Stanton, Harper, Doerfer exhort broadcasters to...Page 35
The busy week in L.A.: a full NAB convention report...Page 40
Tv allocations, Bricker bill on hearing calendar...Page 58
Radio committee drafted for impending ASCAP talks...Page 80
it's been a great first quarter!

For the full broadcast day, sign-on to sign-off, WRCA-TV's share of audience in the first quarter of 1958 is up 17% over last year.* WRCA-TV's national sales for the first quarter are 17.5% greater than last year's.

We're now enjoying another great quarter. Come on along and sink your teeth into the juiciest market in America...with a schedule on the NBC leadership station in New York!

WRCA-TV • 4 NEW YORK  Sold by NBC Spot Sales

*ARB Jan., Feb., Mar. 1957 vs 1958
Now-Proved by New Depth Study

KRNT RADIO

Is far and away - THE MOST
BELIEVABLE
STATION IN
DES MOINES, IOWA

MORE LISTENERS, TOO!

This Central Surveys study reveals many interesting facts that show without question KRNT is the station to use to get the kind of results an advertiser must get these days.

FACTS-FINDING EXAMPLES
"If you heard conflicting accounts of the same incident on different radio stations, which station would you believe?"

KRNT ......... 52%
No. 2 STA. .... 18%
No. 3 STA. .... 17%

Personalities Preference
- ¾ name KRNT personalities.
- 40% name KRNT personalities EXCLUSIVELY.
- Re: Sta. 2 & 3. NO personalities named by 72% and 90%, respectively.

KATZ has the NEW - the TRUE - facts on Des Moines Radio Listening!

THE CITY WITH A ROSY PRESENT AND A GOLDEN FUTURE...

More people are working in Dallas than ever before in history, and their pockets are bulging with the greatest savings ever reported.

Bank clearings and debits are larger than 1957. So are building permits, postal receipts, the consumption of electricity and gas, and virtually every other index of business activity.

Perhaps 100 people every working day come to "Big D" seeking opportunity. They are welcomed and quickly absorbed into the varied, bustling economy of this metropolitan center.

Your products will find the same warm acceptance if you offer them over Dallas' favorite entertainment and news media... KRLD-TV and KRLD-Radio.

JOHN W. RUNYON, Chairman of the Board

KRLD - TV

MAXIMUM POWER

CLYDE W. REMBERT, President

KRLD Radio

50,000 WATTS

CBS TV AND RADIO FOR DALLAS AND FORT WORTH

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
BALABAN ADDS ANOTHER • Purchase of KGKO Dallas, regional independent, by Balaban Radio & TV for $450,000, has been consummated, subject to usual FCC approval. Transaction was completed by John F. Box Jr., executive vice president of Balaban, with Olmen H. H. Coitfield and W. L. Pickens. Other Balaban stations are WIL St. Louis, WRIT Milwaukee, WICS-TV Springfield, Ill., and WTVO-TV Rockford, Ill. KGKO is 5 kw day, 500 w night on 1480 kc.

- It's standing gag that at broadcaster meetings during past few months, Comrs. Craven and Fred W. Force do not believe that existing standards in license renewal forms on program balance fit current broadcasting operations. Comr. Craven consistently has favored elimination of questions on percentages of time devoted to particular programming on grounds that this favors ownership. Comr. Ford, in his comments during NAB panel discussion in Los Angeles, expressed view that standards should differ in relation to available service, market by market.

- "Modern" broadcasters were particularly interested in license renewal crossover because of recent FCC action in holding up number of renewals on grounds of purported programming imbalance. They have contended that public service can't be measured in terms of total broadcast hours because programming has changed, with spot announcements rather than full commercials now dominant. Comrs. Craven and Ford expressed interest in these views having won favor with them and perhaps other FCC members.

EASTMAN READIES • No formal announcement is expected yet, but Robert E. Eastman, former president of ABC Radio, has quietly incorporated Robert E. Eastman & Co. as station representation firm to start operation about June 1. Though he had toyed with idea of going into station ownership, he was actively available for talks with prospective clients at NAB convention, reportedly has lined up nucleus station group and also is at work arranging offices in New York, Chicago and on West Coast. Mr. Eastman was executive vice president of John Blair radio rep firm before moving to ABC year ago for what proved to be 11-month stint. ABC settled rest of his five-year contract few weeks ago after ordaining severe cutback in network programming.

ABC Radio is quietly racking up well over million dollars in new business and renewals, according to word passed along last week to affiliates. Meanwhile, Ed deGray, vice president in charge of revamped radio network, was busy in Los Angeles last week lining up new affiliates.

RADIO ROULETTE • Major station representative is soliciting national spot business for at least one of its stations by offering timebuyers this deal: If station doesn't turn up No. 1 in next Pulse survey, there'll be no charge for spots; if station does make No. 1 position, as rep predicts it will, business will be billed at regular rates. "You can't lose either way," says rep's letter of solicitation.

- On theory that best defense is strong offense, stations and networks notified by FCC of "complaints" against editorializing on pay-television test issue, may hurl charge of unpleasant hands against complainers. It's common knowledge, they contend, that Zenith has been behind massive campaign to force FCC's authorization of tests and that its complaint to FCC is just another publicity effort.

THE OTHER THORN • Pay-television, burning issue for months on-end, played second fiddle to community antennas at NAB Convention in Los Angeles last week. With pay-television tests on ice pending possible congressional action, attention of secondary market broadcasters, notably in West, turned to FCC's hands-off policy on CATV, resulting in commitment from Commission that it will make new study of whole issue, regarded as threat to economic existence of secondary market stations.

- After concentrating on southern and southwest area in acquisition of radio properties, McLendon Stations are understood now to be eying stations in such major markets as Chicago and Philadelphia.

MORE ON CH. 10 • Digging deeper and deeper into Miami ch. 10 case, U. S. grand jury in Washington has subpoenaed Washington attorneys A. Harry Becker and Leo Resnick to appear this week. Mr. Becker represents unsuccessful applicant North Dade Video Inc., and Mr. Resnick L. B. Wilson Inc.

Though most of public reaction to date to recent anti-rock and roll blast by Ernest J. Hodges, of Guild, Bancom & Bonfigi, San Francisco, has come from stations, many key New York agency executives privately are landing his stand. "We've been thinking it and trying to sell it but it took Hodges to say it in print [MONDAY MEMO, April 14]," says one agency buyer. A timebuyer for a brewer account notes he favors non-r-f programming station over r-f station in given markets—"we don't want to reach teenagers to sell beer," he remarks. Also highly commended is GB&B's reported move to acquire breakdown of music and artists featured on stations in certain time periods (CLOSED CIRCUIT, April 28).

CAMEL'S NOSE IN TENT • One of gravest problems confronting broadcasters centers around community antenna problem and NAB is considering quick action, according to private comments after Los Angeles convention had formally ended. Reason for alarm among some industry groups is that millions of community antenna homes, tied by wire, offer basis for built-in pay television system. Special NAB community antena committee, long dormant, jumped into action at convention and will hold meeting soon.

- Pharmaceuticals Inc., New York, with approximately $14 million in network tv this year, is active in reforming its network linear for next Fall. Already decided: to drop Saturday 10-10:30 p.m. time period on NBC-TV, letting present commitment on Ted Mack Amateur Hour run through summer; shift Twenty One from current Monday 9-9:30 p.m. slot to new NBC-TV time period—Thursday 8-8:30 p.m.—and attempt to sell off alternate weeks of To Tell The Truth that it now sponsors Tuesday 7-8 p.m. on CBS and plans to buy next evening time period for show (format undecided) and, through its agency, Parkson Adv., N. Y., is talking with all three networks.

SAT. NIGHT PLANNING • NBC-TV planning to put new series entitled Man From Tallahassee in 9:30-10:30 p.m. period, Saturdays effective in Fall. Several advertisers are interested in being interested in sponsoring program. Show will replace Turnabout, 9:30-10 p.m., sponsored by Scott & Schick, and Ted Mack Amateur Hour, 10-10:30 p.m., underwritten by Pharmaceuticals [see above].

- Plaguing some broadcast engineers are doubts that TASS report can possibly be completed by end of this year, as promised. TASS members beginning to feel urgency, too, and talk of hiring extra engineers to correlate, analyze and write up findings based on increasing river of new technical data coming to Dr. George Town, at TASS headquarters.
Yes, Business is GOOD in Omaha, home of the Strategic Air Command, which has just been assigned a key role in missiles.

The Defense Department has just announced plans to spend $25,000,000 in the Omaha area to equip SAC for its missiles mission.

This brings Omaha's 1958 building program, public and private to an all-time record of $250,000,000!

Yes, business is GOOD in Omaha!

Get your share of this big, healthy market with the number one sales station. The station with the fabulous news ratings, the outstanding MGM film library and the top personalities—WOW-TV, Channel 6!

The mighty intercontinental ballistic missile, the SM-65 Atlas—symbol of the future roles the Strategic Air Command will play in space operations.

Business is GOOD in Omaha!
THE WEEK IN BRIEF

Broadcasters Must Take Leadership—That's message of three speakers at NAB convention. CBS President Frank Stanton, McCann-Erickson President Marion Harper Jr., FCC Chairman John C. Doerfer. Page 35.

All Over Until Next Year—Nearly 2,000 delegates attend their last industrywide convention as NAB changes whole format to cut size of annual meeting. Program, advertising, regulatory and technical problems were discussed, with a few moments off for socializing. Page 40.

Another Cheerios Pattern?—General Mills breaks introductory campaign for premium-priced Hi-Pro cereal food. Its agency that helped to put Cheerios near top in breakfast food sales using mostly tv, notes that spot tv already is playing major role for Hi-Pro. Page 45.

On Capital Calendar—Senate Commerce Committee announces hearing on "general question" of tv allocations May 27; on Bricker bill to place networks under direct FCC regulation beginning June 2. Page 58.

House Probers Prescribe Tonic—Rep. Harris tells D. C. attorneys Oversight Subcommittee faces task of making FCC stronger—not weaker—and restoring public confidence in agency; promises no "character assassination" or use of "dubious methods." Page 60.

She Thinks There Is Something Ratty—Hearings on Langer bill to prohibit advertising of alcoholic beverages in interstate commerce wind up on colorful note as surprise Danish witness "smells a rat." Page 62.

Can a Station Amortize Its FCC License?—KWTX-TV Waco, Tex., and WBIR-TV Knoxville, Tenn., go to U. S. Tix Court to find out if the cost of getting an FCC grant can be written off over three-year period of the license. Page 67.

What Delegates Think—First major survey of what broadcasters think of their annual meeting conducted by The Pulse Inc. for Broadcasting. Most delegates consider the programming good. Attendance at meetings was revealed as highly satisfactory. Fast tabulation of results shows delegates' verdict. Second half of survey is to be published in May 12 Broadcasting. Page 78.

Radio Gets Ready for ASCAP—Broadcasters authorize formation of 17-man committee to negotiate for new music performance licenses to replace those expiring—after 18 years—at end of December. Page 80.

Color and Competition—General Electric Co. introduces new, compact color camera at convention, going after market heretofore monopolized by RCA; RCA enters videotape field for both color and black-and-white, giving Ampex its first competition in this field. Page 92, 96.


FM Faces Future—For first time in decade, fm broadcasters see solid reasons for encouragement. New equipment, larger audiences, stereo and multiplexing are among elements that look good. FM Development Assn. reorganized as fm-wide promotion organization. Page 98.

P's and Q's of tv Station Operation—NAB's Tower urges broadcasters to adopt better accounting methods, noting prices geared to advertiser demand is thing of past. Law of diminishing returns is applicable to station costs and revenue, he indicates. Page 100.

FCC Examined—(Again)—Prospect that television may eventually be shifted to other frequencies is raised as FCC members answer questions in annual appearance before NAB convention. "Censorship," license terms, plans to study community antenna operations among other highlights. Page 104.

Back in the Ring—The station reps and radio networks renew their differences as Frank Headley of SRA and H-R Reps and Joe Culligan of NBC disagree at NAB Radio Management Conference. Page 106.

Something for the Boys—Broadcasting's annual cheesecake spread, reminding delegates of what they saw, and letting the rest see what they missed. Page 110.

Film Costs Rising Features Dwinding—Syndicated film production expense up 30% in three years, outlook for new features also bleak, NAB tv film panel is warned. Page 112.

Let's End Summer Tv Hibernation—In this week's Monday Memo, FC&B's Cashman urges broadcasters not to pull shade on summer programming. It should be time for new faces, new talent and new concepts, he urges. Page 131.

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Broadcasting

May 5, 1958 • Page 7
This Wednesday at 6 p.m.
The New Orleans radio station with
32.2% of the audience will become

20 TIMES MORE POWERFUL

May 7, WTIX goes to 5,000 watts—and takes over the 690 spot on the dial. Result? Over 1,000,000 new listeners added. Now WTIX’s 24-hour service extends over the entire Gulf area—from Texas to Florida. Now, more than ever, the New Orleans buy is WTIX—the station which even before the change had more audience than the next 3 stations combined. (Current Hooper.) See the Adam Young man, or WTIX General Manager Fred Berthelson.

WTIX

first . . . and getting firster . . . and
now 20 times more powerful . . . with
5,000 watts . . . at 690 kc

NEW ORLEANS

The change-over story is being brought forcefully to New Orleans’ attention by powerful promotion, including posters like this one at high-traffic Canal & Royal Streets.

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.

Page 8 • May 5, 1958

Broadcasting
FC&B Media Operations to N. Y. Under Vice President Simpson

Major shift in Foote, Cone & Belding's broadcast operation being announced over weekend by President Rolland W. Taylor. Overall control of agency's radio-tv activity will be under Vice President John B. Simpson, present agency broadcast chief in Chicago who will become national director of broadcasting, headquartered in New York. Vice President Roger Pryor, formerly in charge of broadcasting in New York, assumes function of broadcast production chief for all FC&B offices.

Agency, in $100 million category, bills at least $40 million in radio-tv. Mr. Taylor reasoned that "With New York the center of television and our clients increasing their television activity, we are placing our broadcast strength where it will be most effective." Vice President Edmund L. Cashman continues in charge of West Coast, and Homer Heck, formerly associate director of broadcast, succeeds Mr. Simpson in Chicago.

Mr. Simpson, veteran producer, writer and director of radio-tv shows, joined agency in 1952 as its radio-tv supervisor and in subsequent years moved up to top broadcast policy at agency.


AAP Announces Convention Sales

Associated Artists Productions Friday reported following sales made during NAB convention: "Vanguard" and "Jupiter" packages of Warner feature films to WTEN-TV Columbus, Ohio, KTVU (TV) San Francisco-Oakland, KTNV-TV Seattle-Tacoma and KTEN (TV) Ada, Okla.; KGHL-TV Billings, Mont., bought "Jupiter"; WSUN-TV St. Petersburg, Fla., KAVE-TV Carlsbad, N. M., and KENS-TV San Antonio contracted for Gold Mine Library, and KFBB-TV Great Falls, Mont., bought "Popeye" cartoons.

Co-op Panel Set for ANA Session

Workshop on cooperative advertising will be held by Assn. of National Advertisers at Hotel Sheraton East, New York, June 4. Discussion on control of cooperative plans will be featured with panel consisting of John P. Aspey, director of advertising and promotion, the Black & Decker Mfrg. Co.; Robert Frederick, manager, advertising and sales promotion, household refrigerators dept., GE; Crawford D. Paton, director of advertising and re-


Kaiser Renewing 'Maverick' On Bigger ABC-TV Lineup

Renewal of Maverick on ABC-TV (Sun., 7:30-8:30 p.m. EDT) with expanded station lineup announced late Friday by Kaiser Companies, Oakland, Calif. Declaring that 1958-59 is the time for retail selling to help nation's economy, industrialist Henry Kaiser said, "Our action demonstrates our recognition of the tremendous power of television to reach the people."

Expanded lineup will seek an additional 25 million viewers for program, ABC-TV said. Agency is Young & Rubicam, New York.

Revlon Accepts 'Bid or Buy'

Decision reached Friday by Revlon Inc. to place Bid or Buy as summer replacement for $64,000 Question on CBS-TV (earlier story, page 50). New program premiers Tuesday, July 1, 10:10-10:30 p.m., with agency of record presumed to be Warwick & Legler, New York. There was no confirmation of agency position Friday; W&L has been servicing Question program.

WARM Sold for $195,000

Application for FCC approval filed Friday for sale of WARM Scranton, Pa., to Susquehanna Broadcasting Corp. (WSBA-AM-TV York, Pa.) for $195,000. Susquehanna is owned by Louis J. Appell Jr., and associates. ABC-affiliated WARM, principally owned by Trans-Continental Television Corp., is 5 kw on 590 kc.

HARRIS PEN PAL

Rep. Oren Harris (D-Ark.) has been called many things—both adverse and favorable—since becoming chairman of the House Legislative Oversight Subcommittee last February. Visible proof is a dog-eared envelope he now carries around and proudly shows to friends.

It was mailed in Wisconsin and addressed to: "Harris Whitewash Committee on Legislative Oversight, Oil and Gas Harris, Head Whitewasher, Washington, D. C."

Inside are cartoons and clippings on committee's 10 investigations which sender said, were for Rep. Harris to add to his "extensive scrapbook of graft and dishonesty."

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 42.

SPOT TV MONEY • Spot tv will get most of $1 million billing that represents new account announced today (Mon.) by Cunningham & Walsh, N. Y. Account is Stephan's Distributing Corp. (Stephan's dandruff remover hair lotion), Fort Lauderdale, Fla. Appointment of C&W is effective immediately. J. J. Coppo Co., Baldwin, N. Y., formerly serviced account.

FALL SHOPPING • Bristol-Myers Co., N. Y., through Doherty, Clifford, Steers & Shenfield, N. Y., signed for Mon. 9-9:30 p.m. time period on NBC-TV for Fall start. Agency still considering several series to be placed in time period.

MORE FOR MARS • Mars Inc., Chicago, signs for alternate weeks of Circus Boy on NBC-TV starting next October (Sat. 11:30 a.m.-12 noon) through Knox Reeves Adv., Minneapolis. Circus Boy, Screen Gems package, originally was on network in 1956-57 season. Mars Inc. also will sponsor alternate week quarter hour of Ruff and Reddy on NBC-TV (Sat. 10:30-11 a.m.) starting in Fall. Contract is for 52 weeks.

TWO-THIRDS COMPLETE • Liggett & Myers Tobacco, through Dancer-Fitzgerald-Sample, and the Mennen Co., through McCann-Erickson, have signed for three-way sponsorship of ABC-TV's College All-Star Football Game, Aug. 15, 9:30 p.m. Third sponsor not set.

DAYTIME FOR FOUR • General Foods Corp., White Plains, N. Y., signed for alternate Friday quarter-hour segments of NBC-TV's The Price Is Right (weekdays 11-11:30 a.m.) starting June 13 for 52 weeks through Young & Rubicam, N. Y. Sterling Drug Inc., N. Y., through Dancer-Fitzgerald-Sample, N. Y., extended various weekly quarter-hour segments of network's Modern Romances (weekdays 4:45-5 p.m.) for 13 weeks effective July 29. Two short term purchase effective immediately are Armour Co., Chicago, through Foots, Cone & Belding, N. Y., for alternate Monday quarter-hour segments on Dough-De-Mi (weekdays 10:10-10 a.m.) and Glamorene Inc., N. Y., through Jules Power Productions Inc., N. Y., for quarter-hour segments on various days on Treasure Hunt (weekdays 10:30-11 a.m.).

May 5, 1958 • Page 9
Shadow of NABET Strike Hangs Over NBC, ABC

NBC and ABC supervisory employees were alerted Friday for possible strike duty after National Assn. of Broadcast Employees & Technicians notified networks it would sign contract proposal with provision that further discussions be held with respect to total of 98 employees who had voted against ratification (earlier story, page 72). Networks said they declined to sign "piece-meal" contract. Union spokesmen were non-committal late Friday as to what immediate move NABET would take.

Networks claimed their contract offer was ratified "overwhelmingly" by NABET membership but eight units at ABC, numbering 62 employees, and seven units at NBC, totaling 36 workers, had rejected offer. These were said to cover posts such as publicists, mail clerks, news editors, membership but

thage, N. Y.); Lee Optical Co. (KENS-TV San Antonio and KRGV-TV Weslaco, Tex.); Schoenling Brewing Co. (WHO-TV Day-
ton); Manufacturer's Light & Heat Co. (WTRF-TV Wheeling, W. Va.), and Pine State Creamery (WRAL-TV Durham, N. C.).

$4.95 Radio Good "Forever" Draws Better Business Scrutiny

Borg-Johnson Electronics Inc., New York, reported Friday to be meeting with National Better Business Bureau Inc. representatives looking toward some modification of claims for mail order radio featured in test radio-
tv and newspaper campaign nationally. NBBB bulletin charged "many" advertising claims cited "are in conflict with known scientific facts about the performance of crystal radio sets" and said "their further promulgation is not in public interest."

Radio is small $4.95 set guaranteed "forever" which uses single germanium diode detector. It is advertised as "portable" that works without batteries or tubes, never wears out. Required earphone plug is ad-

Santangelo to speech by Westinghouse Broadcasting Co. President Donald H. McGannon expressing fear for future of public service program if pay tv is adopted.

Another bill (HR 12241), introduced by Rep. Donald E. Tewes (R-Wis.), would de-

'Silent Service' List Grows

California National Productions reports renewals for its The Silent Service tv film series (for which additional episodes have been produced) in 26 markets. Sales were to 14 advertisers and to 12 stations. Adver-

tises: Joseph Schlitz Brewing Co. (WNBC-TV, Chicago); F. & M. Schaefer Brew-
ing Co. and Robert Burns Cigars (WBB-

These are the first few sentences of the document. The entire document is not provided, but they give a general idea of the content.
Consider the Family...

how it shares ideas, opinions, tastes. Among people living together, attitudes become contagious; approval or rejection an unconscious unanimous reaction. Properly motivated, the family unit can adopt a favorable viewpoint, will respond to a challenge attractively presented.

BARTELL FAMILY RADIO

in the past ten years has developed a programing attuned to family participation, creating a companionable climate of unreserved acceptance...not by one age group alone, but by all members. Excessive program appeal to one or another of the family is a temptation which Bartell Family Radio avoids unrelentingly. A balanced programing

REACHES THEM ALL

and that’s the ideal audience...for station loyalty...
for maximum buyership.

BARTELL IT...AND SELL IT!

BARTELL FAMILY RADIO
COAST TO COAST

AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by Adam Young, Inc. for WOKY The KATZ Agency
television's most celebrated series

LASSIE

now available for the first time
to help you sell locally

... titled

JEFF'S COLLIE

Honored in two successive seasons with the Emmy, and with the
Peabody Award, its greatest fame is in the marketplace where
it has attained a brilliant sales-producing record, far outrating
all series placed in opposition on the networks. As JEFF'S
COLLIE, it will do the same for you right in your
own market. Wire or phone Michael M. Sillerman,
Executive Vice-President, TPA, 488 Madison Avenue,
New York City, Plaza 5-2100.
JUDGMENT

No decision can be sounder than the facts on which it is based.

Your business is to decide when and where to buy. Ours is to help...by giving you the facts. Facts on markets, programming, ratings, competitive media...all so clearly and convincingly presented that you can act not only quickly but wisely.

AVERY-KNODEL
IN CORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE
THE MIKE WALLACE INTERVIEW

It was a subdued Mike Wallace who asked the questions last Sunday night of theologian-critic Dr. Reinhold Niebuhr in the first of a series of half-hour programs produced in conjunction with The Fund for the Republic and concerning themselves with "Survival and Freedom in America." So subdued was Mr. Wallace that he bore a closer resemblance to the quiet and urbane Martin Agronsky of NBC-TV's Look Here! than to Tomas de Torquemada, whom he came near to emulating these past few years as proprietor of the hottest seat in "tv journalism." Also missing: the heavy cumulus of cigarette smoke, courtesy Philip Morris, that occasionally obscured both guests and issues.

Dr. Niebuhr, while one of the most gifted spokesmen for Protestantism today, also is a gyrating philosopher who can try his flock's attention. Vice president of Union Theological Seminary, now on leave to Princeton U.'s Institute for Advanced Studies, Rev. Niebuhr last week led off a procession of great minds who will make their appearance in weeks to come.

While a staunch supporter of Lutheranism and a critic of Catholicism ("it tries to enforce its standards on a society that may not accept them..."). Dr. Niebuhr deftly punctured the tired refrain ("Would you vote for a Catholic as president?") posed by Mr. Wallace by noting he had voted for Al Smith in 1928. According to Dr. Niebuhr: it is a "flagrant misconception" that Catholics in public office owe allegiance first to Rome, and that such action groups as the White Citizens Council are more apt to find support from the Protestant Church than the Catholic.

Other Niebuhrisms: anti-semitism persists because the "civic righteousness" of the Jews is not "fully understood," and because "the stereotype of... the Jew as a money-lender... obscures all facts." The "religious revival" both in Madison Square Garden and the White House "gives petty and trivial answers to grave and serious questions." The State Dept.'s "moral righteousness" is wasted on the wrong cause. The Russians may be atheistic, but the real devil is "their false god... of dialectics" that has turned the Soviets into fanatics, "and fanatics are far more dangerous than atheists."

H-bomb testing should continue despite the protestations of such intellectuals as Bertrand Russell whom Dr. Niebuhr dismissed by quoting ex-leftist Prof. Sidney Hook of New York U.: "Achievement is no substitute for common sense."

Those viewers who had expected Mr. Wallace to dig beneath Dr. Niebuhr's secular skin for a "hot story" must have been sorely disappointed, for Mr. Wallace, fangs removed and radiating a respect for his guest that has sometimes been found wanting in the old Mike Wallace Interview, comported himself extremely well.

Production costs: Approximately $5,000. Sustaining on ABC-TV, Sunday 10-10:30 p.m.

Produced jointly by ABC-TV, Newsmaker Broadcasting
On a cost-per-proof-of-purchase, or actual sales, or any other basis of measurable results—yes, including ratings, too—WMGM produces action at the lowest cost of any radio station in the New York metropolitan area.
ALL THE YANKEE BALL GAMES PLAY-BY-PLAY EXCLUSIVELY ON WMGM
WMGM—The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone Murray Hill 8-1000
Represented Nationally by George P. Hollingsbery Co.
February Trendex* ratings show
WGH-RADIO
leads all Tidewater Virginia radio stations by wide margins in All time periods

Look at the comparison between WGH and the 2nd station in the market

3.1 WGH
15.9 STATION B

Average from 8:00 AM to Midnight

IN REVIEW CONTINUED

WGH-RADIO
Productions Inc. and Fund for the Rep-

lican world executive producer: Ted Yates Jr.;
director: Mickey Trenner; researcher: Al

RAMUS.

HALLMARK HALL OF FAME

By this time there must be only a handful of people who haven't—in one way or an-
other—been exposed to Frederick Knott's masterful suspense drama "Dial "M" For
Murder." Conceived originally as a teleplay

for the MR, Mr. Knott's tightly-woven tale

of intrigue next popped up as a Broadway
play starring the irreplaceable Maurice Evans, later was processed as an Alfred Hitchcock film starring Grace Kelly and Ray Milland, and last completed its cycle by returning to tv, again with Mr. Evans
playing the lead role of Tony Wendice, one-
time tennis player turned foul ball.

Luckily for Mr. Knott, Hallmark Cards
Inc.—one of the most benevolent sponsors
in tv's short history—allowed the play to run itself out in 90 minutes; many another ad

vertiser might have insisted it be done in 30. After all, tv once did Macbeth in a half-

hour.

The Hallmark version also marked re-

peat performances for Anthony Dawson, the hired would-be killer, and for John Wil-

liams, as the dry-witted and oft-sardonic Scotland Yard inspector who inevitably

traps Mr. Wendice. Rosemary Harris shone beautifully as the potential victim of Mr.

Wendice's bizarre plot.

Unfortunately, Mr. Evans, as he's wont to
do from time to time, went completely over-
board in his characterization of Tony Wen-
dice; true, he created the part on Broadway, but perhaps there his penchant for Shavian histrionics didn't obscure the fact that Wen-
dice was supposed to be a cold-blooded killer. Maybe it's that little red light on the

camera. . .

Production costs: Approximately $150,000.

The Next 10 Days

of Network Color Shows

(all times EDT)

CBS-TV
May 13 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

May 5-9, 12-14, (3-4 p.m.) Matinee Theatre, participating sponsors.

May 5, 12 (7:30-8 p.m) The Price Is

Right, Spiedel through Norman, Craig &
Kimmel and RCA Victor through Ken-
yon & Eckhardt.

May 6 (8-9 p.m.) George Gobel-Eddie Fisher Show, RCA-Whirlpool through Kenyon & Eckhardt and Liggert & Myers through McCann-Erickson.

May 7, 14 (9-10 p.m.) Kraft Television Theatre, Kraft Foods Co. through J.

Walter Thompson Co.
May 8 (10-10:30 p.m.) Lux Show starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

May 10 (8-9 p.m.) Perry Como Show, participating sponsors.

May 10 (10:30-11 p.m.) Your Hit Par-

de, American Tobacco through BBDO and Toni through North Adv.

May 11 (7:7-30 p.m.) My Friend Flicka, sustaining.


May 11 (9-10 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.

May 13 (8-9 p.m.) Eddie Fisher-George Gobel Show, Liggert & Myers through McCann-Erickson and RCA-Whirlpool through Kenyon & Eckhardt.

Sponsored by Hallmark Cards Inc. through Foote, Cone & Belding on NBC-TV, Fri.
April 25, 9:30-11 p.m.

Executive producer: Mildred Freed Alberg; a Milberg Production produced and di-
rected by George Schaefer, written and adapted by Frederick Knott; costumes: Noel Taylor; scenery: Robert Wightman.

Cast: Maurice Evans, Rosemary Harris, John Williams, Anthony Dawson, William Wind-

om, Felix Deebank and Richard Bowerl.

SEEN AND HEARD

After an inauspicious start on NBC-TV earlier this season, U. S. Time Corp. and its
agency, Peck Adv., moved the Timex All-

Star Jazz Show to CBS-TV. While network facilities have little to do with improving

the quality of transmission, it was a far more acceptable show—primarily because M. C.

Garry Moore impressed the viewer as liking jazz, period. (Steve Allen, on the other hand, seemed to have made a federal case out of his affection for jazz during Timex No. 1). Also, there was considerably less stress placed on the brassiness and din of the big band and more emphasis on the art-
sty of the individual—Gerry Mulligan,

George Shearing, Jack Teagarden, et al.

Somehow, Ernest Hemingway's people
don't talk the same staccato idiom on tv as they do in his books. No matter, they

still behave like Hemingway people. Last

Wednesday, some of the people came very much alive as David Susskind's Talent Assoc. brought Hemingway's short story "Fifty Grand" to tv. It was a striking pro-
duction. Ralph Meeker, as the bitter, ema-

ciated champion who bets $30,000 on his opponent so that he can retire with a little

nest-egg, turned in an empathetic perform-

ance. He was ably supported by a well-
picked cast. Especially outstanding: the ac-

ual fight sequences which were put over with eclat.
THREE
MORE
U.P.
NEWSPICTURE
BUREAUS
IN THE
SOUTH

United Press has opened three more
newspicture bureaus in the South.

The U.P. is expanding steadily to meet the needs
of a growing number of
newspicture clients, more than
doubled in six years.
MEDIC  We have said of MEDIC: “No one else in 1958 will offer a program that approaches MEDIC’s prestige, production quality and dramatic content.” According to the stations which have already bought MEDIC, we need say no more. These include the Storer Group, Westinghouse’s WJZ-TV in Baltimore, WABD in New York, WTTG in Washington, KTLA in Los Angeles, WGN-TV in Chicago and KRON-TV in San Francisco. From their point of view, MEDIC speaks for itself.

VICTORY PROGRAM SALES
A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.
Hodges Revisited
EDITOR:
It's time to hear from Adam Young, Harold Krelisten, Todd Storz, or Gordon McLendon on the Hodges article [MONDAY MEMO, April 14]. Too many 'Johnny come lately experts' think that all top 40 music is rock and roll, and they're garbling the term formula radio.

WMAX has been on formula radio less than one year... rock and roll occupies less than 15% of our schedule but we would turn in our license rather than give it up.

For 25 years the soap operas have been written to appeal to 12-year mentalities. No one can deny that the soapers have been highly successful in selling everything from detergents to corn plasters. The public now prefers music to Ma Perkins and Our Gal Sunday. This is a healthy condition regardless of whether they prefer Crosby, Como, Boone, or Presley.

Charles A. Sprague
General Manager
WMAX Grand Rapids, Mich.

EDITOR:
May I shake hands and say "congratulations" to Ernest J. Hodges?

Dorothy Bray
President
KFMU (FM) Los Angeles

EDITOR:
REQUEST PERMISSION TO DISTRIBUTE REPRINTS OF ERNEST HODGES' PIECE.

ROBERT W. FRUDEGER
PRESIDENT
WIRL PEORIA, ILL.

EDITOR:
I read with open-mouthed amazement the statement [OPEN MIKE, April 28] by someone who asked that his or her name be withheld, who asked what a disc jockey was and then proceeded to make the most asinine statement that I've ever heard. The writer said that all one needed was a d.j. was a supply of free records and a music-industry journal.

To begin with, there is a vast difference between an announcer with a stack of records and a trade paper and a disc jockey.

It is just such thinking as is set forth in that writer's letter that has hurt our profession. Being a disc jockey is just as much a profession as being a doctor, lawyer or engineer. The real disc jockey is more than just a player of records, he is an important member of the entertainment world. He must have ready wit, be well versed in current happenings and, in spite of the statement to the contrary, he must have an extensive background in music.

Bill Stell
South Hill, Va.

Another Fm Success
EDITOR:
After reading the letter from Dan Solo, KAFE-FM Oakland, Calif. [OPEN MIKE, March 23], we at KSFJ (FM) certainly want to add a loud amen by way of letting the rest of the nation know of the tremendous interest in fm here in the Bay Area. KSFJ took to the air March 11 after nine months of careful planning by Alan Levitt, owner-manager. We went on the air in the black with ten local advertisers and have added five new accounts since then. What's more, we are getting results for them.

Reg Roos
Sales Manager
KSFJ (FM) San Francisco

AAA Rates Study A-1
EDITOR:
That was a remarkable thing for BROADCASTING to do: to retain Pulse Inc. for the special survey in your April 28 issue. The findings (about the public's concept of advertising) are a substantial contribution to the industry, and advertising people should be grateful to you.

I only wish that we had known about the survey in advance so that it might have been featured in some way in connection with Claude Robinson's presentation at our annual meeting.

Frederic R. Gamble
President
AAA, New York

Three Weeks Before
EDITOR:
I would like to correct your article, concerning WFTM-TV's April 9-12 coverage of a curling match, [PROGRAM & PROMOTIONS, April 21]. Although televising a championship match must have been very exciting, it wasn't the first coverage of the ancient winter sport by a station in the U.S.

WKAR-TV East Lansing was privileged to televise a curling match between the Lansing and Detroit Curling Clubs, from Michigan State U.'s Ice Arena, on March 18, 1958.

Charles S. Ruffing
Program Director
WKAR-TV East Lansing, Mich.

Others in the Courtroom
EDITOR:
I read with some surprise the account of the coverage of the first degree murder trial of Tex Varner in Jefferson City by KOMU-TV Columbia, Mo. [STATIONS, April 14.] KRCG-TV was also on hand at the trial and, as a matter of easily confirmed fact, had sounded Judge Blair out on the possibility of filming courtroom proceedings some three weeks before [KOMU-TV] discussed the matter with the Judge. Also, the news director for WOS, in Jefferson City, Bob Tibbits, covered the trial, another point overlooked in the article. As for film, KRCG-TV was set up on the same balcony from which KOMU operated, and we also recorded such momentous events as the embrace between Varner and his wife.

Dave Snyder
Newspaper
KRCG-TV Jefferson City, Mo.

[EDITOR'S NOTE: Our April 14 story was based on information given us by KOMU-TV. Unfortunately, it was the only station that advised us of this important gain for broadcasting courtroom access.]
First to buy Paramount...
all 700 Feature Films...

KETV, Omaha's Leading Movie Station*

*Feb. '58 ARB gives leadership to KETV's 9:35 PM Movie Masterpiece. 21.0 average rating all week. Omaha's highest-rated movies, including Warner's, RKO, Columbia, Selznick, and United Artists.

Leadership Guaranteed

KETV didn’t buy the Paramount package to gain leadership—KETV already has leadership. But now KETV’s movie lead is guaranteed for years to come!

Contact HR at once for remaining availabilities.

OMAHA WORLD-HERALD STATION
Eugene S. Thomas, V. P. & Gen. Mgr.
Smallest move in Texas is to use the only facility covering the Beaumont-Port Arthur-Orange area of over 1,000,000 prosperous people.

KFD M Beaumont Radio & TV

See PETERS-GRiffin WOODWARD, INC.
WOR-RADIO DELIVERS MORE ADULT LISTENERS PER RATING POINT THAN ANY OTHER NEW YORK STATION*

In fact, 93.3% of all WOR listeners are adults — the prime sales target in America's #1 market.

WOR-RADIO 710 fm 98.7

*A PULSE Audience Composition, Winter 1958.
Volvo... On the Go...

Thanks to KBIG RADIO!

HERE'S VOLVO... that speedy, comfortable example of superb Swedish engineering reaching for the Number One position in foreign car sales in the huge Southern California market.

WHO WOULD HAVE DREAMED that an auto relatively unknown less than a year ago would be bought by so many Southern Californians in so short a time! Kent Goodman, President of Advertising Agencies Inc. who has been at the helm of Volvo's campaign since the car's introduction to the U.S., writes:

"RADIO — and for that matter KBIG radio—has played a large part in Volvo's success. KBIG's signal is perfect for covering dealers in San Diego and San Bernardino, as well as the giant Los Angeles-Orange County market. To put it another way, wherever your station hits, we have a dealer. KBIG gives us coverage that counts."

GOODMAN HAS USED OVER 1000 SPOTS for Volvo since mid-1957.

If you're looking for coverage that counts in added sales, contact your KBIG or Weed man for more case histories. Remember... KBIG is your All-Southern California radio station.

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Our Respects
to August Christopher Meyer

Colleagues and critics alike ascribe to Augie Meyer the tenacity of a bulldog and the sagacity of a successful country lawyer.

Some friends also see in him the incarnation of Clarence Budington Kelland's "Scattergood Baines."

Mr. Meyer personifies a diffident, small town businessman, but that's a facade. Actually he's a man with a mission.

The mission is to make his hometown a bigger and better place. And the second part of the goal is, to Mr. Meyer, more important than the first.

But a man with a mission can't move mountains unless he has a fulcrum. Mr. Meyer's is ch. 3 WCIA (TV) Champaign-Urbana, Ill.

WCIA was conceived as an area station when the vhf channel was assigned by the FCC to the mid-Illinois market of Champaign and Urbana.

The roots of August Christopher Meyer in that area go back more than 30 years to when the one-time farm boy came to study law at the U. of Illinois. He won not only a law degree, but also his wife, the former Clara Rocke, whose home was Champaign. The pull of the college town and of the surrounding countryside (considered one of the nation's richest agricultural regions) kept him there. He never did go back to his Southern Illinois birthplace, Brookport, where he was born Oct. 28, 1900, or to his job as principal of that city's high school.

There's another thing about Mr. Meyer. He's deceptively low pressure. Yet, when he was graduated from Southern Illinois Normal School in 1920 his first job was as principal of his native town's high school. And, at the same time, he worked in the local bank, rising to cashier; was a partner in a local insurance company; a half-owner of a candy business, and part owner of a weekly newspaper.

After receiving his law degree in 1928, Mr. Meyer opened a law office in Champaign. Today, in association with James L. Capel Sr., the firm of Meyer & Capel is one of the busiest and most prosperous in the community.

During his "lawyering" days, Mr. Meyer was intensely active in civic affairs. He served as president of Champaign's Burnham Hospital. He directed negotiations which resulted in the establishment of a joint state-federal airport serving the Champaign-Urbana area. He was a principal in the reorganization of the privately-owned Trevette-Mattis Bank into a publicly held institution, and has remained chairman of the executive committee.

Through his majority ownership (with Mrs. Meyer) of WCIA, he has kept his fingers in almost everything going on in the interurbia that is Central Illinois. The station covers not only its home communities, but also Danville, Bloomington, Springfield and Decatur, all in Illinois, and also Lafayette and environs in Indiana. Through minority newspaper ownership, it is allied with WDWS Champaign and WSOY-AM-FM Decatur.

Its alert and busy news and film department is keyed to area coverage. The four-man news staff traveled over 20,000 miles last year.

WCIA was the target for several deintermixture petitions by uhf stations in Springfield and Decatur last year, but the FCC upheld the uhf assignment last March.

Mr. Meyer may be folksy, but he's also a hard-headed businessman. He boasts that WCIA ranks No. 9 in the country in the number of national and regional spot accounts. It has been in the black almost from the day it began sending its signals to the 2 million people in its market.

The station has the distinction of forming its own market—all due to its widespread coverage. This market is No. 45 in the U. S., according to CBS.

Starting with 22 employees, WCIA now has a staff of 80, housed in three buildings. It is planning a brand new tv center on 35 acres of land owned outside Champaign. The station operates under an executive committee which includes the chiefs of programming, production, sales and engineering. Mrs. Meyer is active in programming. Mr. Meyer presides benignly over this group—but ex officio.

Mr. Meyer has civic hopes which include the establishment of a foundation to more firmly cement the Central Illinois area into one homogeneous cultural and business community (after all, Mr. Meyer muses, it is the only major market between Chicago in the north and St. Louis in the south). A long range ideal is to move the capital of Illinois from Springfield to Champaign.

The Meyers have one son, August C. Jr., a Harvard junior, publisher of the student newspaper, the Harvard Times. He expects to enter law.

The philosophy that Mr. Meyer has followed is epitomized in a desk-top motto: "Always tell the truth, but don't always be telling it."
IN THE PUBLIC SERVICE OF GREATER DETROIT*

WKMH IS "BIG BROTHER" to "Radio Station BCD"... run just for fun by the BOYS' CLUB OF DETROIT

"This is Radio Station BCD, Detroit, an affiliate of the BCA network." You've probably never heard this particular station break. It's broadcast on a closed circuit only thru the Boy's Club Building in Detroit. The "station" is run just for fun by teenagers. It was set up with the help of WKMH personnel. Detroit favorite Robin Seymour trained the disc jockeys. Engineer Don Oswald built the tunable. WKMH record librarian Maxine Wolfhour gives professional advice, and her husband is a Boy's Club staff member. It is just one more example of the active role played by WKMH in worthy civic activities.

WKMH DEARBORN DETROIT

John Carroll, Managing Director

KNORR BROADCASTING CORP.

FRED A. KNORR, PRES.
Represented by HEADLEY REED

Broadcasting

May 5, 1958 • Page 27
Special Nielsen analyses just completed for NBC Spot Sales show that when Network TV advertisers add low-cost Spot TV to their network television programs, they can quickly reach twice, three times, four times, or even five times the number of different homes they now reach in key markets.

Spot TV can do a job like that for you, too!

Let NBC Spot Sales—at no cost to you—order a Nielsen analysis to prove it. For this study, simply choose the Spot TV schedule best suited to your selling needs. You'll receive the results showing unduplicated-audience totals for your network program alone and unduplicated-audience totals for your network program plus your spot schedule.
Note: A phone call to NBC Spot Sales starts immediate action on a special Nielsen analysis for you. At present, these studies can be made for the New York, Chicago and Los Angeles markets. No cost for the study... no obligation to buy the Spot schedule.

Here's how the size of unduplicated New York audiences multiplies when you add WRCA-TV's popular low cost 14/50 Spot TV plan to some prime nighttime network programs:

- Program A: 1-week 32%, 4-week 64%
- Program B: 1-week 56%, 4-week 81%
- Program C: 1-week 66%, 4-week 88%

*Percent of total television homes. Source: NSI, New York, December 1957
CD DAY • WFPA Fort Payne, Ala., collected $800 for the DeKalb County Civil Defense Unit April 4. WFPA president George Gotthberg emceed the continuous entertainment which included bands, singing groups and an auction sale of merchandise donated by local merchants. Broadcast activity concluded with the crowning of "Miss Civil Defense" at a dance in a local auditorium.

KID CONTEST • KYW-TV Cleveland raised $1,192 for the Cleveland Society for Crippled Children during an eight-week hunt for Northern Ohio's "Kutest Kiddie." Three judges selected the six-year-old winner from more than 12,000 snapshots which were entered with minimum 10-cent contributions. The winner received a color tv set and an official title, "The KYW Kid." Prizes for 74 other youngsters ranged from portable tv sets to free diaper service.

COMMENDATION • WAKE Atlanta has received a certificate of appreciation from the Veteran Administration in recognition of outstanding service to veterans. The award was presented at a ceremony to Morton J. Wagner, executive vice president of Bartell Family Radio.

