>(CBS Film)</td>
<td>Mon. 6:00</td>
<td>WBNX-TV 20.1</td>
</tr>
</tbody>
</table>

**BOSTON** two-station market

<table>
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<tr>
<th>Rank</th>
<th>Program</th>
<th>Distr.</th>
<th>Day &amp; Time</th>
<th>Sta. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Men of Whirlybirds</td>
<td>(CBS Film)</td>
<td>Tues. 7:00</td>
<td>WBZ-TV 28.1</td>
</tr>
<tr>
<td>2.</td>
<td>Decoy</td>
<td>(MCA)</td>
<td>Sun. 10:30</td>
<td>WBZ-TV 27.6</td>
</tr>
<tr>
<td>3.</td>
<td>Frontier Doctor</td>
<td>(MCA)</td>
<td>Thurs. 7:00</td>
<td>WBZ-TV 27.2</td>
</tr>
<tr>
<td>4.</td>
<td>If You Had A Million</td>
<td>(MCA-TV)</td>
<td>Sat. 10:30</td>
<td>WNAC-TV 26.1</td>
</tr>
<tr>
<td>5.</td>
<td>Frontier</td>
<td>(NBC Film)</td>
<td>Fri. 10:30</td>
<td>WNAC-TV 27.7</td>
</tr>
<tr>
<td>6.</td>
<td>Golden Playhouse</td>
<td>(MCA)</td>
<td>Wed. 7:00</td>
<td>WBZ-TV 27.2</td>
</tr>
<tr>
<td>7.</td>
<td>Highway Patrol</td>
<td>(CBS Film)</td>
<td>Sat. 10:00</td>
<td>WBZ-TV 24.4</td>
</tr>
<tr>
<td>8.</td>
<td>Sheriff of Cochise</td>
<td>(NTA)</td>
<td>Mon. 9:00</td>
<td>WBZ-TV 21.8</td>
</tr>
<tr>
<td>9.</td>
<td>Silent Service</td>
<td>(NBC Film)</td>
<td>Tues. 10:00</td>
<td>WBZ-TV 21.1</td>
</tr>
<tr>
<td>10.</td>
<td>Men of Whirlybirds</td>
<td>(CBS Film)</td>
<td>Mon. 6:30</td>
<td>WBZ-TV 20.3</td>
</tr>
</tbody>
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Reports of Tv Deal
Premature—UA's Krim

Reports issued early last week by United Artists Corp. that it had effected a television production deal with one of its major independent producers were termed as "premature" on Thursday by UA President Arthur B. Krim. The original news announcement stated that UA-TV had "completed arrangements" with the Mirisch Co., one of approximately 50 "independents" under UA theatrical film contract, for the production of six television program series, of which five were "already in preparation."

Mr. Krim, however, did not deny—in his "clarification" to Broadcasting—that the Mirisch Co. was involved in "several properties." He added that a "total of 60-70 properties" have been submitted to UA-TV by its group of independents and that "all" are being considered. He made clear, however, that UA-TV will not "go into a volume operation, rather, a Tiffany-type of set-up whereby only the best of possible tv programs are prepared."

Among the other producers with whom UA-TV is discussing television production is actor-director Yul Brynner, whose Alicia Productions Inc. was signed last week to an exclusive, nine-year production schedule involving 11 multi-million dollar theatrical films. According to Mr. Brynner's talent agent, Ted Ashley of Ashley-Steiner Assoc., the word "television" does not actually appear in the star's contract with UA, but it is almost a certainty that the Brynner company will "over a period of time" engage in the production of tv programs and that these, once made, "will in all likelihood" be distributed by UA-TV.

It was understood that five of the six series submitted by the three Mirisch brothers—Harold, Walter and Marvin—to UA-TV President Herbert L. Golden and Executive Vice President Bruce G. Eells were beyond the "idea stage." TV writer Don Martin was said to have completed pilot scripts on two submissions—series versions of Mark Twain's Tom Sawyer and of the Billy the Kid legends. (The Mirisch Co., signed to a UA theatrical financing-releasing-and-distribution contract three months ago, so far has completed one major theatrical film for UA starring Joel McCrea and is said to have arranged for future services by such names as producer-director Billy Wilder and actress Audrey Hepburn.)

Mr. Brynner, a former CBS-TV staff director (Westinghouse Electric Co.'s Studio One)—now better known for his acting chores in MGM's "The Brothers Karamazov," Paramount's "The Ten Commandments" and 20th Century-Fox's "Anastasia"—reportedly is "hot" on the idea of returning to television as a director and reportedly is seeking to bolster his staff with some of the better-known tv directors who have switched recently to Hollywood films.

Other UA independents "excited" about the prospects of making their initial bow in tv under UA auspices, according to Mr. Krim, with UA wholly financing such ventures in exchange for video distribution and

Tulsa is the 8th fastest-growing city in America. Are your sales keeping pace with this rapid growth? Get on KVOO, the one station that covers all of this rich market area... plus bonus coverage in Kansas, Missouri and Arkansas!
sales rights, are actor-producer Kirk Douglas, whose Bryna Productions reportedly is about to produce a television series based on its forthcoming theatrical release, "The Vikings"; director Stanley Kramer, and producer Joseph Manckiewicz, whose Figaro Productions is owned partly by NBC-TV.

Meanwhile, in Los Angeles to work out arrangements with other UA producers for the projected United Artists Playhouse anthology series [FILM, Dec. 23], Mr. Eells last week issued this optimistic statement: "I am confident UA-TV will be more than ready for the mid-February selling season with several properties. We are well in advance of our hoped-for schedule because production discussions have accelerated tremendously." A fortnight ago, Mr. Eells told newsmen that UA-TV was shooting for an April deadline.

Alexander Film Co., Colorado, Purchased by Management Firm

Allied Film Co. has completed negotiations to purchase Alexander Film Co., Colorado Springs, Colo., according to an announcement by Don M. Alexander, president. His name, principal in Allied are the Cleveland, Ohio, management consultant firm of Fleming, Talbert & Munroe and the present secretary-treasurer of Alexander Film Co., E. B. Foster.

Keith Munroe of the Cleveland firm, who has been acting as executive vice president of Alexander Film Co. since July 1, will become president, and Mr. Alexander will resign that post, assuming chairmanship of the board. Continuing on the board will be Don Alexander Jr., Thomas M. Burgess, Mr. Munroe, John Talbert and Mr. Foster. The new owners have taken over an agreement to buy a major interest held since October 1955 by Harold Kaye, New York advertising executive, and associates. This group has resigned from the board.

Mr. Munroe has announced plans to develop the Alexander company into a national marketing organization, diversifying production activities and developing a merchandising organization "covering the entire panorama of the advertising horizon."

NTA Moves to Larger Quarters

National Telefilm Assoc., New York, was scheduled to move to larger quarters over the weekend at the newly built Coliseum Tower, 10 Columbus Circle, New York. The telephone number, starting today (Monday), will be Judson 2-7300.

Outlets Go for CBS Film Plan

CBS TV Film Sales Inc., New York, has sold more than 6,000 half hours of programming under its "Sales Safari," plan, according to John F. Howell, general sales manager. The plan which was begun on Oct. 28 and will be in effect until tomorrow (Tuesday), makes available to stations 528 half hours of programming at greatly reduced rates for that period. Nine CBS Film series make up the package. Stations are allowed to select any combination of shows and number of runs of those shows. Thus, it is possible for a station to get maximum discount if it purchases all 528 half hours for one run, or half that number for two runs.

The series included in the special offer are Amos 'n Andy, The Whistler, Mama Life With Father, Brave Eagle, Our Miss Brooks, The Honeymooners, Files of Jeffery Jones, Cases of Eddie Drake and San Francisco Beat.

European Expansion Announced By Screen Gems' Fineshriber

In line with increased sales activities in Europe during 1957, Screen Gems Inc., New York, today (Monday) is announcing enlargement of the technical operations in its London office and the expansion of its coverage on the Continent.

William Fineshriber Jr., director of international operations for SG, observed that the expansion program follows a "substantial" increase in sales in Europe and in other international markets. He declined to pinpoint the percentage of increase over 1956 but said that with the growth of tv in Europe and other parts of the world, Screen Gems' overseas gross revenues in "two to four years will be about 30% of the U. S. gross."

In the London office, Mr. Fineshriber reported, Isabelle Ibbott has been appointed traffic manager for the United Kingdom and the Continent and Doreen Newell has been named executive secretary to John Cron, managing director of Screen Gems Ltd. Two new employees, he said, also have been added to the technical staff handling traffic, print servicing and dubbing.

Mr. Fineshriber also said Screen Gems is about to open its own office in Paris on the Champs Elysee, which will be under the supervision of Mr. Cron. Joining Screen Gems to work out of the new Paris branch as European sales representative, Mr. Fineshriber said, is George Blaug, who has been with Columbia Pictures International for five years.

Mr. Fineshriber, who returned two weeks ago from a two-month business trip in Europe, reported that Screen Gems' business there is "well ahead" of 1956 and the company "is operating in the black overseas." He acknowledged that prices for film products are not large but pointed out that with the constant increase in tv set circulation, the expansion in the number of tv stations and the adoption of commercial tv in one form or another by various European countries, the outlook for the future is "very bright."

FILM PRODUCTION

Jon Hall-Cowan Enterprises, Hollywood, is filming Malo of the Seven Seas, tv series in 39 parts, on 35 mm Eastman (color and monochrome) on location on island of Maui in Hawaiian group.

Normandy Productions reports completion of 26 half-hour Tugboat Annie tv films for Television Programs of America, using U. S. and Canadian harbor locations.
with headquarters at 901 Livernois, Ferndale 20, Mich. The network will use AT&T connections and offer origination, production, transmission and reception services to organizations for meetings and programs.

Six Arizona Companies Join Antennavision Community Tv

Six Arizona community antenna tv systems and engineering companies have been consolidated with Antennavision Inc. of Phoenix, according to an announcement by Bruce Merrill, Antennavision president. Antennavision, founded in 1952, serves over 8,000 families in Arizona and has 2.5 million feet of coaxial cable installed.

The new components of Antennavision Inc. are Arizona Community Television System Inc., which serves the San Manuel and Ray-Sonora areas; Clifton-Morenci Community Television Inc.; Winslow-Holbrook Community Television Inc.; Antennavision Inc. of Globe-Miami-Safford; CTV Constructors Inc., and Antennavision Manufacturing and Engineering Co. Three of these firms had been linked to the Antennavision organization.

The corporation's officers are Bruce Merrill, president; Paul Merrill, Safford, vice president; Willard Shoecraft, Globe, vice president; Earl Hickman, Phoenix, secretary, and Nelson Wirick, Phoenix, treasurer. Roy Goodman, Phoenix, is sales manager for the firm, and Edward Furman, Safford, and Bruce Kinkner, Globe, are district managers.

L. A. Mayor Approves Ordinances For Pay Tv; Referendum Move Seen

Los Angeles Mayor Norris Poulson on Dec. 20 signed ordinances adopted by the City Council two days earlier authorizing operation of two closed-circuit toll tv systems in that city. Southern California Theater Owners' Assn., which has opposed toll tv as "sounding the death knell for free tv as well as motion picture exhibition," is expected to start collecting signatures calling for public referendum.

Julius F. Tucher, SCTOA spokesman, bitterly assailed Los Angeles tv stations, networks and NARTB for "having taken a free ride" on a nine-month campaign fought by motion picture exhibitors. He urged stations to "stand side by side" with theatre operators to defeat toll tv in other cities and "save the tremendous expense of going on the ballot by referendum as we are forced to do in Los Angeles."

