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and radio goes everywhere!

Radio makes lunch breaks more relaxing, even for aerialists like these... keeps millions of other workers company on the job all day, every day. You can reach them, you can sell them with Spot Radio... and a Petry Radio Representative can help you set it up in America's most important markets. He'll make sure you know what you've got when you buy Spot!

Radio Division
EDWARD PETRY & CO., INC.
the original station representative

New York - Chicago - Atlanta - Boston - Detroit - Los Angeles - San Francisco - St. Louis
The choicest cut of the entire Siouxland TV market is the Sioux City metropolitan area—Sioux City and Woodbury County. Here 109,000 people have over $197 million to spend. And in 1957 they spent over $153 million in retail sales*—enough to put Sioux City in 7th place in the nation for retail sales based on population. 1958's going even better—March data from Chicago's Federal Reserve Bank survey shows department sales in Sioux City up 9% over last year.

Some of the richest farm land in the state of Iowa is also in KVTV's coverage area. And in 1957, average gross income per Iowa farm was $11,782—66% above the national average. This healthy balance of rural and urban income in KVTV's coverage area adds up to a prosperous, buying market.

Prime programming makes KVTV the most watched station in this market. People get the shows they enjoy most. The most popular network, syndicated and local live shows are all seen on KVTV. (See Jan. Pulse and A.R.B. for rating data.) Your product'll go great on KVTV. Your Katz man has the details.

SEE YOUR KATZ MAN—HE REPRESENTS KVTV*

* KVTV CHANNEL 9 SIOUTH CITY, IOWA. PEOPLES BROADCASTING CORPORATION.
DON D. SULLIVAN, GENERAL MANAGER: BOB DONOVAN, COMMERCIAL MANAGER.

**SRDS Consumer Market Data, May 10, 1958
Fast, accurate news coverage is one reason Beeline stations deliver a large and responsive audience in the Billion-Dollar Valley of the Bees. The five Beeline stations have their own news staffs for on-the-spot local news stories. They work closely with McClatchy newspapers and tie into available network news shows to add depth to their coverage.

As a group purchase, these radio stations deliver more radio homes than any combination of competitive stations...at by far the lowest cost-per-thousand. (Nielsen & SR&D)
your advertising dollar produces more sales on WGAL-TV

And there's a reason. This pioneer station is foremost in the three standard metropolitan markets in its coverage area: Lancaster, Harrisburg, York, as well as in numerous other cities—Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. In short, you find that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Put your advertising dollar to work producing more—on WGAL-TV.

wgal-tv
LANCASTER, PA.
NBC and CBS

STEINMAN STATION • Clair McColough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
Radio won’t be alone in overall 1958 gains (see above) if latest TVB estimates prove correct. These, worked up last week, anticipate net expenditures in television time, talent and production will come to about $1.44 billion or 9.5% ahead of last year’s $1,315,000,000. By category, TVB’s 1958 estimate breaks down as follows (with 1957 figures in parentheses): network $740 million ($667 million); spot $385 million ($367 million) and local $315 million ($261 million). NAB survey of radio-tv business prospects released last week (story page 78) also predicted gains for both, but not as large as RAB and TVB are predicting.

**ALLOCATIONS** Community antenna interests get their turn at bat June 24, it has been tentatively determined by Senate Committee of Commerce. The Committee is also due to hear Dr. George Town, executive director of Television Allocations Study Organization, and is thinking seriously of having FCC return for clean-up testimony.

Because of pending proceedings involving its jurisdiction over community antennas, FCC for third week has passed over several applications for microwave relays by CATV operators. Usually such applications are granted as routine at staff level.

**LESTOIL BOOM** Lestoil (household cleaner), one of television’s greatest success stories and now spending over $6 million in spot tv, is pushing its budget up to $7 million. Lestoil is now shipping out as many cases in one day as it did in one year in 1953 before it started its tv campaign. Advertiser currently concentrates all of its budget in one medium television. Agency for Lestoil is Jackson Assoc., Holyoke, Mass. Donald C. Heath, vice president of William B. Remington Inc., Springfield, Mass., joins agency this week in newly created post of executive director.

Operating on theory that broadcasting is overlooking “house ad” opportunities utilized by printed media, Mutual this week reported to be beginning on-air campaign, suggesting that old-line users of radio as well as non-users consider possibility of using network time and/or local station time. Copy will be direct “pitch” with off-beat humor, pointing up value of radio, and asking that inquiries be sent to MBS headquarters in New York. Both one-minute and 20-second announcements planned during unsold periods.

**PINCH ON PAY-OFF** In wake of House Legislative Oversight Committee criticism of “pay-offs” in television cases, wherein surviving applicant has paid varying sums to those who drop out, FCC is considering proposal by Comr. Fred W. Ford that such transactions be limited to actual reimbursement for expenses. Specifically, Ford proposal would require sworn statements on expenses actually incurred for lawyers, engineers, preparation of applications, etc. by non-surviving parties. This presumably would put FCC in position of determining reasonableness of professional fees and what actually constitutes legitimate expenses.

House Legislative Oversight Subcommittee’s investigation of Pittsburgh ch. 4 grant is “98%” completed and hearings in all probability will be held next week. Federal grand jury in Washington has been investigating Pittsburgh case for several months, at behest of Dept. of Justice. Also due for hearing next week is applicants’ side of alleged ex parte pressures (subcommittee charges page 68) in Miami ch. 7 grant.

**CH. 10 REVISITED** So far, FCC hasn’t had much luck in finding retired jurist to preside at court ordered re-hearing of Miami ch. 10 case. Several ex-judges have been considered but were unavailable. If FCC is unsuccessful in finding outside jurist, its chief examiner, James C. Cunningham, likely will sit on new proceedings which get under way on pre-hearing conference basis June 23. Meanwhile key staff officials conferred with Justice Dept. attorneys last week, scanned FBI reports for leads in developing roster of witnesses to be called or documents and papers to be subpoenaed.

**HOW’S BUSINESS?** WGN-TV, Chicago independent, enjoyed its biggest month in ten years of operation last May, being 12% over May 1957, according to Ward Quaal, vice president and general manager. WGN was up 5% over May of a year ago.

Procter & Gamble, Cincinnati, expected to sign up for half-hour weekly sponsorship of Tic Tac Dough, Monday, 7:30-8 p.m. on NBC-TV. Show is now on Thursday night and sponsored by Warner-Lambert until end of August. Specific P&G agency not yet assigned.
THIS 2-LB. KANSAS CITY STEAK
is prime strip sirloin taken from pure-bred American Hereford. Kansas City
exports tons of it every day.

Photo: CPI

YOUR STAKE IN KANSAS CITY

And a whopping big stake it is in the steak capital. Survey after survey, KCMO-TV has more
quarter-hour firsts (according to ARB and Nielsen) than any other station.

And KCMO-TV reaches its dominant-size audience in the million-population Kansas City mar-
ket by broadcasting at maximum power from the world's tallest self-supported tower. Your mes-
sage is delivered with full electronic impact.

Stake your claim here. Do it with Mid-America's No. 1 station in size of audience, picture clarity
and sales success.

KCMO-TV

KANSAS CITY SYRACUSE PHOENIX OMAHA TULSA

KCMO WHEN KPHO WOW KRMG

KCMO-TV WHEN-TV KPHO-TV WOW-TV John Blair & Co.—Blair-TV

The Katz Agency The Katz Agency The Katz Agency

KANSAS CITY, Missouri
Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

Represented nationally by Katz agency.

Meredith Stations are Affiliated with BETTER HOMES and GARDENS and Suc-
cessful Farming Magazines.
FCC, Justice Dept. Flank Networks—Justice Dept. tells FCC option time and program tie-ins are antitrust violations on face but that Commission should complete Barrow hearings; Doerfer explains to Senate Committee that when Commission completes present network study, it will submit findings to Justice for opinion; then act. Page 31.

Revlon's Split—26 years and $100 million later, Martin E. and Charles H. Revson come to part of ways on account of unexplained "personal differences." Revlon realigns product assignment among agencies. Page 32.

Gleason and Moodie—That's what Lever and Pharmaceuticals are using for what could be highest budgeted five-half-hour series yet on record. New Gleason 30-minute spectacular has been signed and sealed with delivery set for October on CBS-TV. Page 33.

Go West—Fletcher D. Richards Inc.'s president, Gene Harrington, pulls up eastern stakes, quits agency to return to California whence he came and will buy into Honig-Cooper, Harrington & Miner, $15 million west coast agency; F. D. Richards re-asserts presidency as agency "amalgamates" with new Canadian operation, Tandy-Richards Adv. Ltd. Page 34.

Paramount's Prognosticating—Stockholders hear their President Balaban on pay television, commercial tv's alleged troubles in programming and color tv. Motion picture company asserts pre-1948 features on tv are going to be used up in three years and Hollywood won't release any later ones; hints pay tv may be the much-needed filler for tv when programming sources dry up. Page 42.

Film Finesse—AAP plays its cards profitably despite shuffling in and out of court. Uncertain: the next deal. Page 46.

Bricker Bill Dissents—Networks oppose legislation to put them under direct FCC regulation; Doerfer objects also to intent of bill. Page 54.

FCC Digging Into Allocations—On top of heap today is Craven proposal for all-vhf tv system and new ABC petition to modify mileage separations and ban on directionals to permit more vhf drop ins. Page 66.

Petrillo Succeeded by Kenin—At the recommendation of retiring President James C. Petrillo, Herman D. Kenin of Los Angeles is elected president of American Federation of Musicians and pledges to redouble efforts to heal breach between federation and Los Angeles Local 47. Page 74.

Strike Service—Philadelphia radio and tv stations step up news service and special broadcasts as Bulletin and Inquirer, strike-bound, publish without advertising and lose delivery service. Page 78.

Who Said There's a Recession?—Survey of radio and tv stations, conducted by NAB, shows that typical station in each medium expects 1958 business to be better than last year, judging by first-quarter business. Page 78.

Tv Networks This Season Up in Billings—Latest figures released on gross time charges show tv networks fattening up 15.8% and 14.1%, respectively, in April and for first four months of this year. ABC-TV still moving ahead of last year at 30%-plus clip. Page 86.

ABC Lands Crosby—"The Groaner" signs to do at least two 90-minute live tv specials a year and to work in partnership with ABC in producing and developing 10 new program series over five-year period. Price set unofficially at $2.5 million minimum. Page 87.

Weaver Slaps Networks—Former NBC chief claims network management are "degrading" television, warns that pay-tv or other developments may force them to change their ways. Page 88.

Can Color Tune-Up DuMont?—Barney Balaban's prediction on availability of lower-priced sets this year employing the Lawrence tube means: DuMont's finances, currently in poor shape, could rebound via single-gun breakthrough. Page 90.

NAB Directors to Meet—Combined boards to converge on troubled Washington scene for semi-annual meeting. Regulatory and legislative headaches to be studied. Plans for annual convention up for review. Page 91.


FCC's Power Over CATV—Colorado broadcasters told that Commission has basis for regulation of community antenna systems and if it doesn't feel that way it should ask Congress for needed authority. Page 95.

Should Star Be Pitchman?—Yes and no, says Colin Campbell, executive vice president of Campbell-Ewald, who cites Chevrolet's experience. The reasons for and against are outlined in MONDAY MEMO. Page 109.

MR. CAMPBELL

DEPARTMENTS

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Broadcasting June 9, 1958 • Page 7
1,000,000 new listeners?

Sure ... 20 times the power

WTIX — already dominant first — now with 5,000 watts, on 690 kc.

Result? Over 1,000,000 new listeners added! Now WTIX's 24-hour creative programming extends over the entire Gulf area—from Texas to Florida. Now, more than ever, the big New Orleans buy is WTIX—the station which even before the change was more popular than the next 3 stations combined, (32.2% all-day average, current Hooper) ... and first in every daytime Pulse quarter-hour ... and first in 462 of all 504 Pulse quarters.* Talk 5,000 watts and 690 kc. to Adam Young ... or WTIX General Manager, Fred Berthelson.

THE NEW WTIX NEW ORLEANS
first ... and getting firster ...
5,000 watts • 690 kc.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE, OMAHA, NEBRASKA
oversight hearing gets two versions of choate-mcconaughey introduction

 sharply contrasting testimony as to how robert choate, publisher of boston herald-traveler and president of whdhh-tv boston, met former fcc chairman george mcconaughey highlighted friday testimony before house legislative oversight subcommittee in boston (early story page 68).

mr. choate testified he met mr. mcconaughey at his own instigation in may 1956 while he was in washington for ch. 5 pending. he denied former commerce secretary sinclair weeks introduced him to then fcc chairman.

following mr. choate to stand, william d. taylor and john t. publisher and treasurer, respectively, of opposition boston globe, mr. weeks told them he had introduced mr. choate to mr. mcconaughey and all other fcc commissioners. globe sought to intervene in ch. 5 case before commission.

mr. choate denied he tried to discuss pending application with mr. mcconaughey and sought meeting only to discuss pending legislation in congress relating to newspaper ownership of radio-tv stations. mr. mcconaughey had testified earlier before committee that mr. choate did try to discuss case.

friday mr. choate said he did not know any other commissioner except for one social meeting with commr. robert e. lee.

mr. choate denied that he or any employee had made any ex parte contacts on behalf of ch. 5 application or sought to have others exert political pressures. asked about several telephone calls to government officials while case was pending, he replied he had no recollection or memoranda of calls.

at start of choate testimony his counsel, washington attorney william dempsey, took sharp issue with opening statements thursday by acting chairman john bell williams (d-miss.). mr. dempsey denied ever exerting pressures in 18 years of practice before commission and said statement would be grounds for criminal libel if it did not have congressional privilege. rep. williams told mr. dempsey that statement that "a whdhh counsel" had exerted pressures was not directed at him.

rep. williams told thomas joyce, boston attorney for mr. choate, he was not familiar enough with subcommittee evidence to clear mr. joyce of charges. herald-traveler and whdhh-tv agreed to comply with challenged subpoenas issued by subcommittee for records pertaining to ch. 5 grant (government, june 2).

at deadline

scoop russell resigns nbc post, will set up own consultancy

frank m. (scoop) russell is resigning as nbc washington vice president to set up own independent consulting business, with nbc as client under five-year contract, effective july 1 [closed circuit, june 2]. nbc president robert w. sarnoff is announcing today (mon.).

mr. russell, widely known throughout radio-tv field, joined nbc in 1929 at invitation of network's first president, late merlin h. (deac) aylesworth. born june 23, 1895, at iowa city, iowa, he studied agriculture and journalism at iowa state college, entered newspaper work after world war i. moved to washington in 1921 as assistant to close friend, charles pugsley, who had been named assistant secretary of agriculture. in organizing and running agriculture dept.'s press service he set up what has been described as first radio news service in government. he subsequently served as assistant to agriculture secretaries wallace (the elder), gore, jardine and hyde before moving to nbc.

new blood in revlon advertising

as expected, revlon inc. is realigning its advertising department from outside firm. with coty's bill siegel moving in as advertiser directing (see page 32), revlon friday announced hiring of david north, advertising director, martinson's coffee, new york, as revlon product ad manager. other appointments seem likely.

aftra loses wcky strike

nine-month aftra strike against wcky cincinnati officially ended friday after union withdrawal from proposed election. aftra notified regional director of national labor relations board that all its members had been replaced on station's staff and that it no longer sought to represent wcky employees. non-union staff has operated station throughout long-run with aftra.

storer closes in s. f.; grubb out

storer broadcasting co. friday announced closing of west coast national sales office in san francisco headed by vice president gayle v. grubb. storer said mr. grubb has not announced future plans. office was established several years ago to service west coast accounts when storer owned kptv (tv) portland, ore., but since sale of station "the need for a west coast operation has been eliminated," firm explained.

business briefly

late-breaking items about broadcast business; for earlier news, see advertisers & agencies, page 32.

l-o-f deciding • libby-owens-ford expected to make decision early this week on television plans for next season. advertiser probably will retain part sponsorship of ncaa football games on nbc-tv but may drop out of portion of perry mason on cbs-tv until next january. fuller & smith & ross, n. y., is agency.

talking terms • financial and advertising circles are wondering how long it will take colgate-palmolive to pull wraps off its diversification program. soap firm is known to have talked terms to numerous existing companies, some of them in foods line. move, if made, would be in direction of rivals procter & gamble (jif, big top peanut butters, duncan hines foods, fluffo shortening) and lever bros. (good luck, imperial margarines, spry shortening, lucky whip dessert topping).

stripe may spot • toothpaste that squirts out of tube with pink stripe, appropriately labeled stripe (marketed by lever's pepsodiv. ), has come out of spot tv "testing" stage. up to now, stripe in introductory period has embraced print media but flirted with idea of using spot tv. it's been known for some six months that stripe, via j. walter thompson, n. y., has tested spot in two unidentified cities [business briefly, dec. 30, 1957; advertisers & agencies, jan. 20]. jwt is non-committal but reports are reliable that stripe has been buying spot tv schedule for june through october in certain eastern markets.

compton gets hotpoint • hotpoint inc. (tv sets, white goods), chicago, appoints compton adv., same city, to handle $3.5 million account. compton replaces three other agencies: needham, louis & broby, maxon, j. r. pershall. look for hotpoint to reconsider return to network, either radio or tv. if understood broadcast media will get serious study in 1958-59 advertising plans, with campaign built around company's new electric kitchen.

fulbright's business • j. h. fulbright's (fulbright's margarine), baltimore, buying spots in 100 radio markets and 50 television stations, effective june 11 for eight weeks. agency: Sullivan, stauffer, colwell & bayles, n. y.

looking for passenger • don't be surprised if ford div. of ford motor co. comes up soon with another national advertiser to share in ford's unique $4 million-plus ford road show 52-week package on continues on page 10

broadcasting

june 9, 1958 • page 9
Senate Unit Moves FCC Money

Senate Appropriations Committee has acquiesced in House recommendation that FCC get $8.9 million for fiscal 1959, $50,000 less than President asked. Senate said FCC should have flexibility in assigning personnel in order to clear backlogs; this was in response to House condition that $100,000 be used to clear up am backlog. Just where this leaves FCC if Senate adopts appropriations without further clarification is unknown. Senate committee also recommened $6 million for Federal Trade Commission, up $50,000 over House approved funds, but $25,000 less than President requested.

RCA Declares Two Dividends

Two dividends announced Friday by Brig. Gen. David Sarnoff, RCA board chairman, following regular board meeting: quarterly dividend of 25 cents per share on common stock payable July 28 to holders of record June 20, and dividend of 87½ cents per share on first preferred stock for period July 1-Sept. 30 payable Oct. 1 to holders of record Sept. 8.

Cross Picks Longfellow, Stephens

FCC Comm. John S. Cross Friday appointed Bruce S. Longfellow his engineering assistant [Closed Circuit, June 2] and Louis C. Stephens his legal assistant. Mr. Goodfellow, chief, Technical & Allocations Branch, Broadcast Bureau, has been with FCC since 1938; Mr. Stephens, who joined FCC four years ago as legal assistant to former Comm. Frieda Hennock, has handled major rulemaking proceedings, congressional liaison and special projects as legal counsel, Broadcast Bureau.

BUSINESS BRIEFLY continues from page 9

CBS Radio. First year's contract runs out Aug. 31. Ford holds option to continue through rest of year, but can, of course, renew for another 52 weeks starting in September. Plan to have another advertiser pick up part of tab is under consideration. J. Walter Thompson Co., N. Y., is Ford agency.

PARTNERS IN RISK • Though none of principals (General Foods, Benton & Bowles and MGM-TV) will detail purchase of tv rights to Father of the Bride (see page 36), arrangement is seen as "share-the-risk" plan. Contract understood to call for co-financing of pilot by GP and agency with producer MGM. (Pilot cost could fall anywhere between $50,000-100,000.) Advertiser, agency get options to series, profit rights including residuals. If General Foods drops out and series is re-sold, contract reportedly provides for GF to get its investment back under financial arrangement. MGM-TV has been talking to other agencies along this share-risk vein, is reportedly hoping to set trend.

IMPORT BUSINESS • Look for Volkswagen G. m. b. H., Wolfsburg, Germany, to make sizeable splash in spot radio-tv this year, its first advertising effort in U. S. Unlike some American auto manufacturers who are cutting back on spot allocations, German-made car reportedly has hiked its total U. S. budget from initial $750,000 to $2 million and through J. M. Mathes Co., New York, will go all out in co-op broadcast campaigning.

TV FOR CADILLAC • Cadillac Motor Car Div., General Motors, which last year spent estimated $500,000 in radio announcements and few tv network participations, this fall reportedly will turn to spot tv during new model announcement time—first time ever. Reason: 1959 cadillac is understood to be completely restyled. It's unlikely, however, that total ad budget will be hiked, but some tv money may come out of print allocations. Agency: MacManus, John & Adams, N. Y.

REYNOLDS FIRMS TWO • R. J. Reynolds Tobacco, Winston-Salem, N. C., has settled two network tv shows for next season (one alternate week sponsorship). Reynolds has decided to place Lawman, western series, in Sunday 8:30-9 p.m. period on ABC-TV, directly following Maverick, Advertiser since January has backed Scott Island in that time period, with Anybody Can Play, quiz-type, as summer replacement. On NBC-TV, Reynolds has renewed alternate weeks of People Are Funny for third straight season (Sat., 7:30-8 p.m.). Alternate sponsor also renewing for next season is Toni Div. of Gillette, through North Adv., Chicago. William Esty, N. Y., is Reynolds agency.

DER BINGLE'S MAGIC

It didn't take long. Almost on heels of disclosure that it had signed Bing Crosby to long-term exclusive tv-radio contract (see page 87), ABC-TV announced Friday that Oldsmobile Div. of General Motors had signed for sponsorship of two Crosby-starring 90-minute specials in 1958-59 season, first of which is slated in October or November. ABC-TV officials said announcement of Crosby availability touched off "enormous" sponsorship interest among advertisers but that Oldsmobile—which also is set to sponsor Patti Page Show on ABC-TV (Wed., 9:30-10 p.m. starting in September)—got there first. Agency: D. P. Brother & Co., Detroit.

Three Stations Sold: $270,000

Station sales announced Friday:

KMON Great Falls, Mont. • Sold by Montana Farmer Inc. and Standard Examiner Publishing Co. to Salt Lake City Broadcasting Co. (KALL Salt Lake City) for $160,000. Salt Lake City Broadcasting (George Hatch) also owns KOPR Butte, Mont., and Intermountain Network, and has interconnecting interests with KIMN Denver, Colo.; KLO Ogden and KUTV (TV) Salt Lake City, both Utah; KLLX-AM-TV Twin Falls and KGEM Boise, Idaho. Montana Farmer (Lester Cole) publishes semi-monthly Montana Farmer Stockman; Standard Examiner (A. L. Glassman) publishes Ogden Standard.

PEOPLE

ANDRE MEYER and PAUL M. MAZUR, both New York Investment Bankers, named Friday to NBC board of directors, replacing CHARLES R. DENNY, who has moved up from NBC to RCA, and GEORGE L. HARRISON, who died short time ago. Mr. Meyer is senior partner of Lazar, Freres & Co.; Mr. Mazur is partner in Lehman Bros. Both also serve on RCA board.

RUDOLPH MONTEGLAS, senior vice president and director, Ted Bates & Co., N. Y., elected to executive committee.

SAMUEL E. GILL, agency veteran, named vice president in charge of media for Fitchett & Richards Inc., New York. He had been vice president for media-research at Carl S. Brown Co., before that was director of media-marketing for number of agencies including Sherman & Marquette, Blow Co. and Lord & Thomas.

FRANK DEROSA, account executive, named manager of NBC Radio Spot Sales, Chicago. He succeeds DICK ARBUCKLE, resigned to become midwest manager for Robert E. Eastman & Co., station representative.

Examiner. KMON is 5 kw on 560 kc, is affiliated with ABC and MBS.

KOMP Tucson, Ariz. • Fifty per cent interest sold to Richard N. Jacobson and Howard A. Kalmenson for $60,000 by Ray Odum and A. V. Bamford. Mr. Jacobson, now with WABC New York, will be president-general manager of KOMP; Mr. Kalmenson, now with ABC-TV, will be KOMP's sales manager of Tucson station. Messrs. Odum and Bamford remain as 50% stockholders. KOMP is 500 w day on 1330 kc. Broker: Allen Kander & Co.

WLBS Birmingham • Sold by Faye N. Puett to E. C. Atkinson and Thad Holt for $50,000. Messrs. Atkinson and Holt own wholesale electronics business and Mr. Holt is radio-tv consultant and adviser to Voice of America, besides having real estate investments. WLBS is on 900 kc with 1 kw day.
RIGHT COMBINATION

There's a lot of money piled up in the Pacific Northwest market.

Here's the combination that opens it to you: just twist the dial to 8 — 5 — 2.

We'll spell it out for you. Turn west to KREM-TV, Spokane, west again to KING-TV, Seattle, and south a bit to KGW-TV, Portland.

For the combination that clicks, you can count on the Crown Stations. Turn to KING-TV, KGW-TV and KREM-TV—most Northwest viewers do.

THE CROWN STATIONS OF THE PACIFIC NORTHWEST
It's a logical dependence. Just as those other venerable volumes are respected as fountainheads of information in their respective fields, so too is the BROADCASTING YEARBOOK recognized as an authority without peer in the business of television and radio!

Why? First of all, there's nothing else like it. Here is the most complete compendium of accurate facts available. It's handy as well as helpful... handier than ever this year because the 1958 BROADCASTING YEARBOOK combines both TV and radio within a single set of staunch covers. Furthermore, you can't beat its established reputation for reliability. For 23 years now, these information-crammed source books have held a place of importance on the desks and bookshelves of every key person in TV-and-radio advertising. Few reference volumes get dog-eared and thumb-printed so fast by so many makers of decisions as a BROADCASTING YEARBOOK.

Now... right around the corner... is the publication date of the bigger-than-ever BROADCASTING YEARBOOK for 1958—bigger because (1) it contains more, and (2) it covers both electronic media in a single edition.

The publishers of Blackstone, Gray's Anatomy, and Bowditch have life easy compared with the editors of this great yearly sourcebook. The former concern themselves with static facts that change little from year to year. But television and radio are phenomena that today move as fast (and unpredictably) as a greased rabbit. Only the largest, most experienced and most competent editorial staff in the TV-radio business publication field is equipped to assemble such a wealth of up-to-date data... to check and correlate, prepare and recheck... and then present the facts in comprehensive, useable manner. In short, only BROADCASTING can produce the BROADCASTING YEARBOOK!

The 1958 edition is scheduled for September publication, will be snapped up by 16,000 busy people with the stakes of their livelihood in television or radio... or in both. And because they make BROADCASTING YEARBOOK a working partner, day after day, this remarkable volume becomes a powerful, long-lasting medium for your advertising. This year, the NEW combined format represents a greater value than ever.

Mark these dates, large and loud, on your calendar. Deadline for advertising if proofs are desired: July 14. If no proofs, July 28. Regular rates and mechanical specifications apply. Write, wire or phone your reservation before another day's sun has set. The NEW 1958 BROADCASTING YEARBOOK is too good a bet to miss!
DEAN OF AMERICA'S TIMEBUYERS — FRANK SILVERNAIL— PUTS 33 YEARS OF RADIO AND TV KNOWLEDGE BEHIND THE NEW 1958 BROADCASTING YEARBOOK... AID ITS EDITORS AS CONSULTANT TO MAKE THIS GREAT SOURCEBOOK MORE VALUABLE THAN EVER FOR BROADCAST ADVERTISING BUYERS!

Aware that even the best can be made better, BROADCASTING has enlisted the help of Frank Silvernail, outstanding timebuyer who retired March 31 as manager of station relations at BBDO, to act as consultant in preparing the new combined TV-RADIO BROADCASTING YEARBOOK. Throughout his illustrious career in broadcast advertising... extending back to 1925 and involving the placement of over $25,000,000 in station time... Mr. Silvernail has been a constant user of BROADCASTING's many Yearbooks. Thus he is eminently equipped for this assignment. Not only does he know the value of BROADCASTING YEARBOOK with the respect of a top advertising executive, but he also brings to it the practical wisdom of his tremendous background in the advertising field. Working closely with BROADCASTING's editors, he has suggested many changes that will make this year's expanded BROADCASTING YEARBOOK a far more valuable tool for buyers of TV and radio.

During his career, Mr. Silvernail has been associated for a decade and a half with BBDO, served as chairman of the Standing Committee on Broadcast Media of the American Association of Advertising Agencies, been a member of the AAAA's Media Relations Committee, president of the New York Chapter of Broadcast Pioneers and vice president of the national body. His experience includes previous duties with Young & Rubicam, Pedlar & Ryan, and the National Broadcasting Company. The roll-call of sponsors for whom he has handled radio and television campaigns includes many of the largest names in American business, embracing every type of product from soap to automobiles.

THE NEW, TWO-IN-ONE BROADCASTING YEARBOOK OFFERS FEATURES LIKE THESE:

**Latest working information about both television and radio (thus eliminating the need for separate Yearbooks as previously).**

**Directories restyled for faster reference—giving facilities and key personnel of advertising agencies, networks, stations, station representatives, program suppliers, equipment sources, and many other organizations related to TV-radio business.**

**Definitive round-up introductions, reporting on progress in each major area of activity covered by a directory.**

**Special articles and reports on such important developments as**

... radio and TV audiences, their size and composition.

... radio and television time sales—by network, spot and local—nationally and by individual markets.

... market information for every U.S. county.

... trends in the use of feature and syndicated film.

... analyses of specialized radio programming—foreign language, Negro market, multiplexing, stereophonic broadcasting.

... a review of how advertising agencies have grown with radio and television.

**PLUS — all the many other standard features which have made BROADCASTING YEARBOOKS the most authoritative, most closely-read reference work in radio and television for the past 23 years!**
Sylvester sees Red

and "Hippity Hops" to new sales peak!

Sylvester Scott, Jr., juvenile market timebuyer, credits soaring client’s sales to WJAR-TV’s unique children’s program, “Hippity Hop, the Cartoon Cop” — a typical example of WJAR-TV’s highly effective creative approach to special programming.

In the PROVIDENCE MARKET

WJAR-TV

is cock-of-the-walk in creative programming!
SHIRLEY TEMPLE STORYBOOK

In adapting such well known and well loved stories as "Beauty and the Beast," which opened the Shirley Temple Storybook tv series last January (IN REVIEW, Jan. 20) and "The Sleeping Beauty," yesterday's story, Producer Alvin Cooperman and his aides have adhered to one major principle: "Stay as close to the original as possible."

That philosophy paid off handsomely with "Beauty and the Beast" and again with "The Sleeping Beauty." Neither contained any foreign elements to disturb the memories of the oldster for whom the story was being repeated for the more-than-a-thousandth time. Both held all of the classic enchantment for youngsters to whom the stories were brand new.

This is not to say that the adapters needed only to make a literal translation of the fairy tale from printed page to tv camera. Turning a story that can be read or told in 10 minutes into an hour-long production, building characters that were merely identified in the story into people or fairies or witches that are believable on the tv screen takes a lot of imagination, skill and hard work.

But the results make it worthwhile, as "The Sleeping Beauty" proved. From the opening lines to the final fadeout everything was fitting and proper. The language was pure fairyland: "Once upon a time," Miss Temple began, "there lived a king and queen who were as rich as they deserved to be and as kind as they deserved to be. But, because they had never been blessed with a child, they were not as happy as they deserved to be."

There was the christening scene, when the uninvited Black Fairy, wonderfully played by Judith Evelyn, shocks the court with her "gift" of a sleep that will spare the girl from the pains of womanhood until a "true prince" shall waken her. Then, challenged that the good fairies—Garnet, Opal, Topaz—might undo her magic, she scornfully stares down with a curt "Not they. They're not semi-precious fairies."

The three suitors—self-admiring dandy, bragging huntsman and greedy miser—were developed by the script and portrayed by Phillip Pine, Pernell Roberts and Robert Quarry, respectively, as characters acceptable to any child as typifying three vices of the adult world. For older viewers, the trio were equally acceptable as caricatures of individuals we all have known.

An extrafine touch was added at the story's end, when the "true prince" was revealed as the princess' childhood playmate, the gardener's boy. Combining youthful adoration of royalty and love of democracy, the Black Fairy satisfied all conventions—and all viewers—with her words: "I promised you a true prince. If he lacks noble blood he had what is far better, a noble heart."

Production costs: Approximately $150,000.
Sponsored by John H. Breck Co., Hills Bros. coffee and Sealtest Div. of National Dairy Products Corp., all through N. W. Ayer & Son, on NBC-TV, Sun., June 8, 8-9 p.m. EDT. Filmed in Hollywood.


Stars: Judith Evelyn, Alexander Scourby, Nancy Marchand, Olive Deering, Anne Helm, Vernon Gray.

Hostess: Shirley Temple.

THE BASEBALL CORNER

That baseball is more than a sport and that baseball players are more than athletes was admirably demonstrated a week ago Sunday on the premiere of The Baseball Corner. At the end of 30 minutes, the viewer knew that baseball is a science and that its major league players are intelligent, articulate citizens, more at ease before a camera than any a statesman or actor.

With Buddy Blatner, who played in the New York Giants infield a decade ago, as host, and with such guests as Frankie Frisch, Pee-wee Reese, Duke Snider and Bob Feller, the pace of the program sometimes reached bewildering speeds. It was not a show for the casual, once-a-month grandstand manager; it was a show for the dyed-in-the-wool bleacher fan who knows the average of the league's leading batter, the earned run average of its leading pitcher, and the probable percentage of sending a right-handed batter to pinch hit in the eighth inning against a lefthand pitcher when you are two runs behind.

The five experts discussed such currently intriguing issues as the Los Angeles Coliseum, with its left field wall only 250 feet from the batter's box, and differences between the game 20 years ago and now. "Uncle" Frisch defended the glory of yesterday eloquently, growing wistful as he talked of the "good old days."

Film clips of the guests were shown to the accompaniment of often wry comments (Snider, who has hit only two home runs this season, reacted to a scene of his hitting one far over the wall in Brooklyn by saying: "We miss that ball park—at least I do.")

There were, in addition, demonstrations by Snider of his batting grip and by Feller of his finger grip while pitching. But primarily the show's atmosphere was that of several good friends sitting around a crack-er barrel chatting about something they lived and loved—baseball.

One problem may arise as a result of the announced intention to have four different guests every week. The producers will be hard put to equal the informality and breeness which made the premiere of The Baseball Corner such a delight.

Production costs: $10,000.
Sponsored by General Mills (Wheatees)
Community Service Award
Presented to -

Art Barrie, People’s Opinion Program, & to WSPD Radio, by the American Legion of Lucas County; for outstanding service to the community in providing an easily accessible and readily available outlet for exchange of opinion on topical items of local & national interest; for providing access to various levels of knowledge on many subjects; and for promotion of many & varied programs.

Fifth day of May 1958

Here, Art Barrie receives the American Legion Community Service Award from Lucas County Commander Charles Phillips.
"...for outstanding services to the community..."

Only four times in 39 years has a community service been of such significance as to merit the Lucas County, Ohio, American Legion Community Service Award, recognized as the highest local award. This rare honor has just been awarded to Art Barrie, People's Opinion Program, and WSPD Radio in Toledo.

"The People's Opinion program was singled out," according to Commander Phillips, "because it provides any citizen easy and ready access to express an idea or opinion. Such expression receives wide coverage. "Definitely," Phillips continued, "our citizens in this area can be and are more informed on local and national issues than others in communities which do not utilize such a medium for a free exchange of ideas. Barrie and WSPD have given re-birth to "town meetings." Our community can only profit from this imaginative radio service."

"Famous on the local scene"

WSPD
NBC RADIO in TOLEDO

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., N.Y. • 230 N. Michigan Ave., Chicago
IN REVIEW CONTINUED

through Knox Reeves on ABC-TV Sun., 9-9:30 p.m. EDT.
Producer: Jim Colligan; director: Carl Tubbs.

THE INVESTIGATOR

Whatever else can be said for or against The Investigator, it is live. As such, NBC-TV's hour-long mystery series is a welcome recruit to the dwindling ranks of live television.

The series offers another dividend. Private eye Jeff Prior (played by Lonny Chapman) has an asset not often encountered in this milieu—a father (played by Howard St. John) who adds the experience of a completed newspaper career to the efforts of his energetic boy in getting to the crux of the "case."

The initial episode (June 3) was a drawing-room thriller, i.e., the emphasis was on talk. And much talk was needed to explain an intricate scheme by a disbarred lawyer out to discredit (and frame) his gem-importer cousin Donald Aldrich, so he could inherit their aunt's fortune. A strip tease turned nightclub operator was unwittingly involved in the diabolical plan and in due course she fell for the investigator. Meanwhile, the rich aunt was persuaded to change her will and subsequently was done in by her villainous nephew. At length the elder and younger Priors caught up with the criminal.

It was a point of law that put the finishing touches on the case and provided an opportunity for some resourceful camera work. An extensive search of lawbooks, given vitality by some interesting close-ups and camera angles, revealed to the sleuths that the old lady's will as rewritten was void. A re-enactment of the crime provided another chance for visual interest. Such occasions were scarce in the drawing-room script.

Though the unfolding plot kept the viewer on his toes, more was needed in the way of character development. Greater interest would have been generated if the participants emerged more as living and breathing, as well as talking, beings. Possibly in weeks to come the Priors, their friends and their adversaries will emerge as full-dimensional personalities.

Production costs: $35,000.

Sponsored by Liggett and Myers through McCann-Erickson, and RCA and RCA-Whirlpool, through Kenyon and Eckhardt, on NBC-TV Tues. 8-9 p.m. EDT, live in color and black-and-white. Started June 3.


--

WLIB — has more Negro listeners than any other New York radio station — network or independent (PULSE)

WLIB — only New York radio station with studies in Harlem

WLIB — first New York station broadcasting Negro community news and special events on a regularly scheduled basis — every hour on the half hour

WLIB — only New York station devoting 87% of its broadcast time to Negro programming.

Harlem Radio Center • Hotel Theresa
2080 Seventh Ave., N. Y. 27, N. Y. 10027

WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB, ABC Affiliate. Coli Peters, Griffin, Woodward for availabilities.

WGR-TV

ABC CHANNEL 2
BUFFALO

SYMBOL OF SERVICE
A TRANSCONTINENTAL STATION
WBHC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WUSA Radio, WGR-TV, Harrisonburg

another hit

in Washington, D.C.,
the top station from noon to 10 p.m. Monday through Friday ... without a hint of loading ratings ... is

wmal-tv
Now in the 4th year of color telecasting with 7½ hours of locally originated color programs weekly.

**Plus** All NBC Color Shows

**Plus** Special Events

for experience in color-casting look to Channel 5 in the Fort Worth-Dallas Market

Test your product on one of these Local Color Shows on WBAP-TV

**High Noon News**...... 12:00-12:30 P.M. Monday thru Friday

**Kitty's Wonderland**...... 12:30-1:15 P.M. Monday thru Friday

**Margret McDonald Show**...... 1:15-1:30 P.M. Monday thru Friday
WIN A LUXURY CARIBBEAN VACATION CRUISE FOR TWO or one of 15 other valuable prizes in the big “MILLION DOLLAR MOVIE CONTEST”

The contest is built around the Multi-Million Dollar Package of films to be shown on “Million Dollar Movie” this fall—“Million Dollar Movie’s” 5th and greatest season on WOR-TV. The 16 films in the package are the strongest week-in, week-out, all-season-long lineup ever shown on any movie program in New York.

...All the films are first-run

...8 out of the 16 are post-SAG* films

...The first post-1948 RKO films—the only post-SAG’s from a major Hollywood studio

...Great pre-SAG pictures like “Murder My Sweet”, “Citizen Kane”, and “Hunchback of Notre Dame”

...Hollywood’s biggest stars—James Cagney, Humphrey Bogart, Charles Laughton, Jane Russell and Marilyn Monroe

In short, a lineup designed to further strengthen “Million Dollar Movie’s” position as New York’s highest-rated television program—DELIVERING MORE DIFFERENT HOMES THAN ANY OF THE TOP 10 NETWORK PROGRAMS**

On the facing page are the 16 movies to be featured on “Million Dollar Movie” (Sept. 22, 1958-Jan. 11, 1959) along with 16 quotes from reviews of the film from major New York newspapers and Cue Magazine. To enter the contest, merely match the quote to the film by placing the number for the appropriate quote in the box alongside the title of the film. For example, as shown, Quote #1 is for the film “Godzilla”.

Now ... match the remaining 15 ...

WOR-TV New York channel 9  
A Division of RKO  
Teleradio Pictures, Inc.
OFFICIAL ENTRY BLANK

“MILLION DOLLAR MOVIE” MATCH-THE-MOVIE CONTEST
(A facsimile of this blank will also be accepted)

PRIZES:
1st—Luxury Cruise to Nassau for 2
2nd—Air conditioner
3rd—Portable Television Set
4th-16th—Movie Cameras, Waring Blenders, Electric Shavers

MAIL ENTRIES TO:
Multi-Million Dollar Movie
WOR-TV
1440 Broadway
New York 18, N. Y.

☐ ANDROCLES AND THE LION
Victor Mature, Jean Simmons

☐ CITIZEN KANE
Orson Welles, Joseph Cotten

☐ CLASH BY NIGHT
Paul Douglas, Barbara Stanwyck, Marilyn Monroe, Robert Ryan

☐ CRIME SCHOOL
Humphrey Bogart

☐ DANGEROUS MISSION
Victor Mature, Piper Laurie

☐ GODZILLA
Raymond Burr

☐ HUNCHBACK OF NOTRE DAME
Charles Laughton, Sir Cedric Hardwicke

☐ MACAO
Jane Russell, Robert Mitchum

☐ MURDER MY SWEET
Dick Powell, Claire Trevor

☐ NEVER WAVE AT A WAC
Rosalind Russell, Paul Douglas

☐ PUBLIC ENEMY
James Cagney

☐ SPITFIRE
Katharine Hepburn, Robert Young

☐ UNDERWATER
Jane Russell

☐ VALLEY OF THE SUN
Lucille Ball, James Craig, Sir Cedric Hardwicke

☐ WE ARE NOT ALONE
Paul Muni

☐ WHITE HEAT
James Cagney, Virginia Mayo

CONTEST RULES
1. Open to all advertising and media personnel in any
   McCutcheon-listed agency or advertiser.
2. Only one entry per person.
3. Entry blank must be filled out completely.
4. All entries must be postmarked no later than midnight
   June 20, 1958.
5. In the event of ties, the earliest postmark will determine the
   winner.
6. In all cases the decision of the WOR-TV judges will be final.

* Proper name deleted.

PLEASE PRINT OR TYPE

NAME ________________________________

POSITION ________________________________

COMPANY ________________________________

ADDRESS ________________________________

Broadcasting June 9, 1958 • Page 21
OPEN MIKE

McNamara's on Bandwagon

EDITOR:
In the past few issues I found [Broadcasting] not only interesting but informative, especially with such articles as those on ASCAP and videotape. They are very helpful in the area of TV and radio in which I work.

Jane A. McNamara
McCann-Erickson
New York City

Golden Spike That Silvernail

EDITOR:
Congratulations to both Frank Silvernail and Broadcasting on his new assignment as consultant. It's reassuring that the many services he has made to the industry will continue...

Robert W. Ferguson
WTRF-TV Wheeling, W. Va.

EDITOR:

... [The editors of] Broadcasting... are pretty knowledgeable people to start with, but with [Frank Silvernail’s] advice they should never make a single mistake from here on.

Frederic R. Gamble
President
American Assn. of Advertising Agencies
New York City

EDITOR:
A real golden spike that Silvernail. Three cheers to you...

Lawrence H. Rogers II
President
WSAZ Inc.
Huntington-Charleston, W. Va.

EDITOR:

... The industry's top trade magazine has now been bolstered by a top gun in every single respect.

Cecil Woodland
General Manager
WEJL Scranton, Pa.

EDITOR:
Frank Silvernail's association with Broadcasting is good news...

There is not the slightest doubt about television and radio being thought of jointly by the buyer...

Wilbur M. Havens
President
WTVR (TV) Richmond, Va.

The Public's Taste Comes First

EDITOR:
Jerry Feniger of Cunningham & Walsh [Adv. & Agencies, May 12] would undoubtedly prefer to program what he thinks the public should have, rather than what they obviously want. Heaven help him if he ever steps down from his ivory tower and tries to run a radio station!

The fact that the independents have made their greatest audience gain at the expense of the network stations would suggest that it's the network that should do some soul-searching.

It's not what you like or what I like, or even what Mr. Feniger likes. It's what the public likes that is all important...

Larry H. Lau
General Manager
KVAN Vancouver, Wash.

Denies Limited Appeal Charge

EDITOR:
I am tired of the continuing baseless criticism of music and news radio stations voiced by some industry people... on the notion that such stations appeal only to the so-called "pre-shave" set. But never has one of these critics produced the facts to substantiate this fantasy.

The reason is simple. All research evidence available confirms that these "modern" radio stations not only have a predominately adult audience but consistently draw more adult listeners than the old line soap opera network stations.

Frank G. Boehm
Vice President-Director of Research
Adam Young Inc.
New York City

Why Do They Do It?

EDITOR:
I'm a real old radio fan who started with a crystal set and kept going until not so long ago I took up television. My wife and I enjoy most of the programs but we can't figure out why... [there] are so many unnecessary things. We don't object to commercials although lots of them are crude and noisy and, in our opinion, don't cater to good taste or interest. What we object to:

The ballyhoo of so many masters of ceremonies which is usually overdone and resembles old-style low comedy...

Permitting audience applause to override introductions...

Interrupting a program for a commercial seems to have established a standard form of speech. Are there no other expressions than "right now?"

The blast of raucous music between scenes which obviously have changed. Music as such is well appreciated but not as a sound curtain to separate TV scenes when it often interferes with what follows...

An unseen announcer introducing the master of quiz and panel shows as "our star" when actually he is the host and moderator...

Emcees seeking audience applause by crying "give the little girl a big hand"... reminiscent of the old amateur nights in vaudeville.

Live audiences [which are not] kept in
16 mm MAGNA-STRIPE Raw Stock is motion picture film with pre-applied magnetic sound stripe... perfect mate for Auricon FILMAGNETIC Sound-On-Film Recording Cameras.

Mail convenient coupon or attach to your business letterhead for free information on Soundcraft MAGNA-STRIPE Raw Stock and all Soundcraft magnetic recording films.