REPRIEVE WON • KACE Riverside, Calif., presented three documentaries on the case of a Barstow, Calif., man who was to be executed in San Quentin's gas chamber. Since the man's conviction in 1956, 12 witnesses have placed him 130 miles away from the scene of the San Fernando liquor store where the owner was killed. The station's documentaries were followed by publicity on tv. Gov. Goodwin J. Knight postponed execution for four months in order to study the case, including the KACE documentaries.

PROFESSIONAL STUDY • James D. Shouse, chairman of the board of the Crosley Broadcasting Corp., Cincinnati, working with Oris Hamilton, safety director of the City of Cincinnati, and Judge Benjamin S. Schwartz, Juvenile Div., Hamilton County Court of Common Pleas, has offered to underwrite an objective study of juvenile delinquency problems, especially as they concern Cincinnati and the services of the Juvenile Court. Within a few weeks Professor Richard Clendenen, currently on the faculty at Ohio State U., will arrive in Cincinnati with a staff to survey the local problem. His recommendations will be offered to the community through official agencies and news media.

PROGRAM PRASEED • WPIX (TV) New York received a commendation from the New Jersey state assembly for the station's hour-long presentation April 1 of The Russian Revolution. Congratulations came in the form of a resolution which was proposed by Democratic Assemblyman Maurice V. Brandy, citing the station and General Manager Fred M. Thrower for "presenting this timely story which helped to provide an understanding of the events that led to the present enslavement of the Russian people."

On the site selected by Major L'Enfant near the center of his plan for the new Federal City, the Capitol of the United States was first designed by Dr. William Thornton. Its cornerstone was laid by President Washington. Under a succession of distinguished architects, it has been altered and enlarged through the years to meet the needs of a growing country and changing conditions. Its present cast iron dome was completed near the end of the Civil War. Its library and ancillary buildings are the product of the last century. Thus the Capitol records in stone and iron and works of art, the story of our country's growth and the cultural, as well as economic, development of the American People. (Reprints of this series available on request.)
George Smith  Carl Reese  Phil McLean  Joe King

... and some of the families who spent

$500,000...in one night!

One radio station alone brought 3000 people to a new home development in near-freezing weather during the overnight hours (8:00 PM through 5:30 AM). Two WERE personalities, Phil McLean and Carl Reese, had invited their audiences to a remote broadcast there.

Two things happened —

1. — King and Smith Realty salesmen sold 20 homes.
2. — Howard Marks Advertising, naturally, renewed King and Smith for their fourth year on WERE.

When WERE sells them... they BUY!
For whatever you call it..."sell"..."persuasion"...
"confidence"... call WERE —

RICHARD M. KLAUS, Vice President & General Manager  represented by: VENARD, RINTOUL & McCONNELL, INC.
TIME TO TAKE RISKS OF GROWING UP

- CBS's Stanton: national danger if radio-tv fail to inform
- M-E's Harper: broadcasting is more than a movie house
- FCC's Doerfer: more regulation if editorializing duty avoided

Broadcasters were told last week that the time has come for them to act like the leaders they ought to be.

This admonition came from top figures of three vital areas of broadcasting, speaking consecutively at the NAB convention.

A network president said it. The president of the No. 1 radio and television advertising agency said it. The chairman of the FCC said it.

They were talking about different specifics and they said it in different ways, but the message of all three was that radio and television are mature media with responsibilities far beyond mere entertainment and diversion.

Frank Stanton, CBS president and winner of the NAB 1958 Keynote Award, warned that in today's space age broadcasting must above all keep America informed—in order that it may remain safe.

Marion Harper Jr., president of McCann-Erickson, made clear that broadcasting is more than a movie house—with an obligation to use all its resources for "the total betterment" of all Americans.

John C. Doerfer, FCC chairman, took broadcasters to task for failure to use adequately the right they won 10 years ago to editorialize—to expose the public to a wider expression of differing views on questions of local, regional, national and international importance.

What are the alternatives if broadcasting fails to meet these obligations?

Dr. Stanton: The danger of "a Pearl Harbor of ICBM proportions."

Mr. Harper: Dereliction, by broadcasters, of "a major role" in meeting what is "perhaps the gravest combination of domestic and international challenge" in U. S. history.

Mr. Doerfer: The likelihood that, if it appears broadcasters are just out to make money, government "will eventually either impose stricter regulations or may even make a move for outright re-entry."

Reports of their speeches begin next page:
Survival hinges on ability to inform public—Stanton

In two major addresses last week, Frank Stanton, CBS president, warned that the survival of America depends upon the skill and completeness with which journalism functions.

On Monday Dr. Stanton told the NAB convention that the greatest challenge facing broadcasting is to keep America informed in the age of space so "there will never sneak up upon this nation a Pearl Harbor of ICBM proportions."

At the NAB, Dr. Stanton received the 1958 Keynote Award.

On Friday Dr. Stanton amplified his theme in an address at the U. of Missouri where he received the school's Honor Award for Distinguished Service in Journalism. And he went beyond it to describe how journalism—in print and on the air—shapes public opinion by reporting the facts on which opinion can be based.

The importance of journalism in the space age is a theme which has occupied Dr. Stanton ever since the launching of the first sputnik.

At the convention of the Radio-Television News Directors Assn. in Miami last November (at which he won a special award for leadership in journalism), Dr. Stanton said that it was a stroke of good fortune for America that electronic journalism came of age on the eve of the Space Age [NETWORKS, Nov. 18, 1957].

DR. STANTON PRESENTS CHALLENGE OF SPACE AGE

Last week Dr. Stanton repeated it to the NAB. "For the first time in a climate of events demanding that decisions be made by the people wisely and quickly, the evidence upon which they must make their decision is available to virtually every home;" Dr. Stanton told the broadcasters.

Alone among media, Dr. Stanton said, broadcasting can reach all the people at any time. "In a democracy which grinds to a halt without an informed people, this is a profoundly serious responsibility that has been placed on us."

The duty confronting broadcasters, he said, is "to get before the American people a continuing report of what is going on both here and abroad; we must exert ourselves as never before to report with thoroughness and clarity, and we must make absolutely sure that we do the job so well that there will never sneak up upon this nation a Pearl Harbor of ICBM proportions."

An even tougher job for broadcasting is to report the international economic conflict between Russia and the West, Dr. Stanton said. Yet broadcasting must do the job, for the U. S. can be effective in "counterattacks...on the economic battlefield" only if Americans understand international economic problems.

Broadcasting, said Dr. Stanton, must move on "four fronts" to meet the challenge of the space age:

"First, we must resist with vigor and unity of purpose all shortsighted efforts, however well intended, to weaken the basic structure of broadcasting. Sound practices and economic health are the minimum essentials of getting the job done."

"Second, we must ourselves take a fresh look at the 'public interest, convenience and necessity,' never forgetting that without devotion to this basic element of our charter, we can become just another industry."

"Third, we must broaden our concept of what constitutes an adequate news service. By this, I do not mean adequate in quantity alone. I mean a program service fresh, imaginative, provocative and arresting in quality."

"Fourth, we must join the rest of the press in the fight for the right to get information and, without harassment, to report it."

Broadcasting, he said, is no longer "merely an extension of other informational media."

"We have had leadership thrust upon us—whatever the risks, whatever the harassments, whatever the discouragements. The survival of our freedom as an industry—as well as that of all of us as a people—may well depend upon how we exercise it."
praised the United Nations before the campaign praised it afterwards—and for the same things; so did an unchanged percentage blame it—and for the same things. The citizens of Cincinnati were just not susceptible of mobilization by exhortation alone, even of the most concentrated, disinterested and saturating kind.

I suspect that these results are not wholly surprising to you who are students of the history of American journalism, for you are aware of the immense gaps between the vigorous editorial support of some presidential candidates in our history and the popular vote at any election.

Opinion can never be mobilized in this country, unless there is first—and unless there continues to be—prompt, clear and arresting news of events. We can sense this all through our history; in the response to the British march on Concord, in the siege of Fort Sumter, in the attack on Pearl Harbor. The danger today is that, in the traditional working of democracy, we live at the mercy of a population capable of mobilization only after the impact of a disaster. Today, such a disaster may be so great and so swift that mobilization after the fact will be little more than the desperate offerings of a few survivors among the wreckage.

I think, however, that we have hopeful and strong evidences that this will happen only if there is inadequacy in the constant flow of information to the people. Man-made disasters do not burst out of a vacuum. Lexington, Sumter, Pearl Harbor—all were eliminations, not beginnings. The great event which marks the end of a chain reaction is explosive only because the lesser events leading up to it were inadequately known and hence imperfectly understood.

Even if the reporting of these lesser events cannot be counted a wholly new role for modern journalism, it must certainly be counted as a role wholly new in urgency and emphasis in this ICBM age.

That is the major job that faces journalism in America today. And we are not talking about our survival as a profession now. We are talking about any survival at all.

We can be comforted by evidence that prompt, thorough and good reporting does work. In the fall of 1956, every form of journalism in the United States—press, radio and television—reported fully and compellingly on the Hungarian revolt.

Before this, a Roper survey of a cross section of adult Americans found that 78% of them opposed any immigration allowance beyond the fixed quota. After the revolt, but when the immediate emotional reaction was over, 72% were in favor of lifting the immigrant restriction.

Also, in the fall of 1956, despite the preoccupations of a presidential election, journalism in America in all media did a job of incisive effectivity in reporting the Suez crisis. In a survey before Suez, less than a third of the people were unqualifiedly in support of a United Nations police force—including its use of American soldiers.

In March 1957, when the $72 billion budget for 1958 was submitted to Congress, a survey showed 60% of the American people in favor of cutting it. After the dramatic job of reporting the flight of the sputniks, another survey showed 65% of the American people in favor of increasing the budget.

Now all these issues were the subject of arguments, orations and repeated exhortations for years. But information brought quickly, fully and well on events relating to the issues accomplished the mobilization of opinion that years of persuasion and argument failed even to start. I find this very heartening. To me it means that exhortation does not move without the facts. This has an obvious bearing on the role of journalism in our time. It emphasizes the importance of better, faster, more informed people. The speed, clarity, accuracy and thoroughness with which we report events that inevitably shape public opinion constitute the very essence of our responsibility as journalists.

I do not mean to minimize the role of editorialization. It is of vital importance. But editorialization without the context of objective, factual reporting, is personal opinion in a vacuum. Unless the people have confidence that they have all the facts without bias, they will tend to dismiss the editorialization. But if they are persuaded that the opinion is based on all the facts—facts which the journalist has first given to the people—then the editorial will be accepted as thoughtful and helpful guidance.

Each medium—the newspapers, radio, television—has its own individual capabilities.

Newspapers can present news in a great wealth of detail. The reader can peruse at his own interest, and ignore, or treat lightly with the remainder. But in broadcasting the listener—or viewer—lacks this option of selectivity. In the electronic medium where time is the only dimension, the news must be presented sequentially. A further element is the inelastic nature of the dimension we call time. There are 60 minutes to the hour, 24 hours to the day. No matter how compelling the news may be, there simply is not enough time in a broadcast day to treat in detail the full panorama of news; not if we are to do the other jobs which we must do in order to make possible the fulfillment of our news functions.

Completeness in the sense of detailed coverage, therefore, is one of the major advantages of the daily press and one of the technical limitations of broadcasting as a news medium.

On the other hand, radio and television brought an exciting new dimension to journalism. Ours is the strength of immediacy in reporting, often in transmitting the very event as it is happening. Combining sight, sound and action, television has brought the world into almost every American home, giving remote places reality and revealing the important figures of the world as both more and less than legendary names. Moreover, by their very natures, radio and television are the media that first capture the interest of people in new events, new personalities, new problems—sending them to the printed media for further and continual information.

In the decade or so that we have had television as a great new presence in journalism, we have organized ourselves to meet our job as reporters. This is not to say that we have arrived at any plateau of effectiveness or thoroughness that calls for no more effort or ingenuity. But we have joined the older media in fulfilling the reporting function so that a certain level of performance is expected of us. We are getting the major stories, and we are getting them to the people.

But we cannot be content to rest on our
Radio-tv's function is more than entertainment—Harper

The head of the world's biggest radio-tv agency took a long look last week at broadcasting's potential for advancing "the total betterment of the American people"—and found it "immeasurable." Marion Harper Jr., president of McCann-Erickson, called upon radio and tv stations at the NAB convention's management luncheon last Tuesday to use their "special capabilities and resources" to help meet national challenges ranging from reversing the recession (see separate story) to rating educational and cultural levels. He warned that broadcasting's responsibilities are great because its power is great, and called specifically for stricter enforcement of the TV Code or else risk damage to the medium's audiences, business and government relations. Here, slightly condensed, is the essence of that portion of Mr. Harper's speech.

Is broadcasting to redeem our national culture? The answer, of course, is that broadcasting cannot alone—but it can and must play a substantial part. I think you will often hear what amounts to "Let broadcasting do it."

And this is inherent in your media. Suppose you had chosen outdoor advertising instead of broadcasting: you would then have been involved primarily with problems of advertising. If you had chosen newspapers, you would have added to advertising the complications of gathering and interpreting news. If magazines, you might have had these plus the coverage of your particular editorial field. When you chose broadcasting, you chose all these—and a lot more. Radio and television are also theatre, movie house, town meeting, lecture hall, and a parlor—not only for games but for meeting people from all walks of life—a parlor truly with a window on the world.

Each year you have fulfilled these capacities to a greater degree. But the story of broadcasting is this: The more you give, the more you are asked to give. And when you give more, you inevitably uplift and enlarge the tastes of viewers and listeners. It is an exciting thought that in radio, for example, you have contributed so much to the popularity of good music that we have stations in the country with program schedules that can attract audiences with virtually nothing else. And in television we can remind ourselves that stations, that today present Shakespeare, ballet, or talks with Arnold Toynbee or Robert Frost, not long ago depended mostly on wrestling or roller derbies.

Your contributions to journalism are such that we seldom see a Monday morning paper without a front-page or prominent story based on a Sunday television or radio interview with some national figure.

The networks, and many stations, present programs that have brought millions of people to pondering today's central issues.

What now seems indicated is broader local participation in the leadership activities of the networks, constant resourcefulness of stations in airing and clarifying local issues, and a sensitive response on the part of both networks and stations to the appetites of audiences for well presented informational shows.

The other area that poses the question of how far you should go is, of course, cultural and educational programming.

You are a mass medium of information today because you are primarily a mass medium of entertainment. And in winning audiences for popular entertainment, you have won audiences for cultural entertainment. Broadcasting has exposed more people to classics in drama, ballet and music than have ever read, heard, or seen them.

What of strictly educational programming?

I think the response to Professor Baxter's accredited course in Shakespeare here in Los Angeles and Professor Zulli's "Sunrise Semester" in New York was something of a surprise to many of us professionals. I think it is an exciting fact that thousands of New Yorkers rossed themselves daily at 6:30 in order to attend a television class in comparative literature.

What would be wrong with a counterpart of "Sunrise Semester" on every station represented here? I am sure that every locality has a college or university within reach, that can supply some gifted teacher personality and a program of literature, history, language or mathematics—with benefits not only for viewers but for the station. Such a program can build deeply personal audience loyalty, more intimate participation

NO BUY WITHOUT SELL

Broadcasters can play "a major role" in reversing the general business slowdown by combining the Advertising Council's anti-recession campaign with harder selling of time and programs, Marion Harper Jr., president of McCann-Erickson, said last week.

Addressing the NAB convention (also see condensed text), he emphasized that business must adopt a "sell now" slogan before the Ad Council's "buy now" slogan can take effect with consumers. He continued:

"It seems to me that broadcasters can promote selling now by building the best possible case for vigorous use of your media this summer. Traditional summertime practices may well be reviewed to be sure that use of your media by individual advertisers is all that it should be in relation to their summertime market potential. Strong programs can dominate summertime schedules. Advantages gained this summer can help win a greater share-of-attention and greater share-of-market for next fall and winter."

Mr. Harper said the "more important" motive for energetic selling this summer is to help keep the recession from becoming a depression. "Advertising dollars that help speed prosperity will be returned many times over. So let us think a little harder, research a little harder, to find one more valid reason—or 10—why advertisers should buy now."

He urged stations to give full support to the Ad Council drive, which opened last week, not only as a matter of public service but for obvious reasons of self-interest.

"Your media," he continued, "have proved they can build sales—they can also build confidence in the country's future."

Mr. Harper said, "There is not a single major national need today which broadcasting cannot serve with some vital contribution." He acknowledged that radio and tv "are doing so already," but said "your potential for contributing to the country's progress is still, to a large degree, untapped."

Mr. Harper was principal speaker at the Tuesday management luncheon. A special feature was the appearance of David Hardacre, national co-winner of the 11th annual Voice of Democracy contest.
in the community, and copious publicity, as well.

Never has the country been more concerned with improving educational opportunities. The broadcasting media—among all mass media—can best help fulfill them.

With your unequalled access into people’s lives, your potential over the years for serving our long-term national needs—for advancing the total betterment of the American people—is immeasurable. And this, I believe, is the heart of the matter.

With television and radio accounting for a larger share of household time than anything except sleep and work, people may properly ask: Is it time well spent? That is to say—you are asked not only to get people to spend time with you but to have them benefit by this time. Benefit by relaxation? Of course. But as media best able to mobilize a nation’s awareness to its needs and challenges—you will be asked more and more, I believe, for the benefits of popular enlightenment.

You can take enormous pride in your media. Your franchise will require a jealous custody of radio’s and television’s capabilities, and an ever-increasing emphasis on your programming content. It should be a matter of pride that the networks and many of your stations place programming on the same level that, for example, the editors of The New York Times reserve for their editorial and news columns. If you are first and always a programming medium, you also will likely be a successful advertising medium.

It is also true that control of advertising presentation is basic to the success of your stations.

In the broadcasting codes you have carefully drafted criteria for good advertising practice. What is the record of their observance?

Let me limit my remarks to television. I could answer by saying that there is commendable observance by and large, and I believe that in Judge Curran’s column in the Los Angeles Times his official station is probably a testimonial from the head of your monitoring operation. In quantitative terms, it would be perfectly correct: Nineteen out of 20 programs monitored last year avoided excessive advertising for their time periods. A seemingly negligible two per cent of station breaks went beyond code allowance. But a simple statement of these proportions can be misleading—for the effect of violations is far more serious. Crime makes more news than law observance.

Aside from length of commercials, the code contains many strictures that involve value judgments. For example, it states: “Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the message in harmony with the content and general tone of the program in which it appears.”

This, of course, is the most difficult area. What may not be annoying or disturbing in some homes will be found offensive in others. Each of us can recall commercials which we regard as objectionable in one way or another—being yelled at by a pitchman playing doctor; by the use of repetition as an irritant and tension builder; by noisy discussions of sweat glands, or digestive tracts, during a dinner-time news show.

Again, if we stop to count up specific cases of taste violations, we find relatively few. And it is easy to understand how a small proportion can color people’s attitudes. It would seem desirable to determine—on a continuing basis—what the threshold of irritation for your audiences actually is and take precautions accordingly.

The code’s provision for self-discipline is certainly to be preferred to outside censorship. If the violations were more common, an industry ear might be indicated; but it would seem to me that strict enforcement of your present procedure should be adequate. Abuses are concentrated. Last year 75% of all violations were found on 15% of the monitored stations. Not only must the abuses of this minority be corrected but the remaining violations among all other stations. A 100% compliance is needed.

Offensive advertising in print media will usually produce little more than boredom. But the impact of broadcasting is so immediate that it is easy to understand how it amplifies and exaggerates. Prejudice is created not only toward the particular advertising message but toward advertising in general. And there is harm to audience relations, business relations, and government relations.

Triple-spotting is an abuse of stations, while overlong commercials are clearly an abuse of advertisers and their agencies. But whoever is at fault, the broadcaster is responsible for his medium and for the observance of good broadcasting standards. It is your property which is being depreciated. The very advertisers who pressure you to accept offensive commercials not only discourage others from using your medium, but they themselves may not return to your stations—if abuses have had the effect of reducing audience and effectiveness.

To repeat, those who violate the code create damage far greater than the expedient advantages they may gain. A government official’s emotional response to an abuse on the air—or his exposure to complaints in both his official and personal life—can be translated into harassing policies. Violations also create a climate to prejudice your representation in Washington—by such effective spokesmen as the Stantons, Sulzbergers, and Goldensons. It seems to me that everything should be done to make their lives a little smoother.

Shirking of editorial duty invites regulation—Doerfer

FCC Chairman John C. Doerfer told broadcasters last week they were abdicating their responsibility to become an editorial force. Here is a condensation of his speech before the opening session of the NAB convention in Los Angeles:

"Those of you who are searching in 1958 for a clue as to the future of this industry may ask yourselves this question: 'Am I merely running a business, or am I helping to build a great new institution called broadcasting?'

"If broadcasting is regarded solely as an opportunity to make money, the federal government which is constantly being reminded by your contractors of the temporary nature of your tenancy, will eventually either impose stricter regulations or may even make a move to discourage outright re-entry.

"Despite the accomplishment of the broadcasters in furthering the art of entertainment and, to a limited extent, the presentation of news and public discussion programs, the broadcasters have not yet approached their potential in developing the art of commenting on the news or local problems. They should. Having fought and won the battle for the right to editorialize, the broadcasters have failed to follow up this conquest—at least to the extent expected by the Commission.

"Apparently, the shock of such an unexpected victory in 1948 has left the broadcasting industry too dazzled to properly exploit the break-through. But 10 years is a long time to stand in stunned silence—even when the press continues to appropriate this field unabated and virtually unchallenged by the only other effective medium of mass communication that exists.

"Out of some 1,400 communities in this country within which a daily newspaper is published, less than 100 cities have competitive newspapers. And yet the broadcasting industry is slow to take advantage of these opportunities.

"A recent survey indicates that only about 5% of the local radio stations editorialize on a daily basis and that about 35% do so on an occasional basis. The proffered reasons for their reluctance are the risks involved. Broadcasters are fearful of displeasing the sponsors, the listening public or public officials. But devoting a part of the newspaper to editorializing apparently has not affected adversely or to any material extent its circulation or advertising revenues. It is difficult to see why a good editorial program should drive away sponsors and audience. In fact, and exciting programming should attract both.

"Perhaps the biggest fear on the part of a broadcaster contemplating an editorial program is the possibility of reprisals by public officials. But upon examination this should prove groundless. Local authorities
have no power over broadcasting. Threatened or attempted recriminations can be no more effective than against the local newspaper publisher. Federal Communications Commissioners have specifically and upon numerous occasions authorized broadcasters to editorialize. (See the Editorializing Report, June 1949.) Even if there were a reversal in policy not only is the Commission specifically prohibited by Section 326 of the Communications Act from censoring or interfering with free speech, but the First Amendment guarantees that a free press and free speech are essential to give ample assurance of a broadcaster’s fundamental rights. The courts have always jealously guarded the rights of free speech. Congress could not, if it desired, curtail these rights of the broadcaster any more than it could the rights of the press. And, finally, the gathering of information, the right to editorialize, have been cherished traditions, would quickly resist any attempts to gag a broadcaster.

It is true that a broadcaster must exercise more care than a press editor. After all, the newspaper publisher need not seek the renewal of a license every three years. He may be more unpredictable or callous to accepted standards of fairness than the broadcast. He must use reasonable care to be fair and has an affirmative obligation to ensure the presentation of conflicting views by responsible elements in a community. But is this bad? It may be an innovation in many American communities. It promises to be a refreshing experience for so many people who have been the captive readers of some local newspapers.

I appreciate the difficulties of establishing and developing a technique of gathering news and presenting views free from criticism. But there is a wide gap between a campaign slogan, a libel, or a revocation proceeding. With the legal safeguards and the expressed attitudes of various Federal Communications Commissioners, a broadcaster should no longer hesitate to develop an original technique of an expression of views and an independent organization for the gathering of information. It is fruitless to develop broadcasting as a medium for the dissemination of information and discussion if the stations do little more than re-echo the local newspapers. What could be exciting as well as profitable would be for the broadcasters to meet the challenge of the local newspapers all fronts—news, features, editorializing, and advertising.

You may well ask, “If the expression of diverse and antagonistic viewpoints is in the public interest, why, then, has the Commission granted licenses to persons who own or have substantial interests in newspapers?”

Well, aside from the fact that newspaper owners were among the pioneers who under took to develop these new media at great financial risks, it should be noted that over 90% of the grants were made outside of comparative cases. In sales or uncontested cases, the Commission has little discretion. Out of 505 commercial television stations on the air, 124 are newspaper owned. It should be noted, though, that only nine out of the 124 were granted after comparative hearings. Of the balance of 115, 40% of the grants were the result of purchases and 60% were uncontested.

Nonetheless, there has been a constant drum of criticism against the Commission for making such grants. There have also been overwhelming diversions about the history of the agency who have opposed the licensing of stations to newspapers upon the ground that the “widest possible dissemination of information from diverse and antagonistic sources is essential to the public welfare.”

Presumably, once building up; they may culminate in Congress establishing fixed criteria by which applicants in comparative cases are chosen. The diversification of mass media argument will, I am sure, be hotly debated.

But whatever the merits of a proposed divestiture between the printed and the broadcast media, there is every indication that newspaper owned facilities will be tolerated only if they establish a completely independent editorial staff for broadcasting their comments and, perhaps, even an independent local news staff especially in view of the irresistible temptation on the part of some newspapers to editorialize throughout the wording of headlines, and the negligent or intentional omission of factual information from the news columns of these publications.

Broadcasters have also, in some recent attempts to editorialize, displayed some peculiar ideas of what constitutes an adequate presentation of opposing news. In the recent diffusion to editorialize on the merits and demerits of subscription television, some broadcasters presented the position of opposing views to permit a test of subscription television by a designated member of their staff. I suppose you could refer to him as the loyal opposition.

Though a presentation hardly complies with the Commission’s concept of an affirmative duty to seek out responsible elements of the opposition. No is editorializing to be resorted to by broadcasters only when a controversial matter may affect them personally. There are a good many things of local, regional, national and international concern which an enlightened management should discuss.

In a complicated society with its necessary adjustments, the fundamental concepts of free speech and a free economy are constantly endangered—not only from our enemies but from the ill-informed. You, as broadcasters, have an obligation to join this battle now. If you wait until “it is safe,” you may be too late.

**L.A. NAB CONVENTION IS SUCCESS, BUT DOESN’T END PROBLEMS AHEAD**

- 1,900 delegates socialize, swap ideas despite city’s distances
- Broadcasters are told they must assume news, editorial lead

The last of the NAB industry wide conventions, held in Los Angeles last week, was a social success and a busy trading post for 1,900 odd delegates and their business associates.

By closing time Thursday, however, broadcasters were leaving Los Angeles with the common conviction that the coming months will be like those just ended—problems, problems, problems.

Warning bell: Unnecessary headaches to come were sounded by FCC members and terse suggestions were offered about ways they can improve program and advertising practices.

Most significant was an unbill agreement reached in separate, unplanned talks by Marion Harper Jr., president of McCann-Erickson; Frank Stanton, CBS president, and FCC Chairman John C. Doerfer.

In essence they emphasized this common theme:

- Broadcasters must do a better news job, accepting the risks and responsibilities of editorial leadership.

Chairman Doerfer emphasized the point by reminding broadcasters they had won the right to editorialize 10 years ago but hadn’t done much about it.

The convention was distributed all over the vast Los Angeles landscape. NAB made a serious effort to ease the travel burden by running frequent buses around the Biltmore and Statler Hotels as well as the Embassy Auditorium, a main meeting spot.

But many delegates found the week an unusually tiring experience because of the waiting for buses and cabs and the logistics headaches involved in room-hopping and socializing around a dozen scattered hotels.

Registration came close to NAB expectations—1,613 management delegates (1,781 a year ago in Chicago), 360 engineering (577 last year) and a total of 1,973 (2,358 last year). Over 100 paid for advance registration, however, didn’t pick them up; they may have been around the convention hotels, however. Ten non-member delegates registered for the Thursday all-industry copyright meeting.

Sales were good at many of the equipment and programming exhibit centers. Traffic was brisk at many of the spots but the multi-hotel exposition kept delegate traffic scattered some of the time.

Service exhibitors, especially film interests, complained because they won’t be allowed to show at the 1959 convention, but the complaints were not unanimous or vigorous. Next year the meeting is to be limited to top level ownership-managers and delegates and equipment-only exhibits. It will be held at the Conrad Hilton Hotel, Chicago.

NAB President Harold E. Fellows denied a charge that the film, transcription and other service exhibitors will become “second-class citizens” of the association but he made it plain they will not be welcome in Chicago next year. However, they are

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**BALANCE OF NAB CONVENTION COVERAGE, PAGES 76-115**

Broadcasting
WHO-TV HEADS the BILL!

DES MOINES METROPOLITAN AREA SURVEY
AMERICAN RESEARCH BUREAU
FEB. 8 - MARCH 7, 1958

<table>
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<tr>
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<th>FIRST PLACE QUARTER HOURS</th>
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<tr>
<td></td>
<td>NUMBER REPORTED</td>
<td>PERCENTAGE OF TOTAL</td>
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<tr>
<td></td>
<td>1 Week</td>
<td>4-Week</td>
<td>1 Week</td>
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<tr>
<td>WHO-TV</td>
<td>256</td>
<td>232</td>
<td>54%</td>
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<td>STATION K</td>
<td>162</td>
<td>186</td>
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<td>47</td>
<td>51</td>
<td>10%</td>
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<tr>
<td>TIES</td>
<td>8</td>
<td>4</td>
<td>2%</td>
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WHO-TV is the top star in Central Iowa.

WHO-TV's dominance is the result of decades of better programming, public service and highest integrity—a wealth of broadcast experience that has made WHO one of the great names in the radio-television industry. Ask your PGW Colonel for the full story.
FEBRUARY TV NETWORK GROSS UP

- TVB report shows daytime, nighttime increases
- P & G places two products in top 15 brand list

Procter & Gamble's Tide detergent was the No. 1 brand in network tv for February. Another P & G product, Gleem toothpaste, was in the No. 11 spot among the top 15 brand spenders.

Aside from P & G, Chrysler was the only other network television advertiser to place more than one of its products in the top 15. The auto company spent nearly $500,000 each for Dodge and Plymouth cars in network tv.

These brand spending estimates of the top 15 were released for February by the Television Bureau of Advertising and are based on a report compiled by Leading National Advertisers and Broadcast Advertising Reports. The data also includes the top 15 network advertisers' gross billing estimates, the estimated expenditures of network tv advertising by product classification and a breakdown of network tv gross time billings by day (daytime and nighttime billing).

From the data provided, these trends and developments for February are highlighted:
- Increases are shown in both daytime and nighttime spending (compared to February 1957). These gross time billings are indicative of a continued rise in investments not only for February but for January and February combined compared to the same two months of 1957.
- Among the brand leaders, P & G's Tide (No. 2 in the January ranking) led the

soap-detergent classification; Ford Motor's Ford passenger car (No. 1 in the January listing) topped the auto category; Bristol-Myers' Bufferin (No. 6 in January) was No. 3 in the listing and the top spender among the drug brands, and R. J. Reynolds' Winston was first in the cigarette category.

- In the brand listing, the breakdown of the 15 according to classification: soap-detergents, 2; automobiles, 4; drugs, 2; toothpaste (toiletries), 2; cigarettes, 4, and consumer services, 1 (Bell Telephone).
- There were 10 advertisers in February (compared to 13 in January) that spent $1 million or more at gross rates for network tv time.
- Lever Bros., a year ago only No. 7 in the list of top gross billers of network tv time, has shot to the No. 3 spot, a shade behind General Motors. Only change from January in identity of the top 15 network tv advertisers was Pharmaceuticals Inc., which with its string of network quiz programs and non-quizzer (Amateur Hour), replaced General Mills.

TVB's report does not show the comparative February 1957 gross tv network time sales by product groups. But BROADCASTING's compilation based on Publishers Information Bureau figures for 1957, when compared to the estimates for this year, reveals in general, the high-spending categories of automobiles, medicines, foods, smoking materials and toiletries are up.

### BILLINGS By Parts-of-Day

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME</th>
<th>MONDAY-</th>
<th>TUESDAY-</th>
<th>WEDNESDAY-</th>
<th>THURSDAY-</th>
<th>FRIDAY-</th>
<th>SATURDAY-</th>
<th>SUNDAY-</th>
<th>NIGHTTIME</th>
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<tr>
<td></td>
<td></td>
<td>$11,805,252</td>
<td>$12,913,487</td>
<td>+9.3</td>
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<td></td>
<td></td>
<td></td>
<td>$27,953,207</td>
<td>$94,228,361</td>
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<td></td>
<td></td>
<td>$9,978,736</td>
<td>$11,047,123</td>
<td>+10.7</td>
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<td>$31,722,531</td>
<td>$82,941,074</td>
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### NETWORK SPENDING By Product Categories

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<tr>
<th>Category</th>
<th>FEBRUARY 1957</th>
<th>JANUARY 1957</th>
<th>Percentage Change</th>
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<tr>
<td>AGRICULTURE &amp; FARMING</td>
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<tr>
<td>APPAREL, FOOTWEAR &amp; ACCESS.</td>
<td>262,418</td>
<td>457,342</td>
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<td>AUTO., AUTO. ACCESS. &amp; EQUIP.</td>
<td>4,719,936</td>
<td>9,961,920</td>
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<td>BEER, WINE &amp; LIQUOR</td>
<td>591,103</td>
<td>1,198,335</td>
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<tr>
<td>BUILDING MATERIALS, EQUIP. &amp; FIXTURES</td>
<td>74,843</td>
<td>119,784</td>
<td>62.00%</td>
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<tr>
<td>CONFECTIONERY &amp; SOFT DRINKS</td>
<td>729,812</td>
<td>1,660,927</td>
<td>129.00%</td>
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<td>CONSUMER SERVICES</td>
<td>482,787</td>
<td>865,312</td>
<td>80.00%</td>
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<td>MEDICINES &amp; REMEDIES</td>
<td>5,050,199</td>
<td>10,421,053</td>
<td>107.00%</td>
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<tr>
<td>FOOD &amp; FOOD PRODUCTS</td>
<td>8,545,989</td>
<td>17,784,907</td>
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<td>GASOLINE, LUBRICANTS &amp; OTHER FUELS</td>
<td>125,382</td>
<td>332,318</td>
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<td>HORTICULTURE</td>
<td>57,978</td>
<td>218,719</td>
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<td>HOUSEHOLD EQUIP. &amp; SUPPLIES</td>
<td>1,593,308</td>
<td>3,468,857</td>
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<td>HOUSEHOLD FURNISHINGS</td>
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<td>INDUSTRIAL MATERIALS</td>
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<td>OFFICE EQUIP., STATIONERY &amp; WRITING SUPPLIES</td>
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<td>POLITICAL</td>
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<td>PUBLISHING &amp; MEDIA</td>
<td>111,180</td>
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<td>RADIO, TELEVISION SETS, PHONOGHNS, MUSICAL INSTRUMENTS &amp; ACCESS.</td>
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<td>SMOKING MATERIALS</td>
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Total: $44,636,018

LNA-BAR: Gross Time Costs Only

Page 42 • May 5, 1958
IF YOU HAD A MILLION

THE ONLY TV DRAMATIC SERIES CONSISTENTLY IN NIELSEN'S "TOP 20" THAT YOU CAN BUY LOCALLY! NOW IN ITS 7TH STRAIGHT MONTH AS NEW YORK'S HIGHEST-RATED SYNDICATED DRAMA MARCH NIELSEN-25.3 WITH A 44% SHARE OF AUDIENCE. SPONSORED BY PACEMAKERS LIKE BEST FOODS FOR NUCOA, BLUE PLATE FOODS, GALLO WINE, MARLBORO, FORD, SEARS ROEBUCK. 78 HALF HOURS NOW AVAILABLE OF THIS DON FEDDERSON PRODUCTION WITH MARVIN MILLER...FROM MCA TV FILM SYNDICATION.

ANOTHER 39 FROM MCA TV
Including even tiniest transistor pocket sets—
Pulse is the sole service accurately reporting total audience. Obviously auto radio is but part of the outside plus of millions. Measuring out-of-home is nothing new to Pulse. Pulse has been doing it since 1941!
WESTINGHOUSE PLANS $7 MILLION TV BUY

- Desilu to produce new series
- ‘Studio One’ to be dropped

In one of the largest television deals ever made, Westinghouse Electric Corp., Pittsburgh, will spend approximately $11 million for time and talent on its new tv hour-long film package, once a week, to be produced by Desilu Productions Inc., Hollywood, on CBS-TV, effective Oct. 5. [Broadcasting, April 28]. Westinghouse will be spending $4 million more than its present budget for Studio One in Hollywood on CBS-TV, which will continue on the air until September.

The new show will contain 37 hour-long Westinghouse Desilu playhouses, with Desi Arnaz as host and featuring top stars in a variety of dramas, comedies, musicals and westerns; four repeats of the best of these; plus seven one-hour special programs starring Mr. Arnaz, Lucilie Ball and outstanding supporting casts. Four shows will be pre-empted for other network shows during the year.

Mark V. Cresap Jr., president, Westinghouse said that the new tv package is part of an increased advertising program in all media. It represents an aggressive move to tie-in with the business upturn which is expected by fall, and it will supplement the Westinghouse ‘power up’ program now in full swing.

Mr. Cresap also said that each of the special programs will cost nearly a half million dollars.

It is expected that Betty Furness, and John Cameron Swayze will continue to handle commercial demonstrations.

Three quarters of the commercial time will be devoted to Westinghouse consumer products and the remainder to corporate subjects such as the power up selling program and the firm’s role in atomic power.

The time on CBS-TV is not yet determined. Westinghouse may continue on Mondays, 10-11 p.m., but Chris Whitting, vice president and general manager, consumer goods for Westinghouse, admitted the firm was interested in “an earlier time period.”

The contract, which has been in negotiation for past two months, with Desilu Productions Inc. and renewal options cover a five year period. Agency is McCann-Erickson, New York.

WOR-TV’s ‘Ad World’ Plans

Call for ‘Network’ Treatment

The Ad World is growing. America’s first “Advertising Trade Journal of the Air” — currently seen locally in New York on WOR-TV — is destined to get a “network” treatment, if plans work out.

Although the recently-launched program opposes such mass-audience shows as Alfred Hitchcock Presents on CBS-TV, industry reaction to a show it can call its very own has been “reassuringly enthusiastic,” according to officials of Broadcast Properties Inc., the packager. They intend in the “very near future” to record the show — either by means of videotape or kinescope — and place it in such other Ad World cities as Los Angeles, Chicago, Detroit, St. Louis, Philadelphia and Boston, apparently at the urging of its multi-sponsor slate (Seven Gems Inc., Tele-Prompter Corp., etc.) which uses the series to sell media and program services to ad executives at home. The show is seen in New York Sunday nights, and the packagers (who number among them several agency executives) hope to be able to air the series “simultaneously” pending time zone differences.

The first step towards consolidating Ad World was taken last week with the appointment of David Echols, one-time (1936-50) executive vice president of the New York office, Grant Adv., to the post of general manager of the packing firm. Mr. Echols, an advertising consultant and program packager (It’s Fun to Travel) is the on-air editor as well. Offices are at Room 400, Chrysler Bldg., New York.

The interesting wrinkle in Ad World’s topography: The station or stations carrying the trade series do not underwrite it, merely carry it. Broadcast Properties Inc. buys the time, has advertisers using Ad World paying commercial minute rates direct to the station (but guarantees the station its full card rate for 30 minutes). The difference comes out of the packager’s pocket.

PREVIEW

PEPSI REWRITES ITS JINGLE

Pepsi-Cola Co., New York, after a period of three years, is introducing a new musical theme for its radio commercials, effective this week, in over 550 Pepsi-Cola bottler local radio areas. Additionally, a new network debut on June 14, as part of Pepsi’s 20 segments on NBC Radio’s week-end Monitor.

The new lyrics for the commercial written by Hank Sylvern follow: Be sociable, look smart. Keep up to date with Pepsi. Drink light, refreshing Pepsi. Stay young and fair and debonair. Be sociable, have a Pepsi.

The singing Pepsi quartet (above, with waiter) will take part in the introduction of the new jingle.

J. Charles Derrick, advertising vice president for Pepsi-Cola, explained the change in lyrics by saying that “radio certainly has changed since our first theme was introduced. The new theme and commercials take cognizance of the changes that have come about in radio.”

“Radio today is local, not only in scope but in feeling. The new Pepsi-Cola refreshment song takes advantage of the intimacy and gay mood of today’s local radio programming.”

Kenyon & Eckhardt, New York, is agency.

HI-PRO UNCORKS

BIG SPOT TV PUSH

- New cereal in all-out drive
- Also using networks, papers

General Mills Corp., Minneapolis, broke Thursday with an intense tv spot campaign that is backed by cut-ins to its network show lineup and a heavy newspaper campaign.

The tv concentration started on May Day to introduce the milling company’s new premium-priced cereal product, called Hi-Pro. The product is being handled by Dancer-Fitzgerald-Sample, New York, the agency that scored gains in the heavily competitive cereal food field with Cheerios, also a General Mills product.

Without doubt the Hi-Pro campaign is a massive enterprise. Speaking of all the advertising on behalf of the product, D-F-S spokesmen said it was the “greatest amount of advertising ever concentrated on behalf of a single cereal product in its opening period.” Of importance to television: General Mills is allocating approximately twice the budget for television compared to what it is spending in newspapers. So far radio is not being used, but it is expected that...
medium will benefit later in the introduction.

The current campaign for Hi-Pro is concentrating in the East, stretching west as far as Chicago. The product is not moving too great a punch in the southeast area of the U. S. but, as the campaign gathers steam, markets will be added until coverage is nationwide.

Television spot was chosen to spearhead the campaign because, according to the agency, it (1) has impact and can tell the detailed story of the product, and (2) can umbrella regional areas. The name of the product is derived from this description: "high-quality protein flake with 10 essential vitamins and minerals." Since the cereal is higher-priced than most (its biggest competitor is Kellogg's Special K, also a nutritious with high protein), there is a "serious story to tell—an educational story," claims the agency. Thus, tv—particularly minutes although some 20-second spots are being used—is being stressed in the campaign because of the ability to get over the story of the product in a minimum of time. In newspapers, it was explained, too much copy is needed to tell approximately the same story.

If the advertising on behalf of General Mills' newest cereal entry follows the pattern set by Dancer-Fitzgerald-Sample for Cheerios, tv can expect a long honeymoon. Nearly all of the advertiser's budget for Cheerios went into tv, with the sight-sound-motion medium held up as largely responsible for the big boost in the percentage of cereal sales in the past three years.

Caesar Negotiating for Tv Show, Rubinstein Drops Him May 25

Although Sid Caesar's sponsor, Helena Rubinstein, has confirmed earlier reports of an impending cancellation [AT DEADLINE, April 28], Mr. Caesar is currently negotiating to return to tv next season with an expanded and not-so-frequent format.

Mr. Caesar's Shellrick Corp. (packagers) is committed to ABC-TV until May 15, at which time the network must exercise its option. It was reported that Shellrick and ABC-TV programming officials will sit down this week to talk about a 60-minute program, but spokesmen at Mr. Caesar's office said that this did not preclude discussions with other networks.

Helena Rubinstein bows out of tv with the May 25 telecast of Sid Caesar Invites You on ABC-TV. Its agency, Ogilvy, Benson & Mather, New York, indicated that the advertiser, though satisfied with sales and audience impression of its products as a result of the series, will take another close, hard look at network tv before deciding to return. O'Brien officials earlier in the year said that they, as well as the client, were not so much concerned with Nielsen and Trendex ratings as they were with sales [ADVERTISERS & AGENCIES, April 7]. Nevertheless, they now have admitted frankly that the program's mediocre rating performance was the deciding factor. Caesar opposes General Electric Theatre on CBS-TV and Dinah Shore Chevy Show on NBC-TV. Apparently, the familiar problem of station clearances—only 91 stations carried the series as against the 135 stations cleared for NBC-TV's Caesar's Hour last season—also played a part in the final decision.

Mme. Rubinstein may not have been the only disappointed party in this short-lived relationship. It was understood that Mr. Caesar himself was chafing under the tight 30-minute format, felt constrained by the lack of flexibility [IN REVIEW, Feb. 3]. Preliminary discussions were held on the proposal to have Rubinstein go full-time with a co-sponsor in an attempt to revive the "old" Caesar vitality, but the cosmetics firm voted down the idea because it felt it would then lose "its identity" which it sought to build with the Caesar-Coca combination.

Winchell Suit Threat Fails to Materialize

The threatened $24 million lawsuit against a number of NBC-TV participating sponsors—arising out of the verbal on-the-air and in-print slugfest between gossips Walter Winchell and Elsa Maxwell—failed to materialize last week.

Hearest columnist Winchell, a running target for the vitriolic (but often humorous) fire emanating from NBC-TV's Jack Paar Show—most often on Tuesday nights—when Miss Maxwell entered the ring—has indicated he plans to enrich the Damon Runyon Cancer Fund, his pet project, by suing for $2 million spicier the 12 advertisers currently pouring coin into the Paar program. But a cross-check of Mr. Paar's sponsors over the past three weeks indicates there actually are 15 advertisers involved.