Thesaurus Issues 'Booster'

RCA Thesaurus has announced the release of another "sales booster" commercial lead-in radio campaign to subscriber stations, under the title of "Impersonations" and featuring impersonated voices of 52 personalities. In the transcriptions, the announcer follows the voice by saying: "That was an impersonation. Now, for something real, listen." The local commercial announcer then delivers the sponsor's commercial message.

INTERNATIONAL

News Firm for Commercial Tv In Britain 'Success,' Says Head

The operation of Independent Tv News, established at the outset of commercial tele- vision by the British program packagers as a means of competing with BBC's top-flight news organization, was termed last week "a complete success" by Geoffrey Cox, editor and chief executive of ITN.

Mr. Cox and an associate, John Carter, ITN film manager, were in New York for a 10-day business trip, conferring with CBS Newfilm officials and studying the news operations of the various networks. Mr. Cox said that from the beginning of commercial tv in Britain, ITN has had an arrangement with CBS Newfilm and he credited that organization with playing a significant role in the service ITN has been able to provide to the five commercial stations in Britain.

The six program contractors in Britain, Mr. Cox explained, set up Independent Tv News to supply national and international news to the commercial tv stations. The stations, he added, provide their own local programming, but ITN, as a pooled effort, can make national and international coverage available on a more economical basis.

ITN maintains its own studios, complete facilities and a staff of more than 150 people, according to Mr. Cox. Programs are carried to each station's transmitter by land lines, he said. Program contractors pay ITN a sum proportionate to the number of viewers in the station's coverage area.

ITN currently supplies a 10-minute and a 15-minute news program each day plus a special half-hour program weekly on foreign affairs called Roving Report. Next month ITN will feed the stations a new 15-minute program weekly titled Tell the Public, which Mr. Cox described as "a combination Face the Nation and Mike Wallace Show."

He stressed that ITN’s arrangement with the program contractors gives the organization "complete editorial independence." He said at the start of ITN's operation there was a belief in Labor Party circles that the film organization would be "biased in favor of big money" and an apprehension on the part of Conservative Party elements that ITN would be "sensational, yellow journalism." He said he was pleased to report that each faction today is "kindly disposed to our objective, balanced coverage."

The arrangement with CBS Newfilm, he said, provides for that organization to air mail to ITN daily film footage, selected for its likely appeal to British audiences. In turn, CBS Newfilm, according to Mr. Cox, has bought film coverage from the ITN. His organization, he said, relies on CBS Newfilm for coverage in areas throughout the world where ITN is not strongly represented.

Mr. Cox was impressed with rear-screen projection and other techniques used on U. S. tv programs and hopes to incorporate some of them on ITN news programs.

Brophy Heads New Canadian Firm

R. M. Brophy, at one time with NBC in New York, is president of a new Canadian company specializing in radio communications equipment, Canadian Motorola Electronics Ltd., Toronto, Ont. The new
company has a long-term agreement with Motorola Inc., Chicago. Mr. Brophy also is president of the Canadian operations of the Netherlands Philips radio organization, Philips Canadian Industrial Development Co. Ltd., and former chairman of Rogers Majestic Electronics Ltd., Toronto. A new plant is being built for the Canadian Motorola organization in Toronto's suburban North York area.

International Surveys Issues

International Surveys Ltd., Toronto, has published its second issue of Seasonal Listening and Viewing Habits in Canada. Facts, maps and graphs are given on both media for all of Canada, for the combined Montreal-Toronto-Vancouver area and for the three major markets separately.

The 77-page broadcasting survey offers seasonal, hourly, patterns for regions, cities, average days in the nation and daily segments. Other features are composition of audience, top network shows and figures on sets and set location in homes. International Surveys, which claims it was the first research organization in Canada to publish regular 15-minute station time-period audience reports, says its Seasonal Listening and Viewing series also is the first of its kind in that country.

CBC Board Will Consider Restriction on Giveaways

A regulation to limit giveaway programs is to be considered at a public meeting of the board of governors of CBC at Ottawa in February. A. D. Dunton, CBC chairman has announced. The proposed regulation would "prohibit broadcasting of any offer of any prizes, gifts or bonuses or any contest, except a contest involving skill only, provided that all the participants are present in the broadcasting studio and take part in the broadcast concerned, or that entries are made in writing and the award or size of all prizes depends on the examination and judging on their merit of all such entries.

The decision to consider the proposed regulation follows a warning of Sept. 30 that formal regulations and disciplinary action may follow unless certain minimum standards are met on giveaway programs. The minimum standards have the support of the Canadian Assn. of Radio & TV Broadcasters representing most independent stations. The proposed regulation does not eliminate the use of box tops and similar items in contests. The Sept. 30 warning had included a stipulation that contestants must not be required to pay any sum of money or have proof of purchase such as box tops to enter the contests.

Canadian Tv, Radio Sales

Up in October, Says RETMAC

Television set sales in Canada in October marked the first upward move in more than a year, with 70,537 sets sold, according to figures of the Radio-Electronics-Television Manufacturers Assn. of Canada. Total tv set sales in the first 10 months of 1957 amounted to 365,875, compared with 498,340 in the same 1956 period. Ontario accounted for 135,973 sets out of the total, Quebec 101,249, British Columbia 32,599, and the remaining seven provinces 97,000.

Radio receiver sales were up again in October and brought the January-October total to 452,637 sets as compared with 433,620 sets in the 1956 period. Portable set sales in the first 10 months of 1957 amounted to 46,002 as compared with 36,341 in the 1956 period, and automobile sets were 105,823 in the January-October 1957 period as against 93,043 in 1956.

CBC Ordered to Pay $3,000

In Invasion of Privacy Suit

Friday the 13th was not a good day for CBC. In Quebec Superior Court at Montreal Dec. 13 the CBC was ordered to pay $3,000 and costs to 77-year-old Dr. Evelyn E. Robbins of Montreal. The court found that the privacy of the doctor had been intruded upon following an incident Feb. 8, 1956, when a wrong address had been flashed on the screen in the CBC's tv network program Tabloid.

The late Dick McDougall, the program's emcee at the time, urged viewers to write or telephone Dr. Robbins "to cheer him up," after reading a letter of criticism the doctor had written the program's producer.

The case came before the Montreal court Dec. 12. The doctor claimed damages of $10,000 for invasion of privacy, humiliation, and loss of income. He testified that within minutes after his name and address appeared on the tv screen, he received telephone calls, unordered taxicabs, and even barbecued chickens. He said his phone rang steadily for three days and that he finally had to ask for a new number. He claimed to have received 103 letters in a few days, his health suffered and he had lost $300 a month in income since the incident.

New European Headquarters

Opened by Nielsen in England

A. C. Nielsen Co. Ltd opened and dedicated its new European headquarters (Nielsen House) the past fortnight in Oxford, England, amid a gathering of some 400 advertisers, agencies, tv program contractors and Nielsen's U. S. and foreign representatives.

The company noted the "insistent demand" from both American and foreign manufacturers for more marketing research in European countries. Unilever Ltd., Nielsen's first client in the United Kingdom, is also the market research firm's largest throughout the world, according to Lord Heyworth, Unilever chairman, who presided at the ceremonies.

Save for the 220 field workers and the London client service staff for the Nielsen Television Index, the whole British staff is accommodated in the new $3,000-square-foot Oxford headquarters. A. C. Nielsen, founder and chairman of the American and British firms, pointed out that the latter company now employs 900 persons. All Nielsen overseas operations are funnelled through the British firm.

ABROAD IN BRIEF

TV COUNT-OFF: Sets and prospects: East Germany, 125,000, total held down by high prices, "propaganda programming," according to observers; Austria, 15,000, growth tripled this month, with 3,500 set sales; Switzerland, 30,000, annual growth rate of 20,000, which may increase if "break-through" is reached (Several new tv transmitters currently are being added in Switzerland; Philippine Islands, slightly under 15,000 (Pan American Broadcasting Co., international station representative, credits a recent increase in set sales to importation of American programs by DZAT-TV, the only commercial tv station in the Philippines); Japan, 630,000, a total increasing by more than 30,000 a month.

BETTER BELGIAN COVERAGE: Eight million of Belgium's total nine million population will be in reach of a tv signal by April 1958, according to a plan released by the country's official broadcasting service. Current 2 and 6 kw transmitters will be boosted to 20 kw each, and some will be relocated.

TV'S TOLL: Tv competition has forced more than 100 British movie houses to close in the past seven months, according to testimony given by a government trade spokesman before the House of Commons last week.

TOKYO TOWER: A 1,082-ft. tower is under construction by the Nippon Television City Corp. in Tokyo, it has been announced. Included in the total height is a square, 241-ft. antenna.

IN FLIPPINES: Four stations of the Manila Broadcasting Co. went off the air Dec. 16, when fire razed the central transmitter for an estimated $100,000 loss. They were DZRN, DZPI, DZMB and DZHE. Origin of the fire was undetermined.

RED RECIPROCITY: Communications ministers of Communist countries agreed last week to exchange radio and television programs, it was reported by Tass news agency. Telecommunications and mail service exchanges also were set up for Soviet bloc nations, which include, besides the U.S.S.R.: Czechoslovakia, Poland, Romania, Bulgaria, Hungary, Mongolia and Red China. Yugoslavia last fall announced it would adopt the 7.5 nm bandwidth of Western European countries (Soviet satellites are on an 8-mc width), and it was reported planning links with Italy and Austria but not with the Soviet bloc [INTERNATIONAL, Oct. 7].

TWO MILLION TARGET: With registered television sets in West Germany past the million mark, manufacturers have set their sights on two million, a goal they expect to reach late next year or early 1959. This goal is based on record sales for this year [INTERNATIONAL, Dec. 9] and prospects for free enterprise broadcasting, if present legislative
efforts succeed. Radio figures reported for West Germany on Nov. 1 were 14,278,985 licensed sets, with a monthly growth rate of 55,000.

ROAD SHOW: A 1953 ban on tv sets in automobiles was invoked in Hamilton, Ont. this month when Harold Smith was charged with having an 8-in. set installed inside of his convertible. The motorist is scheduled to appear in court on the charge Jan. 2. He will be liable to a $5-50 fine, if found guilty. Mr. Smith stated that he only watched tv while he has the car parked at a quiet spot on the side of the road.

SILENT NIGHT: A strike by radio-tv technicians of the French government broadcasting system canceled Christmas broadcasts Dec. 24 and 25. Special shows planned for Radiodiffusion Television Francaise were a midnight mass, a pantomime of the Nativity, children's shows and feature films. Earlier in the month, the government-operated radio station of the Saar was silent for one day as 360 striking employees demanded a 20% pay raise. Broadcasting resumed the next day when the station capitulated to their demands, based on currency fluctuations occurring during the Saar's transfer from France to Germany.

INTERNATIONAL SHORTS
Seven-Up Ontario Ltd. (soft drinks) Toronto, on Jan. 4 plans to start half-hour Walt Disney tv show Zorro on CBC tv network. Agency is Vickers & Benson Ltd. in that city.

Max Factor & Co. (cosmetics). Toronto, has appointed James Lovick & Co. that city's effective Jan. 1.

CKAC Montreal, Que., will inaugurate its 50 kw transmitter (built by Canadian GE and utilizing germanium rectifiers and transformers) in mid-January on 730 kc.