Professionals everywhere prefer Auricon FILMAGNETIC Sound-On-Film Recording Cameras for lip-synchronized Talking Pictures and Music Quality — using Soundcraft MAGNA-STRIPE Raw Stock. They go together to give you living sound!

Mail coupon for free information on Auricon FILMAGNETIC Cameras.
"JAXIE" SAYS, "You'll get TOP results from these TOP rated shows"

ROMPER ROOM with Miss Penny and POPEYE PLAYHOUSE with Skipper Al are hitting hard with the lowest-cost-per-thousand children's shows in Jacksonville's rich $1 1/2 billion market.

Miss Penny's ROMPER ROOM came up with an average rating of 13.0 for the full hour (9:00-10:00 AM) Monday through Friday. Add to that an average rating of 24.2 for Monday through Friday's POPEYE PLAYHOUSE (5:00-5:45 PM) and you'll see that a top audience can be reached through one minute availabilities on these shows.

For further information concerning one minute availabilities on these top children's shows, call Ralph Nimmons in Jacksonville at Elgin 6-3381 or contact your nearest P.G.W. "Colonel".

* March, 1958

ARS ratings.

Represented by Peters, Griffin, Woodward, Inc.
NBC - ABC

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

DISCRIMINATING

buyers consistently buy the consistently proven lead TV station (KJEO-TV) in the fabulously rich Fresno and San Joaquin Valley market. Consult your Branham man now for further fascinating details. We GUARANTEE you'll save your energies . . . get more for your monies . . . on KJEO-TV Fresno. ACT TODAY!

OPEN MIKE CONTINUED

the background or hushed up completely. Their relayed applause isn't needed. . .

We shall continue to look and listen, although we may have to continue wondering why they do these things.

Carl H. Busman
National Press Bldg.
Washington

[EDITOR'S NOTE: Mr. Busman, now a consultant, served as secretary of the former Federal Radio Commission.]

That's Not Wright

EDITOR:

In its coverage of the FCC hearings on the Barrow Report, Broadcasting states [GOVERNMENT, May 26] that Mr. John Wright submitted tables "to show that the spot rates for the eight affiliates [represented by CBS TV Spot Sales] are higher in 75% of the time periods weekly."

Actually, the tables referred to were submitted as part of my testimony and showed that the network rates—not the spot rates—of these stations are higher in 75% of the time periods.

Glenn Marshall Jr.
President
WMBR-AM-FM-TV Jacksonville, Fla.

[EDITOR'S NOTE: Mr. Marshall is right; it was he, not Mr. Wright, who submitted tables to show that the network rates for the eight affiliates are higher in 75% of the time periods and the spot rates higher in only 19%, while rates were identical in 9% of the periods.]

Viewer Aversion to Meter Tv

EDITOR:

Your SPECIAL REPORT on community antenna tv May 12 was read with interest inasmuch as we are right in the middle of this hot subject.

J. P. Wilkins, president and general manager of KFBB-AM-TV, presented several reports on free versus pay tv and what might be expected in the way of service from both. These reports were simulcast and the response has been tremendous. Over 21,000 people wrote the station protesting any CATV or pay tv systems. Many thousands of these people outside the Great Falls metropolitan area realize that any local CATV system which endangers the ability of a local tv to survive would, in effect, deprive these urban thousands of television, should the local station discontinue operations. Of the 21,000 writing, less than 25 said they were dissatisfied with KFBB-Tv service . . . a record that any tv station could be proud of.

These letters were sent to Sen. Magnuson May 21. Since that time, despite the fact there have been no further broadcasts on the subject, an average of 200 letters are received daily from people concerned over the threat that CATV and pay tv systems pose.

William E. Spahr
Assistant Manager
KFBB-AM-TV Great Falls, Mont.

Page 24 • June 9, 1958
No question about who's leading the field in Mobile.

WKRG-TV is lengths ahead (Nielsen, ARB and Pulse) ... continues to pull further and further in front.

NEW, TALLER TOWER ADDS GREATER MID-GULF COVERAGE

Even before, Nielsen gave WKRG-TV 16,000 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.

It just takes one BIG one...
“He must know a good spot”
McCann-Erickson timebuyers do too. Their skill in finding the most productive sales medium in each market is vital to some of the nation's most successful advertisers. Naturally, all media research data — supplied by their own researchers and by CBS Television Spot Sales — receive a thorough going-over.

Result? McCann-Erickson picked WBTW, Florence (S.C.) for seven of its major accounts during the past year... including Bulova Watch, California Spray-Chemical Corp., Liggett & Myers, National Biscuit, Esso Standard Oil and Coca-Cola.

Good spot to be in! As you'll discover for yourself when you join McCann-Erickson... and the 328 different national spot advertisers with current spot campaigns on the 14 stations and the regional network represented by...

**CBS TELEVISION SPOT SALES**

- WCBS-TV New York
- WHCT Hartford
- WCAU-TV Philadelphia
- WTOP-TV Washington
- WBTV Charlotte
- WBTW Florence
- WMBR-TV Jacksonville
- WXXI Milwaukee
- WBBM-TV Chicago
- KMOX-TV St. Louis
- KFUL-TV Houston
- KSL-TV Salt Lake City
- KODI-TV Portland
- KNXT Los Angeles
- and THE CBS TELEVISION PACIFIC NETWORK
OUR RESPECTS
to David Channing Moore

WHEN the Schoellkopf cousins (Paul and Fred) of Buffalo were setting up the new Transcontinental Television Corp. in late 1955 their attention was directed to David Channing Moore of New York, a former official of International Business Machines who had just completed an important Pentagon assignment.

Mr. Moore had carried a bureaucratic title whose functional importance was well understood in Potomac circles—Special Assistant to the Assistant Secretary of Air, Materiel.

The Schoellkopfs and their associates had a definite set of specifications as they looked for the right man to serve as TTC president and as operating head of the young broadcast group. They wanted a president to direct the enterprise toward an important goal—the maximum allowable number of radio and tv station operations. They had in mind a man around 40 who combined business experience with a thorough knowledge of U. S. markets, executive ability and a sound backlog of service in sales and administration.

They offered the job to Dave Moore—a tall, suave, well-dressed and personable man who has been described as "a top-flight executive who looks the part." At the time Mr. Moore was enjoying a two-month breather after the Pentagon assignment and was considering an offer to return to IBM. Having spent his entire business life at IBM, the prospect of a young enterprise looked attractive. He accepted.

As a college student young David Moore had been interested in business, spending his summer vacations from Brown U., Providence, R. I., in New York as a junior salesman for IBM. At college he had served on the football squad and glee club besides holding high scholastic posts.

After receiving his Ph.B. degree in 1934 he went to work fulltime in the IBM assembly department at Endicott, N. Y., moving to the general sales department in 1935 and through successive steps as senior salesman, branch manager and eastern district manager. By 1941, when he took a leave of absence to join the Army, he had risen to assistant sales manager of an IBM division. He served three years in the Army Air Corps, entering as a second lieutenant and being discharged after 31 months overseas service. Currently he is a lieutenant colonel in the Air Force Reserve. He holds the Bronze Star, awarded by Maj. Gen. Claire Chennault for meritorious service and ground operations against the enemy. His assignments took him to Brazil, British Guiana, Ascension Island, the West Indies, India and China.

After World War II he returned to IBM and was named national sales manager of the time equipment division, a position he held until his Pentagon call in 1955.

As TTC president, Mr. Moore runs a fast-developing electronic empire that comprises WROC-TV Rochester, N. Y.; WGR-AM-TV Buffalo; 50% of WVAS-AM-FM-TV Harrisonburg, Va., and 60% of WNEP-TV Wilkes-Barre and Scranton, Pa. This electronic cluster was acquired over an 18-month period, "Quite a history of acquisition," he feels.

Mr. Moore was born Sept. 20, 1919. His line of descent is distinguished, going back to Richard Channing Moore, an Episcopal bishop in Virginia, and Col. T. W. C. Moore, aide de camp to Gen. Sheridan. His great-grandfather, Gen. Francis E. Spinner, was Treasurer of the United States for 14 years, serving under Presidents Lincoln, Johnson and Grant. Moore Street in lower Manhattan was named after the family, which had large holdings on the island extending from the Battery to City Hall Park. The Moores sold holdings at West Point to the government for the Military Academy.

One of Mr. Moore's hobbies is music. He is a contract member of Broadcast Music Inc. In 1929 Bert Lown, now CBS station relations executive on the West Coast, plugged a Moore composition, "I Can't Understand," when the Lown band was appearing at the Biltmore Hotel, New York. Other compositions include "The Squadron Story," popular with Air Force personnel during World War II, and "This Is Bermuda," still a best-selling record on the island. His "Remember Bermuda" also was recorded.

He married the former Harriet Hamilton. They have three children—Mrs. William Little White; Ashley, a student at Briarcliff College, and T. Channing Moore, a junior at Hotchkiss School. They live in Bronxville, New York.

Mr. Moore is active in a number of clubs and social organizations. The list includes Circus Saints & Sinners, New York; University Club of New York City; St. Nicholas Society; Radio & Television Executives Society (board of governors); Grand Central Art Gallery; Young Men's Republican Club of Bronxville; American Legion, and 14th Air Force Assn. He is active in many civic groups in Bronxville. In 1954 he was campaign treasurer for Rep. Ralph W. Gwinn (Republican).
SPECIAL COMBINATION OFFER*

You're invited to a...

POLKA PARTY

SCRIPTS:
26 quarter-hour shows—a sparkling, fast-moving, saleable package.

MUSIC:
Two of the best... Walter Solek's and Walt Jaworski's Polka Dance Bands performing dance-inviting polkas, obereks, mazurkas, Rheinlanders and other folk dances.

Music recorded for the SESAC Transcribed Library on high-fidelity 16" ET's. Perfect for your daily programming.

COMPLETE POLKA PACKAGE ........ $49.50

Get Set to...

SQUARE DANCE

SCRIPTS:
26 quarter-hour programs—an action-packed, easy-to-sell, sure-fire series.

MUSIC:
Ed Durlacher and the Barnstormers... calling and playing square, quadrilles, contras and circles that will start both feet and sales jumping.

Square dance music on high-fidelity 16" ET's from the SESAC Transcribed Library. Can be used all year long.

COMPLETE SQUARE DANCE PACKAGE ....................... $49.50

*SPECIAL COMBINATION OFFER
Both packages at the special price of $75.00
... a saving to you of $24.00!
this special offer expires June 30, 1958

Be ready to sell your Summer Sponsors
ORDER NOW
use the attached order blank

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

Get Set to...
NOW, YOU CAN TRIPLE YOUR AUDIENCE IN WASHINGTON!

WRC-TV 4

If you currently sponsor a program on any of Washington's 4 TV stations, you can triple (or quadruple, even quintuple!) your weekly unduplicated audience with WRC-TV's 14/50 Plan—14 spots a week at a 50% discount. Here's an example: (Source: A.C. Nielsen Co.)

<table>
<thead>
<tr>
<th></th>
<th>1/2-HR. NIGHTTIME TV PROGRAM</th>
<th>1/2-HR. PROGRAM PLUS 14/50 PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of homes reached per week</td>
<td>17.7</td>
<td>55.0</td>
</tr>
<tr>
<td>Number of homes reached per week</td>
<td>89,500</td>
<td>287,100</td>
</tr>
<tr>
<td>Average frequency per home per week</td>
<td>3.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Total net cost per week</td>
<td>$1,550</td>
<td>$2,210</td>
</tr>
</tbody>
</table>

The only further proof you need is a hard-selling 14/50 Plan of your own on WRC-TV. Arrange for it now with your NBC Spot Sales representative.
FCC, JUSTICE DEPT. FLANK NETWORKS

Justice tells FCC option time, program tie-ins are illegal
Agrees it won't lower boom until FCC makes own findings

The FCC and the Justice Dept. admitted last week that they have joined forces for an out-of-court prosecution of the networks on antitrust charges.

Confirming what had been reported earlier [CLOSED CIRCUIT, May 12], FCC Chairman John Doerfer testified that Justice feels option time and purported tie-in practices by the networks are violations of the antitrust laws. For now, however, Justice is letting FCC carry the ball—until conclusion of the latter's current inquiry into network practices (Barrow study).

Confirming in turn what the FCC chairman said, antitrust chief Victor R. Hansen told BROADCASTING that "We are working with the FCC—we're not trying to impede it." Mr. Hansen said Justice and the Commission were now studying questions raised during the April huddle disclosed by the FCC chairman during testimony before the Senate Commerce Committee last week. It was believed he referred to the liaison now established with the Commission's network study staff working on the still-unpublished programming section of the Barrow Report.

Chairman Doerfer revealed the liaison in testifying before Sen. John W. Bricker (R-Ohio) on the latter's bill to bring networks directly under FCC jurisdiction (see page 54). He said that although Justice feels the two practices in question constitute antitrust violations, it was agreed to let the FCC complete its own study and decide whether they are in the public interest. The FCC then will submit its findings to Justice for an official ruling on antitrust violations.

If Justice then formally recommends that the two practices are illegal, the Commission will have no alternative but to declare them so, Mr. Doerfer stated.

(Also last week, Rep. Emanuel Celler [D-N.Y.] loosed a blast threatening renewed hearings by his antitrust committee unless the Commission moves quickly to ban option time, must buys and alleged program tie-ins. See below.)

The FCC-Justice meeting everybody was talking about occurred April 24. The Justice officials opened the conference, Mr. Doerfer said, with the statement that "their informal opinion was that option time was a violation of the antitrust laws per se ..."

One of the reasons why Justice believes it would be better for the FCC to continue its present network proceedings and to work with the Commission is, according to Mr. Doerfer, that the Commission's action could come much more quickly than if Justice had to file an antitrust suit and fight it out in the courts.

It was also pointed out that, disregarding the question of antitrust violations, the FCC had the power to prohibit any network practice it finds against the public interest—and thus if it rules this way on option time, or program tie-ins, the question of antitrust may never come into the open to face litigation.

On the other hand, Mr. Doerfer stressed that if the Commission were to find that option time is needed by the networks in order to function and that it is in the public interest—and if the Justice Dept. formally rules that the practice is illegal—then the Commission must follow the Justice Dept. recommendation, but can ask Congress to specifically exempt this practice from the antitrust laws.

Mr. Doerfer emphasized that it was his feeling that the Justice Dept.'s opinion on the illegality of option time and tie-ins was "in the sense of a tentative conclusion."

There are about 60 witnesses, Mr. Doerfer observed, who have made charges with the Justice Dept. against network practices. Some of them have asked to remain anonymous, he said.

"I objected to the use of that evidence unless they would submit themselves to cross examination," Mr. Doerfer explained.

Mr. Doerfer explained that it was his understanding that the Justice Dept.'s attitude was based first on the fact that option time gives networks a dominant position in the industry, and that the alleged practice of requiring that the network be allowed an interest in a program before it would buy it became illegal in the light of this dominance.

The programming section of the Barrow Report was never included in the massive two-volume document issued last October. This material is being collated and processed by the present network staff, and is scheduled to be issued as a separate report in the fall.

This newest development, it is believed, may set this schedule back further, perhaps until some time late this year, although Chairman Doerfer indicated last week that he hoped it would be available in "three or four months."

Mr. Doerfer also told the committee that it was planned to conclude the present Barrow hearings with Dean Roscoe L. Barrow and Dr. Jesse Markham, Princeton U. economics professor. This may be in July.

He also added that after the formal proceedings are completed, "it may take a considerable time to prepare the findings."

Rep. Celler unloosed his salvo at the FCC on Tuesday, with charges that the Commission was dilatory "in what appears to be a deliberate effort to refrain from taking action to ban these various restrictive and anti-competitive practices."

"Further foot-dragging by the FCC on these vital matters can no longer be countenanced," Mr. Celler declared.

He stated that the committee will reopen hearings "should there be further unjustified delay by the Commission."

Mr. Celler referred to the 1956-57 hearings by his House committee and its report of June 10, 1957, which found that option time "appears" to have a marked similarity to block booking practices in the movie industry outlawed by the Supreme Court.

Judge Hansen appeared before the Celler committee in 1956. At that time he stated that antitrust lawyers in his office thought that option time may be a violation of the antitrust statutes [GOVERNMENT, Sept. 17, 1956].

In November 1957, Judge Hansen told BROADCASTING that the government was still investigating network practices and still felt that option time and alleged program tie-ins were illegal, but that he felt that the Commission should be permitted to conclude its network study and rule itself on these practices before the Justice Dept. should step in [GOVERNMENT, Nov. 11, 1957].
REVSONS SPLIT;
REVLOn INTACT

The split-up of the Revson brothers of Revlon Inc., expected for some time, was formal last week. Charles H. Revson, president of the firm, announced the resignation of Martin E. Revson as executive vice president, attributing it to personal differences.

A two-sentence news release reported the end of a close relationship in which the two had worked to spiral Revlon Inc. from a one-room lab into a sprawling cosmetics empire with annual net sales estimated in excess of $300 million.

Behind this announcement lay deep speculation about what had led to the rupture between the brothers Revson after 26 years—a split that was said to have direct bearing on future advertising plans and policies. To be certain, last week's mysterious manipulations at Revlon headquarters in Manhattan tended to lend further credence to Time magazine's recent contention that older brother Charles Haskell Revson was perhaps "the most feared, cheered and jeered advertising client since the late George Washington Hill.

Though no one at Revlon Inc. or at its numerous agencies would comment officially, there was no doubt that only one man could actually say what had led to the break and that man was not talking. Word of the impending split had been making the rounds of New York's advertising precincts for some month. Recently Word informant reported that Charles had bought up his brother's share of the 950,000 Revlon holdings the brothers were reputed to have owned jointly—shares estimated at total worth of about $25 million—out of the firm's total 2.7 million shares. And while the phrase "personal differences" led to all sorts of speculation, reliable sources suggested last week that the areas of conflict could be narrowed down to two spheres: (a) advertising operations and (b) product diversification.

Neither sphere seemed clearly defined. Both former advertising executives, long exposed—directly or indirectly—to Charles Revson's predilection for the flamboyant, felt that the friction, long building might have grown out of Martin Revson's conservative and scientific approach to the business. One put it succinctly; "There's room up there for only one genius—and that's Charles." Martin Revson leaves open the post of marketing chief—advertising, merchandising, sales promotion and diversification.

No sooner had the first shockwave died on Madison Avenue than a second tremor was being felt by Revlon's agency quintet. Twenty-four hours after announcing Martin Revson's resignation came news release No. 2 stating Revlon had hired a sixth agency and that, furthermore, it would shuffle products among the others. The newcomer is an agency known primarily for its work in direct mail and inquiry response advertising techniques.

Maxwell B. Sackheim & Co., New York, which now will take over Clear-O-Dan shampoo (a product originally assigned to Emil Mogul Co.) can be called a "dark horse." Its work in the package goods field has been, to all intents and purposes, insignificant. Heavy on publishing firm accounts, mail order "clubs" (CBS Inc.'s Columbia Records Club, The Literary Guild, Music Treasure's of the World, etc.), Sackheim has made little use of tv-radio but when it has, it has been "remarkably effective," according to one major client, Time Inc. (It is a little known fact that while Young & Rubicam is credited with being Time Inc.'s agency, it is Sackheim that has handled Time magazine's radio drives). For Time and for Jackson & Perkins (rose growers), Newark, Sackheim has perfected a form of "direct mail radio" campaigning that Revlon now hopes to use on behalf of Clear-O-Dan. Its billings at the outset will be "small" but should jump considerably after undergoing test runs on radio-4

Of the remaining agencies, only one shop will be left unaffected by the latest Revlon gyrations: Charles W. Hoyt Co., New York, which inherited Revlon's ethical advertising billing from Noyes & Sproul, New York, last January.

REVSONS IN HAPPIER DAYS
CHARLES (I) WILL GO IT ALONE

Emil Mogul Co., New York, will increase aggregate billing despite its losing Aquamarine spray and Silken Net spray. It will gain Satin Set—currently Revlon's No. 1 hair product—and Top Brass deodorant for men. It already has Top Brass hair cream. Gaining Aquamarine spray (Mogul retains the rest of the Aquamarine line) as well as Silken Net is C. J. LaRoche & Co., which is giving up Satin Set. It also loses Clean and Clear facial cleanser, which goes to Warwick & Legler as do Silicare lotion and hand cream (out of Dowd, Redfield & Johnstone). DR&S gains no new product at this time, but LaRoche is due for two new facial creams, presently unnamed.

Warwick & Legler, which last fall inherited the plum of the Revlon billings from BBDO [ADVERTISERS & AGENCIES, Sept. 23, 1957], remains the pivotal nucleus of Revlon's agency set-up, gaining a third product, also a face cream. W & L remains agency of record on CBS-TV's $64,000 Challenge, which next season moves into the Sunday, 10-10:30 p.m. time slot with P. Lorillard Co. (company program, $64,000 Challenge, now on Sundays, is dropped effective September). W & L also will service the new Bid 'n Buy panel quizzer that takes a try-out run this summer in the former Question Tuesday night period on CBS-TV. Should this show "make it"—says advertising vice president George J. Abrams—Warwick & Legler will place the advertising for Revlon.

LaRoche, last year's agency of record on the abortive ABC-TV-Destil Walter Winchell File and CBS-TV's 20th Century-Fox Hour will be assigned agency responsibility for the new Garry Moore Show on CBS-TV next season. The Tuesday, 10-11 p.m. program weeks a co-sponsored, multimillion-dollar cosmetic empire, claiming to be the world's largest. Its success was predicated on the theory that cosmetics should be promoted as style items, not mere beauty aids. In that time, advertising expenditures were hiked from zero to an estimated $20 million of which tv-radio takes more than 50%. Primarily a network program, Revlon in 1958 promises to use more spot on behalf of such products as Hi and Dri roll-on deodorant and Clear-O-Dan.

Speculation centered late last week on Martin Revson's successor. Most likely candidate, seemed to be Mr. Abrams but he dismissed these reports as "premature." Advertising's voice in Revlon's future management is slated to be louder: for example, William Mandell, advertising manager, has quietly moved up to assistant to the president. Succeeding Mr. Mandell is William F. Siegel, advertising director of Coty Inc. Should Mr. Abrams move into the executive vice presidency, as has been suggested, Revlon would probably go outside of the corporation for a new advertising vice president.

As to Martin Revson's plans, there was only conjecture. Following Wall Street reports that Mr. Revson had bought "substantial holdings" in Rochester Drug Co., Detroit, there were reports he would be joining that pharmaceutical house. Another report had it Mr. Revson would purchase an interest in an advertising agency. Neither could be substantiated last week.

This Is Revlon's Agency Team And Products Serviced by Each

With Revlon's product line undergoing rapid expansion, it is becoming more difficult by the day to keep tabs on who handles what. Here is an agency breakdown:

- Warwick & Legler: Futurama lipsticks and nail enamels, Touch 'n Glow eye make-up, rouges and manicuring aids, Clean and Clear silicare lotion and hand cream, Living Curl hair spray and unnamed face cream, Christmas gift sets. (Tv functions: "tune-in" ads for Revlon's network programs, product endorsements."
- C. J. LaRoche: Clearaway acne preparation, Seven Wonders face cream, Love Pat, Moon Drops creams, Liquid Asset face lotion, Intimate colognes and Aerosol sprays,
WHO'S ON SECOND?

Status of Bid 'n' Buy—New Revlon show slated to go into the Tuesday, 10:10 p.m. slot on CBS-TV in lieu of $64,000 Question, on hiatus this summer—was "very much up in the air" Thursday, Warwick & Legler, Revlon agency, charged with production on the new John Guelder-Flying A package quiz, admitted that "nothing was set" but claimed that the decision was "between Revlon and CBS." Apparently the network feels Bid 'n' Buy isn't of substantial strength to go out under the CBS label and late Thursday Revlon advertising officials were understood to be closeted with CBS officials in an effort to arrive at a solution. W & L's position: "Until we're notified otherwise, Bid 'n' Buy is scheduled for Tuesdays."

Revlon "treatment" cosmetics (Second Nature, Build Up, White Sable), Aquarene spray, Silkenet hair spray, two new facial creams. (Tv functions: agency of record on Gomer Pyle Show.)

• Emil Mogul Co.: Aquarene lotion, Top Brass deodorant for men, Top Brass hair cream for men and future men's line products now in lab stage, Hi and Dri roll-on deodorant for women, Home Beautiful room deodorizer, Esquire shoe cleaners and waxes (Knowmark Mfg. Div.) and Satin Set spray. (Tv function: see Emil Mogul Co.)

• Maxwell B. Sackheim & Co.; Clear-Of-Dan medicated shampoos.

• Charles W. Hoyt Co.: Feminic menstrual pain reliever and ethical advertising (Thayer Labs Div.).

Of indefinite status are the following products either temporarily shelved or about to be reassigned: Fine and Handy liquid detergent (temporarily at Warwick & Legler), Fire and Ice fragrances (presently at LaRoche), and sponge cake makeup (now assigned to DRJ).

Starlac Account Puts DF-S Near $100 Million Billing

Dancer-Fitzgerald-Sample, New York, last week picked up the $2 million Starlac account from Young & Rubicam, New York, which handles most of the Borden Co.'s advertising. Starlac is Borden's non-fat dry milk product.

Though not a coup of the Frigidaire variety, the Starlac acquisition is noteworthy as the third new account acquired by DF-S in less than two months. It sets the DF-S billing pace nearer the select $100 million per year category.

DF-S current rate of yearly billing is over $90 million, counting in Frigidaire's $6 million (national) acquired in May and the Swift & Co.'s $1.5 million as well as the new Borden business. Applying the general breakdown used by the agency of 60% of its billing in broadcast media, its radio-tv billing now shoots over the $50 million mark.

Lever, Pharmaceutical Back Gleason Comeback

• Half-hour 'spectacular' set
• Budget near $100,000 per show

Two major advertisers—Lever Bros. and Pharmaceuticals Inc.—next fall will back what reportedly will be the most expensive regularly scheduled live half-hour television series in tv's history.

The program will mark the return to tv of comic Jackie Gleason (his services are under contract to CBS-TV). As explained last week, the show will "telescope" the former hour Jackie Gleason Show into a 30-minute, but "spectacular," format. Lever and Pharmaceuticals will place the comedy-variety program in the Friday 8:30-9 p.m. period on CBS-TV, starting Oct. 3. They will sponsor the show on alternate weeks.

The program's cost (production-talent, not time) will fall somewhere between $70-100,000 per show—and a spokesman last week placed the figure "closer to $100,000 than $70,000." Up to now the highest-budgeted regular five half-hour program series have been estimated in the $55-60,000 range. The advertisers have signed for 26 weeks. Taking $90,000 as a possible production cost for a single show, the entire series would call for a budget over the $2.3 million mark.

Agency negotiating for Lever was J. Walter Thompson, New York (Lever has six agencies handling its 18 products). Although JWT services Lever on four products—Rinso, Lux Liquid, Lux toilet soap and Stripe toothpaste—other products as represented by Lever's divisions can voice interest in participation on the show.

Pharmaceuticals, via Parkson Adv., will use Geritol, Sominex and some of its J. B. Williams' product line on the program. Pharmaceuticals, not as weighty in network tv as Lever but nonetheless a major network tv advertiser, has been active in reforming its lineup of shows for next fall [CLOSED CIRCUIT, May 5].

The advertiser has had approximately $14 million in network tv this year, a figure expected to be higher next year. The company next fall gives up its Saturday 10:10-10:30 p.m. slot on NBC-TV; Ted Mack Amateur Hour now in that period runs through this summer. Its entry into an alternate-week arrangement for Jackie Gleason reflects Pharmaceuticals' trend toward that type of sponsorship. Once the sole sponsors of To Tell the Truth (CBS-TV, Tuesday, 9:30-10 p.m.), Pharmaceuticals now has sold off alternate weeks to Philip Morris for Marlboro cigarettes. Its only single sponsorship remaining is Twenty One on NBC-TV which will be seen on Thursdays 8:30 p.m. next fall.

It was learned last week that Pharmaceuticals is negotiating for additional time on CBS-TV, a nighttime half-hour show and color daytime period.

Details of format and cast are still to be worked out on the new Gleason series. Mr. Gleason will be returning to network tv after an absence of 16 months. His former Saturday night series on CBS-TV started in September 1952 and was terminated at his request in June 1957.

'Specials' No Bargain, ABC-TV Study Holds

The tv "special" isn't really anything special in terms of cost efficiency, the ABC-TV research department contended last week in a special report [CLOSED CIRCUIT, June 2].

Where the cost-per-thousand per commercial minute for the average weekly program is $3.39, the report asserted, the comparable cost for the average once-a-month special is $4.29, A. C. Nielsen Co. cost analysis data was cited as source for the figures.

By program types, the average cost-per-thousand per commercial minute for weekly half-hour shows was given as follows: western drama $2.62; quiz and participation specials $2.83; general drama $3.14; situation comedy $3.45; suspense drama $3.62; variety $4.28 and adventure $3.67.

The cost of four weekly half-hours is approximately the same as the cost of one special the report asserted putting the cost of the former at $344,724 and the latter at $353,600. "But four weekly programs reach far more different homes than does one special," the report continued. On the average the number of different homes reached in four weeks was placed at 18,771,000 in the case of the average weekly half-hour and 15,838,000 for the average special.

In terms of sales impressions, the report said the average evening half-hour makes 101,540,000 in four nights at against 80,498,000 for the once-a-month special.

The research department—whose network is light on specials as compared to its competitors, despite ABC signing of Bing Crosby by last week's two specials (see story page 87)—did not conclude that there is no place for specials. Instead it said:

"Specials serve a function—they attract attention, are useful for introducing a new product, celebrating a special occasion, etc. In other words, specials are effective when they are truly special. However . . . as a regular and continuing advertising effort, a series of weekly telecasts is a superior advertising vehicle. It is this more conventional programming that allows an advertiser to place his sales message before the greatest number of prospects the greatest number of times at the lowest costs."
Harrington West-Bound To Be HC&M Chairman

Eugene I. Harrington, who eight years ago merged his San Francisco agency with Fletcher D. Richards Inc., last week quit the New York agency and its presidency (earned in 1955) to return to the West Coast. The move admittedly caught agency chairman Fletcher D. Richards by surprise. He denied Mr. Harrington was leaving on account of a "rift" by pointing out that Mr. Harrington had received a "most attractive offer out there."

The offer: board chairman of Honig, Cooper & Miner, Los Angeles, which on July 1 becomes Honig-Cooper, Harrington & Miner. It would be that agency's third name change this year, having originally been Honig-Cooper until its merger with the Dan B. Miner Co. The $15 million agency has offices in Los Angeles, San Francisco and Seattle, servicing such broadcast advertisers as Procter & Gamble's Clorox Div. and Star-Kist tuna.

Mr. Harrington said that "they (HC&M) made me a very attractive offer... All of this has happened quite suddenly."

Mr. Richards will assume the presidency of the Richards agency for the time being. He said it was not a "pro-forma" office but, on the other hand, "nothing permanent, either." Reports that Sherwood Dodge, ex-Foote, Cone & Belding New York general manager who joined Richards as executive vice president last summer, would be named president were dismissed as "decidedly premature" by Mr. Richards.

Meanwhile, Fletcher D. Richards announced the amalgamation of Tandy Adv. Agency Ltd., Toronto, with the Richards office in Montreal. The result is a new agency, Tandy-Richards Adv. Ltd.

The "amalgamation"—so called because Tandy-Richards Adv. is a Canadian-chartered firm "affiliated" but not owned outright by Fletcher D. Richards—combines three major Canadian accounts, all broadcast time users; Sun Oil Co. (Tandy), Studebaker-Packard Corp. (Tandy) and U. S. Rubber Co.'s Canadian subsidiary, Dominion Rubber (Richards).

**Multiple-Set Question Goes Into 1960 Census**

The radio and tv homes count in the 1960 decennial census of the United States will show multiple-set homes.

On top of the announcement by the Census Bureau that radio had been restored to the 1960 enumeration after it had been thrown out a few weeks before [ADVERTISERS & AGENCIES, June 2], the bureau disclosed that the 1960 broadcast question will provide for the first time this addition

TV'S HARRIET Makes 10-Year Mark

After 10 years, $35 million advertising dollars and 520 tv programs, Ed Sullivan last night (Sunday) clocked a milestone on the longest run in commercial television—a decade of continuous sponsorship by a single advertiser on an hour-long network show.

The show started June 8, 1948, with a 9-city list. It's now on 200 stations. Mercury came in as sponsor in March 1949, now is in its 10th season.

The show will formally celebrate its 10th anniversary on June 22. Among the stars to honor Mr. Sullivan on the show will be Jackie Gleason, Phil Silvers, Teresa Brewer, Maurice Chevalier, Sophie Tucker, Walt Disney, Victor Borge, Margaret Truman, Ben Hogan and Johnnie Ray.

In conjunction with the celebration, Kenyon & Eckhardt, agency for Mercury, is conducting an Ed Sullivan tenth anniversary station promotion managers contest in which the top award will be a 1958 Mercury Commuter station wagon. The agency's media department has divided the stations into four categories. For the best proof-of-promotion in each category the winners will receive $500. In addition, one of the $500 winners, judged the best over-all, will receive the station wagon for his station.

RADIO HOME-RUN

In a day when a too-cautious attitude towards advertising is poor business, a small realty firm in Cleveland showed positive thinking and hit a radio bonanza of nearly a million dollars worth of home sales. The results were accomplished in two weekends with a radio spot campaign placed by Paul C. Warren Adv., Cleveland.

Fazio Realty, a two-man office, came to Warren Adv. with a modest advertising budget for a housing development. The agency scheduled 85 spots on Cleveland's WDOK, WHK and WJW the first weekend, with Fazio subsequently reporting 26 homes sold. The next weekend a package of 50 spots ran on WDOK and a "sold-out" sign went up at the development. Final tabulations by Warren Adv.: 50 homes sold @ $17,500; cost to the client: $1,020.

Tv Audience Up 5.4%, Nielsen Survey Shows

Television gained 5.4% in viewing audience and 10% in viewing hours during the past year, A. C. Nielsen Co. reports in a study announced today (Monday).

The report shows that 95% of all U. S. television homes use their sets during a typical week. This comes to 40,163,000 households as compared to 38,082,000 in the comparable winter week of 1957.

The average home, according to Nielsen figures, watches television 43 hours and 12 minutes a week for a total of 1.74 billion hours of home watching per week. A year
ago the average came to 41 hours and 31 minutes per week and the weekly total was 1.58 billion hours.

The study distributes the weekly TV activity thus: 12% is done in the morning between 6 o'clock and noon; 27% between noon and 6 p.m.; 57% between 6 p.m. and midnight, and 4% after midnight.

Although after-midnight viewing represents a relatively small percentage of total viewing, Nielsen officials said, almost 22 million different homes—more than half of all TV homes—do watch television after midnight a some time during the week, averaging three hours of post-midnight viewing per week.

The study also notes that during the single morning hour from 8 to 9 a.m. the weekday audience mounts up to 13 million different homes in the course of a week. During the average minute of this hour some five million homes are watching.

The TV report in a counterpart the 1958 vs. 1957 report on radio listening, issued a week ago, in which Nielsen found the weekly radio audience up 8% [ADVERTISERS & AGENCIES, June 2].

### LATEST RATINGS

**NIELSEN**

#### TOP 10 NETWORK PROGRAMS

Tv Report for April 26-May 10

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<th>Rank</th>
<th>Program</th>
<th>No. Homes (000)</th>
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<tr>
<td>1.</td>
<td>Gunsmoke</td>
<td>18,364</td>
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<tr>
<td>2.</td>
<td>Tales of Wells Fargo</td>
<td>17,071</td>
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<tr>
<td>3.</td>
<td>Ed Sullivan Show</td>
<td>15,007</td>
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<tr>
<td>4.</td>
<td>I've Got a Secret</td>
<td>15,007</td>
</tr>
<tr>
<td>5.</td>
<td>Danny Thomas Show</td>
<td>14,663</td>
</tr>
<tr>
<td>6.</td>
<td>Perry Como Show</td>
<td>14,670</td>
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<tr>
<td>7.</td>
<td>Have Gun, Will Travel</td>
<td>14,405</td>
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<tr>
<td>8.</td>
<td>Wagon Train</td>
<td>14,362</td>
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<tr>
<td>9.</td>
<td>Restless Gun</td>
<td>14,319</td>
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<td>10.</td>
<td>Cheyenne</td>
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#### AVERAGE AUDIENCE

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<th>Rank</th>
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<th>No. Homes (000)</th>
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<tr>
<td>1.</td>
<td>Gunsmoke</td>
<td>17,931</td>
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<tr>
<td>2.</td>
<td>Tales of Wells Fargo</td>
<td>16,039</td>
</tr>
<tr>
<td>3.</td>
<td>I've Got a Secret</td>
<td>13,932</td>
</tr>
<tr>
<td>4.</td>
<td>Danny Thomas Show</td>
<td>13,712</td>
</tr>
<tr>
<td>5.</td>
<td>Have Gun, Will Travel</td>
<td>13,674</td>
</tr>
<tr>
<td>6.</td>
<td>Restless Gun</td>
<td>13,158</td>
</tr>
<tr>
<td>7.</td>
<td>Wyatt Earp</td>
<td>12,642</td>
</tr>
<tr>
<td>8.</td>
<td>Twenty-One</td>
<td>12,513</td>
</tr>
<tr>
<td>9.</td>
<td>GE Theatre</td>
<td>12,470</td>
</tr>
<tr>
<td>10.</td>
<td>Red Skelton Show</td>
<td>11,782</td>
</tr>
</tbody>
</table>

### BACKGROUND:

The following programs, in alphabetical order, appear in this week's Broadcasting TV ratings roundup.

**American Bandstand (ABC-81):** participating sponsors, Mon.-Fri. 7:30-9:30 p.m.

**Captain Kangaroo (CBS-114):** participating sponsors, Mon.-Fri. 3:30-5:00 p.m.

**CBS News (CBS-134):** participating sponsors, Mon.-Fri. 7:00-7:45 p.m.

**Cheyenne (ABC-99):** General Electric (Y&R), Sat, 7:30-8:00 p.m.

**Perry Como Show (CBS-165):** participating sponsors, Sat. 8-9 p.m.

**December Bride (CBS-118):** General Foods (B&M), Mon-Fri 8-9:30 p.m.

**GE Playhouse (CBS-139):** General Electric (BBD), Sun. 9-9:30 p.m.

**Gunsmoke (CBS-161):** Procter & Gamble (Compton), Mon.-Fri, 12:45-1:45 p.m.

**I've Got a Secret (CBS-148):** R. J. Reynolds (Trac), Wed., 8:30-9:30 p.m.

**Lincoln (CBS-162):** Brown & Williamson (Bates), Procter & Gamble (Y&R), alternating, Fri. 10-10:30 p.m.

**Maverick (ABC-125):** Lever Bros. (JWT), American Home Products (Y&R), alternating, Sat. 9-10:10 p.m.

**McKee's Tavern (CBS-152):** British-American Tobacco Co., Mon. 9-10 p.m.

**Mickey Mouse Club (Y&R):** Amoco Gas (Katz), Hamm (B&B), Fri, 7:30-8:30 p.m.

**My Fair Lady (CBS-160):** Remington Rand (Y&R), Mon. 8-9:30 p.m.

**Pulse (CBS-149):** Procter & Gamble (Compton), Wed. 7-8:30 p.m.

**Search for Tomorrow (CBS-123):** Procter & Gamble (B&B), Mon.-Fri. 12:00-12:45 p.m.

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**LATEST RATINGS**

**NIELSEN**

#### TOP 10 NETWORK PROGRAMS

Tv Report for April

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gunsmoke</td>
<td>33.1</td>
</tr>
<tr>
<td>2.</td>
<td>Have Gun, Will Travel</td>
<td>32.9</td>
</tr>
<tr>
<td>3.</td>
<td>Danny Thomas Show</td>
<td>32.8</td>
</tr>
<tr>
<td>4.</td>
<td>Restless Gun</td>
<td>32.5</td>
</tr>
<tr>
<td>5.</td>
<td>Wyatt Earp</td>
<td>32.2</td>
</tr>
<tr>
<td>6.</td>
<td>GE Theatre</td>
<td>31.3</td>
</tr>
<tr>
<td>7.</td>
<td>Twenty-One</td>
<td>31.2</td>
</tr>
<tr>
<td>8.</td>
<td>Red Skelton Show</td>
<td>30.3</td>
</tr>
<tr>
<td>9.</td>
<td>I've Got a Secret (CBS-180):</td>
<td></td>
</tr>
</tbody>
</table>

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**LATEST RATINGS**

**NIELSEN**

#### TOP 10 NETWORK PROGRAMS

Tv Report for May 1-7

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>No. Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Perry Como Show</td>
<td>13,697</td>
</tr>
<tr>
<td>2.</td>
<td>Gunsmoke</td>
<td>13,193</td>
</tr>
<tr>
<td>3.</td>
<td>Tales of Wells Fargo</td>
<td>12,480</td>
</tr>
<tr>
<td>4.</td>
<td>Danny Thomas Show</td>
<td>11,850</td>
</tr>
<tr>
<td>5.</td>
<td>Wyatt Earp</td>
<td>11,377</td>
</tr>
<tr>
<td>6.</td>
<td>Restless Gun</td>
<td>10,642</td>
</tr>
<tr>
<td>7.</td>
<td>Have Gun, Will Travel</td>
<td>10,530</td>
</tr>
<tr>
<td>8.</td>
<td>I've Got a Secret</td>
<td>10,416</td>
</tr>
<tr>
<td>9.</td>
<td>Schlitz Playhouse</td>
<td>10,155</td>
</tr>
</tbody>
</table>

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**LATEST RATINGS**

**NIELSEN**

#### TOP 10 NETWORK PROGRAMS

Tv Report for May 1-7

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Perry Como Show</td>
<td>39.3</td>
</tr>
<tr>
<td>2.</td>
<td>Gunsmoke</td>
<td>37.2</td>
</tr>
<tr>
<td>3.</td>
<td>Tales of Wells Fargo</td>
<td>36.2</td>
</tr>
<tr>
<td>4.</td>
<td>Wyatt Earp</td>
<td>35.3</td>
</tr>
<tr>
<td>5.</td>
<td>Danny Thomas Show</td>
<td>33.1</td>
</tr>
<tr>
<td>6.</td>
<td>Restless Gun</td>
<td>33.1</td>
</tr>
<tr>
<td>7.</td>
<td>Have Gun, Will Travel</td>
<td>30.5</td>
</tr>
<tr>
<td>8.</td>
<td>Lineup</td>
<td>30.1</td>
</tr>
<tr>
<td>9.</td>
<td>Schlitz Playhouse</td>
<td>29.6</td>
</tr>
<tr>
<td>10.</td>
<td>I've Got a Secret</td>
<td>29.1</td>
</tr>
</tbody>
</table>

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**LATEST RATINGS**

**NIELSEN**

#### TOP 10 NETWORK PROGRAMS

Tv Report for May 1-7

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<th>Rank</th>
<th>Program</th>
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</tr>
</thead>
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<td>1.</td>
<td>Perry Como Show</td>
<td>39.3</td>
</tr>
<tr>
<td>2.</td>
<td>Gunsmoke</td>
<td>37.2</td>
</tr>
<tr>
<td>3.</td>
<td>Tales of Wells Fargo</td>
<td>36.2</td>
</tr>
<tr>
<td>4.</td>
<td>Wyatt Earp</td>
<td>35.3</td>
</tr>
<tr>
<td>5.</td>
<td>Danny Thomas Show</td>
<td>33.1</td>
</tr>
<tr>
<td>6.</td>
<td>Restless Gun</td>
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</tr>
<tr>
<td>9.</td>
<td>Schlitz Playhouse</td>
<td>29.6</td>
</tr>
<tr>
<td>10.</td>
<td>I've Got a Secret</td>
<td>29.1</td>
</tr>
</tbody>
</table>
Tv Whips Papers 3-1
In CBS TV Spot Study

Comparisons of potential audience for similar money placed in spot tv and newspapers have been published in CBS Tele-
vision Spot Sales which in its survey used CBS-TV stations in the top 15. 30, 45, 60 and 75 markets. Spot Sales concluded
that the potential audience ratio is nearly 3 to 1 in favor of spot tv. (Tv study is based on costs for three nighttime spots against 5
page ads and 12 daytime announcements against 1/2 page ads in the same newspapers.)

The figures:

<table>
<thead>
<tr>
<th>Market</th>
<th>Cost</th>
<th>Page Ad</th>
<th>Time</th>
<th>Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP 15 MARKETS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS Station</td>
<td>$27,630</td>
<td>Leading</td>
<td>Newspaper</td>
<td></td>
</tr>
<tr>
<td>Delivered Audience</td>
<td>21,918,000</td>
<td>7,599,621</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potential Audience (Coverage vs. Circulation)</td>
<td>21,788,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivered Audience (Families Reached)</td>
<td>30,009,000</td>
<td>15,966,646</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivered Audience</td>
<td>24,598,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOP 20 MARKETS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivered Audience</td>
<td>12,649,000</td>
<td>21,725</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivered Audience</td>
<td>28,181,000</td>
<td>10,887,548</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivered Audience</td>
<td>21,181,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOP 75 MARKETS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivered Audience</td>
<td>3,421,000</td>
<td>1,955,353</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivered Audience</td>
<td>37,327,000</td>
<td>17,999,940</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivered Audience</td>
<td>33,017,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PREVIEW
Selling dog care for ‘dog days’

No one probably feels the “dog days” of summer more keenly than the dogs themselves. Accordingly, Polk Miller
Products Corp., Richmond, Va. (Sergeant’s dog care products), has launched a three-month campaign on NBC-TV’s
Jack Paar Show (Mon.-Fri., 11:15 p.m.-3 a.m.) and ABC-TV’s American Band-
stand (Mon.-Fri., 4-5 p.m.) to impress on viewers the needed summertime dog care.