Should such a suit actually be instituted against the sponsors—there having been no talk of a suit against Miss Maxwell or Mr. Paar—it remains to be seen whether the columnist could win a judgment against an advertiser who was not "on" at the time the alleged libels were uttered.

Over the past three weeks, the following advertisers and agencies have been "in" and "out" of the Paar series at different occasions: Bristol-Myers (Bufferin) through Young & Rubicam; Block Drugs Inc. (Nytol, Polident, Py-Co-Pay, etc.) through Sullivan, Stauffer, Colwell & Bayles; Bird & Son (roofs) through H. P. Humphrey, Alley & Richards; Cooper's Inc. (underwear) through Henri, Hurst & McDonald; General Foods Corp. (Postum) through Y&R; Harrison Labs (Tuck tape) through Product Services; Kemper Insurance Companies through John B. Shaw Inc.; North American Phillips Co. (Norelco electric shavers) through L. C. Adman; American Motors through Cramer-Krasselt Co.; Pharma-Craft Inc. (Fresh deodorant) through J. Walter Thompson Co.; Philip Morris Inc. (Marlboro) through Leo Burnett Co.; Dixie Cup Co. through Hicks & Greist; Time Inc. (Time) through Y&R, and Polaroid-Land Corp., (cameras) through Doyle Dane Bernbach.

NBC attorneys, asked to name the specific 12 advertisers who might be involved, declined to do so on ground "that we didn't tell Mr. Winchell's counsel." Ironically, the counsel, Sol A. Rosenblatt, also represents Miss Maxwell. Mr. Rosenblatt's office said Thursday that no step has yet been taken in going to court.

While Mr. Paar, the butt of Mr. Winchell's spleen in the syndicated columns, has come out with a "retraction" on some of the unkind things said about the columnist, for example, that he failed to exercise his voting privilege, he and gaudy Maxwell were right back in there swinging last Tuesday midnight. This time, however, they did not mention Mr. Winchell by name but substituted such descriptions as "Mr. Wonderful."

**ACTIVITY**

**HOW DO PEOPLE SPEND THEIR TIME**

There were 124,782,000 people in the U. S. over 12 years of age during the week April 20-26. This is how they spent their time:

- **69.4%** (86,599,000) spent 1,606.4 million hours **Watching Television**
- **57.4%** (71,625,000) spent 1,032.8 million hours **Listening to Radio**
- **82.7%** (103,195,000) spent 405.2 million hours **Reading Newspapers**
- **33.6%** (41,927,000) spent 184.9 million hours **Reading Magazines**
- **19.3%** (24,075,000) spent 252.8 million hours **Watching Movies on TV**
- **24.9%** (31,035,000) spent 123.6 million hours **Attending Movies**

*These totals, compiled by Sindingler & Co., Ridley Park, Pa., and published exclusively by Broadcasting each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindingler's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindingler & Co.

*All figures are average daily tabulations for the week with exception of the "attending movies" tabulation which is an accumulative total for the week. Sindingler tabulations are available within 2-7 days of the interviewing week.

**SINDLINGER'S SET COUNT:** As of April 1, Sindingler data shows: (1) 107,687,000 people over 12 years of age see tv (86.3% of the people in that age group); (2) 41,714,000 U. S. households with tv; (3) 45,888,000 tv sets in use in U. S.
“THIS IS ALICE”
...one of the big new TV programs on the BIG NIGHT coming to TV this fall...

Produced for NTA by Desilu
39 half-hour episodes ready before your first air date...now set for screenings!

Callaum Tower, 10 Columbus Circle, New York 19, N.Y. • Judson 2-7300
WHERE SPOT RADIO MONEY GOES

National spot radio business is better than ever—in most markets, that is. According to an estimate of 1957 radio spot figures by Adam Young Inc., station representative, the spot radio business flowered in the West—with rapid gains being scored by outlets in San Francisco, Los Angeles, Denver and Phoenix—while it slackened in the Central Pennsylvania steel-and-coal producing areas.

Reason: This is one of the hardest-hit "recession areas" in the country with the slump having started as early as late autumn.

The Young estimates (see below) are based on a detailed analysis of FTC figures plus the firm's interpretation of business trends. President Adam Young points out that these are estimates which in some instances involve some educated guesses. "We are making public our internal analysis," he said, "because we feel that these estimates may be of value to others in the radio industry. Obviously all market-by-market projections are subject to some error. However, since we represent a substantial number of stations in the top markets, we've been able to check our projections against the actual growth of radio business during 1957. We feel that, by and large, our figures are an accurate reflection of what happened in spot radio in 1957."

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"MAN WITHOUT A GUN"

...one of the big new TV programs on the BIG NIGHT coming to TV this fall...

For full details of the BIG NIGHT, just phone, wire or write...
Co-op Potent Factor
In Total Ad Picture

"Co-op advertising, especially among the top 100 national advertisers, is nothing to be sneered at, according to the current (May 1958) Cooperative Advertising News-
letter published by Kirk Krugman, an advertising consultant firm. The news-
letter finds 51% of the top 100 using co-
op, and singles out several important broad-
cast advertisers as depending heavily on
local campaigns partially backed by cor-
poration coin. Among them:

- Frigidaire Div., General Motors Corp.,
which last week was still without an agency,
having recently left Kuadner. Frigidaire
spends an estimated $10 million of its total
$16 million allocation in co-op, but puts
considerable coin into its current co-spon-
sorship of Patrice Munsel Show on ABC-
TV. The newsletter declares that with well
over 50% of its budget sunk into co-op, one
reason no agency has yet been picked is
that Frigidaire seeks a "shop "which could
do the best job on retailer and distribu-
tor levels" as well as nationally.
- Westinghouse Electric Corp., which
currently is spending $3 million on a spring
"blue chip" promotion for major appliances.
A large hunk of this goes to co-op, as wit-
nessed by the "Philadelphia story." There,
a local Westinghouse distributor, according
to the newsletter, "is spending $200,000 in
a 13-week drive as a test to localize adver-
sitizing to suit the needs of dealers. On
their electric housewares, Westinghouse offers an
advertising allowance of 71/2%, with ads
100% paid, on orders totaling $1,200.

Westinghouse sponsors Studio One in Holly-
wood on CBS-TV.

Other advertisers go along heavily with
coop. Pepsi-Cola Co., sponsor of occasi-
onal tv spectaculars, has announced a 10%
hike in its budget for 1958 (through Ken-
yon & Eckhardt) and, says the news-
letter, "states 'our cooperative advertising
will increase by an even greater percent-
age'" for example, its manufacturing front.
RCA has found co-op to be an excellent
means of pushing color-tv via ROP news-
paper ads, and the same holds true for Ma-
jestic International Sales Co., the largest
importer of German hi-fi (Grundig) units.

But appliance manufacturers are tight-
ening co-op belts, says the report. In New
York, for example, it points out that the
usual direct mail and throwaway media
have been abandoned for "prime radio sta-
tions." But floor covering retailers would
like to use local tv only if the manufac-
turer would grant them co-op allowances,
a conclusion the report bases on the find-
ings of a survey conducted by Home Fur-
nishings Daily, a trade publication.

Of significance in the report is its ques-
tion, "Did co-op change hurt the automo-
tive industry?" The report thinks that the
auto industry-wide abandonment of co-op
advertising early last year may well have
affected sales since in many cases it is the
local ad—on tv, radio and in print—that
clinches the sale.

Reports by P&G, Revlon Heard
At ANA Cost Control Workshop

The importance of budgetary controls on
advertising was pointed up at a closed na-
tional workshop of the Assn. of National
Advertisers held Thursday and Friday at
the Westminster Country Club, Rye, N. Y.

Reports were presented on budget and
cost control by several advertisers including
such top tv spenders as Procter & Gamble
and Revlon. These two advertisers in fact
stressed control procedure on broadcast ex-
penditures.
P&G's report, submitted by Harold A.
Derr, manager of advertising budget con-
trol for the company, concerned with pro-
cution budgets for tv commercials. Mr. Derr
claimed that it was generally accepted
that the advertiser knows "less about what
he will get for his tv commercial dollar than
any other media expenditure."

E. W. Maudel, Revlon's advertising man-
ger, noted that advertising outlays now are
a "major corporate expenditure" in the
industry and that "adequate controls for
assuring reliable performance for the monies
expended are demanded on the part of ad-
vertising management." He explained that
corporate controls set up for broadcast ex-
penditures should be able to provide com-
plete details of purchases, assure that they
are being made "at the lowest rate to which
neighbors—"I'm Jerry Strong and sitting
here with me is Jimma, my better half." The
copy then went into promotion of the
sale, following the same informal
style.

Ten-page sections were carried April 11
in all Washington newspapers, with the
front cover picturing seven station per-
sonalities and carrying the theme, "Th'b
Whole Town's Talking." Other pages
carried merchandising copy. After the
three courtesy days for charge cus-
omers, the public sale opened April 12.

In advance of the sale the broadcast
personalities were brought to the store
to inspect sale items. "Milton Q. Ford
fell in love with a vibrator chair, so it's
one of the items he's promoting," Mr.
Mays said. "The others picked favorite
items and they are mentioning them on
the air. This extensive use of broad-
casting shows our faith in radio and tv
as effective media to promote a store-
wide event."

Radio-tv personalities who promoted
the sale included Gene Archer and Inga
WRC; Fred Fiske and Jim Hecht, WWDC;
Milton Q. Ford, WOL; Jerry
& Jimma Strong, WMAL, and Milt
Grant, WTTG (TV). In addition, WTOP
Washington, WEAM Arlington, Va.,
and WGAY Silver Spring, Md., were on
the spot list.

Hecht retail sales were estimated at
$71 million in 1957 and $72 million in
1956.
"HOW TO MARRY A MILLIONAIRE"
...one of the big new TV programs on the BIG NIGHT coming to TV this fall... on America's dynamic new NTA FILM NETWORK

For full details of the BIG NIGHT, just phone, wire or write... Coliseum Tower, 10 Columbus Circle, New York 19, N.Y. • Judson 2-7300
the berth with P. Lorillard Co. The latter has expressed an interest in Nat Hiken's new Magnificent Montague, but Revlon is cool toward the pilot. However, it's more or less a foregone conclusion that $64,000 Challenge, now seen in that period, will be axed this fall. Decision on the show must be reached by both advertisers no later than Sept. 15.

Blair Expanding TMP Service With Use by 17 Advertisers

Blair-Tv, station representative, reveals its Test Market Plan now is being used by 17 advertisers, and that it has set up a Test Market Div. in its New York office under Ward Dorrell, Blair's director of research, to supervise the activity.

The Blair test plan seeks to test the relative effectiveness of spot tv in comparison with one or more other media or to sample the most effective way of using tv for a particular sales objective. Twenty-one tv stations in the Blair lineup are participating.

In the plan, the station pays for the testing conducted in the market with the aid of Pulse Inc. interviewing. To date, advertisers include toiletry goods, margarine, cigarette, facial tissue, cough syrup and biscuit companies. Tests are being run in 18 out of the 21 markets available to users of the plan. TMP is being conducted in areas of live vs. film commercial techniques, the nature of late evening audiences, impact of slogan remembrance as well as the strength of tv pitted against another medium. Added Blair: "names are hush-hush, naturally."

Jet-Propelled Tv Campaign Helps Boost D-X Gas Sales

D-X Sunray Oil Co., Tulsa, Okla., is selling 17.9% more of its D-X Boron premium gasoline this quarter than it did in the same period of 1957. "And we frankly give television much credit," R. W. McDowell, president, said as the board of directors released its report.

To shoot the sales curve even higher, D-X Sunray through its agency, Potts-Woodbury Inc., has an all-media campaign going in 45 markets and intends to dominate oil advertising on tv in its 17-state territory.

D-X Boron is conducting a jet-propelled campaign, using missiles to symbolize the power of the fuel. Broadcast weapons in the company's 17-market, 12-week summer schedule of radio spots saturating 45 markets, farm radio on 22 stations and a new 52-week half-hour tv drama starting next fall in 44 markets.

The missile-themed commercials were directed by C. F. Niessen, advertising and sales promotion manager of D-X Sunray, and Gene W. Dennis, radio-tv director at Potts-Woodbury Van Praag Productions Inc., Hollywood firm producing the new book of six tv commercials (with sound tracks adapted for radio spots), hired Louis DeWitt, special effects man, to build a miniature, three-stage D-X Boron rocket. Westbrook Van Voorhees does the commercial count-down.

SALEM SITS IN • R. J. Reynolds Tobacco Co. (William Ety Co.) last week signed for new John Guedel quiz program, The Body Can Play, premiering live on ABC-TV July 6 at 8:30 p.m. Product is Salem cigarettes. Program is audience participation show allowing viewers to play for cash prizes.

NOW BEING TOLD • Kraft Foods Div. of National Dairy Products Corp. will sponsor new Milton Berle comedy-variety vehicle on Wednesdays, 9-9:30 p.m. on NBC-TV next season (Closed Circuit, April 21). Program for second half of time period now filled by Kraft Television Theatre, which goes off air, has not yet been selected.

J. Walter Thompson, N. Y., is agency.

MAJOR MOTOR BUY • Buick Motor Div. of General Motors Corp., in one of major tv buys for next season, will sponsor eight hour-long Bob Hope shows on NBC-TV, Robert E. Kintner, executive vice president, announced. Additionally, Buick has renewed as alternate-week sponsor of Tales of Wells Fargo on NBC for 1958-59 season. Hope shows will be aired as "specials" in time periods as yet undetermined. McCann-Erickson, N. Y., is agency.

THREE-QUARTER MARK • CBS Radio last week racked up another $750,000 worth of business. Among advertisers: Standard Brands, through Ted Bates & Co., renewed its portion of Arthur Godfrey Time effective June 3 for 52 weeks; Glamorene, through Garfield-Linn & Co., Chicago, picked up "impact" units in daytime programming as did Scott Paper Co. through J. Walter Thompson Co., Chrysler Corp., through Leo Burnett Co., and Sterling Drug through Thompson-Koch Co.

NEWS FOR NUTS • Circus Foods, L.A., has started 13-week Mon., Wed., Fri. sponsorship of Hugh McCoy News on CRPN daily, 9-9:05 a.m. PST, for nutsmeats, through Milton Carlson Co., L.A.

BAYUK AT BAT • Bayuk Cigars Inc. (Phillies), Philadelphia, has bought segments of radio-tv game coverage of Philadelphia Phillies, Baltimore Orioles, Pittsburgh Pirates and Chicago Cubs. Feigenbaum & Wermers, Philadelphia, Bayuk agency, is placing commercials on 16 television and 39 radio stations in seven states, for total 613 games, completely or partly sponsored by Phillies cigars.

FIGHT BACKERS • The Mennen Co., Morristown, N. J., through McCann-Erickson, N. Y., and Miles Labs, Elkhart, Ind., through Geoffrey Wade, Chicago, will co-sponsor lightweight championship fight Wednesday (May 7) 10 p.m. on CBS. Fight, between champion Joe Brown and contender Ralph Dupas, will originate in Houston, Tex.

Radio Bonanza • Lewis Howe Co. (Tums), St. Louis, ordering through Chicago office of McCann-Erickson $250,000-plus radio campaign in 40-50 markets effective immediately and running through Oct. 5. Agency's New York office is looking for nighttime television series to start in fall.

Gas Get-Together • Five natural gas companies in Pennsylvania, Ohio and West Virginia using radio-tv in campaign placed through Ketchum, MacLeod & Grove Inc., Pittsburgh, for spring and summer. In drive to help home-builders sell "all-gas" homes, firms are using total 400 radio commercials on nine stations and 200 tv spots on six stations. Cooperating sponsors: Equitable Gas Co., Manufacturers' Light and Heat Co. and Peoples Natural Gas Co., all Pittsburgh; East Ohio Gas Co., covering four Ohio cities, and Hope Natural Gas Co. of Northern West Virginia.

Back Via Mars • Mars Inc., Chicago, has renewed alternate week sponsorship of Screen Gems' half-hour tv film series, Circus Boy, over NBC-TV (11:30 a.m.-noon), starting next fall, and has signed for alternate-week, quarter hour sponsorship of Ruff and Reddy cartoon series on NBC-TV (Sat. 10:30-11 a.m.), starting in fall. Agencies: Knox-Reeves, Minneapolis.

Agree on Price • Lever Bros. and Speidel Corp. will alternate sponsor NBC-TV's The Price Is Right (Mon. 7:30-8 p.m.) when that program moves to Wednesday 8:30-9 p.m. in fall. The Price Is Right will move to Thursday 10-11:30 p.m. timeslot replacing Lever's Lux Show Starring Rosemary Clooney, for summer months starting June 26. Agencies are Norman, Craig & Kummel for Speidel and J. Walter Thompson for Lever.

No Let-Down • Grove Labs Inc. (No Dots), St. Louis, has bought 69 "impact" segments on CBS Radio to run 23 weeks, effective immediately. Agency is Garfield Adv. Inc., S. F.

Promised for Fall • Grayshow Toy Co., Atlanta, currently testing on WABC-TV and WABD-TV (TV) New York, plans expansion to 20 markets starting in fall. Paramount Enterprises Inc., (Platters Gold potting soil), N. Y., testing tv in Syracuse, plans tv drive in fall as part of $500,000 campaign. Both accounts placed through Leo Stockman Agency, N. Y.

ABC Agenda • Ex-Lax Inc., Brooklyn, N. Y., through Warwick & Legler, N. Y., has signed as co-sponsor of ABC Radio's Weekday Newscast for 39 weeks; GMC Truck & Coach division, through Kudner, both Detroit, has purchased 26-week contract for the network's Late Sports-Howard Cosell (Mon.-Fri. 6:45-6:50 p.m.); Kitchen Art Foods (Py-O-My mixes), through Wright, Campbell & Stitt, both Chicago, has purchased segments of Don McNeil's Breakfast Club (Mon.-Fri. 7-9 a.m.), and Miller Brewing Co., through Mathisson & Assoc., both Milwaukee, will participate in 50 ABC Radio newscasts weekly for 26 weeks. All contracts are effective immediately.
"PREMIERE PERFORMANCE"

...one of the big new TV programs on the BIG NIGHT coming to TV this fall...

These are just a few of the 39 truly great 90-minute programs that will be seen on "Premiere Performance," returning in the fall for its second triumphant year on the air.

Produced by those master creators of superb entertainment—20th Century-Fox and Paramount—it features noted stars in noted stories by noted writers... that are sure to attract millions of TV viewers.

So note the fact that it's all part of the Big Night that... combined with three great new half-hour series... is coming to TV this fall on TV stations associated with...

AT WAR WITH THE ARMY
Dean Martin, Jerry Lewis

THIS ABOVE ALL
Tyrone Power, Joan Fontaine

CALLING NORTHSIDE 777
James Stewart, Lee J. Cobb

MY GAL SAL
Rita Hayworth, Victor Mature

STATE FAIR
Jeanne Crain, Dana Andrews

THE RAINS CAME
George Brent, Myrna Loy

Coliseum Tower, 10 Columbus Circle, New York 19, N.Y. * Judson 2-7300
## LATEST RATINGS

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#### TOP 10 NETWORK PROGRAMS

Tv Report for April 1-7

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Copyright 1958 Trendex Inc.

### PULSE

#### TOP NETWORK PROGRAMS

Tv Report for March

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<td>Perry Como Show</td>
<td>37.3</td>
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<tr>
<td>3</td>
<td>Playhouse Ninety</td>
<td>36.6</td>
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<tr>
<td>4</td>
<td>Bob Hope</td>
<td>34.5</td>
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<tr>
<td>5</td>
<td>Danny Thomas</td>
<td>32.6</td>
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<tr>
<td>6</td>
<td>Loretta Young</td>
<td>29.2</td>
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<tr>
<td>7</td>
<td>Grouch Marx</td>
<td>28.8</td>
</tr>
<tr>
<td>8</td>
<td>Have Gun, Will Travel</td>
<td>25.9</td>
</tr>
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<td>9</td>
<td>Climax</td>
<td>24.4</td>
</tr>
<tr>
<td>10</td>
<td>December Bride</td>
<td>23.6</td>
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</table>

1. Wyatt Earp
2. Shirley Temple Storybook
3. Tales of Wells Fargo
4. Lineup
5. Father Knows Best
6. I've Got a Secret
7. Person To Person
8. Restless Gun
9. This Is Your Life
10. Steve Allen

Copyright 1958 Pulse Inc.

### NIELSEN

#### TOP 10 NETWORK PROGRAMS

Tv Report for March 8-22

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<thead>
<tr>
<th>Rank</th>
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<td>9</td>
<td>Ed Sullivan Show</td>
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<td>Restless Gun</td>
<td>14,790</td>
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(@) Home reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(1) Home reached during the average minute of the program.
*Per cent ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1958 A. C. Nielsen Co.

### BACKGROUND:
The following programs, in alphabetical order, appear in this week's Broadcastcom tv ratings. Information is in following order: program name, network, number of stations, sponsors, agency, day and time.

- **Gilligan's Island (CBS-162):** Procter & Gamble (Compton), Thurs.-Fri., 8:30-9:30 p.m.
- **Gunsmoke** (NBC-161): Loretta Young (Wyatt Earp), Mon.-Wed., 9-10 p.m.
- **I've Got a Secret** (CBS-164): Procter & Gamble (Compton), Thurs., 8:30-9:30 p.m.
- **I've Got a Secret** (CBS-164): Procter & Gamble (Compton), Thurs., 8:30-9:30 p.m.
- **Is Your Life Better Than Mine?** (NBC-159): Warner Bros. (The Adventures of Ozzie & Harriette), Mon., 8-9 p.m.
- **Loretta Young** (Wyatt Earp), Mon.-Wed., 9-10 p.m.
- **Price Is Right** (NBC-157): Procter & Gamble (Compton), Mon.-Fri., 2:30-3:30 p.m.
- **The Andy Griffith Show** (CBS-158): Procter & Gamble (Compton), Mon.-Fri., 8-9 p.m.

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

**Network Programs**

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Copyright 1958 Trendex Inc.
Some things you can take for granted—like the end of the Little Red Riding Hood story—and the way WMT-TV covers Eastern Iowa.
LEGITIMATE CLIENTS

Broadway legitimate theatre productions, which have concentrated their advertising heretofore in the printed media almost exclusively, have signed for spot campaigns on WRCA-TV New York. James Barry, sales manager of the station, reported that three-week campaigns during late April and early May have been bought for "LIT Abner" through Blaine-Thompson Co., New York, and for "Jamaica," through Cole, Fisher & Rogow, New York. A two-week spot tv effort on behalf of "Say, Darling," through Grey Adv., New York, is scheduled to begin today (Monday) on WRCA-TV.

NBC Spot Sales Queries Panel

NBC Spot Sales last week distributed its second questionnaire to the 1,200 members of its timebuyer opinion panel, seeking their opinion on various questions dealing with local radio programming. The first questionnaire last month covered the use of ratings by radio-spot timebuyers.

The latest questionnaire sought answers from timebuyers on their opinion of "top 40 tunes" stations, standard music and news stations and varied programming stations; the handling of news programs by stations and the type of information to be included in the station's profile that buyers could find useful.

AGENCY APPOINTMENTS

Lanolin Plus Inc. (cosmetics and toiletries), Chicago, appoints Erwin Wasey, Ruthrauff & Ryan, that city, effective July 1, replacing Kastor, Farrell, Chesley & Clifford Inc., N. Y.

C. F. Mueller Co. (macaroni and sauce products), Jersey City, N. J., appoints guides Doherty, Clifford, Steers & Shenfield, N. Y., effective May 1, replacing Calkins & Holden, N. Y.

Brook Hill Farms Inc. (milk concentrate), Chicago, appoints Edward H. Weiss & Co., that city.

Strauss Stores Corp., Maspeth, N. Y., appoints Jay Gabriel Bumberg Assoc., N. Y., as coordinating consultants on advertising and sales promotion for its chain of stores.


A & A SHORTS

Robinson, Adleman & Montgomery, Philadelphia, moves to new offices at 2016 Walnut St.

Communications Counselors Inc., public relations affiliate of McCann-Erickson, N. Y., has moved to 750 Third Ave., on 20th and 21st floors.

LEGITIMATE CLIENTS

Broadway legitimate theatre productions, which have concentrated their advertising heretofore in the printed media almost exclusively, have signed for spot campaigns on WRCA-TV New York. James Barry, sales manager of the station, reported that three-week campaigns during late April and early May have been bought for "LIT Abner" through Blaine-Thompson Co., New York, and for "Jamaica," through Cole, Fisher & Rogow, New York. A two-week spot tv effort on behalf of "Say, Darling," through Grey Adv., New York, is scheduled to begin today (Monday) on WRCA-TV.

NBC Spot Sales Queries Panel

NBC Spot Sales last week distributed its second questionnaire to the 1,200 members of its timebuyer opinion panel, seeking their opinion on various questions dealing with local radio programming. The first questionnaire last month covered the use of ratings by radio-spot timebuyers.

The latest questionnaire sought answers from timebuyers on their opinion of "top 40 tunes" stations, standard music and news stations and varied programming stations; the handling of news programs by stations and the type of information to be included in the station's profile that buyers could find useful.

AGENCY APPOINTMENTS

Lanolin Plus Inc. (cosmetics and toiletries), Chicago, appoints Erwin Wasey, Ruthrauff & Ryan, that city, effective July 1, replacing Kastor, Farrell, Chesley & Clifford Inc., N. Y.

C. F. Mueller Co. (macaroni and sauce products), Jersey City, N. J., appoints guides Doherty, Clifford, Steers & Shenfield, N. Y., effective May 1, replacing Calkins & Holden, N. Y.

Brook Hill Farms Inc. (milk concentrate), Chicago, appoints Edward H. Weiss & Co., that city.

Strauss Stores Corp., Maspeth, N. Y., appoints Jay Gabriel Bumberg Assoc., N. Y., as coordinating consultants on advertising and sales promotion for its chain of stores.


A & A SHORTS

Robinson, Adleman & Montgomery, Philadelphia, moves to new offices at 2016 Walnut St.

Communications Counselors Inc., public relations affiliate of McCann-Erickson, N. Y., has moved to 750 Third Ave., on 20th and 21st floors.

FILM

PIX (TV) Puts Own Properties Into Film Syndication Circuit

PIX (TV) New York last week claimed an independent station's first by announcing it would enter the film syndication business. The properties involved: "The Russian Revolution," a 60-minute documentary on the fall of the Czar and the subsequent rise of the Soviet first aired April 1 on the station, and an hour-long film documentary, "The Private Life of a Dictator," culled from the archives of Adolf Hitler's Nazi Germany, scheduled for WPIX airing later this year.

Though stations have sometimes sold kinescope recordings of their live programs, e.g., WCBS-TV New York's sale of "Sunrise Semester" to Westinghouse Broadcasting Co., WPIX's move reportedly marks the first time a station has gone into the business of selling its own film productions. In both "Revolution" and "Dictator," WPIX pieced together a tv program from newrel footage formerly shown in theatres only.

While WPIX will make these films available to stations in both the U. S. and Canada, it does not propose to set up a national sales force or to act as vice presi dent-general manager Fred M. Thower. The films, said Mr. Thower, will be offered on a "first come, first served" basis. He disclosed that some 20 stations—unsolicited—have already "come forward to negotiate purchase."

N. Y. Film Producer's Campaign Gets Impetus From Civic Action

As part of the continuing effort by the Film Producers Assn. of New York to accelerate the growth of film production in the city, FPA representatives and 12 city commission ers will meet Wednesday to explore ways the city can assist in the campaign.

The meeting was arranged by Stanley H. Lowell, first executive assistant to Mayor Robert F. Wagner of New York in line with the mayor's expressed desire to "create an atmosphere of enthusiasm for production of films of all types and to examine rules and regulations which affect the film industry in an attempt to modernize, revise and alleviate them, when necessary."

Representing FPA at the meeting will be Nathan Zucker, president, and David I. Pincus, chairman of its civic codes and regulation committee. Membership in FPA numbers 34 producers of tv film commercials and theatrical and non-theatrical film, and 14 associates in the laboratory, recording equipment, special effects and other service fields in the New York area.

FILM SALES

ABC Film Syndication reports that its "Galaxy 20" package of feature films has been sold in total of 40 markets, with latest sales to WBBM-TV Chicago; WWJ-TV Detroit; WKRC-TV Cincinnati and WBNS-TV Columbus, both Ohio; WBEN-TV Buffalo, N. Y.; WISH-TV Indianapolis; KHK-TV Spokane, Wash.; WDSU-TV New Orleans; WREC-TV Memphis and WDEF-TV Chattanooga both Tennessee, and WBTW (TV) Charlotte, N. C.

Screen Gems, N. Y., reports sale of 30 feature films from Columbia and Universal library to WCBS-TV New York. SG also reports sale on Father Knows Best half-hour tv film series to Flower & Gamble for showing on WAPA-TV San Juan, P. R.; San Antonio industries for showing on station in Panama still unselected, and to YSEB-TV El Salvador. Company also reports sale of its "Triple Crown" package of Columbia feature films to nine stations, raising number of total markets sold to 70. Latest purchasers are for WIBT-TV Richmond; WNAC-TV Boston; WCBS-TV New York; WTMJ Milwaukee; WTVI -TV Hartford, Conn.; KPTV (TV) Portland, Ore.; KHQA-TV Quincy, Ill.; KID-TV Idaho Falls, Idaho, and WCIA-TV Champaign, Ill.

Ziv Television Programs, N. Y., reports that total sales on its Target half-hour tv film series have reached 114 markets, with latest sales to Schlitz Brewing Co. to: KNAC-TV Fort Smith, Ark.; WSB-TV Atlanta; KGBT-TV Harlingen, Tex.; WVTW (TV) Cadillac, Mich., and WBOC-TV Salisbury Md. KOJA-TV Odessa, Tex., bought remaining 350 Warner Bros. features after its initial purchase of half of library; KPIX (TV) San Francisco added to its original Warner Bros. purchase. KLIX-TV Twin Falls, Idaho, and KFYR-TV Bismarck, N. D., bought Popeye and Warner; WALTVA-LB Albany, Ga., Popeye, and KGBT-TV and KNAC-TV, Warner cartoons. In "Gold Mine" package, sales were to WTV (TV) Jackson, Miss. (52 westerns), and KNAC-TV, extension of original contract. AAP’s second 52-feature package, "Jupiter," went on sale April 17.


Ziv Television Programs, N. Y., reports that total market sales on its Science Fiction Theatre half-hour tv film series has reached 183, with latest sales to KMG-MTV Minneapolis, Minn.; WGR-TV Buffalo, N. Y.; WMFJ-TV Youngstown, Ohio; KOIN-TV Portland, Ore.; KONO-TV San Antonio, Tex.; WTVI (TV) Miami; WDBJ-TV Roanoke, Va.; WDSU-TV New Orleans and KRBC-TV Abilene, Tex.
December 2, 1957

Mr. Jules Herbuveaux, Vice President
National Broadcasting Company
Merchandise Mart Plaza
Chicago, Illinois

My dear Jules:

Recently we made a decision to extend our radio advertising to certain cities where we have branch offices and this decision was based on our success in using your radio station WMAQ over the past two years.

The inquiries developed on our daily five-minute Stock Market and Business News Program over WMAQ have been turned into new accounts on a satisfactory ratio and in addition we have received institutional and public relations value immeasurable in new business.

On October 1, 1957, we expanded with the same format to seven other midwestern cities. For the past year and again in 1958, radio will be our principal advertising vehicle.

Very truly yours,

A. C. Allyn

[Signature]

A. C. Allyn

A. C. Allyn

Office of the Chairman.

111 South LaSalle Street
Chicago 3, Ill.


GOVERNMENT

SENATE READIES NEW TV HEARINGS

- Magnuson announces two-pronged investigation

Allocations, May 27; network regulation, June 2

The Senate Commerce Committee will hold double-barreled hearings on television in late May and June, Chairman Warren Magnuson (D-Wash.) announced last week.

Hearings on the "general question" of tv allocation, to be held on Capitol Hill, are expected to be followed by hearings on the "public airing" issue. The Senate committee approved the FCC's plan of investigations of television bands, based on a report of the joint rules committee of the Senate and House, which directed the FCC to make a study of "the fairness and adequacy of the present wireless television allocation of 150 channels and to the public interest in a spectrum of service.

Allegation that the FCC had been in violation of the rule-making functions of the commission under the Federal Communications Act was made by Sen. Bricker of Ohio, a member of the committee. "The FCC has hampered the construction of television stations, has not enforced the regulations relating to the use of the spectrum. The FCC has caused the public to suffer by inaction."

McFarland Act

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Program Control Asked

In Duke Review Piece

The FCC ought to hold broadcasters to their program promises, a former news-caster has suggested.

And, the same man recommended that the Commission issue and enforce regulations specifying how much commercial time there should be in relation to program time.

The suggestions come from attorney Roger Kennedy, formerly on the NBC public affairs staff, writing in the Autumn 1957 issue of the Duke U. Law School's quarterly, issued two weeks ago.

"Many broadcasting executives, embarrassed by their brethren," Mr. Kennedy wrote, "are in need of a false sense of security."

Proposed program plans "are produced clypeus, covered by the Commission that it will not longer treat the honest and the contemptuous alike."

Proposed program plans "are produced clypeus, covered by the Commission that it will not longer treat the honest and the contemptuous alike."

Sen. Kennedy suggested that the FCC could require stations to carry public service programs, Mr. Kennedy said, but it seems to be uninterested in whether they are good or bad. "It is time that presses the FCC," he said, "not quality."

The attorney defended network ownership of stations. The better programs come from multiple owners, he said, and if networks were forced to divest themselves of their o&o stations, the net result might be poorer programs for the public.

Mr. Kennedy's article was one of nine in the Duke U. quarterly. The issue was devoted to radio and television. The next issue, winter 1957-58, due out soon, is expected to continue the study of radio and tv law, with particular emphasis on Sec. 315 of the Communications Act. This provision forbids any censorship of political candidates' speeches by station operators.

Other articles

Ben C. Fisher, Washington attorney (Fisher, Wayland, Duvall & Southmayd) and one of the lawyers in the three-year-old Spartanburg ch. 10 case (now awaiting its fourth court decision) urged that the 1952 McFarland Act amendments to the Communications Act be revised to give the FCC more discretion. He expressed the feeling that the McFarland Act provisions separating commissioners from staff members in adjudicatory cases "have not insulated the Commission from Congress, the executive or the public," and have resulted in a serious loss of administrative flexibility, efficiency and expedition.

Jeremiah Courtney and Arthur Blooston, Washington attorneys for mobile and industrial radio licensees, bluntly stated that the answer to the "squeeze" on spectrum space for mobile radio users is "obtaining more space from those services which have an overly generous allocation and do not fully use it." There was no mistake that they were referring to uhf television bands and fm. They also expressed the hope that the Commission would accept the principle of geographical assignments, permitting a number of different services to share frequencies in one locality.

Others wrote were Ralph S. Brown, Yale U. law professor; Rep. Emanuel Celler (D-N.Y.); Victor R. Hansen, Assistant Attorney General; Warren E. Baker, FCC general counsel; Roscoe L. Barrow, Cincinnati U. Law School; and Richard S. Salant, Thomas K. Fischer and Leon R. Brooks, CBS attorneys. The articles were commentary on various aspects of radio-tv law—ranging from antitrust and the broadcasting industry to the rule-making functions of the FCC.

Senator Seeks More FTC Control

For Cigarette Advertising

Sen. Richard L. Neuberger (D-Ore.) called last week for more authority for the Federal Trade Commission to control cigarette advertising. "Virtually all cigarette advertising—particularly on television and radio—is designed to make the use of cigarettes appealing and acceptable to young people," the senator said, calling this "injurious to our country."

He entered in the Congressional Record an announcement of a study of hospital patients by the Sloan-Kettering Institute for Cancer Research, finding smaller incidence of lung cancer among Seventh-day Adventists than others. Sen. Neuberger has not submitted any new legislation but his office is looking into the question, an assistant said.

Broadcasting
CHANNEL 9
KMBC-TV
11th and Central, Kansas City 5, Mo.
Telephone Harrison 1-7850

DON DAVIS, President
JOHN SCHILLING, Executive Vice President
GEORGE MCGILL, Vice President and Sales Manager
MONTIEL CREEX, Manager, KMBC-TV

And in Radio, it's the KMBC-KFRM Team

THE SWING is to ABC
AND
KMBC-TV
in Kansas City
when the most families watch TV the most!

—During the hours from 3 p.m. to 10 p.m. (ARB Report), or from 3 p.m. to 6 p.m. (Nielsen Report). Study the latest available survey figures below. In this valued 3 p.m. to 10 p.m. time segment, KMBC-TV leads, all the way.

And in addition to presenting the programs that are most popular in the Heart of America, KMBC-TV, the Area's most-powerful TV station with a 1,079-foot tall tower,

REACHES 31,983 MORE FAMILIES IN ITS CLASS A SERVICE AREA than any other Kansas City TV station. For full minute (not just chain break) availabilities, see your Peters, Griffin, Woodward Colonel.

NIELSEN 4-Wk. SURVEY—MAR '58—METRO AREA
TOTAL HOMES REACHED—KANSAS CITY
(Based on Quarter-Hour Homes Reached by All Stations)

<table>
<thead>
<tr>
<th>STATION</th>
<th>3 p.m. to 6 p.m.</th>
<th>6 p.m. to 9 p.m.</th>
<th>KMBC-TV TOTAL</th>
<th>179,560 HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATION X</td>
<td>72,100 homes</td>
<td>104,400 homes</td>
<td>KMBC-TV TOTAL</td>
<td>179,560 HOMES</td>
</tr>
<tr>
<td>STATION Y</td>
<td>61,100 homes</td>
<td>112,200 homes</td>
<td>KMBC-TV TOTAL</td>
<td>173,300 HOMES</td>
</tr>
<tr>
<td>STATION Z</td>
<td>55,400 homes</td>
<td>100,300 homes</td>
<td>KMBC-TV TOTAL</td>
<td>155,700 HOMES</td>
</tr>
</tbody>
</table>

KMBC-TV Leads by 3.6% Over Second Station

14.6% Over Third Station

ARB 4-Wk. SURVEY—JAN. '58—METRO AREA
SUNDAY THROUGH SATURDAY
Station Share of Sets-in-use Summary

<table>
<thead>
<tr>
<th>STATION</th>
<th>3 p.m. to 6 p.m.</th>
<th>6 p.m. to 9 p.m.</th>
<th>KMBC-TV Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATION X</td>
<td>42.7% share</td>
<td>33.1% share</td>
<td>KMBC-TV Share</td>
</tr>
<tr>
<td>STATION Y</td>
<td>29.4% share</td>
<td>33.3% share</td>
<td>KMBC-TV Share</td>
</tr>
<tr>
<td>STATION Z</td>
<td>28.4% share</td>
<td>33.2% share</td>
<td>KMBC-TV Share</td>
</tr>
</tbody>
</table>

For full-minute (not just chain break) availabilities, call your PSW Colonel.

PETERS, GRIFFIN, WOODWARD, inc. Exclusive National Representative

KMBC of Kansas City—KFRM for the State of Kansas

And in Radio, it's the KMBC-KFRM Team

1 in Heart of America
Back to work on all fronts

The nation's broadcasting executives are home from an inspiring NAB Convention.

As we stood on the sidelines in Los Angeles, it occurred to us that ways to solve TV-Radio problems multiply almost as fast as the problems themselves. This is an encouraging state of affairs, as opportunities and blessings are counted.

It has been our good fortune over the years to work with many station owners and industry people, making a contribution here and there that was helpful.

We, too, are finding more ways to solve problems put to us.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON 1625 Eye Street N.W. NAtional 8-1990
NEW YORK 60 East 42nd Street Murray Hill 7-4242
CHICAGO 35 East Wacker Drive RANDolph 6-6760
DENVER 1700 Broadway ACOMa 2-3623

GOVERNMENT CONTINUED

HARRIS PROMISES STRONGER AGENCIES

- DCBA talk hits foul play
- Further hearings on tap

Chairman Oren Harris (D-Ark.) of the House Legislative Oversight Subcommittee last week told the Administrative Law Section of the District of Columbia Bar Assn. that his committee will seek to make the FCC and other regulatory agencies stronger—not weaker.

"I should like to make it perfectly clear that I have no intention of destroying or discrediting the independent regulatory agencies...I have no intention of character assassination or of pursuing any course other than that with justice and fair dealing," he stated in drawing liberal applause from his lawyer audience.

The subcommittee was established a year ago to determine whether the regulatory agencies are administering the laws as Congress intended and has had a stormy existence. Its first chief counsel, Bernard Schwartz, was fired and then Chairman Morgan Moulder (D-Mo.) resigned in protest. Lengthy hearings were held on the FCC's grant of ch. 10 Miami to National Airlines and on misconduct charges lodged by Dr. Schwartz against the commissioners. The hearings resulted in national headlines and the resignation under fire of Comr. Richard A. Mack.

Rep. Harris said the subcommittee will hold further hearings as soon as the staff has had time to develop the facts. These hearings will come within the next two or three weeks, he said, but did not indicate which of the six agencies will be on the firing line.

In an obvious reference to charges made by Dr. Schwartz, Rep. Harris said that, contrary to public claims, the committee until recently had very little information in its files other than on the Miami ch. 10 case. He promised that in the future "no dubious methods will be used in developing information as has occurred in the past—which I have deplored." (He was referring to the secret use of a wire recorder in a subcommittee interview of Comr. Mack.)

Rep. Harris said that hearings held to date revealed that over the years a pattern of "questionable conduct" had developed on the part of both commissioners and the industry. "The questionable propriety of some of this conduct has seriously undermined public confidence in the Commission. ...It must be restored," he said.

Also, the congressman stated, information now in subcommittee files shows that ex-parte contacts have been made in many comparative TV cases other than the Miami grant. He then posed a problem which attorneys and industry have been asking:

"Since such contacts are prohibited by law...it is interesting to conjecture what may be the legal status of the licenses which were granted in such instances. The law is understood by the Commission and should not be winked at by it or any enforcement agency."

The Arkansas Democrat said it is obvious
Effective radio has more than two dimensions

There’s far more to good radio that only depth of programming and talent can provide. That’s why Bob Crane, Harry Babbitt and a host of other KNX’ers offer so much to listeners and advertisers alike. If you’re buying radio stations that feature Music to Drown Commercials By, that’s one thing. If, on the other hand, you’d like to set your message in an aura of believability and listener attentiveness then you want KNX. Proof? The meaningful study of listener attitudes recently completed by Motivation Analysis, Inc. offers demonstrable proof. No wonder Southern California’s #1 radio station is 50,000 watt KNX...reaching more different people more often each week than any other radio station in Los Angeles.

Represented by
CBS RADIO SPOT SALES
that the agencies have changed their rules or interpretations so greatly through opinions and decisions that "they [rules] are today in exact reverse position to that held a few years ago."

He said the subcommittee is studying whether standards for the Commission and other agencies to consider in carrying out their functions should be written into law.

This, he said, means a study of several grants made by the FCC "only to determine whether patterns may exist. . . . Contrary to some impressions . . . it has not been and is not now our intent to review individual cases as to whether or not the proper decision was made." However, Rep. Harris stated, certain matters will naturally come to the forefront in this review, which will require specific attention and possibly hearings.

Rep. Harris hit proposals that commissioners should be set up as judges, a stand strongly advocated by the committee's former chief counsel. "This seems to me to do violence to the very principles and purposes under which the commissions were created," the congressman said.

Honored guests for the dinner observing National Law Day last Thursday were the chairmen of all the six regulatory agencies under investigation by Rep. Harris' committee except Chairman John C. Doerfer of the FCC.

In introducing the guests, attorney Daniel M. Gibbon explained that Comr. Doerfer was out of town (for the NAB convention in Los Angeles) "lest no inferences be drawn [by his absence]."

NIXON, OTHER GOVERNMENT LEADERS LAUD RADIO MONTH OBSERVANCE

A message lauding radio's role in national well-being was delivered by Vice President Richard M. Nixon just before departing for South American tour. Vice president was one of two-score national leaders who issued statements in observance of National Radio Month (May).

Calling radio "an always vital communication instrument," he said it becomes "even more significant as the complexities of our life, both nationally and internationally, increase."

FCC Chairman John C. Doerfer, in Radio Month statement, said over 90% of Americans "can receive the news almost as it's happening." He added they can be alerted to dangers, be ready in matter of moments as result of Connelrad program and broadcaster cooperation.

Rep. Oren Harris (D-Ark.), chairman of House Committee on Interstate & Foreign Commerce, said, "The true value of radio to all of us might best be appreciated if, for just one week or one day only, we should not have radio as our constant companion." Sen. Warren G. Magnuson, chairman of the Senate Committee on Interstate & Foreign Commerce, said, "Undoubtedly one of the keys to radio's great success lies in its basic individuality. While millions may listen, they do it individually. Stations also serve individually."

DAVE SMELLS RAT IN LANGER BILL

Senate Commerce Committee hearings on a bill (S 582) which would prohibit the advertising of alcoholic beverages in interstate commerce wound up on a colorful note last week when a spectator who "just happened to wander into the hearing room" asked to testify against the measure.