CBWT Winnipeg, Man., plans to move from channel 4 to channel 3 to improve reception throughout area southwest of city and close to that covered by KXMB-TV Valley City, N. D., 200 miles south of Winnipeg. Both stations went on air on channel 4 about same time, May 1954, and there has been consistent interference in fringe areas. CBWT makes move at cost of about $60,000 and expects to complete it early in 1958.

CKBI-TV Prince Albert, Sask., reports it became secondary affiliate of CBS-TV Dec. 15.

CFRS Simeon, Ont., is doing weekly program of local Canadian news for broadcasting to Canadian armed forces serving with United Nations Emergency Force in Middle East. Program, under supervision of Ted Fielder, managing director of CFRS, is being prepared by station and sent to Middle East by Canadian Department of National Defense. Other Canadian independent radio stations are supplying messages from relatives of men serving in area for inclusion in one-hour program.

KMOX Sets Stereophonic Show
Listeners will hear the second stereophonic program to be offered by KMOX St. Louis during the holidays when that station and KCFM (FM) there pick up the Boston Pops Orchestra from St. Louis' Chase Hotel tomorrow (Tuesday). The first holiday stereo show for KMOX was its Christmas Eve broadcast of a midnight mass from the New Cathedral. Conductor Arthur Fiedler's New Year's Eve bill will include marches and themes from opera. Tin Pan Alley and Broadway shows. KMOX has announced.

Buyers Get WNCT's Map & Facts
A "Station Effectiveness Map" is being sent to timebuyers by WNCT (TV) Greenville, N. C., in which the usual contours and circles are replaced by penetration statistics and viewership. The station keeps agencies posted on market growth with a periodical report and space is provided on the map to stick the new data.

KNUZ Polls Housewives' Choice
In an effort to determine what kind of music the average housewife likes to hear, KNUZ Houston conducted a weekly poll of homemakers all along the Gulf Coast. The station reports that as a result of the six months' promotion, it has learned that they like music with a swinging beat, but they want the lyrics to have some value. For example, the station reports that they turned thumbs down on such big sellers as "Little Bitty Pretty One" and "Black Slacks."

The KNUZ panel of women consists of 300 housewives who send in a list of their five favorite songs each week. They also are asked to vote against the songs they find irritating, objectionable and the ones of which they are growing tired. The winning songs in the poll were played on the KNUZ Housewives Hit Parade.

Silence May Be Golden, But...
A contest to find a parakeet talented enough to repeat station breaks identifying WINS New York is being conducted by the station with the winning bird to receive a lifetime supply of parakeet feed and the owner a cash prize of $25. WINS says over 7,350 parakeet owners in the area claim their birds can do it. The station's engineers plan to visit homes with tape recorders.

‘Negro Radio’ Booklet by KATZ
A sales manual titled "Why Negro Radio?" is available from KATZ St. Louis, Mo., dealing with the problems of a station catering to a large negro market.

The Last Word’ Returns to CBS
The CBS radio series, The Last Word, devoted to the vagaries of the English language and the meaning of words returns Jan. 7, 9:30-10 p.m., after a four-month absence. The CBS Public Affairs series is also on CBS-TV, Sunday, 3:30-4 p.m.

KOCS Gets Weekly Write-Up
A weekly column, discussing programs, promotions and sponsors of KOCS Ontario. Calif., is being run in the Ontario-Upland Daily Report, titled "On the Air with KOCS."

Complete M-G-M Library NOW ON WAKR.TV DURING PEAK EVENING HOURS Call BURKE & STUART, INC. OF KEN KEEGAN New York, Chicago, Detroit, Hollywood PO 2-8811 Akron San Francisco December 30, 1957 • Page 67
and big-names stars spell success, Mr. Sponsor. This is a fallacy because the truly big stars are too rich, too tired, too independent and too lazy to do tv—film, live or any other way. Spencer Tracy, Katherine Hepburn, Marlow Brando, Clark Gable, Cary Grant—these truly top marquee performers in Hollywood don’t do television. Those that have “consented” to do tv in almost 90% of the cases can’t act their way out of a paper bag and, secondly, won’t draw an audience. These same “stars” (?) aren’t drawing people to the movies. You can go into Broadway movie houses and see only 100 persons sitting in a 4,500-seat house with the same people’s names on the marquee that the sponsor is now insisting on having on his television program. So I think this proposition has proven to be nonsense on two counts—they can’t act and they don’t draw!

And fallacy No. 3, the residual philosophy: Let’s do it so we can rerun the films. Well, they’ve discovered their audiences are so slim and unenthusiastic in the summer—during the rerun time—that this argument has proven to be something of a boomerang.

There is a fourth reason on the part of our network chieftains—equally fallacious—that New York hasn’t the facilities and centralization of operations. In Hollywood, all of the facilities are quite centralized, and so is the sterility, so is the lack of inspiration, and so is the ineptitude of the product. I don’t care about being dispersed in New York. I don’t think we have the facilities they have in California, but that is all they have. We have the largest and best reservoir of talent here—acting and writing and other creative talents. Like London, it is here that our theatre exists, it’s here that the major creative artists function. And to move the industry out to that Blind Man’s Bluff called Hollywood is sheer nonsense.

Do you think that the real or supposed lack of facilities here is going to continue to send it westward?

No. I don’t think that truly sent it westward. I think that was an after-the-fact rationalization.

Could you give us an example of a company that’s already switched from film to live?

Yes, a very interesting example. There’s the number one corporation in America, Du Pont. For several years it used the Cavalcade of America series on film. This year Du Pont inaugurated a new approach to tv, switching to live, 90-minute shows, presenting exciting classics, like “The Prince and the Pauper” and “The Bridge of San Luis Rey.” Other shows are beginning to make the switch and I think you’ll notice quite a swing come January and February—and certainly by next fall.

Is there available material for television programming?

Well, television is the most voracious monster in the world, but there’s no end to creative people and there’s no end to imagination and thinking. I think television’s appetite for ideas and people is an exciting challenge. We now have an industry and a creative form of expression that can use more imagination and talent than all the other entertainment industries put together. This will stimulate the young, talented people of this country as it should stimulate the gifted people who already are mature artists. No, I don’t think we’re going to run out of talent. I think we’re going to have to do a better job of finding it, nursing it, bringing it along.

Isn’t some of the talent nurtured by television going to Hollywood—some of the actors and some of the writers?

Certainly. We’re being outbid constantly. The old glamor of Hollywood is still there. The actor who can make a feature motion picture is inevitably impressed with that opportunity. The fee that he gets is all out of proportion to what television could pay him. His penetration throughout the world in a motion picture is much greater than his exposure on television. And so too with writers. They will get more money and their work will be performed all over the universe, whereas at the moment we [television] are confined to Canada and the United States. Yes, we find a competitive situation with Hollywood and yet, every time they buy away a Rod Serling, Eva Marie Saint or Grace Kelly, new Serlings, Saints and Kelleys rear their wonderful heads, and so we have an endless pouring in
of new talent to replace the talent that's drained away from us.

What will happen if pay television gets off the ground? Do you think that's going to hurt live television?

No, I think it'll help. I'm all for pay television because I think it's another horizon in the entertainment business. Another horizon in television itself, and I think it will be a great opportunity for talented people. It will force better quality from commercial television. To compete, they'll do better things more often. I think it's very healthy. The controversy over toll-tv is to be expected because all progress seems to have terrible birth pains. Pay tv will come and it will be a wonderful new frontier for entertainment. I welcome it. I wish it would hurry up.

What has Talent Associates to do with NBC? Could you explain that for our readers?

We have no present contractual relationship with NBC. At one point, we were under exclusive contract to NBC 1½ years ago, whereby all programs that we devised or conceived would be on NBC only. That contract has expired. Several of the programs we will do this season will be on NBC, but that's a coincidence. As a matter of fact our big Du Pont and Armstrong Cork Co. projects are with CBS.

Is it also a coincidence that BBDO is the agency you're working closest with at the moment?

I like to think it's because they're the smartest and best advertising agency. It's more than coincidence. I think they have a good corner on brains in the advertising agency business.

I also like to think that we do a good job for them, which is why they keep coming back. The Armstrong Cork Co. is very happy with Armstrong Circle Theatre. Retail was ecstatic with "Pinocchio"; Du Pont is very pleased with "The Prince and the Pauper." This is the best reason for our doing business with each other.

Not long ago you were reported at length as having comments on allegations of censorship in television programming. Do you want to comment on that?

Yes, I'd like very much to comment on that. I'm bored with the whining and complaining about the sterility of tv, about the censorship and the frustrations imposed by sponsors and advertising agencies. I don't find it to be true. There are exceptional circumstances with exceptional sponsors and agencies where the going is rough. But the great majority of sponsors and advertising agencies do give you your creative head. They are honest, enthusiastic partners in the common ambition to do the best possible programming job. The good sense and the basic intelligence that would pertain in motion pictures should and does pertain in television. We obviously do not do shows about homosexuality, miscegenation and minority group problems that would offend; neither is that sort of thing done in motion pictures. There is no vicious, insidious, stupid, ignorant set of strictures laid upon you by an agency or a sponsor. I have found them to be intelligent and cooperative people.

How about the length of a program? Do you think you could do a good job on a live show in a half-hour, or do you prefer the hour or the 90 minutes?

Well I have a preference. As we've found with the Du Pont Show of the Month, you have more opportunity to express yourself in an hour and a half.

More money, too?

Yes, more money. But I have done, and believe I could do again, excellent half-hour shows. I think Justice was an excellent half-hour show in the mystery genre. Peepers was an excellent half-hour situation comedy.

You will work with other advertising agencies?

Oh yes, we want to do very much. As a matter of fact, we spend a good deal of our time calling on the other advertising agencies, presenting new program ideas.

What sort of people do you represent in the management end of it?

We have given up management. We are strictly and solely a program package and production company.

You have done a little film to work?

Oh yes, I did one. Maybe that's part of my conviction. I went to Paris while still under contract to NBC a year and a half ago and we shot a pilot of a new series. There are a lot of factors explaining why it didn't crystalize as a program. But basically, it was done against the pressure of the clock. I heard myself saying: "Okay, let's wrap it!" when I didn't want to wrap it. "Wrap it" is the phrase meaning "Put it in the can, that's it for all time."

Do you have some new ideas or new shows coming up?

Yes, we plan a very active mid-season agenda. We've got a number of new pro-
THEY. That way lies disaster. Buy what YOU like—what YOU, Mr. Sponsor, and YOUR wife would want to see as a movie at the local theatre! To look down upon television and buy for the mysterious THEM is utter nonsense. What’s been bought this season is a pack of inanity and trivia that could have been bought only by people projecting what THEY’LL like. And I think that’s not a little responsible for the debacle that this season represents.

Do you think there’s any salvation for filmed shows?

Yes, if the economics ever change. I think someday—maybe the aegis of pay tv—budgets will be raised considerably. But a second thing would be necessary and that is nobody ever stops to think about this the day that John Ford, Willy Wyler, Joshua Logan, Elia Kazan, George Stevens—the really great motion picture minds—apply their intelligence and their imagination to tv film, we will have good, exciting tv film. Tv film is being made now by get-rich-

'The tv films of today are made by has-beens'

quickers, by rejects and retreats from the motion picture industry. The real film giants are not the men making tv film. The tv films of today are made by has-beens and never-weres in the film business—by people hell bent for capital gains deals. When you see a film that says “George Stevens directed and produced”—you can bet your money it’s going to be a good show. These people are above and beyond television films now and the people who are doing tv films are not equipped by God or talent to do the job. What you’re getting are lacklustre extensions of their feeble talents.

