FCC starts allocations reappraisal; NBC to drop Buffalo uhf
RAB's Telurbia study: Even bigger days for radio, despite tv
SRA discounting plan would vamp network film users to spot
CATV operators invade Washington, offer their side of story
WHEELING: 37TH TV MARKET

One Station Reaching The Booming Upper Ohio Valley

"After a day of looking at thousands of tubes going through our production lines, I relax with television. My family enjoys WTRF-TV because it keeps us up-to-the-minute on local news, and gives us the best of network programs."

Chances are this very morning you used tooth paste or shaving cream squeezed from a Wheeling-made tube. For the Wheeling Stamping Company of WTRF-TV-land is one of the nation's largest manufacturers of collapsible tubes. This Wheeling company, with its 500 employees and $2 million annual payroll, is another reason why the WTRF-TV market is a great one for smart advertisers . . . a market of 425,196 TV homes, where 2 million people spend $2.5 billion annually.

More Proof of WTRF-TV Popularity:

<table>
<thead>
<tr>
<th>STATION SHARE OF SETS-IN-USE SUMMARY</th>
<th>APRIL A.R.B. SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTRF-TV</td>
<td>STA &quot;A&quot;</td>
</tr>
<tr>
<td>47.4</td>
<td>32.6</td>
</tr>
</tbody>
</table>

FROM SIGN-ON TO SIGN-OFF

316,000 watts network color

WHEELING 7, WEST VIRGINIA

reaching a market that's reaching new importance!
INDIANA'S 2nd LARGEST TV MARKET

TERRE HAUTE

- 251,970 TV HOMES (IN THE WTHI-TV VIEWING AREA)
- CBS, NBC, & ABC TELEVISION NETWORKS

TERRE HAUTE, INDIANA

WTHI - TV

and RADIO, too!

A. B. Jolley...  

"...is probably the best known agricultural commentator in the State of Texas"...

...stated Mr. Paul W. Limerick, Western Advertising Agency, in his letter below, for which we are very grateful.

KRLD Radio, the only full-time 50,000 watt station operating in Dallas-Fort Worth, is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, Channel 4. For full information concerning the JOLLEY FARM NEWS, check with The Branham Company, national representatives.
ABOLITION MOVEMENT? Could President Eisenhower's action Friday propose creation of new Federal Pittsburgh Agency, which would involve abolishing CAA, be harbinger of drastic moves in other fields, including communications? In informed quarters it is felt that another scandal of magnitude of that involving Richard A. Mack of FCC, could bring "tipping" legislation to abolish FCC, with new agency to absorb its functions. Being watched particularly is payment of inordinately high legal fees in television cases to attorneys who were not of record. Question being asked: Where did that money go?

What has happened to federal grand jury investigation of purported influence-peddling in contested FCC television cases? Jury, sitting in Washington, has examined more than a dozen individuals reportedly in respect to widely publicized ch. 10 case in Miami and Brooklyn. Mr. Goelet, who publishes NAB Newsletter under registered copyright, already has had his counsel confer with NAB counsel regarding conflict (there have been two meetings within past fortnight). Mr. Goelet founded WGNY Newburgh, N. Y., in 1933 but sold it in 1934. He is son of Robert Goelet, pioneer New York banker and property owner.

Possible nickname conflict associated with NAB recalled to old timers situation which developed in mid-20's following formation of National Broadcasting Co., which automatically became NBC. But prior claim to those significant initials was held by National Biscuit Co. What transpired isn't known but latter subsequently became "Nabisco."

DEINTERMIXTURE Far from writing off deintermixture, FCC for past two weeks has seriously considered transforming two additional markets to uhf-only through transfer of single uhf's in each city to other areas. California's San Joaquin Valley is receiving deintermixture consideration on contention that it's ideally suited for uhf operation, having flat area surrounded by high mountains. To execute this, ch. 12 KFRE-TV Fresno and ch. 10 KERO-TV Bakersfield would be earmarked for uhf after appropriate rule-making proceedings. If ordered, this would precipitate protracted litigation, possibly running years. But nothing will be done until study of uhf penetration is completed, and all other factors evaluated.