Sen. Frederick Payne (R-Me.), presiding at the time, granted Mrs. Peter F. Schmidt, a native of Denmark, permission to speak. Mrs. Schmidt, after listening to the testimony for about 30 minutes, wrote down a short statement on a scrap of paper. She termed the bill a "manipulation law" and said alcoholism, like malnutrition, is a lack of the right kinds of food.

To back up this contention, she told of experiments with rats in which some were fed proper diets, others a diet lacking the necessary elements. Dishes containing alcohol and some containing water were put in the rats' cage, Mrs. Schmidt stated, and those on the correct diet drank the water while the rats with an insufficient diet spurned water in favor of the alcohol. And, she said, when the undernourished rats were fed a proper diet, they too spurned the alcohol and returned to drinking water.

"I smell a rat here [in the bill]," she said. "There is definite ill . . . Our hopeless situation with alcoholics lies in malnutrition and this sort of bill would only tend to make a serious matter worse."

Schechter, who testified against the bill denounced it as a "back door" attempt to revive prohibition and kill the liquor industry. Other charges made against the measure, introduced by Sen. William Langer (R-N.D.) were that it is unnecessary, unsound, unfair, un-American, unconstitutional and unwarranted.

The committee panel marked the eighth time in the past 11 years that committees of Congress have held hearings on similar bills. Most of the measure's proponents were heard 10 days ago [GOVERNMENT, April 28], with some carrying over into last Tuesday's session.

A final witness for the bill, Methodist Bishop Wilbur E. Hammaker noted that he was making his seventh appearance before Congress since 1947 seeking a ban of liquor advertising. "Since seven is a sacred number, is it not probable that the seventh hearing shall be crowned with success?" he asked.

While the opponents took over, after being shutout in their scheduled appearance the previous week, R. E. Joyce, vice president of the Distilled Spirits Institute, said Congress would establish a "dangerous legislation precedent" by singling out one industry for restriction. Moreover, he said, the liquor industry already is well regulated through voluntary actions. Advocates of the legislation look on it as "a step to their ultimate goal of the return of national prohibition," Mr. Joyce maintained.

NAB President Harold Fellows prepared a statement intended for personal delivery but which was entered in the record when he did not get to testify on schedule. Mr. Fellows was in Los Angeles last week for the NAB national convention.

"We [the broadcasting industry] oppose the bill because of the basic principle involved—it discriminates against one perfectly legitimate item of commerce," Mr. Fellows said in his prepared statement. He made these points:

Broadcasters, under their voluntary codes, already refrain from advertising hard liquor.

They handle beer and wine advertising with "care and prudence."

The amount of radio-time devoted to beer and wine advertising is relatively small.

Under the Langer bill, radio and tv would be the only communications media completely barred from carrying such advertising.

"The owners and managers of broadcasting facilities, of necessity, must be highly sensitive to public opinion," Mr. Fellows declared. "The industry has found, by and large, that only a minority of its audience objects to beer and wine advertising. I am sure that if this minority were at all substantial, beer and wine advertising would be banned from the airwaves of this country without any legislation."

John D. Sullivan, general counsel to the Advertising Federation of America, said the bill is a "penal law." Its enactment, he charged, "would be contrary to every standard of American fair play."

Francis J. Keely, National State Council of Brewery Workers, charged that prohibitionists were trying to discredit the industry "by blaming it for almost every social ill since Eve ate the apple." Another witness, Linn Krummrich of the Illinois council, noted that bootleggers and prohibitionists were teamed together "as unwilling bedfellows" in a campaign to outlaw the sale of alcoholic beverages.

A Milwaukee woman, Grace Ellis, charged that passage of the bill would return the U. S. to prohibition conditions. She said prohibition "spawned teenage drinking" as children followed their parents in defiance of the unpopular dry law. Another charges that ads lure young people to start drinking, she asked: "Does the child learn to use soap because of advertising or because he has been taught to do so by his mother?"

Clinton M. Hester, counsel for the U. S. Brewers Foundation, charged the bill is a "red herring" attempt at prohibition. He said its passage would cut beer sales in half and force breweries into bankruptcy. Proponents realize that "killing the brewing industry in one stroke by return to the prohibition era would be impossible," and therefore they have concluded that "strangulation, while somewhat slower, would in the long run be just as effective," he said.

Speaking for the American Assn. of Advertising Agencies, Mahlon F. Perkins stated that the association was against the bill because (1) "We believe that the right to advertise is at stake; (2) we believe that public confidence in advertising is at stake." He charged the Langer bill is the attempt of
LOOK AT THESE LOW RATES

Afternoon
"BINGO-AT-HOME"
3:30 to 4:30 p.m. Monday thru Friday
1 Min. or 20 Sec.: 1 a week $ 40
3 a week $ 90
5 a week $140
Start April 21, 1958

Night
"BINGO-AT-HOME"
7 to 8 p.m.—Mon., Tues., Thurs., Fri.
8:30 to 9:30 p.m. Wednesday
1 Min. or 20 Sec.: 1 a week $ 90
3 a week $225
5 a week $350
Serving More than One Million Homes

For prices on 15 or 30 minute segments call:
FORJOE TV, INC., Nationally
or
GORDON MOORE
Salesmanager
NATional 3-8061, Manchester, N.H.

LIFE
Does it pull?
35,000
COMPLETED
BINGO CARDS IN
FIRST 5 DAYS!*

Serving More than One Million Homes

FORJOE TV, INC., Nationally
or
GORDON MOORE
Salesmanager
NATional 3-8061, Manchester, N.H.

WMUR-TV CHANNEL 9

Norman A. Gittleson, Executive Vice-President and General Manager
Manchester, New Hampshire
an organized minority to do indirectly what it cannot do directly.

Many other witnesses—from labor, brewery associations, advertising and hard liquor industries—testified last Tuesday and Wednesday against the Langer bill. Others had expected the hearing to continue through Thursday and were not present when it was adjourned. The record was kept open for 10 days to allow these planned witnesses to submit statements.

FCC Asks Court to Clarify Authority on Remand of Ch. 10

The FCC last week asked the U. S. Court of Appeals in Washington to explain exactly what the Commission's position is in holding hearings on the Miami ch. 10 influence allegations [GOVERNMENT, April 28].

The court remanded the notorious Florida case in mid-April. It told the FCC to hold a hearing to determine (1) whether former Comr. Richard A. Mack should have disqualified himself, and (2) whether any parties had disqualified themselves through improper contacts with other commissioners.

The Commission asked for instructions on one basic point in the court order remanding the case. This was the language of the remand which told the FCC to hold the hearing but to report its findings and recommendations to the court.

This sounds as if the court were approaching the FCC as a "special master," the Commission said in its petition last week.

The FCC feels, it said, that under its authority there should be no question that it could, if it found proper, set aside the grant and if the ch. 10 hearings are reopened disqualify any of the applicants which it finds to have overstepped legal bounds.

The Commission said its petition should not be construed as an attempt to evade other court instructions: the court retaining jurisdiction of the appeal cases; ordering the FCC to report the status of the remand in six weeks; ordering the Commission to inform the attorney general so he can participate, and other matters.

International Radio Committee To Hold Plenary Session in L.A.

The International Radio Consultative Committee (CCIR) will hold its ninth plenary assembly next year in Los Angeles, April 2-50, at the Biltmore Hotel. Acceptance of an invitation, given in 1956 at the last CCIR plenary session in Warsaw, was announced last week in Washington by the State Dept.

Fifty countries are expected to send official delegations in addition to representatives from private and international organizations, science and industry. The CCIR is one of the principal organs of the International Telecommunication Union and is concerned with improvement of radio communications throughout the world. Plenary sessions are held every three years with continuing activity on technical questions done through study groups.

PRESIDENT RE-NAMES BARTLEY

FCC Comr. Robert T. Bartley was nominated by President Eisenhower last week for a second, full seven-year term on the FCC.

A hearing on his nomination was scheduled by the Senate Commerce Committee prior to the full Senate on Wednesday.

Confirmation of the Texas-born commissioner—one-time broadcasting executive, government official and trade association executive—is considered assured.

Mr. Bartley, nephew of House Speaker Sam Rayburn (D-Tex.), was named to the FCC in 1952, winning confirmation easily. He assumed the remainder of the term of FCC Chairman Wayne Coy. Mr. Coy resigned earlier in 1952.

Approval of Mr. Bartley for another term could come by the middle of May. The next executive meeting of the Senate Commerce Committee is May 14. The committee could approve both Mr. Bartley's nomination and the ch. 2 remand which told the FCC to hold hearings on the Miami ch. 2 in March, but the full Senate possibly acting before the end of that week.

Mr. Cross, assistant chief of the State Dept.'s Telecommunications Div., was nominated last March to succeed former Comr. Richard A. Mack. Mr. Mack resigned after disclosures of financial dealings with Thurman A. Whiteside, a Miami attorney, were brought out during the House Legislative Oversight hearings. The Senate committee heard Mr. Cross late in March, but has not yet voted on his nomination. It is understood that Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate group, has expressed the desire to question Mr. Cross about community antenna systems.

The nomination of Mr. Bartley for reappointment came nine weeks before his term expired—June 30. Mr. Bartley, who is 48, sailed through his appearance before the House Legislative Oversight Committee March 28. He was given a virtually clean bill by Chairman Oren Harris and other members of the committee.

His government service began in 1934 when he was chief of the FCC's Telegraph Div. He left the FCC and served with the Securities & Exchange Commission before joining the Yankee Network as a vice president.

During the war years he was director of war activities and later of government relations of NAB. He was secretary-treasurer of Fm Broadcasters Inc. and when FMBI was merged with NAB he became director of NAB's Fm Dept.

From 1948 to 1952, Mr. Bartley was administrative assistant to Speaker Rayburn. In his six years as an FCC commissioner, Comr. Bartley has consistently voted to ask for further information where multiple owners were involved in purchases of other stations. He also has favored de-intermixtures of mixed vhf-uhf markets, local ownership and integration of ownership and management and diversification in comparative tv hearing cases.

Court Affirms FCC Action In Moving Ch. 2 to St. Louis

A U. S. appeals court last week affirmed the FCC's action in moving ch. 2 from Springfield, Ill., to St. Louis in last year's deintermixture case. In a short, per curiam ruling, the D. C. appeals court said it found nothing arbitrary, capricious or otherwise illegal in the FCC's action.

The Springfield decision came a month after a similar court hearing in the Peoria, Ill., ch. 8 case. This saw ch. 8 moved from Peoria to the Davenport (Iowa)-Rock Island-Moline area [GOVERNMENT, March 31].

The Springfield appeal was taken by Sangamon Valley TV Corp., an applicant for ch. 2 in Springfield. Actually ch. 2 had been granted to WMAY-TV, but with an order by the Commission not to begin to build until the deintermixture actions were resolved. Sangamon Valley also has appealed the grant to WMAY-TV. The unanimous court ruling was by Judges Henry W. Edgerton, Charles Fahl and Walter M. Bastian.

In place of ch. 2, the FCC assigned chs. 26 and 36 to Springfield.

Hole Election Recount Approved

A recount of contested ballots in the 1956 election of Rep. Robert Hale (R-Me.) was authorized last week by the House Administration Committee. Rep. Hale, a member of the House Commerce Committee and its Legislative Oversight Subcom-

Eighth Tv Application Filed For Moline-Rock Island-Davenport

Something of a record for competing tv applications in one area was set last week as Iowa-Illinois Television Co. of Moline, Ill., applied to the FCC for ch. 8 in Moline. This constitutes the eighth application filed for this particular channel in the Moline-Rock Island (III)-Davenport (Iowa) area. Iowa-Illinois Television is owned 65% by Peoples Broadcasting Corp., subsidiary of Nationwide Mutual Insurance Co.


Federal Sports Exemption Asked

The House Judiciary Committee has approved a bill which would exempt "reasonably necessary" activities of professional sports teams from anti-trust regulation. A key amendment by Rep. Kenneth B. Keating (R-N.Y.), would sanction "reasonable agreements" for the telecasting or broadcasting of games. This would allow restraints to be placed upon the radio-tv coverage of major league baseball in minor league territories for the latter's protection.
Wanted by a thousand men

There's a tide in the sale of women's swim suits, and it waits for no man—manufacturer or retailer. Women flock to stores at the next-to-the-last minute, expecting full stocks of the latest styles. And records show that the smart manufacturer speeds wanted styles overnight to one or one thousand stores, via Air Express. It's extra-fast because it's the only complete door-to-door air shipping service to thousands of cities and towns!

You can keep your retailers happy in exactly the same way. No matter what you make, Air Express multiplies your selling opportunities. It enlists in your behalf 10,212 fast daily flights on America's scheduled airlines, 13,500 trucks (many radio controlled), a nationwide private wire system, 42,000 trained personnel. Yet Air Express is inexpensive; for instance, a 10 lb. shipment from Los Angeles to Phoenix costs only $3.50 with Air Express—$1.65 less than any other complete air shipping method.

Explore all the facts. Call Air Express.

CALL AIR EXPRESS \(||\) division of RAILWAY EXPRESS AGENCY
GOVERNMENT CONTINUED

Smathers Hearings to Resume With More Opponents Slated

The Communications Subcommittee of Senate Commerce Committee will resume hearings tomorrow (Tuesday) on a bill (S 2834) which would prohibit broadcasters from owning stock in a music licensing firm—specifically BMI—or recording and publishing firms.

Opponents of the bill, introduced by Sen. George Smathers (D-Fla.), will be heard again this week following three days of testimony against the measure last month [GOVERNMENT, April 21]. Proponents of the measure, by and large members of ASCAP and/or the Songwriters Protective Assn., testified during two weeks of hearings in March [GOVERNMENT, March 17, 10].

WCLT, NEWARK, O.: BOB PRICER REPORTS—

Successfully put Mr. Huckster’s best foot forward with the “Everybody’s Happy” calypso jingle, sold Plaza Shopping Center 1000 spots for firm 52-weeks and picked up 200 more spots from individual Center stores in first 3 months.

KGBG, GALVESTON, TEX.: STEVE COWAN REPORTS—

Custom-built a Huckster series around the “We’re Singing the Praises” jingle, and Model Dairy is singing the station’s praises to the tune of 25 spots per week.

WNBH, NEW BEDFORD, MASS.: HENRY SOLOMON REPORTS—

Solved the problem of landing a Dodge-Plymouth dealer who would not advertise with straight commercial copy by digging into its RADIO HUCKSTERS file and coming out with “They Always Buy, Buy, Buy at United”—the deal’s name, of course.

KHM0, HANNIBAL, MO.: JIM JAE REPORTING—

L-W’s “Fill Up Your Tank” Huckster jingle enables an independent oil operator, Western Zephyr gas, to compete with the big oil companies and their expensive advertising and production. The campaign has run daily for over two years.

Nothing succeeds like success. Aggressive and successful stations are daily licking advertiser problems with the lively medium of Radio. Hereewith more from the case files of Lang-Worth’s RADIO HUCKSTERS & AIRLIFTS commercial-production service.

Chairman John C. Doerfer on possible hearings and report back within two weeks.

Rep. Celler actuated during subcommittee hearings on an AT&T consent decree with the Justice Dept. which settled a six-year-old antitrust suit. Wednesday testimony concerned a 1953 rate increase the Commission granted AT&T without a hearing and subsequent earnings of AT&T’s Bell Telephone system.

After hearing the testimony, the congressman said it appeared “the public has been made to pay $1.59 million more than was needed” for long distance telephone service in the past three years.

A June 1954 memorandum explaining the rate increase from then FCC Chairman Rosel H. Hyde to Presidential Assistant Sherman Adams was entered into the record. Comr. Hyde said the explanation would demonstrate “the complete falsity and unfairness of the charge that the terms of this rate increase were dictated by AT&T.”

WSM Inc., WLAC, Sutton Appeal Verdict for Lamb

Two Nashville broadcast stations and a former Tennessee congressman last week asked for a new trial in appealing the $25,000 damages verdict for libel three weeks ago in favor of Edward Lamb, broadcaster-Publisher [AT, April 21].

The stations are WSM-AM-TV and WLAC. The congressman is former Rep. Pat Sutton (D-Tenn.). Motions for a new trial were filed with Judge William E. Miller, U. S. District Court, in Nashville.

A jury awarded Mr. Lamb $15,000 from WSM Inc. and Mr. Sutton and $10,000 from WLAC and Mr. Sutton. The awards were based on a broadcast remark by Mr. Sutton during the 1954 election campaign that the FCC “took his radio and tv stations away from him.” This was in reference to the then pending FCC charges against Mr. Lamb. Mr. Lamb, who sued for $1 million, did not attend the motion hearing.

Casey Shift

Daniel W. Casey Sr., Robert J. Connor, T. Frank Dolan Jr. and Richard N. Groves, calling themselves the Syracuse Group, have petitioned the FCC to delete ch. 8 and add ch. 5 to Syracuse, N. Y., and delte ch. 5 and add ch. 8 to Rochester, N. Y. The petition requests that WHEN-TV Syracuse go on ch. 9 at its present site and WROC-TV Rochester go on ch. 8. WHEN-TV is currently on ch. 8; WROC-TV is on ch. 5.

Ch. 5 would thus become the third vhf outlet in Syracuse. If this petition is adopted, the Syracuse Group intends to apply for a permit to construct and operate a station...
on that channel. Some weeks ago, ABC asked the Commission to add chs. 9 and 11 to Syracuse and delete ch. 8 there [At Deadline, April 14].

**KWTX-TV, WBIR-TV BATTLE TAX CASE**

- Edict could set precedent
- Three-year claims limit

Two television station appeals of Internal Revenue Service rulings now in the U. S. Tax Court could involve savings of millions of dollars to broadcasters if they are decided in favor of the stations.

The two stations, KWTX-TV Waco, Tex., and WBIR-TV Knoxville, Tenn., have asked the Commission on Broadcasting to write off or amortize for tax purposes the amounts it cost them to win their respective tv grants in competitive proceedings—on grounds that an FCC station license has a determinable life of three years.

IRS takes the opposite viewpoint, maintaining that a tv license has no determinable life and that money spent acquiring the license must be considered a capital asset.

Testimony in the KWTX-TV case was taken last Monday in Galveston by Judge Eugene Black of the U. S. Tax Court and both the station and IRS were given 60 days to file briefs. The WBIR-TV case was heard in Knoxville by the Tax Court about two months ago. Both stations are on ch. 10 in their respective communities.

KWTX-TV asked deduction of $12,366.33 paid for travel and legal fees—or in the alternative an amortization of that amount over the three years of the license period. The station also requested deduction of $45,000 paid by KWTX-TV to competing applicant Waco Broadcasting Co. to get that firm to withdraw its application following an FCC examiner's initial decision which favored KWTX-TV.

The amount of the KWTX-TV tax deficiency for 1954 claimed by IRS is $26,527.20. In its petition, KWTX-TV noted that the FCC, if it desires a hearing or investigation, can require an application for license renewal under Sec. 3.631 of the Communications Act. "The television industry is so fluid," KWTX-TV said, "that it is impossible to know if a license will be continued to the end of the license period."

The station said it paid Waco Broadcasting (WACO) the $45,000 "for the defense and protection of a capital asset," following the initial decision favoring KWTX-TV. WACO had claimed it spent this amount in prosecuting its application, KWTX-TV said. Thus, KWTX-TV noted, the $45,000 was paid not in prosecution of its application, but in protection of a right KWTX-TV had acquired.

In the WBIR-TV case [STATIONS, Jan. 16, 1956], WBIR, which at that time had not been granted ch. 10 but had been favored for the facility by an FCC examiner, asked for a writeoff or amortization of license for $40,000 spent prosecuting its application in 1953-54. WBIR had held that a tv station was a requirement to protect its am facility in Knoxville. The WBIR case involved $15,500 in taxes.

If a station wished to file a claim similar

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**NEW, TALLER TOWER ADDS GREATER MID-GULF COVERAGE**

Even before, Nielsen gave WKRG-TV 46,000 extra families in the Mobile Market. Now, a new, maximum-height tower sends WKRG-TV's better programming booming into tens of thousands of additional Mid-Gulf homes . . . as the map below clearly shows.

For full details of WKRG-TV's lead, call your Avery-Knodel man ... or C. P. Persons, Jr., V.P. and Gen'l Mgr. of WKRG-TV.
Mansfield Champions Outlets Hit By Competing CATV Systems

Small-market tv stations which have been suffering from competition with community antenna tv systems have found a champion in Sen. Mike Mansfield (D-Mont.), who has promised troubled outlets in his home state that their views will be brought to the attention of the FCC and the Senate and House Commerce Committees.

In a letter to FCC Chairman John C. Doerfer, Sen. Mansfield expressed concern about CATV systems bringing in signals from stations outside Montana to compete with tv outlets within the state. “After all,” he said, “the Montana stations are operating within the spheres laid down by the FCC, under FCC regulations, and supposedly with protection to them for the channels the FCC allocated to them.”

One Montana outlet which has gone off the air—KGEZ-TV Kalispell—blamed the adverse impact of a CATV system for its demise [Government, April 28, 21]. Sen. Mansfield also took credit for arranging for unhappy Montana tv outlets to meet with Comr. Rosel H. Hyde in Pocatello, Idaho [Closed Circuit, April 28].

Prizes and Awards in New York Now Liable to State Income Tax

Gov. Averell Harriman of New York has signed a bill which amends the state tax law to make prizes and awards won in the state by residents and non-residents specifically subject to the state’s income tax. It was pointed out that the measure is intended primarily to clarify tax liability on prizes and awards distributed on “give-away” radio and tv shows and similar events.

Under the new law prizes and awards are included as gross income, even though the recipient was selected for them without any action on his part and is not required to perform future services to keep them. Exempt from the bill are scholarships and awards given in recognition of religious, charitable, scientific, educational, artistic, literary or civic achievement.

ACLU Questions FCC ‘Diligence’

The American Civil Liberties Union has asked the House Oversight Committee to examine whether the FCC has been diligent in safeguarding “diversity of opinion and fair presentations of controversial subjects in the granting of tv licenses.” ACLU said the “problem of political pressures, secrecy and the exercise of power at the center of the FCC’s operations, embracing the public, commission and major financial interests, raise [these] vital questions.” It also lauded the committee for the manner in which it conducted the first phase of the FCC investigation.

STATIONS

KTTV (TV) to Telecast Dodger-Giant Contests

In a surprise announcement on April 27, Walter O’Malley, owner of the Los Angeles Dodgers, said that the eight games the Dodgers will play in San Francisco against their traditional rivals, the Giants, will be telecast for the Los Angeles fans by KTTV (TV) Los Angeles.

Mr. O’Malley had stated earlier that there would be no television for the Dodgers this year unless it was toll tv. He rejected all tv offers and signed contracts putting the 1958 games on a nine-station radio hookup fed by KMPC Los Angeles with American Tobacco Co. and Pabst Brewing Co. as sponsors [Advertisers & Agencies, Feb. 27, Jan. 24].

At that time the club owner pointed out that he had no fight with free television, that his team had been among the first to let its games be played before the tv cameras, but that in 1957 the combined radio and tv rights and gate receipts had brought the Dodgers less money than the gate receipts and radio rights had given the team a dozen years earlier, before tv. Now, he said, it would be partly free.

His change of heart was caused by 400 letters from shut-ins pleading to be allowed to watch the Dodgers out-of-town games on their tv sets, Mr. O’Malley told newsmen. The Dodgers are not getting a penny for the telecasts, he said, but are permitting the telecasts as a public service. So, too, are the sponsors of the radio broadcasts, who agreed to pay for the eight telecasts as well, and the management of KMPC, which did not try to block the telecasts, and that of KTTV, which “will be lucky to break even on the deal.” Most of the money the advertisers will spend for the telecasts will go for line charges, which will average $1,500 a game, it was stated.

Asked about toll tv, Mr. O’Malley said his reported agreement with Skatron TV to telecast the Dodgers games in Los Angeles was only an agreement to negotiate when and if there was something to negotiate about. He said with apparent disappointment that he had not heard from Skatron for several months. (After numerous delays and setbacks, Skatron and International Telemeter were both awarded franchises to install closed-circuit tv systems in Los Angeles; both turned their franchises back to the city when the Citizens Committee Against Pay TV spearheaded by a theatre owners association circulated petitions, got enough signatures to force the matter to public referendum.)

KHUM Switches Calls to KINS

KHUM Eureka, Calif., introduced its new call letters, KINS, Saturday. The switch from the station’s 10-year-old call coincided with the start of national Radio Month and was heralded two weeks beforehand by air, print and direct mail publicity. Wendell

CHANGING HANDS

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

KTIX SEATTLE, WASH. • Sold to Hugh Ben Larue, executive vice president-general manager of KTVR (TV) Denver and formerly of WINS New York, by Tele-Broadcasters of Washington State for $270,000. The sale was handled by Blackburn and Co. KTXI operates on 1590 kc with 5 kw, day.

KSUM FAIRMONT, MINN. • Sold to J. E. Hyde Jr., general manager of KDHL Fairbault, Minn., by Frank W. Enderse and Leo Seifert for $250,000. The sale was handled by Allen Kander and Co. KSUM, on 1370 kc with 1 kw, is affiliated with MBS.

KIST SANTA BARBARA, CALIF. • Sold to Karl A. Rembe, KIST station manager who will become president and general man-

ager, a. R. Elliman, a. C. Morici and others by Harry C. Butcher, oetime CBS vice president and owner of KIVA (TV) Yuma, Ariz., for $197,500. KIST operates on 1340 kc with 250 w and is affiliated with NBC.

KCBS SAN BERNARDINO, CALIF. • Sold to R. J. McKenzie, who has been manager of KITO San Bernardino, Clair Weidenaar, who has been program director of KITV in Seattle, and others by Fred D’Angelo for $150,000. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. KCBS operates on 1350 kc with 500 w.

KMAP BAKERSFIELD, CALIF. • Sold to Clifford E. Ball and others, calling themselves KMAP Inc., by Morris Mindel for in excess of $95,000. Mr. Ball until recently has been associated with Cunningham & Walsh, San Francisco, as a vice president. The sale was handled by Witt Gunzendorfer and Assoc. KMAP operates on 1490 kc with 250 w.

LOCAL DATE

President Dwight D. Eisenhower will speak May 22 at the dedication of the new $4 million NBC building housing WRC-AM-FM-TV Washington, it was announced by the White House Thursday. NBC-TV is to colorcast the ceremonies at 2:30 p.m. (EDT).

Vice President Richard M. Nixon laid the building’s cornerstone a year ago [STATIONS, May 6, 1957].
MONTH AFTER MONTH.....
AFTER MONTH.....
AFTER MONTH.....

Radio Memphis

WMPS IS FIRST! (PULSE, August 1956, through March 1958)

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No, we didn’t forget 6 PM to midnight where WMPS also ranks first. [Pulse March, '58] It’s just that we thought we’d cluttered up the page with enough firsts as it was. So, here’s proof that the programming policy of WMPS has withstood the test of time and competition.

This same outstanding programming is heard on the other Plough stations in Baltimore, Boston and Chicago.

Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore  | Radio Boston  | Radio Chicago
WCAO           | WCOP          | WJJD

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK   CHICAGO   LOS ANGELES   BOSTON   ATLANTA   SAN FRANCISCO   SEATTLE
DATELINES

NORFOLK—After broadcasting an 11 p.m. tip that Esso Standard Oil's bulk storage terminal at Newport News, Va., was on fire April 23, WGH Norfolk dispatched its fleet of news "satellite" units one by one. Four of them were there by 1 a.m. reporting the holocaust from all angles. It turned out to be a 41-hour assignment, with direct reports on WGH every half hour and other broadcasts as developments warranted. WGH News Director Dick Kennedy did pick-ups for ABC and the station provided feeds to some 30 other stations.

STEUBENVILLE—As news on vice and gambling in this Ohio city became filled with charge and countercharge, official directive and counterdirective, management of WTV-AM-FM-TV here decided that broadcasting the news was not enough. The stations took an editorial stand.

Broadcast by WTV News Director Scott McMurtry, it suggested to the city council a way out of the chaos that involved the mayor's office, safety service director, police department and city solicitor's office. The council approved "by an overwhelming vote," the proposal to call a meeting of civic leaders, giving the WTV stations credit for the idea, it was subsequently reported. WTV Radio has been broadcasting editorials since 1943 and WTV-TV since it went on the air in 1953.

LAKE COUNTY—Five months after WJOB Hammond, Ind., broadcast from a Lake County, Ind., courtroom the verdict and death sentence for George Robert Brown, the station learned it had scored what it believes to be an Indiana radio "first." WJOB News Editor Bob Umpleby in December 1957 had placed a microphone in the court through a bailiff's cooperation. Months later, from the annual report of the Lake County prosecutor's office, WJOB learned that this was a pioneering step in Indiana courts.

SAN FRANCISCO—A tv cameraman got into the news himself while covering an attempted bank robbery. John Stolaroff of KPIX (TV) here was shooting the bank exterior when a man walked out the door and offered to tell the story of the attempted theft in exchange for a beer. Repairing to a bar, Mr. Stolaroff called police as his informant sipped beer. The subsequent AP story said: "Capture of the nervous bank robber—who fled the bank before he got any money—was credited to John Stolaroff, a KPIX television news cameraman."

WBZ-TV Buys Paramount Pre-'48s From MCA-TV for $2 Million

The second purchase of the entire pre-1948 Paramount studios feature film library containing 700 feature films from MCA-TV for $2,000,000 for station WBZ-TV Boston, was announced by Franklin A. Took, general manager, last week. The first station to buy the film library was KETV (TV) Omaha [Broadcasting, April 28].

Mr. Took revealed that the films would be scheduled for fall release. He also said that "the acquisition of this library of some of the industry's most outstanding movies combined with our current purchase of over 200 post-1948 Republic and United Artists pictures will enable WBZ-TV to continue to bring New England viewers the very finest feature film entertainment. . ."

WBZ-TV also has the Warner Brothers library and other features from Columbia, Republic, United Artists, 20th Century Fox and Selznick studios.

New Format for NTA's Ch. 13

National Telefilm Assoc.'s operation of ch. 13 and sister radio outlet in the New York area effective Wednesday (May 7) will bring with it new programming. Already slated for WNTA-AM-FM-TV (formerly WAAAT-AM-FM-WATV (TV)) Newark, N. J., are a tv program focusing men and women on fashions and dresses (called Here's Looking at You and featuring fashion counselor Richard Willis, Mon.-Fri., 6-6:30 p.m.); a radio show nightly (10 p.m.) that will present capsule lessons, covering in successive weeks, French, Italian, German and Spanish, for tourists heading for the Brussels World's Fair and other points in Europe, and a return to radio of Mary

The first advertisement announcing the sale of the famous LASSIE series for syndication appears in the front part of this magazine. So great has been the demand for this show that, prior to general release, these represent but a few of the hundred-plus markets from A to Z already sold!

Altoona—Johnstown, Pa. . . . WFBG
Amarillo, Tex. . . . . . . . . . KFDA
Ames—Des Moines, Iowa . . . KRNT
Atlanta, Ga. . . . . . . . . . WLW-A

For your market, contact

Television Programs of America, Inc., 488 Madison Ave., New York 22
Your Omaha order talks biggest . . .

. . . where the biggest Pulse* is!

The latest Pulse says what Pulse had been saying for years. KOWH is first a.m.; first p.m.; first all day; 32 out of 40 first place quarter hours! These are the measures of KOWH’s continuing dominance of Omaha’s radio day, a dominance extending over 7 years.

The reasons: Programs and personalities that get through to people. Audiences aren’t the only ones who turn to KOWH. Advertisers do too. Good coverage, too, on 660 kc.

Turn to Adam Young or
KOWH General Manager
Virgil Sharpe.

*COMMISSIONS PAID ON \$500 OR OVER.
The first advertisement announcing the sale of the famous LASSIE series for syndication appears in the front part of this magazine. So great has been the demand for this show that, prior to general release, these represent but a few of the hundred-plus markets from A to Z already sold!

For your market, contact
Television Programs of America, Inc., 488 Madison Ave., New York 22
The Nation’s Voice squarely meets the problem of how best to reach customers through radio. It is a strategy specifically designed to get the maximum return for every advertising dollar spent regardless of budget size.

The Nation’s Voice combines just 48 stations selected from the more than 3000 now broadcasting. These 48 are located in major population centers. They are the stations with the finest facilities. Their alert management insists on broad programming to attract all segments of the potential audience. And they have earned the respect and confidence of their audiences.

In short, these top stations in top markets are the acknowledged leaders. As a result, they are trusted by more listeners—a true cross section of the population.

They are authoritative—and beloved. These facts have been documented again and again by Alfred Polka Research, Inc. in individual markets, regionally and nationally. People do know the difference between stations! These leading stations not only deliver more listeners—they lend their authenticity, their believability to the advertiser who uses them.

And there is nothing rigid or frozen about The Nation’s Voice strategy. It is intentionally flexible to suit your needs. You may get your greatest selling impact with all 48—or 18, or 8. Just let your Christal representative show you how effectively and economically The Nation’s Voice can be tailored to your individual marketing needs.

HENRY I. CHRISTAL CO., INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

FIRST ON EVERY LIST ARE THESE 10 GREAT RADIO STATIONS

WBAL Baltimore  KFI Los Angeles
WAPI Birmingham  WHAS Louisville
WBEN Buffalo  WCKR Akron
WGAR Cleveland  WTMJ Milwaukee
KOA Denver  WHAM Rochester
WJR Detroit  WGY Schenectady
WTIC Hartford  KWKH Shreveport
WDAF Kansas City  WSYR Syracuse
KTHS Little Rock  WTAG Worcester

Who could sell her anything now...except RADIO
Pennsylvania Broadcasters' Meet Schedule Set for May 21-23

A discussion of "Media and Research" by Lee Rich, vice president and media director of Benton & Bowles, will highlight the May 21 dinner of the Pennsylvania Assn. of Broadcasters' 1958 convention. The convention is scheduled to be held May 21-23 at Galen Hall, near Reading, Pa. A "keynote talk" by Pennsylvania Gov. George M. Leader will formally open the PAB sessions.

"Economic Horizons" will be the May 22 dinner address, delivered by Albert Mata- moros, associate economist, Armstrong Cork Co. Lawrence Webb, managing director of the Station Representatives Assn., will outline "What the Representative Needs from Stations" in a May 23 talk.

At the May 22 luncheon, pioneer past president awards will go to Clair R. McCul- lough, president of WGAL-AM-TV Lar- nester, Roy Thompson of Altoona and George Coleman of Scranton.

Roy E. Morgan of WILK Wilkes-Barre is president of PAB. J. Robert Gulick of WGAL-AM-TV -Lancaster is convention chairman and Kenneth Stowman of WFIL- TV Philadelphia is vice chairman.

How, Why of Commercials—RAB

Radio Advertising Bureau last week released a 20-page study titled "Workshop: How and Why of Six Top Radio Commer- cials," success stories, detailed earlier at RAB's third annual radio clinic. The an- nual national radio advertising clinic last fall covered the following advertisers: R. J. Reynolds Co. (Winston), Pepperidge Farm bread, Dutch Master cigars, Hit Parade cigarettes, Hoffman Beverage Co. and Dodge Div.

BPA Announces Partial List Of State Membership Chairmen

A partial list of state chairmen of the membership committee of the Broadcasters' Promotion Assn., who also will assist in circulating BPA's 17-page membership presentation, "BPA—Its Story," was an- nounced by Howard Meagle, promotion manager of WWVA Wheeling, W. Va., and chairman, BPA membership committee. Mr. Meagle released the names of half of the state chairmen, active in station promotional work, as follows: Dick Shively, WTVW (TV) Evansville, Ind.; John Keys, WMAG-WNBQ (TV) Chicago; Robert Moran, WBEL Beloit, Wis.; Glenn Kyker, WWJ- AM-TV Detroit; Jack Kavanagh, WLWC (TV) Columbus; Louis Hartz, WAGA-TV Atlanta; Bill Walker, WFGA-TV Jacksonville; John Dillon, WBTY (TV) Charlotte; Gregg Van Camp, WTRF-TV Wheeling, W. Va.; Joe Dowling, WHCT (TV) Hartford; Robert Peel, WHEN-TV Syracuse, Lin- wood Pitman, WSHH-AM-TV Portland, Me.; Ned Ryan, WBZ-TV Boston; Paul Woodland, WGAL-AM-TV Lancaster, Pa.; Robert Freeland, KOTV (TV) Tulsa; Bill Shipley, KDUB Lubbock; Roland Brazier, KGUL-TV Houston; Bill Morgan, KLIF Dallas; Montez Tjaden, KWTV (TV) Okla- home City; Carol Vinson, KSLA-TV Baton Rouge, La., and Marion Annenberg, WDUS- AM-TV New Orleans.

Conn. Broadcasters Hear Harris

Rep. Oren Harris, (D-Ark.), chairman of the House Commerce Legislative Over- sight Subcommittee, which recently held hearings on the FCC, was featured speaker at the Connecticut Broadcasters Assn. an- nual meeting Saturday. Luncheon speaker was Sig Mickelson, CBS-TV vice president in charge of news and public affairs, who dis- cussed how CBS set up its world-wide news reporting organization, the difference between radio news and tv news and editorializing on radio and television. Robert M. Gray, manager of advertising and sales promotion division of Esso Standard Oil Co., was the featured speaker at the afternoon session. Presiding over the meeting at Cheshire, Conn., was Charles Bell, general manager of WHAY New Britain and president of CBA.

Conn. UP Newsmen Elect Barents

The UP Broadcasters Assn. of Connect- icut has elected Barry Barents, news direc- tor of WKNB-WNBC (TV) New Britain- West Hartford, to be association president for the coming year. He succeeds Bill Whalen of WICC Bridgeport.

Elections were held at the group's second annual convention April 26 at New Britain. Other new officers: vice president, Alan Fletcher of WADS Ansonia; secretary-treas- urer, Edward Leonard of WICH Norwich; directors: Charles Norwood of WHCT (TV) Hartford, Robert Regan of WHAY New Britain, and Mr. Whalen, immediate past president.

N.M. Broadcasters Form UP Assn.

The UP Broadcasters Assn. of New Mexico was organized April 18 at the an- nual convention of the New Mexico Broad- casters Assn. in Gallup, N. M. C. O. Kendrick of KVBC Farmington, N. M. (and outgoing NMBA president), was elected president of the new group. Bob Williams, KQUE Albuquerque, and Dave Button, KMIN Grants, were named vice president and secretary, respectively.

New Mexico operations of UP are now concentrated in Albuquerque and broadcast- ers at the organizational meeting agreed to keep Robert H. Lawrence, UP's New Mexico radio editor headquartered there, informed of local news.

Tobey Heads N.M. AP Group

Robert Tobey, general manager of KOTS Deming, N. M., has been elected president of the New Mexico AP Broadcasters, suc- ceeding Jack Crandall of KHOB Hobbs. The association at its spring meeting in Gallup elected General Manager Howard Maudlin of KTNM Tucumcari vice president, a new office. Stu Chamberlain, news director, KGAK Gallup, was appointed director of the continuing study committee.
Capital of Indiana... Heartland of the Midwest... one of the most important commercial and industrial centers in the country... no less the hub of one of the really big television markets... that's Indianapolis!

Jim Hooker works here. He's a skilled technician with one of the several large pharmaceutical companies that call Indianapolis home. And he's a happy, industrious man whose efforts have amply provided for his family's welfare. Of course, like other Hoosiers, his entertainment is WISH-TV.

There are 741,114 more television families like the Hookers in the big area served by WISH-TV. Smart advertisers want to reach them. They do it over WISH-TV, the station that dominates the nation's 14th television market, consistently wins more quarter hours than the next two Indianapolis stations combined and averages 39% more viewing families than the next station. Represented by Bolling.

Sources: Metropolitan ARB 1/58, TV Mag. 2/58

A CORINTHIAN STATION  Responsibility in Broadcasting

KOTV Tulsa    KGUL-TV Houston    WANE & WANE-TV Fort Wayne    WISH & WISH-TV Indianapolis
L. A. success, but doesn't end problems

Continued from page 40

invited to take part in NAB's schedule of eight regional meetings in the autumn.

A number of the service firms said they can't afford or can't be bothered by personnel and display material all over the United States—especially in view of their rising production costs.

One of the more important industry actions came on the final day of the convention when radio broadcasters voted to form a committee to negotiate new music copyright contracts with ASCAP. This was an all-industry action, with non-NAB members taking part. The ASCAP radio contracts expire Dec. 31, 1958.

Television broadcasters witnessed technical triumphs last week as they looked over new gear and acquainted themselves with technical progress. Their regulatory crises will continue, judging by the observations of FCC members at the Wednesday morning industry-committee roundtable.

What seemed to worry many of those delegates most was the gentle warning from regulators that TV may have its spectrum juggled once more—maybe to all-UHF, a brand new spectrum spot or a re-doing of the present VHF-UHF allocation.

On the other hand some of the other industry segments found hope in convention developments. TV station operators who are having their audiences nibbled away by community antenna systems were told that FCC has in mind a study of this problem because of the public interest in what is happening to stations. This indication came just a fortnight after the FCC had announced it didn't have any jurisdiction over these community antenna firms because they are simply public-utility carriers instead of broadcast stations.

The am radio segment of the convention found business excellent, in sharp contrast to the situation a few years ago. Network radio still has deep troubles and they came out into the open during the meetings. Spot and local are better off, Radio Advertising Bureau and Station Representatives Assn., reported. RAB said that three out of four of the top 100 advertisers used radio in the first quarter of 1958.

Regulatory aspects of am radio dealt mostly with extension of remote control privileges to directional and high-power stations plus the new developments in automatic logging of transmitters.

Such satellite organizations as Clear Channel Broadcasting Service and Daytime Broadcasters Assn. held regulatory huddles. The clears resolved to make a firm stand to protect their service areas from threatened inroads inherent in proposed FCC actions. The daytimers want longer and regular hours. Another organization, Small Market TV Committee, wants FCC to relax its rules governing ownership and operation of intercity relay circuits.

Assn. of Maximum Service Telecasters announced a new project—testing of directional antennas for television.

FM broadcasters haven't had it so good in many years, judging by convention developments. Accustomed to financial troubles, they see concrete evidence of progress in several developments—stable multiplex equipment, larger audiences, more fm-only programming, public interest in stereo, new types of equipment.

They even talked about such developments as slow-scan TV via multiplex subcarriers and the use of these subcarriers for radio networking.

Two high spokesmen from the advertising field told broadcasters they can take a leading role in reversing the current business slowdown. Edwin W. Ebel, chairman of the Advertising Council's radio-television committee and General Foods vice president, joined Mr. Harper in calling for broadcast support of the buy-now campaign. Mr. Harper suggested the slogan should apply to advertisers and advised broadcasters to sell harder and improve their programming.

President Eisenhower sent a message supporting radio's contribution to the nation and said the NAB's new "Learn—and Live" campaign can bring important benefits to the country. The campaign is designed to utilize the nation's mental resources in the space age.

Mr. Harper was among those urging stricter enforcement of the NAB Television Code. The Tev Code Board took steps looking toward punitive action against several stations carrying objectionable personal-product advertising or using excessive advertising time allowances. William B. Quar ton, WMI-TV Cedar Rapids, Iowa, retired as code board chairman. Roger W. Clipp, WFIL-TV Philadelphia, took his place.

The progress in broadcast equipment included everything from a make-it-yourself remote unit to color videotape and weather radar. Transistorized cameras and amplifiers, a synthetic music instrument, automation devices, new zoom lenses and stereo systems attracted interest.

Some of the workshop sessions held Monday, prior to the formal convention opening, drew capacity audiences. The labor clinic was described by many delegates as one of the most helpful convention sessions they have ever attended. A feature of the clinic was a loud tribute to CBS for its courage in taking a network strike.

Not all the programming was serious. The final management luncheon Thursday paid tribute to Dinah Shore, NBC-TV star. President Fellows presented Miss Shore with a silver bowl and broadcasters cheered her as she responded to the tribute.

The banquet entertainment Wednesday featured the Lawrence Welk company. ASCAP provided the show. The Welk glee club provided a change of copyright library pace by presenting "Jeannie With the Light Brown Hair," a public domain number popularized during the broadcaster-ASCAP impasse of the early 40s.

It was a tiring week in Los Angeles but there was praise for the NAB convention staff—Everett E. Reveno, secretary-treasurer and convention manager; William Walker, in charge of registrations, and Howard Bell, special-events assistant to President Fellows and program manager of the proceedings.

Next year—Chicago, without the carnival.