As for myself, it is very difficult to watch television as I used to all evening. I would try to see some new writers and actors on other shows. I can take about an hour and ten minutes of it now with great discipline. My 14-year-old daughter recently asked me to buy her a transistor radio. I asked her why she wanted the radio and she had the most logical answer in the world: "Because I wanted to listen to it. I don’t like television very much. Duddy, it’s dull." Well, I bought her a transistor radio and I find her listening to it a good deal.

I noted with great joy and admiration John P. Cunningham’s remarks at Atlantic City at the convention of Assn. of National Advertisers—his index of boredom, his nausea at the carbon copying of success formulas, the lack of inspiration and intelligence, the patronizing of the medium and the lustless response to commercials [ADVERTISERS & AGENCIES, Nov. 4]. He is so right! It’s heartening to find an advertising man who would get up on his feet and blast the industry. It needs blasting.

I care about television very deeply. It is potentially the greatest medium with the most influence on people’s minds. And it’s being run into the ground this season except for a few special shows. It’s terribly dismaying and disheartening. I think newspaper men and critics—periodicals like yourselves—have a deep obligation to protest intelligently and consistently, because a single blast doesn’t seem to move this industry. It must be a refrain, an intelligent, continuous refrain. The television potential hasn’t been touched and Yet we’re living on a diet of mediocrity and pap.

Television is still an infant. As a merchandising weapon, as an advertising medium—there’s nothing that can come anywhere close to it. But all that potential can come only if the entertainment conveying that message is good and exciting and dynamic. If it isn’t, I believe Mr. Cunningham is quite right. The index of boredom is acutely high. The various networks come up with amusing figures to show that this horror season of programming has more listeners and viewers than last season had. Well, more people were born, I suppose, and fewer died, but I can’t believe people are stimulated by this dreary level of entertainment. I think they’re lulled to sleep with boredom, and if they’re not lulled to sleep, they’re lulled to inactivity. I cannot believe the advertiser is selling more goods. I think he’s probably selling less goods. The American audience is in a trance. They have the sets on out of sheer habit, but their minds are asleep and their pocketbooks are zipped.
People

Advertisers & Agencies

- Oscar S. Lewis, general office manager, Liller, Neal & Battle, Atlanta, elected partner in firm.
- Theodore Kaufmann, with General Cigar Co. since 1932 and vice president in charge of manufacturing, named executive vice president.
- Thomas C. Burrows promoted from central region sales manager to general sales manager of Anheuser-Busch Inc. (brewery division), St. Louis. He succeeds William Blen, recently promoted to vice president-marketing.
- Ken Craig, broadcast manager on Los Angeles accounts, Foote, Cone & Belding, who joined agency in August and worked out of Hollywood office, has resigned.
- J. William McElhenny, former account executive at Critchfield & Co., Chicago, has been promoted to senior vice president-marketing.
- Robert H. Brinkerhoff, vice president and service head at Young & Rubicam, Chicago, appointed vice president in charge of that office, succeeding Eldon E. Smith.
- Arthur W. Schultz, account supervisor at Foote, Cone & Belding, Chicago, elected vice president of agency.
- John Cross, account executive, Compton Adv., N. Y., has been elected vice president. He currently is in charge of Gleem (Procter & Gamble) account.
- Charles F. Junod, general sales and advertising manager of Pacquin Inc., N. Y., elected vice president. He joined toiletries firm in 1949.
- R. A. Phelps, vice president at Earle Ludgin & Co., Chicago, assumes additional duties as market development director.
- E. B. Newsom, sales manager, Vick Chemical Co., N. Y., named vice president in charge of sales and sales promotion for Vick Products Div. A. J. Elias, advertising manager, elected vice president in charge of advertising and marketing. J. S. Scott succeeds Mr. Elias.

Film

Elliott Abrams, midwest representative of Sterling Television Co., appointed manager of company's operations in new Chicago offices at 100 W. Monroe St.

Networks

James E. Hart, 53, radio producer and writer, died Dec. 19 following heart attack at International Airport in New York. He and his wife, Elizabeth, had planned to leave New York for Texas. He had produced radio programs and written scripts for CBS and NBC.

Stations

Ralph L. Atlass, founder and president of WIND Chicago until last December when Westinghouse Broadcasting Co. purchased station, has been named vice president, Chicago, for WBC. Since transfer of ownership, Mr. Atlass has been general manager of station.

The Best Friend A Station Ever Had!

"Our experience has convinced us that TelePrompter is an essential tool for the proper presentation of live announcements and shows. Ours is in use every day."

Mr. James Garity, Jr., President
WNEM-TV, Bay City, Michigan

December 30, 1957 • Page 73
Alan Scott, which will be presented on Monday-Friday, from 8 p.m. to 1 a.m.

Robert Townsend (Rob Randell), formerly assistant manager, KLCS Flagstaff, Ariz., to KRIZ Phoenix as program director. Andy Lane, KRIZ, named production supervisor.

Chris Lane, announcer KAKC Tulsa, Okla., named program director. Before joining KAKC, Mr. Lane was with KOTV (TV) Tulsa, WTSK-TV and WKGN, both Knoxville, and WSM-TV Nashville.

George W. Yazell, assistant manager and acting chief engineer, WJLS Beckley, to WOAY-TV Oak Hill, both West Virginia, as assistant manager in charge of local and regional sales.

Mary Warren, executive assistant in charge of programming-production, KCOP (TV) Los Angeles, named program director.

Robert B. Martin, manager, Music Supplier of Ohio (independent record distributor), Cincinnati, to WJBK Detroit as program director.

Homer Cunningham, formerly production manager-announcer, WIBW-AM-TV Topeka, Kan., to KWFT Wichita Falls, Tex., as program director. He succeeds Blaine Cornwell, who resigned to accept executive position with WKLO Louisville.

Alan Scott, formerly with WCAU-AM-TV and WPTZ (now WRCV-TV), both Philadelphia, to WFIL Philadelphia as host of the Alan Scott Show.

John C. Peffer, assistant general manager of WTAR Norfolk, Va., since 1952, named vice president in charge of operations. He has been with WTAR since 1930.

Edwin R. Gorby, WTAR-TV Norfolk, Va., to WBOY-TV Clarksburg, W. Va., as traffic manager.

John Baldwin, operations manager, WTCN-AM-TV Minneapolis-St. Paul, promoted to assistant manager for radio-TV. Ted Snider, west coast TV official, named program director for WTCN-TV.

George W. Yazell, assistant manager and acting chief engineer, WJLS Beckley, to WOAY-TV Oak Hill, both West Virginia, as assistant manager in charge of local and regional sales.

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George Arnold, formerly account executive and retail advertising specialist, KCBS San Francisco, to CBS Radio Spot Sales as manager of sales development. He will headquartered in New York and will direct nationwide sales activities.

Lee M. Vanden-Handel, director of broadcast media and account executive since 1953 of Force Inc., Paterson, N. J., advertising agency, to Peters, Griffin, Woodward Inc., N. Y., account executive staff. He earlier was with WPAT Paterson and WFUN Grand Rapids, Mich.

Arthur O'Connor, formerly with Foote, Cone & Belding, N. Y., to Devney Inc. that city.

Mrs. Bonnie Bourne, widow of late Saul H. Bourne, elected to board of directors of ASCAP to fill unexpired term of her husband. She is first woman to serve on board in ASCAP's 43-year existence.

Ward E. Calwell, southwest division personnel manager and Missouri-Kansas news manager, United Press, promoted to southwest division news manager.

Jeff G. Murray, formerly with New Brunswick (N. J.) Home News, has been named business representative for International News Service temporarily assigned to New York. At one time, Mr. Murray was with WTTT Coral Gables, Fla.

John C. Maxwell, senior partner in Tucker, Anthony & R. L. Day (member of New York Stock Exchange), elected to board of directors, General Precision Equipment Corp.

Percy L. Spencer, director, Raytheon Mfg. Co., elected senior vice president. He will continue to serve as manager of firm's microwave and power tube division.

Frank L. Miller, manager, product planning, General Electric specialty control department, Wayneboro, Va., appointed manager-marketing, GE power tube department, Schenectady, N. Y.


Station Authorizations, Applications
As Compiled by BROADCASTING
December 19 through December 24
Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards & changes during round-up.

Abbreviations:
DA—directional antenna; cp—construction permit; ERP—effective radiated power; uhf—ultra high frequency; vhf—very high frequency; w—will; x—x-ray; wbf—whip antenna; wwt—weather; x-day—x-day

New TV Stations
APPLICATION
St. Petersburg, Fla.—Low Power Teletexting Corp., wbf ch. 16 (106-130 mc): ERP 318 kw. 158 kw sir.; ant. height above average terrain 1,000 ft., above ground 1,074 ft. Estimated construction cost $1,300,000, first year operating cost $1,500,000, revenue $1,400,000. P. O. address: 245 Beach Drive, North St. Petersburg, Fla. Studio location St. Petersburg, Fla. Trans. location 3 miles N.E. of New Port Richey, Fla. Geographic coordinates 28° 16' 43" N., 82° 40' 24" W., Trans. sir. ant. O. Legal counsel Frank U. Fletcher, Speran and Robertson, Washington, D. C. Consulting engineer Vandeviere, Cohen and Weirs. Washington, D. C. Owners are Louis Fried, (15.4%), Curtis & Gross Inc. (13.5%), J. L. Van Volkenburg (8.8%), David E. Edmunds (7.7%), Robert A. James, Harry W. Bennett Jr. and Hal James (each 5.0%), and others. Mr. Van Volkenburg is former president, CBS-TV, Mr. Bennett and Hal James each own 4.8% of WVTB-AM-FM, Rochester, N. Y. Mr. Fried is sales manager of watch firm. Curtis & Gross is building contractor. Mr. Robert James has various business interests, as does Mr. Edmunds. Announced Dec. 19.

New AM Stations
APPLICATION
Hamden, Conn.—Albert L. Capstaff, Jr., as Eastern States Bcast. Co., 2020 No. 1 kw D. P. O. address 177 Leroy Ave., Danite, Conn. Estimated cost $200,000, first year operating cost $30,000, revenue $40,000. Mr. Capstaff, sole owner, is president and owner of WDEW Westfield, Mass., and president, general manager and 25% owner of KVAS Fortuna, Ore. Announced Dec. 19.

New FM Stations
APPLICATION
San Francisco, Calif.—MBS Inc., 65.7 mc, 5.11 kw untl. P. O. address 1640 Broadway, New York, N. Y. Estimated construction cost $188,001, first year operating cost $453,000, revenue $100,000. MBS, Paul Roberts president, is broadcast network. Mr. Roberts is 10% common stock owner, with Louis M. Hafer 10%, Occidental Petroleum 10%, Starrett Corp. (10%), Frieda R. Henckel 10%, H. Roy Roberts 9.5% and others. Mr. Hafer is in construction. Starrett Corp. manufacturers ice cream. FCC stated December 19, was FCC license from Scanlon, 99.6% owner and Frank Com.—1964-1965. H. Roy Roberts has reality and oil interests. Announced Dec. 19.

Ownership Changes
APPLICATION
KBRIS Bakersfield, Calif.—Seeks assignment of license from Marmat Radio Co. to Eastern Electronic Industries Corp. for $185,000. Eastern Electronically is owned by Lezmont Corp. (30%) and William E. Caskey (10%). Mr. Casey is officer of Eastern Electronic, manufacturer of sonic devices, and of Lezmont Corp., real estate holding corp. Broker, Wilt Gunnsendrofer & Assoc. Announced Dec. 20.