Key figure in preliminary discussions which might lead toward long-range tv reallocations to provide continuous band of 25 channels (running from 174-324 mc) (LEAD STORY, June 2) is Paul Goldsborough, communications adviser to Secretary of Defense Neil McElroy. Capt. Goldsborough (USNR), former president of Aeronautical Radio and recognized allocators, is understood to have counseled with FCC Comr. T. A. M. Craven, also renowned allocations authority. This, together with basic research by Comr. Craven, resulted in preparation of memorandum on new single band now before FCC as its unfinished business.

ABC-TV DAY DEAL In dramatic bid to entrench itself in daytime programming at virtually one swoop, ABC-TV is offering agencies plan involving big chunks of daytime quarter-hours into which they could place as many as two but several clients as sponsors. As offered, plan would move ABC-TV's daytime sign-on up to 11 a.m. from present 3 p.m. Young & Rubicam is one agency reported to be actively considering. Acceptance by any major agency probably would mean swinging business from other networks to ABC-TV. Programs for expanded daytime hours not set but network has feelers out and expects number of shows to be ready to go by September.

Cunningham & Walsh has about completed field work, next will tabulate material, for its 11th annual "Videostate" survey, results to be out next fall. Study itself last year found New Brunswick, N. J. (Videostate), viewers excited about very little on TV [LEAD STORY, Dec. 9, 1957], but C & W hasn't lost its interest in continuing project. Survey as usual will concentrate on tv's effect on social habits but for first time will drop census of tv set ownership and buying trends.

STEPPING STONE New approach to hinterland tv is revealed by radio-community tv antenna operator P. B. McAdam, president-general manager of KPRK Livingston, Mont. Delegate to CATV convention in Washington last week, Mr. McAdam said his community could not support conventional tv so he went into CATV to bring in dollars on rental to permit him to enter regular tv later on. He said he knows several other CATV operators who embarked on similar projects.

Community operators, hurt at being attacked by broadcasters, nevertheless are frank about subject of regulation: They don't mind being regulated, but don't want to be pushed into it. Some CATV men expressed definite conviction they'd rather be regulated by FCC than state utility commissions. (Story on CATV convention, Page 76).

MERGER & TALK Merger of three competing applicants for Weston, W. Va., ch. 5 is in sight. Two applicants have already agreed to merge, they're wooling third. Two who have worked out agreements are J. Patrick Beacon and Telecasting Inc. Mr. Beacon is cp-holder of ch. 35 WPJB-TV Fairmont, W. Va., now dark; Telecasting Inc. is owner of ch. 16 WENS (TV) Pittsburgh, (also now dark). Third applicant is West Virginia Radio Corp. (WAIR Morgantown, W. Va.). FCC made ch. 5 available for commercial use in 1956 when it changed educational reservation to uhf assignment.

If Cellar "conflict of interest" bill (HR 12547)—which would severely restrict officials who leave government in representing clients before their former agencies —begins to show signs of passage, look for wholesale resignation of lawyers and possibly engineers from FCC. Bill would mean that practitioners who left FCC could not represent any client before FCC for two years. They'd be prevented for life from acting in any case that was before them when they were on Commission.

OUT OF POCKET Somebody at National Assn. of Manufacturers must be blushing: First four station replies to FCC inquiry on use of kinescopes of Senate Labor Committee hearing on Kohler strike were negative. None used kinescopes, whose duplication and mailing were underwritten by NAM. Commission wrote to 27 stations asking whether films were used and whether they were properly identified [GOVERNMENT, June 9].

President Eisenhower and at least five members of FCC have something in common: They sport new keyrings with genuine jade pendants. FCC members (excluding Comrs. Craven and Ford, who were absent at time) received them last week as souvenirs from Armand Hammer, who acquired control of MBS last year, and who is one of country's foremost art collectors (Hammer Galleries of New York). How President Eisenhower got his is mystery, but apparently it was given to him by someone in public life who had received it from Mr. Hammer. Mr. Hammer, incidentally, attended his first NAB Board Meeting this week at Mutual's representative.
We are taking reservations now for Theresa, Florence and Lorraine.

Also may we recommend you arrange your time in advance for Henrietta, Marion and Rose.

All these are headquarters for favorite summer pastimes of two million Central New Yorkers — and you should be there, too.

Yes, if you want to follow all these consumers, their buying habits and their recession-proof buying power to these resort area towns in the Adirondack, St. Lawrence and Finger Lake area you had better make reservations now on the sure route of WHEN Radio.