FROM DISNEYLAND TO WAIIKIKI

One of the more lavish of the extra-curricular events at last week's NAB convention was the "California Holiday" sponsored by KABC-TV Los Angeles for some 200 out-of-town agency executives. The day began with a Disneyland tour and ended with a luau catered at the KABC-TV studios. Two trips to Hawaii were won by Peggy Harris of Guild, Bascam & Bonfigli, San Francisco, and Edward Fitzgerald, J. Walter Thompson Co., Chicago. Additionally, Hawaiian shirts or muu-muus were given out to each guest. Wearing theirs and posing for the informal photograph above is this relaxed quintet: (l to r) Helen Stenson, Foote, Cone & Belding, San Francisco; Jack Walsh, D. P. Brother, Detroit; Doris Williams, Brooke, Smith, French & Dorance, San Francisco; Keith Lanning, McCann-Erickson, San Francisco, and Betty Share, BBDO, San Francisco.
Sell All of GREATER ATLANTA with the Award-Winning News Coverage of WAGA Radio

The broad area coverage of WAGA's strong signal matches the broad news coverage of its able staff... making a selling combination that's tough to top! Get the good news on how you can use WAGA to sell this 2 billion dollar market—Call your Katz man today.

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., New York
WHAT DID NAB MEMBERS THINK OF CONVENTION?

Just what did the convention mean to NAB members and what do they want from the annual meeting? Broadcasting wondered, and so The Pulse Inc., nationally-known research and fact-finding agency, was commissioned to interview delegates at Los Angeles last week.

Wednesday morning a crew of 12 professional Pulse interviewers went to work at 8:15—six at the Biltmore and six at the Statler. Pulse had checked off every fifth station delegate on the official NAB Monday registration list. Interviewers were instructed to contact delegates only in their rooms.

On a 230-broadcaster base, interviewers completed 158 interviews. Four were rejected because of non-broadcast affiliation.

The results of the first seven questions were fast-tabulated by the Pulse organization. They appear herewith. The remaining eight questions, with responses, will appear in the May 12 Broadcasting.

An overwhelming number of delegates to the 1958 NAB convention in Los Angeles considered the convention programming valuable, according to a survey of delegates conducted for Broadcasting by The Pulse Inc.

Attendance at meetings was generally good in view of the multiple attractions provided during the five-day convention and the difficulty delegates experienced in getting around Los Angeles.

The first half of the survey was tabulated Thursday by the Pulse staff, headed by Dr. Sydney J. Roslow.

A fast glance at the raw data covering size of the convention and plans to limit the size of future meetings showed that about three out of five delegates considered the present convention too big and the rest figured it is about right.

Another preliminary figure reveals that two-thirds of the delegates interviewed (154 interviews were completed) favor the plan to limit future conventions to ownership and management delegates.

The untabulated questions go into detail on the problem of convention exhibits and facilities. They will show what sessions were deemed the most valuable. Other questions cover delegate opinion of NAB as a trade organization and suggestions for changes in its operation.

Trends anticipated in radio and TV business during 1958 will be analyzed along with enforcement and operation of the NAB Television Code.

Broadcasters were asked what they think of the FCC and its functioning. The results will give industry opinion on the effect of political pressures on the Commission along with the impact of private discussions with parties involved in proceedings. Another question dealt with effect of congressional investigation of the FCC on the broadcasting industry.

In addition, Pulse will provide interpretative comments on the figures tabulated herewith and the still untabulated data.

Interviewees were picked on the random-sample basis—one out of five names of broadcaster delegates who had registered Monday, taken from NAB's official published registration list. A number of NAB board members were included in the random sample, according to comments made to interviewers.

The random sample produced a representative cross-section of the U. S. (see table). Subjects were classified by executive status as well as by medium breakdown.

Interviewers found delegates extremely cooperative in answering questions. They found it difficult to reach delegates in their rooms, an obvious problem in view of the busy programming that ranged from breakfast meetings to luncheon and dinner functions. One of the women interviewers stood outside an interviewee's bathroom door, asking questions as he took his morning shower.

"This type of convention survey should be made every year," Dr. Roslow told Broadcasting after analyzing the results. He added that the findings "provide a valuable tool for the NAB convention management."

The tabulated results of the first seven questions in the survey, broken down by media function where pertinent, follow:

**Question 1: Do you attend NAB national conventions regularly?**

Yes 87.7%. No 12.3%.

**Question 2: Do you attend NAB autumn regional conferences regularly?**

Yes 57.2%. No 42.8%.

**Question 3: What part of the country do you come from?**

Northeast 21.4%. Southeast 12.3%. Northwest 16.9%. Southwest 20.2%. North Central 22.1%. South Central 7.1%.

**Question 4: Do you represent:**

A—Top management or ownership in TV, 62.0%; am 82.5%; fm 34.5%.

B—Department head in TV, 81.2%; am 75.0%; fm 25.0%.

C—Engineering in TV, 92.0%; am 88.0%; fm 60.0%.

D—Total interviewed in TV, 68.8%; am 82.5%; fm 37.7%.

[Total exceed 100% because of multiple ownership.]

**Question 5: Why do you attend these conventions?**

New ideas, information, knowledge gained from other delegates and from meetings, 55.8%.

Exchange ideas with others, 33.8%.

Visit exhibits, see new equipment and products, 19.5%.

Contact and fellowship, 15.6%.

Part holiday-vacation-pleasure, 5.2%.

Attend network meetings, 4.5%.

Sent by management, 3.2%.

Purchase films, programs, equipment, etc., 0.8%.
To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY delivers both — AT A 10% SAVINGS!

YOU NEED TWO LURES in Indiana!

In this area of many lakes, plus countless "ol' fishing holes," alert advertisers cover two major markets—South Bend - Elkhart and Fort Wayne—with one combination buy which saves 10%! The coverage they get is from within—strong in its local loyalties—no longer influenced by that early-day "snow" from cities so far away. Take a close look at this rich interurbia: Over 1.6 million population—$2.8 billion Effective Buying Income. Yours, with just one buy!

call your H-R man now!

wsjv 28 ABC
wkjg 33 NBC

Broadcasting

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1.9% (one said he had bought a videotape recorder).
Regular habit or tradition, 1.3%.
Miscellaneous, 2.6%.
No special reason, 7.1%.

Question 6. Did you attend any of these sessions? (By percent of those in the particular medium concerned in the individual program.)

Monday, April 28:
Forward Moving Film, 41.3%.
Labor Clinic, 29.2%.
Automation & Remote Control, 24.0%.
Tv Film Session, 42.5%.
Wage-Hour Seminar, 27.9%.
Video Tape, 34.9%.

Tuesday April 29:
Joint Session (Stanton-Doerner talks), 66.3%.

HARD-EYED RADIO BROADCASTERS
GIRD FOR ASCAP NEGOTIATIONS

- Organize nucleus of 17-man bargaining committee
- Hear warnings that road is tough and expensive

In a tight-lipped mood, representatives of the nation's radio broadcasters last week organized themselves for the first ASCAP radio music performance license negotiations in 18 years.

Some 100 of them on hand for an all-industry meeting Thursday in Los Angeles voted unanimously to set up and finance a 17-man committee to work out the best possible contracts to replace the present ones, which expire Dec. 31, this year.

The meeting empowered Robert T. Mason of WMKN Marion, Ohio, who presided as chairman pro tem, to appoint a nucleus interim committee. He named the following in addition to himself:

Ben Strange, WWDC Washington; Cy Bahakel, WRIS Roanoke, Va.; Hugh Boice, WEMP Milwaukee; Les Pearld, WBAL Baltimore; Elliot Sanger, WQXR New York; William S. Morgan Jr., KLIF Dallas; Sherwood Tarlow, WHIL Boston, and George W. Armstrong, WHB Kansas City. Indicating the all-industry composition, Messrs. Bahakel, Pearld and Sanger are not NAB members.

This nine-man group will name eight other interim members, bringing the total to 17.

Radio stations (fm as well as am) throughout the U. S., whether NAB members or not, will then be canvassed to elect a permanent committee, with the interim members as nominees but also with provision for write-ins.

To vote, stations must agree to pay—for the research, legal counsel and other expenses of the committee—an assessment in accordance with a formula to be fixed by the committee.

The procedure generally is like that used a year ago by television broadcasters, in setting up a 15-man committee which subsequently, in some eight months of negotiations, worked out an extension of ASCAP television music licenses. For tv stations, the assessment formula for each station was its highest one-time one-minute rate (in the tv negotiations before that, which dragged on for years, the ultimate payment was the highest one-time hourly rate).

As in the tv negotiations, the radio committee is empowered to negotiate and recommend. It will be up to each station individually to decide whether it will accept or reject whatever the committee recommends. Under a 1950 amendment to the ASCAP consent decree, stations may go to court if they cannot accept ASCAP terms.

The committee authorized at last week's meeting an all-industry music license committee—indicating that the group also will negotiate for new BMI radio licenses when the current ones expire March 11, 1959. Because the ASCAP contracts expire first, they were the center of the meeting's discussions.

The present ASCAP rate for local radio music licenses is 2.25% of net time sales in the case of blanket licenses, and about 8% of time sales in programs carrying ASCAP music, if the license is on a per-program basis. The radio networks all have blanket licenses; their rate is 2.75%.

The radio networks presumably will negotiate separately with ASCAP for new network contracts, as did the tv networks a year ago.

There seemed no doubt that the committee would press for a reduction below the present local rates [NAB Convention, April 28]. Undoubtedly, the networks will too.

ASCAP representatives sat in on the Chicago meeting (as did BMI representatives) and they heard one recommendation after another urging a get-tough approach to the forthcoming negotiations with the society.

Among the thoughts submitted for the committee's consideration:

- Remember that ASCAP is not the only source of music—that other music is available "if need be, in order to get a suitable contract."
- Why do stations have to pay more for ASCAP music even if they don't use it more than non-ASCAP music?
- News and talk programs—which have increased vastly since the last ASCAP radio negotiations in 1941—should be excluded in figuring the basis of payments to ASCAP.
- The attacks on radio-owned BMI and broadcasters during the past couple of years look like propaganda in preparation for license negotiations. As a counter-measure the committee should consider the possibility that radio can do without ASCAP.
- The ASCAP negotiations should be considered in state and regional meetings of broadcasters, starting as quickly as possible, in order to keep broadcasters informed of committee plans and progress and to give the committee the benefit of broadcasters' thinking. Chairman Mason suggested it might be worthwhile to have two or three committee men attend these meetings.

Dwight Martin of WAFB-TV Baton Rouge, chairman of the 1948-52 Television Negotiating Committee and vice chairman of the 1957 industry group, was called upon to sum up his views based on the television negotiators' experience with ASCAP.

He said it thusly:

1. ASCAP derives a substantial part of its income (estimated unofficially at $20 million out of $24 million in 1956) from radio. The television negotiations, it was said, have the momentum. Radio-Television contract is one of its most vital functions. ASCAP negotiators therefore will come fully prepared.

2. ASCAP's principal negotiators will be members of the ASCAP executive staff. ASCAP board members may attend, but the board members are not expected to attend.

3. One problem, not solved in the tv negotiations, is the existence of the antitrust suit brought by 33 ASCAP members seeking to dissolve NAB, divorce BMI from its broadcast ownership and collect $150 million in damages. This is "very important," because when tv negotiators thought they had a binding deal these songwriters took exception and, some four years ago, filed suit in the last tv negotiations the television committee asked for assurance that ASCAP members would be bound by the contract, but ASCAP could give no such assurance. Radio men may find it impossible to make a deal without some device that will give them court protection.

Mr. Martin made clear that when the committee is formed, the "problems have only started."

First, he said it is essential that the committee have money—a "considerable amount"—to finance the necessary research, pay for legal counsel and take care of all other expenses including that of keeping broadcasters informed of committee progress.

Equally or even more important, he said,
MORE PEOPLE LISTEN TO WPEN THAN TO ANY OTHER RADIO STATION IN PHILADELPHIA* YEAR IN YEAR OUT WPEN IS FIRST IN OUT OF HOME LISTENING ALL DAY LONG ALL WEEK LONG
broadcasters must give “unqualified support” to the committee. If they give less, he warned, negotiations will be more difficult.

Questioning from the floor indicated a resurgence of broadcaster interest in per-program licenses as distinguished from blanket licenses. Under the former, ASCAP is paid only for programs on which ASCAP Music is used; under blanket licenses, a flat payment gives the licensee rights to use any of the ASCAP Music as he wishes. Currently, most contracts are blanket.

Leslie C. Johnson, WHBF Rock Island, Ill., who offered the resolution proposing formation of the committee, said he is and always has been a per-program contract user. Interest in per-program rather than blanket licenses was indicated in the statements and queries of a number of others.

One broadcaster observed that, with automation on the increase, the reporting of numbers used under a per-program contract might be greatly expedited. He thought it might be reasonably easy, therefore, to set up a clearance procedure to handle such counting and reporting.

Several broadcasters stressed the importance of having all geographic regions as well as both fm and am stations represented on the committee. Mr. Mason suggested that if any group wished to propose specific nominees to the interim group, they should submit the names to John F. Meagher, NAB vice president for radio, at NAB headquarters in Washington.

Shafto, Martin Join TV Board;  
Five Other Members Re-Elected

Two new members were elected to the NAB Television Board at Los Angeles last week, with five members re-elected. New members are G. Richard Shafto, WIS-TV Columbia, S. C., and Dwight Martin, WTVQ-TV Louisville, Ky.

The two new members began two-year terms as the NAB convention came to an end. Re-elected to the board were James D. Russell, KCTV (TV) Colorado Springs, Colo.; Joseph E. Baudino, Westinghouse Broadcasting Co.; C. Howard Lane, KOIN-TV Portland, Ore.; John E. Potzer, WKZO-TV Kalamazoo, Mich., and Payson Hall, Meredith Publishing Co.

Continuing on the board as appointed network directors were Alfred Beckman, ABC-TV, William B. Lodge, CBS-TV, and Frank M. Russell, NBC-TV. Other board members, who completed two-year terms in It was when the renewal contract was signed, indicating that the ad campaign had indeed produced results for the sponsor and had won him over to the station.

Mr. Welpott went a step further in his answer to the “When Is the Sale Completed” question. He said it was when the renewal contract was signed, indicating that the ad campaign had indeed produced results for the sponsor and had won him over to the station.

Mr. Welpott, speaking of merchandising, criticized broadcasters for relying extensively on printed media—newspapers, car cards, direct mail and similar devices. He found this as negating effectiveness of the broadcast media themselves. Mr. Welpott also described how WKY-TV employs one man to concentrate on local distributors, advising them of national campaigns in which they can participate and counseling their advertising use.

Mr. Schofield told the delegates they have no choice on going into merchandising. Advertisers now expect it, and there is no “land of beginning again.” Pointing to the recent eye & ear survey of timebuyer criteria for judging media selection, he noted that merchandising ranked second only to personal contacts as a deciding factor. As to who should pay for it—the station or the advertiser—he recommended that stations accept the expense themselves or put it on the rate card.

The fireworks from the floor began after Austin Heywood of KNXT (TV) Los Angeles commented that he felt a station could render better service to its advertisers by audience promotion than by going into the merchandising area. There are professionals in that field whom the advertiser can hire for that purpose, with better results and at lower cost than the station can offer, he said. Mr. Rule then arose to suggest the industry study of the merchandising problem. Time limitations prevented further discussion by the panel or from the floor, but it was evident he had touched a nerve.

NAB's New Engineering Primer  
Scheduled for Late This Year

NAB’s new primer on engineering should be in the hands of all member stations late this year, or early in 1959.

That was the word passed along to technical delegates attending the 12th annual Broadcast Engineering Conference at the Statler Hotel last week. The tentative publication schedule was announced by A. Prose Walker, NAB engineering manager.

He reported the handbook’s first section on radio-tv will be turned over to the publisher “shortly” and the rest, being written by several contributing authors, will be ready in June. Much of the content will be new and “hard-to-find and often misunderstood” material, he added.

Ebel Outlines Qualifications  
Of Today’s Good Chief Engineer

Qualifications of a good chief engineer by today’s management standards were laid out at a closing Broadcast Engineering Conference program Thursday morning.

The attributes, from a station executive vantage point, were given by A. James Ebel, vice president and general manager of KOLN-TV Lincoln, Neb., in the form of a technical address.

Today’s chief engineer, he said, should maintain the good habits, neat appearance and pleasing personality of an executive; have expert technical knowledge, with the ability to double as architect, design and project engineer and construction supervisor; serve as labor relations specialist in “go-between” capacities with management, and handle cost accounting.

The chief engineer must evaluate money from the management standpoint, he said.

NAB CONVENTION CONTINUED
Mid-America tunes to KMOX Radio for "Big League" listening. "The Voice of St. Louis" scores consistently with diversified programming, never relegated to a background accompaniment role.

The ninth-inning homer in a Cardinal ball game... the authoritative voice of a respected newscaster... a favorite CBS Radio Network drama... a lively local personality show... a thoughtful public interest feature: these are the components that build 24 hours of foreground listening. The recent listener-attitudes study by Motivation Analysis, Inc., points up this qualitative audience superiority. KMOX listeners really listen.

More of them listen, too. The Cumulative Pulse of December, 1957 shows KMOX Radio delivers more different homes daily and weekly than any other St. Louis station. Commercial messages reach more people in a climate of authority and believability.

If you want to increase your sales score in St. Louis, choose the first team, KMOX Radio.

KMOX CBS
50,000 Watts
RADIO
"THE VOICE OF ST. LOUIS"
VTR AGAIN STARS AT CONVENTION
NOW IN COLOR WITH BIGGER CAST

- RCA turns former Ampex solo act into new duo
- Color box office not up to monochrome opening

Two years ago Ampex Corp. introduced its videotape recorder at the 1956 NAB convention in Chicago and captured the attention of the meeting. Before the four-day convention had ended, Ampex had orders for some $4 million worth of its vtr machines.

Last week, at the 1958 NAB convention in Los Angeles, videotape recorders were again the attraction, as competition among the recorder manufacturers had been added: color and competition. This time Ampex was not alone in the field. RCA also displayed and demonstrated its new line of videotape recorders, both black-and-white and color. As in 1956, interest ran high and broadcasters thronged thick at Ampex's booth.

But this year, the evident interest was not translated into sales. Ampex, before the convention opened, had sold three prototype color machines, one to WGN-TV Chicago and two to CBS-TV. RCA puts its sales at about 20 color units, half of them to its own subsidiary, NBC. But for the most part vtr station operators were just looking, not buying. The explanation is simple. In April 1956, some 35 million families were watching tv on their own black-and-white receivers in their own homes. Today that number has risen to well over 41 million. But the homes with color prototypes, like the one to be delivered to WGN-TV in June, will not permit tapes to be interchanged. But Ampex confidently expects that by November, when the first color production units are scheduled, they will be as freely interchangeable as the monochrome tapes.

RCA recorders at present lack interchangeability, but the company's engineers expect that within a year tapes recorded on any RCA vtr machines will be playable on any other RCA unit. Further, they anticipate that in the not too distant future tapes recorded on either RCA or Ampex recording equipment will be payable on the other company's machines. Just as any home record player will reproduce disc recordings of any make.

The two companies have priced their units at substantially the same figure for complete color recorders. The full Ampex equipment sells for $64,000; the RCA price tag reads $63,000. But the break-downs differ. RCA is offering its black-and-white recorder for $40,500, the color accessory for $13,500. The Ampex monochrome recorder is priced at $45,000, its color unit at $19,500. (Originally, Ampex had announced that the prototype color unit would be priced at $29,000, with a substantial price reduction for the regular production units, comparable to the drop in black-and-white machines from $75,000 for the prototype machines to $45,000 for the production models. But with full production of the color units scheduled for late Fall, Ampex has decided to establish a firm price now and to maintain it then.)

Along with interchangeability, the users of vtr wanted to be able to edit and splice taped programs as they had been able to edit those on film. To meet that desire, Ampex has developed a splicer which was also displayed and demonstrated last week. This unit, which will be available in the fall at a price between $500 and $950, is essentially a clamp which holds the tape in place while the cut and splice are made. Unlike film, the tape cannot be viewed a frame at a time for editing purposes, but must be run through the reproducer in toto and the place for the cut noted. Coating the tape with a magnetic developing fluid reverses the splice to the sprocket holes in motion picture film. These enable the operator to line up the pulses for a clean splice. The backing tape produces a splice which will hold firm against a pull of 10 to 20 pounds and an Ampex demonstrator stated that they have never had a splice break yet.

There has been a lot of confusion about vtr editing, Howard Meighan told a group of advertising agency executives Wednesday. (Mr. Meighan last month resigned his CBS vice presidency to enter the business of producing commercials on Ampex tape [At Deadline, March 31].) For Tape, he said, is not an extension of motion picture film but of live television. Programs and commercials are taped as they are done live, consecutively and completely, not in bits and pieces for later assembly. Where a movie scene is filmed several times from several angles, a live tv scene is done only once, but with two or more cameras, and edited in progress. Cuts and splices are the exception, rather than the rule, he said.

The Agency visitors also saw a demonstration of the Ampex color tape. First they watched a live color program picked up by the new General Electric color camera [see story, page 96]; then they saw the same program played back on the tape that had recorded the original a few minutes earlier. NBC-TV also staged a color tape demonstration last week (see story, page 96).

Quality of the color, both live and taped, was noticeably better on Wednesday than it had been at a similar demonstration given newsmen the preceding Saturday. Then the live pickup had been too vivid, the taped reproduction too pale, both attributed to faulty color adjustments by operators not yet acclimated to their convention surroundings. On Wednesday, both live and taped color were much more natural and much better matched.

The two demonstrations also disclosed a surprising difference between journalists and agency people. Each show closed with an invitation for the members of the audience to make brief on-camera appearances then watch themselves on the taped playback. The newsmen and women accepted enthusiastically; the agency executives demurred and only a few of that group were finally coaxed into the act.

Foreign Outlets, Race Track Buys
Ampex Monochrome VTR Units

Of the 110 Ampex monochrome vtr units purchased by U.S. stations and networks, 100 have already been shipped, 25 have gone outside the U.S., the company reported last week. Canada (CBC) has 6; Germany also has 6; England has 5 and so has Japan, with one each to Cuba, Mexico and Australia.

Among the home stations, NBC has 11 units, all in Hollywood; ABC has 10-4 in Hollywood, 4 in Chicago and 2 in New York; CBS has 24-15 in New York and 9 in Hollywood.

In addition to sales to tv stations, Ampex has supplied its videotape recorders to three producers of tv commercials-Filmways, Telestudios and Elliot, Unger & Elliot, and to the Yeakel (N.Y.) race track (to settle disputes about fouls at the turns).

Small Markets Committee Moves To Liberalize Rules on Relays

A new attempt to ease the problem of common carrier facilities for tv broadcasters has been made by the Small Markets Committee held coincidentally with the NAB convention in Los Angeles. The committee, headed by Capt. Harry Butcher of KIMA (TV) Yuma, Ariz., authorized a petition to the FCC asking liberalization of rules for ownership and operation of intercity relay circuits.

Copies of the committee's resolution also will be sent to the Senate and House interstate commerce committees.

Basically, the station operators represented by the Small Markets Committee seek (1) an end to what they consider inequitable line charges by AT&T and its subsidiaries throughout the country and (2) the right to construct and operate their own inter-city relays.

Current FCC regulations require that broadcasters use the common carrier facilities of AT&T where they are available. Further, even when a broadcaster is permitted to construct his own facilities where AT&T has no lines, he must give up his lines if AT&T subsequently makes facilities available.

The problem is a recurrent one. A number of individual broadcasters in past years have gone to the mat with AT&T on this score, but without success.
KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON is No. 1 in SF
Station: KRON-TV

KRON	36.0
Sta. B	33.2
Sta. C	25.6
Sta. D	10.8

San Francisco Chronicle - NBC Affiliate - Channel 4 - Peters, Griffin, Woodward
OF TELECASTING

ARBITRARY ORDER REPORTS

WMBD-TV

FIRST 66 DAYS
OF TELECASTING—

ARBITRARY ORDER REPORTS

“Family Theatre”

(4-6 PM WEEKDAY
VARIETY PROGRAM)

★ dominates the 5 to 6 seg-
ment—leads in 20 out of
20 quarter-hour periods!

★ delivers 200% more adults
than the other two stations
combined* . . .

★ delivers an average adult
audience of 76.5% (37.4%
men—39.1% women)* . . .

★ Based on ARB—March, 1958 Report

CONTACT YOUR
P.G.W. COLONEL FOR THE
COMPLETE FACTS ABOUT
PEORIA TELEVISION!

NAB CONVENTION CONTINUED

EXPERTS STILL DUBIOUS ON CSSB

Engineers seem still undecided about the overall advantages, if any, of compatible single-sideband transmission over conventional am methods, judging by results of field tests reported during the 12th annual Broadcast Engineering Conference last Tuesday.

The results were discussed by representat-
atives of RCA Labs, ABC (WABC New
York), Wurlinghouse Broadcasting Co.
(KDKA Pittsburgh) and WSM Nashville,
Tenn. Several 50 kw stations have installed
CSSB equipment and conducted tests the
past 12 months. CSSB equipment also has
been utilized by the Voice of America.

Involved in the tests, conducted in the
540-1600 kc broadcasting bands, are inter-
ference reduction factors and, in the longer
range, the theoretical potential of more
channels (beyond the present spacing of
one every 10 mc) if CSSB is adopted.

George A. Olive, RCA research engineer,
reported a mathematical analysis but em-
phasized that “a comprehensive valuation of
the system can only come as the result of
careful field testing.” His data showed that
CSSB is perhaps less susceptible to dis-
ortion and fading but that there are “very
broad limits” to the performance estimate.

Robert A. Morris, ABC Radio facilities
engineer, reported on unpublicized tests
at WABC covering the periods Nov. 12-Dec.
He said they were designed to give listeners
an opportunity to ascertain differences be-
 tween CSSB and conventional am trans-
mision. He suggested “more precise tuning”
of receivers to ascertain benefits of single-
sideband.

Results were adjudged as “meager” at
KDKA by Ralph N. Harmon, who claimed
it was impossible to draw any conclusions.
He added that perhaps the sound of the
station was “not any worse and maybe a
little better.”

Lucien Rawls, supervisor of research and
development at WSM, reported on tests at
his station and played tapes, illustrating
switchover from conventional am to CSSB.
Tapes were recorded under several condi-
tions, with differences varying during the
continuing series of taped musical selec-
tions. He posed reservations about the prob-
lems of receivers in the field and reported
WSM probably would undertake modula-
tion tests.

Station tests thus far have been designed
to evaluate such conditions as reduction in
co- and adjacent-channel interference, dis-
tortion and fading, possible improvement in
signal-to-noise ratio and reduction in
interference to am reception from tv re-
ceiver oscillators.

Among advantages claimed for compat-
ible single-sideband techniques are increased
effective transmitter power, minimized se-
lective fading distortion, reduced channel
(co- and adjacent-channel interference, and
improved audio fidelity and intelligibility.

During floor discussions Tuesday after-
noon, it was revealed that the Soviet Union
has been conducting optimum modulation
tests with a high degree of success in word
and phrase intelligibility.

Mr. Morris reported deficiencies in auto-
mobile push-button radios when compatible
single-sideband transmission was employed.

In a related area, an interim report on
engineering factors underlying tv alloc-
at ions was delivered Thursday by George R.
Town, executive director of the Television
Allocations Study Organization. During the
past 14 months some 76 meetings have
been conducted in such areas as home pic-
ture quality, strength and coverage of tv
transmission, interference problems, sound-
to-picture power ratios and service to “shadow” areas. TASO is expected to report to
the FCC, which requested its formation, sometime later this year.

In Tuesday’s sessions, status of remote
control and automatic logging of am-fm
transmitters was given by Harold Kassens,
chief of aural existing facilities, FCC
Broadcast Bureau. He explained data the
Commission is seeking from stations re-
questing such operation—those with direc-
tional antennas and others with transmitter power above 10 kw.

WAKR Akron, WJR Detroit and WBSM
New Bedford, Pa., have received authori-
ization for remote control operation and the
Commission has received applications from
12 to 14 others, Mr. Kassens reported. He
said applications will be granted upon a
satisfactory showing that a station’s di-
rectional antenna is stable and in proper
adjustment, and with the inclusion of mon-
itoring point readings. Each application
will be judged on its own merits, he stressed.

A. Prose Walker, NAB engineering man-
ger, reported progress in developing equip-
ment for logging transmitters by remote
control, despite a chief difficulty of keeping
costs “below the Cadillac class.” He ad-
dressed the opening session of the Broad-
cast Engineering Conference Monday. Tests
are now underway, he pointed out, with “loggers,” including several with a
remote control feature, to gather sufficient
data, looking toward petitions to be filed
with the FCC for authorization.

Panelists Report Top Pictures
Result in TV-AT&T Cooperation

Broadcasters and telephone companies
are cooperating more closely than ever be-
fore, utilizing new techniques to give the
public better tv picture quality over longer
distances.

That was the consensus of a technical
group, the Network Transmission Commit-
tee, which has been monitoring audio and
video signals. Members reported on their
findings during a technical panel of the Broad-
cast Engineering Conference last Monday. Panelists included John Thorpe,
American Telephone & Telegraph Co.’s
long lines department, chairman; John Se-
rafian, ABC; H. C. Gronberg, NBC; W. B.
Whalley, CBS-TV, and F. R. Freiberger,
Pacific Telephone & Telegraph Co.
Alabama’s Oldest Station
Alabama’s Newest Programs

Dave Campbell...

A telephone, interested listeners, and Dave Campbell—these make up one of the most popular nighttime programs in the Birmingham area, "The People Speak."

As moderator of this award-winning show which broadcasts listeners' conversations with Dave on any and all subjects, Dave keeps phone calls and comments coming in at a rapid pace. And listener interest is captured at just as rapid a pace!

Through research and active participation, Dave is also a recognized authority on hunting and fishing, giving his colorful, accurate reports on "Sports Outdoors."

His genial disposition, good humor, and genuine interest in people and their problems make Dave a "personal" friend of his listeners...and they are many in number! These same folks will be friends of your clients' products, too, when Dave delivers your sales messages.

WAPI
Birmingham

The NEW Voice of Alabama

sister station to WABT, Alabama’s Best in Television

Walty, entertaining Jim Lucas charms the ladies on "Breakfast at the Tutwiler," the youngsters on "Teen-time," and entertains all on "Funfare."

Able, incisive Charlie Davis heads up WAPI's news staff, which has won more awards than any other Alabama station.

Pleasing to the eye, Barbara Bender is an equal delight to the ear as she fills her role as co-emcee and vocalist on "Breakfast at the Tutwiler."

Informality is the watchword with Leland Childs as he hosts "The Early Riser's Club" and greets the afternoo audience on "Hi Neighbor."

RADIO sets tuned to Owen Spann "The Morning Man" and to "Spannland" deliver the latest music, weather information, and news in a humorous vein. Represented nationally by HENRY I. CHRISTAL

May 5, 1958 • Page 87
Directionals for TV Under Test by AMST

Directional antennas for television will be tested by the Assn. of Maximum Service Telecasters (AMST) in an experimental program announced last week by AMST President Jack Harris, KPRC-TV Houston.

He said the tests were "consistent with the AMST principle that the FCC should have available to it adequate and reliable technical information obtained under proper conditions before changes are made in television allocations principles."

In conducting the tests, Mr. Harris said, AMST is "taking no position on the ultimate use of directional antennas."

AMST members operate vhf and uhf stations at the maximum power allowed under FCC rules. At present, directional antennas are allowed by FCC only for purposes of improving service, not to protect other stations from interference.

Mr. Harris said AMST will welcome the participation of "all interested segments" of the tv manufacturing and broadcasting fields.

During the past year, AMST has been conducting extensive field intensity measurements of vhf and uhf signals which Mr. Harris said are now in "a very advanced stage."

Earlier, AMST members were told by their legal counsel that the future of tv as it is known today "will be put on the line, perhaps by the latter part of this year and certainly in 1959."

Ernest W. Jennes, of the Washington firm of Covington & Burling, referred to expected allocations decisions for the expansion of tv service. He said proposals to allocate four tv channels to each of the top 200 markets "cannot be accomplished without taking a knife and butchering existing allocations, policies and service areas."

New officers and three new board members of AMST were elected at the annual meeting in Los Angeles last week.

Mr. Harris was re-elected president. Other officers: Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., first vice president; Donald D. Davis, KMBC-TV Kansas City, second vice president; Harold Essex, WSJS-TV Winston-Salem, N. C., secretary-treasurer, and Lester W. Lindow, executive director of AMST, assistant secretary-treasurer.

New board members: C. Wrede Petersmeyer, Birmingham Stations; Alex Keese, WFAA-TV Dallas, and Mr. Essex.

The new executive committee is composed of Messrs. Harris, Crutchfield, Essex, Davis, Petersmeyer, John H. De Witt, WSM-TV Nashville and John S. Hayes, WTOP-TV Washington.

A technical committee also was appointed by the board. It includes Joseph Epperson, chairman, WEWS (TV) Cleveland; Phil Laaser, WTMJ-TV Milwaukee; Wilson Wearn, WFBC-TV Greenville, S. C.; Tom Howard, WBTV (TV) Charlotte, N. C.; Henry Rhea, WFIL-TV Philadelphia, and Mr. De Witt.

Engineers Should Note Access and Automation

Engineers have a stake in the fight for free access to information and in the future of automation, NAB President Harold E. Fellows told a convention engineering conference luncheon Monday.

At the same time, he urged engineers to take a "personal" interest in programs for the education of future technical personnel. He described engineering as "the most critical" area in which the radio-tv industry wants and needs college-trained youth.

The American Bar Assn.'s Canon 35, barring use of cameras and microphones in courtroom, legislative and other public proceedings, "relates very directly" to the engineer, Mr. Fellows pointed out, because of equipment "disturbance" factors allegedly by lawyers and judges. "This is in truth, therefore, a technical, not a social question," he observed, citing actual trial coverage in Denver, Oklahoma City and elsewhere.

Mr. Fellows suggested an engineers' manual for coverage of public hearings, listing four responsibilities: (1) Making initial contact with judges "to assure mutual understanding" for installing equipment; (2) installing equipment at the court's convenience; (3) placing microphones "where they would not dominate the scene" and shielding cameras "from the gaze of the principals and spectators" and (4) assuring "acceptable" garb for engineering crews.

Engineers were encouraged by Mr. Fellows to help develop and test equipment "that will streamline this industry" in terms of procedures and regulations and to obviate the "waste of valuable engineering manpower on menial tasks that could be performed automatically."

Status of BBC Video Related by Engineers

Little if any contact is made with the Iron Curtain despite a permanent link of eight European countries for the exchange of tv programs, Sir Harold Bishop, Engineering Director of the British Broadcasting Corp., told a Broadcast Engineering Conference luncheon Wednesday.

He reported on the status of BBC Television, including video tape and mechanics of its recording system, color tv and the shortage of graduate engineers in Britain.

Language and technical difficulties are posed by the varieties of transmission methods, Sir Harold pointed out. BBC maintains a standards converter at Dover for reception and transmission of programs involving France. In other areas:

There has been research and experimentation on color tv, but it has not been introduced yet for lack of "real public demand."

BBC's research department has developed a new video tape recorder, with some 30 stations in Great Britain using the new process. BBC utilizes one-half inch magnetic tape with two tracks, compared with the American system of two-inch tape and four tracks.

BBC is not using uhf bands but is watching U. S. developments, including work of Television Allocations Study Organization.

BBC has launched its own educational training program for engineers, technicians and operators.

In monochrome tv, Britain still prefers its 405-line system. F. C. McLean, BBC Deputy Chief Engineer, told a technical session Thursday morning. He felt it holds an advantage over the U. S. 525-line method because "relatively low scanning speed minimizes the presence of reflections."

He conceded that while it helps to eliminate noise, scanning lines in the picture tend to be more visible and there's apt to be "more flicker."

BBC plans to use American-type orthicon cameras, rather than its own emitron, in a London tv center now under construction, primarily because of "constrast range."
ANGELENOS

They’re more community centered. In the 4,866 miles of mountains, valleys, desert and seashore comprising the Greater Los Angeles market*, there are 71 incorporated cities and more than 100 booming un-incorporated communities. “Downtown” has been replaced by 1200 “Super-Shopping-Centers.” And each one does an annual gross of more than $20 million!

**SO**

**IS**

**KRCA!** It’s the one station that’s programmed to hit all Angelenos right where they live. With KRCA you can reach all of these communities in 10 seconds. That’s why LUX SOAP PRODUCTS used KRCA exclusively when they wanted to make a big new sales impression on community-loving Los Angeles.

**KRCA CHANNEL 4 • LOS ANGELES—SOLD BY NBC SPOT SALES**

*Los Angeles and Orange Counties. To be sure, KRCA covers the communities of five Southern California counties, with 2,300,000 TV homes.*
LOCAL COLOR: HARD ROW TO HOE

The way of the tv station that embarks on a course of local color programming is hard, a panel of three veteran colorcasters told the NAB tv management conference on Thursday. And, they asserted, it is likely to remain that way until the set manufacturers get behind color with lower-priced sets and more aggressive promotion, and the networks provide more color programming in prime evening hours.

People who have watched color programs are enthusiastic about them, the panel members agreed, but not enough people have been exposed to color and not enough of those who have been exposed are willing to buy color sets at today's prices.

Two years ago, Robert D. Swezey, executive vice president and general manager, WDSU-TV New Orleans, told a similar NAB convention that color programs should be charged for from the start. "It's silly to give color to agencies now and expect them to pay for it later," he stated. Louis Read, WDSU-TV vice president, said that although the station still believes in that principle, it has dropped its extra charges for color for the time being.

Two years ago, Mr. Read reported, New Orleans advertisers and agencies were excited about color and responded enthusiastically to WDSU-TV's aggressive color promotion. But when color set sales lagged, interest waned. Then there were about 1,500 color sets in the New Orleans market, he said, and today there are only 4,000-5,000, scarcely a phenomenal growth.

Stations going into color must decide for themselves whether they are in the advertising business or program service business, Clair R. McCollough, general manager, WGAL-TV Lancaster, Pa., stated. If the former, then what they have to sell is circulation and impact, he said. If the latter, then a cost-plus charge is in order.

WGAL-TV, Mr. McCollough reported, operates as an advertising medium and does not propose to ask more for its time for color programming than for black-and-white shows. Noting that the highest radio station break rate in Los Angeles is $75, compared to $800 for the top tv station break, he asked if anyone can say whether color tv will be worth 10% more than monochrome to an advertiser, or ten times as much.

Three essential ingredients for a color operation were given by Owen W. Saddler, general manager, KMTV (TV) Omaha, Neb.: true compatibility, lots of promotion and a completely commercial format. "Make sure all color programs look good in black-and-white; protect your present audience while building a new one," he said.

KMTV has staged the kind of programs that can catch the local eye and has promoted them to the hilt, he said. Beginning with a top society charity fashion show colorcast two years ago, KMTV has given Omaha its first live colorcast of opera, boxing and wrestling; it covered the Aksarben Coronation and Ball in color; it staged a week-long color carnival in cooperation with set retailers that raised Omaha from 41st to 7th nationally in color sales. Best of all, every colorcast except the initial charity affair has been sponsored.

SOME LIGHT SHED ON CATV DILEMMA

• FCC inquiry assured
• Station action initiated

The futile effort of tv stations in small markets to arouse interest in the impact of community antenna systems on their audiences finally received recognition at the NAB Los Angeles convention.

Two principal hopes for relief appeared:
• The FCC is planning a study of the whole problem because of the wide public interest shown in the role these wired systems are performing on the broadcast scene.
• A group of tv stations suffering from community antenna competition took steps to set up a formal organization.

Several informal conferences were held during convention week, with FCC members participating as invited observers.

The community antenna problem came to a head Wednesday morning at the FCC panel session when George Hatch, KUTV (TV) Salt Lake City, raised the point. Comr. Rosel H. Hyde replied that the question requires very serious study, adding that he understands the commission is planning an inquiry into the subject.

NAB President Harold E. Fellows said he felt some assurance was needed that the work of a study such a study would be conducted, with Comr. Hyde giving this assurance.

Representatives of more than 50 tv stations met Monday morning to set up an association "for the purpose of furthering the establishment and development of free small town television throughout the country." William C. Grove, KFBC-TV Cheyenne, Wyo., was named chairman of a three-man committee to put the new project into operation. Other members are Ed Craney, KXLF-TV Butte, Mont., and Marshall Pengra, KLTV (TV) Tyler, Tex.

A resolution was adopted asking the FCC "to require that all applicants and present authorized common carriers, translators, boosters and private microwave relays be required to file with the Commission copies of the written consents from all tv stations and other holders of property rights, whose programs are being transmitted."

Another resolution asked the FCC to act quickly and favorably in proceedings involving the proposed right to use private microwave relays for tv stations.

The group wants the FCC to reconsider its action disclaiming jurisdiction over community antennas. Members feel the Commission should rule that no microwave service can relay programs without written consent from the program source.
they check the register every night
... that's why 3 out of 4 local advertisers
in Philadelphia
buy WCAU-TV!

When you're doing business over the counter, tomorrow’s advertising budget depends on how much business you do today!
It's significant that... with three stations to choose from... 71% of all local advertisers using television in the Philadelphia market buy WCAU-TV.*
More proof that WCAU-TV means business... for every advertiser in every time slot, every day of the week.

WCAU-TV
... the station that means business in Philadelphia
Represented Nationally by CBS-TV Spot Sales

*Broadcast Advertisers Reports 1958
NEWEST GEAR SHOWN DELEGATES

What's new—or nearly new—in products designed to help radio and TV network and station operators improve their own product—programming?

A canvass of exhibits and technical papers at the 12th annual Broadcast Engineering Conference during the NAB convention last week showed at least a dozen pieces of relatively new equipment that should aid management. They range from light to heavy in size and shape. Among them:

- A new TV automation system for controlling cameras, lights, microphones and other equipment, utilizing metal foil strips taped to program scripts, which are fed through a machine like a player-piano roll—by TelePrompTer Corp.
- A king-sized transistorized amplifier (with microphone) especially designed for remote pickups and special broadcasts; also a four-piece weather radar unit claiming forecast accuracy—both by Collins Radio Co.
- A new version of automatic programming ("Nite Watch") which complements the "Auto-Station" unit line and is designed primarily for evening use by Gates Radio Co.
- A music synthesizer claimed to simulate instruments "not yet invented." Resembling a player piano crossed with a typewriter, the RCA device can play one or all selections in its repertoire at once, and change fundamental characteristics of pitch, frequency, loudness and amplitude.
- A "Uni-level" amplifier that automatically builds up volume and cuts it back when desired, keeping a TV personality within range of the boom microphone—General Electric Co.

The most significant GE development, however, is a new color TV camera, claiming reduced size and weight. The unit was demonstrated in conjunction with Ampex Corp. color videotape recording machines on three formal and other informal occasions during the convention. Ampex and RCA color TV systems squared off competitively in convention exhibits (see page 64).
- A line of commercial and educational FM transmitters with various power ranges—by Industrial Transmitters and Antennas—representing a new entry into the depleted FM transmitter field.
- Improved Super Studio and Universal Zoomar lenses, promising more flexibility, better performance and economy of operation for telecasters—by Television Zoomar Corp. A Super Studio lens was used in conjunction with the GE-Ampex showings, while the Universal was utilized with an adaptor for a special convention stunt—Actor Lloyd Bridges (of Ziv's Sea Hunt) diving into the Los Angeles Statler Hotel pool for color TV reproduction.

* A viewfinder TV camera chain for live studio and remote program origination, designed for one-man operation by General Precision Labs.

One intriguing report at the technical sessions was the revelation by William C. Grove, general manager and chief engineer of KFBC Cheyenne, Wyo., that he has developed a remote radio unit for $50. The device, called the "Talk Back," permits transmission of questions and cues to field shortwave crews. Power to operate it is no problem: a voice-only transmitter obtainable from a war surplus store.

Collins reported over a dozen orders for its remote amplifier, with ear plug and microphone. The unit plays 200 hours and is then recharged. The firm also reports enthusiastic response to its weather radar, initially introduced at WFBA-TV Dallas and comprising receiver, transmitter, radar indicator and antenna. The device is claimed to make possible completely accurate weather forecast predictions.

Gates' "Nite Watch" permits announcing, dubbing, automatic record playing; tape recorder and automatic transcription equipment may be used separately. It comprises a production console, tape control and 100-record 45 rpm automatic cueing transcription changer. Another model contains all units less cabinet for tape recorder and control amplifier. A switch control is optional, permitting a 100-record unit to become fully automatic (known as the "Auto-Trans" remote device). Television Zoomar Corp. expects to have its Super Studio lens available for the market in the next month or so. The lens is claimed to have a radically increased range, is color-balanced and corrected, and works with three other lenses on the turret. Universal Zoomar is newly-equipped with a converter, increasing its range from 4 to 25 inches and measuring 2½ to 16 inches. Nearly 400 Zoomar lenses are in use by networks and stations, Jack Pegler, Television Zoomar Corp. president, reported last week.

General Electric's automatic "Uni-Level" amplifier for both radio and TV was demonstrated and described by Archie A. McGee, chief engineer. He said most boom pick-ups are "another version of the eternal triangle" with talent moving in and out of the microphone's pickup range. The GE unit, he explained, would amount to a "third hand" for small radio stations operating with a "combination disc jockey and engineer." He added it could be used anywhere where there's need for "constant gain riding," like remote pickups of church services and dance bands.

FM multiplex equipment was shown by Browning Labs, Crosby Labs and General Electronic Labs.