KNOB Long Beach, Calif.—Seeks assignment of license to and sale from Raymond R. Torian and John W. Doran, d/b/a Cerritos Bcast. Co. to Cerritos Bcast. Co. for $4,000 to Mr. Doran and 20% to Mr. Torian. In same assignment Corp. Torian, Cerritos Bcast. Co. is owned by Mr. Torian (50%), Alex N. Stein (35%) and Frank James (15%). Mr. James is owner of KBSA Santa Paula, Calif. Mr. Stein is sales manager of KNOB. Announced Dec. 20.


WTAL Tallahassee, Fla.—Seeks assignment of license to from John H. Mitchell & Son Inc., for $149,972. WTL, Inc. is owned by Victor G. B. Belin, and Mr. Belin and WTL, Inc. are each 50% owners of WTL-AM-FM-TV. Mr. Belin (each 25.5%), and others. Mr. Delaware is 50% owner of WADD Ridgedale, Me., 30% owner of WDEL Delaware, Del., 22% owner of WAVE Milford, Del., 30% owner of WHEL Allentown, Pa., and Mr. Delaware is 50% owner of WADD-FM-TV, 20% owner of WHEK. Mr. Chipollini is 50% owner of WQUE-AM-FM-TV, 50% owner of WHOR. Announced Dec. 19.


WARK, WFM-TV Lafayette, Ind.—Seeks assignment of license from WFM Inc. to Lafayette Bcast. Corp. Corporate change, no control change, Announced Dec. 20.

1. Name or nearest office of
HAMILTON, STUBBLEFIELD, TWINS & ASSOCIATES

Call your nearest office of

1. First in property sales—Large and Volume
2. Cent to Coast, Jr. Offices Strategically Located

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RADIO • TELEVISION • NEWSPAPER

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Wm. T. Stubblefield
1737 DeSales St., N. W.
EX 3-8456

CHICAGO, ILL.
Ray V. Hamilton
Barnsey Ogles
Tribune Tower
DE 7-2754

ATLANTA, GA.
Jack L. Barton
1515 Healey Bldg.
JA 3-3431

DALLAS, TEX.
Dewitt (Judge) Landis
Fidelity Union Life Bldg.
RI 8-1175

SAN FRANCISCO
W. R. [Ika] Twining
111 Sutton St.
EX 2-8871

The First' and Only' National Media Brokerage Firm

BROADCASTING December 30, 1937 • Page 75
general manager of WLOB, president and 1⁄2 owner of WMRE Sanford, M. H., adds ch. 17 to its operating permit and 55.495% owner of WGHM Skowhegan, Me. Announced Dec. 16.

WVPO Stroudsburg, Pa.—Seeks assignments of control licenses to its Owners (Co.) by James H. Ottaway, Ruth B. Ottaway and John R. Yappan as trustees through transfer of stock from Ruth W. Ottaway, James H. Ottaway Jr. and David H. Ottaway. Corporate change. Announced Dec. 18.


KQVY Everett, Wash.—Seeks assignment of license from Walter N. Neilsnak, Paul Crain and Archie Baker. d/b as Shoeshineh County Beaxa, to Walter N. Neilsnak and Paul Crain. d/b as Shoeshineh County Beaxa. Inc. Corporate change. no control change. Announced Dec. 19.

KOPE Pullman, Wash.—Seeks assignment of license from David and Mary Adelaide R result, d/b as Pullman Beaxa, to Herbert E. Evertt (60%) and others. Mr. Everitt has been 1⁄2 owner and general manager of KABT Jerome, Idaho. Announced Dec. 17.

Hearing Cases INITIAL DECISIONS Hearing Examiner Batsi P. Cooper issued initial decision looking toward granting application of Radio Hawaii Inc., to change frequency and KPOA Honolulu, Hawaii, from 130 kc to 550 kc and increase power of time from 5 kw to 15 kw unt. Dec. 16.

Hearing Examiner J. D. Bond issued initial decision looking toward denying application of Greenview Bestco. Corp. for new am station to operate on 1440, that is now 1500 in Greenview, W. Va. Dec. 19.

Hearing Examiner R. A. Figgie issued initial decision looking toward grant of application of Noble De Kalb Beaxa Inc. to change facilities of WAWK (formerly WRTL) Knoxville, Tenn., from independent 1570 kc to nondirectional (1750 kc to 250 w D). condition. Announced Dec. 22.

OTHER ACTIONS Commission announced its decision of Dec. 18 waiving "10 percent rule" and granting application of Sarasota Bestco. Inc. for modification of its license to operate as WKXY Sarasota, Fla., for change of facilities of 920 kc on ch. 11 to 1 kw B, 500 w D, to 1 kw C, with all counsel, orderd that exchange of direct case in writing of each party to be made within 30 days. Jan. 15, 1957, and that hearing scheduled for Jan. 30 to be continued without date in application of WGBH-Boston, Inc. to increase power of license from 5 kw to 25 kw and add ch. 5 to its operating permit and 55.495% owner of WGHM Skowhegan, Me. Announced Dec. 16.


Routine Roundup ACTIONS BY FCC PETITIONS FOR RULE MAKING FILED Springfield Television Bestco Corp. WWLP Springfield, Mass., has applied for amendment of Sec. 3.606 to allocate ch. 74 to Springfield, Vt., with alteration and other channel-related condition as follows: delete ch. 74 from Bennington, Vt., and add ch. 69 to same; delete ch. 75 from con-
cord, N. H., and add ch. 15 to same; delete ch. 15 from Concord, N. H., and add ch. 11 to same; and delete ch. 30 from St. Johnsbury, Vt., and add ch. 78 to same. Announced Dec. 20.

PETITIONS FOR RULE MAKING DENIED WKNE Corp. WKNE-TV Keene, N. H.—Petition requesting rule making to delete ch. 17 at Durham, N. H., and specify ch. 11 at Keene and specify ch. 70 or 82 at Durham. N. H., for educational use, Petitioner further re-
questing in order to show cause against WKNE Corp. requesting it to shift the assignment of ch. 17 at Keene, N. H., from ch. 49 to ch. 11. Announced Dec. 16.

SALINAS—RCA, Bestco. Worcester, Mass.—Petition requesting rule making whereby ch. 11, assigned to Durham, N. H., is to be used for non-commercial educational purposes, is reassigned to the Educational Foundation of Massachusetts, Mass., for commercial operation. and coincidentally that ch. 21 is assigned to Durham for educational purposes, should the latter be dropped from the petition. Announced Dec. 21.

Above petitions denied by memorandum opinion and order adopted Dec. 18, 1957 and re-
leas

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$200,000.00

Fulltime independent in major market. Presently showing profit and consistent improvement. $75,000 down and five years to pay balance.

The Sunny Southwest

$200,000.00

Fulltime network affiliate on fine facility. A top growth market. Profitable, with good assets. $75,000 down and reasonable payout.

Exclusively with

Blackburn & Company

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CHICAGO

James W. Blackburn

Jack V. Harvey

Clifford B. Marshall

Stanley Whitaker

Healey Building

Jackson 5-1576

H. W. Cassill

William B. Ryan

333 N. Michigan Avenue

Financial 6-6460

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Offices and Laboratories
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Washington, D. C. Federal 3-4800
Member AFCCE

### Commercial Radio Equipment Co.
Everett L. Dillard, Gen. Mgr.
International Bldg. DI-7-1319
Washington, D. C.
P.O. Box 7037
KANSAS CITY, MO.
Member AFCCE

### Russell P. May
711 14th St., N. W.
Shawton Bldg.
Washington, S. C.
Republic 7-3994
Member AFCCE

### A. Earl Cullum, Jr.
Consulting Engineers
INWOOD POST OFFICE
DALLAS 5, TEXAS
LAKEVIEW 8-4108
Member AFCCE

Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1520; Executive 3-5851
Member AFCCE

### John B. Heffelfinger
8401 Cherry St.
Hiland 4-7010
KANSAS CITY, MISSOURI

### Vir N. James
Specialty
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney
Skyline 6-1603
Denver 22, Colorado

### James C. McNary
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

### A. D. Ring & Associates
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2527
Washington 4, D. C.
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### L. H. Carr & Associates
Consulting Radio & Television Engineers
Washington 6, D. C.
Fort Evans
1000 Conn. Ave.
Leesburg, Va.
Member AFCCE

### Walter F. Kean
Consulting Radio Engineers
Associate
George M. Skien, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)
Member AFCCE

### Vandivere & Cohen
Consulting Electronic Engineers
610 Evans Bldg.
NA-8-2696
1402 New York Ave., N. W.
Washington 5, D. C.
Member AFCCE

### John H. Mullaney
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

### A. E. Towne Assoc., Inc.
Television and Radio Engineering Consultants
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

### Pete Johnson
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KANAWHA HOTEL BLDG.
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DI-3-7503

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Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

### J. G. Rountree, Jr.
Consulting Engineer
5622 Dyer Street
Emerson 3-3266
Dallas 6, Texas

### Ralph J. Bitzer, Consulting Engineer
Suite 200, Arcade Bldg., St. Louis 1, Mo.
Olivet 1-4934
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Allocations • Applications
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Consulting Radio Engineer
662 Hawkins Street
Lufkin, Texas
Neptune 4-2442 Neptune 4-9388

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## Service Directory

### Commercial Radio Monitoring Company
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A Full Time Service for AM-FM-TV
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KANSAS CITY, Mo.
Phonex Jackson 3-5502

### Capitol Radio Engineering Institute
Accredited Technical Institute Curriculum
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Consulting Engineers
Radio & Television
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Member AFCCE

### Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8213
WASHINGTON 4, D. C.
Member AFCCE

### Kear & Kennedy
1302 19th St., N. W.
Washington, D. C.
Member AFCCE

### Lynne C. Smeby
Consulting Engineer AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
Oliver 2-8520

### Robert L. Hammett
Consulting Radio Engineer
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7845

### Ralph J. Bitzer, Consulting Engineer
Suite 200, Arcade Bldg., St. Louis 1, Mo.
Olivet 1-4934
"For Results in Broadcast Engineering" AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

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### Broadcasting

* Indicates estimated number. The actual number may vary.

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COMMERCIAL STATION BOXSCORE
As Reported by FCC through Nov. 30

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>LICENSED (all on air)</td>
<td>3,113</td>
<td>527</td>
<td>392</td>
</tr>
</tbody>
</table>
| CPS ON AIR (new stations) | 67 | 10 | 147*
| CPS NOT ON AIR (new stations) | 109 | 51 | 117 |
| TOTAL AUTHORIZED STATIONS | 3,289 | 588 | 656 |
| APPLICATIONS FOR NEW STATIONS (not in hearing) | 374 | 32 | 72 |
| APPLICATIONS FOR NEW STATIONS (in hearing) | 116 | 9 | 50 |
| TOTAL APPLICATIONS FOR NEW STATIONS | 490 | 41 | 122 |
| APPLICATIONS FOR MAJOR CHANGES (not in hearing) | 218 | 20 | 35 |
| APPLICATIONS FOR MAJOR CHANGES (in hearing) | 27 | 1 | 11 |
| TOTAL APPLICATIONS FOR MAJOR CHANGES | 245 | 21 | 46 |
| LICENSES DELETED | 0 | 0 | 0 |
| CPS DELETED | 1 | 0 | 2 |

SUMMARY OF STATUS OF AM, FM, TV
Compiled by BROADCASTING through Dec. 24

<table>
<thead>
<tr>
<th></th>
<th>ON AIR</th>
<th>CP TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,113</td>
<td>67</td>
</tr>
<tr>
<td>FM</td>
<td>527</td>
<td>10</td>
</tr>
<tr>
<td>TV (Commercial)</td>
<td>392*</td>
<td>147*</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through Dec. 24

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMERCIAL</td>
<td>413</td>
<td>84</td>
<td>497*</td>
</tr>
<tr>
<td>NON-COMMERCIAL</td>
<td>22</td>
<td>6</td>
<td>28*</td>
</tr>
</tbody>
</table>

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

*There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation.