The one-minute announcements are a combination of live and film. Com-
mercials stress how easy it is to take care of the family dog with Sergeant’s products—and the copy is dashed with humor. For instance a commercial for Sergeant’s “Shampoo” and “E-Z Groom”

products points out:

“Now . . . let’s meet the well-known world traveller and best-dressed male specimen you ever saw—His Lordship
Abercrombie Groomwell. Fresh from his triumphant vacation on the Riviera. Notice the rich silky gloss of his coat . . .
the healthy twinkle in his eyes . . . the brisk clean look. (Pause). Explanation. Groomwell . . . is groomed—you might
say—with products designed specifically for dogs. He’s groomed with Sergeant’s.” Similarly, an announcement for
Sergeant’s “Flea and Tick Spray,” designed
to launch this new product this summer:

“Poor ‘Scratchy’ is leading a dog’s life . . . and it’s so unnecessary. Guess his owner hasn’t heard about this great
new product—Flea and Tick Spray”—from Sergeant’s . . . One easy-to-use aerosol can do six jobs. Just press the button
and Sergeant’s new ‘Flea and Tick Spray’ goes to work (see cut) . . . to kill fleas and ticks . . . kills bacteria and
soothes the skin . . . brightens your dog’s coat . . . and stops doggy odors!”

The campaign was conceived by N. W. Ayer & Son, Philadelphia and New York, with Robert H. Chase as film produc-
tion supervisor; Barbara Peabody as copywriter, and David Lyons as art di-
rector. The film sequences were pro-
duced by Herbert Kerkon Inc., New York.

Tv Turns the Tide
For Dodger’s Stadium

On Sunday, June 1, something new was
added to television and to politics. At 5:30
p.m. the Tax Payer’s Committee for Yes on
Baseball, the eight-hour telethon on
KTTV (TV) Los Angeles. The purpose: To
persuade the viewer voters of the city to
ratify the deal their city council had made
with Walter O’Malley, owner of the Los An-
geles Dodgers, for a parcel of land in
Chavez Ravine as a stadium site.

With Joe E. Brown, wide-mouthed comic-
dian, ardent baseball fan and chairman of
the committee as master of ceremonies, the
“Dodgerthon” presented an assortment of
notables that included Jack Benny, E. Tal-
bot Callister of the Los Angeles Chamber of
Commerce, Laraine Day, Chester Quon of
the Chinese Chamber of Commerce, George Burns, Dr. Lyman A. Brewer of the
County General Hospital, Jerry Lewis, coun-
cillorwoman Rosalind Wyman, Debbie
Reynolds and scores of singers, actors, ath-
letes, musicians, sportscasters and repre-
sentatives of civic, patriotic and political
organizations. A few sang or performed but
the bulk majority just presented their rea-
sons for favoring approval of the contract.

From time to time the show left the
KTTV studio for the airport where an-
nouncer Steve Bailey let individuals from
the crowd assembling there to welcome
the Dodgers home from a road trip ask ques-
tions of Mr. O’Malley, who answered them
before a camera in another studio. Another
interlude in the studio activities took viewers
for a filmed tour of Chavez Ravine. A little
after 9 p.m. the program shifted to the air-
port where the crowd (by now numbering
more than 75,000) sang, cheered and crowd-
ed around the tv cameras until the plane
brought the Dodgers in for a triumphal
welcome (from a losing tour). The players
were interviewed one by one as they
alighted from the plane while the crowd
cheered again and again.

When they were all off the plane the
Dodgerthon ended with the request for
viewers to call their friends to tell them
it would be repeated on tape beginning im-
mediately—and, with a few deletions it was.

The Dodgerthon, live and tape, ran for
8 hours from 5:30 Sunday to 1:30 a.m.
Monday. It cost the committee between
$7,000 and $8,000 as a paid political
broadcast.

Was it worth it? The answer given by
Los Angeles voters June 3 was a decided
“yes.” The previous week political prog-
nosticators had estimated that Proposition
B for baseball on the primary ballot would
be defeated by about two to one. Instead
it was approved by a 25,000 majority. The
Dodgerthon was the only apparent reason
for the change.

Ironically, the Dodgers, who refused to
allow their first Los Angeles games to be
telecast—holding out for pay tv—owe their
future home to the medium they snubbed.

Page 36 * June 9, 1958
BALTIMORE SUCCESS STORIES

TV SUCCESS STORY
THE E. H. KOESTER BAKERY CO.

In the approximately ten years that we have been on TV, WMAR has been one of the big factors in this growth. We anticipate projecting our program with you through the coming critical years, and we feel sure that the combination of Koester and WMAR will continue to be successful.

EUGENE SKARIE
President
WMAR-TV
Channel 2, Baltimore
Sunpapers Televisio

TV SUCCESS STORY
FOOD FAIR STORES, INC.

It's always a pleasure for an advertiser — and an agency — to see a program develop a top TV rating. Food Fair's "Dialing for Dollars" on WMAR-TV with an average ARB rating of 15.6 in February is still leading all morning, daytime TV programs — and many nighttime network shows — in the Baltimore market. "Dialing for Dollars" (created and produced by this agency) has been a consistent leader in ratings ever since it went on WMAR as a simulcast with WCBM radio) after 17 successful years on radio.

We enjoy being part of a real "success story" and appreciate the cooperation of the entire staff of WMAR in maintaining "Dialing for Dollars" at the top of the TV ratings in Baltimore.

Newhoff-Blumberg Advertising Agency
WMAR-TV
Channel 2, Baltimore
Sunpapers' Televisio

TV SUCCESS STORY
SKARIE, INC.

No medium that we have ever used has brought us such consistently good results as WMAR-TV. For almost ten years, we have been broadcasting our Skarie Power Tool Demonstrations.

No little share of the credit for the success of this advertising should go to your excellent staff from which we have received splendid cooperation. Anyone planning to sell anything in the Baltimore market would do well, in my opinion, to earmark a very large portion of his advertising budget for use on WMAR-TV.

EUGENE SKARIE
President
WMAR-TV
Channel 2, Baltimore
Sunpapers' Televisio

TV SUCCESS STORY
THE WEISS MOTOR CO.

Unlike many automobile dealers these days, our client — Weiss Motor Company — reports no pain or strain. Weiss sales figures for 1958 have been most satisfactory. Sales for the first three months were up 20% over 1957. It is safe to say that Weiss dealers are healthy and satisfied.

Like many other successful dealers, Weiss has found that TV is a very important part of his business. On the screen Weiss is the largest Ford dealer in the state.

TV has been an important part in their success. Another reason contributing to their success is the TV program. "Dialing for Dollars" is the program that has brought them the most success. They have been sure to make sure that every show is being followed up. This has been a big factor in their success.

NATURALLY, WEISS'S position as Maryland's largest Ford dealer has played an important part in their success. Another reason contributing to their success is the TV program. "Dialing for Dollars" is the program that has brought them the most success. They have been sure to make sure that every show is being followed up. This has been a big factor in their success.

THE JOSEPH KATZ COMPANY
Advertising
Baltimore, New York, New Orleans
WMAR-TV
Channel 2, Baltimore
Sunpapers' Televisio

In Maryland, most people watch WMAR-TV
SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

June 9, 1958 • Page 37
Why Nu-Maid Durkee
Director of Sales &
Advertising Selects
WLW Radio and
TV Stations

The famous Crosley Stations
really give a food product a sur-
prise "Flavor-Lift"...all the way
from excellent time slots and
talent sell to top merchandising
and promotion. Yes, WLW Radio
and TV Stations constantly offer
new sales heights to advertisers.
Anyone for going up!

Elmer L. Weber
Director of Sales & Advertising
The Miami Margarine Company

Call your WLW Stations Representative...you'll be glad you did!
STANDARD SHIFT • American Tobacco Co., N. Y., after eight years on NBC-TV, (Sat., 10:30-11 p.m.) moves its Your Hit Parade to CBS-TV (Fri., 7:30-8 p.m.) effective early next fall [CLOSED CIRCUIT, June 2] for Hit Parade cigarettes. Program is one of oldest musical shows in television; it started in radio April 1935 and in tv July 1950. BBDO, N. Y., is agency.

FORD RENEWS FORD • Formal renewal by Ford Div. of Ford Motor Co. of The Ford Show with Tennessee Ernie Ford for next season announced by NBC-TV [ADVERTISERS & AGENCIES, May 19]. Show is seen Thursday 9:30-10 p.m. Renewal order, effective Oct. 2 and for 52 weeks, marks third consecutive season for Ford and Tennessee Ernie, who also is on CBS Radio's The Ford Road Show Monday-Friday. J. Walter Thompson Co., N. Y., is Ford's agency.

PM PUSH • Philip Morris, N. Y., to introduce new soft pack for Marlboro cigarettes, last week began alternate week sponsorship of To Tell the Truth on CBS-TV (Tues., 9-9:30 p.m.), will introduce package on June 17 program. Firm is intensifying tv and radio spot drives for two-month period, continues other 52-week schedules on CBS Radio and CBS-TV. Pegged at well over $1 million monthly, new drive represents largest expenditure for any single brand in company history. Television gets about 60% of total budget, remaining portion being split among radio, newspapers, magazines, trade and outdoor. Agency: Leo Burnett Co., Chicago and N. Y.

DITTOES 'DOTTO' • Colgate-Palmoive Co. will sponsor nighttime version of Dotto effective July 1 (Tues., 9-9:30 p.m.). Advertiser also sponsors daytime version five times a week on CBS-TV, Agenc is Ted Bates & Co., N. Y. Jack Narz, m.c. on daytime show, also will handle evening series.

DROPPING OUT • Thomas J. Lipton Inc., N. Y., alternate sponsor of Talent Scouts (Mon., 8:30-9 p.m.) on CBS-TV, will drop show June 16. Budget may go into print or possibly another network show next year. Young & Rubicam, N. Y., is agency.

C-P FOR 'ESP' • Cheseborough-Pond's (Vaseline products, Pond's beauty products) will sponsor ABC-TV's ESP (extra sensory perception) when program debuts July 11 (Fri., 9-9:30 p.m.). Richard Hayman, musical director and advisor for Mercury Records, signed as musical director for program. McCann-Erickson is C-P's agency.


HALF-AND-HALF • American Telephone & Telegraph Co., N. Y., planning to sponsor four live musical spectaculars and four filmed science spectaculars on NBC-TV next fall. Live shows will be produced by Henry Jaffe Enterprises, filmed ones by Warner Bros. Agency: N. W. Ayer & Son, N. Y.

Schick Files Bid With Court To Re-Open Case Won by W&L • The Schick-Warwick & Legier contest over ownership of advertising ideas may not be settled after all. Counsel for Schick intends to reopen the case, although a Philadelphia federal district court sustained the former Schick agency in its quest for a permanent injunction against Schick and its current agency, Benton & Bowles, prohibiting the advertiser from using an idea conceived by W&L [ADVERTISERS & AGENCIES, May 19].

Schick counsel, Dunnington, Bartholow & Miller, has filed an application with Judge J. Cullen Ganey, asking that he set aside the judgment of early May. DB&M's argument is that it has a number of key witnesses who could substantiate the defendant's claims—witnesses who, the court had commented, were not available at the time of the hearing.

Radio-TV Support by Dealers Urged for New Sealy Promotion • Dealers handling Sealy Inc.'s Golden Sleep mattress products distributed by its 28 licensed plants throughout the country are being encouraged to buy radio and tv spot announcements in support of the company's "Golden Values" national promotion this summer.

Both radio and television "will be used for maximum support," according to Gerald Shappell, Sealy advertising manager, though the firm plans no national spot purchases for the present. Filmed and recorded spots are being offered to dealers as promotion aids for use on stations carrying local programs, or for individual dealer time buys.

A special 60-second tv film incorporates two salesmen with contrasting approaches—the "pitchman" or medicine man and the "soft-sell" salesman. Brief film spots and two new recorded radio announcements, with live tags to be supplied by Sealy dealers, have been produced by Sealy's national agency, J. Walter Thompson Co. The "Golden Values" promotion is a followup to Sealy's major spring campaign for its Posturepedic mattress, with spots featuring celebrities Arlene Dahl, Eddie Albert and Mercedes McCambridge [AT DEADLINE, April 21].

AGENCY APPOINTMENTS • Shell Oil has appointed Grant Adv. to handle its account through Colombo, Ceylon office.

Whitehall Labs., division of American Home Products, has named SSC&B, N. Y., to handle its new dandruff corrective called Resdan.

Plough Inc. of Memphis has appointed Hume, Smith, Milckelberry of Miami to handle Solarcaine sunburn relief product.

Charles Gulden Inc. (Gulden's mustard) names Paris & Pearl.

International Shoe Co., St. Louis, has appointed Krupnick & Assoc. for its Friedman-Shelby and Peters divisions.

Berry T. Refining Co. (Hy-Test 303 fuel oil), Chicago, appoints H. W. Kastor & Sons, that city.

Rainbow Crafts Inc. appoints Farson, Huff & Northlich Inc., Cincinnati, Ohio, for its Play-Doh modeling compound.

Wilbur-Ellis Co. (Southern Star Bonita and other canned fish products) leaves merged

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer season.

NBC-TV

June 9-13, 16-18 (3-4 p.m.) Matinee Theatre, participating sponsors.

June 9, 16 (7:30-8 p.m.) The Price Is Right, Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

June 10, 17 (8-9 p.m.) The Investigator, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

June 11, 18 (9-10 p.m) Kraft Television Theatre, Kraft Foods Co. through J. Walter Thompson Co.

June 12 (7:30-8 p.m) Tic Tac Dough, Warner-Lambert through Lennen & Newell, and RCA Victor through Kenyon & Eckhardt.

June 12 (10-10:30 p.m.) Lux Show Starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

June 14 (8-9 p.m) Bob Crosby Show, participating sponsors.

June 15 (7-7:30 p.m) Noah's Ark, sustaining.


June 15 (9-10 p.m) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.
**ADVERTISERS & AGENCIES CONTINUED**


Caled Products Co. (soaps, detergents, spotters and specialties for dry cleaning), Brentwood, Md., names W. B. Doner & Co., Baltimore.

Pilsner Brewing Co., Cleveland, names North Adv., Chicago.

Johnnie Ryan Bottling Co. appoints Jay Victor & Assoc., Newark, N. J.

Little Crow Milling Co. (Coco Wheats cereal and Miracle Maize corn bread mix), affiliate of Golden Mix Inc. (griddle cakes and waffle mixes), names Edward H. Weiss & Co., Chicago, for products of both companies.

Oak Farms Dairies (division of Southland Corp.), Dallas, names Glenn Adv.

A. M. Karagheusian Inc. (Gulistan carpets, N. Y., has named Foote, Cone & Belding, N. Y., effective June 1. Account is currently serviced by Fuller & Smith & Ross, N. Y.


Francis Pope & Sons Foods Inc., Chicago, appoints Keyes Madden & Jones, that city, as agency for new line of frozen foods.

Dreyfus, Ashby & Co., N. Y. (wines and liquers importer), appoints Chernow Co., N. Y., for Carpano vermouth and Punt e Mes aperitif.


Phil Althaus Inc., Ivan Frederics and Elaine Terry, California fashion houses, appoint The Dreyfuss Co., L. A.


National Steel Cabinet Co., Chicago, has named Bozell & Jacobs, that city.

United Federal Savings & Loan Assn., Des Moines, appoints Nelson Adv. there for public relations and advertising.

Hyroil Chemical Co. (industrial lubricants), and Cole-Parmer Instrument & Equipment Co., both Chicago, appoint Holtzman-Kain there for advertising and public relations.


V. La Rosa & Sons (food products), N. Y., names Hicks & Greist, N. Y.

Midland Bakeries Co., names Rutledge & Lilienfeld, St. Louis. Company produces complete line of bakery products under Harvest and Toastmaster brand names for markets throughout Illinois, Missouri and Indiana areas.


**Cigarette Tv Spot Bill Figured**

Executives’ Radio Research Service, Larchmont, N. Y., reported last week that spot radio expenditures by major cigarette companies in the top 100 markets amounted to more than $5,758,000 during the first quarter of 1958. ERRS said it had surveyed about 700 stations for its compilation.

**ACTIVITY**

**HOW PEOPLE SPEND THEIR TIME**

There were 124,943,000 people in the U. S. over 12 years of age during the week May 25-31. This is how they spent their time.

- **65.2%** (81,463,000) spent 1,459.8 million hours ...... watching television
- **56.3%** (70,343,000) spent 945.4 million hours ..... listening to radio
- **83.4%** (104,202,000) spent 415.4 million hours .... reading newspapers
- **32.1%** (40,107,000) spent 190.3 million hours ...... reading magazines
- **18.3%** (22,865,000) spent 241.5 million hours . watching movies on TV
- **28.7%** (35,801,000) spent 148.0 million hours ..... attending movies

These totals, compiled by Sindlinger & Co., Ridely 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). Sindlinger’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 Sindlinger & Co.

*All figures are average daily tabulations for the week with exception of the “attending movies” category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week."

**SINDLINGER’S SET COUNT: As of June 1, Sindlinger data shows: (1) 107,850,000 people over 12 years of age see tv (86.3% of the people in that age group); (2) 41,779,000 U. S. households with tv; (3) 46,019,000 tv sets in use in U. S.**
Philadelphia's newspaper strike proves more people count on WPEN for NEWS than any other station in Philadelphia*

*Research Inc.
This survey was NOT commissioned by WPEN

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston
BALABAN SETS PARAMOUNT TACK

Paramount Pictures "is trying to make it (that is, money) over the ground, under the ground and through the air," its stockholders were informed last week at the company's annual meeting in New York.

This was the picturesque way Paramount executives, including President Barney Balaban, underscored the motion picture company's increased and diverse operations. To wit:

- "Over The Ground"—Use of the main studio lot (Paramount Studios) for continued production of motion pictures for release to theatres and utilization of the Paramount-Sunset Lot (operated by subsidiary Sunset Corp.) in leasing facilities for both tv motion picture production as well as Paramount Sunset's own tv production efforts. The first of this tv film series will be "The Conquest of Space" [FILM, June 2].
- "Under The Ground"—Oil well drilling on Paramount-owned acreage in Hollywood (including a section of 60 acres of which the Paramount lot covers 32). Actual drilling on the latter acreage will begin "no later than the end of June 66."
- "Through The Air"—Pay tv and a subsidiary company working on space satellite equipment. (The "air" also will be carrying more of pre-1948 Paramount features acquired and now being sold by MCA. Subsidiary International Telemeter Corp., in which Paramount holds a 90% interest, Mr. Balaban reminded, will be in operation in some form by the end of the year.

In his comment on International Telemeter, Mr. Balaban went a bit further than IT President Louis A. Novins' statements made a few weeks ago in Hollywood [PROGRAM SERVICES, June 2]. Mr. Balaban said the pay tv closed circuit system would be installed "in two communities in the U. S. and in Canada." He would not identify the communities by name, however, other than to indicate they would be located near metropolitan areas.

Paramount's interests are spread along a wide and diverse segment of the entertainment-electronics economy. It has its Hollywood studios; is in tv film production; has a pact with MCA on the sale of its pre-1948 feature backlog; has a pay tv system; owns KTLA (TV) Los Angeles and 22% of Metropolitan Broadcasting Corp.; holds 26% of manufacturer Allen B. Dumont Labs; has a chromatic div. that is associated with the Lawrence Color Tv Tube (see story, page 90); owns outright Dot Records Inc., that it acquired last year and the Automatic Corp. (engaged in defense work). And its subsidiary, Telemeter Magnetics Inc., is engaged in digital data storage work in the electronics field.

In a news-producing appearance before its stockholders, Mr. Balaban provided these highlights among others:
- Paramount is selling its library of shorts and cartoons (200-250) for $1.7 million (before taxes) in short installments and its New York newsreel laboratory for $1.2 million in cash, also before taxes. Later, the buyers were identified, respectively, as Harvey Publications, publisher of comic books, and Consolidated Labs (owned by Republic Film). Mr. Balaban stated: "What happens to television when the available supply of motion pictures has been run and re-run a number of times and then is exhausted? It is estimated that all . . . pre-1948 feature films will be used up within two or three years." He said tv "would seem to be facing some serious problems" because of this and such crucial factors as "production costs of live programming rising constantly . . . with the current alarming mortality rate of live shows." The Paramount chief found the "brash newcomer" had its problems "temporarily alleviated by the transmigration of "four to five thousand" feature pictures into tv programming in the past two years. But he warned, a single tv station market can consume in a couple of months "the 600 odd hours of entertainment produced annually (of feature films) by Hollywood."
- Metropolitan Broadcasting Corp. (formerly Dumont Broadcasting Corp.) now is a "profitable operation" and "we anticipate continued and orderly growth." Metropolitan-operating SFTV (TV) Washington, WABD (TV) New York, WNEW New York and WHK Cleveland (purchase pending before FCC), has had a financial upturn; last year chopped off $243,460 from its tax loss carried forward from 1956 [SYRAXUS, April 14]. A remaining $1.3 million deficit will be applied against profitable operations in this and in future years.
- After the meeting, Mr. Balaban said he doubted if second-quarter share earnings for Paramount Pictures this year would be less than the same period in 1958 when a net of $1,060,000 or 53 cents a year was reported. (During the meeting, he reviewed the company's continued stock reduction program which has permitted the company to retain a $2 dividend rate annually despite debt retirement and expanding investments. In the latter, stockholders later voted approval for a proposal to retire an additional 126,400 shares of stock.)
- Mr. Balaban asserted that the motion picture business has become "volatile and rugged . . . the chips we deal with keep getting bigger all the time and the difficulties and risks grow with the investments." He said the so-called "block buster" motion picture (of the "Ten Commandments" variety) does more business in the world market today than ever before, but that the general level of business in average-budgeted features has declined. Too many of the latter, he said, have made it difficult for the studio to recoup costs and attempt to show a reasonable return on the investment made.

GROSS-KRASSE OPENS S.F. OFFICE

Television film distributor Gross-Krasse Inc. has opened its seventh regional headquarters, this one in San Francisco. Robert H. Hill, vice president in charge of western division sales, has been transferred from the firm's Hollywood home office to direct operations at the new location. Address: 155 Montgomery St.; telephone: Exbrook 7-2682.

Gross-Krasse divisional offices also are in New York, Chicago, Minneapolis, Dallas, Miami and Los Angeles.

Screen Gems Hits New Record
For Latin American Film Sales

Screen Gems Inc., New York, has announced that a total of 41 program sales were completed in Latin America during the first quarter of 1958, which it described as "record business." The sales were made to nine Spanish-language countries and to Brazil (Portuguese-speaking). The largest number of sales, according to William Fineshriber Jr., director of international operations, were made in Cuba where nine programs were bought. The second largest number of sales were made in Puerto Rico, where eight programs were purchased. Other transactions were to stations and advertisers in Argentina, Venezuela, Guatemala, El Salvador, Mexico, Columbia and Brazil.

Mr. Fineshriber revealed that 218 additional half hours of Screen Gems programming will be dubbed into Spanish at studios in Mexico, and said that within six months, the company will have a total of 600 half-hour tv films with Spanish sound tracks. Program series dubbed into Spanish include Rin Tin Tin, All Star Theatre, Circus Boy, The 77th Bengal Lancers, Father Knows Best, Tales of the Texas Rangers, Jet Jackson, Jungle Jim and Suspense.

On Film Inc. Creates Tv Arm

On Film Inc., Princeton, N. J., producer of television commercials and industrial motion pictures, announced last week the formation of Filmsmiths-Tv, a new division to concentrate exclusively on production of tv commercials. Heading the newly-formed company will be Mel London, a producer-director with On Film for the past three years.

Filmsmiths-Tv will continue production of all commercials previously done by the parent company, will shoot commercials in Princeton but will maintain client service at 10 E. 49th St., New York City. Tv clients include RCA Victor, Dan River fabrics, Sanka coffee and Charles of the Ritz.

'Burns & Alllen' Reruns Set

Screen Gems Inc., New York, has announced that the company has purchased the negative rights to 26 half hours of the Burns and Allen Show from McCadden Productions, Hollywood. The purchase price was reported to be about $6 million. The program has been carried on CBS-

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Look at ratings and cost, of course—but most important, investigate WTVJ's total coverage of 437,400 South Florida homes and retail sales of $2,466,271,000. WTVJ delivers the only unduplicated coverage of the entire Gold Coast. Coverage of other Miami VHF channels is diluted by duplicated network programming in Palm Beach.

Proof? Ask your PGW colonel for the latest ARB showing WTVJ overwhelmingly first in both Miami and Palm Beach!

Market data from Sales Management, May 1958

Dictionary defines TOTAL as "whole amount, complete, entire."
A scene from "Assignment: Junkie's Alley," one of the series of powerful documentary-styled dramas presented by Armstrong Circle Theatre.
Armstrong Cork will start its 31st year in network broadcasting and its ninth in television by concentrating its entire television advertising effort on the CBS Television Network where it has just renewed its notable series of hour-long actuality dramas.

Armstrong Cork’s leadership in its field is grounded in a firm conviction about the sales effectiveness of television. This conviction is reflected not only in the character of its programming, but in the expressed attitude of the Company itself:

"People who purchase Armstrong products do so at long intervals, which is why we are primarily concerned with the impact of the program itself as well as its commercials. This means putting quality ahead of quantity—program character and audience composition ahead of audience size—since Armstrong is sure to reach everybody over a span of years. A good program can contribute to the impact that its commercials have on the audience, and thus become allied in the viewer’s mind with the sponsor’s product. We find the CBS Television Network a particularly effective frame for delivering this impact."

It seems clear that the CBS Television Network is delivering the same kind of impact for other advertisers as well—including General Foods, Westinghouse, U.S. Steel and Prudential.

Like Armstrong, they have announced their renewals on the network that for 68 consecutive Nielsen Reports has been delivering the largest nationwide audiences in advertising. CBS TELEVISION NETWORK
TV since the fall of 1950 but will not be continued in its present format because of the retirement plans of Gracie Allen. SG plans to syndicate reruns and it is expected the films will be offered to stations for a fall start.

**AAP MAKING PROFIT IN FACE OF STRIFE**

- April-May gross: $4 million
- Ownership battle unresolved

Associated Artist Productions Corp., now two years old, is navigating a profitable course. A $1 million profit logged in 1957 and $4 million gross reported for April and May this year serve to underline the fact.

The financial sturdiness exists despite past dangers of running aground. An internal dispute last winter nearly ripped the company from stem to stern, while a related controversy on eventual stock ownership of the company cast a shadow, threatened to cut AAP adrift (a situation still locked in litigation).

Evidence at hand shows AAP made over $1 million in profit last year. AAP's announcement of a $4 million gross for April and May was unusual for a company normally reticent to drumbeat sales figures.

AAP primarily exists because of and for cartoons. The corporation operates AAP Inc., Associated Artists Enterprises (merchandising) and Dominant Pictures Corp. as wholly-owned subsidiaries. The firm, in business for only two years, receives the bulk of its revenue from distribution of the whole pre-1948 Warner Bros. feature library and cartoons and Popeye cartoons from Paramount pictures (also see new Paramount shorts sale, page 42).

AAP purchased the Warner Bros. library (features and cartoons) for $21 million, financed by $7 million on hand, a $9 million bank loan and a $5 million deferred payment note. (Later the bank assumed the Warner obligation and consolidated the debt, a loan that AAP has been paying off.) The Popeyes (from Paramount Pictures and King Features) were acquired for $2.25 million, financed by the sale of convertible sinking fund debentures which provided capital.

According to AAP's report for 1957, the company's gross sales since July 1956 hit $35,348,000 last December 31. During the calendar year alone, sales totaled $20,672,000. Net income for last year was reported at $1,191,789. The year before, net income amounted to $18,606 (lower since it reflected only five months of selling after acquisition of product).

The $4 million gross for April and May is attributed in part to one of AAP's largest sales yet concluded (to the Hearst Corp. [WBAL-TV Baltimore and WISN-TV Milwaukee] for Warner Bros. films and cartoons).

Nearly six months ago, AAP's very existence had been threatened. As one official during that period expressed it, "It is difficult to assess which way AAP will go. Each office at its headquarters on New York's Madison Ave. has its own meeting of lawyers."

The trouble arose apparently over failure to reconcile two stockholder and operational groups of the corporation. One faction was represented by Louis Chesler, Maxwell Goldhar and H. Mac Schwebel, then members of AAP's board of directors, sole members of its executive committee and respectively board chairman, vice president-secretary-treasurer and vice president. Mr. Chesler is a wealthy Canadian industrialist, financier and real estate holdings. The others were his associates. This trio reportedly had sought continued profit taking.

But the other faction, with AAP's President Elliot Hyman in the driver's seat, purportedly sought a slow corporate build-up and retention of the corporation as a distributor of the valuable Warner Bros. product to tv.

The situation came to a head in November of last year when National Telefilm Assoc., New York, a leading tv film distributor, operator of a tv film network and owner of tv stations, announced it had contracted to acquire " Approximately 50%" of stock outstanding in AAP and had plans to purchase the balance of the stock. Price of the purchase was estimated then at $7.5 million. Significantly, the shares were those held by Messrs. Chesler and Goldhar.

Just before last Christmas, there was a development at AAP. United Artists Corp., through a subsidiary created for the purpose (Gotham Television Film Corp.) purchased 700,000 shares of AAP's capital at $12 per share, or a total of $8.5 million, half of it in cash (for $6 per share). UA's Board Chairman Robert S. Benjamin indicated then that his company could be expected to purchase additional shares and assume eventual majority control of AAP.

(UA financed and distributed independently produced theatrical films for nearly 50 independent producers and now leases post-1948 features to tv.)

Mr. Hyman of U-I issued a victorious-sounding message, welcoming "the added experience of the executives of United Artists" in furthering AAP's tv and motion picture activities. The Chesler-Goldhar-Mac Schwebel trio resigned from AAP.

This was the AAP story outside of court. But the internal tug-of-war and subsequent actions of NTA and UA landed early in litigation. Soon after NTA's purchase announcement the first action was filed by five minority AAP stockholders asking for a temporary injunction to stop the sale of NTA. Aside from various legal charges, the main contention was that the sale had been made by the Chesler group without regard to minority stockholder rights. NTA then entered court with a cross-complaint against UA and AAP principals. The gist of this action: defendants were charged with "inducement to break a contract and unfair competition." In March, Century-Fox's Spyros Kostas discovered that these films are "dead," the company official said, "decisively not. We are going along with the rest of the studios."

In any event, it is yet too soon to determine industry reaction to the Sindingler reports —scheduled for "final collating within four weeks"—this much is certain: any findings by Sindingler favorable to re-issues may be expected to stiffen opposition to tv leasing in that it would provide factual ammunition to the contention of such films as 20th Century-Fox, Spyros Kostas who asserts that his firm would have accrued substantial earnings from theatrical re-issues [FILM, May 26].
Detroit ranks as the United States' second largest import-export gateway. The Detroit River today is the world's busiest waterway. It carries more freight than the Suez, Panama and Kiel Canals combined.

Detroit Bandstand

It's Really Hot!*

It all started when we turned our cameras on the teen-agers of Detroit and southeastern Michigan, presided over by Dale Young... 5:00 to 5:30 PM, Monday through Friday; Saturday, 5:00 to 6:00 PM.

Some mighty good availabilities still open on this Number One afternoon show that's the conversation piece in Detroit and southeastern Michigan. How about seeing your Katz man soon?

*April Pulse 17.4 average

One in a series of local personalities and features complementing the fine CBS Program lineup, that make WJBK-TV a vital force in Detroit.

Basic CBS • 100,000 Watts • Full color facilities

Storer Television

WJJK-TV Waga-TV WVUE-TV WSPD-TV WJW-TV

Detroit Atlanta Wilmington-Philadelphia Toledo Cleveland

Represented by THE KATZ AGENCY

Guild, Texas Company
Set Up Overseas Unit

Standard Sulphur Co., stockholders, meeting in Houston last week, voted to acquire from Guild Films Inc., all of the foreign residual property and distribution rights to its library of some 2500 programs, and to change the name to Inter-World TV Films Inc.

The agreement provides that out of a total capitalization of 5 million shares of common stock, Guild will receive for its tv properties and distribution rights, 3,400,000 shares of common stock and $5 million in ten-year 7% debentures, which will be redeemable out of 50% of the company's net income.

In announcing the agreement consummated at the stockholders' meeting, John J. Cole, president of Guild Films Inc., who also became chairman of the board of Inter-World, explained that to start off its international distribution activities, the new company will have a stockpile of 1100 RKO short subjects, the "Minutes of Prayers" library and 20 specially produced tv series, representing in excess of $25 million in production costs. These properties are owned by Guild.

Inter-World, according to Mr. Cole, will immediately establish permanent distribution headquarters in 18 countries, named by local staffs experienced in the requirements of the local market. Facilities will be provided to dub film for independent producers as well as deal with all of the manifold problems of censorship, import, licensing, etc., that arise in the distribution of any product so far away from home.

"What we propose to do is provide a total service," Mr. Cole said, "to the owners of tv properties, but who are without access to the very remunerative foreign field."

CBS-TV Buys Two Official Series; 'Robin Hood' in Syndication

Official Films Inc., New York, announced that CBS-TV has purchased its new half-hour tv film series, The Invisible Man, and a new cycle of the Robin Hood serial for showing on the network, starting in the fall.

Harold Hackett, president of Official, told a news conference in New York that CBS-TV is considering placing the two programs in the 7:30-8 p.m. periods on Monday, Wednesday or Friday or Sunday, 6:30-7 p.m. Mr. Hackett added that CBS-TV bought Robin Hood even though the current sponsors of the series on that network—Johnson & Johnson and the Wdroot Co.—have announced they will not renew the show for the fall.

Mr. Hackett also reported that Official is offering for syndication to tv stations 143 half-hours of Robin Hood. He said this programming already has been bought for a total of $600,000 by four stations—KCOP-TV Hollywood, KRON-TV San Francisco, WNBC-TV Boston and CKLW-TV Detroit-Windsor. It will be marketed under the title of Adventures in Sherwood Forest.

Mr. Hackett said business for Official's first six months for the fiscal year ended Jan. 1, 1958, was "excellent," amounting to about $4.5 million gross. He said business for the first three months of the present fiscal year "was down from last year," but added there has been "a pickup since and we are hopeful that the second half will be at least as good as for the same period last year."

RANDOM SHOTS

Screen Gems reports its new adventure series Dial 115, scheduled for fall release, has been retitled Rescue 8 after telephone company officials expressed concern over title.

Television Programs of America has announced that re-runs of Lastie will be shown on tv under new title of Jeff's Collie. TPA placed series into syndication May 1. Network run on CBS-TV will continue to run under sponsorship of Campbell Soup Co., through BBDO, N. Y.

Ziv Television Programs, N. Y., has reported that half-hour episode from The New Adventures of Martin Kane has been shipped to State Dept. and State Dept. requested film because of "the accuracy and authenticity employed in dealing with frauds on U. S. passports."

Comet Distributing Corp., which handles sales of Space Patrol, is planning new tv series, Mall Patrol, based on stories in files of U. S. Post Office, firm has announced.

Fred A. Niles Productions, Chicago-Hollywood, reports 20% increase in gross billings for first half of 1958 over same period last year.

Filmways Inc., producer of filmed tv commercials, has moved its executive, sales, creative and editing facilities to 18 E. 50th St., N. Y. Company's 54th St. studios will be devoted solely to actual production and production staff, Filmways reported. Company also reports it has signed exclusive agreement for New York representation with Playhouse Pictures, Hollywood, firm specializing in animation commercials. Filmways said it now could offer agencies headquartered in New York either live action or animated commercials or integration of two. Filmways also has Hollywood facilities

Pyramid Productions, N. Y., has announced acquisition of television rights to "Crime Club" from Derel Producing Assoc., N. Y. Series includes over 1,600 titles.

Movie lab Color Corporation, N. Y., has issued special "Movie lab Memo," describing 10 different color processes for production of 35mm and 16mm release prints. Memo also includes special chart material dealing with various processes. Copies are available from company at 619 West 54th St., N. Y. 19.

Don Fedderson Productions has moved its publicity-advertising department to 6357...
TV STATION CLICKS OFF BIG PROFITS ON POPEYE!

The experience of this station manager is typical: "We're the independent in a four station market. Our cost for the Popeye package including prints and AFM is $75,567 plus a participation. We broadcast one half-hour a day, seven days a week, and get a 20% premium over our card rate for Class B time ($100 per minute for one time, to $75 per minute for 260 times). Except for a few Saturday and Sunday availabilities, we're completely sold out.

"In the first seven months, we grossed $51,420.39, averaging about $7,347 per month. And, at this rate of income, we'll reach the break-even point in a little over three more months. That means we'll show a 17% profit on the cost at the end of the first year! With two more years at the same rate of income, Popeye cartoons will net $188,925 on a gross of $264,492! This is money Popeye is making for us—not spinach!"

'Nuff said? For details about availabilities in your area—write, wire or phone.
Once again, Chicago's most respected jury of advertisers, agency representatives and broadcasters has heaped its highest honors on WNBO Television and WMAQ Radio programs. At its annual banquet on May 28th, the Chicago Federated Advertising Club bestowed eight "First" and four

- First Award, Educational and Documentary: WNBO's "Know Your Schools."
- First Award, Weather: WNBO's Clint Youle.
- First Award, Commentary: WNBO's Clifton Utley.
- First Award, Interview Program: WMAQ's "Chet Show with Jack Eigen."
- First Award, News Commentary: WMAQ's Clifton Utley.
- Special Award, Music: WMAQ's "Music at
"thanks, fellas..."

"Special" awards on Chicago's Leadership Stations, more First awards than any other broadcasting operation in Chicago. Quality programming still offers advertisers the best buy in Chicago on WNBQ * WMAQ

CHICAGO'S LEADERSHIP STATIONS REPRESENTED BY NBC SPOT SALES

- First Award, Quiz and Panel: WNBQ's "City Desk."
- First Award, Special Musical Feature: WMAQ's "Promenade Concert."
- First Award, Disc Jockey: WMAQ's Tom Mercola
- First Award, News: WMAQ's "Night Desk."
- Special Award, News: WMAQ's "Market Reports with Sam Span."
- Special Award for Public Service Activities: WMAQ
ADD the CALIF.-ORE. TV TRIO

& sell one of the top 70 markets with exclusive VHF coverage.

standard
Metropolitan U.S.
County Areas: Population: Rank:
Fall River... 397,600  57
New Bedford, Mass. ... 397,600  58
Richmond, Va. ... 381,600  58
Brownsville-Harlingen-McAllen, Tex. ... 375,100  59
Wilkes-Barre... 372,200  60
Nashville, Tenn. ... 370,200  61
California-Oregon Trio 369,970
Knoxville, Tenn. ... 367,300  62
Wheeling, W. Va.-Steubenville, Ohio ... 357,200  63
Flint, Mich. ... 355,800  64
Salt Lake City, Utah ... 353,100  65
Charleston, W. Va. ... 329,000  66
Grand Rapids, Mich. ... 328,100  67
Tulsa, Okla. ... 337,600  68
Fresno, Calif. ... 336,000  69
Poughkeepsie-Newburgh. Beacon, N. Y. ... 334,500  70
Wilmington, Del. ... 334,100  71
THREE MARKETS—ONE BILLING

MARKET FACTS
Population ... 369,970
Families ... 119,660
Tv Families ... 102,532
Retail Sales ... $485,139,000
Effective Buying Income ... $659,960,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123
TWX EK16

FILM CONTINUED

Shamus Culhane Productions (producer of animated and live-action films for television) has re-opened its Chicago office at 75 E. Wacker Dr. Telephone: State 2-7728.

Brent Guns Productions, Baltimore, announces it has begun new consultation service for advertising agencies, advertisers and radio and tv stations. It will cover fields of programming, production, selling, promotion and allied radio-tv creative activities.

FILM SALES
Screen Gems reports sale of its Corey Jones half-hour tv film series to Canadian Broadcasting Corp. for telecasting on English-speaking tv network and of SG's "Triple Crown" group of 52 feature films for presentation on CBC's CBWT-TV Winnipeg.


Calif. National Productions reports that Lee Optical Co. has signed for regional sponsorship of Union Pacific on 15 stations in Texas. Lee's lineup: KRLD-TV Dallas; KTRK (TV) Houston; KNO-TV San Antonio; KZTV (TV) Corpus Christi; KCMC-TV Texarkana; KGBT-TV Harlingen; KPAC-TV Beaumont; KDUB-TV Lubbock; KSYD-TV Wichita Falls; KPAR-TV Sweetwater; KEYD-TV Big Springs; KFDA-TV Amarillo; KOSA-TV Odessa; KLTY (TV) Tyler and KCEN-TV Temple.

National Telefilm Assoc., N. Y., reports that its "Champagne Package" of 58 20th Century-Fox films has been sold in total of more than 100 markets, with latest sales to KDKA-TV Pittsburgh; WLWA (TV) Atlanta; WSIX-TV Nashville, Tenn.; WBAL-TV Baltimore, Md.; WKRC-TV Cincinnati, Ohio; WTVT (TV) Tampa, Fla.; KPRC-TV Houston; WTRI (TV) Albany-Schenectady, N. Y.; WOOD-TV Grand Rapids, Mich.; WKBN-TV Youngstown, Ohio, and KEYT (TV) Santa Barbara, Calif.

Associated Artists Productions reports purchase of 350 additional Warner Bros. features by WSYR-TV Syracuse and WABT-TV Birmingham; Vanguard and Jupiter groups (both packages of 52 WB features) to WBAY-TV Green Bay and WKRC-TV Cincinnati. Other AAP sales: Vanguard to KCSJ-TV Pueblo; Warner cartoons to WRGB (TV) Schenectady; Popeye to KDEB-TV Joplin. WDSM-TV Duluth extended its contract period on Warner features and Popeye; WWLP (TV) Springfield, Mass., purchased the Gold Mine library (800 features) and WBR-1TV Knoxville a number of Movieland features.

Flamengo Telefilm Sales, N. Y., reports sale of seven foreign feature movies to WRCA-TV New York.

FILM DISTRIBUTION

MGM-TV is offering three packages of MGM pro-1948 short subjects which include Our Gang Comedy package, containing 52 of Hal Roach one-reelers produced for MGM from 1933-44; Crime Does Not Pay, with 42 such films which run about 21 minutes long, and group of 65 John Nesbit Passing Parade shorts, with average running time of 11 minutes. Crime series will be marketed under plan to permit stations to program them in half-hour format. Company reported that stations will be offered each package on multiple run or library basis.

Screen Gems Inc., N. Y., reports that group of 78 two-reel comedies, starring "Three Stooges," has been placed into syndication for fall start on tv stations. Columbia Pictures produced more than 180 short subjects starring trio, and it is expected that remainder of comedies will be offered to tv at later date. SG also has announced new group of 20 "horror" feature films being released to tv under title of "Son of Shock." New group includes both Columbia and Universal pictures, covering such titles as "Bridge of Frankenbein," "House of Dracula," "The Mummy's Curse," "The Invisible Man's Revenge," "The Devil Command," "Night of Terror," "The Man They Could Not Hang" and "The Man With Nine Lives.

California National Productions has announced that it is offering for syndication new tv film series, Danger Is My Business. CNP has assumed distribution of series that has Lt. Col. John D. Craig (USAF Ret.) as host-narrator-producer. He authored best seller of same title. Seven half-hours already filmed out of total 39 episodes to be offered in black-and-white or color. Each episode is action documentary about person with perilous occupation. All shooting is on location and no actors used.

ON CAMERA

Sol Lesser Productions, Hollywood, has announced that pilot film of new Tarzan half-hour series has been completed and was flown to N. Y. for screenings by several advertising agencies and advertisers, who have expressed interest in sponsorship. Development and production of series is under supervision of Sol Lesser, who has produced 14 "Tarzan" feature films in 15 years.

Pyramid Productions, N. Y., has announced production of pilot film for tv series based on stories about N. Y. District Attorney's office and titled Indictment.
This house has over 571,000 neighbors in Washington

Talk about a building bonanza! As of the first of this year, Washington, D. C.'s metropolitan area had 571,065 dwelling units — 164,718 added in the last eight years alone. That means growth—36% since 1950. Better than seven out of ten of these recent dwelling units were single family homes. That means stability. One half of Washington's total dwelling units are only 15 years of age or less. That means a young city. It all means a going, growing market for you.

How best to get into all these houses with your sales message? We submit that WWDC Radio is as frequent and welcome a visitor as you can find. We have been first or a mighty close second in every PULSE of 1957 and thus far this year. We have a simple formula—to be a listenable station to our audience, and a promotional station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.

WWDC radio Washington

*Economic Development Committee, Washington Board of Trade  REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
TELEVISION

Networks joined by Doerfer in opposition to Bricker bill

- No good purpose would be served, hearing critics say
- Witnesses express fear of vagueness of proposed law

Television networks objected strongly last week to the merits of a bill to put them under direct FCC regulation.

Appearing before Sen. John W. Bricker (R-Ohio), who presided at Senate Commerce Committee hearings on his bill (S 376), representatives of all three tv networks urged that no action be taken at this time because (a) no useful purpose would be served, (b) networks are now regulated, albeit indirectly, by the FCC, (c) the bill is vague and general and might put the FCC into the role of regulating tv business practices (such as rates, affiliation policies, programming and advertising), and (d) legislation now is premature since the FCC is still considering the recommendations of the Barrow Report.

Even FCC Chairman John C. Doerfer asked that the bill be held in abeyance at this time since the Commission still has the Barrow recommendations under study. He also said the bill was not specific enough as to what purported evils it is designed to eradicate.

Sen. Bricker's bill, introduced Jan. 9, would amend the Communications Act to put the former 'networks' into the description of FCC regulatory jurisdiction. The act now only speaks of radio stations.

The hearings recessed Wednesday afternoon, so no action was taken at the call of the committee. Sen. Bricker told reporters that the record would be discussed in executive session by other members of the committee and that the committee would decide what to do next.

He said, however, that he had no serious intention of seeking Congressional action this year. He added that he thought the hearings served a useful purpose in compiling a record to be used if legislation should be sought at the next session of Congress.

Testimony of the witnesses follows:

WITNESS: John C. Doerfer

FCC Chairman John C. Doerfer declined to commit the FCC on S 376 until completion of all phases of the Barrow Report. During his testimony, however, he took several swipes at provisions of the bill, raising the ire of Sen. Bricker and Committee Counsel Kenneth Cox.

He pointed out the issues of the Barrow Report, including those relating to network regulation, are now before the FCC. In this circumstance," Comr. Doerfer said, "the Commission considers that it would be premature for it to take a position either in support of or in opposition to S 376 at this time.

"It is clear that the Commission has exercised considerable authority indirectly to prohibit network organizations from engaging in practices in certain areas. . . . Our concern is with maintaining broadcasting, including networking, as a nationwide, competitive industry and with removing any restraints as prevent the attainment of this objective.