In the TelePrompTer automation system the foil taped at key places in the script trips an electrical contact and keys another roll of paper through a different apparatus. A purchase hole or metal strip on the second roll sets off an electrical relay, turning on a stage light when needed. The machine

For your market, contact
Television Programs of America, Inc., 488 Madison Ave., New York 22

Madison, Wis. . WKM
Medford, Ore. . KBES
Miami, Fla. . WTVJ
Minot, N. D. . KMOT
Montgomery, Ala. . WSFA
YOU MIGHT TRACK DOWN THE ABOMINABLE SNOWMAN*

BUT...You'll Find WKZO-TV Leads To Sales Records In Kalamazoo-Grand Rapids!

When you're on the track of greater sales in Kalamazoo-Grand Rapids, you need the market dominance of WKZO-TV. Want proof? Look at this! ARB shows WKZO-TV is first in 267% more quarter hours than the next-best station — 327 for WKZO-TV, 89 for Station B!

WKZO-TV telecasts from Channel 3 with 100,000 watts from 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—serves over 600,000 television homes in one of America's top-20 TV markets!

*No one has yet captured or photographed this creature, reputed to live in the eternal snows of the Himalayas.

**Note:** Survey based on sampling in the following proportions — Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.9%), Battle Creek (18.5%).

**The Petzer Stations**

WKCF-TV — GRAND RAPIDS-KALAMAZOO
WKZQ RADIO — KALAMAZOO-BATTLE CREEK
WJES RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOIN-TV — LINCOLN, NEBRASKA

Associated with WMBD RADIO — ROCKFORD, ILLINOIS
WMED-TV — PEORIA, ILLINOIS

**WKZO-TV**

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives
controls 12 different staging functions.

A second tv automation system, displayed by RCA, is geared for station break operations as well as controlling as many as 20 program segments up to 16 minutes in length. System can be pre-set for station cutaways from network, start a film projector rolling for 50-second commercials, switch to tv ID slides and return to the network—all within the framework of a one-minute break. System is claimed to be fast for critical, split-second operation.

RCA along with Gates Radio Co. also demonstrated radio automation systems designed largely for disc jockey shows, arranging up to 100 different 45 rpm records in jukebox type racks. RCA utilizes the punched-taped method for start-and-go of records, while Gates employs standard magnetic tape for announcements between disc and controlling records through inaudible recorded control tones. The RCA technique embraces recorded announcements on new type magnetic discs, with audio material recorded in much the same manner as conventional magnetic tape.

In another display Foto-Video Labs showed equipment having the ability to send a picture signal through a mile of cable in Exhibit Hall without apparent loss of quality. Company spokesmen explained that Foto-Video's diversity of products (video operating, color tv, monitoring, sync test, power, switcher and closed circuit) was manufactured with station studio space factors in mind.

The first advertisement announcing the sale of the famous LASSIE series for syndication appears in the front part of this magazine. So great has been the demand for this show that, prior to general release, these represent but a few of the hundred-plus markets from A to Z already sold!

New Haven—Hartford, Conn. . WNHC
New Orleans, La. . . . . . . WDSU
New York, N.Y. . . . . . . WPIX

For your market, contact
Television Programs of America, Inc., 488 Madison Ave., New York 22

Broadcasting has a unique revenue problem not shared by other media—it is restricted by time to a certain revenue level which cannot easily be exceeded. Two solutions: increasing rates, which is not always feasible, or decreasing costs.

Addressing themselves to the latter proposition, four panelists at last week's NAB convention told delegates how automation can serve to both decrease costs and increase efficiency. They were Harold P. See, KRON-TV San Francisco; W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex.: Edgar B. Stern Jr., WDSU-TV New Orleans, and A. Prose Walker, NAB engineering manager.

Mr. See added the dimension of quality through automation to the expense-reducing function. He described how a station-developed switching device (now produced commercially by the Mechron division of Chronicle Publishing, which owns KRON-TV) reduced station-break errors from an average 10-a-week to the vanishing point. This not only improved the station's product but also eliminated much of the make-good problem. Mr. See further recommended the use of automatic machines for administrative as well as technical functions, a point elaborated by Mr. Rogers.

The KDUB-TV head explained how his station and its affiliated operations have installed seven IBM units for both program log and accounting functions. The machines operate for one radio and three tv stations, reducing the program log preparation period alone from 32 man-hours daily to 34 minutes daily. The IBM units do the work of 4.5 people, Mr. Rogers said.

Additionally, he told the delegates that Ampex video tape equipment at KDUB-TV now does in three hours what formerly took 18.5 hours of live programming time. Station breaks are all pre-recorded.

Mr. Rogers noted one respect in which the machines are far superior to the employees they replace. Referring to the amount of personnel turnover among young married women on the staff, he concluded that "the equipment won't get pregnant."

It was Mr. Stern who made the original comment about the limits of broadcast revenue. He went on to say that planning with people at the station was equally as important as equipment planning. Employees are naturally apprehensive at the increase in automation, but their fears can be allayed if management takes an intelligent and fair approach to the development, Mr. Stern said.

One of automation's greatest advantages is in permitting personnel to work at maximum capacity and to free them for more challenging and rewarding work, he said.

The subject of automation in transmitter operation was discussed by Mr. Walker. He paralleled the situation with that in radio broadcasting, pointing to the recent FCC rule change permitting remote control operation for stations with directional antennas and powers over 10 kw. The problem is not so simple with tv, he observed, because of the "fantastically more complicated" equipment and finer quality demands. He said many current tv transmitters were never intended for automatic operation and might need to be extensively modified or scrapped entirely. His verdict: transmitter automation is possible but somewhat premature with existing equipment.

Mr. Walker further observed that broadcasters would want to weigh carefully the investments required for automation against possible savings.

TOGETHER IN SPIRITS

Mutual Broadcasting System remembered radio-tv-advertising editors in New York who were not covering the NAB convention in Los Angeles last week. The network sent about 50 editors miniature bottles of liqueurs with an accompanying note from Hal Gold, MBS director of press information: "Lots of us stayed here in New York to tend our forts while our confreres were on the Los Angeles front at the NAB convention. We here at Mutual Broadcasting System figured we could at least bridge the distance—in spirits. That's what the attached is for—to bolster our spirits and salute conventioneers. Won't you join us?"
FOR A NUMBER OF YEARS KFJZ IN FORT WORTH HAS BEEN FIRST IN LISTENERS, FIRST IN PUBLIC SERVICE, FIRST IN NUMBER OF ADVERTISERS. KFJZ HAS EVERY INTENTION OF MAINTAINING THIS POSITION BY CONSTANTLY IMPROVING ITS OPERATION.
NBC TAPE CENTRAL GOES INTO ACTION

- Sarnoff at Burbank ceremony
- Under study: videotape uses

NBC-TV’s Videotape Central at Burbank, Calif., a $1.5 million installation of a dozen magnetic tape recorder-reproducers, was formally dedicated last Monday by NBC President Robert W. Sarnoff. The center had begun full-scale operations the day before, coincident with the arrival of Daylight Saving Time.

Along with his dedication of the Tape Central, Mr. Sarnoff announced the inauguration of a major study of the uses to which videotape may be put. He asked NBC-TV engineers to provide answers for such questions as:

"Can we tape highlights of various memorable winter programs and rebroadcast them in omnius fashion during the traditional months of program repeats? Can we ultimately operate a national network with fewer studios and with a consequent lighter burden of capital investment? How can we use tape to strengthen and expand our news operation? What is the potential in taping commercials?"

NBC-TV coupled opening of the Tape Central with a demonstration of its color video tape system. As presently set up at Burbank, this includes eight Ampex black-and-white tape machines converted to color by RCA and one RCA color and black-and-white tape machine. In addition, the central includes three other black-and-white-only Ampex machines. The network needs 12 machines in Burbank to handle the full day’s schedule.

The Tape Central works like this:

The Perry Como Show goes on the network live from New York from 8 to 9 p.m. there. That's 5 to 6 p.m. in Burbank. The show is recorded at Tape Central in two 30-minute segments utilizing four machines (the extra one for protection). At the end of the first half-hour, the first two machines are rewound (which takes 3-5 minutes, cued and set to be broadcast into the network line to the Central Time Zone at 8 p.m. there. The procedure is repeated for the second half-hour, and then the entire show is repeated at the appropriate times for the Mountain and Pacific states. Meanwhile, other tape batteries are at work on other shows on the NBC-TV schedule.

Conversely, the George Gobel-Eddie Fisher Show is put on the network live from Hollywood at 5 p.m. there, 8 p.m. in New York. Three hours later, color tape broadcasts the show at 8 on the coast.

And it's all automatic. An elaborate battery of NBC-built equipment runs all the machines from beginning to end of the day’s schedule. Called the “Ouija board,” the system, through tones recorded on a separate cueing channel on the tape, tells machines when to record, when to re wind and when to re-telecast. A separate circuit tells them whether or not the show is in color and sets up the appropriate sequences to add that dimension.

Design and operations of the Burbank...
You can reach...

58 counties which include five rich metropolitan markets when you buy WCIA, Channel 3—the only single medium covering Central Illinois and Western Indiana.

WCIA, Channel 3 puts more than 1,912,300 (NCS#2) prospective customers in the palm of your hand. It places an effective buying income of $3,202,074,000 at your fingertips!

You can reach more people in this rich area through WCIA—covering the entire area between three “must buys,” Chicago, St. Louis, and Indianapolis.

Total families 98,000 (NCS#2)
Retail sales $2,201,011,000
Total TV homes 390,382 (TV Mag. Mar. '58)

45TH TV MARKET
WCIA 3
Channel
CHAMPAIGN, ILL.

George P. Hollingbery, Representative

Broadcasting May 5, 1958 • Page 97
FM FUTURE BRIGHTEN IN DECADE

◆ FMDA burgeons into all-fm promotion, has NAB blessing

◆ New sources of income, techniques, stations push medium

The future of fm broadcasting looks more encouraging than it has for a decade, judging by a full week of action and discussion at the NAB Los Angeles convention. Fm-ers started probing their past and present at pre-convention meetings and planned new strategy. Main encouragement came from these potentials:

◆ New sources of income, such as multiplexing (MX).
◆ New audience appeal, particularly stereo and hi-fi.
◆ A budding nationwide promotional project that promises to make a strong imprint on the advertising market.
◆ Important technological developments ranging from control room to living room.
◆ New stations taking the air.
◆ Signs of growing interest in the constantly growing fm audience.

A modest promotional organization inherited from the 1957 convention—Fm Degrees was reborn as a blossoming all-fm project. It had originally promoted multiplexing (MX) and storecasting, plus some worrying about the music copyright problem.

After three days of organizational and technical meetings that started April 25, FMDA emerged with a set of bylaws. The dues are in an effort to deliver to fm systematically for the benefit of the entire medium. The project has the blessing of NAB, according to Jack Kiefer, KMLA (FM) Los Angeles, who was re-elected president of the reorganized association.

The other organized fm function at Los Angeles was held Monday morning as part of the NAB agenda. John F. Meagher, NAB fm vice president, was opening speaker at a program based on case histories of fm stations and how-to-do techniques.

A potential revenue source for fm that was discussed outside the meeting rooms is the use of fm multiplexing signals for slow-scan television service. At least one equipment company is interested in developing transmitting and receiving gear for this type of service.

Slow-scanning service could be multiplexed on special equipment that would transmit pictures every few seconds, according to some technical delegates. Fm stations thus could expand their revenue potential by providing such services as baseball scores, stock-market quotations and other types of communication. The principal source of multiplexing revenue is background music but many types of communication functions are envisioned as the art develops.

Mr. Meagher depicted fm's growth by showing an increase in the number of operating stations from 526 to 540 in a year, plus another 72 stations soon to take the air. This will bring the fm medium to well over 600 stations. Bright spots around the country for fm are New York, Chicago, Philadelphia, Boston and Washington. Nearly all available fm channels are now occupied.

Progress is slow, however, in the availability of fm auto sets, according to Ben Strouse, WWDC-FM Washington. Foreign manufacturers are capturing a growing share of the home-receiver market and are turning out auto fm sets, he said. He added that Lincoln is the only U. S. car supplying fm sets as optional equipment.

Mutual network is using fm to cut down the cost of its line facilities, according to Charles King, MBS vice president. He stated that will permit MBS to increase the size and the quality of the network. Multiplex facilities can cut a line charge from $6,000-$8,000 to $150-$200 per month, he explained.

A major broadcaster long active in fm, WCAU-AM-FM Philadelphia, has decided to stop separate programming. Joseph T. Connolly, vice president, said Aug. 1 will be "am day" for WCAU-FM. That day the station returns to duplicate programming. He said a survey showed that 75% of fm listeners want good music and 43% want duplication, with the latter group being the most articulate. Muzak is programmed currently on the main and sub-carrier.

KDKA Pittsburgh, Westinghouse Broadcasting Corp. pioneer station, finds separate fm programming successful, according to Guy S. Harris, program manager of the am-fm-tv facilities. The Pittsburgh fm audience comprises around 200,000 homes, he said. A program guide is mailed to 5,000 selected people plus 3,000 paid subscribers. One-hour stereo service is carried Saturday nights and may be expanded. Mr. Harris sees a long-range potential for the service.

WSLS-AM-FM Roanoke, Va., bases its fm programming on music, according to Horace Patrick, manager. He stated the fm station has 20 clients and a goal of 70 has been set, with no two in any sponsor classification. Soft-sell copy is featured, and there is a 55-minute period of uninterrupted music every hour. The sponsor gets two 30-second and one minute spot in an hour.

Theodore Jones, president of WCRB-AM-FM Waltham, Mass., said stereo is a natural for am-fm operations, bringing free publicity, listeners and goodwill. Harold Tanner, president of WLDW (FM) Oak Park, Ill., said his station gets half its income from sponsors and half from background music. Mr. Kiefer explained how KMLA uses stereo and combines middle-of-the-road music with news and soft-sell commercial copy.

An agency viewpoint was given by John M. Ross, of Ross-Reisman Co., Los Angeles, who called on fm salesmen to do a better job of selling time to agencies. "fm should cost more," he said. "Then, we agencies could make a little more money."

These views were designed to show broadcasters it is going on around the nation as fm continues its uphill fight for recognition as a major medium. The new FMDA, however, is taking a strictly promotional approach to fm's future and it plans a nationwide membership campaign. Duets have been set at $37.50 a quarter, with $100 initiation fee.

Officers, besides President Kiefer, are Larry Gordon, WBNY-FM Buffalo, vice president; Mr. Tanner, treasurer (re-elected); Harry Gale, Tempo (WWDC-FM Washington functional music affiliate), secretary. Board members, besides the officers, include William B. Caskey, WPEN-FM Philadelphia; Henry W. Smith, WMGM-FM Memphis; John Poole, KPLA (FM) Los Angeles; Harry Maizlish, KRHM (FM) Los Angeles, and Stephen Cisler, KEAR (FM) San Francisco.

Ross Beville, WWDC-FM Washington, was named chairman of the FMDA engineering committee. A sales committee is to be formed and a publication featuring fm developments and success stories will be issued bi-monthly.

The engineering side of fm received considerable emphasis during convention week. Engineering papers and equipment exhibits covered multiplexing and stereo equipment and techniques. For the first time, there was little complaint that MX apparatus isn't ready for general use.

Several demonstrations of fm multiplex-
ing and stereo equipment were given, with Los Angeles stations participating. Stereo effects are achieved by using an am and fm station, with separate am and fm receivers; by two separate fm stations; by fm and an fm subcarrier, and by a compatible system of fm utilizing the subcarrier.

Gardiner G. Greene, president of Browning Labs., said interest in stereo is sweeping the country. He described it as "super hi-fi." His company manufactures MX receivers and has introduced an MX relay receiver for networking by fm. His receivers have been used in conjunction with transmitting equipment made by General Electronics Labs for demonstrations of stereo broadcast by a station's main fm signal and subcarrier.

Murray G. Crosby, of Crosby Labs., described a system that transmits "an additive combination of the microphones on the main channel of the fm transmitter and a subtractive combination on the sub-carrier channel, the main channel transmitting a balanced program without the deterioration which would be brought about if the output of only one microphone is transmitted on the main channel." The combinations are separated at the receiver so the microphones feed the individual loudspeakers directly.

William Tomberlin, KMLA-FM Los Angeles, told the engineering conference perfect operation of fm multiplexing depends on perfect performance in seven integrated, interdependent links from original broad-

THE second annual achievement award of the Fm Development Assn. was presented at Los Angeles to William B. Caskey (r) and WPEN-FM Philadelphia by Jack Kiefer, KMLA (FM) Los Angeles, FMDA president. The award was presented to final reception. He and Mr. Crosby voiced confidence in the potential of multiplexing.

Mr. Tomberlin said non-linearity is the No. 1 enemy of MX and must be kept to a minimum. His station developed a special receiver that is finally making multiplexing work," he said.

New fm equipment included the Bendix fm auto tuner, which is available in Lincolns. Some tests have shown the tuner is effective in viaducts and other places where am reception is difficult. Becker, a German firm, makes fm auto sets and such American firms as Motorola and Philco are said to be considering production next season. Brown, Crosby, Erco, RCA, Gates, General Electronics and Industrial Transmitters & Antennas were among the firms showing fm equipment. Gates announced that all its fm transmitters are designed for the addition of multiplex.

RADIO USE CITED IN RAB REPORT

- Top advertisers on '58 list
- New radio pitch unwrapped

Spot and regional radio were used by at least 1,000 national and regional advertisers during the first quarter of 1958, an NAB radio session was told Wednesday afternoon at the NAB Los Angeles convention.

A report by Radio Advertising Bureau showed that over 75% of the top 100 advertisers used radio during the period. Of the 1,000 using radio, 760 used spot only; 133 used network only, and 97 used both spot and network.

The top five national spot advertisers were listed by RAB as American Tobacco Co., Ford Motor Co., General Foods, Lever Brothers and R. J. Reynolds Tobacco Co. The five top network advertisers were Bristol-Myers, Colgate-Palmolive, Ford, Grove Labs and Lever Brothers.

RAB unveiled a new basic radio presen-
WMBD 1st
in PEORIA in
68 of the 72
MEASURED QUARTER HOURS

WMBD’s continuing leadership in the rich PEORIA market for 31 years is graphically shown in the latest PULSE REPORT shown below (Nov., 1957).

WMBD DOMINATES THIS
LARGEST MARKET IN
ILLINOIS* 
DAYTIME—NIGHTTIME

<table>
<thead>
<tr>
<th>Station</th>
<th>6 am to 12 noon</th>
<th>12 noon to 6 pm</th>
<th>6 pm to 12 pm</th>
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<tbody>
<tr>
<td>WMBD</td>
<td>35</td>
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<td>a</td>
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<td>15</td>
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<td>misc.</td>
<td>7</td>
<td>9</td>
<td>10</td>
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</tbody>
</table>

† Daytime stations sign off time 4:45 P.M.
* (excluding Chicago)

WMBD MARKET DATA
Population ...................... 531,900
Households ...................... 165,000
Retail Sales ................... $725,261,750
Food Sales ..................... $142,488,750
Drug Sales ..................... $17,826,250
Effective Buying Income ...... $991,150,000
Income per Household ......... $6,007

EXCLUSIVE NATIONAL REPRESENTATIVES
PETERS, GRIFFIN, WOODWARD, INC.

Radio Peoria

Page 100 • May 5, 1958

WMBD CONVENTION CONTINUED

Mr. Hynes said many radio stations lose their identity because of the prevalent news-
music format. Dr. Roslow described ad-
vantages of the personal interview tech-
nique and labeled NAB's "radio audience
measurement" report summarizing the re-
search techniques.

Mr. Blechta described meter techniques and said Nielsen plans to expand its out-of-
home listening beyond auto tune-in. Mr.
Stisser said ratings provide a comparable
guide to size and distribution of the radio
audience. He was critical of recall inter-
viewing.

Worth Kramer, WJR Detroit, chairman of the NAB Standards of Good Practice
Committee, said over 400 stations have pledged adherence to the NAB radio stand-
ards and have started to use promotion
material designed to acquaint the public
with the standards. He said the public is
becoming more discriminating in its radio
listening.

TV COSTS BEAR WATCHING—TOWER

Tv broadcasters must watch their p's and
q's on operating costs more keenly in the
future than they have in the past. Many
geared their prices to advertiser dem-
and. They should adopt more accurate
accounting methods needed for determin-
ing "cost per unit" in station operation.

Charles H. Tower, NAB employer-em-
ployee relations manager, passed along
these recommendations to association dele-
gates during a Television Management Con-
ference session of the NAB convention
Wednesday morning.

"In most businesses, cost is the critical
factor for determining price," he pointed
out. "This has not been so for many tele-
vision stations in the past," nor have broad-
casters been disposed to adopt "more elab-
orate accounting techniques," he added.
Analysis, rather than control, may prove
the more satisfactory way of determining
cost per unit, he suggested.

Tv station costs, far from being static,
are "more dynamic than some people have
realized," Mr. Tower suggested. For ex-
ample, he continued, an operator may pay
additional dollars to a general manager
and for audience promotion until the law of
diminishing returns governs—"when an addi-
tional dollar spent will bring in only one
additional dollar of revenue."

Mr. Tower noted a radio station in a
large metropolitan market can be operated
for $75,000 or $750,000 a year" attesting
the dynamics of cost, with the range more
substantial than in tv.

By way of illustration, Mr. Tower re-
ported facts, figures and analysis of the
typically midwestern industrial Cincinnati
market area. In 1957 it claimed one million
people (17th in U. S. population) in the
standard metropolitan area and $1.35 bil-
lion in retail sales (ranking 19th). It com-
prises three tv properties (all multipli-
owned, pre-freeze stations on the air over
eight years), eight radio outlets and three
daily newspapers. On set ownership: 301,-
000 tv homes, with 400,000 falling in Grade
A areas (for estimated 632,000 tv homes).

Average Cincinnati tv station revenue
last year, Mr. Tower reported, was $2,536,000,
compared with the pre-freeze U.S. station
average of $2,744,000 in 1956. And from
1950 to 1957 that city's station average
revenue rose 401.6% with an average an-
nual increase of 57.4%.

Other findings:
Radio volume from 1950 to 1956 dropped
37.3% (while increasing in most markets),
while newspaper linage jumped 13.8%.

Relation of total revenue to total retail
sales in Cincinnati was 0.56% in 1956 (as
against the FCC average of 0.47% for 55
markets).

Time sales pattern: network, $587,000,
23%; national and regional, $1,160,000,
47.2%; and local, $720,000, or 28.9%—
for total sales of $2,457,000. (National and
regional business has increased steadily since
1950.)

Average per station operating cost in
1957 hit $1,715,000 (the pre-freeze station
national average reached $1,799,000 for
1956). Operating costs rose 147.4% over
the eight-year period (from 1950) but only
21.1% the past five years.

Wages and salaries accounted for the
largest cost item in 1957—51.1%—reflect-
ing a fairly constant level since 1950. Film
cost proved variable and "notoriously un-
reliable," rising 358.2% and reflecting
boosts in price and quantity.

Average per station fulltime employment
went up $4,606 in 1950 to $7,602 in 1957
(average cost per hour on the air increased
87.2%). Average per station profit in 1957

NAB CONVENTION CONTINUED

Mr. Hardesty, vice president-general
manager, Kenyon Brown, KGCL Miami,
Okla., introduced the RAB team.

The RAB presentation argued that by
1960 the "market of the near future" will be
changed that "cost" and "yielding" will be
the only medium in which the medium-
sized national and regional advertiser "can
be dominant in his entire market through-
out the complete marketing period. A me-
dium-sized advertiser was described as one
with a budget of $100,000 to $1 million
for national advertising.

According to RAB, 17% more advertis-
ing will be needed by 1960 just to stay even
as marketing costs soar 23%. Further dif-
fusion of advertising, with the number of
impressions received daily by urban women
going to over 260 from its present 210 daily
level, was forecast.

A research panel moderated by E. K.
Hartenbower, KCMO Kansas City, chair-
man of the NAB radio research committee,
included George Blechta, A. C. Nielsen
Co.; Edward G. Hynes Jr., Trendex Inc.;
Dr. Sidney Roslow, The Pulse Inc., and
Frank Stisser, C. E. Hooper Inc.
Mitchell Professional Accessories extend 16mm and 35mm camera use

No other camera today films with trouble-free professional perfection such a wide range of requirements. A Mitchell, equipped with specially designed professional Mitchell accessories, has virtually unlimited ability and versatility of use.

Among many accessories available for 16 mm and 35 mm Mitchell Cameras

- Remote Control Unit
- Follow Focus Attachment
- Matte Box and Sunshade
- 2 Speed Gear Head
- Friction Tilt Head and Tripod
- Lenses and Lens Mounts
- Blimps
- View Finders
- High Speed and Variable Speed Motors

Many other Mitchell accessories also available...

Write today on your letterhead for information on Mitchell 16mm or 35mm cameras and accessories.

*85% of Professional Motion Pictures Shown Throughout The World Are Filmed with Mitchell Cameras

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hit $821,000 (revenue of $2,536,000 against cost of $1,715,000)—a profit margin of 32.4%. Eight-year profit picture: While there were substantial losses prior to 1950, tv station revenue the past eight years rose 400%, while price of service about doubled.

Projecting operations to the future, any higher revenue will have to come from the increase in price or quantity sold; increase in value might materialize in audience or in effectiveness of service with same size audience, or more tv homes, or more viewing in existing homes. Population increases would mean increases in homes, with current estimates (1950-60) tabbed at about 44%—or 4% a year. Tv viewing by tv families has reached a plateau, much as increased tv set saturation is a slow process. Color may be a stimulant, as might more efficient use of television as a sales medium. By 1970 retail sales in Cincinnati ought to reach $2 billion and total tv revenue about $11,200,000, on the basis of applying the present ratio of tv revenue to retail sales.

**TV IS BEST FOR EMOTIONAL SHOCK**

- Tvb shows television highest for impact on emotions
- Radio second to newspapers for general information

A new study in media research, designed to discover why the consumer uses a particular medium, was presented to the NAB convention by the Television Bureau of Advertising. It was titled “E-Motion”—a play on the words emotion, in which tv ranks highest, and motion, obviously associated with the visual medium. Norman (Pete) Cash, president of Tvb, introduced the film presentation last Thursday.

The Tvb study, conducted by Motivation- al Analysis Inc., found two general categories associated with all media:

1. Information, both general and specific.
2. Emotional involvement, which encompasses vicarious experience, curiosity, humor, esthetic pleasure, self-rating appeal (watching quiz shows, etc.), human contact and friendship.

Here's how Tvb found the four major media ranked.

**Television:**
No. 1 medium for emotional involvement, rating in all of the seven categories mentioned in (2) above. Further, it was the medium people termed “most wanted” (meaning that they would pick it if restricted to one medium), “most uplifting” (best to get the viewer “out of the dumps”), “most stimulating,” “most exciting” and “most absorbing.”

**Newspapers:**
First in general information, and rate in three of the emotional involvement categories—curiosity, humor and self-rating appeal (puzzles).

**Magazines:**
First in specific information, and rate in four of the emotional involvement categories—vicarious experience, curiosity, humor and esthetic pleasure.

**Radio:**
Second to newspapers in general information, and rates in three of the emotional involvement categories—esthetic pleasure, human contact and friendship.

The Tvb study also asked people how they use the various media. With newspapers, reading was found to be a ritual, occurring at set times and places and done in the same manner (turning either to front page, comics or the sports section, etc.). Magazines, on the other hand, are read more casually, the reader “browsing” through the issues when they're handy, reading whatever catches his eye without a definite pattern.

Radio is the background medium, the study found.

As for television, Tvb found the viewer anticipates his time using it, and sets aside relatively long periods for it. This was interpreted to mean he is particularly receptive to what comes before him on the tv screen. In an average day, people spend more time with tv than with any of the three other media combined.

Third step in the motivational investigation was to ask why people used each medium's advertising. The results:

**Newspapers:** Price and location.

**Magazines:** Product appeal, looking for something they need, appeal of the illustrations.

**Radio:** Price, product appeal, believability of the radio voice.

**Television:** Product appeal, convincing, advertising appeal, new desire.

As to brand name recognition, Tvb reported that in all cases of purchase where there was spontaneous mention of brand name, three out of five were products bought as a result of tv advertising.

The Tvb study also sought to determine the company images created by advertising. Newspaper advertisers were thought to be smaller, local companies, not as modern, as reliable or as friendly as tv advertisers. Magazine accounts were thought large, reliable, doing a lot of scientific research, but not as modern or as friendly as the tv advertiser. Radio advertisers were considered the most friendly but the least modern, smaller, local companies, not as well established. The tv advertiser was viewed as large, reliable, modern, friendly and as doing a lot of scientific research.

The study was directed by Dr. Leon Arons, Tvb research director.

**Starlin, Dougherty Head APBE**

Glenn Starlin, U. of Oregon, was elected president of the Assn. of Professional Broadcasting Education at that organization's meeting at the Los Angeles NAB convention. W. Earl Dougherty, general manager, KXEO Mexico, Mo., was named vice president.
A year ago this picture would have had to be faked

Until recently, nobody knew how to make thin Stainless Steel sheets as wide as the one you see here. But aircraft manufacturers needed a sheet like this, so United States Steel found a way to do the job. A standard-size sheet of Stainless Steel is inserted between two heavy carbon steel plates and the plates are welded shut around the edges. This steel sandwich is then heated and rolled, widening the Stainless sheet inside. A Stainless sheet as wide as 120 inches can be produced to exceedingly close tolerances with this ingenious method . . . one more way that United States Steel's versatile facilities develop better steels for better products.
SOME LOADED ANSWERS DEVELOP IN NAB'S ANNUAL FCC PANEL QUIZ

- Possibility of spectrum reorganization raised again
- FCC also comments on 'program balance,' community tv

The FCC panel session at the NAB convention last week took a new twist: The answers were loaded.

The specific answers speculated—one again, about a turn of events that would shoot a chill through telecasters. They foresaw a "long-range" possibility that television's spectrum assignments may be reorganized.

It was not the first time such a possibility had been suggested. As long ago as the early 1950's the late Wayne Coy, then FCC chairman, raised the question in public hearings. His suggestion was that all television might be moved into uhf.

In last week's session the chance of change was suggested by Comrs. T. A. M. Craven and Frederick W. Ford in replies to questions which, at least on the surface, did not appear to anticipate such far-reaching answers.

The two commissioners speculated that in the long run it may be found advisable to put television into some other area of vhf, move it into uhf exclusively or into vhf exclusively, keep the vhf band unchanged but curtail the number of uhf channels, or move tv into some new spectrum area.

They agreed that any such moves would have to be worked out over a period long enough to give economic protection both to existing telecasters and to existing set owners.

This was one phase of the annual give-and-take at which FCC members take on NAB conventioners' questions about virtually any issue not involved in pending FCC proceedings.

Another highlight dealt with commission- ers' views on "balanced programming" and efforts to revise application forms to make program requirements less rigid.

The Commission also disclosed that it plans to undertake a study of community antenna systems' competition with tv broadcast licensees (see page 90).

Other features covered such questions as extension of license terms, FTC monitoring, proposed changes in the Communications Act, effects of failure to ratify the North American Regional Broadcasting Agreement and the possibility of stepping up the processing of am applications.

The chance that the television band might someday be allocated came up twice; once in answer to a question about the effects that service demands for frequencies may have upon broadcast allocations, and again in response to a query about deintermixture.

Comr. Robert T. Bartley, on the service demands question, noted that every new development brings new demands and suggested that it may soon become necessary to set up share-time arrangements between different services, such as now exists between forest and petroleum services. He doubted it would be possible to maintain "exclusiveness" for service bands.

To this Comr. Craven offered general agreement, especially citing sharing on a geographical basis. He felt new air-navigation aids might require priority and that in the distant future this might affect broadcasting. In the long run, he added, a tv allocation superior to the present one may be found—but he noted that it also would be necessary to find a means of "getting there" economically for both broadcasters and public.

To the question of FCC members' attitudes toward deintermixture, Chairman John C. Doerfer quipped: "Highly individualistic." He said that in his opinion court decisions would resolve the issue, if the courts prescribe a solution and do so "in language that can't be evaded," he added, then FCC will do its best to put the prescription into effect. He added that all commissioners hope the answers will be firm enough to give broadcasters a solid base for planning.

Comr. Ford thought deintermixture was inevitably tied to the vhf-uhf question and that on the latter FCC has no policy. Actually, he said, the mortality rate among uhf stations (49% of all uhf stations that have gone on the air) is so high that, unless a solution is found, uhf is apt "to go out the window."

In any case, he continued, now is the time to "look for answers." Perhaps, he said, all television might be put into vhf; or perhaps some uhf channels are not needed.

Comr. Ford said this is a question for the FCC to decide. He felt it would be a hard one "to legislate." In case of change he foresees a "period of years" needed to make the changeover.

Comr. Craven said he recognized the need to solve the problem. As a long-range development—earlier he had defined "long range" as 10 to 15 years—he thought television might be located in a different part of vhf, or in uhf entirely, or in some other part of the spectrum. He stressed, referring to the work of the Television Allocations Study Organization and others, that "we're not twiddling our thumbs."

NAB President Harold E. Fellows, presiding interposed that the Taso report "definitely" will be completed this year.

Comr. Bartley interposed that his support of selective deintermixture appeared to have been justified by the success it had where tried.

On the the question of "balanced programming," Comr. Craven won a round of applause with his view that the present program sections in application forms, with their demand for percentage breakdowns of various types of programming, involve a form of censorship.

He suggested that, since program needs vary from market to market, the solution might be to let each applicant describe the needs of his own community and then say what he planned to do to serve them.

Comr. Ford advanced a similar situation, noting that "balanced programming" for a 20-station area is different from that for a one-station market. He thought it was "valid criticism" to say FCC had set up a program pattern into which all stations must fit.

Other key questions and commissioners' reactions:

- Extension of license periods from three years to five—Chairman Doerfer noted that FCC members had different views. His own was that an indefinite license would be satisfactory, assuming a satisfactory method of "reviewing your stewardship" could be developed.

- Amendments to Communications Act—Mr. Doerfer said the "protest law," Sec. 309 (c), should be repealed to speed up FCC's processes. He also argued that the "separation of functions" requirements "go too far" by denying FCC access to staff "expertise" in many cases. He agreed that FCC members involved in certain types of cases should not discuss such cases with FCC members ex parte, but held this should not apply to entire departments.

- Aviation vs. Broadcasting—Comr. Robert E. Lee said the problem will become more acute within a few months, when commercial jet airliners commence operations. Their speeds are such that additional navigational and safety aids will be essential because visual sightings will be virtually worthless, he explained. But he said broadcasters and aviation interests have been cooperating, and was confident that satisfactory solutions to their common problems will be developed—though any procedure for coordination, he said, certainly will draw some criticisms from one side or the other.

- FTC Monitoring—Comr. Hyde said FCC had relayed to broadcasters 143 complaints stemming from FTC monitoring of commer-
Planning a Radio Station?

RCA presents 3 basic plans to meet all requirements!

These versatile plans illustrate how the very latest equipment can be arranged to perform efficiently with a minimum of capital and personnel. Since programming requirements vary, three basic plans, representing three specific categories of operation, are provided.

Plan "A" is for a typical small station and requires a minimum investment. A "combined" studio-transmitter operation contributes to its overall efficiency.

Plan "B," also is for a "combined" operation, but it provides additional facilities to allow for announce booth and other local program material. A typical community station of moderate size, it meets the widest range of applications.

Plan "C," with separate studio and transmitter locations, is functionally designed for big city operation. It highlights the advantages of a spacious two-studio station.

Building layouts, together with a discussion of equipment requirements and current trends, are included in a new Brochure. For your free copy, write to RCA Department F-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

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RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.
That Floyd's a helluva bell-ringer too! His good times campaign has caught on like wildfire. Viewers are flooding Joe's KEL-O-LAND switchboards and mailrooms with "business is good" reports; and each item is beamed back to the KELO group's four-state audience. The Bellringer campaign confirms two statistical facts—today's most lucrative market is KEL-O-LAND; and KELO-TV with its booster stations gets you there fast!

* A million-plus people in South Dakota, Iowa, Minnesota, Nebraska.

NAB CONVENTION CONTINUED

He called it a tribute to broadcasters' sense of responsibility that FCC wasn't forced to take formal action in any case. Speedup in processing applications—Chairman Doerfer explained that FCC is now trying to get additional budget from Congress. If it succeeds, he said, FCC will add men to the processing job, which he described as now running eight or nine months behind the schedule set up.

Senate failure to ratify NARBA—U.S. stations whose facilities are subject to interference from stations in other countries are "without legal protection" against such interference, Comm. Hyde noted. He said Mexico and Canada, for two, are trying to regulate their radio systems within provisions of former agreements but that Cuba is doing less in this respect.

NBC-SRA DEBATE FLARES AT FORUM

- Headley, Culligan spar on Radio Management panel
- Session on 'Radio Inventory, 1958' sparks combustion

NBC Radio and the Station Representatives Assn. met head on—again—last Tuesday at a Radio Management Conference of the NAB convention. The antagonists: Matthew (Joe) Culligan, vice president in charge of NBC Radio, and Frank Headley, president of SRA and of H-R Regs.

The forum wasn't billed that way. Messrs. Culligan and Headley were before the conference to discuss "This Business of Radio—Inventory, 1958," as was F. C. Sowell of WLAC Nashville. The inventory soon became competitive.

Mr. Headley flung down the gauntlet by pointing out the decline in network revenue in recent years and the coincident decrease in compensation to affiliated stations. He contrasted this dropoff with the increase in station revenue from both national spot and local sources—and cited the importance of the representative in getting this business.

In taking stock of the representative business, Mr. Headley said there are 55 national firms today. He specifically excluded from that count the NBC and CBS spot sales operations. The 55 employ over 2,000 people in more than 300 offices, he said, noting that 800 of the 2,000 are salesmen.

It was the representative, along with the local salesman, who "transfused life back into radio broadcasting when the networks faltered," Mr. Headley declared. To prove his point, he offered the following figures:

In 1950, radio networks accounted for $131,500,000 (29%) of total radio sales, while national spot accounted for $118,800,000 (26.2%). In 1956, radio network sales were $48,400,000 (9.8%), and national spot was $145,500,000 (29.6%).

Mr. Headley also reported that SRA, based on audits by Price, Waterhouse & Co., is estimating that 1957 national spot revenue increased 26.5% over 1956, for a total of $184,057,500.

After making these points, Mr. Headley went on to say that spot has replaced networks as the advertiser's first choice.

Radio networks, Mr. Headley said, are at a crossroads. He conceded they have a "great heritage," and "perhaps" a profitable future. If so, they must take their cue from the station operator and "program to the people," he said.

National program service is a necessary and important adjunct of a station's schedule, Mr. Headley observed, adding that the station representatives are hoping that radio networks can get back on their feet. If they don't, he suggested there are other ways to get comparable national service. If these other methods should be used, he said, the national representative will be ready to sell them.

Mr. Headley also said that the station's return on sales by its representative is approximately 73%, while return from a network sale ranges from "15% to practically zero." Further, he said, a 20% reduction in national spot sales in one year would represent red ink to nearly one-third of the nation's larger radio stations.

Mr. Headley also told the conference that the representative's role has changed as the business has grown. Whereas 80% of rep personnel 10 years ago were salesmen, today only 40% are salesmen. The shift has come about as the representative assumed roles formerly carried by the network, including counseling, research and similar functions, he said.

Mr. Culligan was quick in rebuttal. He conceded Mr. Headley had done an accurate job of analyzing the network radio situation—but qualified by saying it was an analysis of the situation 18 months ago. It was then that network radio had its recent boom, not now, Mr. Culligan asserted. Actually, he said, networks are now in a mild boom.

Mr. Culligan made no bones about the troubles the networks have suffered, and said that NBC Radio alone lost about $9,- 200,000 between 1953 and 1957.

Network radio has forever lost to television the battle of the living room, the NBC Radio head stated. It has won the battle of the rest of the house and the out-of-home audience, he said, citing the now familiar growth in radio sets and in listening in these categories.

It was in the fall of 1956 that network radio hit bottom, Mr. Culligan declared. The medium had lost 60% of its night-time audience and Westinghouse Broadcasting Co. junked its stations from the NBC affiliate list in favor of independent operation, leaving large gaps in the network's coverage and presenting further clearance problems.

Rather than giving up, however, Mr. Culligan recounted how the network, under direction from NBC President Robert...
Medical and nutrition experts are concerned because the teen-age, elderly, and obese individuals are consuming too many empty calories. When a moderate reduction of dietary fat is indicated, breakfast cereal calories merit consideration because they provide low-fat content and are full of good nutrition as shown in the table below. Whole grain, enriched, and restored breakfast cereals, hot or ready to eat, considered as a group contribute protein, important B vitamins, and essential minerals in addition to the carbohydrates needed for quick energy.

<table>
<thead>
<tr>
<th>Nutritive Value of Breakfast Cereals</th>
<th>Cereal, 1 oz. dry weight basis</th>
</tr>
</thead>
<tbody>
<tr>
<td>CALORIES</td>
<td>104</td>
</tr>
<tr>
<td>PROTEIN</td>
<td>3.1 gm.</td>
</tr>
<tr>
<td>FAT</td>
<td>0.8 gm.</td>
</tr>
<tr>
<td>CARBOHYDRATE</td>
<td>22 gm.</td>
</tr>
<tr>
<td>IRRON</td>
<td>1.4 mg.</td>
</tr>
<tr>
<td>THIAMINE</td>
<td>0.12 mg.</td>
</tr>
<tr>
<td>RIBOFLAVIN</td>
<td>0.04 mg.</td>
</tr>
<tr>
<td>NIACIN</td>
<td>1.3 mg.</td>
</tr>
<tr>
<td>CHOLESTEROL</td>
<td>0</td>
</tr>
</tbody>
</table>

Sarnoff, decided to try once again to get back on its feet. From that time to this, he said, have evolved the formulas which will guide the network in the future, specifically between now and 1960. They are five:

1. Capitalizing on the medium's ability in the daytime lineup and sports coverage and analysis.
3. Adult, intelligent programming, even when its to a minority audience. Bringing back the old stars, but in new formats, as with Madeleine Carroll and Don Ameche in the daytime lineup.
4. Merchandising ability and new equipment.
5. Memory Vision. An extension of the “imagery transfer” idea Mr. Culligan and NBC Radio have pushed in the past, it is based on the idea that each individual has two TV sets, “one in the living room and one in his skull.” NBC's idea is to capitalize on the recognition which an advertiser builds up through “expensive” commercials on tv, magazines, and the like, by using word images of those commercials on radio—at considerably reduced cost.

Mr. Culligan gave three reasons for the comeback in network radio.

1. Affiliates support. The clearance problem has been eased to the point that NBC this fall will raise its pricing level from 75% to 85% of the network’s dollar value.

2. Advertisers and agencies: In network radio's heyday, 15 advertisers supported the medium. All left during the time that tv made its biggest inroads. Today all are back now, joined by 121 new advertisers who never before used the medium.

3. Support by government and industry statesmen: Exhibit A in this category was a recorded statement by Sol Taishoff, editor-publisher of Broadcasting, made at Mr. Culligan's request during a Broadcasting editorial outlining the need for affiliate support to the radio networks.

Mr. Taishoff called networking a two-way street, with the network's job to program national and international events and the affiliate's job to broadcast this information. The latter's responsibility is as great as the former's, he said. Mr. Taishoff pointed out the frequent references to the future of radio networks during Washington hearings, and noted the concern lawmakers and others have that radio networking be maintained. No local ingenuity can fill the void which would be left if the networks failed, Mr. Taishoff declared, concluding that the problem of keeping them on the air is not to be solved by the networks themselves.

Mr. Culligan concluded his address with a demonstration of network radio flexibility and immediacy. Commenting that the delegates had been shut off from the rest of the world for the past several hours, he volunteered NBC Radio to bring them up to date. Reports from Tokyo, London and Moscow, channeled through NBC's west coast newsroom, did just that. The performance drew strong applause from the audience.

Earlier in the conference, before the network-heap hassle, Mr. Sowell addressed the delegates on their responsibilities in maintaining the public service elements of the medium. He traced the evolution of radio from its beginning as a novelty to its present conformation, which he described as taking five shapes:

1. The conservative station, which programs extensively in the public service and which bases its news policy on thorough, accurate writing of the news without exploitation of it.

2. The music, news and sports station, which relies primarily on popular music.

3. The good music station, a primarily metropolitan development directed to a selected audience.

4. The minority stations which program to ethnic groups peculiar to their coverage areas.

5. The copycat stations, whose formats waver between all or some of the preceding four.

It is the medium's job today to adjust to the changing character of its audience in terms of total coverage and specialization, at the same time maintaining its public service responsibilities, he said.

In remarks opening the panel session, Merrill Lindsay of WSOY-AM-FM Decatur, Ill., described radio as now on a plateau of stability. In his capacity as chairman of NAB's Radio Board, he announced a 5% increase in radio membership. He pointed out the work the association has done in pushing through the remote control regulation changes as an example of the values the association offers to all of its members.

The Tuesday management session was presided over by John Meagher, NAB vice president for radio.