*There have been, in addition, 171 television cps granted, but now deleted (33 vhf and 144 uhf).

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

continued indefinitely in proceeding on an application of South Norfolk Broadcast Co., Inc., South Norfolk, Va., and Des Moines, Iowa, to permit designation of two other applications into this proceeding, and ordered that hearing conference will be held on Feb. 14, 1958. Action Dec. 17.

By Chief Hearing Examiner
James D. Cunningham on dates shown

By memorandum opinion and order, denied petitions of Western Empire Broadcast, Inc. (KEBO) San Bernardino, and Ben E. McGlashan (KGFJ) Los Angeles, to intervene in proceeding on an application of Pierce Brooks Broadcast Corp. (KEGL) San Fernando, Calif. Action Dec. 16.


By Hearing Examiner Jay A. Kyte

On December 13

Pursuant to hearing conference on Dec. 19, and with concurrence of all counsel, ordered that hearing scheduled for Dec. 23 is continued without date re am application of A. H. Gorman II (KQAA) Austin, Minn.

By Hearing Examiner Basil P. Cooper on December 18

Issued order following first hearing conference in proceeding on application of St. Anthony Television Corp. and WTV2 Inc., for new tv stations to operate on ch. 11 toWomen, La.; further hearing conference will be held on Jan. 12, 1959 and evidentiary hearing scheduled for Jan. 13 is continued to date to be announced at further hearing conference.

BROADCAST ACTIONS
By Broadcast Bureau

Actions of December 20

WGPA-AM-FM, Bethlehem, Pa.—Granted acquisition of positive control by Mr. Pauline Adams through purchase of stock of station from Brillhart, Evelyn W. Brothers, et al., by licensee corporation in agreement thereunder.

WGMA Hollywood, Fla.—Granted assignment of license to Melody Music Inc.

KPOJ-AM-FM, Portland, Ore.—Granted involuntary transfer of control from Maria C. Jackson and Harold L. Davidson, to United States National Bank of Portland, as Executors of Estate of Edward B. Jackson, deceased.

WLCL-AM-TV Lake Charles, La.—Granted assignment of license and cp to T. B. Landford and Louis M. Sephues, c/b with same name.

KAPA Raymond, Wash.—Granted authority to broadcast specified hours following Dec. 6 from 6:30 a.m. until 6:30 p.m. PST, except on special occasions when station will be off air after 6:30 p.m. to serve public interest.

The Los Angeles, O.C. granted modified of cp to change type transc. and change type ant. and transmission line; ERP vis. 1.41 kw, aur. 0.708 kw, ant. -110 ft.

WYDE Scottsbluff, Nebr.—Granted extensions of completion dates as shown: WROM-TV Chattanooga, Tenn., to 1-6-59; WBBR-TV Wites-Barre, Pa., to 1-1-59; WBUP-BU-1, 1-1-59;crof Jefferson City, Mo., to 6-2-58; KMVA-TV Victoria, Tex., to 7-1-58.

Actions of December 19

WULA Eufaula, Ala.—Granted assignment of license to the Diade Broadcasting Co., Inc. (WYPO), Opelika, Ala. (WDUG); Granted acquisition of positive control by John R. Chas.ALL., and R. John Tappin, as Trustees through transfer of stock from Ruth W., James H. and Betty R. Otis.

WZIE Atlanta, Ga.—Granted acquisition of positive control by Moore C. Nicholas and Chester H. Jones through purchase of stock from Kenneth I., Landham and Dale B. McDonald.

WYMC Mt. Carmel, Ill.—Granted assignment of license and cp to new owner with new owner T. Keith Coleman d/b with same name.

WCHE-TV Las Vegas, Nev.—Granted license to install new trans. as alternate main trans. at main trans. site.

DKN-AM, New Haven, Conn.—Granted license to install new trans. as alternate main trans. at main trans. site.

KFAA Albuquerque, N. Mex.—Granted license to install new trans. as alternate main trans. at main trans. site.

WGRA Fargo, N. D.—Granted cp to increase power to 500 kw to 1 kw and change of new trans. as alternate main trans. at main trans. site.

KELA Centralia-Chilhow, Wash.—Granted license to increase power from 7 kw to 5 kw, installation of new trans. and changes in ground system; Granted license for following am stations: WCLE Jamestown, Tenn. WAKM, Franklin, Tenn., conditions; WJIM-AM, Franklin, W.I., conditions; WVP Mount Kisco, N. Y., and specify change in type trans. and studio as same as trans. location; conditions.

WNNI-AM, Muncie, Ind.—Granted license to increase power from 10 kw to 2 kw and make changes in type trans. and studio as same as trans. location.

WRNR Woonsneck, R. I.—Granted cp to change studio and trans. site.

WMBL-CJ,6,5, 1755-58; Granted cp to install new trans. as aux. trans. at main trans. site.

WHW Providence, R. I.—Granted cp to install new trans. as aux. trans. at main trans. site, and operate by remote control.

KOWN Redondo, Calif.—Granted cp of station to change type of trans. and studio as same as trans. location.

KGBP Bedding, Calif.—Granted cp of station to change type of trans.

KKEY (FM) Rene, Nev.—Granted cp to substitute certain type tubes in final amplifier.

KVTM Lapw Spee, Calif.—Granted cp of station to change type of trans. and studio location and operation by remote control.

Following were granted extensions of completion dates as shown: WDRE Cleveland, Minn. to 6-34-58; KKEY Tyler, Tex., to 1-15-59; conditions on both: KNYV-TV Juneau, Alaska, to 3-31-58; WEA M Arlington, Va., to 4-13-58; KBBM Bismarck, N. D., to 6-1-58.

KKEY Tyler, Tex.—Granted cp of station to change type of trans.

KLYN Amarillo, Tex.—Granted assignment of cp to Nichols-Whitney Broadcasting.

KBE Berkeley, Calif.—Granted license covering installation of new ant. condition.

KWBB Oakland, Calif.—Granted license covering installation of old main trans. as aux. trans. at station location.

WKAP Norfolk, Va.—Granted license to use old main trans. as aux. trans. at main trans. site; condition.

WBLI Babylon, N. Y.—Granted license of station to change name to Capital Cities Television Corp.

WSAJ Grove City, Pa.—Granted authority to remain silent beginning Dec. 14 and ending Jan. 4, 1959, in order to observe Christmas recess.

KFAD Fairfield, Iowa.—Granted extension of authority to remain silent for additional period ending Jan. 9, 1958, due to bankruptcy.

Continues on page 82.
**CLASSIFIED ADVERTISEMENTS**

**Payable in advance. Checks and money orders only.**

- **DEADLINE:** Undisplayed—Monday evening, Tuesday evening preceding publication date.
- **SITUATIONS WANTED** 20¢ per word—$2.00 minimum • **HELP WANTED** 25¢ per word—$2.00 minimum.
- All other classifications 30¢ per word—$4.00 minimum • **DISPLAY ads** $20.00 per inch.
- **No charge for blind box number. Send replies to Broadcasting, 1733 DeSales St., N. W., Washington 6, D. C.**

**Applicants:** Send complete resume. Include all transcriptions, photos, etc., sent to box numbers are sent at sender’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

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**RADIO**

**Help Wanted**

If you are a salesman or announcer and feel you are ready for a big city market like Washington, D. C., contact WEAM, Arlington, Va.

**Management**

东部广播公司新设电台

电台设有三个频道，其中两个是英语广播，一个是中国广播。每个频道都有自己的音响设备和演播室。希望有足够经验的广播公司负责人加入。

**General manager:** Midwest single station market for a city. Must have experience and

- **Alert, aggressive sales manager:** Pays salesman. Station pays 15% of gross. Single 

- **Announcer—salesman wanted:** Pays salesman. Station pays 15% of gross. Single 

- **Castings:** Opportunity for ad- 

- **Technical**

- **Need first class engineer for combined an FM-TV station in mid-western city of 98,000 pop.**

- **Chief engineer with good voice for 1000 watt western station.**

- **Engineer—announcer for small town southeastern 1000 watt station.**

- **Combination engineer-announcer for engineering position.**

- **Needed, fast styled dj in tremendous radio mar-

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**BROADCASTING**

**December 30, 1957 • Page 79**
Radio Wanted—(Cont’d)

General manager, age 32. Primarily a salesmen, with energy and know-how to build business and a competent sales force. Proficiency in equipment and programming. Box 481C, BROADCASTING.

Seeking manager position in small or new am station in Los Angeles. Engineer with sales experience, 36 years, vet. W. W. II. Box 495C, BROADCASTING.

Manager or assistant manager. 9 years radio, 14 years business management. B. S. radio production. Top references. Sober, reliable, sensitive. Family. 39. Prefer small market. Consider reasonable salary, commission, or combination for opportunity. Box 496C, BROADCASTING.

Manager-owner, now selling. Can give any operation. Network quality. Excellent written sales record. 11 years experience. Built present station from ground up, marries, etc. Excellent references. Box 502C, BROADCASTING.

Manager: small-medium market. Good saleable ideas, will increase sales and cut expenses. Take full charge of operation and do sports too. 10 years experience. Married, 5 children. $110 week plus percentage. Box 590C, BROADCASTING.

Sales

Experience in radio and tv all phases. Wish to relocate with opportunity for advancement. $125 minimum. Jeff Guier, WBBX, Chillicothe, Ohio.

Announcers

Basketball announcer, 7 years experience. Finest of reference. Excellent voice. Box 898B, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel, gimmicks, and sales. Box 304C, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 306C, BROADCASTING.

Deep, friendly voice. 4 years staff announcing experience. Prefer Midwest. $80 minimum. Box 427C, BROADCASTING.

Looking for announcer that sells hard, sells soft when needed, understands value of personality. Will work hard for station with opportunities. Western U. preferred. Box 404C, BROADCASTING.


FCC-Track Exams are used throughout the Grantham School. Proven practice with these FCC-type tests prepares you for the actual FCC examination.

Our Guarantee

If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams are used throughout the Grantham School. Proven practice with these FCC-type tests prepares you for the actual FCC examination.

MAIL-COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, DEPT. 14-J
821 19th St., M. W., Washington 8, D.C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name
Address
City
State

I am interested in:  ] Home Study  ] Resident Classes

Page 80 • December 30, 1957

Production-Programming, Others

Sports director, salesman, announcer, qualified to manage. 8 years experience radio and tv. Box 257C, BROADCASTING.


Man Friday, Ability, travel. Mature, 14 years experience all phases broadcasting. Assistant manager program director, excellent working precocity tops. Pat Fox, 53 Carlson Avenue, Danville, Virginia. Write the swift and fair. Box 496C, BROADCASTING.

Farm director, copywriter, excellent references. Lyle Nelson, Route 1, Breckenridge, Minn.