Conductor Kellner at Katz or our head ticket agent in Syracuse, W. H. Bell, will be happy to handle your reservations. Return trips are guaranteed.

Cordially,

Paul Adanti
Vice President

MEREDITH STATIONS
KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
KRMG, Tulsa
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse
The Week In Brief

Allocations Up Again—FCC starts major reappraisal of allocations tangle, tells staff to see what's wrong now, how proposed revisions would help. Lending urgency to problem is announced closing of NBC's uhf WBUF (TV) Buffalo, N. Y., which found it couldn't make it against multiple competition. Page 31.

Radio in Telurbia—Special RAB study finds radio set purchase running much higher in heavily saturated tv areas than in country as a whole. Nine out of ten are "extra sets" for rooms where the tv set is not located. Page 34.

Lever "Stripes" Spot Tv—New pink-and-white toothpaste goes where Pepsodent's yellow went—to spot television. Objective: greater share of sales in competitive toothpaste product field. Lever calls schedule a "good" one, another spokesman describes it as "substantial." Page 34.

Madison Avenue Moves South—Dallas, Tex., becomes the advertising capital as nearly 1,000 American Federation of Advertising members meet in the organization's 54th annual convention. Admen and women face issues of recession economy and governmental threats. Page 35.


Up & Up—Philip Morris brand shifts to Leo Burnett this autumn from N. W. Ayer & Son, putting Chicago-based agency within reach of $100 million billing mark. Switch may pressage return of PM to broadcasting media. Page 39.

Selling By Tape and Film—The Headley-Reed Co., station representative, completes an experimental year of demonstrating the advantages of the radio-tv stations on its roster via tape and film presentations to agency media personnel. Page 40.

No Tears at UA—United Artists Corp. stockholders meeting proceeds quietly and orderly, is marked by total absence of heated talk of "TV's inroads" as management reports nothing but good news. Page 46.

Olive Branch to Rebels—AFM's Kenin announces pact with Revue Productions that seems to ease tension between union and Hollywood rebel faction. Page 50.

Spot Package Plan—Chicago division of Station Representatives Assn. projects plan to recapture network program accounts by providing rate-card discounts for strips where advertisers supply half-hour syndicated programs. Page 52.

Radio Success Story—How Sunday became a working day for WJQS Jackson, Miss., and how the station went from $65 a week to $9,000 a month in one year. Page 60.

Tenenbaum Tells of Contacts—Witness at house hearing denies any attempt to influence them on KTVI (TV) St. Louis use of ch. 2. House subcommittee also questions him about hiring of Robert Jones as counsel without being made an attorney of record. Page 66.

Next on Hill Griddle—Senate Commerce Committee schedules hearings on rating services; Sen. Monroney, outspoken advocate for such an inquiry: "Certainly is high time." Page 72.

CATV Operators Huddle—They tell their side of controversy with broadcasters to senators and congressmen. National Community Tv Assn. convention in Washington draws 300. Page 76.

Panel Discussion: VTR Commercials—High hopes are held out for the future of videotaped commercials in talks by panel speakers before session called by Film Producers Assn. of New York. Page 79.

Pat Weaver's Vapor Trail—ABC-TV deletes portions of taped telecast interview of ex-NBC president. Network and Mike Wallace's production unit offer differing versions as to which of them was responsible, but everybody concerned agree that no "censorship" was involved, cite belief that deleted statements may have been libelous. Page 81.

Case for Madison Avenue—Lee Bristol Jr. of Bristol-Myers takes issue with J. Harvey Howells (Fitzgerald Adv., New Orleans), who had plunged for outside-New York agencies, criticized Ad Row. The rebuttal is in MONDAY MEMO. Page 109.
Why is WDGY first in Minneapolis-St. Paul on the latest Hooper & Pulse? ... because it's the 50,000 watt station ... with the 50,000 watt personalities

You need coverage—you get coverage with 50,000 watt WDGY. But it takes more than coverage to get you audience. A 50,000 watt station needs 50,000 watt personalities, like Don Kelly, here. Don's the "Morning Mayor" of WDGY's 50,000 watt coverage area ... the happiest man in radio. This "Smilin' Irishman" is a singer and wit, in the bargain. Don is typical of the sound that has made WDGY first all-day per Pulse and Hooper ... and of the "response-ability" that is giving WDGY its biggest billings ever! Talk coverage and audience to the Blair man ... or WDGY g.m. Jack Thayer.