"The position which the Commission ultimately takes on this question of direct regulation will depend on its findings (a) whether such additional rules as it may conclude are desirable in the public interest necessary the grant of additional authority and (b) whether the enforcement of its existing and proposed rules can be effective without such additional authority."

Comr. Doerfer cited difficulties in obtaining programming information relating to the Barrow Report as the reason no firm date could be given for final decision on its recommendations. He said hearings will be concluded in 3-4 weeks, but it will be some time before definite conclusions can be reached.

He agreed with Mr. Cox that it would be no later than January 1959.

Comr. Doerfer cited a recommendation in the Barrow Report that FCC ask Congress for legislative authority such as that contained in the Bricker bill.

Also, he pointed out, a large majority of those testifying have been opposed to this recommendation. Mr. Cox asked if there would be any advantage to applying network regulations directly rather than through owned stations. Comr. Doerfer again said the FCC had not comment at this time. He said it is clear Sec. 3.658 of Communications Act is intended to govern many network practices, including affiliation, rate influence, program clearances and network ownership of stations.

Comr. Doerfer maintained that the bill, as presently drafted, leaves many questions unanswered and a final bill should "deal more concretely with the purpose of network regulation and the scope of the Commission's authority. . . ." The bill, he said, is silent as to its purpose. "Nowhere does it spell out the specific evils which the bill is designed to correct or the standards to be used in making regulation." He said the present language is so broad that a number of interpretations can be drawn, which would lead to controversy. Sen. Bricker retorted: "I don't see the validity of your argument. I don't see what you are driving at." The senator said there is bound to be controversy in an industry such as broadcasting.

Comr. Doerfer also maintained the bill contains ambiguities in its provisions and that there is no clear definition of a network. He said "network" could be construed to include film syndicators and non-network advertisers.

Mr. Cox claimed there is a well-defined industry distinction between networks and syndicators, but Comr. Doerfer said he is unaware that such a clear distinction exists.

WITNESS: Richard S. Salant

CBS Vice President Richard Salant said he was appearing to explain why his network is "so deeply troubled" by the Bricker bill. "Let me affirm at the outset that CBS does not oppose all direct regulation of networks," he stated. "As far as our own attitude and conduct are concerned, we assure you that the existing regulations are very effective.

"I would emphasize what is so often overlooked when proposals to bring networks under regulation are made: As a practical matter, we are already rather comprehensively regulated. Two of our most valuable assets are (1) the licenses of the stations which we own, and (2) our affiliates, who are licensed. Without each of these, a network cannot operate. We would, obviously therefore, do nothing to jeopardize our own licenses or those of our affiliates. Hence, the Commission already has—and exercises—very considerable regulatory powers over us as a network.

"The issue presented by S 376, then, is not whether networks should or should not be regulated, since we already are. The question, rather, is whether the scope, degree and nature of regulation should be expanded.

"What troubles us about the bill is that it does not define the areas, scope or extent of potential regulation. We are forced to deal not with specifically defined proposals, but with the broadest kind of authority under which the most pervasive kind of regulation may at some time in the future be adopted by the FCC. . . ."

Mr. Salant, whose testimony was interrupted frequently by Sen. Bricker and counsel Cox, said the rate situation would be "quite unpredictable" if a federal agency had the final say-so in a review of rates. He cited the possibility of a "big guy" being charged six times more than the "small guy" as an aid to small business.

He took issue with a statement by Sen. Bricker that a network could switch its affiliation, thereby forcing a station off the air and in essence, could put one product before the public to the exclusion of another. Mr. Salant said a grant from the FCC is not a guarantee of economic success and took issue with the contention that network affiliation is tantamount to financial success.

Mr. Salant gave a rundown of proposals made in the Barrow report, "Underlying all these proposals . . . are charges of abuse or of potential abuse by the networks. . . . We are confident that careful examination of the evidence will establish that there is no such abuse as to justify the specific regulatory proposals." He stated. At the same time, he said, there is no question of government authority to
WNEB
FIRST IN
WORCESTER
MASS. *

From 6:00 A.M. to 6:00 P.M.
More people listen more
often to WNEB — WORCESTER’S
station for adult appeal.

*PULSE — APRIL 1958

Represented by THE BOLLING COMPANY
Action on Alum Creek

In the land west of the Alleghenies known as Central Ohio, lives a fearless gang of ranch hands. Stirrup to stirrup with their favorite television station, they keep this territory a safe and happy place to grow up in. Like all traditional "westerners," our young deputy is noted for his loyalty. Once you earn it, you have a lasting friend. That's why WBNS-TV has a very special policy. Every communication from a child receives prompt and full attention. "Yes" to requests for speakers is automatic. And when the youngsters visit our studios, the reception committee provides red carpet service. You can measure the standing we have built with the 2-6,000 children.
for the WBNS-TV “Fun to Do” children’s book.

The rest of the family rates comparable treatment. Born and raised in Central Ohio, WBNS-TV has a sure native sense for the programming tastes of our people. This superlative local showmanship combined with the CBS television network has built so big an audience that media professionals say succinctly: “If you want to happen in Central Ohio — WBNS-TV.”

WBNS-TV
CBS television in Columbus, Ohio
Market center of 2,000,000 people
Recipient of the 1958 Alfred P. Sloan Radio-TV Award for outstanding public service to highway safety.
regulate networks and that CBS is not arguing this point. CBS' basic concern, he said, is that S 376 proposes to "issue a virtual blank check to the administrative agency [FCC]. It is not clear that any general programming decisions, any business practice, any affilia-
tion determination, or any other activity of a network would have immunity from fed-
eral review and control under the power suggested." He said the concept of propos-
ents of S 376 is "dangerously close to public utility regulation of networks. Clearly the
danger would be present because, as we have said, the proposed power would be there."

Mr. Salant maintained this public utilities concept would not be in the public interest "for public utility regulation is a substitute for, and not a spur to, competition."

He said the network's current objection to the Bricker bill is the same made in the
early 1940's on the issue of direct regulation or licensing of networks. Then, as now, he said, there were specifications in legislation "rather than the constant threat of indirect attack which might seriously impair our operations."

S 376 appears to grant the Commission broad and undefined power over the
networks, Mr. Salant said. "We oppose the grant of any such authority. If the Com-
mision has such powers it must now, it should be granted only in specific terms, 
limiting its authority to areas where controls have been determined to be essential 
for permit operation of the broadcast media in the public interest."

He said the bill appears to give the FCC unlimited and indefinite power over the
networks in their relations with advertisers, in their business decisions with affiliated 
and other stations and in the field of pro-
gramming. "I would make one final—and we believe overlooking—point which is fun-
damental to this whole idea of network reg-
ulation," Mr. Salant emphasized. "The very idea of networking is such that un-
iquely, it has its own inherent system of 
checks and balances which, in general, are 
far more effective than external govern-
mental regulation."

If the history of broadcasting teaches any lesson, he maintained, it is that penalties for 
abuses are far more effective and expeditious than any direct regulation could be. "The
quick reaction of advertisers and stations to any suspicion of high-handed dealing, the
quick response of our viewers to what they like and what they do not like... makes crystal clear that advertisers, sta-
tions and the public are fully able to take care of themselves," Mr. Salant stated.

"The kind of regulation which seems to be contemplated by S 376 is, in the special 
circumstances of our business, not only harmful but totally superfluous."

**WITNESS: David C. Adams**

David C. Adams, executive vice presi-
dent of NBC, told the committee that the Bricker bill to authorize the FCC to regu-
late networks directly was an "unwise" and "unnecessary" measure.

The bill, he said, was radical and sweep-
ing in its effect. It would, he added, ex-
tend government supervision to a whole new area of private enterprise in the fields 
of entertainment, information and advertising. By this he meant, he said, that the FCC 
would be authorized to regulate the services, economics and business dealings of
networks. This is a dangerous extension of federal controls.

Government jurisdiction over radio-television stations is due to the fact that they use
frequencies; networks do not, Mr. Adams said. Federal intervention into the field of en-
tertainment, news and information raises the danger of interference with freedom of
expression, he said.

Networks, Mr. Adams emphasized, pro-
vide programs to stations. Stations broad-
cast these programs to the public. But, he
continued, networks are not the only sources of programming for stations—there are film syndicators, motion picture distribu-
ting firms, program packagers and ad-
vertising agencies. Should they too be regu-
lated?

Mr. Adams expressed the fear that the Commission would involve itself with a network's business practices—advertising rates, affiliations, sales policies, financial arrangements with affiliates.

If networks are subject to regulation, Mr.
Adams asked, does not such an argument also indicate the regulation be imposed on 
newspapers and magazines?

A network, Mr. Adams said, does not charge the public for its service; it holds no govern-
ment franchise; it uses no broadcast frequencies. "Placing networks under govern-
ment control would be regulation for the sake of regulation," the NBC execu-
tive said.

**WITNESS: Mortimer Weinbach**

Mortimer Weinbach, vice president and
general counsel, ABC, told the committee that the Commission now has ample power 
without legislation to protect the public, asserting that the public interest is served
by indirect control over networks (via its authority to license network owned sta-
tions); that consideration of the Bricker bill is premature, since the Commission is 
still considering the Barrow Report. Mr.
Weinbach also stated that if legislation is necessary it should be done by a "com-
prehensive" law designed specifically for that purpose.

"Allocation, not regulation is the answer," Mr. Weinbach stated in conclusion. He 
referred to ABC's allocations proposal sub-
mitted June 2 to the FCC (see page 56). The
power now exercised by the FCC over stations (network owned or affiliated) is as effective as any which the bill pro-
poses, Mr. Weinbach said.

The ABC executive also questioned the vagueness of the bill. It would merely give 
the FCC power to regulate networks—and the
Commission would be setting forth on an uncharted sea, he said. For one thing, Mr.
Weinbach illustrated, the Commission might start off with licensing networks.
That would be discrimination, he said, unless the FCC also was empowered to
license other program sources (program packagers and film syndicators).

**WITNESS: John W. Bricker**

In opening the hearing Tuesday morning, Sen. Bricker stated that present FCC chain 
broadcasting regulations, under which indirect control over networks is exercised, "seem needlessly involved and awkward."
He said previous congressional hearings "demonstrated clearly that a number of practices of the networks adversely affect interests of independent tv stations, inde-
pendent program producers, local and re-
gional advertisers and the public."

Sen. Bricker said he did not see how the Commission can ignore the "substantial unan-
imity on key points" of three recent reports (the Barrow report and House Judi-
iciary and Senate Commerce Committee re-
ports) critical of the networks. To carry out recommendations of these reports, he said, direct regulation of the networks will be necessary.

"I want to make it clear that I recognize fully the tremendous contributions made to 
our system of television by the networks," Sen. Bricker stated. "However, it seems to me that the record now makes clear that powers have been given them in the past with network operations which can only be han-
dled, in the public interest, if the Commis-
sion is given the power of direct regulation 
over what all must admit are the dominant forces in broadcasting today."

Sen. Bricker several times declared that he would be more sympathetic to the net-
works' attacks if they had not raised the same cries of danger when the chain broad-
casting rules were adopted in 1941.

At other times, Sen. Bricker repeated that networks do use public frequencies, via sta-
tions, and that therefore the argument that they should not be regulated does not hold up. "If there was no public frequency," the senator stated at one point, "the networks wouldn't be in business." This was in answer to contentions that since networks did not use frequencies they should not be regulated.

One segment of the industry (stations) is under regulation, Sen. Bricker observed at 
one point, while the other (networks) is not.

"No one wants to damage the public or the broadcasting industry," Sen. Bricker de-
clared. The industry and the networks have done "a magnificent job," he added. But,
he went on, the sincerity of the networks' position is questionable because there is a 
widespread belief in the industry that the Ohio Senator introduced his bill to permit the FCC to regulate networks out of per-
sonal pique. That, he said, is a story out of whole cloth. The bill was introduced, he stated, in full sincerity and in the public interest—an attempt to permit the FCC to do directly what it now does by indirection.

At another point Sen. Bricker said he un-
derstood the tendency of anyone under reg-
ulation to anticipate dangers whenever any 
changes are proposed, but he added, those dangers are really not there, they are all 
theoretical.

Sen. Bricker listed his reasons for sub-
mitting the bill to regulate networks as hav-
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!
Cross-country, television audiences are flocking to Jackie Gleason's syndicated laugh-spree, THE HONEYMOONERS.

In Columbus, San Francisco, Boston, THE HONEYMOONERS is the top-ranking syndicated program in the market.

In New York, Miami, Cleveland, Detroit, Minneapolis-St. Paul and Pittsburgh, the show is tops in its time period. And in Philadelphia, THE HONEYMOONERS outpulls all competition combined.

What's more, in such areas as Atlanta, Harrisburg, Portland (Ore.), Salt Lake City, Seattle-Tacoma, and Spokane, ratings for the 39 programs are running higher than for the highly-successful network run! (Over the CBS Television Network, THE HONEYMOONERS was tops in its time period throughout its run, October '55 to June '56...scoring a fat 28.6 Nielsen average audience rating and a 45.2 share of audience.)


Give your sales the green light. Sign up with fast-moving Jackie Gleason and THE HONEYMOONERS. Call or wire...

CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"
what traffic!
ing come from his observation of the industry; the awkwardness of the FCC having to regulate network practices through rules applying to stations; the fear that such a powerful force as television can be used to propagandize the American public or promote one product to the detriment of another.

The Ohio senator said that he wasn’t sure that legislation might be enacted, or that what might be enacted will be exactly what is in his bill. But, he said, the hearings have been worthwhile for the Congress, the public and the industry.

Sen. Bricker said he has been impressed with the arguments that the bill is too vague and “open-ended.” He said he does not want to give the FCC carte blanche. Regulation, he continued, must be specific and kept to a minimum.

WITNESS: Kenneth Cox

Kenneth Cox, special counsel to the Senate Commerce Committee, emphasized several times that the bill does not give the FCC any more power over networks than it already exercises over stations. This was in answer to fears expressed that the Commission might get into regulation of rates, programs, business practices, affiliations, and advertising.

He explained that his concept of the bill was that the FCC would intervene in network practices only if there was a complaint filed.

In answer to the ABC approach that many of the abuses allegedly complained of would disappear if there were at least three comparable facilities available in major markets, Mr. Cox disagreed. He said there still would be concentration since other program producers would still be unable to secure favorable time on stations. He agreed that if there were four or more facilities available, the “abuses” might disappear.

Court Heors Dispute by WIBC On Craven Indianapolis TV Vote

The U.S. Court of Appeals in Washington last week heard WIBC Indianapolis argue that FCC Comr. T.A.M. Craven should not have been allowed to vote in the 1957 Indianapolis ch. 13 decision which gave that vhf channel to Crosley Broadcasting Corp.

WIBC, one of the three unsuccessful applicants, said that Comr. Craven should not have voted in the case because of conflict of interest. It claimed that Mr. Craven’s engineering firm was engaged by WIRE Indianapolis in preparing its application for the city’s ch. 13 frequency, and that this foreclosed Mr. Craven from voting. The second unsuccessful applicant was Mid-West TV Corp., composed of local businessmen, which had been recommended for the grant by a hearing examiner.

The grant was made March 8, 1957 on a four to three vote, with Comrs. Rosel H. Hyde, Robert T. Bartley and Robert E. Lee dissenting. Comr. Craven at first abstained, as he has in all cases in which former clients are involved, but the Commission ordered him to break the tie. Mr. Craven received a formal legal opinion by the FCC’s general counsel that it was his duty to vote to break the tie.

The argument was heard by Chief Judge Henry W. Edgerton and Circuit Judges Wilbur K. Miller and John A. Danaher. FCC General Counsel Warner E. Baker argued for the Commission; Duke Patrick for Crosley; and Harry Icc, Indianapolis attorney, for WIBC.

SEC Reports for May

Common stock transaction by officers and directors of companies in the radio-tv and allied fields, reported by the Securities & Exchange Commission last week were as follows:

Avco Mfg. Corp.—James D. Shouse sold 450 shares in April, retains 500 shares; Curly W. Stoup bought 100 in October, 1957, retaining 250 shares.

C&C Television Corp.—Matthew Fox bought 1,400 shares in April, sold 1,700 shares in April, retaining 615,300 shares.

CBS Inc.—Henry C. Bonfig bought 200 shares June 1957, holds 200 total; Louis G. Cowan bought 100 shares in March 1958, holds total of 100 shares.

Guild Films Co. Inc.—John J. Cole bought 30,000 shares in private transaction in April 1958, holds total of 30,000 shares; Nicholas Reisini for Robin International Inc., sold 4,700 shares in March 1958, with Robin International retaining 173,000 shares.

Loew’s Inc.—Charles G. Barry bought 100 shares in April 1958, holding total of 200.

National Telefilm Assoc.—E. Johnny Graf sold 300 shares in November 1956, bought 1,000 and sold 100 in December 1956, bought 700 in May 1957, sold 200 in February 1958, sold 200 in March 1958, with total holdings now at 1,500.

National Theatres Inc.—B. Gerald Can- tor bought 1,000 shares in April 1958, boosting holdings to 110,00 shares; T. H. Sword sold 600 shares in April 1958, reducing holdings to 200.

Storer Broadcasting Co.—John E. McCoy sold 500 shares in April 1958, reducing holdings to 5,500 shares.

Court Heors New Orleans Losers Protest Ch. 4 Grant to Loyola

Two losing applicants for ch. 4 in New Orleans argued last week that the winner, Loyola U. (WWL-AM-TV New Orleans), should not have been granted the tv facility. Their appeal was argued before the U. S. Court of Appeals for the District of Columbia.

James A. Noe & Co. (WNOE New Or- leans) said Loyola is ineligible because the Communications Act prohibits the grant of a license to “an alien or a representative of an alien.” WNOE said the president of Loyola receives his appointment through the head of the Roman Catholic Society of Jesus (Jesuits), who is a Belgian residing in Rome.

The other losing applicant, the Times-Picayune (WTPS New Orleans), did not contend that Loyola is ineligible for a tv license, but thought the FCC reached an incredible conclusion when it held that Loyola is independent from the Society of Jesus for legal and practical purposes.

The FCC granted ch. 4 to Loyola July 11, 1956, primarily on the performance record of WWL (50 kw on 870 kc), which the university has operated since 1922 on a commercial basis, with CBS affiliation. Loyola also was favored in the area of diversification of communications interests (At Deadline, July 16, 1956). The FCC grant reversed a hearing examiner’s initial decision favoring the Times-Picayune, issued a year earlier (Government, July 11, 1955). WWL-TV has been on the air since Sept. 1, 1957.

Town to Report TASS Progress

Dr. George Town, executive director of the Television Allocations Study Organization, will address the Washington Chapter of the Institute of Radio Engineers on Tuesday, July 24, on the progress thus far made by the TASS organization. The meeting will be held at the Perpetual Building Auditorium, 11th and E Sts., N. W., at 8 p.m.
New as tomorrow WTCN is excitingly different . . . an all new formula.

. . . So good that major radio stations coast to coast . . . Canada, too . . . are asking us "How do you do it?" even before ratings are available.

Local advertisers and agencies are excited, too—results you know. Ask your Katz man for details.

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MINNEAPOLIS • ST. PAUL, MINNESOTA
REPRESENTED NATIONALLY BY THE KATZ AGENCY AFFILIATE, AMERICAN BROADCASTING NETWORK
EDITORIAL FINE POINTS RAISED

Broadcasters are studying carefully the implications of the latest FCC pronouncements on the point of editorializing over the air, following the Commission's discussion of licensees' responsibility when it renewed the licenses of the Newhouse stations in Birmingham, Ala., two weeks ago [At Deadline, June 2].

The Commission renewed the licenses of WAPI, WAFM (FM) and WABT (TV) Birmingham after holding them up while investigating complaints that the station presented a biased editorial against toll tv. This was one of a number of inquiries instituted by the FCC following a formal complaint Feb. 17 by James M. Landis, counsel for Skiatron Television & Electronics Corp. against all three networks and many of their affiliates.

The Birmingham renewals were accompanied by a Commission letter which reviewed the pay tv programs and implied that the licensee had not dealt fairly with the subject. Comr. T. A. M. Craven disassociated the latter.

WABT presented an anti-pay tv discussion by its news director on Jan. 31, between 6:15 p.m. and 6:30 p.m. Three days later, on Feb. 3, three station employees participated in a 25-minute informal discussion, with two "taking the viewpoint of the proponent." The FCC expressed displeasure that the news director's editorial called on those listening to write their congressmen, while no such appeal was made on the Feb. 3 discussion program.

The Commission said that the station failed to offer its facilities to a "known proponent" of subscription tv and that the counter-balancing arguments in favor of pay tv were not offered in the same time period that the anti-pay tv editorial was broadcast—or at approximately the same time on a week day shortly thereafter.

The FCC said, however, that a review of the station's operations over the last license period (three years) does not indicate that there has been anything "otherwise" remiss in the overall operations or that there have been any other instances in which the stations have "deviated" from the standards established for editorializing.

The right of broadcasters to editorialize was directly challenged early this year when Mr. Landis, charged that all three tv networks and their affiliated stations had broadcast unfair, partisan, one-sided programs on the subject of subscription tv.

What hurt most, the Skiatron counsel implied in a Feb. 17 letter to FCC Chairman John C. Doerfer, was that congressmen and senators were inducted with letters opposing virtually unanimously the establishment of toll tv.

The FCC forwarded copies to the tv networks and the stations identified in the letter and asked for comments. The replies came in during April and May, with letters.

WGBK-TV Detroit (Storer station) said it presented a question and answer program on pay tv on Jan. 24. No editorial opinion was expressed. On Feb. 2 it presented a kinescope of CBS' "Right Now" program featuring a debate between Richard S. Salant, CBS vice president, and Robert Hall, Skiatron "editor." WBTW (TV) Charlotte, N. C., on Jan. 27, in conjunction with WSOIC-TV Charlotte, simultaneously broadcast the 30-minute "Now It Can Be Told" program opposing pay tv. On Feb. 2 WBTW broadcast the CBS Salant-Hall debate, and on Feb. 7 it devoted 30 minutes to a mass press interview on pay tv between newspaper reporters of six area newspapers and Harold Fellows, NAB president. This program was fed to other area stations (WFBC-TV Greensville, S. C.; WPMY-TV Greensboro, N. C.; WLOS-TV Asheville, N. C.; WSPA-Spartanburg, S. C.; and WSJS-TV Winston-Salem, N. C.) On Feb. 28, both WBTW and WSOIC-TV wired toll tv propponents Skiatron, Zenith and International Telemeter Corp. offering free time to state their side of the controversy. None accepted. Three local congressmen and one senator asked for and received time to speak on the subject.

ABC-TV broadcast only one network program on the subject. That was Jan. 12 when Ted Leitell, Zenith, and Dr. Dallas Smythe, U. of Illinois communications prof., who opposed subscription tv, were interviewed. On Feb. 1, ABC's owned KABC-TV Los Angeles and KGO-TV San Francisco presented a pay tv program on "Your Decision," a regional west coast program. The program was moderated by State Senator Jack McCarthy and included three San Franciscans, one in favor, one opposed and the third favoring pay tv if it was regulated. On Nov. 8, 1957, ABC's WBKB (TV) Chicago presented Ted Leitell, Zenith, in two interviews the same day.

NBC told the FCC that it took no editorial position on pay tv in any of its broadcasts. It pointed to a Feb. 13 broadcast over WRC-TV Washington, in which Rep. Emanuel Celler (D-N.Y.) and Robert Hall, Skiatron, were interviewed by Tex McCrary.

CBS said that it had presented the Salant-Hall debate over the network on Feb. 2 and no other. It had presented news reports during the House hearings.

Final Action Closer
On Long 770-kc Case

Action in at least one phase in the FCC's tentative proposals in the clear channel case [Lead Story, April 21] seemed in the making last week when the agency ordered preparation of documents looking toward affirming an examiner's initial decision in the 17-year-old KOB Albuquerque-WABC New York squabble over the 770 kc frequency.

The initial decision by Hearing Examiner Hugh B. Hutchison, issued four months ago [Government, Feb. 10], recommended that 770 kc be changed from a 1-A to a 1-B frequency, accommodating both KOB and WABC and with both using directional antennae to protect each other. Each would have unlimited time with 50 kw.

The FCC went along with this suggestion in raising last April its tentative plans to duplicate 660 kc, 770 kc, 880 kc, 1100 kc and 1880 kc. Comments are due in this proceeding by July 15, with replies 45 days later.

The action last week was the latest in an imbroglio which began in March 1941, when KOB, in operation since 1922, was assigned 1030 kc (still its legal assignment) with 10 kw. Later, in 1951, the FCC decided KOB's service area would be more extensive and on its own motion modified KOB's special service authorization to specify 770 instead of 1030 kc. The station already had received permission to boost power to 50 kw day, 25 kw night.

Soon afterward WABC New York (then WJZ) began its 17-year-old fight to get KOB off its 770 kc Class 1-A channel.

In 1951 the U. S. Court of Appeals acted on WABC's appeal, upholding FCC authority to issue SSA's for limited periods but holding continuation of the KOB SSA was a "modification" requiring FCC license and afforded the New York station no opportunity for a hearing. The FCC in 1955 decided to continue KOB on 770 kc until resolution of the now-12-year-old clear channel proceeding. WABC again appealed and the court ruled that WABC would have to be protected; whereupon, the FCC ordered KOB to directionalize at night. The station has been using a directional antenna since April 26, 1957.

KOB has changed hands twice during the long battle, being sold (both KOB and KOB-TV) by T. M. Pepperday to Time Inc. and the late Wayne Coy in 1952 and resold to KSTP-AM-TV Minneapolis in 1957 for $1.5 million.

KOB, licensed on 1030 kc with 10 kw unlimited, operates under SSA on 770 kc with 50 kw day and 25 kw with directional antenna at night. WABC is licensed on 770 kc with 50 kw unlimited.

WABC Boston, clear channel station assigned 1030 kc with 50 kw and directional antenna, is a party to the case in objecting to KOB's assignment of 1030 kc. KATR Corpus Christi, Tex. (formerly KBWU), is a limited-time secondary station on 1030 kc and also is a party in the case.

Tall Tower Standards Unchanged

Criteria for judging whether tall towers are hazards to air navigation were extended for one year, to June 3, 1959, as was de- cided last week. The agreement was worked out by FCC Comr. Robert E. Lee and CAA Administrator James T. Pyle, co-chairmen of the Joint Industry-Government Tall Structures Committee, and concurred in by all members of the committee. Standards for determining whether towers are hazardous or not were established in 1957 and were accepted by broadcast and aviation interests for a one-year trial. JIGTSC comprises representatives of broadcast and aviation interests, with the following broadcast representatives as members: Robert E. L. Kennedy, Assn. of Federal Communications Engineers; Robert M. Booth Jr., Broadcast Communications Bar Assn.; A. Prose Walker, NAB, and Cyril M. Baum, Joint Council on Educational Tv.
Best insurance you can buy against long periods of interrupted service. With an elevator, it's possible to get a technician up on the tower fast... and in almost any kind of weather... to locate and correct trouble. This kind of fast action is just not possible without an elevator, especially at night or during icy winter weather.

Easy to give on-the-spot supervision. When there's work being done way up the tower, an elevator enables you to supervise and inspect the job yourself, get a first hand close-up view of equipment in safety and comfort.

Greatly simplifies routine maintenance. Light bulb changes, fastener and paint checks, periodic inspections all take less time, less effort, cost less money. An elevator puts men on the job fresh and ready to work, not tired after a long climb.

**Dresser-Ideco TOWER ELEVATOR**
assures speedy, safe service, inspection and maintenance

Dresser-Ideco elevators are engineered and built for complete safety and simplicity of operation and maintenance. A single switch moves the car up or down, or stops it at any point on the tower. The system is completely equipped with automatic safety devices. A radio control system eliminates the need for elevator wiring circuits on the tower, greatly simplifies installation and maintenance.

An elevator is practically a "must" on a tall antenna tower. Dresser-Ideco recommends that all towers in the 700-foot height range, or higher, be elevator-equipped, and suggests under certain circumstances that an elevator would be a practical investment in a tower of lesser height.

Plan on a Dresser-Ideco elevator for your new tower or investigate the possibilities of adding an elevator to your present tower... be ready for safe and speedy service, inspection and maintenance. Write us for Elevator Bulletin T-2.

Write for this new Dresser-Ideco Tower Catalog T-57... the first complete broadcast antenna tower story.

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(above) A toggle switch controls elevator car movements. The standby system switch is located to the right of the battery meter.
(right) Car is fitted with spring-loaded nylon rollers which engage the guide rails, prevent car sway and insure smooth operation.

(right) Rated for a load of 750 pounds, will comfortably accommodate two people. Car stops automatically if door is opened, will not start until it is closed. Supported by a double set of cables, either one of which will hold the car and its full load.
The FCC will meet today to discuss vital, long-range TV allocations policy—and high on the agenda is FCC Comr. T. A. M. Craven's plan for a breakthrough of the uhf-vhf muddle through the establishment of multiple, contiguous uhf band of 25 channels [LEAD STORY, June 2].

The Commission also will have before it the latest plea by ABC to establish parity in the top, major markets of the country. This was filed by the network last week.

As before, ABC suggests a revision of multiple separation standards, as well as the use of directional antennas to accomplish drop-ins.

ABC said it has completed engineering surveys of 14 two-vhf markets and has found solutions in 12 of them.

They are: Louisville, Ky., add ch. 7; Syracuse, N. Y., delete ch. 8, add chs. 9 and 11; Rochester, N. Y., add ch. 3; Providence, R. I., delete ch. 12, add chs. 8 and 13; Jacksonville, Fla., add ch. 10; Knoxville, Tenn., add chs. 2 or ch. 8; Mobile, Ala.-Pensacola, Fla., add ch. 3; Birmingham, Ala.-Mobile; Rapid City, S. D.; Manchester, Mich., add ch. 11 or ch. 13; Oklahoma City, Okla., move ch. 5 from Emd; Shreveport, La., delete chs., add chs. 2 and 4, or move ch. 10 from El Dorado, Ark., or ch. 5 from Alexandria, La.; Greensboro-Winston Salem-High Point, N. C., add ch. 8.

Studies are being continued, ABC said, of Wheeling, W. Va.-Steubenville, Ohio, and Toledo, Ohio, as well as "four other important two-vhf markets."

In three of the 12 cities, ABC said, drop-ins of vhf channels can be accomplished in accordance with present mileage separations. These are Syracuse, Oklahoma City and Greensboro-Winston Salem-High Point.

In six others, the network continued, channels can be allocated in accordance with present mileage separations, but transmitter-transmitter separations will require some reduction in these standards.

These are Louisville, Rochester, Providence, Mobile-Pensacola, Birmingham and Grand Rapids-Kalamazoo.

In the remaining three markets, mileage reductions are required not only to assign the channels to these communities, but also to enable the transmitters to be sited competitively.

These are Jacksonville, Shreveport and Knoxville.

The maximum mileage reduction is the assignment of ch. 7 to Louisville, ABC said. In order to meet present mileage factors, the ch. 7 transmitter would have to be located 40 miles from the center of Louisville and the signal would not be competitive with other stations in Louisville. However, ABC contended, with use of a directional antenna and precision offset, ch. 7 can be situated nearer the city in order that its signal be comparable with other vhf stations there.

Where there are one-vhf markets ABC suggested that no second vhf channel be allocated, but that the FCC consider de-termining the community to all uhf, or to authorize simultaneous uhf-vhf operation in order to prepare the way for later transition to all-uhf.

Comr. Craven's proposal is a long range goal, and would be dependent on the cooperation of the Office of Defense Mobilization. But ABC's argument is that the 25-channel band would enable manufacturers to make all channel receivers as cheaply if not more cheaply than present vhf-only sets.

As envisaged by Comr. Craven, an acknowledged allocations expert, the present proposal for a two-vhf broadcast band would be divided and the single band would begin at what is now ch. 7 (174 mc) and extend in an unbroken band to 324 mc. This would accommodate 25 six-mc vhf channels.

Given ODM approval—and the Commission is planning to sit down with defense officials in the near future—the transition to all vhf band would be accomplished over a seven- to ten-year period.

Also part of Mr. Craven's proposal are two earlier steps: The first is an immediate move to create at least three comparable facilities in the top markets; and the second is a short range extension in this to provide competitive facilities in at least the first 150 markets. This second move, however, would not begin until the report of the Television Allocations Study Organization has been submitted, expected the end of the year.

FCC Plants Stations on Carpet For Not Identifying NAM Films

The FCC has asked—or is getting ready to ask—27 television stations to explain why they carried kinescopes of hearings several weeks ago by the Senate Labor-Management Committee on the Kohler strike without disclosing that the films were paid for by the National Assn. of Manufacturers [GOVERNMENT, April 21].

Involved is Sec. 3.654 of the FCC Rules requiring (a) that when a station carries a program involving "controversial issues," it must announce the program is "sponsored, paid for, or furnished" with identification of the source; and that (b) when films, records, transcriptions and other material are furnished involving a political program or discussion of "controversial issues," the station must identify by announcement the person furnishing them.

NAM has furnished the FCC with a list of the 27 tv outlets which carried films of the hearings made by Metropolitan Broadcasting Corp. (formerly DuMont Broadcasting Corp.). In a letter to the FCC dated May 26, NAM said: "In the interest of public service and specifically offered such by representatives of NAM's regional offices throughout the country, prints of one-hour kinescopes, exactly as prepared, edited and telecast" by Metropolitan's WTTG (TV) Washington, were shipped, one print to each of the 27 stations.

The FCC on May 15 had asked NAM for a complete list after requesting it from Metropolitan and receiving only a partial list. At that time the FCC said it had received information that the kinescopes "may have been used by said stations without complying with the Commission's Rules."

The Commission began the investigation after a complaint by AFL-CIO that NAM underwrote the cost of the films. The films covered the Senate group's March hearings on the United Auto Workers strike against the Kohler Co. in Sheboygan, Wis.

The list of stations:


WFLB-TV Withdraws Protest Of WTVD (TV) Antenna Change

WFLB-TV Fayetteville, North Carolina's only operating uhf outlet, withdrew its protest against a proposed antenna height increase and move of transmitter by WTVD (TV) Durham—one week after WFLB-TV won its request for a hearing on the grant and a matter of hours after the FCC had set a date for the hearing. The FCC subsequently granted WFLB-TV's petition to withdraw and made final the granting of the antenna-transmitter change.

The FCC on April 2 granted WTVD (ch. 11) permission without a hearing to increase antenna height and move its transmitter nearer Raleigh and Fayetteville. But WFLB-TV protested and the Commission held the May 28 public hearing on effectiveness of the grant and ordered a hearing, last Wednesday setting the hearing for July 3.

Then last Wednesday, the FCC taking immediate action on WFLB-TV's request, asked preparation of documents looking toward dismissal of the protest, clearing the way for WTVD to go on the air with its former plans. WFLB-TV gave no official reason for withdrawing its protest.

In ordering the hearing the FCC had denied WFLB-TV's request to make "premature construction" (at the proposed new transmitter site) an issue and had placed the burden of proof on WFLB-TV for the following issues:

(1) the effect of the WTVD grant upon WFLB-TV; (2) areas and populations which would gain or lose the WTVD signals and programs, the other tv service available to such areas and their need for WTVD signals to be gained or lost; (3) whether the move to Durham from a Raleigh-Durham station rather than a Durham outlet and if this would better serve the public than at present; (4) whether the grant is in the public interest in the light of facts to be developed from the foregoing issues.

It was brought out in WFLB-TV's original protest that that station "picks up" four hours weekly of CBS programs from WTVD.
IS NOW BEING SOLD BY:

BLAIR Television ASSOCIATES INC.

Effective June 1, 1958, KTVH appoints Blair Television Associates, Inc. as their exclusive national representatives. To Sell Kansas...Buy KTVH—Ask your Blair representative about KTVH today!
OATH OF OFFICE for Comr. Robert T. Bartley (r) was administered Wednesday by Chairman John C. Doefler for a new seven-year term beginning July 1. Present for ceremonies were the Texas Democrat's wife, Ruth; sons Robert T. Jr. (Buck), 19, Tom, 10, and daughter Jane, 17. Comr. Bartley was nominated to his first term March 6, 1952, by President Truman to succeed the late Wayne Coy, who had resigned as chairman to join Time Inc. as a partner in that firm's first radio-tv ownership venture.

Court Denies WITV (TV) Appeal Pleading Miami Ch. 10 Injury

The FCC's allocation of and authority to grant ch. 10 in Miami have been upheld in a unanimous decision by the U. S. Court of Appeals for the District of Columbia. The court denied an appeal by WITV (TV) Fort Lauderdale, Fla., 25 miles away, claiming economic injury. WITV's license, the court said, "contained no express or implied terms insuring financial success or freedom from hurtful competition." The court said the FCC already has considered in other related proceedings the WITV contention that if it were forced off the air by competition from ch. 10 the communications Act's provision for equitable distribution of facilities among states and communities would be compromised thereby. The FCC in a 4-3 vote on Thursday denied WITV's petition asking reconsideration of the Commission's dismissal of the station's request for experimental operation on ch. 6 in Miami to compare simultaneous uhf and vhf operation.

Court Rules Against WLDB

Judgment for copyright infringement against Leroy and Dorothy Bremmer, owners of WLDB Atlantic City, has been obtained by members of ASCAP. The plaintiffs alleged that copyrighted songs were performed by the station without authorization. Plaintiffs were Frank Loesser, Matt Dubey, Harold Karr, New World Music Corp., and Mayfair Music Corp. The U. S. district court for New Jersey restrained the defendant from publicly performing the songs in the future, and awarded damages of $250 for each unauthorized performance together with court costs and attorney's fees.

OVERSIGHT SUBCOMMITTEE DIGS DEEPER INTO FCC 'PRESSURES'

Purported influences in the Miami, St. Louis and Boston tv cases continued to occupy the spotlight of House Legislative Oversight Subcommittee hearings held last week in Washington and Boston. Chairman Rep. Oren Harris (D-Ark.) opened the Monday morning hearing in Washington with the announcement the subcommittee hopes to complete its FCC investigations by the end of this month. This will be followed by legislation designed to cure the "ills" discovered by the subcommittee in its final decision. The chairman expressed hope Congress would act on the legislation before adjournment, probably sometime in August [GOVERNMENT, June 2].

Following the committee's interim report last April [LEAD STORY, April 7], Rep. Harris introduced HR 11886, which would: (1) require the FCC to file an annual report of ethics; (2) prevent the payment of honoraria to commissioners; (3) strengthen the law regarding ex parte contacts; and (4) give the President power to remove a commissioner from office. Rep. Harris also has announced plans to sponsor legislation requiring the seller of a station to pay a transfer fee to the government.

Subcommittee attorney Stephen J. Angland last week presented testimony purporting to show several instances of ex parte contacts in different comparative cases. Of the four applicants for Miami ch. 7, Mr. Angland claimed, all except Sunbeam Corp. brought pressures to bear against the Commission. The winning applicant was Biscayne Tv Corp. (Cox and Knight newspapers and former NBC President Niles Trammell). The two losing applicants were East Coast Tv Corp. and South Florida Tv Corp.

Mr. Knight was quoted as saying Biscayne had cause to be concerned because Thurman A. Whiteside, Miami attorney who figured prominently in the Miami ch. 10 investigations, was working actively for South Florida. When asked what commissioners had talked to, Mr. Trammell was quoted as replying: "I guess I made the rounds." None of the principals testified in person last week and all statements were those Mr. Angland said had been given him. Mr. Knight told Mr. Angland, according to the attorney's report of an interview with the publisher in Chicago, that Ben Fuqua, vice president of the Florida Power & Light Co., was asked to help in the ch. 7 case with the knowledge that he (Fuqua) was a close personal friend of then Comr. Richard A. Mack. Like Mr. Whiteside, Mr. Fuqua also participated ex parte in the ch. 10 case.

Mr Fuqua was quoted by Mr. Angland as saying he visited Comr. Mack at least twice while the ch. 7 case was active—once before the final decision and once after the court had remanded the decision to the Commission. Mr. Fuqua was quoted as saying Comr. Mack indicated Biscayne had nothing to worry about. Mr. Angland introduced into the record 24 written, personal and telephone contacts between Mr. Fuqua and Comr. Mack while the ch. 7 decision was pending.

Mr. Angland further quoted Mr. Knight as stating he asked Sen. John W. Bricker (R-Ohio) to check with then FCC Chairman George C. McConnaughey as to when a final decision would be issued by the FCC. Mr. Knight said he understood Sen. Bricker did talk to Comr. McConnaughey but he does not know the outcome.

In a telephone interview with Mr. Angland, South Florida principal Jack C. Stein was quoted as saying he considered that applicant's chances "dead" when Frieda Hen- nock left the Commission in June 1955. Miss Hennock was replaced by Comr. Mack. Mr. Stein said that Sen. George Smathers (D-Fla.) advised him to be on the lookout for "pressures" from the White House and that he hired Mr. Whiteside to find out where the alleged pressures were coming from. "We were just trying to get information, not a vote," Mr. Stein stated.

Contacts also were made by John D. Pennekamp, associate editor of Knight's Miami Herald, Mr. Knight and Leonard Reinsch executive director of the Cox stations, according to Mr. Stein's telephone interview. He specifically charged that Mr. Reinsch "used every source at his command to bring pressures on the FCC."

Mr. Stein said South Florida was unable to establish any actual White House pressures but that he still is "suspicious." He said Mr. Whiteside told him before the Commission vote that the grant was "going to the newspapers" and that Comr. Mack called Mr. Pennekamp for instructions on how to vote.

South Florida considered bringing Roy Cohn, New York attorney and controversial Senate counsel during the Army-McCarthy hearings, into the case, Mr. Stein stated to Mr. Angland. This arrangement was to be made through William O'Neill, owner of WKSP Miami and brother of Thomas F. O'Neill, head of General Teleradio, who was going to buy an interest in South Florida if Mr. Cohn came in, Mr. Stein stated. Mr. O'Neill assured South Florida, Mr. Stein said in the Angland interview, that Mr. Cohn could get the grant but it was decided not to bring him in because "we were naive enough to believe the case would be decided on its merits."

Working ex parte for East Coast, according to Mr. Angland's testimony, was Tampa, Fla., attorney Miles H. Draper. Mr. Draper was quoted as saying he "did a little mission- ary work for a couple of applicants before the FCC." He was paid a $3,000 fee by Scharfled, Jones & Baron, Washington law firm representing East Coast.

A witness from Florida, Republican, Mr. Draper said he was asked to help because "I might have some Republican interest somewhere. I traveled quite a bit and I was just asked to move around and find out what the situation was with respect to these
Where does the money go?

Companies, too, must watch the pennies. Like you, Standard Oil and its subsidiary companies took in a certain amount of money last year. And here's what happened to it.

1. Things we bought and used... 59.5%
   Most of the money we took in went for things we had to buy, such as crude oil, materials and services, plus charges made for wear and tear. These costs are roughly comparable to your living expenses. We buy everything from paper clips to structural steel from more than 32,000 independent companies in hundreds of American communities. While our costs have skyrocketed in the past few years, prices of oil products have gone up only slightly in the same period.

2. Taxes paid... 18.7%
   Our next biggest item—even bigger than our payroll—was for taxes, including our own taxes, and those we collect from our customers for national, state and local governments. All together this totaled $447,048,467. And that figure does not include the many “hidden” taxes everyone pays!

3. Wages, salaries, benefits... 15.5%
   Then there were wages, salaries and benefits for our 49,680 employees. Standard Oil employees enjoy one of the most progressive benefit programs in any industry. Back in 1903, when retirement plans were virtually unheard of in industry, Standard Oil started its retirement plan. It was among the first industrial companies in America to do this.

4. Profits used for improvement... 4.0%
   After all costs of doing business were taken care of, 6.3% was left. This is profit. We used part of this, or 4.0% of our total income, to expand facilities and to improve our products and services for the millions of people who depend on us for petroleum products.

5. Profits paid to owners... 2.3%
   The balance, or 2.3%, went as dividends to our 148,400 shareholder-owners. Standard Oil has paid dividends for 84 consecutive years. The value of dividends paid in 1957, including a special fourth quarter dividend, was $2.11 per share. We try to pay share owners a dividend equal in value to approximately half of earnings each year, reinvesting the remainder for future growth in the interest of shareholders, employees and the public.

6. And that’s where our money went!
   All the money we took in has been accounted for. At our service stations, our plans and investments face the final test, for our millions of customers are the bosses. Through our subsidiaries, we serve all America. Our products are sold in 48 states.

What makes a company a good citizen? To be a good citizen a business must be frank and open—with employees, stockholders, customers, the public. In advertisements like this during the year, we at Standard Oil publish reports to our neighbors so you will know how we work, something about our Standard Oil family, where our money goes, and the part we play in the prosperity of the communities in which we live and work.
WCKY'S  
RESPONSIBLE ADULT PROGRAMMING IN CINCINNATI SERVES THE ENTIRE FIELD OF PUBLIC INTEREST

HUNDREDS OF LETTERS OF APPRECIATION FROM NATIONAL, REGIONAL AND LOCAL PUBLIC SERVICE ORGANIZATIONS TESTIFY TO THE EFFECTIVENESS OF WCKY'S ADULT PROGRAMMING
 ALERT AGENCIES AND ADVERTISERS WHO WANT A RESPONSIVE ADULT BUYING AUDIENCE FOR THEIR PRODUCTS IN CINCINNATI

CHOOSE WCKY
cases." (He also received a $5,000 fee in the ch. 12 Jacksonville case.)

In an August 1955 letter to Comr. Mack, read into the record, Mr. Draper stated: "I hope that you will not be unmindful of the fact that you received this appointment [to the FCC] through the cooperation of the Republican organization in Florida and Washington and that you would not knowingly take part adversely to the friends who were helpful to you." The letter further declared "surprise" that Comr. Mack had participated in preliminary phases of the ch. 7 vote and expressed fears that if the newspapers got the grant, Republicans would be unable to "get favorable hearing time for what broadcasts we might wish to make ...."

Mr. Draper also stated in the letter that he had told friends in East Coast Television that "because this is a Miami station which was initiated before your appointment, that you would undoubtedly abstain from participation therein.

Mr. Angland testified East Coast attorney Arthur W. Scharfeld said Mr. Draper was hired to get publicity and not to do anything at the FCC. "Mr. Scharfeld would not pinpoint the type of publicity wanted of Mr. Draper," Mr. Angland stated.