Ebel Praises Free Air Time
Given Public Interest Drives

Contributions of broadcasters and their advertisers to public interest campaigns in the past 18 months have exceeded any such period in history including wartime, according to Edwin W. Ebel, chairman of the Advertising Council's radio-tv research committee.

Mr. Ebel spoke at the NAB Wednesday luncheon, Mr. Ebel, vice president of General Foods Corp., said 1957 circulation given through network commercial programs increased 50% over 1956. The stop accidents campaign and forest-fire prevention drive were especially effective, the council chairman said.

He asked broadcasters to support the council's newest campaign to combat recession psychology, titled "Confidence in a Growing America." He added that this campaign "attacks perhaps the most important problem in the council's history—the problem of maintaining public confidence in the future of our country and the soundness of our economy."

He described the campaign's basic premises this way: The economy is fundamentally sound and dynamic; a substantial amount of buying power is, through fear of the future, being held out of the marketplace; if public confidence can be maintained and buying power can be released, goods can move, orders can flow, jobs can reopen and "the whole direction of the economy may be turned around and pointed upward," according to the Ad Council's campaign theory.

Stars Would Return to Radio
With Right Inducement—Cantor

Eddie Cantor is convinced that many of the stars of radio in the pre-tv era would enthusiastically return to radio if appropriate formats could be developed.

Mr. Cantor, a guest at the Los Angeles reunion of the U. S. Radio Mission to Europe during World War II, said that he and other stars would be willing to pitch in on a revival of network radio which to them has more warmth and attraction than television.

"I'm very bullish on radio," Mr. Cantor said. "It will go on forever. I have talked with many of the stars of early radio and they are not only willing but anxious to return to the air."

"In our home there are two tv sets, but we have seven radios. Everybody listens almost all the time."

"Practically all of the automobiles have radios these days. Think of the tremendous job that could be done in advising people to drive carefully and save lives and in selling ourselves out of the recession," the entertainer challenged.

Mr. Cantor said he had suggested to Eddie Fisher, his protege, that he wind up his NBC network programs with the phrase: "Bye now; buy now." Once started, the phrase should sweep the nation, said Mr. Cantor.

EACH YEAR members of a World War II broadcasters mission to the European Theatre hold a reunion at the NAB convention and elect one "VIP of the Year." In Los Angeles last week William S. Hedges (center), NAB vice president, was presented the "VIP-er" plaque by John Fetzer (left) of the Fetzer stations and chairman of the NAB Television Board. Clair R. McCollough (r.), of the Steinman stations, was toastmaster of the reunion dinner at Dave Chasen's restaurant.
MBS STRESSES NEED OF STATION SUPPORT

- Affiliates get show plans
- Contract adherence urged

Fresh programming plans and calls for continued station support were heard by MBS affiliates at a pre-convention meeting in Los Angeles April 27.

Mutual officials discussed plans for a nightly 50-minute recorded series, Assignment: Hollywood, designed to cut into competing nighttime TV audiences. The program, featuring Fred Robbins as m.c., is contingent on affiliates’ support and would be buttressed with strong network merchandising and promotional support.

Affiliates also were urged to adhere to contract time clearance provisions in order to enjoy maximum benefits of Mutual’s news-music-special events formats and to assure advertisers of full coverage.

Discussing the network’s need of station support, George Vogel, MBS executive vice president, told affiliates they can build “presold!” audiences and develop program impact in their respective communities if they live up to network contracts and go along fully with MBS programming.

Station adherence to network-affiliate contracts can help minimize the necessity of rebates to sponsors and give Mutual more working capital for talent and other needs, he said.

Dr. Armand Hammer, MBS president and board chairman, sounded the keynote as he expressed confidence in Mutual’s future and the ability of its new officers to make the network a “profitable operation,” with affiliate support. He felt the present MBS-affiliate contract offered a “fair deal” to stations and that they will gain acceptance and community prestige through their Mutual affiliations.

Another new series, starring Gabriel Heatter in an inspirational format, also is contemplated by MBS, affiliates were told.

Contingent upon affiliates’ acceptance, Mutual proposes to offer Assignment: Hollywood on a reciprocal basis—25 minutes to be sold nationally and the other half to be available for local sponsorship and station identification. If the series is scheduled, the network will provide some 15,000 theatres in MBS affiliate areas with 60-second “trailers” promoting the program. The Assignment: Hollywood series provides for local sponsor cut-ins.

Mutual shortly will dispatch letters to its affiliates, explaining these and other programming plans urging stations to re-examine their contractual commitments.

Policy and programming plans were outlined by Messrs. Hammer and Vogel, Charles King, station relations director, and other MBS officers at a Sunday afternoon meeting, followed by a reception for affiliates. The open meeting was designed as a followup to the Mutual Affiliates Advisory Committee Washington meeting last March.

The affiliates group registered approval of network news-music-special events programming and management policy in effect since last summer [AT DEADLINE, March 31].

THE SWING IS TO...

GEL
MULTIPLEX SYSTEMS

...because General Electronic Laboratories, Inc. (GEL) Multiplex Equipment meets the critical demands of even the most skeptical FM station operators. Stations across the country report successful operation and excellent quality on both main and sub channels...beyond expectations. This equipment can be installed by station personnel, using any existing type FM transmitter.

Features include minimum cross-talk, unitized construction, and stability of operation. GEL equipment is suitable for unattended remote operation.

Get on the swing to the equipment that has proven 100% satisfactory...every installation has been successful.

Write for Multiplex
Engineering Bulletin MX-2

GENERAL ELECTRONIC LABORATORIES, INC.
195 MASSACHUSETTS AVENUE, CAMBRIDGE, MASS.
New equipment, new program properties and new versions of other services were on display for the NAB conventioneer last week in Los Angeles. The new called on the old, however, when it came to adding an extra attraction to exhibitors’ displays.

For the last four NAB conventions Broadcasting has made a point of covering this “extra attraction” phase of the week. This year’s crop is displayed on these two pages.

**THESE TWO** at General Electric’s transmitter exhibit both drew whistles and gave some of their own. The gimmick involved was a giveaway whistle complete with a GE sales pitch. The girls and the gear were in the Statler’s heavy equipment section.

**SOMETHING FOR THE BOYS**

**TWO BEAUTIES** at the beach (three if you include the Siamese cat) had other duties to perform besides the obvious one of catching the passing broadcaster’s eye. They were used by RCA to demonstrate the qualities of its color television cameras.

**THE** gingham gown didn’t quite make an old-fashioned girl out of this model at the Comet Distributing Corp. exhibit. The darts? They were used by conventioneers to try to hit a secret location on the maps, the winner to get an overseas tour.

**NTA** used a gold rush ➤ theme in its elaborate exhibit. Visitors entered the western saloon through swinging doors, got a chance at a drawing for a portable tv, were entertained by a cowboy band and served chow from a chuck wagon.
THE black and yellow color scheme of the Caterpillar Tractor Co. was carried out charmingly by this brunette, whose dress and flowers matched the power generator in the background. Convention lapels all around Los Angeles demonstrated her attraction.

MGM-TV made the most of its Leo the Lion trademark. Not content to have a stuffed lion at its exhibit, the film company dressed this model in a lion costume. Most convention delegates seemed able to see through the disguise.

THIS MODEL quickly became known as the convention's Kim Novak. The delegate at the end of the hand got both a smile and an item from AAP's merchandising exhibit when he dropped by the Biltmore exhibit floor.

TPA's kilt-clad (or unclad) lassie is a familiar feature of the NAB's convention. In case visitors missed the point, the giant cutout behind her let it be known that the Lassie show inspired it all. Three pups were given away.

THE CBS EYE drew many others when adorning the bolero jackets of these models at the exhibit of CBS Television Film Sales. This trio and several companions did hostess duty while less-attractive company personnel made their pitch.
Experts See Bleak Film Future

- Film management group hears of high syndication costs
- Feature stockpile may be used up, broadcasters warned

Syndicated film production is getting more and more costly, and new feature films are going to be rare at any cost, the NAB convention's tv film management session was told last Monday.

Milton Gordon, president of Television Programs of America, told in detail the results of a 30% hike in production costs over the past three years. It's reached the point, he said, that a producer-syndicating firm to exceed $1,725,000 in sales before he makes a penny profit on a syndicated series (see table and charts). If stations insist on reruns, he added, the break-even figure may pass the $2 million mark.

The meeting also heard both film leaders and broadcasters warn that the future for new features is bleak; that there's a good chance that no features will be left after the current picture have been "used up," and that in any case broadcasters had better "respect" the features they now have and take steps to get maximum value from them instead of "dissipating" the supply.

In either case—syndicated series or features—broadcasters were cautioned that film buying should be made a top-management function.

Jack L. Floyd, KELO-TV Sioux Falls, S. D., a member of the NAB television film committee, noted that the average tv station devotes 31% of its program time to films, and that when network films are counted this figure becomes 45%.

To Mr. Gordon's report that a syndicator must sell close to $2 million before he starts to make money on a series, Mr. Floyd replied that he knew one station which has $1.75 million committed to film. He said he felt sorry for the broadcaster in this situation as for the syndicator.

Mr. Floyd said theatres long ago recognized that film negotiation is the key to their success. Broadcasters, he said, should heed the lesson.

Aside from costs, the question of standard contract forms in the purchase of film figured prominently in the give-and-take phases which followed the formal presentations by panel members. Broadcasters noted that the different forms used by different syndicators made it necessary to clear all contracts with lawyers—an item of considerable expense. Both broadcasters and film men expressed hope that the NAB standard form of film contract might, by joint action, be made acceptable to both sides.

The session consisted of two panels, one on syndicated film, the other on features. Mr. Floyd was moderator for both.

Opening the syndicated film panel, A. James Ebel, KOLN-TV Lincoln, Neb., explained areas for improvement of cooperation between distributors and broadcasters, and George T. Shupert, president of ABC Film Syndication, stressed the value of research, promotion and other "extras" which distributors supply along with the films they sell.

Mr. Shupert acknowledged that distribution costs are high but maintained that in the long run they may make their mark—by undercutting the "extras"—for stations to sell the programs more profitably.

Frederick S. Houwink, WMAL-TV Washington, stressed the problems faced by absence of a uniform contract. He said WMAL-TV plans, on a one-at-a-time basis, to require the use of the NAB standard form for films it purchases.

Mr. Houwink defended barrier as a system—criticisms, he asserted, are aimed at bad barrier deals, not at the system itself. He said WMAL-TV has two simple rules for barrier deals: all involve a client who buys a film and makes it available for a certain amount of spot announcement time, and good balance is maintained between spots.

Mr. Gordon gave his breakdown on film production costs in urging broadcasters to "please try and understand our problems and encourage us to do the best job we can, because our success is your success."

He said networks are and will continue to be "a most important factor in furnishing programming to the station," but that "film distributors must inevitably become increasingly more important to you than they are now, particularly in seasons such as the one we are experiencing."

Producing a network show is "child's play" as compared to producing a quality syndicated series, he said, because if the pilot for a network show is sold, the producer can tailor-make the series to the sponsor's requirements. But a syndicated series must be tailored for perhaps more than 100 different customers with differing problems and requirements, he asserted, and "the risk is not $40,000 or $50,000, as is the case with a network pilot, but usually is in excess of a million dollars."

The feature film panel was opened by Dwight Martin, WABF-TV Baton Rouge, La., who explained that his station tries to schedule features in counterpoint to earlier programming of the same evening; it does not show the second run of a film on the same night of the week that it was shown in first run, and it tries to schedule features so that the same stars aren't seen too often.

Olive A. Unger, president of National Teletext Assocs., noted that 8,000 to 9,000 features have been released to television and stations are using them "like a drunk sailor on leave"; that production of features is nowhere near the rate of consumption and that even if post-1948 films were released—a prospect he doubted—these would add only 2,831 to the supply. He cautioned broadcasters to conserve their features, scheduling them in better time periods that would produce more revenues.

Lee Ruwitch, WTVJ (TV) Miami, took a different tack. Audiences no longer consider features on tv as a real treat, he asserted, and broadcasters are at "a crisis," many of them having millions in film commitments they may never recover. He acknowledged that features get good ratings—but how loaded have the rating weeks been? The upsurge in good theatrical product, he suggested, is apt to make moviegoers dissatisfied with the films they see on tv.

He also charged that there is "tremendous waste in the distribution and sale of features." Economies will have to be made, he said.

Richard Harper, MGM-TV, said stations must "respect" their features and protect their investment in them "before it is too late." He urged that they be programmed properly—and not in "bulk" —and promoted heavily with "showmanship."

From the floor Harold P. See of KRON-TV San Francisco raised the question—

Average TV Film Budget

1. Story, script & royalty $ 2,850.00
2. Director $ 1,000.00
3. Star $ 1,200.00
4. Star's contract $ 2,000.00
5. Director's Dept. $ 375.00
6. Special Effects $ 2,000.00
7. Production office; Casting $ 9,850.00
8. Director's Assts. $ 4,100.00
9. Camera $ 3,000.00
10. Art Dept. $ 1,000.00
11. Wardrobe $ 205.00
12. Makers $ 435.00
13. Props $ 1,405.00
14. Electrical $ 1,590.00
15. Sound Crew $ 520.00
16. Set Operations $ 607.00
17. Process $ 350.00
18. Film Editing $ 1,900.00
19. Location expense $ 475.00
20. Stills $ 100.00
21. Snt construction $ 1,600.00
22. Translators $ 343.00
23. Music $ 200.00
24. Stage rentals $ 1,450.00
25. Projection $ 100.00
26. Tests $ 150.00
27. Sound & Sound Dailies $ 1,720.00
28. Composite & master prints $ 384.00
29. Opticals—photo effects, etc. $ 400.00
30. Stock shots-process plates $ 20.00
31. Titles—trailers $ 150.00
32. Misc. film expense $ 100.00
33. Scoring & dubbing $ 872.00
34. Publicity & travel $ 550.00
35. Insurance $ 450.00
36. Misc. expense $ 126.00
37. Publicity $ 200.00
38. Legal $ 150.00
39. Transfers $ 250.00
40. Communications $ 300.00

Under-the-Line costs Total cost $18,775.00 $27,625.00

Does not include production overhead. Does not include re-run fees.
and got considerable support from panelists
—of whether, after a certain date, there
may be no features left. He mentioned
1961 as the year when stations may find
they have "used up" the current feature
supply.

Several questions were raised about the
methods distributors use to determine film
costs for a given market. The syndicators
defended the practice of basing prices on
an evaluation of each market and what its share of the total cost should be, instead of
basing on the stations' rates.

**Early Mutterings at NAB Session Protest Film Firms' Exclusion**

The NAB board's move to exclude film
companies from NAB conventions was pro-
tested right off the bat last week—almost as
soon as the convention's first management
session got under way.

Speaking as a panelist at the film meet-
ing Monday morning, President Milton A.
Gordon of Television Programs of Amer-
ica departed from his text long enough to
observe that film distributors too often are
treated as "second-class citizens"—as, for
example, in the decision to bar them from
the conventions. He did not develop the
point because, he said, the meeting's time-
table would not permit it.

A little later, Michael M. Sillerman, also
of TPA, answering a question from the
floor, seemed to express the same thought
without saying it explicitly. Talking about
film companies' general failure to use the
NAB standard contract for film sales, Mr.
Sillerman said he had not seen the NAB
proposal until it was in type on galley proofs
—"a sort of fait accompli." But he would
still be willing to work for a mutually ac-
cceptable standard form, he said, as part of
a "bilateral" effort.

**Quality Radio Group Votes 'Aye' To Keeping Organization Intact**

Quality Radio Group Inc., organized four
years ago to promote the sale of programs
on a selected list of stations, voted last Mon-
day at a meeting in Los Angeles to keep
the skeleton organization intact and pre-
pared to pursue its goal when "circum-
stances permit." The group is now repre-
sented in New York largely on a stand-by
basis by Scott McClean, head of the New
York office of Crosley Broadcasting.

Ward Quaal, WGN Chicago, absent be-
cause of the illness of his father, was unan-
imously re-elected president. Other officers
re-elected were W. H. Summerville, WWL
New Orleans, vice president, and William
D. Wagner, WHO Des Moines, secretary-
treasurer. Re-elected as directors were
John H. DeWitt Jr., WSM Nashville; Ralph
Evans, WHO Des Moines; Don McGann,
Westinghouse, and Mr. Quaal. To succeed
the late Wayne Coy, Time Inc. stations, and
John Outler, who retired as general manager
of WSB Atlanta last December, the mem-
bership elected John B. Tansey, WRVA
Richmond, and Frank Gaither, WSB.

Other directors are Gustav K. Brandborg,
KVOC Tulsa and Gordon Gray, WOR New
York, whose terms expire next November;
John De Russy, Westinghouse; Robert Dun-
ville, WLW Cincinnati; E. K. Hartenbower,
KCMO Kansas City, and Stanford P. Kettler,
WQBS Miami, whose terms expire in No-
vember, 1959.

**NAB COUNTS TRUMPS AT LABOR SESSION**

- More than 500 attend clinic
- CBS cited for strike action

**Like Hundreds of Broadcasters...**

Assistant Treasurer SAMUEL W. SLOAN of

WOHO
Toledo, Ohio

and

Chief Engineer EDWIN J. POWELL
Selected STAINLESS TOWERS

**EDWIN J. POWELL, Chief Engineer**

**LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS**

Call or Write for Informative Literature.
and about 15% have contracts covering technicians.

Unionization has proceeded further in tv than in radio broadcasting, but still is limited, with announcers represented by unions at about 100 of the 500 tv stations, and technicians at 200 of the stations. Some of the larger stations and networks have contracts covering musicians, stagehands, writers and other employees, he added.

Mr. Tower noted that unionization is reeding slowly but steadily at radio stations, with the possible exception of consolidated operations, through the use of improved technology. He found increasing union effort to expand control in television.

Broadcasters who took part in the discussion included Kenneth Giddens, WKRK-AM-TV Mobile, Ala.; Frederick Houwink, WMAL-AM-TV Washington; Gus Brandborg, KOOM-AM-TV Tulsa; Howard Lane, KOIN-AM-TV Portland, Ore., and Victor A. Sholis, WHAS-AM-TV Louisville.

These principles in collective bargaining were listed: mutual trust in word and intention; a clear understanding of the extent of the bargaining commitment; some degree of comparability in terms of ability and willingness to take a strike, and adequate procedure on handling such matters as the presentation of the employer’s facts and argument at the bargaining table and, most important, the making of decisions on issues that are bound to arise.

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**A PERSISTENT RECORD**

Eight past presidents of Broadcast Pioneers attended the 1958 annual banquet: Arthur B. Church, former owner of KMBC Kansas City; Raymond F. Guy, NBC senior staff engineer; Carl Haverlin, BMI president; Mr. Hedges; Edgar Kohak, former president of MBS; Frank Mullen, former executive vice president of NBC; Clair R. McCollough, general manager, Steinman Stations; Paul Morency, president, WTCX-AM-FM Hartford.

Plan for a broadcasters hall of fame and museum to house the memorabilia of radio and television much as the Baseball Hall of Fame in Cooperstown, N. Y., serves as a storage house for the archives of baseball, was announced by John F. Patt, president, Broadcast Pioneers, at the organization’s annual banquet Tuesday. How the $2.5 million proposed as a starting goal will be raised is still an unanswered question, Mr. Patt said, but he expressed confidence that “the financing can be found if we dream big enough.”

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**HIGGINS RECAPTURES GOLF CROWN**

Joe Higgins, WTHI-TV Terre Haute, Ind., won the 27th annual NAB-Broadcasting Magazine golf championship, shooting a near par 74 last Monday over the 7,000-yd. Los Coyotes course in Berkeley, Calif. Mr. Higgins also won the title in 1955, 1954, 1952 and 1949. Second low gross went to Mark Schreiber, Denver agency owner, who scored a 76. Mr. Schreiber won the 1957 tournament.

Among the other 52 players, blind bogey handicaps enabled many to score in the 70’s. First low net honors were shared between Charles Brakefield, WREC-TV Memphis, and Ross Case, KWAT Water-town, S. D., each grossing 88 with handicaps of 27 reducing their nets to 61. Robert Ferguson, WTRF-TV Wheeling, W. Va., with a 62 low net took third place.

Broadcasting awarded silver trophies to gross and net winners. Los Angeles stations donated other prizes.

Other winners: third low gross with 78, Maxwell Good, KLTV (TV) Dallas; fourth low gross with 79, Cliff Kirkland, Transcontinental Television Corp., New York. Jayne Shannon, Ruth Jones and Ann Wright, all J. Walter Thompson, New York, shared first prizes among the women participants. Scores follow:

<table>
<thead>
<tr>
<th>Handicap</th>
<th>Gross</th>
<th>Net</th>
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<tbody>
<tr>
<td>Armstrong, Bud</td>
<td>101</td>
<td>77</td>
</tr>
<tr>
<td>Art, Headley-Reed, Los Angeles</td>
<td>114</td>
<td>84</td>
</tr>
<tr>
<td>Barnes, Tom, WDAY-DAY</td>
<td>92</td>
<td>68</td>
</tr>
<tr>
<td>Barford, Berkeley, Bayard Adv., Los Angeles</td>
<td>91</td>
<td>70</td>
</tr>
<tr>
<td>Beaudin, Ralph W., KQV Pittsburgh</td>
<td>101</td>
<td>71</td>
</tr>
<tr>
<td>Beason, Sterling, Headley-Reed, New York</td>
<td>99</td>
<td>72</td>
</tr>
<tr>
<td>Brakefield, Chas. B., WREC Memphis</td>
<td>88</td>
<td>61</td>
</tr>
</tbody>
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**Pioneers Hear DeMille On ‘Right to Work’**

The right to work is one of man’s inalienable rights, Cecil B. DeMille declared Tuesday in an address at the 17th annual dinner meeting of the Broadcast Pioneers.

Accepting a special Pioneers citation for his “monumental contributions to communications and entertainment in America,” the noted motion picture producer reviewed his nine years as producer-host of Lux Radio Theatre. The ability of radio to take him into the homes of the people and to let him talk to them with an intimacy not possible in a movie theatre was “one of the most satisfying experiences of my life,” he declared. But, he stated, his radio career was abruptly halted when he refused to pay a $1 political assessment demanded by his union (AFTRA, then AFRA) and so “I was
denied the use of the air." There was no tv then and no tv union, but when tv came along the ban was extended to exclude him from working in this medium as well as in radio, he said.

This was 13 years ago, Mr. DeMille reported. At that time only two states had right-to-work laws. But, with the help of the Cecil B. deMille Foundation, such laws are now in force in 18 states, with several more to vote on them this year, he said. This is not an anti-labor movement, he said, assuring that union membership has increased at a greater rate in states with right-to-work laws than in states without them. "It is not unionism we oppose, but compulsory unionism," he declared.

Mr. deMille concluded his address with a tribute to the late G. A. (Dick) Richards, owner of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, as "one of the very few who rallied to the right-to-work clause 13 years ago."

Pioneer President John F. Patt, president of WJR Detroit, presented the citation to Mr. deMille and a second one to William S. Paley, CBS Inc. board chairman, for his many contributions to broadcasting, particularly that he "first recognized the need for top men in the presentation of broadcast programming." Frank Stanton, CBS president, accepted for Mr. Paley, who was in England.

The annual "Hall of Fame" award of Broadcast Pioneers was presented posthumously to the late John U. Reber, former vice president of J. Walter Thompson Co., as one of the first to realize the great potential of radio and to convince advertisers of the value of sponsoring a regular weekly series with continuing stars. William S. Hedges, NBC vice president, chairman of the Pioneers Awards Committee, presented the Hall of Fame award to Mrs. Reber.

Mr. Hedges also presented plaques to Dr. W. G. R. Baker, former vice president of General Electric Co.; Earl C. Anthony, president, KFI Los Angeles; FCC Comm. Rosel H. Hyde and jointly to Bob Hope and Bing Crosby.

T. A. M. Craven, FCC commissioner, was elected an honorary life member of the Broadcast Pioneers, as Comrs. Hyde and Robert T. Bartley had been elected at previous Pioneer meetings.

President Patt announced that nine Pioneer chapters are either functioning or in the organization stage: New York, Philadelphia, Michigan, Heart of America (Kansas City), Southwest (Dallas), Chicago, Northeast Ohio, Washington, D. C., and Southern California.

Rogers, Other Officers Named At Tv Pioneers' First Meeting

President W. D. (Dub) Rogers and other officers and directors of the fledgling Society of Television Pioneers were re-elected last Monday at a luncheon meeting in Los Angeles, during the NAB convention.

In addition to Mr. Rogers, of KDUB-TV Lubbock, Tex., officers re-elected were John E. Felzer, WKZO-TV Kalamazoo, Mich., Harold Hough, WBAP-TV Fort Worth, and Campbell Aronux, WATAR-TV Norfolk, Va., first, second and third vice presidents, respectively, and Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., secretary. Directors are the officers and George Burbuch, KSD-TV St. Louis; Jack Harris, KPRC-TV Houston; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Richard Rawls, KPHO-TV Phoenix; Clyde Rembert, KRLD-TV Dallas and P. A. (Buddy) Sugg, NBC.

The luncheon was the first formal meeting of the group, organized a year ago. Those eligible for membership include people who have been identified with any of the networks or 108 pre-freeze tv stations. Roy Rogers, his wife Dale Evans and the Sons of the Pioneers furnished entertainment for the luncheon.

Tv Code Suspensions May Hit Some Stations

NEW NAB Tv Code Review Board took office last week. Members are (l to r) E. K. Hartenbower, KCMO-TV Kansas City; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Roger W. Clipp, Triangle stations, chairman; Donald H. McGannon, Westinghouse Broadcasting Co., and Richard A. Borel, WBNS-TV Columbus, Ohio.

NAB's Television Code Review Board will start code suspension proceedings against several stations unless they correct advertising practices, the board announced last Tuesday at the NAB Los Angeles convention.

William B. Quarton, WMT-TV Cedar Rapids, Iowa, retiring as code board chairman, said the board decided to take the action at a meeting the previous day. He told a tv management meeting the board hopes these stations "will alter their practices so they may be eligible to remain in code membership."

NAB's code staff, headed by Edward H. Bronson, director, and Charles Cady, assistant director, will "work with these stations and cooperate with them in every way possible," Mr. Quarton said. He added, "In fairness to the overwhelming majority of the stations which observe in substantial fashion the code's recommendations, it is the board's intent to deprive of subscriptions those stations which cannot or will not operate consistently with the code's provisions."

Principal violations involved were described as multiple-spotting, excessive commercial time in programming, personal product (hemorrhoid remedy) advertising and program-length commercials. "If the lowest common denominator sets the minimum standards of practice for our code, the document soon will become insignificant," Mr. Quarton said. He added that c de membership had increased 30% during his period of board service.

Mr. Bronson said one in 20 of the 20,000 tv programs monitored were found to have exceeded advertising time limits and 2% of station breaks exceeded the limits.
Koby’s big round family sound keeps
San Francisco’s huge adult listening
audience on a continuous buying spree—
Pulse—Hooper—Nielsen all agree!

10,000 Watts San Francisco
Koby
Mid-America Broadcasting Company

WHAT NO PULSE?
CERTAINLY!
16.5 OVERALL AVERAGE SHARE

Daven Attenuators...
The Standard
In AM, FM & TV
Stations Throughout
The World!

Write for the most complete catalog
on attenuators in the world.
Now carried in stock by your local jobber.

WORLD’S LARGEST MANUFACTURER OF ATTENUATORS

OSU Institute Starts Monday
On Education and Broadcasting

The 28th annual Institute for Education
by Radio-Television will deal with broad-
casting’s responsibilities in the American
educational crisis. The three-day meeting
starts Monday at the Deshler-Hilton Hotel
in Columbus, sponsored by Ohio State U.

From 600-800 broadcasters, civic leaders,
educators and others are expected to at-
tend, it has been announced by Dr. I.
Keith Tyler, institute director.

Speakers include John Scanlon, deputy
director of research of the Fund for the
Advancement of Education, New York; Laurence Siegel, assistant director of the
Miami U. (Oxford, Ohio) experimental
study in instructional procedures; William
Brish, Washington County superintendent
of schools, Hagerstown, Md., and Gayle B.
Childs, head of a tv correspondence study
project, U. of Nebraska.

President Novice G. Fawcett of OSU will
welcome IERT visitors at the opening gen-
eral session Monday. The first session will
feature a comprehensive review of instruc-
tional tv developments. A total of six gen-
eral sessions, the annual institute luncheon
and 18 clinics will be held during the in-
stitute.

NAEB Plans Workshop, Seminar
On TV Techniques for Education

Plans for a seminar on instructional uses
of radio and tv at the U. of Illinois, July
21-25, have been announced by the Na-
tional Assn. of Educational Broadcasters.
The organization Saturday opened a video
recording workshop in Chicago lasting
through Wednesday.

Technical descriptions and demonstra-
tions of Ampex videotape recording equip-
ment feature the Chicago sessions at
the studios of WTTW (TV), non-commercial
station. The workshop is designed to in-
crease the technical knowledge of engineers
on video recording developments. The po-
tential advantages of video tape over con-
ventional kinescope methods, such as util-
ized by the Educational Television & Radio
Center, Ann Arbor, have long intrigued edu-
cational broadcasters. Actual equipment is
being demonstrated at WGN-TV Chicago
studios.

On the agenda are speakers from network,
equipment, film, educational television and
allied fields. Among them: Kenneth M.
Mason, Eastman Kodak Co.; Rene Mathieu
and Matt Herman, George W. Colburn Lab,
Chicago; Harold Wright and Rodger J. Ross,
Canadian Broadcasting Corp.; Joseph W.
Belcher, General Precision Lab, Pleasant-
ville, N. Y.; Ralph Seitel, William Manshot
and Diane Weise, WTTW (TV) Chicago;
Keith K. Ketcham, WOI-AM-FM-TV Ames,
Iowa; Allan Deland, ETRC, Ann Arbor;
Woody Nellor, CBS Chicago; Carl Meyers,
WGN-TV Chicago; Jack Neltlich and
Leonard Hase, Ampex Corp., Chicago; Wil-
liam Garbenbrey, Daily Television, Michi-
gan City, Ind.; John Booer, KCTS (TV)
Seattle; Jack Chenoweth, KETC (TV) St.
Louis, and Glen Southworth, KWSC Pullman, Wash.

The seminar, to be held at the Allerton House, U. of Illinois Conference Center, is tailored for educational broadcasting personnel responsible for planning elementary and secondary programs and for those in teacher-training institutions responsible for teaching courses.

Both the workshop and seminar are made possible under grants from the Ford Foundation.

**XETV (TV) to Carry ETV**

XETV (TV) Tijuana-San Diego, Calif., and California Western U., San Diego, are undertaking a daily educational series starting May 15, it has been announced by Julian M. Kaufman, vice president-general manager of XETV, and Dr. William Rust, president of the institution.

The schedule calls for a minimum hour a day of live programming, eventually expanding to as much as four hours on music, art, history, philosophy and other subjects. Shows will originate at XETV's ch. 6 studios at the outset, but on approval of a uhf tv application by the university, it would originate the series, microwaving it to the XETV transmitter in Tijuana.

**META, WCBS-TV Air ETV Series**

Metropolitan Educational Television Assn. "went network" for the first time yesterday (Sunday) when META teamed up with WCBS-TV New York to present the first of five educational programs titled Concept of Freedom (CBS-TV 2:30:4:30 p.m. EST). The programs are broken down into debates, interviews, round-table analyses and straight lectures. META also announced last week that it had cleared time on WABC-TV New York for a 15-week series starring tv personality Dr. Frank B. Gillette, paired with The Written Word, (Mon. 7:30-8 p.m.) META will air the series for the Educational TV and Radio Center at Ann Arbor, Mich.

**EDUCATION SHORT**

Broadcast Music Inc., has presented original manuscript material of The American Story to Columbia U. (New York) libraries. Radio series is produced as public service by BMI in association with Society of American Historians.

**INTERNATIONAL**

**CARTB to Consider Code of Ethics**

- Symbol of adherence planned
- 10 requirements suggested

A 10 point code of ethics for member stations of the Canadian Assn. of Radio and Television Broadcasters will be discussed at the May 13 and 14 closed business sessions of the CARTB convention at the Queen Elizabeth Hotel, Montreal, Que.

The code, in suggested form, provides for a recognition symbol to each member station adhering to the code of ethics, and a committee to investigate any stations not adhering to the code. The committee is to consist of four immediate past CARTB presidents and others to be appointed by this quartet. A two-thirds majority of the CARTB directors would be required to take away a station's code of ethics symbol on the committee's recommendation.

The code requires that stations so program their operations that all groups of listeners shall have some part of the programming devoted to their special likes and desires. The selection of children's programs should require the closest possible supervision and member stations should encourage parents to select the best program fare for their children.

Member stations will be required to work with advertisers and agencies in improving the technique of telling the advertising story so that these shall be in good taste, simple, truthful and believable. The code provides that broadcasters deal fairly with advertisers and others desiring to use their facilities; that they maintain free enterprise and fair competition within broadcasting and oppose all harmful monopolies, public or private; that they set high business standards and uphold and adhere at all times to their published rates and refrain from secret bonusing or rebating to advertisers, agencies or other users of the broadcasting medium.

Members would be required to make every attempt to make broadcasting an attractive and permanent career.

**CBC Board Turns Down Radio-Tv Applicants**

All applicants for new radio and television stations appearing before the board of governors of the Canadian Broadcasting Corp. at Ottawa on April 22 were refused. Grounds for denial of the applications: there were enough stations in the markets, the possibility of multiple tv stations in some major markets ruled out economical operation of more radio stations, or CBC itself...
planned tv stations in the areas requested. A hint that second tv stations in Canadian cities soon may be a reality came with the denial of applications for radio stations in suburban Montreal areas. In turning down Geoffrey W. Stirling, owner of CJON-AM-TV St. John’s, Nfld., for a 5 kw station on tower at Montreal, and George S. Mooney for a 5 kw station on 1570 kc at Dorval, Que. (a Montreal suburb), the CBC board stated: “After a thorough study of the services provided by the radio stations now operating in the Montreal area...the board is not convinced that an additional station, or stations, would improve general service in the Montreal region. An increase in the number of stations in a given area under present conditions is closely related to the problem of assuring reasonable standards of radio broadcasting which has given the board much concern. This has particular application in metropolitan areas where there are prospects of additional television stations.”

An application by George E. Hilyard of Corner Brook, Nfld., for a 1 kw radio station on 560 kc, and a tv station on channel 5 with 71.2 video and 35.6 audio power, was turned down for a similar reason. The CBC board felt that a second radio station could not operate satisfactorily in this area in view of future tv development, and announced that the CBC had authorized its own organization to establish a tv station at Corner Brook.

CHUM Toronto, Ont., was granted a power increase from 2.5 kw on 1050 kc to 5 kw day and 2.5 kw night on the same frequency, provided it continues to improve its programming.

CFAM Altona, Man., was granted a power increase from 1 kw to 5 kw on 1290 kc and change in transmitter site.

CKAC Montreal, Que., was given permission to keep a 10 kw standby transmitter in readiness for use on the station’s frequency with its regular antenna system.

CFOC-TV Saskatoon, Sask., was recommended for a power boost on channel 8 from 100 kw video to 180 kw video and 60 kw to 100 kw audio power on antenna at 866 ft. above average terrain.

Share transfers were approved for CFCN Calgary, Alta.; CHNS Halifax, N.S., and CFGT St. Joseph d’Alma, Que. Transfer of control of CIJAV Port Alberni, B.C., from CIJAV Ltd. to Kenneth Henry Hutcheson was approved.

Application by Rundle Broadcasting Co. Ltd., Calgary, Alta., for 5 kw station on 1330 kc was denied.

New Triple Parlay to Profits for Radio Stations

**Potent Voice in the Middle East**

“Radio is the most powerful single force in the Middle East today,” according to CBS News correspondent Frank Kearns, in New York last week to receive the Overseas Press Club award for the best radio-television reporting from abroad. Mr. Kearns, joined by Yousef Masraff, chief picture editor of Al’Ahram Cairo news magazine and CBS-TV cameraman, told Broadcasting that radio has projected the Arabs and Moslems out of the dark ages and into the 20th century with “an unbelievable speed.”

The crowded air has taken on a new meaning in the Middle East, says Mr. Kearns. Countless propaganda voices propelled through the air with almost limitless kilowatts scramble for the loyalties of men’s minds and souls. The most powerful effect is scored daily by Radio Cairo (Egyptian State Broadcasting), the state-controlled broadcasting service, whose Voice of the Arabs program, beamed in Arabic, English, French, Hebraic and African dialects (e.g., Swahili) covers the Near, Middle East, the African continent and parts of Latin America. With stations in Cairo, Alexandria and Assiout (in the upper Nile region), Voice often makes history. (In February, Gamal Abdel Nasser, president of the newly-formed United Arab Republic—Egypt and Syria—announced via Radio Cairo that Saudi Arabia’s King Saud was financing, to the tune of $5.5 million, a plot to kill Nasser and overthrow the Nasser regime. Ten days later, after Radio Cairo has beamed this allegation throughout the Middle East, the Saudi Arabian princes united to force Saud to relinquish power to Crown Prince Feisal. Said Mr. Kearns, “though Radio Cairo merely picked up the story, it can take 98% of the credit for this coup d’état.”)

Day and night radio is constructing a tower of Babel and confusion reigns rampant. Pivotal voice is the UAR’s combined Radio Cairo and Radio Damascus (Syria). Yemen, which sympathizes with the UAR, perpetuates the Nasser theme on Radio Sanaa. Opposition voices spring from Radio Amman (Jordan) and Radio Baghdad (Iraq). Israel slams back at Egypt via the Arabic language broadcasts of Radio Tel Aviv. The confusion is compounded by BBC London whose propaganda broadcasts are relayed into the desert kingdoms via Nicaragua in Cyprus and from a UAR transmitter in the Aden protectorate. Voice of America’s Arabic broadcasts emanate somewhere in the Mediterranean from aboard a ship run by USIA. VOA’s English broadcasts hail also from Stuttgart, Germany. Countering Nasser’s UAR from the Qatari coast is Radio DiffusionFrancaise which supports Radio Algeris with ammunition, while the anti-French tack is taken by Premier Bourguiba’s Radio Tunis. Spaniards, too, are fought for and over by Radio Moroc which screams for independence. Even the neutral American Forces Network (AFRS) enters the fray with non-soothing rock ‘n roll music. On top of this, notes Mr. Kearns, “there is a enormous amount of jamming being done by everybody out of so-called secret transmitting sites.”

But the “biggest blast” next to Cairo’s, he points out, comes out of Radio Moscown which “has recently doubled its Arabic language programming.”

Mr. Masraff points out that Radio Cairo has not created international tensions: “It merely has capitalized on existing and latent nationalistic fervor.” Added Mr. Kearns, “for good or bad.”

Mr. Kearns has been with CBS since February 1953, first acting as a news stringer while writing “an unwritten novel.” He became a full fledged correspondent last May. Mr. Masraff shot the now-famous Ed Murrow “See It Now” interviews with Premier Nasser. Mr. Kearns April 7 scooped ABC-TV and the Mike Wallace Interview show with an exclusive, CBS Radio talk with Nasser; he finds the Egyptian head “a brilliant politician.” Messrs. Kearns and Masruff won their OPC spurs last summer when they stole behind Algerian lines for six weeks to broadcast the special CBS report, “Algeria Aflame,” for which they also won the George Polk Memorial Award from Long Island U.
Station Authorizations, Applications
As Compiled by BROADCASTING
April 24 through April 30

Includes data on new stations, changes in existing stations, ownership changes, hearings, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna, cp—construction permit.
ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, au—antenna, au—aural, via—visual, kw—kilowatts, w—west, m—megacycles.

D—day, m—month.

New TV Stations

ACTIONs BY FCC
San Diego, Calif.—Sherrill C. Corwin—Granted ch. 27 (568-594 mc): ERP 120 kw via., 64.0 kw au; ant. height above average terrain 270 ft. above ground 317 ft. Estimated construction cost $130,500, first year operating cost $150,000, revenue $160,000. P. O. address 126 S. Robertson, Los Angeles 46, Calif. Studio location San Diego. Transmitter location San Diego. Geographic coordinates 33° 59' 18" N., Lat. 117° 15' 00" W. Long. Trans.-ant. RCA, Legal counsel Joseph Brenner, Beverly Hills, Calif. Sherrill C. Corwin will be 100% owner. Mr. Corwin is 15% owner KAKE-AM-TV Wichita, Kan. minority stockholder in KPRK Riverside, Calif, KBRW Syracuse, KREO Indio, all California, and permits KYV-SAN San Francisco, application filed Los Angeles and 1190 kc at Anaheim-Fullerton, both California. Announced April 24.


APPLICATION
South Miami, Fla.—Coral Television Corp., ch. 6 (692-696 mc); ERP 100 kw via., 50,124 kw au; ant. height above average terrain 313.5 ft. above ground 353 ft. Estimated construction cost $755,100, first year operating cost $600,000, revenue $250,000. P. O. address, GE, Legal counsel 3. W. Long, San Diego, Calif. By June 30, 1957, the station was to be on the air at tower height 2,068 ft. above mean sea level. Advertised FCC was cut by 1,225 w due to weather conditions.

Allocations

ACTIONs BY FCC
By memorandum opinion and order and order to show cause in Albany-Schenectady-Troy-Way Mills, N. Y., tv rule-making proceeding. Commission ordered Copper City Best, Corp. to show cause by June 5 why its license for station WKTW on ch. 15, Utica should not be modified to specify operation on ch. 2 at the height which WKTW originally specified but at tower height of 2,048 ft. above mean sea level; adverted FCC was cut by 1,250 W. By memorandum opinion and order, Commission denied application of WKTW on ch. 15, Utica. By memorandum order, Commission denied application of WKTW on ch. 15, Utica. By memorandum opinion and order, Commission denied application of WKTW on ch. 15, Utica.

New Am Stations

ACTION BY FCC
Bat Springs, S. D.—Fall River Radio Corp.—Granted 500 kc. 1 kw. D. P. O. address Hot Springs. Estimated construction cost $30,125. First year operating cost $30,000, revenue $40,000. Equal partners are Russell W. Stewart (50.1%), KNER Roberts, Neb., 25.2%, KPNL Sterling, Colo.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

THE INDUSTRY'S LARGEST NATIONAL MEDIA BROKERAGE FIRM
presents these outstanding investments

EASTERN
NEW YORK INDEPENDENT
$125,000
Exclusive market. Diversified industry and agriculture. Presently showing a profit and will do much better.

CENTRAL
INDIANA DAY TIMER
$80,000

MIDWEST
ARKANSAS REGIONAL
$650,000
#1 station in metro-market. $100,000 in cash and accounts receivable to go along with deal.

SOUTHWEST
EAST TEXAS INDEPENDENT
$35,000
Daytime 500-watt in a very fine market. New station that has made very good progress. Good terms.

WEST
ROCKY MOUNTAIN
$95,000
Fulltime 500 w. independent in single station market. Year's gross plus real estate exceeds selling price. 25% down.

HAMILTON, STUBBLEFIELD, WINNING & ASSOCIATES
Washington, D. C.
1737 DeSales St., N. W.
EX 3-3454

Chicago
Tribune Tower
DE 7-2754

Atlanta
1515 Healey Bldg.
JA 3-3431

Dallas
Fidelity Union Life Bldg.
RI 8-1175

San Francisco
111 Sutter St.
EX 2-5671

* Largest radio-television sales volume in the field.

BROADCASTING
May 5, 1958 • Page 119
Planning a Radio Station?

RCA can help you with equipment and planning. For example, three basic floor plans, for three different size stations illustrate how the very latest equipment can be arranged to perform efficiently with a minimum of capital and personnel.

Complete brochure, including floor plans, equipment requirements and discussion of current trends now available. For your free copy, write to RCA, Dept. F-22, Building 15-1, Camden, N.J.

Radio Corporation of AMERICA

and 50% KVHC O'Neill, Neb.), and Frederick M. Walgen, engineer, KVHE. Announced April 24.

APPLICATIONS

Beardstown, Ill.—Beardstown Bestg. Co., 790 kc., 500 w. D. P. O. address 210 Washington St., Beardstown. Estimated construction cost $25,703, first year operating cost $38,000, revenue $45,000. Owners are Robert and Margareta Sudbrink (50% each), Mr. Sudbrink in insurance, real estate, etc. Mrs. Sudbrink is in term operation. Announced April 25.

New Orleans, La.—Continental Telecasting Corp., 1130 kw. D. P. O. address 1800 Montecito Dr., Los Angeles. Estimated construction cost $19,065, first year operating cost $25,200, revenue $50,000. Applicant, licensee of KBBM-AM-FM Los Angeles, is owned by Albert Zigzsmith (58.97%) and others, Mr. Zigzsmith’s other broadcast interests: KBBM San Mateo (77.97%); KBMB Henderson, Nev. (17.1%); WREX-TV Rockford, Ill. (19%); and KILA-AM-FM Hometown (15%). Announced April 30.