WDGY 50,000 watts
MINNEAPOLIS - ST. PAUL

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

WDGY, Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB, Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX, New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM, Miami
REPRESENTED BY JOHN BLAIR & CO.
CBS-TV EASES DAYTIME RATES, POLICIES

Liberalized rate, contiguity discount and product protection policies have been developed by CBS-TV for its daytime programming and are slated to go into effect in fall.

Highlights of new plan, already sketched to affiliates, as described Friday include:

- Contiguous rate policy, now applicable only to multiple-segment buys scheduled on same day, will be extended in modified form to apply also to different days. At present, sponsor of two or more quarter-hours, for example, gets first one for 40% of hour rate and each additional one for 20% of hour rate if all are scheduled on same day; if he schedules each on different day, each costs 40% of hour rate. Under new plan, effective Sept. 1, contiguous rate continues unchanged on same-day segments, but advertiser also may schedule them on different days of same week and, while paying 40% of hour rate for first, get those on other days at 25 instead of present 40% of hour rate. This applies only to daytime and only when "first" program is quarter-hour or longer. CBS-TV officials said they were confident that rate adjustments necessary under plan would be more than offset by additional business.

Two Stations Sold: $110,500

Station sales announced Friday:


Move Afoot to Aid Colleague

William L. Putnam of WLPV (TV) Springfield, Mass., Friday offered to put up $1,000 on condition other broadcasters make up rest of total $10,000 needed by fellow broadcaster Dick McKee, operator of WKBW Berlin, N. H., as collateral for bond in libel suit against Mr. McKee. Suit was filed in Superior Court of Coos County, New Hampshire, as result of editorial on juvenile delinquency delivered on air March 19 [STATIONS, May 26]. Under state law, writ attaches assets of defendant. Mr. Putnam said $10,000 in cash would permit Mr. McKee to continue in business. Court hearing is set for October (damages of $100,000 sought by local movie theater).

M & P Opens Atlanta Office

Marchalk & Pratt has opened Atlanta office at 800 Peachtree St., N. E., it was announced Friday by Marion Harper Jr., president of parent McCann-Erickson. Mark B. Bollman Jr., manager for past two years of M-E's Atlanta office, will be vice president and general manager of new M & P Atlanta office. M-E's Atlanta office will continue as service office under supervision of John F. W. McClure, vice president. Office will serve following accounts: S.S.S. Co., Mead-Atlanta Paper Co., National Pool Equipment Co., Westhinese Appliance Sales Co. and Southeast Enterprises.

Stanley Heads Tall Corn Group

Glen Stanley, KBOE Oskaola, elected president of Iowa Tall Corn Network at Friday meeting held at Lake Okoboji. He succeeds William White, KFJB Marshalltown. Other officers: E. M. Horning, KSBF Creston, western vice president; Robert W. Erickson, KOKK Keokuk, eastern vice president; Leo R. Mayr, KCIM Carroll, secretary; Jenny Owens, KXIC Iowa City, treasurer. Twelve stations were represented at two-day session that wound up Friday afternoon. Network adopted resolution calling for broadcast coverage privileges at legislature sessions, meetings and court trials.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISER & AGENCIES, page 34.

PARTING COMPANY • Look for announcement this week that three-year association of McCann-Erickson and Mennen Co. is at end. It's understood that Mennen will reassign its men's shaving product line to Grey Adv., which already handles baby products, and to Warwick & Legler—Grey to get shaving creams and talcums, W & L to get Skin Bracer and new men's cologne, now testing. Over $2 million in billing is said to be involved, with most of it in tv. Agency assignment on ABC-TV's Wednesday Night Fights will probably go to Grey. Marshalk & Pratt, M-E subsidiary, will retain Speed Stick and Mennen's men's deodorant.

INCHING BACK • Kudner Adv., N. Y., appointed to handle advertising for Intercontinental Hotels Corp., N. Y., amounting to $1 million in billing, marking Kudner's first account acquisition since agency lost $23 million Buick business last December. Intercontinental is wholly-owned subsidiary of Pan-American World Airways, operates 15 hotels throughout world. Radio, newspapers and magazines to be used.