Mr. Angland testified on non-record contacts with the FCC in several other TV cases. Mr. Lishman termed them a "sufficient number of cases" to show a pattern of ex parte pressures in every major competitive TV case. Rep. Harris said this definition, proposed in ch. 10 Miami situation was not an "isolated case," and that pressures would be called to further develop the cases, especially Miami ch. 7. Other ex parte contracts brought out by Mr. Angland:

**Jacksonville Calls**

In the Jacksonville, Fla., ch. 12 contest among five applicants, Comr. Mack on two different occasions telephoned a Jacksonville attorney asking an opinion on the merits of the individual applicants, Mr. Angland said. Also, according to the witness, Comr. Mack visited in the home of Mitchell Wolfson, stockholder in winner applicant Florida-Georgia Ty TV Co., while the Commission was considering the case. Several letters and telephone calls to commissioners on behalf of various Jacksonville applicants were cited.

In the Miami ch. 6 case, still pending before the Commission, Mr. Angland cited a memorandum from White House assistant Gerald Morgan to Comr. Doerfer inquiring about the current status. Enclosed with the memorandum was a letter to President Eisenhower from Leslie B. Bain, described by Mr. Angland as an applicant for the channel. Comr. Lishman said this contact raises a question about the independence of the Commission and that the Bain letter, coming from the White House, has much more effect than if it had been sent direct to the FCC.

Also cited was an April 11, 1958, memorandum from Robert Weston, engineering assistant to Comr. Robert E. Lee, to the commissioner. Mr. Weston stated that Mr. Bain had been in the commissioner's office and made what he considered "most inappropriate" representations. Mr. Angland stated that Mr. Weston called Mr. Bain's attorney following the visit telling the lawyer to keep the applicant away from the commissioners.

Mr. Angland read a statement of legal fees paid by ch. 2 KTVI (TV) St. Louis which showed the station had paid out $107,000 and still owes $84,000. The statement, filed by attorney Clark M. Cliford, also showed that a $55,000 fee had been paid former FCC Comr. Robert Jones. Roberts & McInnis, Washington counsel for KTVI, according to Mr. Angland, could not know Mr. Jones had been retained by KTVI. Also, Mr. Angland said, Mr. Jones was not an attorney of record at the Commission.

Mr. Angland told about the activities of radio- TV personality Tex McCrory in the ch. 13 East Coast hearings. He alleged that Mr. McCrory, after talking to William S. Paley, CBS Inc. board chairman, and CBS President Frank Stanton, personally talked to Comrs. Doerfer, McConnaughey and T. A. M. Craven. Mr. McCrory also attempted unsuccessfully to see Comr. Lee.

**Had on Reporter Hat**

Mr. McCrory said, according to Mr. Angland, that he was acting as a reporter and not on behalf of CBS and asked the commissioners why it was taking so long to resolve the ch. 13 matter. Mr. McCrory said the Comrs. Doerfer and McConnaughey were "very guarded" during the individual discussions. Comr. Craven was "ice" during the interview and said at the outset it was improper to talk about the case, according to Mr. McCrory's version as told by Mr. Angland.

Mr. Paley was quoted as telling Mr. Angland that Mr. McCrory was not representing CBS and was paid no fee, although he did report back to Dr. Stanton on the meetings. Mr. Angland said he was told by Mr. Paley that relationships with commissioners have been kept informal. Other ex parte contacts mentioned by Mr. Angland included letters written regarding contests for ch. 7 Buffalo, N. Y., ch. 10 Parma, Mich., ch. 7 Denver, ch. 5 Cheyboygan, Mich., and ch. 9 Orlando, Fla.

Under a special resolution passed Wednesday by the parent House Commerce Committee only two members of the Legislative Oversight Subcommittee were present for the Boston hearings. Ordinarily, six members of the 11-man subcommittee would be necessary to constitute a quorum. Rep. John Bell Williams (D-Mass.), as acting chairman, and Rep. Charles Wrotenor (R-N. J.) constituted the House quorums.

In an opening statement Thursday, Rep. Williams also said: "We are here today to define by the testimony of witnesses subpoenaed and otherwise the areas of relevancy within which the subcommittee may obtain pertinent documentary evidence from the files of both the Boston Herald-Traveler Corp. and WHDH Inc. and the records and writings of their officers, directors, employees or representatives which pertain to ch. 5. The subcommittee's investigation of the TV ch. 5 award involves the ascertainment of what factors influenced the decisions and whether there was any corruption, maladministration or inefficiency in carrying out the FCC's statutory duties.

"It [the subcommittee] has information about the Boston Herald-Traveler Corp., its directors, officers, counsel, and employees and other persons working with them which indicate, they have brought such outside influence to bear on the FCC so as to induce it to award TV ch. 5 in Boston to a subsidiary of the Boston Herald-Traveler Corp. It has information that since Jan. 1, 1955, directors, officers, counsel and employees of the Boston Herald-Traveler Corp. have made trips to Washington, D. C., in furtherance of its plans to exert such outside influence in the FCC. It also has information that since Jan. 1, 1955, the directors, officers, counsel and employees of the Boston Herald-Traveler Corp. made telephone calls to persons in Washington, D. C.; St. Louis, Mo.; Columbus, Ohio, and Monterey, N. H., in furtherance of the same plan.

Rep. Williams also said that House Legislative Oversight subcommittee records show that firms owned by Boston industrialists Bernard Goldfine paid a hotel bill for Presidential Assistant Sherman Adams, two senators, members of the House and other high government officials "which indicate the possibilities political pressures were used to gain favoritism before regulatory agencies."

Rep. Williams made this latter statement when relevancy of information sought by the subcommittee was challenged last Thursday in Boston during the hearings. The subcommittee shifted its hearing site from Washington to Boston last week when it ran into difficulty securing subpoenaed information relating to the FCC's grant of ch. 5 to the Herald-Traveler Corp. and related matters before the Federal Trade Commission and Securities & Exchange Commission.

**File Contents Guarded**

The subcommittee was careful to divulge only the bare necessities of what is contained in its Boston files as further hearings on alleged political pressures will be held later in Washington. However, it was learned the files definitely tie Mr. Goldfine's activities into the ch. 5 grant to the Herald-Traveler and also that case with matters under the jurisdiction of the FCC and FTC.

Thursday's testimony concerned the financial dealings of Mr. Goldfine. Relevancy of the subcommittee's requests were challenged by Washington attorney Roger Robb who was representing witness Mildred Paperman, a bookkeeper for several firms owned by Mr. Goldfine. Mr. Robb pointed out that Mr. Goldfine long had been a personal friend of Mr. Adams and that one of the senators formerly was the industrialist's counsel. Mr. Robb challenged the subcommittee to prove any instances of political pressure against the FCC and other agencies.
cies had been instigated by Mr. Goldfine.

The subcommittee resumes its hearings in Washington today (Monday) on the Springfield, Ill-St. Louis tv situation [GOVERNMENT, June 2]. Scheduled to testify are Harry Tenenbaum and Paul E. Peltason, top KTVI executives, and Lee Ruwitch, executive manager of WTVJ (TV) Miami and also a stockholder in WMAY-TV Springfield.

No hearings are scheduled this week beyond two days because of executive meetings on other matters of the parent House Commerce Committee.

Attending the Boston hearings as FCC observers were Joe Sitrick, administrative assistant to the chairman, and Nathan A. Hallenstein, engineer in charge of the Boston division of the Commission.

**Justice Serves Notice Of Ch. 10 Hearing Role**

The Justice Dept.—not unexpectedly—made known last week its intention to take part as amicus curiae in the Miami ch. 10 case [GOVERNMENT, June 2]. Justice made public its letter of Wednesday to FCC Chairman John C. Doerfer replying in the affirmative to the FCC chairman’s query as to whether Justice “deems it advisable” to participate.

The Justice Dept. letter, signed by Attorney General William P. Rogers, said the department’s Antitrust Div. has been designated to represent Justice. Mr. Rogers noted that the Antitrust Div. “has not and will not” participate in presentation of evidence to the grand jury investigating the ch. 10 case and that the amicus staff has been instructed not to make use of or have access to proceedings before the grand jury, such functions belonging to Justice’s Criminal Div.

Although Mr. Rogers did not name the Justice representative for the ch. 10 hearing it was learned that the task will go to Robert A. Bicks, first assistant to the chief of the Antitrust Division.

Mr. Rogers noted that the U. S. Appeals Court for the District of Columbia, in remanding the case to the FCC, had “apparently concluded that to insure the facts are fully developed this Department, without prior connection with, or stake in, this proceeding, should appear as amicus.”

The Antitrust Div.’s amicus role, Mr. Rogers said, would help Justice in drawing attention to any instance in the FCC hearing where use of compulsory process may “thwart criminal justice.” On the other hand, Mr. Rogers said, “fairness requires that grand jury processes not be employed to gather data for our use in the Commission hearing.”

Meanwhile, North Dade Video Inc., one of the four applicants for ch. 10 in the reopened case, has urged the FCC not to let the hearing be turned into a “Roman holiday,” requesting that no one except the original parties in the case (the four applicants) be allowed the right of cross-examination.

The FCC, acting upon what it believes

KVOO dominates Oklahoma’s No. 1 market—a billion-dollar market area with Tulsa right at its center. What’s more, this dominant “Voice of Oklahoma” reaches beyond state boundaries to bring you bonus coverage in Kansas, Missouri and Arkansas. Get your full share; get the No. 1 market—all of it; get on KVOO!

**BROADCASTING**

June 9, 1958 • Page 73
to be a court mandate, reopened the ch. 10 proceedings and in so doing announced that anyone about whom evidence may be received in the said hearing shall be permitted to cross-examine and to submit rebuttal testimony" if he asks [GOVERNMENT, June 2].

North Dade felt the court didn't intend this interpretation and said admission of such a lengthy list of parties would permit the proceedings to "a point beyond the stamina and financial endurance of other participants." It asked deletion of the words "cross-examine" from the order.

Public Service Tel Inc., subsidiary of National Airlines and one of the four applicants, filed opposition last week to a request by rival Eastern Airlines to be permitted to intervene in the case [GOVERNMENT, June 2]. Eastern lost its chance to intervene by not acting "three years" before the grant in 1957, Public Service said.

The FCC awarded ch. 10 to Public Service Tel Inc. over three other applicants in February 1957. The U. S. Appeals Court for the District of Columbia remanded the case to the FCC [GOVERNMENT, April 21] after an appeal by WKRAT Miami, one of the applicants. The ch. 10 grant was the subject of hearings by the House Legislative Oversight Subcommittee resulting in the resignation of former Comm. Richard A. Mack.

**U. S.-Canadian TV Setup Modified**

The FCC has announced the assignment of ch. 8 to Oliver, British Columbia, and Cornwall, Ontario, by the Canadian government following an exchange of correspondence with Canada revising the Canadian-U. S. A. television agreement. The new assignments caused revision of ch. 13 offset-carrier listings in Edmundston, N.B.; Pembroke, Ont.; La Sarre and Three Rivers, Que. In assigning ch. 8 to Cornwall, the Canadian government agreed that the transmitter site there will be at least 170 miles from the transmitter site of U. S. ch. 8 stations WHEN-TV Syracuse, N. Y., and WMTW (TV) Portland, Me. (Mt. Washington) and that the Cornwall station's power will not exceed the equivalent of 50 kw from an antenna 500 ft. above average terrain over a sector comprising the northern and southern limits of Lake Champlain.

**Tv Satellite, New Am Granted**

The Nebraska firm Bi-States Co. was granted a construction permit for ch. 3 Sterling, Colo., by the FCC last week. Bi-States intends to operate its channel 3 outlet as a satellite of ch. 13 KHOL-TV Kear-ney, Neb. Bi-States is currently operating ch. 6 KHPL-TV Hayes City, Neb., as a KHOL-TV satellite.

The Commission also last week granted the Rough River Broadcasting Co., Letchfield, Ky., a construction permit for a new am outlet on 1580 kc with 250 w, day. At the same time the FCC finalized two initial decisions and granted Century Radio Corp., Baldwinsville, N. Y., a new am station to operate on 1050 kc with 250 w, day, and Radio Blakely, Blakely, Ga., an am on 1260 kc with 1 kw, day.

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**PERSONNEL RELATIONS**

**KENIN ELECTED AFM HEAD**

- West coast candidate wins post with Petrillo blessing
- Former lawyer expected to adopt conciliatory attitude

With the blessings of retiring president James C. Petrillo, Herman D. Kenin, west coast representative of the American Federation of Musicians, last week was elected president of the union at the 61st AFM convention in Philadelphia.

Mr. Kenin won by a two-to-one majority over his opponent, Alfred Manuti, president of New York Local 802 of the AFM. Mr. Petrillo had declined renomination for his 19th consecutive term [PERSONNEL RELATIONS, May 19].

Observers believe Mr. Kenin will adopt a more conciliatory attitude than Mr. Petrillo in labor-management relationships. Mr. Kenin was a practicing lawyer in Portland, Ore., before he accepted his post with the AFM in Los Angeles in 1956, and also served on the union's international executive board for 14 years. He had been president of the Portland local for 20 years until he went to Los Angeles.

Other officers re-elected are Charles L. Bagley, Los Angeles, vice president; Leo Cluesmann, Newark, secretary, and George V. Clancy, Detroit, treasurer. E. E. Stokes, Houston, was elected to fill the vacancy on the executive board created by Mr. Kenin's assumption of the presidency.

Mr. Kenin, in his acceptance speech, expressed determination to restore unity within the strife-torn AFM, which is faced with high unemployment lawsuits and a secession movement among its Los Angeles members. Both Mr. Manuti and Elliot Daniel, president of Los Angeles Local 47, pledged to cooperate with Mr. Kenin in his effort toward unity.

Two of the dramatic interludes at the convention involved Mr. Petrillo. On Tuesday, a movement to nominate him despite his announced decision not to run again swept through the convention hall. Placards bearing such pleas as "Stay, Jimmy," and "Jimmy, You're the Most," were waved in the throng. Mr. Petrillo, tears in his eyes, could not be shaken from his position and recommended Mr. Kenin as his successor. On Wednesday, a resolution was introduced to extend his $20,000-a-year salary as AFM president and $3,000 yearly expense allowance for life but Mr. Petrillo, again, with tears in his eyes persuaded the delegation to withdraw the resolution at least until he retires as president of the Chicago local. Mr. Petrillo will continue in that post at $26,000 a year.

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**ANOTHER EX-BANDSMAN AT HELM**

Like his predecessor, who stopped tooting a trumpet more than 40 years ago, Herman David Kenin, the new president of the American Federation of Musicians, stopped playing the fiddle in 1930.

That was the year he was admitted to the Oregon bar. But Mr. Kenin kept his card in the union and from 1936 until 1956, he served as president of the Portland local of the AFM. He was named west coast representative of the union in 1956 at an annual salary of $15,600. The presidency of the AFM has paid Mr. Petrillo $20,000 yearly, but there is sentiment within the union to raise the salary to $35,000.

Mr. Kenin is regarded as sharply different from Mr. Petrillo in personality. Whereas the retiring president is colorful, explosive, unyielding at times, Mr. Kenin is pictured as a subdued individual who uses reason and conciliation to achieve results.

A slim man of middle height, Mr. Kenin is 56 years old. He was born in Vine-land, N. J., but was raised in Portland. He was a jazz violinist while attending Reed College and Northwestern College of Law, and also led his own band. In 1936 he married Maxine Bennett, who had been a Rockette at the Radio City Music Hall. They have two boys. For the past two years the family has lived in Los Angeles but now will move to New York, where the AFM has its headquarters.
The big questions about atomic-electric power

Most people agree that electric power from the atom will play an important role in America's future. But few are aware of the big questions involved in its development. One of these questions is the amount of government assistance that may be necessary for this expensive job. In this column from Newsweek, Raymond Moley provides facts that may help with answers.

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The vast future needs of the world and the United States for electrical energy... will greatly exceed the available fuel sources in the foreseeable future. Fuel-poor countries like Britain already feel the pinch. The United States has a maximum of 25 years and a minimum of 15. But in the United States we shall be consuming twice the electrical energy now used, although that has been increased enormously since 1946.

Thus the development of nuclear power, for which the sources of fuel seem illimitable, is of profound concern to American power producers. To meet that future, private companies have done, are doing and will do a great deal at a large cost, without financial profits, in research, in experimentation with pilot plants, and in real power-producing units. For a reactor is just another means of producing heat, which makes steam that drives conventional machinery to produce electricity.

The big goal is to reach the cost level which will be comparable with conventional sources—coal, oil, gas and falling water. From what I have learned, the cost of power from the atom is eight or ten times—perhaps somewhat more—than that to be obtained from fossil fuels: coal, oil and gas. The cost of the installation is more than doubled, that of fuel is very high.

Against this differential there must be calculated the rising and future costs of the present sources. Even water power will be much, much higher because of materials, labor and the diminution of good dam sites even in the Pacific Northwest. An offset of some size can be made in the case of coal because of greater efficiency in its use. Inflation will hit both atomic and other sources, to be sure, and that is indeterminate. But the best estimate of the coming of comparable—not necessarily equal or competitive—costs is somewhere between 12 and 20 years. There will be variations among regions according to the availability of sources. New England is less fortunate than the Pacific Northwest, the Mountain states and the states near coal in the Appalachians.

The privately owned electric industry spent $35 million in 1957 on nuclear plants and $5 million in research. This per-year expenditure will rise rapidly in years to come.

Five atomic reactors are now producing electricity, in three of which considerable private money was invested: the AEC-Westinghouse-Duquesne Light Company plant at Shippingport near Pittsburgh with 68,000-kilowatt capacity; a General Electric-Pacific Gas and Electric plant at Vallecitos, California, with 5000; an AEC-Southern California Edison plant with 6500; the AEC's plant at Argonne Laboratory near Chicago; an Army package plant at Fort Belvoir, Virginia. There are several prototypes in AEC installations.

The following are under construction at present: The Power Reactor Development Company's plant at Monroe, Michigan, 100,000 kilowatts; Commonwealth Edison of Illinois, 180,000; Consolidated Edison of N. Y., 275,000; and the Yankee Atomic Electric Co. plant with New England companies participating, 134,000. These are scheduled for production in 1960. By then the United States will have more than 650,000 kilowatts from these plants alone. In addition there will be the several government plants.

There can be no argument about the necessity for considerable government help. The bill is just too much for private investors to bear. The character and amount of that help is a subject of some controversy. Certainly it should be clear to all except zealots for Federal public power that no Federal crash program would be tolerable in a free economy. It would be monopolistic, excessively costly and technically foolish. For we simply do not know what reactor type, what form of fuel and what other components are the best answer.

America's Independent Electric Light and Power Companies:*

*Company names on request through this magazine
No SDG Strike Anticipated

Although no agreement has been reached between the producers of films for theatres and tv and the Screen Directors Guild and the guild's June 2 deadline has passed, the general feeling in Hollywood late last week was that there would be no strike of directors.

Following an extended negotiating session on Monday, the SDG board met Tuesday evening and issued this statement: "Unable to reach agreement after hearing the negotiating committee report on the producers' latest proposal, the board has authorized the committee to seek further and final clarification of unresolved points."

Film Guild Re-elects Magwood

The re-election of Howard T. Magwood as president of the Screen Directors International Guild was announced last week by the union. Others elected to serve until May 1959: Charles H. Wassereman, first vice president; Joseph R. Kohn, second vice president; Jack Glenn, secretary, and Jean H. Lenauer, treasurer.

SDIG is composed of more than 300 directors of tv film commercials and industrial and educational films in the New York area and other eastern cities. The union is seeking to set up negotiations with the Film Producers Assn. of New York for a contract covering directors.

WTJV (TV) Gets NLRB Order

An examiner's finding that WTJV Inc., Miami, had engaged in unfair labor practices but had not refused to bargain collectively was upheld Monday by National Labor Relations Board. WTJV (TV) was ordered to cease discouraging membership in IBEW Local 349; quizzes employees about their union activities "in a manner constituting interference, restraint or coercion" and threatening "reprisals" for union activities. WTJV was directed to offer full reinstatement to five employees—Joseph DeSimone, George H. Schwartz, D. N. Alexander, Wilson Griffith and Lloyd Gaynes and make good any loss of pay they may have suffered.

WGAW Considers CBS Strike

The Council of Writers Guild of America, West and the guild's Tv-Radio Branch Board will meet this evening (Monday) to consider strike action against CBS, affecting West Coast staff news and continuity writers for both radio and television. The meeting was requested by the WGAW negotiating committee following an impasse in its talks with CBS for a new contract to succeed the one that expired May 31. CBS and WGAW have been discussing terms since April including increases in base salaries and additional fees for other duties beyond writing, acting, editor fees, program fees and other provisions.

LAST BLATANT NOTE

Retiring President James C. Petril- lo of the American Federation of Musicians [see story, page 74] last week was charged with trying to "crush" the National Music Camp at Inter- lochen, Mich., by the camp's president and founder, Dr. Joseph E. Maddy, music professor at the U. of Michigan. He testified before a House labor-management relations subcommittee that Mr. Petrillo has placed the camp on AFM's "unfair list" for the past 13 years. Dr. Maddy, who was kicked out of AFM and has feuded with the AFM president for 30 years, said AFM forced cancellation of an in- vitation to the camp's high school band to play at the dedication of the Mackinac Straits Bridge June 27.

PROFESSIONAL SERVICES

Lang-Worth, Davis Productions Get Together on Mobilux Deal

Affiliation of Robert Davis Productions Inc. with Lang-Worth Feature Programs Inc. was announced formally last week, putting the 23-year old radio transcription firm in the television business.

The Davis organization processes "Mobilux," a tv film system that provides an animated tv mat service for local and national advertisers, as well as tv stations. Lang-Worth, while not engaging in actual "Mobiluxing," will provide the Davis group with a permanent sales organization and traffic network. Robert Davis Productions will quit its New York offices at 21 E. 63rd St. to move into Lang-Worth headquarters at 1755 Broadway, and will seek larger studio space elsewhere in Manhattan. While it does not even envision installation of video tape recording apparatus—VTR being an integral part of the Mobilux process—it was learned that Davis seeks an alliance with "several tv networks" whereby the networks would grant Davis use of VTR facilities in exchange for Mobilux service.

Mobilux essentially is a new process embodying the principles of light reflection via a specially patented flexible mirror that is said to enable advertisers to get animation in tv film commercials at ½ less than the cost of a regular animated film. Mobilux does not require frame-by-frame art work, can be shot in live-action and thus cuts production costs considerably.

To date, it has been used by Chevrolet Div. of General Motors Corp. (Campbell-Ewald Co.) in its "teaser" campaign on NBC-TV's Dinah Shore Chevy Show last fall. Other advertisers—national and regional—who have used or are now readying Mobilux commercials include Kellogg (Leo Burnett), Lever Bros. (J. Walter Thompson), Union Carbide (William Esy), Olympia Brewing (Botsford, Constantine & Gardner), and Standard Oil of Indiana (D'Arcy Adv.).

Mr. Davis last week announced that Gene Deitch, former executive producer at UPA Pictures Inc., New York, and CBS-Terrytoons Div., New Rochelle, had joined his firm as consulting art director.

No Break in Telenews Service, Hearst Metrotone Tells Clients

Telenews newsmfilm will continue to be supplied stations with no interruption, William Randolph Hearst Jr., president of Hearst Metrotone News Inc., New York, formally assured tv station clients last week.

The operation was not involved in the merger of International News Service with United Press Assns. that formed the new United Press International [Program Services, June 2; At Deadline, May 26].

One change is being made, however. INS, before it was dissolved, had been exclusive sales agent for Telenews programs for tv. Now distribution will be handled by the Hearst Corp. Hearst Metrotone News also produces "News of the Day," a theatrical newsreel distributed by MGM which partly owns Hearst Metrotone (50% by MGM, 50% by Hearst Corp.).

Tv stations using the various Telenews newsmfilm services were told by Mr. Hearst that the newsmfilm producer is "in no way involved in the INS-UP merger and it will continue production and service uninter- ruptedly to its many clients."

PROGRAM SERVICES SHORTS

Broadcast Music Inc., has awarded total of $11,750 in prizes to 11 young American composers in sixth annual competition for student composers. Individual cash awards were of various amounts, with top award of $2,000. BMI established competition in 1951 in cooperation with music educators and composers. This year's competition will make $9,250 available for awards next spring.

Charles Michelson Inc. (tv-radio transcriptions), N. Y., have placed 1,300 episodes of Portia Faces Life on market. Series is produced from original Mona Kent scripts by arrangement with title owners, General Foods Corp.

Hardic Productions Inc. has been formed by Ralph F. Craig and Hale Rood, both independent music producers. Company is located at 510 Madison Ave., N. Y. 22, and will specialize in creation and production of musical commercials for broadcast media.

John H. Lerch of John H. Lerch & Assoc. (radio documentary productions), Colum- bus, Ohio leaves for Brussels World Fair Wednesday to record series of 15-minute reports. Set of six open-end reports may be obtained from Lerch, 243 E. Ninth Ave., Columbus. Price: $60.
Fast set-up and check-out for remote TV pickups now possible!
Here is outstanding performance reliability for fast, remote TV relaying... easy to carry... quick to set-up... simple to check-out. With a new Philco TLR-5 system, you can be on-the-air in a matter of minutes—for coverage of virtually any location in your area.

Philco TLR-5 Microwave provides completely portable relaying for NTSC compatible color or monochrome TV signals... plus 15KC audio channel. Here is a completely modern microwave system, especially designed to meet the needs of TV broadcasters for thoroughly dependable, remote TV operation. The TLR-5 delivers one full watt output to insure operational reliability. Built-in metering facilities assist in rapid system check-out for fast, on-the-spot operation.

Philco TLR-5 systems are available for Common Carrier and S-T-L bands. High video signal-to-noise ratio assures you of clear pictures even from difficult propagation areas. Plug-in circuit construction simplifies maintenance by permitting substitution of the most critical units.

Philco Engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Write today for TLR-5 specification sheet.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering. Look ahead... and you'll choose Philco.
NO RECESSION FOR STATIONS—NAB

- Survey shows typical radio increase of 2% for this year
- TV station gain put at 3.5%; both off 1% from '57 increase

There's no recession in the broadcasting business, judging by time sales at a majority of radio and tv stations.

The typical radio station expects total broadcast revenue in 1958 to run 2.0% ahead of 1957, which is below the estimated 3% 1957 gain over 1956, according to a survey conducted by NAB.

The typical tv station anticipates a 3.5% increase in 1958 but the figure is below the estimated 4.5% 1957 gain over 1956.

The survey shows that 54.6% of radio stations expect their total broadcast revenue to increase in 1958, with 22.2% expecting a decline and 23.2% figuring there will be no change compared to 1957.

Two out of three tv stations—66.8%—expect 1958 revenue to exceed that in 1957, with 19.4% expecting a decline and 13.8% no change.

NAB's survey, conducted by the employer-employee relations department, indicates radio stations are making the best showings in markets over 2.5 million population. In television the best showing is apparent in markets under 25,000 and the least increase is expected in markets over 1 million.

The NAB 1958 comparisons are based on stations' first-quarter business.

The 1958-57 and 1957-56 comparisons for radio and television stations (total broadcast revenue) follow:

<table>
<thead>
<tr>
<th>Size of Market</th>
<th>1958</th>
<th>1957</th>
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<tr>
<td>over 2.5 MILLION</td>
<td>9.3%</td>
<td>6.3%</td>
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<td>1-2.5 MILLION</td>
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<td>3.9</td>
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<tr>
<td>500,000-1 MILLION</td>
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<td>UNDER 10,000</td>
<td>2.1</td>
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<td>NATIONWIDE MEDIANS</td>
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RADIO

| 100,000-250,000 | 2.7 | 5.1 |
| 25,000-100,000 | 4.5 | 6.3 |
| UNDER 25,000 | 8.5 | 19.8 |
| NATIONWIDE MEDIANS | 3.5% | 4.5% |

Comedian Buys In With Sinatra

Dena Pictures, owned by Danny Kaye and wife Sylvia Fine, has purchased 49% of Frank Sinatra's recently acquired KJR Seattle, KNEW Spokane, both Washington, and KXXI Portland, Ore. The cost of these stations to Mr. Sinatra's Essex Productions firm had been in the neighborhood of $2 million. The FCC last week approved the Dena buy-in.

A new corporation is to be formed between Mr. Sinatra and the Kayes which will split the ownership of the stations on an even 50-50 basis. This is the first venture of these entertainment personalities into broadcast ownership. Mr. Sinatra originally purchased the three stations from Lester M. Smith and Lincoln Delar [CHANGING HANDS, March 24]. Mr. Smith will remain as general manager of the outlets.

Long Term Contract with Blair Arranged by Triangle Radio-Tv

New long-term contracts for representation of radio-tv properties of Triangle Publications with Blair have been signed, Roger Clipp, vice president and general manager for Triangle's broadcasting operation, and John Blair, president, John Blair & Co., announced last week.

WFIL-AM-FM-TV Philadelphia in December 1954 were the first Triangle stations to be represented by Blair. They were followed by WNBFS-AM-TV Binghamton, N. Y., in August 1955; WFBG-TV Altoona-Johnstown in November 1956 and WNHCTV Hartford-New Haven, last May. The Triam stations are represented by John Blair & Co., the tv by Blair-TV. Another Triangle station, WDBR-TV Lebanon, Pa., has been represented by the third Blair unit—Blair Television Assoc.—since May 1957.

Mr. Clipp pointed out the Triangle-Blair association as having been "most profitable and pleasant," noting operational advantages in concentrating Triangle's major facilities with one representative for national sales.

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**AGREEMENT** for Adam Young Inc. to represent WOKY Milwaukee, effective immediately, is finalized by (l to r) Gerald A. Bartell, president, Bartell Broadcasters; Stephen A. Macehniski, Adam Young executive vice president; Morton J. Wagner, Bartell executive vice president, and Adam Young, president of the firm bearing his name. The move brings all Bartell stations under Young representation. Others are WAKE Atlanta; WYDE Birmingham, Ala.; KCBQ San Diego, Calif.; KYA San Francisco, and WILD Boston.

sonnel on the air. Charles Shaw, news editor, was anchor man for the reports. Sales of the Bulletin have been heavy despite the fact that it is available at only one place. The stations have carried numerous spots promoting the availability of the Bulletin. Radio service included shopping guides, short newscasts and half-hour round-ups of Bulletin features.

WRCV and WRCV-TV quickly revamped their schedules to offer emergency news schedules. News headlines were super-imposed on the bottom of the TV screen in a "crawl" effect during local and network entertainment programs. Breaks into local and network programming were made when news justified. A United Press International photo facsimile machine was installed. As with other stations, heavy emphasis was placed on local news, sports, business items, features and traffic conditions.

WPEN augmented its news staff and went on a 24-hour alert schedule. All five-minute newscasts were expanded to eight minutes, and the half-hourly newscasts from one to two minutes. Stock market reports and a theatrical directory were broadcast. A 120 sq. ft. show window in front of WPEN was equipped as a giant bulletin board. Thousands of "Newsgrams" were distributed through hotels and restaurants.

While all the city's radio stations were joining the citywide expansion of news service, commercial staffs met the demand for time as quickly as possible. Shopping guide programs helped fill the needs of advertisers, and announcements were fitted into schedules. Heaviest time purchases went to radio because of the medium's greater flexibility. Efforts to settle the strikes were begun during the week. A federal mediator entered the scene and was expected to continue conferences Friday.
KMOX-TV to Air Editorials

On Occasion Basis, Wilkey Says

CBS 6&8 KMOX-TV St. Louis probably will join the growing ranks of stations airing broadcast editorials, Gene Wilkey, its general manager, indicated last week.

Addressing the St. Louis Advertising Club Tuesday, Mr. Wilkey said he favored tv editorials and that KMOX-TV would occasionally editorialize on “important, local, state or national matters but stick pretty closely to local or regional issues”. Editorial views of the station at the national news level may be aired only “insofar as they affect our local community”, he told BROADCASTING.

Mr. Wilkey has no definite plans for immediate launching of broadcast editorials, he said, but they will be carried “on occasion,” reflecting middle ground between the “extremes” of the “vituperative” and the “Casper Milquetoast” variety. Views of KMOX-TV will be determined by an editorial board consisting of the general manager, news directors and other representatives, he added.

Mr. Wilkey’s announcement followed the tack of the parent CBS network, which has favored station editorializing over a period of recent years. It was presumed the plan also would be extended to KMOX Radio.

He stressed in his talk tv’s role at the community level, noting that tv advertising is making important advances because of this realization: “Our educational systems, our great newspapers, magazines and broadcasting media, our mobility as individuals—all have produced an average American who is intelligent, wide awake and interested in self-improvement, interested in economic and social advantages for his children, interested in news events and their interpretation, interested in new leisure time activities, and, of course, interested in good, wholesome, worthwhile entertainment.”

KSAY Names Wassenberg

KSAY San Francisco has named Roman W. Wassenberg general manager in line with the independent station’s plans for program revamping. Mr. Wassenberg was previously executive vice president and general manager of KSFO, and program manager for KPIX (TV), both San Francisco.

Changing Hands

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

WFTL FT. LAUDERDALE, FLA. * Sold to New York investment group headed by Joseph C. Amguturo (20% owner of WSEO Southbridge, Mass.) by Ft. Lauderdale Daily and Sunday News for $300,000. Mr. Amaguturo formerly managed WSEO and he will manage WFTL. The station operates on 1400 kc with 250 w.

WLAK LAKELAND, FLA. * Sold to the Florida Central Broadcasting Co. by S. O. Ward for $300,000. Florida Central Broadcasting is headed by CBS executives Frank W. Nesbitt, director of network sales development, and Howard W. Cann, account executive. The sale was handled by Allen Kander and Co. WLAK operates on 1430 kc with 5 kw, day, 1 kw, night, and is an NBC affiliate.

WWOK CHARLOTTE, N. C. * Sold by Carmen Macri to Sherwood Tarlow, Joseph Kruger and Allan Roberts for $190,000. Buyers own WHIL Medford (Boston) and WARE Ware, both Mass.; and WHYE Roanoke, Va. Mr. Tarlow also controls WLOB Portland, Me. This leaves Mr. Macri with WZOK Jacksonville, Fla. The sale was handled by Blackburn & Co. WWOK operates on 1480 kc with 1 kw, day.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, page 103.

KOME TULSA, OKLA. * Sold by John W. Kluge and Mark Evans to Charles W. Holt and associates for $250,000. Mr. Holt owns WHSY Hattiesburg and WHNY McComb, both Mississippi; WHXY Bogalusa, La., and WHHY Montgomery, Ala. Mr. Kluge continues his interests in WEEP Pittsburgh, WGAY Silver Spring, Md., KNOK Fort Worth, WKDA Nashville, WINE Buffalo and WLOF-TV Orlando, Fla. KOME is 5 kw day, 1 kw night directional on 1300 kc.

KSUM FAIRMONT, MINN. * Sold to J. E. Hyde Jr., 50% owner, and DJHL Fairbault, Minn., by Frank W. Endres and Leo Seifert for $237,500. KSUM on 1370 kc with 1 kw, is affiliated with MBS.

Lebanon Honors Elder Rahall

At June 8 Testimonial Dinner

Nicholas Rahall, 74, received the Lebanese Civic and Education Medal from Ambassador Nadim Domechki at a June 8 testimonial dinner in Beckley, W. Va. The award was in recognition of Mr. Rahall’s contribution to betterment of living conditions in his native El-Kkr, Lebanon, including a school chemical laboratory and library and funds for a city hall. The dinner was given by his sons, N. Joe, Farris and Sam Rahall, whose stations consist of WWBR Beckley, WTSP St. Petersburg, Fla., WAKP Allentown and WNR Norristown, both Pennsylvania, and WFEA Manchester, N. H. Rahall officials, Gov. Cecil Underwood of W. Va., and members of Congress were in attendance.

CBS-TV Affiliates Re-elect Three To One-Year Terms on Board

Three directors have been re-elected for one-year terms to the CBS-TV Affiliates Board from three eastern districts, it was announced last week. Re-elected were Paul Adanti, WHEN-TV Syracuse, N. Y.; Richard Borel, WBNS-TV Columbus, Ohio, and Glen Marshall Jr., WMBR-TV Jacksonville, Fla. They will serve until 1959 at which time a complete new board will be elected for three-year terms. The board comprises nine district directors, plus two others under the CBS-TV Extended Market Plan for eastern and western districts. Howard Lane, KOIN-TV Portland, Ore., is president of the CBS Television Affiliates Assn.
**You get better pictures with Du Pont film**

The photo above is an actual enlargement of a single 16 mm frame from a newsreel shot on Du Pont Type 931 Film early in the morning after a light plane crash near Portland, Oregon.

**KGW-TV counts on 930 and 931 to get the news on the air fast!**

Richard Ross, News Director of KGW-TV, Portland, Oregon, says that his station has used Du Pont film for newsreels since it started operations in December, 1956. "Despite some rough assignments, it has never let us down," says Mr. Ross about Du Pont Rapid Reversal Film. "It was certainly a powerful factor in our news programs having been listed by the American Research Bureau as the top multi-weekly news program in several consecutive rating periods.

"One of the reasons we get our news on the air so fast is the rapid drying time of Du Pont 930 and 931. They dry at least five minutes sooner and those five minutes mean smoother editing, more professional treatment of the coverage."

Portland has frequent rains during the winter and spring, with dull skies, early darkness and very poor lighting conditions. "We find that 931 film has the necessary speed, resolution and contrast to make good, usable pictures under extreme conditions. With the added bonus of fast processing, you can see why Du Pont is one of the vital tools in our operation," concludes Mr. Ross.

For more information on Du Pont films for every TV need, contact the nearest Du Pont Sales Office or write Du Pont Photo Products Department, 2432-A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

**Better Things for Better Living ... through Chemistry**
Clouge Stations Set Disc Policy
At Three-Day Organization Meet

The five outlets in the Clouge Radio Stations group will set up a top-management liaison with the record industry, Clouge managers decided at a May 30-June 1 meeting at the Sheraton Park Hotel, Washington.

This policy is based on the premise that "radio is show business" and the record industry is radio's "major entertainment source." It is designed to solve many of the problems involving the two industries.

In formally organizing as a group, the station resolved that each is to become "the nerve-center of the community." John W. Clouge, of Washington, head of the group, and the managers took the position that public service provides a challenge to sell goodwill and increase audiences. A people-to-people policy was adopted by which "people in community activities will personally sell their public service in the same manner commercial products and services are sold by radio."

Clouge stations are WGAY Silver Spring, Md.; WEEP Pittsburgh; WKDA Nashville; WINE Buffalo and KNOX Fort Worth. Leonard H. Marks, radio attorney for the group, discussed legal and regulatory problems at the meeting. Jack Hardesty, vice president of Radio Advertising Bureau, gave a sales presentation. Bernard Howard, president of Stars National, representative, reviewed national sales developments.

Gov. Knight Helps Dedicate New Plant of KFSD Stations

The new million-dollar Broadcast City home of KFSD-AM-FM-TV San Diego was officially dedicated last month on the am outlet's 32nd anniversary. California Gov. Goodwin J. Knight participated in the-on-the-air ceremonies, dedicating the structure with more than an acre of floor space plus two outdoor tv studios to the people of San Diego.

In line with the stations' new title, "Your Harbor Bell Stations," the program introduced a new song, "The Harbor Bell," composed especially for the tv station by James Lee MacDonald and Wilhelmine Frances Weber. Gov. Knight presented William E. Goetze, stations' vice president and general manager with a California State flag as part of the ceremonies.

MANAGEMENT EXECUTIVES of Clouge Radio Stations met May 30-June 1 in Washington, with John W. Clouge directing discussion of group problems. Left to right (seated in back) Ted Dorf, WGAY Silver Spring; Bill Dalton, assistant controller; James Hensley, management staff; Bernie Howard, Stars National; William W. Jeffery, management staff; Jack Stopp, WKDA Nashville; Stuart Hepburn, KNOX Fort Worth. Foreground, Alfred Johnson, controller; John F. Hardesty, Radio Advertising Bureau; Harvey Glascok, radio sales manager; Mr. Clouge, and Ernie Tunnell, now WEEP Pittsburg, who will be reassigned as general manager of the group with headquarters in Washington.

C-C Expands Purcell Duties;
Labunski Now WMCA Gen. Mgr.

Robert M. Purcell, president and general manager of KFWB Los Angeles, last week was appointed director of radio for Crowell-Collier Publishing Co., retaining his duties at C-C's KFWB. At the same time, it was announced in New York that Stephen B. Labunski, joins WMCA New York today (Monday) as general manager after having served in the C-C post now taken over by Mr. Purcell.

Concurrent with Mr. Labunski's appointment was the election of Peter Straus, WMCA program director, to executive vice president.

Freed Contest Validity of Law
Governing Massachusetts Charge

Disc-jockey Alan Freed Wednesday contested the validity of the Massachusetts "anti-anarchy law" under which the commonwealth hopes to throw the book at him as a result of a May 3 "rock and roll" riot in Boston. His attorney, Paul Smith, asked dismissal of two indictments based on two ancient Massachusetts statutes charging Mr. Freed, formerly of WINS New York and now with WABC New York, with inciting an assembly to riot, property destruction and other violence.

Mr. Smith, cognizant of reports that 15 "bystanders" reported being assaulted, knifed and robbed, asked for a bill of particulars, including naming the victims and those alleged to have perpetrated the disorders. He stated that the anti-anarchy act was unconstitutional as applied to his client for the law specifically covered intent to overthrow the government.

Meanwhile, in New York, WABC General Manager Ben Hoberman announced that the station this weekend inaugurated "the first phase of a new six-day-a-week programming concept" by giving Mr. Freed a Saturday program in addition to a Monday-Friday Series at 7:15-11 p.m.

Weed Asks Colleges to Improve Radio-Tv Courses, Award Degree

U. S. college courses in radio-tv were termed "second-rate" Friday by station representative Joseph Weed. The president of Weed Radio and Tv Corps., New York, speaking before 100 students, faculty and staff members of Iowa State College and its owned and operated WOI-AM-TV Ames, called upon universities to improve their broadcast curricula to the point where degrees would be offered. He went on:

"I would like to see you take leadership in creating here curricula for training young people in all of the facets of this great profession: programming, selling, management, in order that here and elsewhere we may look to the time when degrees can be offered in this field of professional endeavor."

"In viewing the future potential of television we must bear in mind not only the program content," Mr. Weed said, "but also the commercial effort that makes that program content possible. It means that our young people who show talent for selling must be given as much attention and as much encouragement as our young people who show talent for producing and creating."

Reber Joins Cascade Bcstg.

Jack Reber, former manager of NBC Spot Sales, has joined Cascade Broadcasting Co. as executive coordinator, it was announced last week by Tom Bostic, general manager of the northwest radio-stations. Mr. Reber, prior to his 1952-58 association with NBC Spot Sales, was sales manager of WNBT (TV) New York for two years after
"I go through Ad Age thoroughly—from beginning to end."

says JOHN B. MORRIS
Vice-President/Marketing and Media
Norman, Craig & Kummel, Inc.

"Advertising Age is definitely must reading for me. I have it sent home, so I'll have time to read it thoroughly and not miss something I otherwise might. It's page-by-page for me—from beginning to end."

Whether it's Monday morning at the office, Monday evening at home—or later in the week, it's a safe bet that most of the executives of importance to you rely on Advertising Age's unique editorial eye to keep the marketing world in focus for them. More than a news journal, its sharp analyses of current trends and developments make Ad Age "must" reading for those who influence as well as those who activate today's market and media decisions.

Norman, Craig & Kummel is just one example from AA's nationwide audience. Ranking among the top agencies in broadcast, N.C. & K. placed about $10,300,000 in radio-tv billings in 1957.6 Included in its accounts are such broadcast-minded advertisers as Colgate-Palmolive Co., Pabst Brewing Co., Ronson Corp. and Speidel Corp.

Every week, 28 paid-subscription copies of Ad Age keep Norman, Craig & Kummel executives up with the news and developments affecting them. Further, 89 paid-subscription copies get a going-over at the offices and homes of advertising and marketing professionals at the companies mentioned.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

6 Broadcasting Magazine 1957 Report.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

John B. Morris

A graduate of Harvard College, where he was versatile enough to make Phi Beta Kappa and the varsity basketball team, Mr. Morris has seen marketing from both sides of the advertiser-agency fence. From 1933 until he became an Air Corps officer in 1942, he progressed from a junior sales executive to acting sales manager of the Eagle Pencil Company. On his return from military service in 1946, he accepted the position of general sales manager of the Helbros Watch Company.

In 1950, Mr. Morris joined Norman, Craig & Kummel, Inc. to head up the marketing department. Subsequently, he was assigned additional responsibilities in merchandising, media and research. He became a vice-president in 1952. Still showing marked signs of versatility, Mr. Morris says his hobbies include working with boys' clubs at a settlement house, raising plants in a New York City apartment and sports of all types—both as a participant and a spectator.

New $1.4 Million Bldg. to House WNHC-AM-TV New Haven

Plans for a $1.4 million building to house WNHC-AM-FM-TV New Haven, Conn., were announced last week by Roger W. Clipp, vice president of the Radio & TV Div. of Triangle Publications Inc.

The WNHC Radio & TV Building will be located in the heart of the $40 million Oak St. development area, part of a $130 million redevelopment and highway program undertaken by the city of New Haven.

The new broadcasting studio facilities will include modern equipment from present studios plus an outlay of more than $150,000 for latest radio and tv transmission advancements. The Union New Haven Trust Co. branch office will occupy space in the building, as will other selected business firms.

Other stations operated by Triangle are WFIL-AM-FM-TV Philadelphia, WNFB-AM-FM-TV Binghamton, N. Y., WFBG-AM-TV Altoona-Johnstown, Pa., WLBR-TV Lebanon, Pa., and owns 50% of WHBG Harrisburg, Pa.

SEEING THEMSELVES in the middle of New Haven's redevelopment area are H. George Carroll (l), general manager of WNHC, and Edward D. Taddei (r), general manager of WNHC-TV, as Mayor Richard D. Lee pinpoints the future location of their stations' new building.

WASHINGTON—WMAL-TV Washington, originating station for the ABC-TV coverage of the Memorial Day services at Arlington Cemetery, reports it is the only tv outlet in the country to carry the event live. Other network affiliates broadcast videotape versions. For the 9:45-11:15 p.m. EST WMAL-TV pick-up, Richard Stratton directed six cameras and Jim Christenat was production supervisor.