Radio announcements throughout the country are rapidly converting to "combo operation." Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over others who have trained themselves. It can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Radio stations throughout the country are rapidly converting to "combo operation." Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over others who have trained themselves. It can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Our Guarantee

If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams are used throughout the Grantham School. Proven practice with these FCC-type tests prepares you for the actual FCC examination.
TELEVISION
Help Wanted

Sales
Immediate opening experienced tv salesman who really know how to sell. New central Florida vhf. Big opportunity for producers. Lee Hall, Sales Manager, WLOF TV.

Announcers
Mature announcer, authoritative voice, special events experience, for vhf in important Texas market. Box 36EC, BROADCASTING.

Technical
Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically oriented. Supervise maintenance and installation of tv transmission equipment. Character and technical ability required with application. Box 809B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 891B, BROADCASTING.

 Expansion of staff means opportunity for you to live and work at established vhf CBS affiliate in Colorado Springs. First class license and operating experience in television or radio required. Starting salary $65.00 and up, depending on experience. Regular salary review. Sloto experience, education, and training in tv. H. C. Strang, Chief Engineer, KKTV, Colorado Springs, Colorado.

Production-Programming, Others
Continuity chief—male. To take over management continuity department—midwest tv station must be able to operate with minimum of supervision. Close cooperation with sales department is expected. Opening immediately. Send full details, including salary requirements, to Jack Kelin, PO Box 410, Rockford, Illinois.

Want to add to continuity department, one experienced tv copywriter for station in fastest growing market in southeast. Salary open, depending on ability and past experience. Send full details and letter to Frank A. Fennel, WRDW-TV, Augusta, Georgia.

TELEVISION
Situations Wanted

Sales
TV account executive, qualified for sales and sales management positions in top markets. Excellent background. Those interested send resume. Reasonable.
Box 48CC, BROADCASTING.

Announcers
Experienced announcer, presently employed in radio-television. Spoken in local, regional and national spots. To be available for veteran. Tape available. Box 482C, BROADCASTING.

Technical

Production-Programming, Others
One year on-camera experience, emphasis on newscasting, commercials: Married, mature, dependable. Tape and theatrical background. Resume available. Prefer east. Box 490C, BROADCASTING.

WANTED TO BUY

Apex model 401, single case portable recorder 10" reels. $15.00 full track. Excellent condition. For $80.00. Write Vox of Faith, Inc., Box 1316, Tulsa, Oklahoma. Ask Mr. L. R. Rex.

FOR SALE

 stations
For sale: One kilowatt daytime in good small market. $5,000 will handle. Box 446C, BROADCASTING.

Metro-plex area radio station, largest city in the south, first time offered. 5,000 watts. Outstanding potential. Terms to responsible parties. Write or wire Box 447C, BROADCASTING.

Northern California daytime station, established, over five thousand people in primary, excellent potential. Box 1412, Beverly Hills, California.

Florida small market station, $80,000-$100,000 down payment. H. Chapman Company, 48 Peachtree, Atlanta.


Equipment
Remote control system recently removed from service. However, credits to responsible and efficient dealers drive any make am monitors. Reasonable. Box 480C, BROADCASTING.

Microphones, Altec, Western ESRA, microphones, X 600. Phone for terms. Box 486C, BROADCASTING.

Western Electric 1-C Frequency monitor and spare mics. Also have full run of Cannon Mike connections. Make offer. P.O. Box 1306, Medford, Oregon.

Two Wincharger towers, each 150 feet insulated, with hardware, drive, and stored FOE. BOE. LOC. 420, Idaho Falls, Idaho. 1. Presto model SH-20 tape recorder, capable of 4 hours continuous recording. Best offer, 1. Ampex model 201, of 2 hours continuous recording. Best offer, 1. Presto disc recording group, consisting of 3 8-16 Recording turntables, 1-cutter, 1-844 amplifier, plus accessories. Best offer over $500. Contact Mr. Patrick S. Finnegan, Chief Engineer, WIBU, Muncie, Ind.

Two RCA BDF-3 kw fm transmitters complete with spare bases and monitoring equipment. Both in excellent condition. $5,000 each. Glenn Calnon, 509C, Monroe, La.

Miami, Florida. For sale $5,000.

Three RCA 3000W kw fm transmitters complete with spare bases and monitoring equipment. Each in excellent condition, $1,500 each. Glenn Calnon, 509C, Monroe, La.

Two RCA broadcasting transmitters complete with spare bases and monitoring equipment. Both in excellent condition, $5,000 each. Glenn Calnon, 509C, Monroe, La.

One year on-camera experience, emphasis on newscasting, commercials. Married, mature, dependable. Tape and theatrical background. Resume available. Prefer east. Box 490C, BROADCASTING.

MILKMAN WANTED

Metropolitan market in New England needs a hearty, happy, healthy, hard-driving record rider for "Destination Dawn" Monday thru Saturday, Midnight to 6 A.M. Good salary plus commissions. Send tape, resume to Box 415C, BROADCASTING.

TELEVISION
Help Wanted

Production-Programming, Others
Have experience will travel, tv program manager and director seek new position with growing tv station. Fully experienced all phases of tv operation, equipment and studio facilities. College education, family, and 11 years experience in industry. References available. Box 546C, BROADCASTING.

News director: With ability to write, produce, edit film and live, College. Yes, married 15 yrs. NBC, CBS and stations. 36. Box 527C, BROADCASTING.

INSTRUCTIONS

FCC first phone preparation by correspondence or in person in atlanta. Our schools are located in atlanta, georgia. For free booklet, write Grantham School, Box 192, 821-10th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone for free booklet. Write Chapman Company, 840 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder: method—short—thorough— inexpensive. For bonus offer write Pathfinder Services, 727 11th St., N. W., Washington, D. C.

WANTED TO BUY

Equipment
Wanted—Used am transmitter, 10 kw. State make, condition. Price. Box 44C. BROADCASTING.

Wanted: Ref. bridge, General Radio 918-A, or similar model. Will pay $50.00. Box 494C, BROADCASTING.

Wanted to buy—5 kw. am transmitter for standby and control use. Give full details and price. Box 500C, BROADCASTING.

Good used 5 kw transmitter, air cooled. Box 501C, BROADCASTING.

Interested in purchasing a 3 kw or 5 kw fm transmitter or a 5 kw amplifer which could be driven by a 1 kw RCA fm transmitter. E. S. Schmitt, WOPA, Oak Park, Illinois. Village 8-766.

Wanted: RCA BC311B console and up to four (4) easy speed change turntables, such as RCA BC24-27 or BC28-29. Also BC18-19. Reply to Chief Engineer, WSBA, York, Pennsylvania.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voren & Co., 833 N. 19th St, Philadelphia, Pa.

WANTED TO BUY

stations
Station wanted: 30 years experience including broad ownership, engineering, automation, but not necessarily 100% ownership—Pa., N. J., Md., Del., Va. Approximately $10,000 down. Box 98, Bryn Mawr, Md.

Radio
Help Wanted

Announcers
Alert announcer who can pace a bright morning show. Work with an outstanding staff in a combination radio-television operation; television operation in up and coming super market area. Excellent pay for the right man. We want a man with experience, ideas, and dependability. Send background, resume and tape to Box 441C, BROADCASTING.

MILKMAN WANTED

Metropolitan market in New England needs a hearty, happy, healthy, hard-driving record rider for "Destination Dawn" Monday thru Saturday, Midnight to 6 A.M. Good salary plus commissions. Send tape, resume to Box 415C, BROADCASTING.

December 30, 1957 • Page 81
Help Wanted—(Cont’d)

ANNOUNCER

Central New York State Network Radio-TV Station has opening for experienced staff man. Top pay. Excellent working conditions. Rapid advancement. Send details and pix first letter. Write Box 314C, Broadcasting

$15,000 FOR TOP MORNING MEN

Two of Nation’s most famous independents, both number one rated and both located in top metropolitan markets, looking for fine morning men —good voices, humor, possibly gimmicks. Send tapes and backgrounds immediately to: Box 493C, BROADCASTING

FOR SALE

Stations

IN TOP 100 MARKETS

Middle Atlantic full time station. Asking price of $250,000 is less than 5 times net earnings to absentee owner who pays manager $8,000 salary. Six-acre transmitter site included. Studios in leading downtown hotel. Terms 30% down with balance over five years. Hurry if you want this opportunity. Full details available. Allen Kander & Co., 1625 Eye Street N. W., Washington 6, D. C.

FOR SALE


EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT NATIONAL SERVICE

HOWARD S. FRAZIER, INC.

1736 WISCONSIN AVE., N. W. WASHINGTON 7, D. C.

FOR SALE

Stations

Equipment

FOR THE RECORD

UPCOMING

January


Jan. 24-26: American Women in Radio & TV, annual Sight and Sound Seminar, Hotel Biltmore, Palm Beach, Fla.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

BROADCASTING

FOR THE RECORD Continues from page 78

TV ASSIGNMENTS

A complete, up-to-date listing of TV assignments throughout the country was published in the Dec. 21 Federal Register, available through the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price is 15 cents. The tv table of allocations (Sec. 3.506 of the Rules) includes all revisions made during 1957, since the Commission will not meet until Jan. 3.
AWARDS

Four Ty Film Editors Honored With 1957 ACE Critics' Awards

American Cinema Editors annual critics' awards, based on selections of critics polled by ACE, were presented to four tv film editors for their editing of single episodes of dramatic, comedy, documentary and western tv series. In the dramatic category, the ACE award went to Edward Williams for "Four O'Clock" (Suspicion), produced by Revue Productions and broadcast on NBC-TV. The comedy award went to Robert Hoover for "Bud, the Executive" (Father Knows Best), Screen Gems, NBC-TV. The documentary award went to Arthur H. Bell for "Under the Mediterranean" (Bold Journey), Advance Productions, ABC-TV. The western award went to Michael Luciano for "Crackup" (Gunsmoke), Film master Productions, CBS-TV.

Gillin Award Deadline Given

Entries for the John J. Gillin Jr. Memorial Award, top award for Canadian radio broadcasting stations in the field of community service, must be in the hands of the Canadian Assn. of Radio and Television Broadcasters, Ottawa, Ont., by Feb. 1 for judging. The award is presented to John J. Gillin, WWOA Omaha, Neb., has been given to Canadian stations since 1951. Entries must be submitted in quadruplicate and will be judged by an impartial committee headed by J. T. Richard, member of parliament for Ottawa East.

AWARD SHORTS

WRCA-TV New York's Hi Mom program (Mon-Fri, 9-10 a.m.), devoted to providing young mothers with information on child rearing, has been presented with Mennen Foundation award for "outstanding contributions to baby care."

WSB Atlanta has received first prize for outstanding service to Georgia agriculture from Georgia Farm Bureau Federation. Award is presented to station of 5 kw or over and is one of GBFBF's annual Media Awards.

KSOK Arkansas City, Kan., received award from American Meteorological Society for "its action in initiating a telephone call to the weather bureau office at Wichita reporting that information had been received on tornadic activity near Maple City and Otto, Kan."

Gilbert I. Berry, vice president-general sales manager, WIBC Indianapolis, selected for Sports Illustrated Silver Anniversary All-America Roster for "his outstanding career and community service record over the past 25 years." Mr. Berry and 24 other former collegiate football stars were recipients of award following nominations submitted by their alma maters.

Dr. I. Keith Tyler, director of Institute for Education by Radio-Tv, Ohio State U., honored with 1957 Citation of Merit from National Assn. of Educational Broadcasters, St. Louis, for work in connection with university's IERT for over 25 years.

Rev. Ralph Sockman, conductor of NBC's National Radio Pulpit and NBC-TV's Man to Man, received World Committee on Christian Broadcasting's international award.