WILSON'S DEAL • Wilson & Co., regional meat packer, considering buy of three-per-day, 15-per-week filmed five-minute interview programs on strip basis in about 30 markets, seeking advantages of contiguous rates. Agency (Kenyon & Eckhardt) has discussed plan with representatives, who report stations would be agreeable. Client hopes to line up strip for about same cost as half-hour program, maintaining only modest advertising budget. It's seeking daytime segments, with series beamed to women's audience.

ABC BUSINESS • Four orders for new business and three renewals announced Friday by ABC Radio. Angostura-Wupperman Corp., Elmhurst, N. Y. (Foote, Cone & Belding, N. Y.): Armour & Co. for Dial soap, Chicago (Foote, Cone & Belding, Chicago); Hudson Vitamin Products, N. Y. (Pace Adv., N. Y.), and 20th Century-Fox Film Corp., N. Y. (Charles Schlaifer & Co., N. Y.) have purchased new orders. Renewals were placed by Campana for Italian Balm, Batavia, Ill. (Erwin Wasey, Raphael & Ryan, N. Y.), and Radio Bible Class, Grand Rapids, Mich. (John M. Camp & Co., Wheaton, Ill.).

PICKING REPLACEMENT • Chrysler Corp. reported considering two network spectacles for remainder of 1958 as replacement for CBS-TV Climax series being dropped. Leo Burnett, agency, neither confirms nor denies.

June 16, 1958 • Page 9
FCC Leaves Pay TV Door Open For Post-Congress Action

FCC does not know what action it will take concerning pay tv after Congress adjourns, Chairman John C. Doerfer stated in letter to Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, released Friday. Rep. Harris has warned FCC not to approve pay tv test after Congress adjourns and plans to call committee into special session if such action is taken [GOVERNMENT, April 14].

"It is difficult, without knowing the precise nature of such action as Congress might take in the interim, to anticipate what future action by the Commission would be appropriate," Doerfer wrote. He added that FCC still feels it has authority to authorize test. FCC has announced it will act on applications for pay tv 30 days after Congress adjourns [GOVERNMENT, Feb. 10].

Comr. Doerfer, in answer to Rep. Harris question as to what Commission plans to do, pointed out that no applications meeting announced requirements have been filed. "It is conjectural whether such applications would or would not be submitted should the current Congress adjourn without adopting specific legislation," Comr. Doerfer wrote.

Comr. Doerfer asked that if further resolutions be adopted by either House or Senate ordering continuance of status quo by FCC, such resolutions embody a terminal date. He said leaving action on pay tv indefinitely up in the air "creates obvious difficulty."

Commerce Committee has sent Commission resolution advising it not to authorize pay tv test until Congress acts on pending Senate Commerce Committee has reported out similar resolution which is pending full Senate. Neither resolution sets deadline for Congressional action.

AFTRA Again Invites SAG In

American Federation of Television & Radio Artists today (Mon.) released contents of letter, sent to Screen Actors Guild, in which AFTRA reiterates desire to effect merger between two unions. At same time, AFTRA rejected SAG's proposal that jurisdiction over videotape be divided, and so-called "grey areas" be submitted to arbitration. SAG recently called on AFTRA to settle threatened dispute over videotape by continuing present set-up, with SAG holding jurisdiction at film studios, AFTRA at networks, stations and live program producers, except that new companies, producing solely for videotape, be decided by arbitration.

Donald F. Conaway, AFTRA's national executive secretary, asserted that in view of SAG's continued refusal to discuss merger, AFTRA plans to proceed with its petition to National Labor Relations Board for representation election among actors.

AFTRA and SAG are seeking FCC permission for "test market" videotaping, as of July 1, 1958, by independent contractors to be carried in New York City.

ACADEMIC ASSISTANT

VTR is finding staunch supporters among New York U. professors and assistants who for past two semesters have had to arise each weekday at 4:30 a.m. to make early-bird (7-7:30 a.m.) Sunrise Semester educational series produced jointly with and carried by WCBS-TV New York. Classical Civilization 43, which kicks off this morning (Mon.), will be first videotaped program and will set pace for rest of course. Dr. Lionel Cassin (successor to Prof. Floyd Zulli Jr.) is spared ordeal of early rising, tapes his lectures in advance three at a clip Mondays and Wednesdays in afternoons.