MONTREAL—CJMS here, although thwarted in attempts to make telephonic contact with Gen. Charles DeGaulle and Algerian supporters, found plenty of local reaction to the French government crisis. Frenchy Jarraud, CJMS' morning man, contacted DeGaulleists in and around Montreal conducting a series of interviews on developments in Paris. In all, several dozen of the general's Canadian fans were interviewed by CJMS.

MINNEAPOLIS—Listeners to WCCO's daily Foshay Tower Weather News (5:55-6 p.m.) last Wednesday here were among the first to have knowledge of the tornadoes that killed approximately 30 and injured hundreds in western Wisconsin. The program is originated from a tower in the city by staffer Dean Montgomery. He announced that forming over the area were "the biggest thunderheads I have ever seen." At 6 o'clock the station got orders to begin Conrad tornado warnings. This was followed by WCCO's own system of reporting approaching twisters: sounding a klaxon horn and announcing the official alert.

News staffers Jim Borman, Jerry Rusholt, Hugh Smith and Bill Carlson fed WCCO and eight other outlets with beeper reports from the station's mobile unit while touring the area.

WICHITA FALLS—An eyewitness account of the May 22 students' riot in Panhandle City, Panama, was broadcast by KWFT Wichita Falls, Tex., when its news director, Dave Dary, contacted Reece Smith of the Panama American for a beeper report. The station carried the account just 20 minutes after the first bulletin, it was reported. The sound of gunfire served as a background to the story as Mr. Smith described activities of the rioters.

SAVANNAH—WSAV-TV here spent three hours covering one of the biggest downtown fires in the Georgia city's history. From a vantage point across the street from a burning department store WSAV-TV cameras trained on the blaze 15 minutes after it was discovered. The coverage was mentioned on local radio stations throughout the area as the fire progressed, WSAV-TV reports.

NEAR BRUNSWICK, MD.—Among stations covering the airplane collision near Brunswick, KDKA Pittsburgh dispatched a newsman to the scene by air. KDKA newscaster Mike Levine flew by private plane to the crash site and provided direct telephone reports on the Capital Airlines-military jet disaster throughout the afternoon of May 20.

ORLANDO—A bulletin that a gunman had shot the driver of an automobile to death was soon aired by WHOO here, for the car crashed through a store window just four doors from the station's studios. Red Weiss, sales manager, heard three shots and dashed out to get the story. He reported it on the air five minutes after the event occurred. Bill Clark, news director, that evening interviewed an injured passenger in the victim's car at a local hospital.

LINCOLN—A filmed interview with convicted-murderer Charles Starkweather was obtained by KOLN-TV here-through a jail cell window. One of KOLN-TV's four-man team covering the court proceedings, cameraman-reporter Don Wright managed to talk to Mr. Starkweather (until chased away by a jailer) during a noon trial recess. The station's staff artist, Bob Regler, contributed courtroom sketches to illustrate the trial for KOLN-TV viewers.

KWFT Wichita Falls, Tex., got its coverage of the trial via beeper reports from KFOR Lincoln. The Texas station carried direct reports at the time of the murders and of the fugitive's capture.

REPRESENTATIVE APPOINTMENTS

KJZK Seattle; KXL Portland, Ore.; and KNEW Spokane appoint McGavren-Quinn.

CFCL-AM-TV Timmins, Ont., and CKOS-TV Yorkton, Sask., appoint Devney Inc.

KIXL Dallas and KJIM Fort Worth appoint Richard O'Connell Inc., N. Y.


STATION SHORTS

KELE (FM) Phoenix, Ariz., which has been duplicating KONI Phoenix programs, resumes independent broadcasting June 14.

WQXR New York reports sales for January
reported. grams increased little over
ments period through April

tower equipment manager, RCA Broadcast
PROFESSIONAL SERVICES
of programs from studios Hartford
has leased studios at WIIAY New Britain, Conn.,
and Washington, management and public relations
in Boston.

Newton Opens Engineering Firm

Jrl T. Newton Jr., broadcast antenna and tower equipment manager, RCA Broadcast
TV Equipment Div., has opened his own radio- tv consulting office in Washington. Before joining RCA
six years ago, Mr. Newton was an as-
sociate engineer with Commercial Radio
Equipment Co., Washington. He has partici-
participated in planning most of the
multiple tv antenna
installations in the U.S. and Cuba.
The new consulting office is located at
422 Washington Building.

Boston PR-Management Firm Opens

Joseph V. Carroll Jr., formerly in personal
management and public relations in Chicago
and Washington, is opening a new public
relations-personal management firm, Tempo,
in Boston. Initial clients are McKee Broad-
casting Co. (WKCB-WKQ) [FM] Berlin
and WBNW-C Conway, both New Hampshire,
pianist Helen Manning and singers Pat
Buckley and Lindy Rogers. Tempo is located at
6 Beacon St., Suite 1127, telephone
Lafayette 3-0427.

BENDIX “WEATHERMAN”
lets TV viewers see weather record itself!

The Bendix “Weatherman” will give your
audience greater accuracy in weather reporting
and a clearer picture of weather happenings,
to make an important public service even
better. Weather conditions can be read
instantly from large and easy-to-read dials,
showing outdoor temperatures, relative humid-
ity, rainfall, atmospheric pressure, wind speed,
and wind direction.

Such stations as WFL-TV, Philadelphia;
KHQA-TV, Hannibal, Mo. and Quincy, Ill.
and KWTV-TV in Oklahoma City, have
found that this new presentation of the
weather by the “Weatherman” is more inter-
esting than delayed information. And with the
Bendix “Weatherman” every installation is
unique because the dials can be arranged in so
many different positions.

With the exception of the barometric pres-
ure unit, each indicator is actuated by a
remote (roof top) transmitter and is connected
to the transmitter by electrical cable. “Weather-
man” indicators and transmitters can be
obtained as individual units.

The “Weatherman” is made by Bendix
Friez, makers of weather-data instruments for
eighty-two years. For further information,
write direct to this division, 1324 Taylor
Avenue, Baltimore 4, Maryland, or telephone
Valley 3-0440.

Friez Instrument Division
Network tv gross time billing increased $23.7 million or 14.1% the first four months of this year as compared to the January-April period in 1957.

Each of the tv networks chained up gains in April and for the first four months, according to latest figures released by Television Bureau of Advertising. The network figures compiled for tv by leading national advertisers and Broadcast Advertisers Report.

Total gross for all networks for the four-month period was a little over $191.4 million this year. ABC-TV is up 35.3% for the four months; CBS-TV is ahead 6.8% and NBC-TV is showing a 14.3% increase. In April time charges, ABC-TV was 30.8% above that month last year, its total for April at the $8.7 million level. CBS-TV, 6.9% ahead in April, had a gross billing in the $20.7 millions, and NBC-TV, with a hefty 20.6% increase for April, was at the $18.2 million monthly level.

The monthly billing figures for the January-April period shows two months—Jan.-Feb. and March—close to the $50 million level, the other months of February and April at $44.6 million and $47.7 million respectively.

The full table released by TvB:

<table>
<thead>
<tr>
<th>NETWORK TELEVISION GROSS TIME BILLINGS</th>
<th>Source: LNA-BAR</th>
<th>___APRIL___</th>
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<tbody>
<tr>
<td>ABC-TV</td>
<td>$6,662,786</td>
<td>$8,739,456</td>
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<tr>
<td>CBS-TV</td>
<td>$15,154,388</td>
<td>$18,283,379</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>$26,422,703</td>
<td>$35,752,460</td>
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<tr>
<td>TOTAL</td>
<td>$58,239,262</td>
<td>$62,375,295</td>
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<tr>
<td>Change</td>
<td>+50.8%</td>
<td>+53.5%</td>
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</tbody>
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<table>
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<tr>
<th>___JANUARY-APRIL___</th>
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<tr>
<td>ABC-TV</td>
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<td>CBS-TV</td>
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<td>TOTAL</td>
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CBS Announces Annual Grants To Alma Maters of Executives

CBS Foundations Inc., the agency for making educational and charitable grants for CBS Inc., announced last week that 11 privately-supported colleges, from which CBS executives were graduated, will receive a total of $34,000 for the 1958-59 academic year. The grants amount to $2,000 on behalf of each executive.

The institutions receiving grants and the executives cited are: Colgate U. (William P. Munro, assistant to president; CBS International); Columbia U. (Ralph F. Colvin, board member, CBS Inc.; Irving J. Gillin, public affairs director of CBS News; Richardson F. Hess, assistant to vice president in charge of station administration, CBS Radio, and Milton L. Maier, director of real estate services, CBS Inc.); Cornell U. (Joseph Bambara, vice president for communications and electronics systems, CBS Labs, and Jay Eliasberg, CBS-TV research director); Dartmouth College (Robert V. Evans, assistant general attorney, CBS-TV legal staff).

Harvard College (Kenneth W. Hoehn, director of taxes, finance and management services, CBS Inc., and Cornelius F. Keating, general attorney, Columbia Records); Iona College (Walter P. Rozett, director of financial and administrative operations, CBS Radio); Massachusetts Institute of Technology (John M. Hollywood, scientific aide to president of CBS Labs); New York U. (Richard Golden, presentations director, CBS-TV); Ohio Wesleyan U. (Preston Pumphrey, assistant to the vice president, CBS Radio business affairs department); Princeton U. (Richard A. Foraling, assistant general attorney, CBS-TV legal department, and Cornelius V. S. Knox Jr., sales manager, CBS Radio in Detroit); Wesleyan U. (Arthur C. Elliot, midwestern sales manager, CBS-TV Stations Division).

Bernstein to NBC

Lester Bernstein, associate editor of Time magazine, will join NBC July 14 as director of information, it was announced Friday by Kenneth W. Bibly, executive vice president of public relations. Mr. Bernstein succeeds Michael Horton, who has joined CBS News as information director [Networks, June 2]. Mr. Bernstein, 37, has been with Time since 1948 first as a film critic, then as foreign correspondent in Rome and London, and since his return to New York in 1956 has covered tv-radio-press and other "back-of-the-book" sections. Before joining Time, he was with The New York Times drama desk.

Mutual Simplifies Clearances

Mutual has placed into effect a new system for clearing affiliated stations for network advertisers, which is designed to cut costs and simplify procedures.

Under the plan, MBS stations are required to file with the network a semi-annual affidavit on the network programs it takes and wire MBS at times it will deviate from this schedule. Under the old system, the affiliates had to report at the end of each month the deviations from the schedule. According to Armand Hammer, MBS president and board chairman, the new system "precludes the time, effort and costs incum- bent on the station the time mutual secures a national client and seeks to determine station clearances for that client."

Vogel Bowling Out Of MBS Exec. V.P.

Resignation of George Vogel as executive vice president of MBS is being announced today (Monday) by Armand Hammer, Mutual board chairman. Mr. Vogel will return to his own merchandising-promotion company, Ethos Organization, New York, which has been retained as consultant to Mutual, with Mr. Vogel as account executive. A successor to Mr. Vogel at the network has not yet been announced.

Mr. Vogel was brought in at Mutual by Mr. Hammer during a shakeup in February —said to be at the request of stockholders —when Paul Roberts and Bertram J. Hauser were dropped as MBS president and executive vice president respective [AT DEADLINE, March 3]. Mr. Vogel then also was elected to the board. At the time, Mr. Hammer stressed that more emphasis at Mutual would be put on basic programming of music, news, special events and increased attention on merchandising and promotion for clients and stations, a field in which Mr. Vogel is a veteran.

Since that time, Mr. Vogel has been active in merchandising-promotion as well as working very closely with Mr. Hammer. But health conditions and medical advice, it was said, have forced Mr. Vogel to leave an active post at Mutual and seek to ease his workload. His future association with Mutual will be in merchandising-promotion only via his own firm, with Charles Godwin, MBS' director of station special projects, acting as Mr. Hammer's administrative assistant.

Mr. Vogel started in radio in Manila, managing KZRM and KZRF during World War II and later returned to commercial broadcasting, producing and directing of radio and tv programs. He formed and owns Ethos with his wife and has served as merchandising consultant on tv for William Esty, and for six years consulted in the merchandising and promotion activity of Household Products Div. of Colgate-Palmolive Co.

CBS to Carry Giants’ Schedule

CBS Radio announced last week it will broadcast the entire schedule of the New York Giants during the 1958 football season, according to William MacPhail, director of CBS sports. The contract is for one year. Arrangements were negotiated by the network and John Vincent Mara, president of the team. Approval of the agreement was made by Bert Bell, president of the National Football League. Last year the Giants’ games were carried on WINS New York and on a regional network.
CROSBY, ABC-TV SET $2.5 MILLION PACT

- Live specials in plans
- Question on CBS option

Bing Crosby, one of the entertainment world's top holdouts from TV, will jump into television with both feet next fall under an exclusive, long-term contract announced last week by ABC.

Thomas W. Moore, ABC-TV programming vice president credited with making the deal, said Mr. Crosby will do at least two 90-minute specials each season, starting next October or November, and in addition will produce in partnership with ABC the pilots for 10 new TV series over five years.

The specials will be live—the format in which Mr. Crosby has had most success in his relatively few television appearances. The series he develops may be either live or on film or tape, and according to officials may be musicals, comedies, dramas or of some other type, the agreement specifying only that they be "entertainment" in half-hour or hour lengths. The announcement said Mr. Crosby "will take an active role in the production of these new shows and will be available to star in them."

Financial details were not made public, but informed sources said the contract would mean "from $2.5 million up" to Mr. Crosby, depending upon various factors including the degree to which the shows he develops are sold, as well as the extent, if any, to which he performs in them, etc.

The contract was described as retaining the singer's services in both radio and television, but there was no indication of ABC Radio's plans for him. Authorities said this will depend upon the plans of the ABC Radio Network, whose programming at present has been cut back substantially.

There may be another complication regarding his ABC Radio appearances. Mr. Crosby currently is under contract to CBS Radio for daily segment of the Ford Road Show package on that network, and officials there said the contract—which expires in September—contains a clause giving CBS Radio the right to renew for another 52 weeks. CBS Radio officials also have plans for another "Sing With Bing" special production next Christmas.

In announcing the signing, Mr. Moore said ABC-TV's "greatly increased" lineup of stations for live clearances justified the "large expenditures" involved in the Crosby contract. He said ABC-TV now is clearing live on stations covering 90% of the U. S.

The singer's signing with ABC occasioned some surprise, because in the past he has been more closely identified with CBS. After the announcement, reports circulated that he had gone to CBS with a proposal and, when it was turned down, had then taken it to NBC before going into the negotiations which led to ABC's signing. These reports, not officially confirmed, said some of his offered terms included a $150,000 fee to him for each of the specials in which he stars; a per-show budget in an amount to be negotiated, and investment by the network in the series to be developed by him.
WEAVER FIRES ON NETWORK LINES

Sylvester L. (Pat) Weaver Jr., who used to be one of them, has charged members of network management with "degrading" television. He did it on a network TV program.

The former NBC president and board chairman, now an advertising consultant, made the accusation in a Mike Wallace interview "Survival and Freedom" program pre-recorded for broadcast last night (Sunday) on ABC-TV.

He warned that if television management do not change their ways, other forces—perhaps including pay TV—may make them do so.

He said he is "disappointed in what's been happening in the last couple of years," which he described this way:

"I think it is going from open forums to closed forums. It is lacking in balance. It is really reducing its overall mission to doing nothing but being largely a story-telling medium. That is, all the shows are really either game shows or story-telling shows."

Mr. Weaver, noted for his imaginative programming at NBC, said television should reflect "the whole richness and pluralism of our society. . . . We should have all the magic of live performances in the New York theatre, the great issues in documentaries and telementaries. . . . We should have all of the people passing across our sets.

"It is a porthole through which you can look out on the entire world, but if you aim it only at a film projector and show the cans out of Hollywood, together with some game shows that can be presented cheaply and get present good audiences on a commercial value, you are degrading a service and I'm afraid that's what's happening."

Asked to pin the blame, he said:

"No matter which group I discuss I'll be speaking of my closest personal friends so I guess I can just start making enemies from the top. But I am afraid, as a former advertiser, a former agency head of the radio and television department twice and a network man twice, both in early radio and television, I know the needs of different units and I am afraid that I must point the finger at the management of the television networks."

He said the advertiser-agency job is to sell goods and that "the only force that can balance programming and give us what we should have in the home and be responsible for the influence the set has is the management."

It has been proved, Mr. Weaver said, that "you can get advertising support for fine things and for information programs and for controversial things."

He said a "recess" is occurring in television, asserting that NBC-TV alone had 11 live hour dramas when he left the network in late 1956 but that these will all be gone by summer.

Back in 1949, he said, advertisers "wanted game shows and cheap shows" and "didn't want to spend any real money."

"But management," he continued, "is supposed to overcome those things and get what they think is the right thing as far as television is concerned."

He noted that Ed Murrow was on CBS-TV on Tuesday nights under sponsorship for "a couple of years" but is no longer in that spot. "I just can't believe that there wasn't a solution, a more intelligent solution than putting him on Sunday afternoon once a month," he declared.

Mr. Weaver suggested that in the public affairs field "we should have a great important report to the nation at least once a month by each of the networks, at night in premium time. . . . We should have a news service that really spends a lot of money in developing coverage of this country and everything that happens in it, live and worldwide, not just beyond what Weimar is presently doing. I think that beyond the information programs—there should be all sorts of informational telementaries—we should be going into the cultural field and showing all the good things that we know people when they have a chance . . . will be interested in . . . their last upgraded and their standards elevated."

He commended CBS-TV for its interview with Russian Premier Khruschev and said "they should do it much more often."

He did not feel that there is enough editorial comment on television, but said that "just to use the right to editorialize, to let somebody write an editorials who may not have the stature of most of the major reporters or commentators is less important, it seems to me, than to use the mechanism of television to bring into every home in the country the product of the best minds on the situation."

"Frankly," he said, "I would rather hear what Walter Lippmann has to say than most television commentators."

He rejected a suggestion that Congress should require stations to devote certain prime periods to political discussion. "I am usually against the law stepping in to try to solve all problems," he said.

Mr. Wallace wondered at one point whether Mr. Weaver wasn't "saddling" television with "too much social responsibility."

Mr. Weaver replied:

"The record is very clear as far as I am concerned. We made an awful lot of money at NBC-TV starting back in 1951 . . . and I started running it in 1949. I am sure they would love to have the profits that I made, today. I think that a business must be an upward-thinking, going business and when you try to not only program down but try to solve everything on a business basis you are liable to get into some rather difficult things . . . ."

Television's businessmen, he said, don't really understand their medium as well as they might. To another question he said he did not see "very many" instances of "restrictions on freedom"—influence of pressure groups, censorship, etc.—during his TV career.

He acknowledged that "all kinds of kicks are made" and that special-interest groups are active but that "I think the networks are and have and will continue to resist those pressures."

Network management, he continued, "is the only group really that has the central position" to fight off censorship pressures.

Any management that "locks up the television set" will in time be changed, he felt. "But in the meantime the competition, the pressure on the networks will come from other ways of distributing [programs]. Pay television is one way. Another way is through the theatre themselves."

In short he thought that "some new enterprise will move in and take over" what he called "the vacuum created as the networks abdicated certain areas of culture and information . . . ."

ABC Slide-Film Pitch Equates Summer Season With Radio Sales

ABC Radio is optimistic about its prospects for 1958 and is selling hard this summer with a new slide-film presentation to advertisers and agencies to prove that "Summer Means Sales on the American Air"—the title of the film.

The network Thursday said "the outlook, as evidenced by increased billing since the first of April, is good for 1958." More than $2 million in new billings have been sold in the past month alone, it was noted.

The slide film presentation buries the old ghost about a summer slump in business generally and radio specifically by pointing out that during the summer quarter (June-July-August) grocery sales and retail sales actually increase, with drug sales only slightly off. Sales of tires, batteries and accessories are well up, as are gas station sales and the business of eating and drinking places. With people on the move, the total radio audience actually gains through more use of portables and car radios, the presentation details.

The ABC Radio slide film also shows how tv advertisers can gain economical additional and unduplicated audiences through radio campaigns during the summer period.

Skelton in New 5-Year Pact

The signing of Red Skelton to a new, five-year exclusive contract with CBS-TV was announced last week by Louis G. Cowan, president of CBS-TV network division. Mr. Skelton will continue his present Tuesday night series next season (9:30-10 p.m.) under the same sponsorship—Pet Milk Co. and S. C. Johnson & Son.

WTAO Becomes ABC Affiliate

WTAO Cambridge, Mass., has joined ABC Radio as a primary affiliate, effective immediately, it was announced last week by the network. The station is owned and operated by the Middlesex Broadcasting Corp. and broadcasts at 1250 kc on 740 kc. Wallace Dunlap is general manager. The network now has 296 affiliates.

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STEREO GEAR TAKES INDUSTRY SPOTLIGHT

- RCA unveils full line
- Admiral shows portables

Stereophonic gear for radio, discs, tape—and even tv—is taking a prominent place in the electronic display window. Manufacturers opening new dimensions in sound and sight the past two weeks include RCA in the East, Admiral Corp. and Zenith Radio Corp. in Chicago and Ampex Corp. in California.

RCA launched a major effort in the stereophonic market. Its full stereo line, unveiled at a news conference in New York, includes 55 discs. 15 Victrola phonographs (which play both stereo discs and single soundtrack records), 32 stereo tape cartridges, two tape playback-stereo recording instruments and seven auxiliary speaker systems.

Robert A. Seidel, executive vice president, RCA consumer products, said the new line represents "the key to providing stereophonic music for the American home, for it puts stereo at last within the price range of the average music lover." George K. Marek, vice president-general manager, RCA Victor Record Div., predicted that stereo disc sales alone might add 20% to record sale volume for the entire industry in another year.

Prices for the Victrola stereo record player start at $129.95. Stereo discs are $5.95 and tape cartridges about a dollar more. Auxiliary speaker systems range from $9.95 to $107.95.

The new Admiral line of stereo phonographs includes a portable unit and one- and two-unit consoles. Dealers were shown these and new radio-television lines last week. A tv-stereo phonograph combination was billed as a "dual channel stereophonic theatre" at a suggested retail price of $399.95. With inclusion of 100-degree deflection tubes in all tv receivers this year, Admiral President Ross D. Siragusa noted, the company is able to combine "hi-fi tv" and a stereo record player in a cabinet. A special dual channel amplifier is integrated in the chassis, giving 5 w tv power and 10 w for the phonograph.

Mr. Siragusa predicts a 25% sales increase for the hi-fi industry this year over the estimated $200 million in 1957. By 1963 total sales will reach $750 million, he forecasts. Only 4% of all U. S. homes are now equipped with hi-fi, which offers an almost unlimited sales potential, he said.

Zenith Radio Corp. at its 40th anniversary convention for distributors last week exhibited 119 new tv, radio and phonograph units, including 31 new tv models. Zenith hi-fi record players are designed for monaural records in four speeds—33 1/3, 45, 78 and 16 2/3 rpm.

A basic difference in Zenith and Admiral tv sets is circuitry. Zenith last week stressed hand-wired chassis units, claiming ease of part replacement, servicing and economy. Admiral adhered to printed circuitry in which it pioneered. Neither manufacturer brought out new color tv models.

Ampex has incorporated three-way stereo...
sound in all its console music systems, it has been announced by Phillip L. Gundy, president of Ampex Audio Inc., Sunnyvale, Calif., subsidiary of the Ampex Corp., Redwood City Calif. Stereo console components are a two or four-way tape deck, disc player and am-fm tuner.

With the stereo console, Ampex feels it has achieved “the widest range of choice of music—both stereo and monaural—offered in any home music system today.” In the console: Universal A (900 series) tape deck, magnetic-type precision size, and the mount’s MT-1730. The speaker is a 351M or four-way set “with white set or four-way,” built-in AM-FM tuner, twin preamplifiers and input connection for exterior tuner.

**Dumont to Put Out Color Tube in '58**

- **Report comes from Paramount**
- **Dumont hopes to cut losses**

Allen B. DuMont Labs will have color sets utilizing the single-gun Lawrence tube on the market by the end of 1958.

Mr. Balaban pointed out that estimates of Paramount Pictures President Barney Balaban at his stockholders meeting in New York last week (see story, page 42). Paramount is presumed to be knowledgeable on DuMont’s color planning by virtue of Paramount’s 26% interest in DuMont’s manufacturing operation and its full ownership of the Dumont subsidiary Chromatic Labs, research and development unit that has an agreement with DuMont to design a commercial color set for mass manufacture of the sets.

Unofficial estimates on the suggested price for the color set are in the $350-400 bracket.

He said the receiver would be of the same size and “configuration” as a black-and-white set “with a similar sized 21-inch picture.” The viewer would have only one additional control knob on his set for controlling the intensity of color, it was explained.

Dumont’s job has been to reduce the cost of manufacture of the Lawrence tube (developed by Chromatic) to a mass production prototype. According to Paramount officials, DuMont engineers report they see “no problems to such mass production which were not normally incident to mass tube and electronic equipment production.”

Mr. Balaban said: “We believe the solution of the production problem is close at hand.”

Asked when a prototype of the set could be demonstrated, Mr. Balaban declined, perhaps within the next month, but then amended his statement reminding that attempts in the past to set such targets later had to be revised.

Mr. Balaban also had a few things to say about Allen B. DuMont Labs’ future. The company’s revenue has slumped anew with the arrival of the recession and this year again is operating in the red.

Noting that for the last six months of 1957, DuMont’s operation was in the black, Mr. Balaban pointed out that “during 1958 [DuMont] has been hit extremely hard.” DuMont lost $943,000 in the first quarter of this year and sales were off slightly, prompting DuMont President David T. Schultz to label this as a reversal of an upward trend. He blamed the national economy and a slowdown in defense contracts (Manufacturing, May 12).

Three things “can happen to improve the situation,” said Mr. Balaban: (1) an improvement in general conditions will favorably affect DuMont; (2) that the production and marketing of new color sets incorporating the Lawrence tube will be a real stimulus to DuMont’s business, and (3) that a constructive merger or consolidation can be worked out.” Mr. Balaban did not amplify what he meant by the third possibility.

Allen B. DuMont Labs, once the owner of a tv network that it gave up a few years ago, also dropped its station ownership by spinning off its broadcast interests in September 1955. Created was an independently-owned new corporation, DuMont Broadcasting Co. (now called Metropolitan Broadcasting Corp.).

DuMont Labs has been living grimly with deficits for some years now. Last year DuMont lost $353,000. In 1956, after reduction by a tax carryback, the deficit was $3,887,000 for the year. This year’s first quarter loss of $943,000 was on sales of $9,800,000 compared to a 1957 first quarter loss of $353,000 on sales of $10,059,000.

**Networks at Fault on Color—Admiral**

The three major networks—primarily ABC-TV and CBS-TV and to a lesser degree, NBC-TV—were slashed last week by a top electronics executive as the big obstacle to public acceptance of color tv.

In a surprise statement to the company’s distributors and salesmen, Ross D. Siragusa, president of Admiral Corp., blamed the whole thing on the “selfish attitude—the public-be-damned attitude—of the . . . money-hungry, profit-hungry television networks.” He claimed manufacturers—primarily RCA and Admiral—have spent “huge sums” on sets and made “serious marketing efforts” to put tint tv across. Networks, however, are not doing their part in programming, he contends.

As a result Admiral will not bring out new models this year but hopes to unveil a new tv chassis and merchandising techniques around June 1959. “We hope by then,” Mr. Siragusa added, “the networks will go hand in hand with the manufacturers to make color really take off. We are going to spend more money on color research than ever before, and we have invested heavily to date.” Mr. Siragusa’s statement:

“The American people can thank the networks for the lack of imagination and guts that it will take to bring beautiful color into their home.

“The most important reason for the lack of color television sales is the selfish attitude—the public-be-damned attitude—of the TV networks. The manufacturers of television receivers, and I particularly point to Admiral and one other manufacturer, have been spending huge sums to bring the wonder of color television to the American people.

“Other manufacturers have time and time again made serious marketing efforts. However, the money-hungry, profit-hungry television networks have refused to make any really serious effort toward heavy color programming. NBC stands almost alone, and its color programming shows up more in publicity than it does in actuality; CBS has done nothing worth mentioning; ABC nothing at all.

“We dare not bring out new color television sets with our technological advances while the networks filter out the rainbow.”

**ORRadio Reports 10% Increase**

A 10% increase in net earnings for the 1957-58 fiscal year has been announced by ORRadio Industries Inc., Opelika, Ala. President J. Herbert Orr, of the firm that manufactures Irish brand magnetic recording tape, presented the report for the year ending Feb. 28, 1958, and which showed net earnings after taxes amounted to $113,836 with sales totaling $2,284,400. Previous year figures were $103,118 and $1,528,931, respectively. Mr. Orr pointed out that ORRadio’s new plant went into production only one month before the end of the fiscal year and the increased production load on the old plant raised manufacturing costs. Construction of new plant and other equipment additions has increased ORRadio’s net investment in fixed properties from $220,948 to $724,153, he said.

**Texan Translator on Market**

Richard R. Hayes, owner of the Texan Translator & TV Network, has announced production of its “Texan” translator (type-approved by FCC). The transceiver, rated at maximum legal power of 10 w peak video will handle color.

The equipment is sold only with a special receiving bay of 6 mc band width and 24 db gain to preserve full capability. Transmitting antennas will be tailored to each local home receiver and component parts are available for tone or dc operation to control up to three translators individually or over a pair of wires or by radio.

The company’s address is 438 East Crockett St., San Antonio 2, Tex.  

**Manufacturing Shorts**

Sylvania Electric Products Inc., N.Y., reports company directors have declared dividend of 50 cents per share on its common stock and $1 per share on $4 cumulative preferred stock, both payable July 1 to stockholders of record at close of business on June 10.

Ampex Corp. announces the shipment of VR-1000 videostore recorders to KOTV (TV) Tulsa and WTAR-TV Norfolk, Va.

FULL AGENDA FACES NAB BOARDS

NAB's Combined Boards of Directors will seek solutions to pressing industry problems next week in the probe-saturated surroundings of the nation's capital.

The semi-annual session finds Washington teeming with investigations, hearings and assorted conferences that involve the economic and engineering future of stations and networks.

Against this backdrop the boards will review a wide range of association and industry developments that include such matters as TV allocations, pay TV network regulation, station transfers, technical developments, community antenna systems, news broadcasting and labor legislation.

The directors will take up internal association operations such as election of chairmen and vice chairmen of the radio and TV boards; budget items and plans for the fall regional conferences as well as the 1959 industry convention.

There isn't much the boards can do about many of the legislative and regulatory crises that haunt the industry, other than to take policy stands, but they will have full authority to shape the association's operations in the light of developments at the FCC, Dept. of Justice and on Capitol Hill.

The weeklong series of board events will open with a June 16 briefing session for new directors elected during the spring. The board's convention, TV finance and general fund committees will meet the next day. Scheduled June 18 is an all-day meeting of the TV Board, followed the next day by a Radio Board meeting. Combined boards will meet Friday. Sessions will be held at the Mayflower Hotel.

NAB's convention situation will be carefully scanned. Last January the directors decided to reduce the size of NAB's annual convention by limiting attendance to ownership-management delegates and limiting the exhibition to broadcast equipment displays. Program and film service groups were to be excluded from conventions, starting in 1959, but given the right to participate in fall conferences.

Later the board's action was found to have doubtless standing under the by-laws. An amendment giving the board the right to determine the rights of associate members was adopted by an overwhelming industry vote (947 to 59). The board now has authority to exclude associate members in the program and film fields from exhibiting at industry conventions.

A survey of delegates, conducted at the recent NAB convention in Los Angeles, showed that a majority (57.8%) approved the board's plan to cut down the size of conventions but a larger ratio (63.1%) want the exhibition to continue including program and film displays as well as broadcast equipment [Broadcasting, May 12, p. 5]. The survey was conducted for Broadcasting by The Pulse Inc.

The separate radio and TV boards and the combined directors will discuss 1959 convention plans as well as programming of the eight fall regional conferences, which open Sept. 18 at Biloxi, Miss.

Indication that NAB is now taking the community antenna (CATV) problem seriously came with the convening of a meeting of the NAB Community Antenna Committee, headed by Howard Lane, KOIN-TV Portland, Ore. The meeting will be held in Washington June 16. Committee members are Thomas E. Bostic, KIMA Yakima, Wash.; William C. S. Grove, KFBC-TV Cheyenne, Wyo.; Henry W. Slavick, WMCT (TV) Memphis; George B. Storer Jr., Storer Broadcasting Co.; Omar Elder, ABC, and Harry Olsson, NBC.

While committee members will be alerted to the potential of the community antenna industry as a basis for an easy-to-start pay-TV system, the top problem is expected to be the matter of broadcast property rights in programs and signals.

NAB has been looking into CATV operations to find a test case by which the courts can determine what rights broadcasters have in programs they originate and which CATV systems resell to the public for monthly fees.

The association feels CATV offers a threat to the TV allocations of the FCC and to small-market TV broadcasting. It holds FCC should take jurisdiction over common-carrier microwave facilities carrying broadcast TV signals to CATV systems.

The committee will report to the NAB Board. Messrs. Lane, Grove and Bostic, of the committee, are board members.

The NAB TV Code Review Board's stern warning to violators of the code's advertising provisions will come before the TV Board. The code group opens a three-day Washington session today (Monday) at which decisions will be reached on a number of cases.

Code violations center around multiple-spotting, excessive commercial time in programs and personal product advertising. The code board announced April 29 that code privileges will be withdrawn from some violators unless they correct practices. Roger W. Clipp, WFIL-TV Philadelphia, is code board chairman.

The editorializing problem will come before the board as NAB's Freedom of Information Committee reports on its proposed news manual (see page 92). The manual will serve as a guide to operation of radio-

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**WHLI**

THE VOICE OF LONG ISLAND

10,000 WATTS

POWERFUL WATTS

reaching 5,500,000 people...

at an AMAZINGLY LOW, LOW COST-PER-THOUSAND!

DELIVERS THE

2nd LARGEST MARKET

IN NEW YORK STATE...

GREATER LONG ISLAND

(NASSAU-SUFFOLK)

FOOD STORE SALES

$657,000,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.

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**Broadcasting**

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tv station news departments. It contains a chapter on editorializing including a list of examples of station editorial procedures. The editorializing problem was complicated by a May 28 FCC letter calling on broadcasters to use reasonable fairness in presenting "the other side" of controversies [At DEADLINE, June 2].

Besides the top-interest tv allocation situation, the directors will hear technical reports on the status of remote control and automatic operation of stations. Another technical topic is the request of Television Allocations Study Organization (TASO) for additional funds. TASO needs funds for studies of circular polarization and directional antennas. A report will be given on the revised NAB Engineering Handbook, scheduled for release late this year. Copy for the first section has been sent to the printer. The handbook is a standard reference work for broadcast engineers.

The Radio Board will hear a report on progress of the All-Industry Music Licensing Committee project. Steps to negotiate new ASCAP contracts to replace the present contracts, which expire Dec. 31, 1958, will be reviewed. The all-industry project was set in motion May 1 at the NAB Los Angeles convention. A similar negotiation formula was used last year in negotiating new ASCAP television contracts.

A review of National Radio Month, first month-long promotion, will be given. Results of the May campaign indicate the new month-long formula was highly successful. Plans for radio participation in the annual NAB Fall Conferences will be outlined.

Fm can be expected to draw more radio Board attention in line with the medium's evidence of growth and the increased public interest in stereo and hi-fi. Monthly factory figures showing production of receivers with fm tuning facilities will be published by Electronic Industries Assn., starting with July output, at the request of NAB. The fm multiplexing situation will be reviewed.

The Standards of Good Practice for radio broadcasters, now being promoted by visual and audio devices, will be on the board's agenda. Several hundred stations have pledged adherence to the standards and have ordered the association's promotion kit.

NAB Manual Issued

On Coverage Conduct

A news manual for radio and tv stations, including codes of conduct covering public proceedings and court trials, was completed last week by the NAB Freedom of Information Committee, which met Wednesday in New York.

John S. Hayes, WTOP-AM-TV Washington, chairman of a subcommittee that developed the manual, submitted the full committee which approved the provisions. Robert D. Swezey, WDSU-AM-TV New Orleans, committee chairman, said the manual will be submitted to the NAB Combined Boards June 20.

The manual states the high ideals of broadcast news presentation and describes in detail the operation of a news department. A preface describes the responsibility of informing the public as "the highest duty of broadcasters." Chapters cover the history of broadcast news, organization of a news department, editorializing, and the right to cover public proceedings. An appendix includes news provisions of the NAB TV Code and Standards of Good Practice for Radio Broadcasters.

Chairman Swezey reviewed NAB's fight to obtain access to court trials. American Bar Assn. will review the subject at its Aug. 25-29 meeting to be held in Los Angeles.


Attending from the NAB staff were Harold E. Fellows, president; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president for television; Howard H. Bell, assistant to the president for joint affairs; Vincent T. Wasilewski, manager of government relations; Douglas A. Anello, chief attorney, and Donald N. Martin, assistant to the president for public relations.

BPA Adds 16 Members to Group

Following May Membership Drive

Broadcasters' Promotion Assn. added 16 members during May, raising its list of station and affiliated organization subscribers to 28 during the current year, it was announced last week.


Elliott W. Henry of ABC Chicago, and BPA president, attributed recent memberships to the organization's May drive. The campaign will be reviewed at the BPA board meeting at the Chase Hotel in St. Louis June 14, along with plans for its third annual seminar there Nov. 16-19.

THE SENATOR from Michigan, Charles E. Potter, Republican member of the Communications Subcommittee, with Mrs. Potter (l) received members of American Women in Radio & Television and congressional radio-tv-press galleries at the Capitol last month. Beryl Hines, Washington AWRT president, is greeted by Mrs. Potter as the senator and Vera R. Glaser, his news officer, look on. Feature of the reception was a screening of NBC-TV's Wide Wide World show, "Washington, the Headline City."
SCBA PANEL ROASTS
MISUSE OF RATINGS
• Over 100 crowd Radio Clinic
• On agenda: sales, promotion

Ratings, always a hot topic when broadcasters get together, more than lived up to their controversial reputation Thursday at the second annual sales clinic of Southern California Broadcasters Assn. Rating users were more blamed than the rating makers for the sorry state into which audience research has fallen.

"There are only five really qualified time-buyers in Los Angeles," Richard Hashbrook, manager of the Los Angeles office of The Katz Agency, told the more than 100 broadcasters and guests at the clinic. The rest of the city's timebuyers, he asserted, are caught in "the numbers racket." They consider ratings to be absolute figures rather than indicators, he said, and will buy a rating of 5.0 because it's better than a 4.9, regardless of any other considerations. Representatives, accused of not selling creatively, can't do so because "we're stymied at the agency level," he stated.

Charles Helfrich, media director of Donahue & Co., Los Angeles, agreed with this condemnation and blamed it on the fact that media buying is considered clerical work in Los Angeles. Jess M. Johns, partner in Eisaman-Johns Adv., Los Angeles, said that broadcasters had set their own rating trap by selling too exclusively on ratings and overlooking other approaches. Robert Anderson, head of his own agency, called for a "cash register rating service" for local accounts. "That's the way a local agency is rated by its clients," he said. "Our ads either produce sales or we're through."

Broadcasters whose sole research thinking is of audience research are out of date, Kenneth Harwood, chairman of U. of Southern California's telecommunications department, said. Many types of research developed in the past decade might prove more relevant to station problems, he noted. Ratings began as a confidential service for program directors, he recalled, adding that perhaps they should have stayed that way.

Radio selling methods could stand a lot of improvement, broadcasters were told by a trio of agency executives comprising a panel on "The Agency Looks at Radio." Wally Seidler, radio-TV director of Edward S. Kellogg Co., noted that the usual call from a station salesman begins with, "How about lunch?" "Take away their Diners Club cards and they'll lose their greatest sales tool," he declared.

Jon Ross, partner in Ross-Reisman Co., said that every radio time salesman he sees has the same plea, "Give us a chance and we'll do a job for you" but in too many cases the job seems to begin and end with selling him a schedule and no consideration whether it meets the need of the advertiser. "Sell creatively," he urged. "I want to buy because I can't make any money by not buying. When I don't buy it's because I'm not convinced that what is offered will work for my client."

Mr. Anderson urged stations to cut down on direct mail and to increase their trade paper advertising. Too much of their mail promotion has "too many smiling faces, too many graphs but very little to say and results in too much wasted time for agencies," he said. In contrast, he said, the better business papers get agency attention because they contain the kind of information the agencies want and need.

Trade paper promotion for stations was also strongly advocated by Daren McGavren, of McGavren-Quinn Co., station representative firm. Stations that consistently use this type of promotion are thought of as "eager, ambitious stations," he said. Citing WITH Baltimore, he said that because of its heavy use of trade paper advertising (between $50,000 and $75,000 a year) this 250 kw station is generally thought of as a 50 kw operation and its annual billings are more than $1 million.

Another critic of radio sales techniques was the luncheon speaker, George Irwin, vice president of Heintz & Co., Los Angeles. Mr. Irwin cited his agency's successful use of radio and tv to sell tickets to Ice Capades [ADVERTISERS & AGENCIES, June 2] and urged broadcasters to widen their perspective and look for other new sources of advertising revenue for radio. He mentioned community centers and the distributing business (western distribution of products manufactured in the East) as good prospects largely ignored by radio. "Radio is way behind in getting in on institutional advertising," he added.

Los Angeles and Chicago metropolitan areas are comparable in population and in number of radio stations but not in station rates, Bruce Robertson, West Coast editor of BROADCASTING, told the clinic. Los Angeles broadcasters have not kept their rates in line with the area's increase in population, he noted, citing this as a major cause for Los Angeles to lag behind Chicago in spot revenue, although well ahead of the midwestern metropolitan area in local time sales.

Semantics might explain some of the difference, he said, and Los Angeles broadcasters report as local business some accounts like breweries, which are regarded as spot advertising in the East. A third reason for Los Angeles not to get its fair share of spot advertising is the failure of its broadcasters to adequately promote to eastern buyers. Southern California's outdoor life and the universal use of autos for commuting and shopping which result in more time spent with radio than in other parts of the country.

More detailed Southern California listening statistics were given during the concluding panel session of the all-day clinic. Terry Mann, KHJ Los Angeles, presented the SCBA analysis of the radio audience. Felix Adams, KLAC Los Angeles, pointed out that staggered factory hours produce large audiences for radio at any hour of the day and night. Between midnight and 3 a.m. Los Angeles County has 150,000 out-of-
EIA Reinstates Fm In Production Report

Monthly figures showing factory production of broadcast receivers with tuners for the fm band will be collected by Electronic Industries Assn., James D. Secret, executive vice president, announced Tuesday. First figures, scheduled to appear in August, will show factory fm output in July.

Mr. Secret said best industry estimates indicate 11.8 million fm receivers are in the hands of American consumers. The EIA data, he said, "will help to keep this figure up-to-date by providing the yardstick upon which the growth and prosperity of this industry can be measured."

EIA had collected and published monthly fm figures for many years but discontinued the service several years ago on the ground interest in fm didn't warrant the expense.

NAB has been seeking a revival of the information on fm sets for some time. Recently Vice President John F. Meagher met with EIA officials to discuss the problem.

In announcing EIA's action, Mr. Secret said manufacturers realize there are 72 fm construction permits outstanding compared to 23 station projects a year ago, with 540 commercial and 145 non-commercial fm stations now on the air.

"These stations are being built because it is felt the public wants the service fm broadcasting can provide," Mr. Secret said. "Fm receiver manufacturers and EIA know that accurate statistics on production of this segment of the consumer products industry are important to its continued growth."

The collection of monthly fm set data will be conducted by William F. E. Long, manager of EIA's marketing data department.

Alexander Re-Elected RTRA Head; Gobel Cited for Fund Drive

Actor Ben Alexander was re-elected president of Hollywood's Radio-Television Recording-Advertising Charities for the year May 1958-May 1959 at the group's annual meeting last month. Other officers for the coming year include John K. West, vice president in charge of NBC's Pacific Div.; executive vice president; Emmett C. McGaughey, executive vice president; Erwin Wasey, Ruthrauff & Ryan, vice president; Dan Bonbright, vice president, Capitol Records, secretary, and Cy Pearson, vice president, California Bank, and Hollywood manager, treasurer.

Directors of RTRA, in additional to the officers, are H. Bruce Baumeister, counsel for KTTV (TV) Los Angeles; Stanford Cuming, manager, ABC-TV Program Dept., Hollywood; Guy della Cioppa, vice president and program director, CBS-TV, Hollywood; Lou Edelman, executive producer, Martero Productions; Frank Nelson, AFTRA board member, and Loyd Sigmon, vice president, KMPC Los Angeles.

George Gobel, chairman of the 1957-58 fund raising drive, was cited for a most successful campaign, which raised $255,000 compared to $243,000 for the previous year. RTRA certificates of appreciation were given to others, who helped the organization raise funds for distribution to eight charities from members of the broadcasting, advertising and recording industries. RTRA's one drive a year relieves its members from continuing demands for contributions from individual charities.
CATV NOT ABOVE LAW, COLORADANS ADVISED
• McKenna cites present law
• Walker states NAB's stand

The FCC can regulate community antenna television systems (CATV) under existing authority and the Constitution itself, James A. McKenna, Washington communications attorney, suggested in a panel talk scheduled Friday at the weekend meeting of Colorado Broadcasters & Telecasters Assn.

Mr. McKenna told the association at its Colorado meeting that if the FCC has any doubt about its powers to regulate CATV, it should ask Congress to provide the necessary authority.

A. Prose Walker, NAB engineering manager, agreed with Mr. McKenna that uncontrolled development of CATV can offer a threat to the FCC's tv allocations plan. He described CATV as a hazard to survival of small-market tv broadcasting. NAB has taken the position that FCC should assert jurisdiction over applications for common-carrier microwave facilities bringing big-city tv signals to small-town CATV systems. Mr. Walker said, basing this on the effect on the allocations systems and the public interest.

Mr. Walker reviewed broadcast technical developments, including the proposal of Comr. T. A. M. Craven that the uhf bands be consolidated into a single band of 25 channels between 174 and 324 mc [Lead Story, June 2]. He said such an allocation would simplify tv receiver problems. On the international front he discussed the NARBA and U. S.-Mexico agreements and allocations problems to be reviewed in the summer of 1959 at the international telecommunications conference to be held at Geneva, Switzerland.