East Grand Forks, Minn.—Martin Olin, 1050 kw. D. P. O. address 715 5th St., S.W. Wadena, Minn. Estimated construction cost $35,250, first year operating cost $38,000, revenue $52,000. Sole owner Olin has one-third interest in KWAD Wadena. Announced April 30.

Gallup, N. M.—Clayton Kendrick and Hugh Landis, 1250 kw. D. P. O. address 413 W. Main St., Farmington, N. M. Estimated construction cost $13,200, first year operating cost $38,000, revenue $39,000. Co-owners Kendrick and Landis also share ownership of KYBV Farmington, N. M. Announced April 30.

Hatch Founche, S. D.—Joseph Kopp, 1450 kw., 250 w. U. P. O. address 803 Kansas City St., Rapid City, S. D. Estimated construction cost $5,750, first year operating cost $38,000, revenue $46,500. Sole owner Kopp until recently was program director, KBBR Rapid City. Announced April 30.

Cheyenne, Wyo.—Robert Howsam, 1480 kw. D. P. O. address Bears Stadium, Denver Col. Estimated construction cost $16,725, first year operating cost $35,000, revenue $42,000. Sole owner Howsam is licensee of KENT El Paso, Tex., and holds 16% of KTLN Denver. Announced April 30.

Existing Am Stations

APPLICATIONS

WQIK Jacksonville, Fla.—To increase power from 1 kw. to 5 kw. and install new trans. Announced April 30.


FPVQ Purnell, S. C.—To increase power from 1 kw. to 5 kw. and install new trans. Announced April 30.

CALL LETTERS ASSIGNED


KAVY Auburn, Wash.—Auburn Beatra, 1250 kc. WWLS Black River Falls, Wisconsin—Clarkswood Broadcasting Corporation, 1260 kc.
**COMMERCIAL STATION BOXSCORE**

As Reported by FCC through March 31

<table>
<thead>
<tr>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>3,174</td>
<td>520</td>
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<td>55</td>
<td>20</td>
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<tr>
<td>88</td>
<td>72</td>
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**LICENSED (all on air)**

| 3,174 | 520 | 404 |
| 55 | 20 | 104 |
| 88 | 72 | 106 |

**TOTAL AUTHORIZED STATIONS**

| 3,317 | 612 | 661 |

**APPLICATIONS FOR NEW STATIONS (not in hearing)**

| 418 | 49 | 73 |

**APPLICATIONS FOR NEW STATIONS (in hearing)**

| 109 | 10 | 55 |

**TOTAL APPLICATIONS FOR NEW STATIONS**

| 527 | 51 | 126 |

**APPLICATIONS FOR MAJOR CHANGES (not in hearing)**

| 239 | 22 | 41 |

**APPLICATIONS FOR MAJOR CHANGES (in hearing)**

| 36 | 0 | 15 |

**TOTAL APPLICATIONS FOR MAJOR CHANGES**

| 275 | 22 | 56 |

**LICENSES DELETED**

| 0 | 1 | 0 |

**CPS DELETED**

| 0 | 0 | 0 |

**NUMBER OF APPLICATIONS FOR LICENSES**

| 2,080 | 1,076 |

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**SUMMARY OF STATUS OF AM, FM, TV Compiles by BROADCASTING through April 30**

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<thead>
<tr>
<th>AM</th>
<th>FM</th>
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<td>3,174</td>
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<td>88</td>
<td>72</td>
<td>106</td>
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**ON AIR**

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<th>TV</th>
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**CP**

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<td>88</td>
<td>72</td>
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**TOTAL APPLICATIONS FOR LICENSES (not deleted)**

| 3,317 | 612 | 661 |

**OPERATING TELEVISION STATIONS**

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Non-Commercial</th>
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<tbody>
<tr>
<td>425</td>
<td>24</td>
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<tr>
<td>86</td>
<td>7</td>
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<tr>
<td>511</td>
<td>31</td>
</tr>
</tbody>
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**Hearing Cases**

**INITIAL DECISION**

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Richard H. Kaelin, Bernhard Strawinski, Harold H. Meyer and Rand Best, Co. d.b.a. WCMX Radio, for a permit to operate a television station on channel 10 in Santa Ana, California.

**Routine Roundup**

Commission has been advised by Department of Commerce to continue page 126

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**BROADCASTING**

"Whatever your broadcast needs, go straight to Collins"
### CLASSIFIED ADVERTISEMENTS

**Payable in advance. Checks and money orders only.**

- **DEADLINE:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- **SITUATIONS WANTED** 20¢ per word. **HELP WANTED** 25¢ per word—$2.00 minimum.
- **All other rates 6¢ per word—$2.00 minimum.**
- **DISPLAY ads $200.00 per inch.**
- **No charges for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.**

**ADVERTISE: If transcriptions or bulk packages submitted, $1.00 charge for mailing. (Forward remittance separately please.) All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for its custody or return.**

### RADIO

**Help Wanted**

**Management**

Sales manager wanted for top station in top New England market. Send reference, complete information, photo, and gross billing last 3 years. Box 197E, BROADCASTING.

**Staff**

Can you organize traffic? Keep small staff harmonious, announce a bit yourself, get a first phone? If so, we have a job for you. Owner-manager wants more free time to sell. Please call F. Kenneth 3-6669, or write WOIA, Saline, Michigan.

**Ohio independent. Major market looking for management with successful sales background. Top opportunity for top man. Box 968D, BROADCASTING.**

**Fast growing, metropolitan, music and news independent. Great future. Box 119E, BROADCASTING.**

**Wanted:** Full time salesman for Indiana station. Earnings above average, particularly want idea type salesman. Good sense of market, energy, experience in local and regional sales, write Box 218E, BROADCASTING.

**Commercial manager with small solid market experience, good personal announcing, good personality. Interview required. KBUD, Athens, Texas.**

**Great opportunity for man with outstanding radio sales record to earn well into $5,000 figure. Good prospects for promotion to area manager. Box 145E, BROADCASTING.**

**Metropolitan top-rated modern programming station needs young, fast-paced, sharp production, live-wire announcer. Top station of one of nation’s leading chains. Rush tape, background, information. Box 146D, BROADCASTING.**

**Southwest, metropolitan, fast-paced; sharp production. Box 118E, BROADCASTING.**

**Top morning air salesman wanted by aggressive progressive station. Send audition, photo, and full particulars. Box 123E, BROADCASTING.**

**Florida net affiliate wants top-notch morning man. Must be adult, positive, bright like this says. No rock and roll—no top forty. Want strong personality who will wear well over long hours. Write in detail, snapshot, references and tape. Any time opportunity. Box 127E, BROADCASTING.**

**Newman do you have, two years actual radio news beat experience, voice authority, maturity three references? Call or write us. Journalistic background, ability to meet people, ad lib interview ability. Are you married, 28 years old, do you want a responsible position with longevity with starting salary $450.00. Then answer this ad immediately for midwest power station. Box 203E, BROADCASTING.**

**Staff announcer; special shows and writing all types involved. Single from Dalton market; start $80, Box 206E, BROADCASTING.**

**Announcer-first phone, immediate opening, top pay and conditions. Call Dick Burt, Dunkirk, New York.**

**Experienced announcer. Also sell time. Ideal working conditions. Contact Dr. F. P. Cerniglia, Radio Station XLIC, Monroe, Louisiana.**

### RADIO

**Help Wanted—(Cont’d)**

**Announcers**

Announcer with first phone. Versatile program man willing to work new equipment, up Town studios. Send resume and tape. KTET, P. O. 651, Livingston, Texas.

**Immediate opening, experienced announcer. Must sell time. $90. per week. More for right man. 10% commission on sales. Retirement plan. We pay moving expenses, one of seven station chain. Country living. Ideal for family raising consideration without tape radius. Send resume and tape. WBLD, Moosefield, West Virginia. Mail address Fisher, West Virginia.**

**Sarasota, Florida announcer with first phone. No maintenance. Send tape, etc. to WXXY, P. O. Box 2431.**

**University town in central Pennsylvania wants a wake-up man for a full time 250 watt station. Send letter of interest, resume and tape to present Manager, WMAT, State College, Pennsylvania.**

**Morning man, strong, enthusiastic, fast paced. Box station. Rush tape. WMEX, 70 Brookline Ave., Boston 16, Mass.**

**Chief engineer single market southern network station using remote control. Inquiries confidential. Box 214E, BROADCASTING.**

**Capable experienced studio-transmitter engineer for 5 kw Ohio regional station. Personal interview desirable. Box 220E, BROADCASTING.**

**Offering a substantial salary and stable position to young man with first phone. Light maintenance. Some controlling experience. Operation and manning of equipment. Chance for chief. Personal interview only. Call Westmore, W. Va., 1932.**

**First phone engineer wanted immediately. Good salary. Latest equipment. Resort area. If you can furnish 500 watts immediately. Excellent opportunity. Contact Warren Chase, WDEG, Waterbury, Vermont.**

**Combo man first phone. Can you talk well enough for music station near University of Michigan? Good tape to WOIA, Saline, Michigan or phone Ann Arbor 3-9659.**

### RADIO

**Help Wanted—(Cont’d)**

**Announcers**

Announcer with first phone. Versatile program man willing to work new equipment, uptown studios. Send resume and tape. KTET, P. O. 651, Livingston, Texas.

**Immediate opening, experienced announcer. Must sell time. $90. per week. More for right man. 10% commission on sales. Retirement plan. We pay moving expenses, one of seven station chain. Country living. Ideal for family raising consideration without tape radius. Send resume and tape. WBLD, Moosefield, West Virginia. Mail address Fisher, West Virginia.**

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### RADIO

**Help Wanted—(Cont’d)**

**Production-Programming, Others**

Newman radio and television, capable leg and leg, with small market. Must be able to write, who can gather, write, ad air news: journalism: education: background: preferred; married: veteran: stabil and dependable with good references; one who wants a permanent job in a news department which has twice received national recognition. Scale starts at $800 for 40 hours. Salary commensurate with experience and prospects for promotion to even bigger position fast. Invest in, supervise radio, medium Texas market. Employed family man, Box 961D, BROADCASTING.

**Man with proof of successful management good music operation in mid-south, want to invest manage central south Florida radio station. Strong sales. Own engineer. Present employer: Florida Climos. Box 195E, BROADCASTING.**

**Experienced engineer. Recognized sales trainer. Excellent personal sales record. Will make your station sales conscious. A man you can trust with your valuable property. Active in civic and social affairs. Happy family man. Box 1618, BROADCASTING.**

**Manager, sales manager, sales manager, top announcer, newsman. First place, available now. Resume, Tape, Picture on request. Box 190E, BROADCASTING.**

**Experienced, enthusiastic selling manager; now employed top metropolitan market; want smaller northwestern U. S. or Canadian market only; management, production, promotion; 30, stable, family man. Box 194E, BROADCASTING.**


**Sales manager—general manager desiring change to sales management. Top record. Family man. Has impressed basin quickly. Contact me immediately. Box 203E, BROADCASTING.**


**Sales**

**Go-getter, experienced, seeking good potential. Prefer deal in Burlington, VT. Can run own board. All-around man—what you’re looking for. Box 174E, BROADCASTING.**

**Salesman, married, college, 23 years old, leaving military, college experience only, but, much ambition. Well located, 20 lbs. Available mid-July. Box 190E, BROADCASTING.**

**Sales. Want producing addition to your sales staff. Presently successful manager in medium market. Needs additional man for full sales in large market. Young family man. Box 204E, BROADCASTING.**

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**BROADCASTING**

May 5, 1958 • Page 123
Internationally experienced announcer with good news delivery and comprehensive knowledge of music—good pop and classical—seeks position with good station. Located west coast. Reply Box 24E, BROADCASTING, stating needs and salary.

Two years, music, news, sports. One year management experience. Steady, experienced, dependable, family man. No hillbilly music. Position must be steady. Partial to downtown. $80 per week minimum. Box 280E, BROADCASTING.

Do you want a man that can tear a big town apart. Character dj, country. I pick, sing, make jingles, sell products. I'll drive your town and sponsors wild. I'll give you some of the best and cleanest entertainment. Only 20 years old. Original too. Good ref. Have talent, will travel. Box 23E, BROADCASTING.

13 years radio! Network voice. Want news reporting. Metropolitan south-west. Will consider night top dj work. Know music-smooth. Box 22E, BROADCASTING.

Announcer, 3 years experience, available immediately. Bill Couch, 917 9th St., Lewiston, Idaho. Phone Silverwood 3-3996. 

Experienced staff announcer desires permanent position with management background. Will operate board. Competitive salary. Located Seattle. Box 212E, BROADCASTING.

Have larynx—will travel. Experience—light, but ambulatory. K. Kramer, 313 S. Lakes area. Phone 846-6500. Available now!

Summer replacement problems? Available July—September. Versatility, enthusiasm. All sports. Local, regional, national or more. No experience necessary. Write Dick Palmer, WPRB, Princeton, N. J.


Technical

Engineer-programmer. Box 209E, BROADCASTING.

Engineer 1st phone, age 32. Radio or television experience and management. Well-known in industry. Let's talk. Box 205E, BROADCASTING.

Newsmen, write and air. Networks both coasts. Employed. Twenty years experience at 3B, newspapers, radio, tv. National award winner. Metropolitan only. Box 124E, BROADCASTING.

Production-Programming, Others

Radio-television sports director, ten years experience, wants sports position with chance to rel- 

ance in programming and management. Desire permanency. Box 112E, BROADCASTING.

Program director, experienced, personable, per- 
mance. Must make change. Box 162E, BROADCASTING.

Young program director, fully experienced music and news is seeking employment with growing, aggressive station. I offer hard work, knowhow, sincere desire to settle down and get ahead in media. Occasionally means more than immediate financial return. Have produced two top-rated stations. Box 187E, BROADCASTING.

Family man, 30 proven sales records, 2 years with New York metropolitan independent station calling on top-name advertisers. Let's talk. Box 203E, BROADCASTING.

Newsmen, 7 years experience, all phases. Degree, excellent references. Midwest, west. Available. Box 217E, BROADCASTING.
**RADIO**

Situations Wanted—(Cont’d)

Production-Programming, Others

Girl continuity director: Production gimmicks, good copy, good voice, small dj; newswriting, secretary, 3rd ticket, single. Elevens—P.V. 2-4166. Waco, Texas. Box 258E, BROADCASTING.

Radio-television newsmen, 18 months experience. J-school grad, recent CSO, KMOX, St. Louis. Program director—My eight years radio-television experience will make me an asset to you. Let my former type and Wire-Plumes experience pay off for you. Top dj, looking for progressive station. Will go to any size market. Do you need a man? Write Box 892D, BROADCASTING.

Preferably experienced salesmen for local and regional accounts. Salary and commission arrangements. Excellent opportunity especially for advancement with one of nation's leading stations. Replies to local office desired. First letter. Box 180E, BROADCASTING.

Need real go-out-getter who wants to make real money in good location. All it takes is effort. Call or see Jack Sholar, WALB-TV, Albany, Ga.

**TELEVISION**

Help Wanted

Sales

A fast growing network affiliated eastern vhf station needs a hard hitting, out-selling salesman of the wholesale type of local salesman to head up, and show the way for a local television station. Is there any of this type of activity in your market? Write Box 892D, BROADCASTING.

Announcers

TV weatherman-announcer for midwest medium market. NBC affiliate, must be experienced in delivering authoritative weather roundups, and capable of doing other announcing chores. Write Box 923D, BROADCASTING.

Newspaper man for combined radio-television job. Must be able to prepare and delivery on camera. Send tape, picture, background information, references and salary requirements first letter. Call or write KTVI, Little Rock, Ark. Phone Franklin 4-7674.

Need personnel on-camera announcer for full power network affiliate station in southwest. Pays well and full fim, vacation and salary requirements. Call or write KTVI, Little Rock, Ark. Phone Franklin 4-7674.

Technician

Experienced engineer. All-around man on studio and transmitter capable of becoming technical director of medium market station with full-power vhf and uhf. Box 198E, BROADCASTING.

Assistant chief engineer for large northeastern television station. Must have EE degree, be under 25 years old and have experience $16,000 plus for right man. Box 198E, BROADCASTING.

Production-Programming, Others

Continuity promotion director for CBS basic affiliated station. Rapidly expanding southern market. Must be fast, accurate, capable producing copy that sells. State salary required, include resume and photographs first letter. Box 228E, BROADCASTING.

Radio-television needs women’s director to produce daily radio and television shows with emphasis on cooking. Send complete resume and photo to Gene Wilkens, KYW-TV, St. Joseph, Missouri.

Sales Service Director—key position for qualified man, working directly with sales department, serving as liaison between television and sales force. Thoroughly experienced in all phases commercial production. If you are interested in your future’s demand for creativity in creative conception, a copywriter, capable of writing effective television camera copy, this is an opportunity with a future. KCTV, Pueblo, Colorado.

Continuity writers: Two writers for midwest television station preferred, but not absolutely necessary. These positions are copy extensions of current positions. Sample copy to J. W. Kelin, Production Manager, P.O. Box 470, Rockford, Illinois.

**TELEVISION**

Situations Wanted

Management

Manager, 16 years experience as television manager and program director, increased billing on all stations over 100%. Also agency and regional station experience. Best references. Box 796D, BROADCASTING.

Studio facilities manager, 7 years television, 6 years theatre technician. Manage scene and studio lighting and stage directing. Box 242D, BROADCASTING.

Sales

Young, former manager now with national rep wants national sales opportunity. Box 198E, BROADCASTING.

Announcers

Newscaster with ten years experience, five in television, seeks position with news-conscious station. College graduate; family. Box 198E, BROADCASTING.

Proven newsmen. Three years present market. Currently employed. Seek advancement. Five years radio-televison news-sports announcing. Reporting. Write Box 207E, BROADCASTING.

Radio announcer desires television-radio announcing opportunity. Three years radio, A.A. English degree. 28. Radio broadcasting graduate. Smooth delivery. Box 211E, BROADCASTING.

$300 weekly minimum 10 years top stations. Looks, looks, looks for interview only. Box 229E, BROADCASTING.

Technical

First phone, 15 years experience. Want California television, radio, studio or transmitter. Available May 15, Box 170E, BROADCASTING.

Production-Programming, Others

Television sports director wants to return to radio-play-by-play while working with television programming in permanent surroundings. Box 112E, BROADCASTING.

FOR SALE—(Cont’d)

Stations

Small market station, north Alabama. Good gross, excellent equipment, in growing market. $52,000. No brokers. Box 107E, BROADCASTING.

Major southwestern market 250 watt hillbilly station. Grosses over $100,000 annually. Potential $120,000. Overhead 6 months per month. Good equipment—studios, transmitter, tower. Down payment—$5000. Wire, Box 225E, BROADCASTING.

So. Calif. 1 kw daytimer. Unusual growth potential. Small investment plus residential services makes you money! Call or write. Experience, proven ability, high moral standards required. Owner has other immediate business commitments therefore unable to devote full time to station matters. Send full particulars and references first letter. Confidential. Box 299E, BROADCASTING.

FM radio station to be moved. 250 watt GE transmitter. Excellent location. Good modulation monitors, console, turn tables, microphones. Ampex tape recorder, with new on air with ERP 230 watts, constant signal 50 miles. Remote mobile transmitter. May 15th, $15,000. KELS-FM, Nacogdoches, Texas.

New York $42,000; Florida $36,000; New Mexico $32,000; Texas $25,000; Virginia $20,000; Washington $15,000; Kentucky $15,000; Minnesota $12,000; Ohio $10,000; Chicago $8,000; Arizona $5,000; North Carolina $5,000; Pennsylvania $500; Florida $300. Phone $300. Kentucky $200; Michigan $400; Virginia $75; Michigan $100. Please write Haskell Bloomfield, 1080 Madison Ave., New York.

Waiting buyers, listings wanted. The Hollingsworth Co., Inc., 514 Hemp. Ave., W. Hempstead, N.Y. Phone 225E, BROADCASTING.

New York


Write now for our free bulletin of outstanding radio and tv buying interests. Box 258E, BROADCASTING.

FOR SALE—(Cont’d)

Equipment

Several RCA Iconoscope camera chains and type 1526A tubes, slightly used. Box 892D, BROADCASTING.

One REL one kilowatt fm transmitter. In good condition, presently operating in North Carolina. For details, write Box 892D, BROADCASTING. Swimming pool, 20 by 40 ft. 1-250A Dage Camera Chain 1-500D Dage Camera Chain 1-410A Dage Sync Generator. 1-identical camera chain, 1-identical Camera 1—Pan-Chron—Variable Focus Lens plus flood light and other miscellaneous studio equipment to cover substantial discount. Box 248E, BROADCASTING.

Motorola 10-D two-way mobile equipment. Transmitter, receiver, speaker. Suitable for remote broadcasters. $150.00. Box 1601, Griffin, Ga.

GR 123-A distortion meter 75, 123-A modulation monitor $100, appearance good, may need repairs. W.R.C.F. Trans. $260. 1-PELICAM Camera 1-TVSOS mixer-amp., 500 ohm output, db meter, 4 low noise, 4 mike, 3 phone jacks, $100. Good cond. $75. All FOB P. O. Box 1841, Montgomery, Ala.

GE 1 kw fm amplifier with final tubes, RCA 44-BX and 77-D microphones. Magnecord 184 eight-track tape player. Good condition. Box 221, Lebanon, Tennessee.

Two Fairchild turntables, good condition. 10 years old, 38 speed arms Western Electric use G.E. cartridges, 78 arms handle any cartridge. Both $250.00. Portable transmitter, good condition, $250.00. KFI, Idaho Falls, Idaho.

Truscen self-supporting tower height above in-sulators, 325 feet. Wind loading 50 l.f.p.m. Complete with lighting. Tower to be sold standing. In excellent condition. For details, make contact with Technical Director, KM3J, Grant Island, Nebraska.

Two RCA type RT-11A tape machines, and two Presto tape transporters. Type 64-A. Contact Chief Engineer, KQV, Pitsburg, Kansas.

Collins 12-Z remote unit for 110 and battery, cost $456, sell $150. KROI, Crockett, Minn.

RCA diplexer, TX-2A, Channel 2, excellent condition. $250. KSPR-TV, Springfield, Mo.

Two RCA TP160 projectors good condition both for $250. Contact Chief Engineer, WALA-TV Mobile, Alabama.


Commercial crystals and new or replacement crystal for RCA, Gates, W. E. and Biller holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Edison Electronic Co., PR 3-2901, Temple, Texas.

Television monitors—broadcast and industrial-cablevision, custom made, color, black and white, $45—$150.00. 17"—21"—19"—20"—$250.00. Write Mirkel, Inc., 1688 Dione St., St. Paul 18 Min.

WANTED TO BUY

Need cash? Convert your unproductive trans- mittor site into cash. get advantage of tax de- ductible lease back arrangement. You retain ownership of towers, equipment and building for depreciation, If your land is free and clear, send data and cash desired. We will forward you a cash offer and lease details. Write Box 297E, BROADCASTING.

Stations

Small or medium market radio station or cp. Give full details, terms. Replies confidential. Box 892D, BROADCASTING.

Equipment

5 kw transmitter and associated equipment. Give full details. Box 198E, BROADCASTING.

Late model, 3 kw fm transmitter and frequency modulation monitor. Box 242E, BROADCASTING.

1000 watt fm amplifier, KTFM, 456 North Libby, Oklahoma City, Okla.

10 kw fm power amplifier for use with RCA BTF-3B transmitter. WNTB, Chicago 24.

MISCELLANEOUS

Lease option small market station northwest of S. Box 198E, BROADCASTING.

Broadcasting

May 5, 1958 • Page 125
MISCELLANEOUS

Wanted—Investors, GI, 28, married, discharged soon seeking investors for small radio station. Previous electronics and business experiences. Excellent investment. Write F. O. Box 754, Richland, Wash.

H.M. Von Reiter Bowley, television and radio bingo game sheets, 1005 Lincoln,Denver 4, Colorado. Tel: Alpine 3-6692.

TELEVISION

Help Wanted—(Cont’d)

Technical

FLORIDA

VHF has opening for first phone operator to train as studio and transmitter maintenance engineer. Previous TV experience not necessary, but a strong technical background is a must.

Box 1485, BROADCASTING

EMPLOYMENT SERVICE

A Specialized Service For
Managers
Commercial Managers
Chief Engineer Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1776 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEPHEN ELECTRO ART CO.
4601 W. North Avenue
Milwaukee 3, Wis.
Uptown 1-8100 TVX: MI-193
America’s Tape Recorder Specialist

TELEVISION

Help Wanted

Production-Programming, Others

PROMOTION MANAGER WANTED

Basic CBS-TV affiliate has opening for experienced promotion man to direct a vigorous promotion, publicity, exploitation and sales program. Preferably someone employed station promotion manager or assistant promotion manager, ready to step up. Live in sunny city in beautiful live oak country. Send complete resume with references, samples, and present salary to Albert D. Johnson, General Manager, KENS-TV, San Antonio, Texas.

FOR THE RECORD continues from page 122

of Air Force that it is expected that newly constructed tv broadcast translator station at Holloman Air Force Base near Alamogordo, N. Mex., will begin program tests on May 1, 1958. Others, which will be assigned to 72, 73, 74, 75, 76, 78 and 83, will re-broadcast programs from commercial tv stations throughout the state. KRAK (TV), El Paso, Tex. Transmitter output power on each ch. will be 10 kw.

Establishment of Air Force translator is subject to condition that operation will not cause interference to reception of any non-government station.

REMOTE CONTROL RULES AMENDED

By Order, Consumer Commission granted (4) of broadcast rules relating to remote control of am stations so that determination of necessary Commission operation depended upon by CONRELAD field supervisor on case-to-case basis.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on April 29

Granted petition to dismiss without prejudice his application for new tv station to operate on ch. 5 in Terre Haute, Ind. and retain in hearing status similar applications of Wabash Valley Brstg. Corp. and Illiana Telecasting Corp. Action April 25.

By Hearing Examiner Charles J. Frederick on April 25

Granted petition by Broadcast Bureau for extension of time from April 25 to May 1 to file proposed findings, and from May 5 to May 19 for brief replies in re Am application for Golden Valley Brstg. Co. (KRAK) Stockton, Calif. and Ray Santa Rita, Santa Rosa, Calif.

By Hearing Examiner Anne Neal Hunnington on dates shown

On motion by Southwest Brstg. Co., Inc., Redlands, Calif., continued without date his application for new tv station to operate on ch. 6, pending determination of application and that of Telecastte Co., San Bernadino, Calif., for new tv station on ch. 25, pending outcome of Southwest request for rule making looking toward allocation of ch. 36 to Redlands. Grant is without prejudice of Indian case to reschedule if rulemaking proceeding becomes unilaterally protracted.

Continued from June 2 to June 4 hearing in proceeding on am application of Goggins Brstg. Co., Inc., for new am station in Brownsville, Texas Action April 26.

By Hearing Examiner J. D. Bond on April 29


By Hearing Examiner H. Gifford Irion on April 25

Granted petition by Radio Orange County Inc., Anaheim, Calif., for continuance of hearing on petitions of W. M. Ford, W. MOX, Mertilian, Miss., and Mississippi Brstg. Co., Carthage, Miss., for various corrections to transcript in proceeding on their am applications.

By Hearing Examiner Herbert Sharpman on April 26


By Hearing Examiner Thomas H. Donahue on April 25

Scheduled hearings for May 5 at 9:30 a.m. re am application of Jefferson County Brstg Co., Pinckney, Ark.

By Hearing Examiner Herbert Sharpman on April 25

Granted oral request of Video Independent Theatres Inc. (KVIT ch. 2), Santa Fe, N. M., for further continuance hearing on petition of May 5 to May 26 in proceeding on its am application.

By Hearing Examiner Basil C. Cooper on April 23

Granted motion by Oregon Radio Inc. (KSLM) Salem, Ore., for continuance of further prehearing conference from April 23 to April 25, and evidentiary hearing scheduled for April 26 is continued to date to be announced at conclusion of prehearing conference on April 25. Motion granted on am applications of Oregon Radio and Lincoln Electronics Inc. (KRLX) Deltahake, Ore.

Granted motions by Birney Inc., M. (WMOX) Meridian, Miss., and Mississippi Brstg. Co., Carthage, Miss., for various corrections to transcript in proceeding on their am applications.

Laid on following prehearing conference in proceeding on applications of Sherrill C. Corwin & K-OUCH (TV) for cpa for new tv station to operate on ch. 34 in Los Angeles, Calif.; evidentiary hearing will begin on June 16.

By Commissioner William F. Ford on April 22

Granted petition by Plough Brstg. Co., Inc., for extension of time to April 14 to file opposition to application of Town and Country Radio Inc., Rockford, Ill., to its (Plough) station K-OUCH record in proceeding on Town and Country’s am application.

By Chief Hearing Examiner James D. Cunningham on April 17

Scheduled hearings of June 25 in following am proceedings: Birch Bay Brstg. Co., Blaine,

By Hearing Examiner Jay A. Kyle.


By Hearing Examiner Herbert Sharman.

On Appeal.

Granted petition by Broadcast Bureau for further action (from May 1 to May 9 for filing initial) proposed findings of fact and conclusions, reply filed on May 15 to May 19 re appeal of Sacramento Telecasters Inc., for new license in Sacramento, Calif.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 25

KARD-TV Whittier, Calif. - Granted license for tv station; ant., 1600 ft.

WACK Newark, N. J. - Granted license for am station.

KRXI Dallas, Tex. - Granted license covering installation of new trans.

WFTX West Palm Beach, Fla. - Granted license covering installation of new trans.

KALR-TV Sweetwater, Tex. - Granted mod. of cp to change ERP to vis. 105 kw, ant., 72 kw, arch. 780 ft., search. 500 ft., type C.

KABC Oakland, Calif. - Granted mod. of cp to change type ant., station location, and specify remote control operation; condition. Granted license for old main trans. to increase ERP to 72 kw, increase ant. height to 2600 ft., change type trans., type ant., studio location, and remote control to modified tec. remote control by AM-elan in system.

Followed were granted extension of completion dates of: RWRC (FM) San Francisco, Calif., to 11:15; WGLI-FM Babylon, N. Y., to 11:00; WPMF Terre Haute, Ind., to 7:10, and WPIA Tacoma, Wash., to 18-10.

The McLendon Stations

Represented by John E. Pearson

ONE OF THE FIRST MARKETS

in the station of marketing success in the Quad-Cities

UPCOMING

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Broadcasters.

May 6-7: Annual meeting, Asm. of Canadian Advertisers, Royal York Hotel, Toronto.

May 9: Radio TV Guild, industry conference and banquets. San Francisco City College, San Francisco.

May 10: California AP TV-Radio Assn., annual meeting, Shriners Lodge, Sacramento.

May 10: UP Broadcasters of Illinois, Allerton Hotel, Montreal.


The nation's highest audience-rated Negro group

PROUD TO BE THE GODFATHER OF NEGRO RADIO
Cincinnati's Most Powerful Independent Radio Station

WCKY
CINCINNATI, OHIO
THE L.B. WILSON STATION

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day—seven days a week
THE MERGER of Abbott Kimball Co.'s San Francisco office with Grant Adv. Inc. has been formally completed by (l. to r.) Lawrence R. McIntosh, executive vice president for Grant domestic operations; Alfred Ducato, president, Abbott Kimball, San Francisco, who becomes vice president-manager of the Grant branch office, and Frederick E. Spence, executive vice president, Grant's International Div. With the merger Grant assumed 19 new accounts, raising billings close to $100 million. Kimball's New York, Chicago and Los Angeles offices were absorbed by Grant March 1 [ADVERTISERS & AGENCIES, Feb. 24].

Robert V. Whitney, announcer, KALL Salt Lake City, Utah, named program director.

Cecil Webb, account executive and radio-tv director, Emil Reinhardt, Oakland, Calif., to KRON-TV San Francisco as director of sales promotion and merchandising.

Spencer Dunes, newsman, WKRC Cincinnati, Ohio, to WAHR Miami Beach as sports director.

Art Ford, d. j., WNEW New York, to WNTA-AM-TV (formerly WAAT and WATV [TV]) Newark, N. J., as director of musical programming for radio and d. j. on WNTA-TV.

Barret H. Geoghegan, national sales supervisor, WABC New York appointed account executive in that city.

Frank X. Droge joins WSAI Cincinnati, Ohio, as account executive.

Jim Titus joins KRIZ Phoenix, Ariz., as d. j.

John Henry Faulk, wit and philosopher, returns to WBAI-FM New York as host of new half-hour show, Midnight Ramblers.

Bob Crager, WWCO Waterbury, Conn., to WBRY, that city, program staff.

Charles E. Hamilton, assistant to president and manager of KFI Los Angeles, has been elected to board of directors of that city's Better Business Bureau.

Harvey Harding, 46, organist on various religious radio-tv programs on New York stations, died April 23.

ROBERT D. MEOLA, formerly vice president, operations, RCA Communications, to vice president and European manager. Carl V. Bradford, for six years manager of RCA east-central region, Cleveland, named director of regional operations, RCA, headquartering at Cherry Hill, Camden, N. J.

Robert B. Means, since 1953 with RCA Electron Tube division equipment sales staff, L. A., to manager, western district, entertainment sales, for division.

Leo Hahn, northeast regional sales manager, and Eugene Van Cleave, assistant advertising and sales promotion manager, Emerson Radio & Phonograph Co. promoted to field sales manager and advertising and sales promotion manager, respectively.

Samuel Olchard, formerly sales manager of De Wald Radio and Television Corp., Long Island City, N. Y., to Paramount Enterprises Inc., Hallmark stereophonic sound division, N. Y., as sales manager.

Thomas M. Stuart, sales engineer, Collins Radio, to Hallicrafters, Chicago, as sales promotion manager of amateur equipment.

Martin Richmond, production manager of radio and tv division, Emerson Radio & Phonograph Corp., Jersey City, N. J., has been promoted to works manager of plant in that city.

Amos F. Giordano, formerly with Federal Telecommunications Labs, Nutley, N. J., to Blonder-Tongue Labs, Newark, N. J., as chief engineer.

Dean W. Perry, RCA government services department, joins Rixon Electronics, Silver Spring, Md., as applications engineer.

GOVERNMENT

Samuel L. Williams, legal adviser to Federal Trade Commission on antimonopoly matters, has been promoted to chief project attorney. Mr. Williams succeeds Sherman R. Hill, who last month became director of FTC bureau of investigation.

PROFESSIONAL SERVICES


William Schlackman, research director, Wrapeux Inc., package design firm, to Dr. Ernest Dichter's Institute for Motivational Research, Croton-on-Hudson, N. Y., as director of Institute's new package research division.

EDUCATION

Arthur Settel, former public relations director, KLM Royal Dutch Airlines, and one-time CBS Public Affairs promotion specialist, to director of PR for Metropolitan Educational Television Assn. (META), N. Y.
KLZ-TV’s imaginative weekly live remote series, “Panorama,” has earned one of TV’s highest awards, George Foster Peabody—for Local Meritorious Public Service.

Says the Peabody citation: “Panorama, through the inquisitive and revealing eye of the TV camera tells the story ‘This is our land and these are our people’ with particular emphasis on the West... a notable achievement in creative television on the local level.”

It marks the first time any Colorado radio or TV station has won this distinguished honor.

KLZ-TV president, Hugh B. Terry, and Channel 7 personnel are grateful for this high tribute—pledge themselves to continued showmanship and service in the public interest.

Represented by the KATZ Agency.
Why must creativity slump when the mercury starts to rise

Pretty soon the winter variety of tv programs will take their leave till fall. During the summertime the networks and the stations will be open for business but somehow or other the quality of the merchandise never seems to be the same. Could it be because everyone's gone fishing and summer is becoming "Happy Re-Run Time?"

Now there's nothing wrong with seeing a good program twice—but when everyone's doing it there's entirely too much repetition and a static quality of programming results. The viewer finds himself looking so much that he's seen before and so little that is fresh, new and different that he loses interest and looks elsewhere for entertainment. The net result is fewer viewers.

When summer programming is new and a bit different it can attract a sizable audience. The $64,000 Question is a typical example. Television is capable of producing fine programming the year round. They don’t always have to be top budgeted productions to hold interest. Also, since the heavy schedules of summer months allows little or no time for new programs and the development of new talent, chances are these summer months could prove of real value to the industry.

Place in the Sun

We should not pull the shade on summer programming. It should be the time when new faces, new talent, new program concepts have their day in the sun. There are many fine producers, directors, writers and actors who would eagerly welcome the opportunity of being on live during the summer months. This could also be a time of year when other great American cities could be heard from in the Wide Wide World manner. There are exciting and worthwhile events taking place throughout the country in summertime—pop concerts, symphonies under the stars, light opera, summer theater—and they are not limited to any one section. Summer is not the time for tv to hibernate. There's too much of interest to everyone to let it become Rip Van Winkle time.

The theatre has its out of town try-outs. The movies have their sneak previews but television still takes it on the chin. Could summertime programming provide the answer in part? Couldn't programs under commercial consideration be given special exposure, presented at a time when they wouldn't be under the big rating guns or bucking an odds on favorite?

The Big Surprise

Tonight . . . An Important Preview! Keep it a surprise. No advance publicity. No newspaper columnists conditioning you to like it or not. Possibly affiliates could help by running new film shows in five or six markets for audience reaction. Those that measure up would then be worthy of a sponsor's network investment. In the case of most new programs and series the only ones who see them before they go on are people in the business. Why not widen the scope? It might be to everyone's best interests to let a section of the public in on what's going on. Eventually, it's their reaction that makes for success or failure.

Since the evolution of radio and television a lot of fun has been poked at the sponsor. Actually he's the greatest guy in the business. He's the one who takes the chances. It's his money on the line whether the show is good or bad—whether the audience is there or watching his competition. Instead of "We pause for a few words from our sponsor" the time has come for those of us in the business "To pause with a few words for our sponsor." There is a need for closer mutual understanding between talent and sponsor. When this bond exists each can help the other achieve his goals. When possible and when it does not interfere with production schedules, talent can help the man who pays the check by getting out and meeting the people who make, buy and sell his product. Talent can become truly helpful by being a little more sensitive to trends in their sponsor's business. Talent can help, too, by not spreading themselves too thin. Television is a full time job and those who are successful in it realize that as in any branch of show business it takes work! . . . Much of this groundwork could be abetted by some summertime experimentation.

When the work is done and the applause and the ratings come in to prove it . . . it's so rewarding! Perhaps the rewards could be more numerous, more fruitful for the industry and its audience if we truly made television a full-time job—twelve months a year. This could keep business good for everyone including the sponsor—"the greatest name in television."
An Idea Whose Time Has Come

It was not by prearrangement, but neither was it by accident that the three major speakers on the opening day of the NAB convention addressed themselves to the same basic theme.

It is time, said Frank Stanton, John C. Doerfer and Marion Harper Jr., for broadcasters to accept the risks, responsibilities and rewards of editorial leadership among communications media. Having technical advantages over print journalism is not enough. The technical advantages must be put to expanded use for more and better news and information programming.

None of these three leaders knew in advance what the others were to say. The fact that all used the same theme, with important variations, may be attributed, we suggest, to the arrival of broadcasting at a critical point in its growth. Within the next very few years broadcasting will mature into responsible adulthood or will commit itself to permanent adolescence.

There are certain charms about adolescence, and undeniably broadcasting has many. The entertainment which radio and television now deliver to America, exceeds in volume and quality all the diversions offered in the history of the world.

There are also inadequacies in adolescence. Broadcasting has its share. They exist chiefly in the area of broadcast journalism.

Broadcasting has at its command some of the most knowledgeable journalists in the nation. It also hands microphones to men with neither the training nor talent to report news and commentary.

Broadcasting produces many programs of journalistic integrity and depth unmatched by the work of any magazine or newspaper. It also sends out with amateur news which is at best superficial and at worst misleading.

Here and there a broadcaster with courage and ability is regularly editorializing. But for every broadcaster who takes this course of enhancing his stature in his community there are 20 who have conceded the job—and the stature—to newspapers.

A year ago the record was worse. Two years ago it was still worse.

Both radio and television have been making demonstrable progress in the coverage and presentation of news. The number of broadcasters now editorializing is small, but it is considerably bigger than it was a year ago. Two years ago there were no more than half a dozen stations editorializing regularly.

What is now being done in news, information and commentary is not enough to seize the leadership for radio and tv in the communications world. It is enough, however, to suggest that the leadership can be seized.

Leadership must be earned, and there is no cheap or easy way to earn it.

The station which sends a disc jockey without training in the craft of news-gathering to a news conference where trained newspapermen are present is following, not leading in such circumstances. Newspapermen are justified in complaining that radio, with little exertion of its own, is capitalizing on the work of newspapermen.

The station which undertakes to editorialize without engaging professionals will only make the local newspaper look good.

To seize the leadership in U. S. journalism requires a degree of journalistic professionalism that too many stations now lack. Professionalism can be rapidly acquired through training and hiring if stations wish to accept the challenge of Messrs. Stanton, Doerfer and Harper—and the challenge of broadcasting destiny.

Payoff in Pocatello

In the FCC's hands-off policy on community antenna operations, which have been sapping the life-blood of television stations in smaller markets, mainly in the West, may be at an end. The FCC committed itself to a "careful study" of this increasingly vexatious problem at the NAB convention in Los Angeles last week.

What could not be accomplished through briefs and pleading of beleaguered telecasters was achieved by on-the-scene contact. The FCC last month had disclaimed jurisdiction over CATV as broadcast operations. They operate no "stations" per se, the FCC then held, but use common carrier facilities for the retransmission by wire of programs picked up from remote tv stations which are fed small communities for an installation fee and a monthly charge.

The fortuitous development which brought the change was the meeting of Comr. Renel H. Hyde a fortnight ago in Pocatello, Idaho, with telecasters from several of the mountain states who are faced with possible extinction because of CATV operations. He learned of the situation wherein CATV operators, without specific authorization from the originating stations (but likewise without strong objection), pick up the network programs of the larger market outlets and sell their customers the pick of all networks. The local "free" telecast finds his audience diluted and the sets which he was principally responsible in placing in the homes of his audience pre-empted by the "pay-tv" operator, who blithely collects the monthly fees, free from regulation.

Comr. Hyde conveyed his findings to fellow commissioners at the NAB convention. The Commission realized a "public interest" question is involved, after all. Hence the "serious study." There's no assurance of the outcome. But the small town telecaster at long last gets his turn at bat.

Why Not a Hall of Fame?

At the 17th annual meeting of the Broadcast Pioneers in Los Angeles last week a plan was proposed for a broadcasters hall of fame and museum. It is an ambitious project, possibly entailing up to $5 million, depending on what's wanted. But it need not be a will-o'-the-wisp.

The printed leaflet distributed at the dinner meeting (there was no exhorting or drum-beating from the head table) stated simply: "an archives-library-exposition project for the radio television communications industry, to preserve the historical value of the arts and sciences, and to share its traditions and memorabilia with future generations."

The project is sound. There are plenty of halls of fame. Baseball, for example. Is broadcasting less important? Until recently, the Broadcast Pioneers has been a sort of voluntary social order requiring only endurance as qualification for membership. In the past few years it has taken on stature, with chapters created over the country. Such broadcasters as Clair McCollough and John Patt, to name the last two, have served energetically and effectively as presidents. Frank Pellegrin takes over in the ensuing year.

Broadcasters have raised billions for welfare, education and other meritorious projects. We expect it can raise a couple of million for itself to create its own hall of fame, perhaps not overnight, but certainly before it's fifty, some dozen years hence.
HUNTINGTON CHARLESTON
is the
32nd
TV MARKET
and only
WSAZ-TV
COVERS IT . . . and
You Get HIGHEST RATINGS
at LOWEST COST

*TELEVISION MAGAZINE
says we don't give ourselves enough credit . . .

HUNTINGTON-CHARLESTON
is the
27th
TV-MARKET

*Source: Television Magazine Data Book,
March, 1958 (Population)

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<th>Quoter Hour Watt**</th>
<th>CPM Home Nighttime***</th>
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*SOURCE: SRDS MARKET DATA, July 1, '57 (Population)
**SOURCE: COMPUTED FROM ARB, Nov. 1957
***7:30-10:30 P.M. BASED ON 260 TIME FREQUENCY

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Associated with Radio Stations
WSAZ, Huntington & WKEZ, Charleston
Lawrence H. Rogers, President
C. Tom Garten, Commercial Manager
Represented by The Katz Agency
Western Union survey proves KLAC

15% more listeners daily than any other station! 200% audience increase in just 3 days!

"WESTERN UNION SURVEY
1000 telephone calls completed in greater Los Angeles area
8:00 am to 7:00 pm, April 17, 1958

Question 1: Is anyone in your home listening to the radio?
Answer: 21.6% said yes.

Question 2: To what radio station is that set tuned?
Answer: (Overall station share)

KLAC 17.5%
Network Station #1 15.0%
Independent Station #2 11.5%
Network Station #2 11.0%
Independent Station #3 9.0%
etc.

It's Futur-fonic sound that makes the difference!

KLAC dial 570
FIRST Futur-fonic SOUND STATION ON EARTH

George Norman, Vice President  Morton Sidley, General Manager
Call your KLAC representative or Adam Young, Inc.