AFM, MGA Await NLRB Decision On Which Represents Musicians

National Labor Relations Board elections will be held shortly, probably within month, to determine whether AFM or MGA shall represent musicians in bargaining with major motion picture studios, against which they are now on strike. Attorneys for both unions and Assn. of Motion Picture Producers agreed Friday for vote to be taken among musicians employed by AMPP members for minimum of two days in Los Angeles County within 15 months prior to strike, roughly Nov. 21, 1956 to Feb. 19, 1958 (see early story, page 50).

Cecil Read, MGA president, hailed "consent election" as victory for his union which had petitioned NLRB for right to battle AFM for representation of studio musicians. Henry Kaiser, AFM attorney, stated that only AFM could consent to prompt election. He explained that AFM did so to get its members back to work promptly, abandoning "its rights to full board hearing which, I am convinced, would result in victory for AFM and dismissal of Read's petition." But which might take four to eight months to reach decision.

RCA Pushes Educational Plan

RCA's intention to advance use of tv as educational medium pointed out over weekend as RCA announced appointment of Pinckney B. Reed, vice president of RCA International Sales, to new post of vice president, educational electronics. Mr. Reed will take charge of what RCA describes as "broadcast educational program, utilizing a wide range of RCA-produced educational tools, including closed-circuit television, sound, video tape, film and other types of recordings."

At same time, RCA disclosed (in line with overall program announced at May 6 annual stockholder meeting by RCA President John L. Burns) that it would build, with New York U., educational tv workshop.

PEOPLE

ALFRED J. MIRANDA III, production supervisor, named N. Y. manager of tv-radio department, Campbell-Ewald Co. Other promotions: JAMES O. BEAVERS transfers from Hollywood office to Detroit as tv-radio account executive for Chevrolet Motor Div.; JERE B. CHAMBERLIN moves from Detroit to Hollywood as tv producer; THOMAS E. ARMSTRONG, Detroit, named tv-radio account executive for Kroger Co.

WILLIAM W. SHAUL elected senior vice president, Ross Roy agency, Detroit, succeeding CARROLL F. SULLIVAN, who retires June 30.

STEPHEN J. MCCORMICK, MBS White House correspondent, appointed news editor of network's Washington bureau. BILL COSTELLO, chief diplomatic reporter of MBS, succeeds Mr. McCormick in White House assignment.

RUDY BEHLMER, senior director for tv-radio operations, Grant Adv., Hollywood, appointed tv-radio director of Grant, N. Y., succeeding WILLIAM PATTERSON, who has resigned. ED KIRBY, public relations director, People-to-People Foundation, N. Y., has joined Grant's public relations staff, N. Y.

EVERARD MEADE, special consultant to Young & Rubicam, scheduled to join Ogilvy, Benson & Mather, N. Y., on special assignment in tv commercials and programming area.

JOHN E. FETZER, president of Fetzer stations (WKZO-AM-TV Kalamazoo; WJEF-AM-FM Grand Rapids, Mich.; KOLN-AM-TV Lincoln, Neb., and minority WMBD-AM-TV Peoria, Ill.) last Saturday was to receive honorary LL.D. degree from Western Michigan U. in recognition of his "many contributions to the radio and television industry as a pioneer broadcaster."

RAY DIAZ, former national director of programs for ABC Radio, has joined Mutual as head of station services department, which encompasses station relations functions and supervision of MBS' new "perpetual inventory" system of keeping track of station clearances.

BOB FIERMAN, for past two years commercial producer, Ziv Television Programs, Hollywood, appointed sales and client relations representative for MGM-TV's commercial and industrial division, Culver City, Calif. Mr. Fierman has been producer on Hallmark greeting card commercials for Foote, Cone & Belding for two years; also unit manager for two years with NBC-TV in N. Y.

JUNE ADAMS, account executive on Landolfini Plus at Erwin Wasey, Ruthrauff & Ryan Chicago, elected vice president. She joined agency in 1948.

WILLIAM LACAVA, who joined Cunningham & Walsh, N. Y., last year from Compton Adv., N. Y., elected today (Mon.) as vice president in charge of commercial tv heading up commercial production, art and general service. Other past agency associations: McCann-Erickson and Benton & Bowles.
KRON is TV in SF

San Franciscans are sold on KRON-TV

AVAILABLE
MIKE HAMMER
A.R.B. 12.1
(concentrated 6-31 28)
Alternate Wednesdays
10:30-11:00 PM
NEW SERIES JUST ADDED!