Mr. McKenna said the question of FCC jurisdiction over community antenna systems hasn't been fully explored. He contended the "supremacy clause" of the Constitution (Article VI) raises the contention that Congress "has occupied the field, leaving no room for parallel state or conflicting state legislation." He cited also the argument that Congress pre-empted the broadcasting field by enacting the communications laws of 1927 and 1934.

The impact of CATV operations on our television broadcasting is so immediate and direct that in my opinion they should be subject to regulation," Mr. McKenna said, adding this regulation should be federal rather than state.

FCC can regulate CATV through its authority over the tv stations whose signals are carried on CATV, he suggested, contending "the Commission is not required to accept the theory that a broadcaster can be a party to frustrating and perhaps even nullifying the normal expansion of television in other areas by permitting his signal to be used by community antenna systems in areas where local television might otherwise develop and prosper."

Mr. McKenna said FCC can in all probability attach conditions to tv licenses recognizing the property right in the use of their signals and program material, thus compelling licensees to use these rights in a manner that would avoid "frustrating the Commission's over-all objectives." He said the Supreme Court has stated that Congress conferred regulatory powers on the FCC "in a broad and not a niggardly fashion."

Contending the FCC has broad powers to regulate "to a substantial degree many phases of CATV operations," Mr. McKenna added, "if experience shows that those powers are inadequate to insure local live free television stations in small communities, the Commission should at that point seek additional legislation from Congress."

W. D. Rogers Jr., KDUB-AM-TV Lubbock, Texas, told CBTA delegates there is a tendency to over-emphasize the growth of facilities and to under-emphasize, "the contribution made by the people."

He justified the position this way, "If a tube is worth $5,000 and it wears out after a given number of hours of service, what is a person worth? What are you worth, as a manager, and can you be replaced? If you cannot be, and if you have not given serious thought to the identity (at least in a philosophical sense) of your replacement, then perhaps you are not fulfilling the most necessary function in television station management today."

Sen. Gordon Allott (R-Colo.), in an address scheduled Saturday, described broadcasters as "the most influential and most powerful set of lungs in Colorado. . . . News and special events comprise the greatest measure of public service for which radio and television receive their basic rights to operate in the first place. The good news editor and news analyst must have a broad background plus a keen knowledge of public affairs."

Television promises a means of upgrading our education system, according to Sen. Allott. Visualizing the tv school of tomorrow, he said televised lessons will originate from remote studios and be carried into classrooms all over the school or the entire city or the state. The top educators will be "everybody's teacher," he said, and help will be given in solving the teaching shortage. "It is no secret that the know-how for research and development will come from commercial television," he said.
White House on Week's Agenda
For Washington SMPTE Section

The Presidential news conference on television and relationship of motion picture and television arts to dissemination of news from the President's office will be discussed by a group of speakers at a meeting of the Washington section of the Society of Motion Picture & Television Engineers Wednesday at the White House.

An actual Presidential news conference will be screened and subsequently the speakers will discuss various phases of this subject. J. J. McNally, White House Signal Agency, will touch upon the problems concerned in the methods of news dissemination as the art of communication changes. James C. Haggerty, press secretary to the President, will cite difficulties confronting him in his effort to provide the maximum flow of information from the President to the American people; Robert Montgomery, actor-producer and adviser to Mr. Eisenhower on TV activities, will discuss the approaches that have been used to make the President's TV appearances effective; Charles Shutt, Washington bureau manager, Hearst Metrotone News and Telenews, will speak about newsletter coverage of White House events, and Julian Goodman, manager, news and special events for NBC, Washington, will devote his remarks to the problems faced by networks in coverage of Presidential developments.

McLendon Backs Editorializing;
Three Win Ky. News Awards

Competent news coverage brings prestige and believability, with listeners feeling more confidence in the radio station and its advertisers, Gordon McLendon, head of the McLendon station group, told Kentucky Broadcasters Assn. at Louisville May 30 [TRADE ASSNS., June 2]. He reminded that the news job must be done by trained personnel, not by disc jockeys.

Mr. McLendon said editorials are powerful weapons, with his stations taking a position “only when there is something to editorialize about” in contrast to newspapers’ need to fill the same space every day. “Don’t mince words,” he advised, advocating one-minute editorials as a general rule.

First annual broadcast news awards of U. of Kentucky and Associated Press went to WHAS-AM-TV Louisville for “distinguished leadership in one of the most significant services of broadcasting, local newscasts, and the comprehensive presentation of public issues”; to WVLK Lexington for overall news coverage, and to WSAC Radiocliff for coverage of a single story. Presentations were made by Oliver Gramling, AP assistant general manager.

Neb. Broadcasters Elect Slate

New officers were elected at the mid-May meeting of the Nebraska Broadcasters Assn., held in Scottsbluff. They are David W. Young, KGID Sidney, president; Jack Gillson, KHOL-TV Holdrege, vice-president, and Richard W. Chapin, KFOR Lincoln, secretary-treasurer. Radio directors elected were Virgil Sharpe, KOWH Omaha, and Paul Fyr, KBON Omaha. TV directors elected were Owen Sadder, KMTV (TV) Omaha, and A. James Ebel, KOLN-TV Lincoln. Mr. Sharp was named NAB representative.

National Association Formed
By Independent Program Heads

Formation of the National Assn. of Independent Program Directors has been announced by Dick Lawrence, WKBW Bufalo, director of programs, promotion and publicity. Until permanent officers can be elected, NAIPD will function under a coordinating board comprising the association’s five pioneer members: Chuck Blure, KFWB Hollywood; Russ Syracuse, WNDR Syracuse, N. Y.; Phil Ladd, CHUM Toronto; Charles Simms, KVLK Little Rock, Ark., and Mr. Lawrence.

The board will set policy and pass on applications for membership. Though original membership plans are for just one station per market, all interested parties are invited to contact Mr. Lawrence or any other member of the board.

Wis. UP Group Picks Bernhardt

News Director Gene Bernhardt of WEMP Milwaukee has been elected president of the UP Broadcasters of Wisconsin. Elected to serve with him: Jerry Harper, news director of WMTV (TV) Madison, vice president for television, and Chuck Neinas of WBEV Beaver Dam, vice president for radio. Ray Doherty, Wisconsin UP manager, is executive secretary of the group. Outgoing president is Roger Grimsby, news director of WXIX (TV) Milwaukee. Some 40 delegates at the UPBOW spring meeting in Milwaukee tentatively selected Green Bay as the site of the fall meeting, but no date was set.

Volger Heads-Iowa Broadcasters

George Volger, KWPC Muscatine, Iowa, was elected president of the Iowa Broadcasters Assn. at its May 22-23 meeting held in Iowa City. He succeeds Kenneth S. Gordon, KDTH Dubuque. Other officers elected were William L. Shelton, KFJB Marshalltown, vice president, and Glen Stanley, KBOE Oskaloosa, secretary-treasurer. Elected to the board were Don Sullivan, KVT (TV) Sioux City; Ernest Sanders, WOC Davenport; Gene Clausen, KXIC Iowa City, and Mr. Gordon.

TVb to Have Sales Committee

Plans for formation of a Television Bureau of Advertising sales advisory committee, to coordinate the bureau’s overall sales strategy and check effectiveness of its “research-oriented selling ammunition,” have been announced by TVb President Norman E. Cash. Committee members, expected to number 12 to 14, will be chosen from sales heads of TVb member stations and will meet regularly with TVb officials in New York. Mr. Cash plans a series of member sales clinics to introduce TVb's latest selling tools and their application to local sales problems.

EDUCATION

New ETV Network Being Formed

Formation of a New England educational TV network that will have each of the area’s six states pooling and exchanging programs is underway. Representatives of the participating states met in Boston for organizational work, according to an announcement last week by Hartford Gunn Jr., WGBH-TV Boston general manager, who issued the invitations. Another meeting is slated for early fall to work out actual network arrangements and make further program plans.

WMCA Head Backs META Drive

WMCA New York put some teeth in its saturation radio spot campaign urging its listeners to come to the financial aid of the ailing Metropolitan Educational Television Assn. [EDUCATION, June 2]. Its president, Nathan Straus, announced May 30 on his regular weekly Editorial broadcast that he had sent META a personal check for $5,000. META had announced receipt of a contract from the Educational Television-Radio Center at Ann Arbor, Mich., that will permit operations to continue through the summer months but that it needed many more dollars to regain its health.

WJZM Sends Scholar to College

WJZM Clarksville, Tenn., has awarded a full one-year scholarship to the U. of Tennessee to David Wright, a local high school graduate. WJZM’s scholarship winner is selected annually by a committee of businessmen. The young man this year will receive funds for tuition, books, room, board, fees, laundry and spending money. Financial aid is continued in later college years if the student’s own efforts are not sufficient.

EDUCATIONAL SHORTS

WCBS-TV New York, will present summer session of Summer Semester, early-morning educational television program, in association with New York U. Series of 44 half-hour lectures on tragic dramas of Greece and Rome will be offered for degree credit on program. Course, to be offered Monday through Friday (7-7) from June 16 to Aug. 15, will be known as “Classical Civilization 43” and will be taught by Dr. Lionel Casson, associate professor of classics, NYU’s Washington Square College.

U. of Maryland, College Park, reports closed-circuit television facility will be available for student instruction in September.

Council of Churches, National Capital Area, in cooperation with American U., Sept. 18 begins sponsorship of The Life and Teachings of Jesus, course in religion over WMAL-TV Washington. High school graduates completing the course will receive two hours of academic credit.
Canadian Survey Shows 3,074,000 Tv Homes

There are 3,074,000 television households in Canada out of a total population of 16,799,900, not including the population of the North and Northwest Territories, where there are no television stations or receivers. The survey shows that 75% of the households in Canada's 10 provinces have television receivers.

By provinces the estimates show Ontario leading with 1,247,000 tv households representing 85% of all households in the province, Quebec follows with 574,000 tv households, 84% of all households; British Columbia is third with 285,300, or 67%; Alberta has 285,300 tv households, 60%; Manitoba 141,600 tv households, 63%; Nova Scotia 119,900 tv households, 72%; Saskatchewan, 111,900 tv households, 47%; New Brunswick 74,700 tv households, 60%; Newfoundland 22,700 tv households, 28%, and Prince Edward Island 11,300 tv households, 49%.

The survey is broken down by counties or census divisions and metropolitan areas. Greatest saturation is in the Montreal metropolitan area, population 1,690,400, with 331,100 tv households; British Columbia is second with 285,300, followed by the Toronto metropolitan area, population 1,433,200 with 331,100 tv households; British Columbia is third with 285,300.

RFE Airs Bruges College Show

As means of contributing toward "closer cultural and intellectual ties between the western world and satellite East Europe," Radio Free Europe last week started to broadcast a group of special radio courses from College of Europe, Bruges, Belgium, over RFE transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Three 20-minute programs are broadcast weekly covering courses in European civilization, contemporary science and contemporary political, scientific and cultural activity.

Lapointe Heads French Stations

Rene Lapointe, CKBL-AM-TV Matane, Que., was elected president of the Assn. Canadienne des Radiodiffuseurs et Telediffuseurs de Langue Francaise (French-Language Radio and Television Broadcasters Assn.), succeeding D. A. Gourd, CKRN-AM-TV Rouyn, Que., at the annual meeting held in Montreal. Marcel Leboeuf, CKCV Quebec City, was elected vice president, with Andre Daveluy CKAC Montreal, as secretary-treasurer. Directors elected were: Tom Durham, CKRS-AM-TV Jonquiere, Que.; Maurice Boulianne, CJSO Sorel, Que. and Maurice Dansearue, CHLN Three Rivers, Que.

Radio-Tv Revenue Up Overseas, New Figures From INS Show

The growth of both television and radio advertising in foreign countries is highlighted in a memorandum circulated by INS to its foreign representatives. (INS has merged with UP since the report.)

In Europe, total advertising in Britain in 1957 was placed at $1.04 billion, up 12.5% from 1956. Television advertising was estimated at $98 million, jumping by 133% over the 1956 volume. Total advertising in Italy in 1957 was fixed at $122.5 million, up 12.5% over 1956, with tv recording $5.3 million as against nothing in 1956, while radio edged up to $10.6 million from $9.3 million in 1956. A total of $714 million was reported for West Germany for all forms of advertising in 1957, with only $2.1 million allocated to tv, a reflection of official government restrictions on tv advertising.

Total advertising in Japan increased by 25% in 1957 to $261 million. Television's share tripled to $16.6 million, although there are only five tv stations and about one million sets in operation. Radio advertising revenues increased 15% over those of 1956. In Australia, tv and radio figures are combined, accounting for 20% of an estimated total of $110 million in 1957.

Venezuela Tries Teaching by Tv

Educational television was launched in Venezuela last week when a two-week demonstration of daily in-school telecasts began in Caracas high schools. Programs feature well-known Venezuelan teachers on biology, chemistry, physics, mathematics and teacher training from 11:15 a.m.-12:15 p.m. every day during the demonstration period. The experimental series is part of a study for the possible use of radio-television for education in Venezuela. It was initiated by $30,000 grant from the Creole Foundation (Creole Petroleum Corp.) to the Broadcasting Foundation of America, an organization set up to facilitate international program exchange.

Canadian Tv May Debut on ABC

Canadian television dramas may debut on the American Broadcasting Co. tv network next fall, according to H. G. Walker, Canadian Broadcasting Corp. assistant director of Ontario and English networks. An agreement has been reached by CBC and ABC to use CBC one-hour dramatics on the ABC network, providing a reasonable amount of sponsorship can be found for the series in the United States. Both ABC and Showcase Productions are interested in the series, Mr. Walker stated. If plans materialize, it would be the first time that a live Canadian tv series appeared regularly on a U. S. network.

Radio, Tv Have Peace Mission, Communist Broadcasters Declare

Radio and television are "duty bound" to promote peace among the nations of the world, according to an announcement from the 16th session of the General Assembly of the International Broadcasting Organization (OIR), held in Moscow May 12-22. Ralph Oostvee, executive director of the Joint Council on Educational Television, attended the Communist bloc meeting as an American observer. Films were shown during the session by JCET.

OIR decided at its meeting to hold an international competition next year for the best musical broadcast entitled "Peace and Friendship." A future contest for the best television film also was mentioned. An appeal to UNESCO to promote a conference of representatives of the existing associations and unions of broadcasting was adopted.

D. I. Chesnokov, OIR chairman, presided over general Assembly and administrative council sessions. Vasily Ivanov of Bulgarian broadcasting was elected chairman of the administrative council for the current year. The Egyptian radio arm of the United Arab Republic was accepted unanimously as a member of the organization.

INTERNATIONAL SHORT

D. A. Grout to Jos. A. Hardy & Co. Ltd., Toronto, Ont., station representative, as radio times sales representative.
M-E's Margot Sherman Named Advertising Woman of Year

Margot Sherman, vice president of McCann-Erickson, New York, was named Advertising Woman of the Year by the Women's council on advertising clubs of the Advertising Federation of America, last week during its convention held in Dallas, Tex.

The 1958 honor was awarded Miss Sherman for her triple role as vice president, chairman of the creative plans board, and administrative director of the creative division of McCann-Erickson.

In nominating her as their candidate, the Advertising Women of New York said, "To our knowledge, no other woman holds such a high level of responsibility in relation to such an immense volume or variety of advertising."

As chairman of McCann-Erickson's creative plans board, Miss Sherman has helped the agency's clients pioneer and profit in television, now accounting for half of the agency's billings. Creative advertising under her administration won 83 merit awards for M-E in 1947.

Agencies, Stations Receive Chicago Federated Ad Awards

Eight national advertising agencies shared honors for the best radio and tv commercials in the 16th annual advertising awards competition of the Chicago Federated Advertising Club, it has been announced. Eight Chicago stations also took program awards.

Among winners in the radio category were Needham, Louis & Brotry Inc. (for AcCo Silver & Gold Div., International Minerals & Chemicals Corp.), for network commercials and Kenyon & Eckhardt Inc. (Lincoln-Mercury Dealers Assn.) for regional announcements.

In television, Leo Burnett emerged with the best 60-second dramatized commercial (for Philip Morris' Marlboro cigarettes) and 60-second plus live announcement (for Pillsbury Mills), plus an honorable mention for 20-second dramatized spots (for Commonwealth Edison). Other winners:

- Radio — 60-second local commercial, W. B. Doner & Co. (for William A. Lewis vol. apparel);
- Televised-dramatized ID commercial, W. B. Doner & Co. (Wisconsin Independent Oil Co.; dramatized 90-second commercial, Young & Rubicam (Northern Paper Mills); dramatized 60-second spots (honorable mention), Young & Rubicam (Northern Paper Mills) and Foote, Cone & Belding (Kimberly-Clark tissues); straight sell ID commercials, Needham, Louis & Brotry, with Kling Film Enterprises (Peoples Gas Light & Coke Co.; straight sell 60-second commercial, North Adv. Inc., with Kling Film Enterprises (You'll Do Co. Div. of Gillette Co.), and (honorable mention) Edward H. Weiss & Co. (Sealy Inc.); straight sell, over 60-second commercial, Kenyon & Eckhardt Inc. (Whirlpool Corp.).

Radio-tv commercials and programs constituted one of nine major classifications set aside by CFAC for awards, based on the "best advertising" produced in Chicago between April 1957 and March 31, 1958. They were announced at the CFAC annual awards banquet May 28. Other categories were general consumer magazines, industrial and business magazines, farm publications, newspapers, outdoor and transportation, direct mail and point-of-purchase. Radio station awards were divided as follows:

- WGN-four awards (for local music, agriculture, sports news reporting, and public service and one honorable mention (Bob Jockey; WMAM-six local music, special music features, news updates, news (two), news commentary, plus special citation "for generous contribution of time for public service programs of high quality"); WBBM—eight awards (music variety, comedy, audience participation, story-teller, news, sports news reporting (two), religious programs), plus an honorable mention (Mike Jockey); and a special citation for time contributions to public service. A special congratulatory award was presented to ABC-WLS Chicago's Breakfast Club for its "25 years of continuous activity on the air."

TV programming awards were presented to:

- WGN-TV for children's shows, music and variety, religious programs and special events; WBQ-TV (TV) for education-documentary, comedy, weather program, quiz and panel; WBBM-TV for news (plus an honorable mention for children's show); WBBR (TV) (honorable mention) for education-documentary.

AWARD SHORTS

Al Kaye of WBZ-TV Boston received Second Annual TV Newsreel Photographers Award from Magna Film Productions Inc., Boston, for his newsmag The Capture.

WDRC Hartford given award of merit by New England Committee for CARE in recognition of the station's "... essential public service function" for CARE.

WWSW Pittsburgh received award from Newspaper Executives Assn. for "outstanding newspaper advertising."

Don G. Mitchell, board chairman and president of Sylvania Electric Products Inc., N. Y., Friday was to receive honorary Doctor of Science degree from U. of Cincinnati.

WLIE New York recipient of citation from Police Athletic League for "outstanding service to PAL..." WLIE donated more than $2,000 in air time to league during "PAL Month."

Dave Campbell, sportscaster, WAPI Birmingham, Ala., cited by National Water Safety Congress for his contribution to water safety through his Sports Outdoors show.

Twin Cities Federal Savings & Loan Assn., was awarded North Star Award by Minnesota Centennial committee for its sponsorship of Minnesota Milestones over WCCO Minneapolis [PROGRAMS & PROMOTIONS, Jan. 27].


Mal Hansen, farm service director with WOW Omaha, Neb., has been awarded Creighton U. Professional Journalism Achievement Award for "professional achievement and community service in journalism."

Dorothy Looker and Evelyn Davis, producers of WTOP-TV Washington's Ask-It Basket, have received citation from American Assn. of University Women for teenage science show's "rewarding content and outstanding contribution to science education."

WEJ Scranton, Pa., awarded plaque by Lackawanna United Fund for "outstanding citizenship."
WKRC-TV Puts 20 on Star Train

WKRC-TV Cincinnati ran a "CBS Star Train" to carry 200 viewers from its home area to New York a fortnight ago for three days of tv sight-seeing to promote CBS-TV and WKRC-TV's local programs. For a month preceding the trip the station conducted contests in connection with five programs, each show offering a free trip as first prize each week. In addition, some 180 other viewers paid $87.50 for the round-trip junket, which included a reception at which the Cincinnati tv fans met CBS-TV personalites. En route home the "Star Train" stopped in Washington for five-hour sight-seeing tour of the capital.

WEZE Airs Traffic Situations

WEZE Boston last week began operating an aerial traffic spotter service, consisting of ten bulletins per day made directly from an airplane flying over major traffic arteries in the greater Boston area. Service, which began over the Memorial Day weekend, will be used on all summer weekends and will be extended to cover additional day on long holiday weekends.

WMGM Programs Faith Series

WMGM New York today (Monday) began programming a series of short religious messages by clergymen representing all religious faiths during the course of regular daily programming, as a public service. The feature, called "Take A Break" will be integrated a number of times throughout the day and night and will consist of one minute messages of inspirational content by clergymen from the five boroughs—Westchester, Long Island, upstate New York, New Jersey and Connecticut. Raymond Katz, associate director in charge of programming at the station, created the feature with the cooperation of the Protestant Council of the City of New York, the Archdiocese of New York and the New York Board of Rabbis.

WSOU (FM) Picks Safety Tips

Such advice as, "Those who 'rev it up—seldom live it down," was collected in the safe-driving slogan contest recently concluded at WSOU (FM) South Orange, N. J. The two-week contest at the educational station operated by Seton Hall U. closed with judges awarding electric razors donated by Remington Rand. The station forwarded some entries to the National Safety Council for possible use nationally.

Rites for Cardinal Stritch Aired

Chicago radio-tv stations June 3 pooled facilities to cover the funeral of Samuel Cardinal Stritch. WGN-TV originated pick-ups from along the procession route and in the cathedral. The Rev. John Banahan, radio-tv coordinator of the Chicago Archdiocese, did the narration. It was carried on WBKB (TV), WGN and WCFL. WBBM-TV and WGN-TV aired programs reviewing Cardinal Stritch's life and works.

KJOT TURNS TO PAST

The songs of Gene Austin, the Dorsey brothers, Paul Whiteman, Bix Beiderbecke, John McCormack, the Casa Loma orchestra, Hal Kemp and the voices of Woodrow Wilson, Babe Ruth, Charles Lindbergh, Amos 'n' Andy, Rudy Vallee and Will Rogers entertained listeners of WJOT Lake City, S. C., May 29-30. Business returned to yesteryear in price and merchandise as Lake City went "all out" to celebrate "Old Market Days."

The station announced that programming was exactly as it was in the 20s and 30s and that an old type car was used as a mobile unit to go after events surrounding the return to the past.

Rutgers Offers Radio News Show

The Radio Center at Rutgers U., New Brunswick, N. J., is offering to New Jersey stations a five-minute weekly news program featuring "straight" news stories of activities in the various colleges and branches of Rutgers. Rutgers Dateline is designed especially for stations using the "music and news" format to meet the demand of broadcasters for "short items" which can be easily tailored to that programming style.

WCCO Selects Centennial Baby

WCCO Minneapolis honored Minnesota Statehood Day May 11 by giving the title of "WCCO Centennial Baby" to the son of a Bloomington, Minn., couple, born at 3:17 p.m. that day. The station's desire to name the baby born nearest to the time of day that President Buchanan signed the act officially making Minnesota a state was complicated by the discovery that the exact time was never recorded. Accordingly, the judges put 121 capsules containing the minutes between 2 and 4 p.m. (the hours when President Buchanan usually signed bills) in a baby bottle. The first capsule to be poured out set 3:17 as the lucky minute. The station awarded the baby with a $100 savings bond, a 100-piece layette and 100-day supply of baby foods. The following week the family was escorted to the capitol where Governor Heman designated the Centennial Baby as the first citizen of the second century of the state.

WCKT-TV Flies Script To Hotel

WCKT-TV Miami used a helicopter to rise above the traffic problem in originating newscasts from the 50th Annual Governors' Conference at the Americana Hotel, May 19-20.

The 6:30 p.m. news show opened with shots of the helicopter pilot taking the script from news director Gene Strul and followed with the landing at the Americana where newscaster Bill Shadel stood by. Use of the "chopper" permitted the news staff to prepare a complete late-edition and locally-angled program.

Quiet! Safe-Cracker at Work

WRCA-TV New York, in a promotion on behalf of yesterday's (Sunday) Movie 4 presentation of "Rififi," staged a legal safe-cracking competition in New York. For the entire week preceding the showing, a safe, containing $1,000, was left at 51st St. and Broadway, for passers-by to "take a crack" at the combination. Numerals, not necessarily in proper sequence, were broadcast several times each morning on WRCA's Pulse program (Mon.-Fri. 6:10 a.m.).

WCBS Chooses Miss N. Y. Radio

Loretta M. Sharkey, assistant supervisor of talent billing, Ted Bates & Co., New York, was named "Miss New York Radio" last week by a board of judges consisting of WCBS staff's Galen Drake, Bill Hickey, Bill Leonard and Jim Lowe. Month-long contest, sponsored by the station, was held to find the "most attractive female employed at an advertising agency in the New York area." Contest was part of station's National Radio Month celebration. Runners up included Patricia Getz, Reach-McClintock & Co.; Ruth Hennessey, BBDO; Glory Ickes, J. M. Mathes; and Jean Malone, Doyle, Dane, Bernbach.

BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name

Company name

date

address

city State

Occupation Required

Please send to: ______________

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Negroes Buy Top Quality Goods, Survey by Rollins Bcstg. Shows

Contrary to popular belief, the American Negro uses top quality products, according to a survey conducted by Rollins Broadcasting Inc.

The 32-page report, representing the preference of 12,828 Negroes in the major markets of New York, Chicago, St. Louis, Indianapolis and Norfolk, covers 114 consumer categories and a total of 3,313 brands.

The survey reveals that 86% of the grocery buying by Negroes is done in supermarkets, reaching a regional high of 91% in the South. Nearly 60% of the Negroes in the U. S. see a movie at least once a month with attendance reaching a peak of 84.4% in the West.

Rollins Broadcasting Inc. stations include WNJR Newark, N. J.; WBBE Chicago; KATZ St. Louis; WRAP Norfolk, Va.; WGEE Indianapolis; WAMS Wilmington, Del.; WJWL Georgetown, Del., and WPPTZ-TV Plattsburgh, N. Y.

GWU Examines Health on TV

George Washington U.'s international affairs program, The Other Two Billion, on WRC-TV Washington, has started a 14-week series examining the shape of the world's health. The initial presentation ("The Magic Amulet") traced the history of the world health movement and introduced aspects of later programs which will include the creation of the World Health Organization, modern medical detective methods, disease classifications field study progress and population problems.

Guests interviewed by producer-director Stuart Finley on the series opener were Dr. Murdock Head, GWU Hospital surgeon and author of "World Health Problems in International Law," and Dr. Myron Wegman, Secretary General, Pan American Sanitary Bureau of the World Health Organization. Documentary films accompany interviews on each show.

Old Vic Co. Set for CBS-TV

A 90-minute production of "Hamlet," by England's Old Vic Company, is being planned for presentation by CBS-TV early in 1959 on the DuPont Show of the Month series. Broadcast date will be announced.

ABC-TV Finds Food Fair Fine

ABC-TV's Do You Trust Your Wife (Mon.-Fri., 3:30-4 p.m.), and the Food Fair stores of the New York metropolitan area, staged a promotion throughout the grocery chain several weeks ago to increase Saturday traffic and sales in Food Fair stores and screen possible contestants for the daily quiz show. A "contestantmobile" was parked in front of Food Fair stores where the program's hostess Cindy Lindt interviewed husbands and wives to evaluate their interest in appearing on the program. The mutual promotion has resulted in increased sales for Food Fair stores and a substantial backlog of husband and wife contestants for the program, according to Don Fedderson, Do You Trust Your Wife producer. Previously, Mr. Fedderson said, screening of 500 couples (amount screened in first three weeks of the promotion) was a task requiring several months.

KQED (TV) Has 5-Day Auction

KQED (TV) San Francisco last week staged its fourth annual tv auction with more than 500 volunteers working in six Bay Area counties in support of the community-owned educational station.

For five consecutive nights items donated by area merchants were auctioned off to viewers who placed bids by telephone. Top donation was a Rambler station wagon driven directly from the Wisconsin plant of American Motors Corp. to San Francisco and contributed by AMC's zone manager. Last year all brand new products sold for an average of 75% of actual value.

CPRS Keeps Soldiers in Picture

CPRS Simcoe, Ont., produces a weekly one-hour broadcast of local Canadian news, tapes the broadcast and adds to it greetings and news from other stations of the Canadian Assn. of Broadcasters, and sends the entire program to the United Nations Expeditionary Force in the Middle East, where Canadian troops are serving. The program gives Canadian soldiers a look at Canadian news and doings at home, airs music Canadians like, gives sportscasts and other information about life in Canada from week to week.

KRIZ Enters 'Living' Event

KRIZ Phoenix participated for the first time in Red Book magazine's celebration of "Easy Living Days" May 12-22, an annual event co-sponsored with the Park Central Shopping Center. "Easy Listening" was promoted on the Rob Robbins Show broadcast daily direct from a special glass studio at the Park Central. Models distributed thousands of KRIZ' survey sheets listing top Phoenix tunes to the shoppers and visitors attending the displays.

'Polka' Replaces Welk June 23

ABC-TV will program a new folk music series, Polka-Go-Round, in the segment being vacated by Lawrence Welk's Top Tunes
and New Talent (Mon. 9:30-10:30 p.m.),
starting June 23. The polka show will be a videotape rebroadcast of the program orig-
inated by the network's q&h WBKB (TV)
Chicago the previous night (Sun., 10-11
p.m. CDT). Similar in format to It's Polka
Time, carried by the network in past sea-
sons, the upcoming series will feature polka
songs and dances with Bob Lewandowski,
Chicago radio personality, as m.c.

WNDU-TV Offers Film to USIA

WNDU-TV South Bend, Ind., is supplying
to the U. S. Information Agency for use in
Europe its film coverage of Austrian Chan-
celloi Julius Raab's visit to the U. of Notre
Dame, May 22. The seven-minute film in-
cludes the chancellor's acceptance of an
honorary degree of Doctor of Laws from
the Rev. Theodore M. Hesburgh, C.S.C.,
university president.

Burns & Allen to Re-run Daily

WCB-St-TV New York has purchased 240
half-hour episodes of The George Burns &
Gracie Allen Show from Screen Gens Inc.,
New York, and will carry the programs on
a Monday-through-Saturday basis, 5-5:30
p.m., starting Sept. 15. The films are re-runs
of the program presented over CBS-TV for
the past several years.

St. Louis Opera Again for CBS

A weekly series of operetta and musical
colored titled Summer in St. Louis, has re-
turned on Saturdays to CBS Radio for its
sixth season. The program, containing ex-
cerpts chosen from the summer season
presentation of the Municipal Opera in St.
Louis, will be heard 7:30-8 p.m. EDT.

PEOPLE

ADVERTISERS & AGENCIES

JAMES N. COOK, v.p., Sterling Drug Inc., N. Y.,
last week named president of National
Brands Div. and STANLEY CLARK, also Sterling
v.p., was appointed executive v.p. of division.
Mr. Cockerill will assume all marketing and sales
promotion for company since 1955; Mr. Clark has
been vp of National Brands Div. since its
formation two years ago.

WILLIAM G. OHME, formerly director of marketing,
Harold F. Ritchie, Inc., New Jersey, appointed
v.p. of marketing and member of board of

directors.

VINCENT F. AIELLO, executive v.p., Kudner Agency,
Chicago, to Macaulay, John & Adams, N. Y.,
as senior v.p. and director of creative planning,
confirming earlier reports of new
association (ADVERTISERS & AGENCIES, June 2).

JAMES J. TENNYSON, copy chief, Colcord, Sulli-
ver, Colwell & Bayles, N. Y., elected v.p.

JOHN SCHOPFEL, G. M. Basford Co., N. Y.,
to Donahoe & Coe, same city, as corporate and
industrial division account executive.

HELEN NICKERSON, assistant account executive,
William C. Weisbuch Inc., N. Y. (now Norman,
Craig & Kummel), to Art Blum (public
relations-advertising, S. F.

JAMES C. ARMSTRONG, formerly with N. W. Ayer &
Son Inc., S. F., to Young & Rubicam Inc.,
L. A. as account executive.

CHARLES J. SMELL, creative group copy chief, Ross
Roy Inc., Detroit, named account executive.

WILLIAM G. KING, acting advertising manager,
White King Soap oo, L. A. named advertising
manager.

JOHN ROCKWELL, v.p. for Doherty, Clifford, Steers
& Shenfeld, N. Y., named administrative as-
sistant to president. He continues as Pharmacol
Inc. account supervisor.

RICHARD E. GOSSEL, management consultant, Gar-
field Adv. Inc., S. F., to Compton Adv. Inc., S. F.,
as administrative assistant.

BARBARA REINER, formerly women's director,
Walter & Brown. Co. of Weilman-Buchman
Co. there as director of radio-tv activities.

WALTER K. BROOKS, to Henry Quinlan Inc.,
Tampa, Fla., as radio-tv director.

EDWARD T. SULLIVAN, formerly with Al Paul
LeFton Co., joins James Thomas Chirgur Co.,
Boston, as radio-tv director. He will service
clients for both Boston and N. Y. offices.

ERNST H. CLAY, research director, American
Research Bureau, Beltsville, Md., named develop-
ment and research director.

ADDISON YEAMAN, formerly with Ryan Aeronau-
tical Co., San Diego, and previously with BBDO
in S. F. and N. Y., to Grant Advertising, L. A.,
as media director. He succeeds LLOYD GREEN, who

Broadcasting

LOY R. LEE, merchandising director, Earle Ludgin
& Co., Chicago, to Henderson Adv. Inc., Green-
ville, S. C., in similar capacity.

GREG SHERRY, v.p., account executive, Grant
Adv., Dallas, to TV Stations Inc., Los Angeles, as
account supervisor.

JOHN WILLIAM G. L. BROADCASTING

JAMES C. ARMSTRONG, industrial
marketing and member
of marketing and sales

v.p. of

WILLIAM G. OHMS, ADVERTISERS & AGENCIES
to the

Chicago radio personality,
p.m. CDT). Similar in
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MR. AIELLO

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as media director. He succeeds LLOYD GREEN, who

Broadcasting
DOROTHY NECHTINGER, story editor for CBS-TV's "Climax!," to Desilu Productions Inc., in similar capacity.

HERMAN RUSH, president of Flamingo Telefilm Sales Inc., N. Y., elected president of Parents With A Purpose Inc., non-profit agency established to help parents of mentally retarded children.

HENRY E. KNAUP, formerly with commercial production department of Young & Rubicam, N. Y., to Pintoff Productions, N. Y., as promotion and sales representative.

STATIONS


MAX SHERMAN, account executive, WWDC Washington, promoted to local sales manager. Mr. Sherman has been with WWDC as account executive since 1947.

HERBERT M. ROSS to KKEE (FM) Phoenix, Ariz., as general manager.

HARRY MORGAN, program manager, WHMS Charlotte, W. Va., to WMNI Columbus, Ohio, as program manager.

ROBERT A. KLEIN, general manager and secretary, WADAS Philadelphia, for past seven years, named executive v.p. in charge of operations.

NORMAN P. BAGWELL, business manager, WPTV (TV,Tampa, Fla., to WKY-AM-TV Oklahoma City, Okla., as manager succeeding RAYMOND W. WEL-LOTT who resigns to join NBC. Mr. BAGWELL was formerly with Commercial manager, WKY-TV, and JOHN MOLER, director of radio operations, WKY, named assistant station managers (STATIONS, May 28).

CHARLES ASHLEY, formerly news director, WEXI Boston, and CBS correspondent, to WSUN-AM-TV St. Petersburg, Fla., as news director.

WILLIAM CODDING, studio supervisor, WSUN-TV, named chief engineer for WSUN-AM-TV, succeeding late LOUIS J. LINK. CARL SHIRLEY, studio engineer, WSUN-TV, succeeds Mr. Coddling as studio supervisor.

PERRY ALLEN, disc jockey, KTLM Denver, Colo., to WKWBBufalo, N. Y., as assistant program director. Mr. Allen will have d.j. duties in future.

R. BOB DYREY, formerly with KOOL, Omaha, joins WAMP Pittsburgh as morning man.

BIL CALDER to KSFO San Jose, Calif., as disc jockey.

REX BOVANG, program director, KWYR Winner, S. D., to KLOO Ogden, Utah, as disc jockey.

BOB (COFFEEHEAD) LARSEN, disc jockey, WEMP Milwaukee, resigns to do programming and tv work.

DICK HAYNES, disc jockey, joins KKLX Pasadena, Calif., as personality.

PHIL SMITH, student at DePaul U., to continuity department of WLWT (TV) Indianapolis, succeeding ROB BARRETT, resigned to join advertising department of Hook Drug Co., same city.

GEORGE CARSON PUTNAM of KTTV (TV) Los Angeles signed by producer Walter Wanger to portray himself in Figaro Inc.-United Artists Theatrical film. "I Want to Live!"

HENRY P. JOHNSON, president-general manager, WAPI (TV) Birmingham, Ala., until his resignation March 19, appointed to Jackson County (Ala.) Personnel Board.

GENE WILKEY, general manager, KKO-SVX-TV St. Louis, Mo., elected to board of directors, Better Business Bureau of St. Louis.

THEODORE PRICOLO, 46, maintenance supervisor, KSFO San Francisco, dies May 28 following heart attack.

NETWORKS

BERNARD S. KRAUSE, business manager of tv-radio department, Cunningham & Walsh, N. Y., for past three years with CBS-CT'S business affairs department in N. Y. MORT RUBENSTEIN, CBS-TV art staff, appointed art director and MARVIN FUCHS, assistant production manager for advertising and sales promotion department, named production manager.

ANDREW ROSS, formerly art director, American Broadcasting Co. N. Y., appointed art director, sales planning, NBC-TV network sales.

ZARO CALABRESE, formerly art director, WANG-TV New York, appointed art director of ABC-TV.

E. B. LUSHNIK, film production manager, CBS-TV, named production aide to NORMAN MACDONNELL, producer of network's "Gunsmoke" series.

NORMAN FELTON, alternate producer of CBS-TV's "Studio One" in Hollywood, named executive producer in charge of several live and film programs for network.

P. A. (SUDDY) SUGG, NBC v. p., for owned stations and NBC Spot Sales named to represent that network on Television Bureau of Advertising Board of Directors.

HERBERT BRAVERMAN, 42, for several years associate producer for NBC-TV in Hollywood, died following heart attack, June 3.

FRANK C. BURT, 28, writer for Dragnet, Four-Star Theatre and Red Skelton Gun tv series, died May 31 following heart attack.

AINSLIE PRIOR, 37, died May 27 in L. A. of brain cancer. Mr. Pryor was in NBC-TV’s "Hillbilly" series.

MANUFACTURING

A. B. McLOOSKEY, formerly v. p. in charge of general area sales, Westinghouse Electric Interna

FANK W. WALKER promoted from Hollywood office, regional manager to v. p.-government sales manager of Motorola Communications & Electronics Inc., wholly owned subsidiary of Motorola Inc., with offices in Washington, D. C.


RICHARD J. STAFFORD, Home Electronics Div., Sylvania Electric Products Inc., sales administrator, aids sales orders and marketing statistics. MR. CHAIRIL E. HUBBARD, product planning coordinator to produce planning manager and JOHN E. IAG, sales promotion manager to sales managers of radio and high fidelity.

MR. BROWN

WILLIAM E. KRESS, mid-west marketing manager, Philco Corp., Phila., resigns to move to southwest.

IRWIN GOLDMAN, formerly manager of technical planning, Sylvania Research Lab., N. Y., named associate director of chemistry and metallurgy research. DR. R. C. L-An, formerly manager of Physics Lab., appointed associate director of physics research.

CRAG HOWRY, general manager, San Diego Emplo
gers Assn., San Diego, Calif., to Ken Tel there as director of Industrial relations.

PROGRAM SERVICES

BOB KLEIN, formerly account executive, Compton Adv., L.A., to Frebarg Ltd., there, as general manager.

HARRY TRIMBORN, manager, INS, New Orleans, named manager of UPI there.

ALFRED V. CALI, formerly advertising representative for Long Island (N. Y.) Press, named to sales staff of J. S. Reiner Co., Mineola, N. Y., merchandising consultant to advertisers, agencies and radio-tv stations on national and regional contests.

TRADE ASSNS.

tIN, CBS news correspondent, and E. BLAKEY, sales manager, assistant director, vice president; HENRY WILLIAMS, director of program procurement, Screen Gems, Inc., industry: and ROBERT M. CARR, television and theatre accountant, assistant treasurer.

GARRY MOORE, radio-tv network personality, ap
apointed national chairman of Food for the East-Seal campaign by National Society for Crippled Chil
dren & Adults.

PAT OREILLY, radio-tv news director, ABC west-
ern division, elected to president, Radio & TV News Club of Southern California, succeeding JOSEPH MICCIO.

LUCCRE LIITS, co-partner, Liets Advertising Illus-

BROADCASTING
New TV Stations

APPLICATIONS

Bakersfield, Calif.—Valley-Desert Beasts, Inc., ch. 39 (630-636 mc); 213 kw vis., 116 kw aur.; ant. height above average terrain 636 ft., above ground 515 ft. Estimated construction cost $543,964; first year operating cost $300,000, revenue $330,000, P. O. address Box 3068, Bakersfield. Principal stockholder, 35° 27' 3" N., Lat.; 119° 60' 47" W., Long. Trans. antenna. Principal is J. M. A. Alford. Legal counsel Ben Cottone, Washington. Consulting engineer Harold Singleton, Portland. Mr. Powell, sole owner, is RIDA-TV Yakima production manager. Announced May 25.

Translators

ACTION BY FCC

California Oregon Television Inc., Grants Pass, Ore.—Granted two for new tv translator stations—one on ch. 72 to translate programs of KBEQ-TV (ch. 9) Medford, and other on ch. 74 to translate programs of KOTI-TV (ch. 2) Klamath Falls, both of which is to be licensed. Announced May 25.

CALL LETTERS ASSIGNED

K71AJ Peach Spring, Ariz.—Mohave County Board of Supervisors. K71AQ Seaside Video Club, K71AQ, K71AQ and K71AP Delta, Utah—Mildard County. K76BD, K74AO and K70AN Fillmore, Utah—Mildard County.

New Am Stations

APPLICATIONS

Elba, Ala.—Howard Parrish Jr.—Granted 1380 mc.; 1 kw. D. P. O. address Rt. Powell, sole owner. Estimated construction cost $13,388, first year operating cost $18,800, revenue $21,000. Mr. Parrish, general manager. WDZK, Ozark, will be sole owner. Announced May 25.

Reidsville, Ala.—E. O. Smith—Granted 1390 kc., 1 kw D. P. O. address 7071, E. Pasadena, Calif. Estimated construction cost $13,845, first year operating cost $22,000, revenue $47,000. Mr. Smith, furniture dealer and 1/2 owner. MEY, E1 Pasb, Kva, will be sole owner. Announced May 26.

Weta, Calif.—C. E. Wilson and P. D. Jackson d/b/d as Independent Beasts.—Granted 800 kc., 1 kw D. P. O. address 3/4 Mr. Wilson, Box 1108, Medford, Ore. Estimated construction cost $28,585, first year operating cost $42,000, revenue $82,000. Principals are equal partners in KBOY Medford, and KLAD Klamath Falls, Ore. Announced May 26.

Blakely, Ga.—Radio Blakely—Granted 1500 kc., 1 kw D. P. O. address Blakely. Estimated construction cost $17,497, first year operating cost $22,000, revenue $40,000. Mr. Straw, radio dealer and 1/2 owner. M. R. Y., Blkly, Kva, will be sole owner. Announced June 4.

MARSHALLS, Iowa—Nathan L. Goetz, Robert Goetz and Merlin J. Meylaher d/b/d as Jackson County Beasts Co.—Granted 1300 kc., 500 w D. P. O. address Box 35 Monroe, Wis. Estimated construction cost $32,327, first year operating cost $40,000, revenue $80,000. Goetz has theatre, ice cream store, furniture store and rental interests. Mr. Meylaher is accountant. Announced May 10.

Baldwinville, N. Y.—Century Radio Corp.—Granted 1550 kc., 250 w D. P. O. address 35 Genewas St., Baldwinville, N. Y. Estimated construction cost $15,651, first year operating cost $30,000, revenue $50,000. Owners are Robert H. Stockdale (75%) and Donald C. Menapace (25%). Mr. Stockdale is in real estate, insurance and construction. Mr. Menapace is in real estate, insurance and construction. Announced June 4.

Charlotte, N. C.—Queen City Beasts Co.—Granted 1740 kc., 1 kw D. P. O. address 300 Sterling Rd., Charlotte. Estimated construction cost $32,288, first year operating cost $35,000, revenue $42,000. Principal owner T. C. Wood Jr. (50%), owner and manager of Queen City Advertising service and part company. Announced May 29.

Grafton, N. D.—KGPC Co.—Granted 1390 kc., 250 w D. P. O. address Box 41, Grafton. Estimated construction cost $13,614, first year operating cost $45,000, revenue $85,000. Largest single

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

EASTERN

NEW YORK INDEPENDENT

$115,000.

Exclusive market. Industrial area and agriculture. Presently showing a profit and will do much better.

45,000 population in retail trading zone. Home county over 250,000. Retail sales over $45,000,000. Good potential.

CENTRAL

MICHIGAN DAYTIMER

$195,000.

4,000,000 radio family. Partial substitute market with diversified income and above-average retail sales.

MIDWEST

FULLTIME DAYTIMER

$650,000.

1 station in metropolitan market. $100,000 in cash and account receivables to go along with deal.

SOUTHWEST

REGIONAL DAYTIMER

$100,000.

Excellent facility showing good profits. In growing sec. of market with diversified income and above-average retail sales.

SOUTHWEST

MAJOR INDEPENDENT

$175,000.

Daytime 1 kw station showing well in the black. Fair real estate and some net quick assets. 29 1/2% down on balance.

WEST

NORTHERN CALIFORNIA

$150,000.

1 kw. daytimer showing excellent volume and profit in a substantial agricultural community. 29% down.
Planning a Radio Station?

Plan "A" incorporates many programming features and permits operation with a minimum of personnel. While ideal for most small stations, it is just one of three basic floor plans that can be modified to suit your needs.