Ed McKenzie, disc jockey and host of Saturday Party, WXYZ-TV Detroit, received "Man of the Year" award from Industrial Recreation Assn. for his work in "fostering recreation of a cultural nature for Detroit area young people."

Bob Lockhart, announcer, VOCM St. John's, Newfoundland, awarded parchment certificate from Canadian Humane Association for bravery in attempting to rescue four-year-old boy from underground stream last January.

Fred Wolf, WXYZ-AM-TV Detroit, honored with citation by Detroit Police Officers Assn. and $50 defense bond for his contribution toward better public understanding of police profession and its problems.

Sterling C. Quinlan, ABN vice president in charge of WBKB (TV) Chicago, honored with 1957 human relations award from Chicago Commission on Human Relations for contributions in special program, Report to the People.

Jefferson Standard Broadcasting Co. (WBT and WBTV [TV] Charlotte, N. C.) awarded first annual "Corporate Citizenship Award" by North Carolina Literary & Historical Assn. Jefferson Standard was "adjudged to have rendered the greatest service to the literary, historical and general cultural advancement of the community and of the state of North Carolina."

Dinah Shore, songstress, Madelyn Pugh Martin (Lucille Ball-Desi Arnaz Show), writer, and Margaret Ettinger (vice pres-Corporation Counselors Inc.), publicist, were chosen as three of 10 Los Angeles Times Women of the Year for 1957, "women who have made California, and Los Angeles in particular, a better place to live."

U. of Maryland speech department announces its 1958 Victor Frenkil TV Script Award is now open. College and university students of radio and/or tv are eligible. Entries must be received by March 15, 1958. Prize: $500.00. Send entries to George F. Batka, director, Radio-Tv Div., Dept. of Speech, U. of Maryland, College Park, Maryland.

Canada Foundation, Canadian Assn. for Adult Education and Canadian Film Institute, announces new separate category for tv film commercials in its 10th annual Canadian film awards competition. Entry deadline is Dec. 31.

William L. Putnam, President

Like Hundreds of Broadcasters...

President WILLIAM PUTNAM of

W W L P

Springfield, Mass.

and Vice-President GEORGE TOWNSEND

Selected

STAINLESS TOWERS

George R. Townsend, Vice Pres., in charge of development

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.
For outstanding service to Georgia agriculture

Georgia Farm Bureau Federation award again goes to WSB Radio

This 1957 trophy is the second to be awarded WSB Radio by the Federation in recognition of the station’s progressive and active farm programming for the betterment of Georgia farmers and farming.

It is another laurel to be added to the scores already earned by WSB Radio throughout 36 years of broadcasting in the public interest. No other Georgia radio station—or economical combination of Georgia stations—gives advertisers an audience as large and loyal as does Atlanta’s WSB Radio.

JOHN VERY WELL MAY LOVE MARY—BUT DOES THIS MOOD MATCH YOUR COMMERCIAL?

We’re 13 minutes into the show. A poor, innocent thing opens the door to her apartment. Little does she know—you guessed it—wham! she’s all in a heap. A pretty sad looking heap, too, right in the middle of the floor. A sadistic juvenile delinquent smooths down his ducktail, flips his switch-blade and we go to a quick musical curtain as the commercial rolls.

Now, this is a commercial in which gay little animated figures whiz across the screen while an announcer who is the soul of alliability does a loud and cheery voice-over. You have the fate of that poor, innocent creature on your mind. The announcer has a product to sell, it’s a little bit like having a friendly puppy nip your ankles while you try to tie your shoes. You like him, but he bothers the gee-gees out of you.

There is nothing wrong with this commercial. It’s a dandy. There is nothing in bad taste or particularly incongruous about its appearance at this particular climax on our show. What is wrong is that no effort has been made to match moods. Equally unfortunate would be an institutional commercial following on the heels of a bright comedy scene. Or a hard-hitting deodorant commercial following a love scene.

THE COMMERCIAL’S IMPACT IS DILUTED

So this is not a plea for integration of commercials into programs, although I am a firm believer in that. Rather, it is an observation that advertisers and agencies should give thought to the mood created by their program vehicles. It is my guess that a commercial which breaks the mood of the preceding program material is about one-third as effective as one which successfully matches it. This goes on the assumption that the commercial itself is an absolute “zinger,” loaded with sales persuasiveness and creative ingenuity.

The complexities of the television business and of a large advertiser’s marketing problems often make it difficult to integrate each commercial in every situation. The Sid Caesar—Imogene Coca show for Helena Rubinstein will be live and the commercials will be live. That gives us a good opportunity for solid integration which other advertisers with all film commercials and film shows cannot hope to achieve to the same degree.

But there is much they can do to match mood. The Alfred Hitchcock lead-ins for Bristol-Myers do a good job of switching mood from suspense-filled drama to light-hearted commercial. Mr. Hitchcock in brief seconds gently conducts the viewer from mayhem to merchandise, holding our hand, as it were, while we shake off the horrors we have seen and get ready to watch “A” and “B” fight those swinging doors in our viscera.

I imagine this brief lead-in by Hitchcock is not considered commercial time, but if it were, it would be the best six or seven seconds Bristol-Myers ever spent. Many other advertisers could use a similar device.

DON’T LET YOUR MESSAGE BECOME OVERLOADED

Unfortunately, too often when the creative department comes up with a wonderful mood-matcher, a small voice pipes up, “You mean you’re not going to put in that our product also can be used to sanitize birdhouses?” The harried creator points out there is only a minute in which to make this sale. It’s right then that any device to bridge the show and the sales message is quietly asked to leave the room. That’s how otherwise effective commercials are put in a straitjacket.

The mood-matcher ought to be considered the most important part of the commercial, like the first stage of a rocket—essential to getting the sales message into the proper orbit. If the viewer is psychologically set, he will give you the chance to tell your sales story, providing you have anything worthwhile to say. But if you don’t take the time to get him in the mood, you are asking for it. He may make the supreme effort and switch you off.

What’s worse, he may just sit there and loathe you.
Everybody's Fight

WHEN the Baltimore City Council voted a 6% tax on advertising last month, we warned that other cities would be tempted to follow suit.

It was a prediction that we hoped would be wrong, but it wasn't. A St. Louis alderman has announced that he will propose a similar tax and has support for its passage.

The mayor of Norfolk, Va., has urged a revision of Virginia state law to permit cities to tax advertising.

Unless both legal and political means are found to stop it, the municipal taxation of advertising will become a trend.

Cities everywhere are faced by financial problems and are desperately seeking new sources of tax revenue. If Baltimore can make its tax stick, it will have discovered a new source of revenue that will look irresistible to other city governments.

What can the advertising business do about it?

First, it can give its full support to the Baltimore media and advertisers that have gone to court to oppose the city tax. It is as important to the radio station in Kansas City as to the radio station in Baltimore that every legal means be taken to obtain a permanent court injunction against the Baltimore tax.

Second, media, agencies and advertisers must organize to oppose tax proposals elsewhere while they are still proposals and before they become law. Half the battle has already been lost in Baltimore.

Fortunately, advertising has many sound arguments it can use to dissuade a city government which is amenable to reason from imposing special taxes on advertising. Some of these arguments were stated in this publication's MONDAY MEMO last week by Wilbur VanSant, president of the Baltimore agency, VanSant, Dugdale & Co.

It is Mr. VanSant's belief, and it can be convincingly demonstrated, that a tax like that in Baltimore can cost a city more in general economic damage than it can produce in tax revenue. That is a dollars-and-cents argument, and a good one.

There is also an argument based on principle, as Mr. VanSant pointed out. That is the argument that a special tax against the communications industry opens the doors for political control. Establish the principle of a special tax on radio, television and publications advertising and you have also established the precedent which an unscrupulous government can use to threaten media by increasing their special taxes.

Unattractive precedents of that kind become established only if right-thinking people are too unconcerned to object effectively.

Best Way Out

THE outcome of the ever-delicate negotiations with ASCAP for new television music performance licenses is now up to the stations.

Last week the 13-man, all-industry negotiating committee made its report to the 250-old stations that are undergoing its work and asked for their decision. ASCAP was willing to renew the current licenses for four years on their present terms. The committee recommended this course unanimously.

In any issue as complicated as this there are bound to be valid arguments on both sides. It is our judgment, however, that the greater weight is on the side of renewal. The committee was not entirely agreed at the outset but subsequently came to this conclusion unanimously. The networks are agreeable.

The negotiations have reached this critical point with less bloodletting than might have been expected. What took four and a half years the last time has been accomplished in these negotiations in a relatively few months. But there is no question in our mind that the negotiations will be drawn out, perhaps beyond belief, if the stations turn down the current offer.

This is not to say that a bad deal should be accepted to avoid the pain of prolonged dickering. Certainly ASCAP gets the bulk—more than 80%—of its income from TV and radio. In this context we have always argued that broadcasters' licenses are high and out of all proportion to the contributions of other music users. We don't back away from this position for a minute. But considering all of the circumstances and possible ramifications, we cannot fail to support the negotiating committee and the networks in favoring renewal for four years.

ASCAP imposed one condition. The "if" is that the three networks and a "substantial majority" of stations must accept. At one point "substantial majority" was construed in terms of 85%, but ASCAP now apparently means some unspecified percentage—probably from 85 to 100—which ASCAP itself will judge satisfactory or unsatisfactory. We must add that this is typical of ASCAP which never misses a chance to throw its weight around.

Perhaps the percentage gimmick is a face-saving device; ASCAP members must be shown that ASCAP called the turn. More likely it is a safety device to guard against any possibility that major stations or major station groups hold out. Be that as it may, we endorse the negotiating committee's decision. We hope stations will follow suit. As things stand now, the other way leads to in calculable wrangling but no apparent prospect of something better.

Elder Statesmen

TWO great names in broadcasting—Burbach of St. Louis and Outler of Atlanta—were placed on the rolls of the voluntarily retired with the end of 1957, after 35 years of dedicated service.

George M. Burbach of the KSD operations and John M. Outler of the WSB stations had singularly parallel careers, beginning almost with the beginning of radio. Each spent his career with the same newspaper-owned stations. Each fought the battles of newspaper ownership. Each epitomizes broadcasting at its rugged best during its first turbulent and challenging generation.

WSB began operation in 1922—the first radio station in the South. KSD likewise signed on in 1922—among the pioneers in the Midwest. And KSD-TV in 1947 became St. Louis' first TV operation. The next year WSB-TV became Atlanta's pioneer TV outlet.

Both Messrs. Outler and Burbach served their chosen fields well. They were active in trade association affairs. They were identified with the leadership in many a broadcaster's cause. Their pioneering in both radio and television made their operations meccas for broadcasters in quest of know-how. They are among the elder statesmen who have helped impart to radio and television stability and substance in the face of stubborn opposition of competitors down the line—including less far-sighted newspapers than those with which their ownerships were identified.

The KSD and WSB operations are among the most successful in the nation because they had the good fortune of optimum management from the beginning. Messrs. Outler and Burbach now turn their operations over to younger hands, trained by them, as they enter well-merited retirement. Broadcasting was good to George Burbach and Johnny Outler. And they were good for broadcasting.
ALEXANDER POPE
on resultful television advertising

'Tis not a lip, or eye, we beauty call,
But the joint force and full result of all.
(An Essay on Criticism)
AMONG ALL STATIONS INDEPENDENT AND NETWORK

After two years of audience growth, WINS ADVERTISERS are now cashing in on continuous cumulative monthly gains in almost every quarter hour. In November, 47 out of 48 daytime quarter hours are UP!