Complete brochure, including floor plans, equipment requirements and discussion of current trends now available. For your free copy, write to RCA, Dept. GB-22, Building 15-1, Camden, N. J.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn & Company to make accurate, authoritative appraisals in minimum time.

FOR THE RECORD

stockholder is farmer-tavern owner Theodore Matting (12.5%). Announced May 29.


APPLICATIONS

PARIS, Ark.—Logan County Bect Co., 1460 kr., 500 w. P. O. address 624 W. 2nd St, Corning, Ark. Estimated construction cost $11,000. First year operating cost $34,000, revenue $50,000. Equal partners Kuhl and Bob Cochran are in retail merchandising. Announced May 28.


Goleta, Calif.—Goleta Bect Bc, Assoc, 1280 kr. 500 w. P. O. address 5 T. J. Davis Rd, Goleta. San Francisco. Estimated construction cost $75,700, first year operating cost $63,000, revenue $85,000. Equal partners Thomas Davis Jr., v.p., Kern County Land Co., and Robert Sherman, who is concentrating on developing new radio stations. Announced June 3.

Boise, Idaho—Boise Bect Bc, 1920 kr. 1 kw. P. O. address Box 106, Boise, Idaho. Estimated construction cost $27,193, first year operating cost $6,000, revenue $8,000. One-fourth owners: H. Darrel, Chalkn, supervisor-engineer, KBOI Cedar Rapids, Iowa; Ray Groatmachine, salesman-manager and Sherwood Sever, salesman-auctioneer, both with WTCB. Shown Shaw, Wi., and Jeanne Donald, owner of WTCB. Announced May 28.

Independence, Iowa—Plains Bect Bc, 1229 250 w. P. O. address 307 E. Green Bay St, Shawano, Wis. Estimated construction cost $25,000, first year operating cost $6,000, revenue $9,000. One-fourth owners: H. Darrel, Chalkn, supervisor-engineer, KBOI Cedar Rapids, Iowa; Ray Groatmachine, salesman-manager and Sherwood Sever, salesman-auctioneer, both with WTCB. Shown Shaw, Wi., and Jeanne Donald, owner of WTCB. Announced May 28.

Brunswick, Me.—George Fishman, 1410 kr. 1 kw. P. O. address 22 B. 18th St., Philadelphia. Estimated construction cost $19,556, first year operating cost $26,000, revenue $46,000. Mr. Fishman, sole owner, is in public relations and construction financing. Announced May 28.

Toledo, Ohio—WPNO Bect Bc, 420 kr. 1 kw., 150 w. S. 1107 Field St., Toledo, Ohio, Estimated construction cost $21,750, first year operating cost $32,000, revenue $46,000. Mr. Fishman, sole owner, is in public relations and construction financing. Announced May 28.

Rapid City, S. Dak.—Black Hills Radio Inc., 920 kr. 1 kw. P. O. address 340 West St, Patrick St., Rapid City. Estimated construction cost $21,750, first year operating cost $40,000, revenue $45,000. Owners are Arthur Jones (52%), Charles Lien (22%) and others. Mr. Jones is KOTA—AM, Rapid City, program production director. Mr. Lien is in gravel and crushed rock. Announced June 3.

Carthage, Tenn.—Carthage Bect Bc, Co., 1350 kr. 500 w. P. O. address 6% Hill Parsons. Estimated construction cost $17,000, first year operating cost $21,200, revenue $41,000. Principal stockholder, Bill Parsons, is part owner of Livington Motor Co. Announced June 4.

Eau Claire, Wis.—Gold Bect Bc, Co., 1415 kr., 500 w. P. O. address 142-13 Galloway St., Eau Claire. Estimated construction cost $20,500, first year operating cost $23,500, revenue $46,000. Owners: B. Clements (48%) also owns and operates KYSM-AM-FM Mankato, Minn. Announced June 2.

Existing Am Stations

APPLICATIONS

KWWD Mount Shasta, Calif.—Grant-of change of facilities from 1340 kr. 250 w. untl., to 620 kr. 1 kw., engineering condition. Announced May 29.

KPTL Carson City, Nev.—Grant-of change of facilities from 1460 kr. 250 w. untl., to 1360 kr. 500 w. 5 kw. L.S. DA-N, engineering conditions. Announced May 29.

WMBR Manchester, Tenn.—Grant-of change of frequency from 1360 kr. to 1300 kr. continuing operation with 1 kw D, remote control permitted. Announced May 29.

APPLICATIONS

KPER Gilroy, Calif.—To increase power from 250 w. to 1 kw. New license announced June 4.

WGOU Kokomo, Ind.—To increase daytime power from 1 kw to 5 kw, make changes in daytime directional antenna pattern and install new antenna. Announced May 29.

WTLG Bowling Green, Ohio.—Mod. of cp to change ant.-trans. and studio location to Bates Rd., North of Ford Rd., Perrysburg Township, Ohio. and change station location to Perrysburg, Ohio. Announced June 4.

WTOD Toledo, Ohio.—To increase power from 1 kw to 5 kw, install directional antenna system and make changes in ground system. Announced June 4.

KLOO Corvallis, Ore.—To change frequency from 1340 kr. to 1350 kr. Announced June 4.

KWWJ Portland, Ore.—To increase daytime power from 1 kw to 5 kw, change ant.-trans. and studio location; make changes in daytime directional antenna system and install new trans. Announced June 4.

WRRIO Rio Piedras, P. R.—To change frequency from 1440 kr. to 1250 kr. Announced June 4.

WYTI Christiansystems, L. I.—To change frequency from 1400 kr. to 970 kr. Announced June 4.

New FM Stations

APPLICATIONS

Ventura, Calif.—Coast Ventura Co.—Granted 195.7 mc. 12 kw. untl. P. O. address 405 Central Tower Bldg., 753 Market St., San Francisco. Estimated construction cost $20,070, first year operating cost $18,000, revenue $25,000. Principals include Carroll R. Hauser (42.5%), John P. Hearne and wife (20%) and others. Mr. Hauser owns 50% of the company, Calif. Mr. Hearne owns 33.33% of KAFY Bakersfield, Calif. 5% of KUAN-AF Wyana, Guam, and minority interest in KJOD TV-AM. Announced May 29.

Ventura-Oxnard, Calif.—Tri-Counties Public Service Inc.—Granted 95.1 mc. 24 kw. P. O. address 1011, Ventura. Estimated construction cost $28,200, first year operating cost $25,000, revenue $35,000. Owners: Mr. Cassill (20%), others. Mr. Wallace is currently manager of KUDU Ventura-Ox- nard, Mr. Cassill owns 20% of CHEK-TV Victoria, B. C. Announced May 29.

RADIO CORPORATION
of AMERICA

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
Sterling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
Jackson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460

TEKID ®
COMMERCIAL STATION BOXSCORE
As Reported by FCC through April 30

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>3,196</td>
<td>521</td>
<td>415</td>
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LICENSED (all on air)

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<tbody>
<tr>
<td>3,196</td>
<td>521</td>
<td>415</td>
</tr>
</tbody>
</table>

CPS ON AIR (new stations)

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>19</td>
<td>96</td>
</tr>
</tbody>
</table>

CPS NOT ON AIR (new stations)

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>82</td>
<td>80</td>
<td>106</td>
</tr>
</tbody>
</table>

TOTAL AUTHORIZED STATIONS

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,312</td>
<td>620</td>
<td>661</td>
</tr>
</tbody>
</table>

APPLICATIONS FOR NEW STATIONS (not in hearing)

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>340</td>
<td>40</td>
<td>74</td>
</tr>
</tbody>
</table>

APPLICATIONS FOR NEW STATIONS (in hearing)

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>107</td>
<td>14</td>
<td>54</td>
</tr>
</tbody>
</table>

TOTAL APPLICATIONS FOR NEW STATIONS

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>537</td>
<td>60</td>
<td>128</td>
</tr>
</tbody>
</table>

APPLICATIONS FOR MAJOR CHANGES (not in hearing)

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>252</td>
<td>22</td>
<td>41</td>
</tr>
</tbody>
</table>

APPLICATIONS FOR MAJOR CHANGES (in hearing)

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>34</td>
<td>0</td>
<td>14</td>
</tr>
</tbody>
</table>

TOTAL APPLICATIONS FOR MAJOR CHANGES

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>286</td>
<td>22</td>
<td>55</td>
</tr>
</tbody>
</table>

LICENSES DELETED

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

CPS DELETED

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

SUMMARY OF STATUS OF AM, FM, TV
Compiled by Broadcasting through June 4

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,196</td>
<td>521</td>
<td>415</td>
</tr>
</tbody>
</table>

ON AIR

<table>
<thead>
<tr>
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</tr>
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<tbody>
<tr>
<td>82</td>
<td>80</td>
<td>106</td>
</tr>
</tbody>
</table>

TOTAL APPLICATIONS

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,312</td>
<td>620</td>
<td>661</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by Broadcasting through June 4

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>425</td>
<td>86</td>
<td>511</td>
</tr>
</tbody>
</table>

COMMERCIAL

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>7</td>
<td>31</td>
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</table>

NON-COMMERCIAL

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

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

2There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

3There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

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

FOR THE RECORD

FM AM TOTAL APPLICATIONS

FOR

FM AM TOTAL APPLICATIONS

FOR

FM AM TOTAL APPLICATIONS

FOR

FM AM TOTAL APPLICATIONS

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FOR
Do you love to sell? Opening for aggressive station manager-commercial manager in fine metropolitan area with new full service station. Highest salary, plus big incentive to grow, including photo and salary. Accepting only excellent sales manager. Must have good sales experience with excellent potential. Requirements: age 36-40, family, Alcohol, or drug free, good knowledge small town radio operation, like small town life. Base plus big incentive will grow $8,000-$10,000 or better. Write or wire full details, photo, present income, F. O. Box 300, Grand Central Station, New York.

Sales

Wanted one straight salesman. Two salesman-announcers. Needed immediately by regional station with excellent chance for advancement with strong, young, rising firm. No experience necessary. All details including photo and salary needs. Box 558E, BROADCASTING.

$9,000-$10,000 opportunity for commercial manager, network outlet in market of 75,000. Send application. Box 300E, BROADCASTING.

Experience area salesman. Draw against first thousand, 25%, over that. Handle all costs and copyrights. 25,000 mile radius. Write full details KIHS, Hastings, Nebraska.

Men with sales and broadcast experience, willing, who are financially stable for media broker work. Experience in this particular field under consideration. We want men who are sufficiently sold on their own ability to extend the extent of their own time and efforts. Now expanding nationally and several territories. Have complete facilities for employees, past (only two) or present, as reference. Send resume. Larry Reitz, 123 West Peachtree, Atlanta.

Announcers

Brand new station in greater Pittsburgh market needs announcers with excellent potential. Require minimum one year commercial experience and be financially stable for media broker work. Experience in this particular field under consideration. We want men who are sufficiently sold on their own ability to extend the extent of their own time and efforts. Now expanding nationally and several territories. Have complete facilities for employees, past (only two) or present, as reference. Send resume. Larry Reitz, 123 West Peachtree, Atlanta.

Immediate opening! Mature, settled, top-notch announcer-salesman in one of Alabama's fastest sales regions for commercial manager. Send tape, snapshot and resume. Box 516E, BROADCASTING.

KBUD, Athens, Texas needs experienced, mature announcer with sales experience. Personal interview, audition required. Salary $300.00. Chance for advancement.

Do you want to live in the southern Oregon coast area? Announcer-salesman who can bring voice, are an air personality, and have a first or second phone, Commercial Manager's position. Immediate opening! KMED, Good pay, excellent working conditions, top-notch co-workers. Box 1000E, BROADCASTING.

Metropolitan station going up wants live wire man to go along. Must have quality voice plus ideas. Resume, salary. Fred Epstein, KSTT, Davenport, Iowa.

Immediate opening for an announcer who knows music, news, tight production. Excellent opportunity in ideal climate. Send tape, resume, and salary. KMED, Savannah, Georgia.


Experienced announcer needed immediately for local news beat in fabulous hunting and fishing area of Wisconsin. Contact Tom Leighton, WSLB, Ogdensberg, New York.

Mature announcer with news gathering and writing experience plus ability to do a selling, producing, and sales job desired. Resume, salary, and possibility of ownership wanted by Michigan newspaper and network affiliate. Send resume, photo to P. D. Wrin, Port Huron, Michigan.

Technical

First phone engineers needed for newly acquired stations in eastern Pennsylvania. Send educational and employment background first ticket to Box 556E, BROADCASTING.

Engineer, first class ticket. Box 561E, BROADCASTING.

Chief engineer-announcer. Pleasant, cooperative staff. Telephones, dispatch, air all; familiar with equipment, pension trust plan plus $400 monthly, 35 weeks per year. Send resume, air mail photo, tape, XPRK, Livingston, Montana.


Chief engineer—Thoroughly familiar with all phases of radio. Prefer combo man but not essential. Excellent climate, past and future. Send references, resume, salary requirements with first letter to WSFA, Savannah, Georgia.

Combination engineer-announcer or top-notch announcer-salesman needed for room with room for employee advancement. Send tape, resume, and salary. KXIR, Fort Worth, Texas. Expect to Program Director, WYOT, Wilson, N. C.

SALESMEN

Maryland Independent wants experienced announcer for morning-afternoon disc shows. Box 500E, BROADCASTING.

Have immediate opening for seasoned announcer-salesman in one of Alabama's fastest sales regions for commercial manager. Send tape, snapshot and resume. Box 516E, BROADCASTING.

Production-Programming, Others

Mr. News Director! Can you see beneath the surface news-get behind headlines? Are you a talk show type who always wants more? We need such a man. Why not apply and discuss your ideas? Send resume, photo Box 476E, BROADCASTING.

Sales director. Wisconsin five kilowatt needs hard hitting news director to set up, maintain, and manage news department. Music-news station. Send resume, tape, salary expected to Box 516E, BROADCASTING.

Sales service—Difficult job in small Rocky Mountain station. Must have the tact and business knowledge of a salesman plus the creativity of a copywriter. This market has no agents. Would have girl assistant for clerical duties and would spend time on selling. Should have contacts with photo, graphic experience helpful but not necessary. Specify salary requirements. Box 590E, BROADCASTING.

Problem: influx of new management with rock 'n' roll format has set city on ear, rating wise. Need program director who can overcome this in his market. Fee and expense basis. Box 592E, BROADCASTING.

Radio

Situations Wanted

General manager experienced in local and national sales desires position in eastern or central part of country. Excellent references. Box 477E, BROADCASTING.

General manager midwest top rated independent seeks re-assignment as manager/asset manager in Arizona. New Mexico, or Colorado. First ten years with independent. Previous group, College graduate. Must relocate by fall for wife's health. Two references and personal interview necessary. Confidential. Box 598E, BROADCASTING.

Successful commercial manager in highly competitive market seeks management opportunity. Family man. Excellent references. Box 474E, BROADCASTING.

Manager or sales manager. Eighteen years experience in radio and television station management and sales, and with regional and national advertising agencies. Offer one of the best records in the industry. Young, late thirties, aggressive and mature. Needed family man. Prefer metropolitan area radio station that needs help. Will present station ten years, 1695 earnings $28,000.00. New association must offer good future and opportunity, and compensation based upon experience, ability and results. Box 599E, BROADCASTING.

Presently managing successful operation in very small town, family man 33 desires management in medium market. Experienced in all phases, sales, technical, and administrative. Desires permanent location before school starts next fall. Box 602E, BROADCASTING.

Change desired. Manager for past ten years in small market, and still at it. Desire move to larger market as manager or assistant. No hurry, plenty of time to think it over. Know and have worked at all phases of broadcasting other than engineering. Prefer a well known university. Married and two children. If you have a Civic-minded, Prefer the east. Box 516E, BROADCASTING.

Young aggressive program manager-part owner of small tv desires return to radio management. Must be southwest. Intelligent reason for seeking change. Box 617E, BROADCASTING.

Classified Advertisements

Pssible in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum. Help Wanted 25¢ per word—$2.00 minimum.

All other classifications 30¢ per word—$4.00 minimum. Display add $2.00 per inch.

No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.

Applicants: If transcriptions or bulk packages submitted, 10¢ charge for mailing (Forward remittances separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
RADIO

Situations Wanted—(Cont’d)

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run both day and evening. If you’re looking for, Box 500E, BROADCASTING.

Creative sales director, 33, ten years radio-television experience. Needs opportunity with station. Located New Jersey area. Box 311E, BROADCASTING.

Experienced account executive seeks permanent position. Mid-Atlantic. Box 562E, BROADCASTING.

Announcer, salesman, 28, family, One year radio experience, eight years selling. Working in twenty thousand market, want to go up ladder. Good personality, good voice, fully air work. Top money market in sales field. Tape available. Box 488E, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 502E, BROADCASTING.

Giri dj announcer, Go anywhere. Ready now. Respond to fastest, 505E, N.Y. city. Sound business habits. Love to build audiences and grab traffic. Tape and resume. Box 530E, BROADCASTING.

Personality dj, strong commercials, gimmicks, effective voice. Must be eager to get ahead. Go anywhere. Box 548E, BROADCASTING.

Sportscaster-staff, experienced. Desire sound audio and visual technique. Must be eager to get ahead. Go anywhere. Box 552E, BROADCASTING.


Good dj announcer. Married, 28, family. Looking for good opportunity. Box 622E, BROADCASTING.

Experienced announcer. Seven years, Mid-20's. Currently at $250. Desire to move up. DJ acts also types of music also sports and news writing experience. Desires permanent opportunity. Box 574E, BROADCASTING.

Ace deejay-real showman seeks am-tv operation. Must have plus talent only. Box 586E, BROADCASTING.

Adult minded Dj, staff announcer, experienced, lively, hard working. Station's direct studio delivery plus assignment. 1 1/2 years in Salt Lake City. Radio and television. Box 592E, BROADCASTING.

Available announcer, one of western New York's top radio personalities. Box 582E, BROADCASTING.

Available immediately, inexperienced my only bad feature, trained and has had good work experience. Box 588E, BROADCASTING.

P D, dj, first phone, four years experience. No threatening. Box 588E, BROADCASTING.

I hate rock and roll! Would like to do my morning show with bright standards. 5 years experience in top market, both radio and television. Presently earning minimum. Top of the field's need not apply. Box 588E, BROADCASTING.

Factotum, extraordinary with incredible stamina (from long-time swimming in drool of thrashing idiotes). Enjoy즌원 of many window boy Prince until sober, both male and female. Box 590E. 6 years combo; MA plus variet ed: 35: wife, 2 kids. Box 592E, BROADCASTING.

Interested in dj with "know how" and "sell appeal"? Have good radio background, 3 years experience. Presently employed. Married. Interested in dj or station manager. Box 593E, BROADCASTING.

Two years experience as staff announcer and dj. Presently employed. Wish to grow with reliable station. Box 595E, BROADCASTING.

Dynamic d. j, announcer, beginner, will take summer replacement. Trained by Pat Kelly, college grad., family, tapes available. Box 601E, BROADCASTING.

Experienced sportscaster, news, disc jockey, program director desires change. Permanent family. Box 603E, BROADCASTING.

RADIO

Situations Wanted—(Cont’d)

Announcers

Combo man experienced first phone. Permanent position desired, will travel. Box 608E, BROADCASTING.


Singers, family man, 28, vet, 3 years staff and personality. Wants promotion-minded good music and new style. Florida. Box 620E, BROADCASTING.

Jack of all trades, master of some: morning drive—sports—J. 30 years experience. Box 616E, BROADCASTING.

Experienced, pleasant voice. First phone. No Maintenance. Good News. D J. Box 616E, BROADCASTING.

Veteran dj and music expert. Want position to fulfill creative ability. Hard sell plus sincerity. Can produce sponsorship work, appealing to adults plus kids. Good men are few and far apart. Make an offer. Box 618E, BROADCASTING.

College graduate, 28, teacher, desires to return to broadcasting permanently. Announcing experience. Florida radio. 3 months TV. Available immediately. Box 620E, BROADCASTING.

Crisp, friendly, authoritative hourly news anchor, Washington, D.C. Must be a group of stations with tv, day. Also commercials. Desire similar stint in Dallas. Must be experienced. State salary. Box 622E, BROADCASTING.

Women's director, commentator, interviews, panels, light music, news director. Any or all. Box 625E, BROADCASTING.

Two years last job, announcer, dj relocating Florida vicinity. Degree, non-technical first phone—copywriting, sports—Family. Box 628E, BROADCASTING.

Double your sales quick! Personable, versatile, experienced d. j. desires permanent position in good, large market as staff announcer. Equally effective with gimmicks or straight sell. 5 years experience in a Top station. For details, call Youngstown, Ohio. 786-0686.

Sports announcer, dj, good salesman. 2 years experience. Must be available immediately. Wants play-by-play all sports, remotes, interviews, soccor, football, programming. Box 629E, BROADCASTING.

Versatile disc jockey (country-pop). First phone, no maintenance. Prefer mid-south or mid-west. Box 631E, Maumee, Ohio.

COMBO, 1st class license. Prefer Florida or southern station, will travel. Thomas Shockey, Jr., Homer, Ga.

Technical

Experienced engineer, combo am-fm hi-lo power announcer. Box 500E, BROADCASTING.

Chief engineer. Experienced all phases radio, broadcasting, construction, maintenance, directional remote control. Box 752E, BROADCASTING.

Broadcasting engineer seeks position in middle or southern states. Will work in tv-am-fm. Two way radio, directional and construction work. All replies answered, but no combo work is desired. Reply Box 584E, BROADCASTING.

Engineer first class license, 5 years experience, ham 3 years team, Troubleshooting, directional, equipment design and maintenance. 28 E. E. graduate N. C. State College. Desires work in radio, television or with consulting engineering firm not import -ant must locate in North Carolina, South Carolina or Georgia. Box 586E, BROADCASTING.

Engineer, 11 years experience all phases including remote control installations. Desires chief engineer position. Possibly southern family. man age 37. Box 621E, BROADCASTING.


Engineer available immediately radio or television. No announcing. Call LO 5-2731, Mercedes, Texas.

Engineer, 90, single, sober, experience 250w to 5kw, audio production, studio and field, operation, or where some maintenance, initiative is needed. Wallace V. Rockefeller, Wood River, Nebraska.

First class FCC license. No experience, but willing and anxious to learn. J. J. Stall, 5300 Parkland Ave, Dallas, Texas.

RADIO

Situations Wanted—(Cont’d)

Production-Programming, Others

Career radio, family man . . . wishes settle southern market. 30,000-50,000. Preferably Florida. Experience, professional ability in programming and news. Can combine station management, air work. Box 550E, BROADCASTING.

Newman, write and air. Networks both coasts. Employed. Twenty years experience at 28, newspapers, radio, tv. Third district, winner. Metropolitian only. Box 592E, BROADCASTING.


TELEVISION

Help Wanted

Announcers

Announcer for leading western Massachusetts station. Must be top commercial man experience. Must write Jerry Barnes, WWLP, Springfield, Mass.

Production-Programming, Others

TV copywriter, female. Must write good sell spots. Prefer small radio, tv station. California station. Box 415E, BROADCASTING.

TV Production Manager—VHP small tv station needs mature man able to coordinate efforts of copy, presentation, switch and live studio personnel. This would be a supervisory position, but man must be capable of handling any production problem that might come up between 2 p.m. and sign-off. Box 592E, BROADCASTING.

Good morning man needed. TV experience not necessary. Prefer experience working on agriculture and farm reporting. Send S. O. F. $50,000, 12 years 4 simple interspersions. Box 362E, Woodman, WXXK-TV, Petersburg, Virginia.

TELEVISION

Situations Wanted

Technical

16 years am-tv experience, 3 years chief and 4 years supervisory. Desire chief or supervisory position. Box 474E, BROADCASTING.

Maintenance and control room operation. 1st choice, good technical background. Single. Available July Ist. Box 504E, BROADCASTING.

Production-Programming, Others

Sales service, client relations. Graphic arts, live production. SKG weatherman. Box 458E, BROADCASTING.

Director-announcer, 31, five years with one of the best in medium market. Relocate east. Available for interview. Box 538E, BROADCASTING.

Young man, 28, college grad with B.A. in music education. Korean vet and former high school sports announcer, desires relocating in all phases of tv. Would like job in production end of tv, with commercial or educational tv station. Box 563E, BROADCASTING.

FOR SALE

Stations

For sale . . . Profitable southwestern full time radio station to responsible purchaser. Box 504E, BROADCASTING.

For sale—$500 watt Texas daytimer. Single station owner wishes to sell to large co. Box 586E, Dallas, Texas. 1100 month contract. 17 months. Will take $20,000 down. Your note is a guarantee. No brokers. Box 570E, BROADCASTING.
FOR SALE—(Cont'd)

Stations

Northeast single station market. 250 fulltime combination office, studio, transmitter, tower. Sale subject to FCC approval and 90-day contingency operation. No brokers. Must make sale this month. Box 976E, BROADCASTING.

Florida daytime station—exclusive market, $50,000. Fm $14,000. 2,000-watt antenna and billings. Box 969E, BROADCASTING.

Northwest small market station $50,000. Chapman Company, 33 W. Michellierosa, Sunora, California.


Waiting buyers, listings wanted. Hollingsworth Co., Inc. "Guess the Lucky Secret Word." Program, 516 Hempstead Ave., W. Hempstead, N. Y.


Carolina medium market stations (2) $40,000 & $75,000. Terms. Chapman Company, 1128 W. Peachtree, Atlanta.


Equipment

Will trade 17th Chris-Craft inboard boat for fm transmitter and antennas, broadcast equipment, or test equipment. Box 578E, BROADCASTING.


UHF equipment, used but in perfect condition. GE TV-3700 125w transmitter including parabolic reflector, 2x26 5-bay antenna with PY169 feed assembly, single pole tower, sweep oscillator, and General Radio monitors, GE TV-21 visual demodulator, three 12x12 Wagner Stainless steel tower with lighting, 400' 6 x 15 inch wave guider, 195 AFB coaxial cable and hangers. Presently installed at Jacksonville, FL. Contact Florida Broadcasting, 1018 E. Hayford, WESH-TV, Daytona Beach, Florida.

Gates turntable, mod CR-11 cse panel $75.00. 2 RCA 76-D turntables each $150.00. Type 3212 A-1 Collins console, incl. relays and 409 U.C. power supply $275.00. PY8 AH Magnetor $85.00. PY8 J amplifier $15.00. Prices FOB Galena, Ill. Ray Bevenour, C.E., WDG, Galena, Illinois.

For sale ... One Blaw Knox 150 ft. self-supporting tower in excellent condition. If interested, contact Radio Station KWKV, Wheeling, W. Va.

Gates BCI, 1 kw transmitter 31B console, WLSF, Pikesville, Kentucky.

EMI British battery operated tape recorder used only 2 hours complete with microphone cables. Cost us $50. Will sell for $35 first comp. WPAQ, 41 E. 31st St., New York, N. Y.

Camera, 2 used Dage model 200-C cameras, with lens, camera controls and regulated power supply. Will consider offers on one or both. Capilinons, Beachy, Hayford, WESH-TV, Daytona Beach, Florida.

Television monitors—broadcast and industrial—complete with accessories and models—F-105, F-106, 14-19215, 17-4219, 21-4229. Write Miratel Inc., 1060 Dione St., St. Paul 13, Minn.

WE 5C D-949E 5 kw broadcast transmitter. Excluding there, like new. One-eighth deal $3,600 on truck. Our no. 6566. May Brothers, Binghamton, N. Y.

WANTED TO BUY

Stations

AM broadcasting station in Rocky Mountain area: Montana, Wyoming, Colorado, Idaho, Utah owned by negligent. Prefer fulltime outlet; daytime station considered. Adequate financial situation and willingness to pay cash. No brokers please. Box 469E, BROADCASTING.

Small station billing less $500. Want full story including salaries, programs relations, potential. Box 385E, BROADCASTING.

Small station, experienced men, more interested in potential than past performance, or will lease. Box 581E, BROADCASTING.

Equipment

Wanted: Used kw transmitter and all equipment for installation. State condition history and price first letter. Box 581E, BROADCASTING.

Wanted, tk video equipment, cameras, power supply etc.. etc. Box 619E, BROADCASTING.

Videocon, tv cameras and accessories. Gene O'Fallon & Sons, Industrial TV Specialists, 639 Grant St., Denver 3.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our Schools are located in Hollywood, California and Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. GI approved. Plane Fleetwood 2-2733. Ekima Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1944. The original course for FCC 1st phone license. 3 to 8 weeks. Reservations required. Enrolling now for classes starting June 20, September 15, October 25. For information, references and reservations write William B. Otten Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.


MISCELLANEOUS

Must know whereabouts of Chuck Stevens. Now seeking radio or tv employment as announcer, director—Contact Box 597E, BROADCASTING.

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television programs. We also distribute half hr bingo type film serides and radio programs. P.O. Box 1971, Hollywood 28, Calif. Tel: Hollywood 2-4083.

RAadio

Situations Wanted

EXPERIENCED MEDIA DIRECTOR

Responsible for policy making decisions and administrations of all media department in top New York agency. Have been member of plans board and have wide experience with client contact. Now all and have purchased all forms of Media for leading national advertisers including millions of dollars worth of spot and network time. Would like position with growing, vital agency. Will send references and resume on request.

Box 639E, BROADCASTING.

SALES MANAGER

26-year-old family man presently employed by a major market station in the east wishes to relocate in medium market in sales management capacity. More than 3 years experience in field with a proven record, more than substantial billing, and the best of references. Active in civic affairs. I believe in promotion and am not afraid to burn the midnight oil. Complete story on request.

Box 614E, BROADCASTING.

Announcers

NEED A D.J.?

B. C. A. Placement Service has them ... with and without experience. All eager to please and make you money. Best trained anywhere. No prima dona. Thoroughly screened. Write or wirecolly immediately.

Milt Stillman, Placement Service Broadcast Coaching Associates 1629 Broadway, Capital Theatre Bldg. N.Y. C. 19, N.Y.

July 4-1918. No charge for either party.

BIG MARKETS MEAN BIG EARNINGS!

OUR SALESMEN EARN MORE THAN $14,000 A YEAR!

15% COMMISSION — LIBERAL DRAW

NEW YORK — CHICAGO — ST. LOUIS — INDIANAPOLIS — NORFOLK — WILMINGTON (Del.)

Join the finest-growing radio-tv sales organization in the country with a record 384% increase in sales. Staff expansion provides opportunity for advancement to sales manager, national sales and station manager in major markets of an 8-station radio-tv chain. Most executive promotions made from successful sales personnel. All applications kept confidential. Don't wait. Send resume, photo and history of billing, earnings for:

Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.
McKahan for $35,282. Mr. McKahan will increase ownership from 20 to 100%. Announced June 24.

KHIL, Brighton, Colo.—Seeks assignment of license from Harry Hill to John Bakes for $78,000. Mr. Bakes owns and operates Broadcast Recording Service, also simultaneous operation of KHIL.

WWNS Statesboro, Ga.—Seeks assignment of license from Robert Thompson to WWNS, Inc. for $100,000. Mr. Thompson is one-third owner and John, Donald, are, according to reports, new owners.

NEGOTIATIONS MANAGEMENT

ASSURANCES


KSHS Wichita, Kan.—Seeks assignment of cp from John Rosamond to KSIR Inc. No control change. Announced June 17.

WMCN Macon, Miss.—Seeks assignment of license from Jim Witty, Inc., of Atlanta, Ga., to Airside Broadcasting Co., Inc. for $50,000. New owner will change call letters. Announced June 13.

Television

TWO TELEVISION LICENSEES

Announced June 25, 1957, toward looking toward:...

A DOLLAR

FOR SALE

Broad based TV transmitter, complete AM, FM, TV background, including Color TV. Many have FCC Licenses. Graduates of one of America's largest technical Radio-TV Schools. Resumes upon request. Write to Box 626E, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

HOWARD S. FRAZIER, INC.

1738 Wisconsin Ave., N.W.
Washington 7, D. C.

STATION MANAGERS

For Sale

5 kw channel number 12 tv transmitter. Air cooled, radio modified, excellent operating condition. Accessories and spare parts included—reasonable. Contact Chief Engineer WICU-TV Erie, Pa.

TELEVISION

Situations Wanted

TRAINED PERSONNEL

TV Transmitter-Studio Engineers, Complete AM, FM, TV background, including Color TV. Many have FCC Licenses. Graduates of one of America's largest technical Radio-TV Schools. Resumes upon request. Write to Box 626E, BROADCASTING.

FOR SALE

Equipment

TAPE RECORDER

All Professional Makes
New—Used—Trades
SIEFFEN ELECTRO ART CO.
4601 W. North Avenue
Chicago 39, Ill.

Tape Recorder Specialists

Money Dollar

you can't be a classified ad in getting top-flight personnel.

FOR THE RECORD continues from page 106

Dollar for Dollar

FOR SALE

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

HOWARD S. FRAZIER, INC.

1738 Wisconsin Ave., N.W.
Washington 7, D. C.

MANAGEMENT APPOINTMENTS

Equipment

TAPE RECORDERS

All Professional Makes
New—Used—Trades
SIEFFEN ELECTRO ART CO.
4601 W. North Avenue
Chicago 39, Ill.

Tape Recorder Specialists
sider amending rules note with respect to understanding May 29
On or by Commission postponed for another year final decision on the date requiring tv stations to have type-approved frequen-
ties and equalize output power whenever trans. in operation. Accordingly, See, Setting dates (60) of the above are to be amended to reflect new date. In view of con-
tinued discussion of alterable frequency control circuits in am, fm and tv trans., Com-
misioners feel that the public, in light of recommendations regarding continuously operating fre-
quencies, are being fully informed. In this regard, Twin Cities can paratus is still neither is or adequate to ensure that operating frequencies of broadcast stations are being met with the prescribed frequency tolerances. If it appears that rules relating to such objective is further action, proceeding will be initiated. Announced May 28.

PETITIONS FOR RULE MAKING FILED
In addition to the above, a number of petitions have been filed.

 excerpts from

By Chief Hearing Examiner James D. Cunningham in May 26

Rescheduled prehearing conference for June 18 on am application of San Diego- KPAC, San Diego, Calif. - Granted mod. of cp to change ERP to KPAC al., to reflect new date. In view of existing licensee's request for this mod. of cp, proceeding will be initiated. Announced May 28.

REMEMBERING IN GOD'S LOVE,
LA. IN HIS HEART;

RICHARD DAVIS

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LA. IN HIS HEART;

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RICHARD DAVIS
In this busy area . . . most television viewers watch WBEN-TV most of the time

The independent Trendex program-rating service made more than 100,000 telephone calls in this area during its latest AREA study. It found that WBEN-TV was in FIRST PLACE in 120 out of 156 MEASURED HALF HOURS.

WBEN-TV was first in 76.9% of the time periods measured.

Quality programming, the foremost network shows from CBS, balanced entertainment for the entire family, perfect pictures and perfect sound — all for more than 4 million people on Channel 4.

TV viewers of Buffalo, Western New York, nearby Pennsylvania and Canada have voted overwhelmingly in favor of the entertainment, educational, cultural and informative programs presented as a community responsibility — year in year out — by WBEN-TV on Channel 4.

Proof again — your TV dollars count for more on Channel 4.

represented nationally by
HARRINGTON, RIGHTER AND PARSONS

WBEN-TV
A SERVICE OF THE BUFFALO EVENING NEWS

CBS the nation's top network
Should the star give the commercial?

These days of super stars, spectacular shows and stupendous costs have brought a new concern to agencies, networks and clients. Can the star of a program be used profitably, and fittingly, to deliver the sponsor's selling message? Can he do commercials without losing the luster that sets him apart, and still be effective in terms of moving those goods or services that make the whole thing possible anyway?

"Yes he can," answers one school of thought, and points with pride to super-salesmen entertainers. Hardly a network day goes by that one of these personalities doesn't speak up for any one of a dozen different products, and does it with dignity and that additional effectiveness generated by his own prestige as a star personality.

"It doesn't usually work that well," retorts an equally influential body of counter opinion. The more the average star becomes a salesman, the more he loses as an entertainer. The larger investment in the star himself is jeopardized by short term, and rather indefinite, commercial gain.

Well, just what is the answer?

Over the years our client, Chevrolet, has pioneered in the broadcast media. The company has been a consistently large and important user of air time. It was the first automotive sponsor of a commercial program on tv in 1946. It is natural that we have developed a philosophy to handle the problem, a philosophy tested in operation with some of the top talent in the country. The philosophy is simply that each case is different, because each depends on the answer to these three points:

1. Who is the star?
2. What type of program is the vehicle?
3. What is the product?

Perhaps the last question is of greatest importance for in a sense it determines the type of show and the personality—and, of course, you can't sell cars the same way you sell toothpaste.

Chevrolet sells cars, so naturally we have done a lot of searching for the reasons why people buy cars. We find that in America today the automobile has a sociological meaning far beyond its actual ability to perform on the road. A man's car not only represents his second largest lifetime purchase (his house is first), it also expresses his stature in the community and reflects his personality. Naturally, since the buyer knows all this, his car must, as far as it is able, project those images which he wants associated with him. These desired images naturally vary with individuals. Some wish to assume prestige and position. Others to project a picture of the buyer as an astute shopper who succeeds in getting more performance and more styling at a price that is less than his neighbor paid.

Knowing this about its product and its sales situation, Chevrolet is ready to choose talent for television and radio, and to decide whether they should even be asked to deliver commercial messages.

THE SHORE, BOONE CASES

Let's consider Miss Dinah Shore, perhaps Chevrolet's single most valuable television and radio force over the years. Dinah is warm, friendly, intelligent and sincere. She is perfect to represent Chevrolet to the listening and viewing public. We were delighted with her long before ratings put her Chevy Show in the top classification. Probably more than any other entertainer, Dinah Shore is identified with her sponsor's product. Her singing of "See the USA in Your Chevrolet" is more familiar to millions than many a pop tune. Yet we're still to get our first complaint that Dinah lowers herself by pitching our product.

The reason is simple. We said that Dinah represents Chevrolet. She does just that. She often states her enthusiasm for Chevrolet both on and off the air. She frequently does musical leads to the actual commercials. On occasion she will perform special singing commercial material (her "Fugue for Tim Horan," a musical talk about Chevy was repeated by viewer demand). But never is Dinah asked to deliver the kind of "nuts and bolts" sell, the kind of hard factual talk about performance that forms the real core of today's commercial automobile selling. Were she to do so we are convinced Dinah would rapidly lose effectiveness both as a woman and an entertainer, and something very valuable to Chevrolet would be destroyed.

Now let's consider Pat Boone, a brand new and increasingly valuable Chevrolet star. Pat almost extraordinarily typifies the young American male. He has loved automobiles since boyhood. He talks confidently and knowledgeably about them, their features, their performance, their "nuts and bolts." It is natural to Pat Boone's personality that he talk easily and well about the Chevrolet automobile. His youth and enthusiasm reflect the excitement and vitality of the car he is selling.

So we have the same product, sold on two similar-type programs, by two different stars. Both contribute importantly to the selling of the product, each in the manner best suited to preserving the star personality and still providing maximum advertising effect.

But Chevrolet uses other types of broadcast personalities. Currently and since July 1954 we have sponsored some of the top names in news broadcasting. The news programs of Robert Trout and Allan Jackson are now doing an excellent selling job for Chevrolet, yet we have never asked one of these men to deliver a commercial. We recognize that this would be a breach of good taste. It would reflect on the impartiality of their newscasts, which is precisely the property Chevrolet buys. So, in brief, this is how we handle the problem of star versus sell. Together with our clients, we believe that careful study of the personalities of both star and product can develop satisfactory individual solutions.

EDITORIALS

Meaning of ‘Modern’

SOME of our readers have misinterpreted our motives in presenting stories quoting critics of rock and roll music.

These readers assume that we ourselves are doing the criticizing and that the object of the criticism is independent radio, or “modern radio” as some of them now call it.

It is wrong, we think, to connect rock and roll (or criticism of it) with all of modern radio (or criticism of it). The problem resides in the definition of the term, “modern radio,” itself.

Used as some use it, to describe specific stations which have broken from established programming forms, “modern radio” is an unfortunate term. It connotes the presence also of “old-fashioned radio.”

In America “old-fashioned” has an unattractive meaning. It suggests something which is obsolete. Not all the established programming forms of radio are obsolete by any means. Do the advocates of “modern radio” suggest there is no longer any place for the radio news broadcast with live pickups around the world?

To us modern radio means 3,247 am and 542 fm stations, the total on the air. Among this number there are many variations of character and equally numerous variations in audience appeal.

If modern radio is to flourish, it cannot become a regimented mass of stations all having the same sound. It must consist, as it does, of thousands of individual stations with individual characters. It must serve many different kinds of audiences. And the station serving one kind of audience well is performing as significant a service as its neighbor which serves another kind.

If rock and roll is enjoyed by a certain kind of audience, the station aiming at that audience has the absolute right to program rock and roll, just as another station aiming at a different audience may choose to program other kinds of music. The only obligation which both stations have in common is that of programming in good taste and keeping their audiences informed as well as entertained.

Sense in the Census

T HE Census Bureau’s restoration of the radio question in the 1960 decennial census provided a dramatic conclusion to National Radio Month. Thanks to Chairman Holland (D-Fla.), of the Senate Appropriations Subcommittee, and to NAB’s diligence, a serious media oversight has been averted. Accurate comparisons of both radio and tv saturation with 1950 census figures are now assured.

Unfortunately the bureau has decided it cannot enumerate radio or tv homes to show am-fm and uhf-vhf breakdowns, ascribing this ruling to the cost of collecting such data and the difficulty of obtaining accurate information from respondents when the census enumerator calls. Similarly the bureau will not collect information on portables or phonographs.

Director Robert W. Burgess, of the Census Bureau, heeded the argument of broadcasters and Sen. Holland that radio set data from the 1950 census is obsolete and that the medium’s importance in the nation’s communications requires a periodical tabulation of radio saturation. Both Director Burgess and Sen. Holland were influenced by the demonstration of interest as shown by letters and telegrams from the public, civic groups, the business world and broadcasters themselves.

The bureau has wisely decided to add a new and important element to the broadcasting portion of the 1960 census—multiple radio and tv homes. In the past this information has been confined to a mere listing of radio-tv and non-radio-tv homes. By the simple technique of putting this phrase in the census question—“0, 1, 2, or more sets”—the bureau will provide the entire advertising world with important marketing information.

While this realistic approach to the needs of commerce is helpful, there still remains the expressed need of census information showing the number of battery portables, auto sets, fm receiving facilities, uhf-vhf tuners and color tv receivers. The Census Bureau shudders at the thought of making enumerators search out all this information, citing the cost of collecting data, the training problem and the living-room complications at interview time.

However, the bureau would do well to heed the official request of FCC Comr. Robert E. Lee, defense commissioner, for a census report that will show where people can be reached when the power is off during emergencies. This need can be supplied by a count of battery portables and auto receivers. Then, too, there is a need for official circulation data covering the fast-growing fm medium, now entering the stereo stage. Those who believe fm, portables, uhf-vhf and color receivers should be tabulated should let their legislators know why the figures are important.

Where Justice Is Due

T WAS officially confirmed last week that the Justice Dept. has told the FCC that network option time violates the antitrust laws.

FCC Chairman John C. Doerfer testified before the Senate Commerce Committee that the Justice Dept. opinion was conveyed by Asst. Atty. Gen. Victor Hansen in a meeting with the FCC April 24. Mr. Hansen was quoted as saying that Justice would defer action, however, until the FCC completes its network study.

Now that the news is official (it was reported in this magazine’s Closed Circuit, May 12), it is appropriate to comment on the strange way that the Justice Dept. is trying to use the FCC as a substitute for the federal courts.

The inference to be drawn from Mr. Hansen’s visit with the FCC is that Justice hopes the FCC will revise its own rules to wash out option time and thus relieve Justice of the job of testing its opinion.

If the FCC followed that procedure, it would be making life easier for the Justice Dept., but justice—in the broader sense—would be dealt a hard blow.

There is no shadier area of the law than the antitrust area. It is seldom simple to decide whether a practice is or is not an antitrust violation.

The option time practice is no exception. Attorneys of equal competence have vigorously testified on both sides. Indeed the findings of the FCC’s own Network Study Group and the testimony of expert witnesses have been in basic disagreement on the legality of option time.

Can it be assumed that the FCC is more capable than a federal court to make a wise decision in so subtle a problem of law?

For more than a year and a half, the Justice Dept. has been mulling over allegedly illegal network practices. It started in September 1956 when Mr. Hansen told the House Antitrust Subcommittee the networks were under investigation. At intervals since then Justice Dept. officials have let it be known that they felt option time and other practices were probable violations of the antitrust laws.

If the Justice Dept. really believes that networks are acting illegally, it is time for Justice to quit making the charge and start trying to prove it.

And the place to prove—or disprove—a delicate charge of that kind is in formal proceedings before the courts.

If Justice does not wish to test its case in the appropriate location, it should have the grace to get off the networks’ necks.

Page 114 • June 9, 1958

Drawing for BROADCASTING by Sid Nix, from an idea submitted by Bert Petris of WPAX, Falls Church, Va.

"Just as this invisible shield protects me, so Gardol protects . . ."
North Carolina's

INTERURBIA

HAS THE LARGEST POPULATION OF ANY
METROPOLITAN MARKET IN THE TWO CAROLINAS

Dominated by

wfmy-tv

North Carolina's INTERURBIA... FIRST in Total Population and
the largest metropolitan market in the two Carolinas. Investi-
gate INTERURBIA plus the entire Prosperous Piedmont where
more than 2,200,000 people are influenced by WFMY-TV.

GREENSBORO

WINSTON-SALEM

HIGH POINT

GREENSBORO-HIGH POINT-
WINSTON-SALEM

(2 Stations)
Greensboro-High Point-Guilford County—Map
Lincoln (3), Surry (3), Montgomery (4) Counties—N.C. Licensees
New WHIST listener market map and data
people in the State.

wfmy-tv

GREENSBORO, N.C.

Represented by
Harrington, Rights & Parsons, Inc.
New York - Chicago - San Francisco - Atlanta - Boston
among the outstanding television stations we are proud to represent:

KALB-TV Alexandria, Louisiana
KPLC-TV Lake Charles, Louisiana
KBMB-TV Bismarck, North Dakota
KCJB-TV Minot, North Dakota
KXJB-TV Valley City, North Dakota
KIMA-TV and satellites, Yakima, Washington
KLAS-TV Las Vegas, Nevada
KNTV San Jose, California