AND FALSTAFF BREWING HAS RENEWED IN 66 MARKETS - 3RD STRAIGHT YEAR!

27.0 AVERAGE RATING* IN 66 FALSTAFF MARKETS — a better rating than 75% of all network shows! Pick up any ARB report for any month in the past year — STATE TROOPER is “top 10” everywhere! And it sells!

ROD CAMERON

STAT

NO. 1 IN CHICAGO ............................................ 23.4
NO. 1 IN PITTSBURGH ..................................... 39.7
NO. 1 IN ALBANY-TROY ................................. 27.0
NO. 1 IN NEW ORLEANS ................................. 25.6
NO. 1 IN SACRAMENTO ................................. 40.9
NO. 1 IN PEORIA ........................................... 33.9
NO. 1 IN MINNEAPOLIS ................................. 24.5
SCHMIDT & SONS, BREWERS HAS RENEWED IN 3 STATES - 3RD STRAIGHT YEAR!

WHAT ABOUT YOUR MARKETS?

NO. 1 IN HARRISBURG ....................... 33.0
NO. 1 IN COLORADO SPRINGS ............... 38.5
NO. 1 IN DAVENPORT ....................... 42.5
NO. 1 IN W. PALM BEACH ................. 27.4
NO. 1 IN ST. LOUIS ....................... 37.9
NO. 1 IN SANTA BARBARA ................. 26.6
NO. 1 IN GREENSBORO-WINSTON SALEM ... 37.2

*all latest available A.B.B ratings

104 HALF HOURS NOW AVAILABLE!

write, wire, phone mca tv FILM SYNDICATION
Missile warfare may never come...  
But if it does — then what?  
Is there something we can do to stop, deflect or destroy an enemy missile screaming down from outer space — at a speed that staggers comprehension — carrying a warhead that can obliterate its target?  
We've only a few minutes to act. Can we send an electronic bullet into its computing, calculating brain? Can we blind its radar eyes? Can we throw a meteoric roadblock in its path? Can we fool it into committing suicide?  
The answers are found in secret devices and systems called "countermeasures" — designed to make missiles miss.  
Electronic countermeasures. Other kinds, too  
Many brilliant minds are working on the problem — including top scientists and engineers at IT&T who have been researching, devising, inventing... for more than 15 years. Today, no less than 156 engineers at one IT&T laboratory alone are working on countermeasures and nothing else.  
This much can be told. A number of countermeasures exist today. Others are being perfected. Still others are being started from scratch — to be ready for whatever tomorrow may bring.  
Many tools — many skills  
Many tools are being used — radar, infrared, chemicals, others. Many skills are required — in physics, metallurgy, astronautics, as well as electronics. And thousands of IT&T technicians and artisans are working in these fields.  
This is one of the big assignments the Department of Defense has asked IT&T to tackle. Guiding and controlling our missiles is another. Testing and launching them, too, and building communications between missile facilities.  
The Air Force has even turned over to IT&T the all-important job of operating and maintaining the Distant Early Warning radar network in the Arctic, (the "DEW LINE").  
Perhaps the missiles will never come. But if they do — countermeasures will be needed to make them miss. IT&T is working day and night to make sure the countermeasures will be ready.
Voices: Spiritual and Mortal

EDITOR:

It was the end of Radio Month. It was the last day of a three day Memorial Day Holiday. To prepare for a busy Monday, I visited my office in the MFA Mutual Insurance Co. building.

As I passed through a corner of the office building, I noticed that the building custodian had left his desk to make his rounds. On his desk were two objects. One was a radio. The other was an opened Holy Bible.

How better could one illustrate Radio Month? Or year?

W. Judd Wyatt
Director of Advertising
MFA Mutual Insurance Co.
Columbia, Mo.

THE WATCHMAN'S PREOCCUPATION

Should It Be Restricted Data?

EDITOR:

I have a problem. I refer to requests from advertising agencies wanting information regarding comparative spending of their clients' competitors. My first impression is that to divulge such information is violating an advertiser's right to privacy. It's like asking a station, "How much did you gross last year?" or "How much money have you in the bank?"

What is the attitude of the sponsor who finds out that his competitor knows what he is spending?

What is the attitude of the agency? Outside of BC and Stanback we haven't had a patent medicine account in our history. The same goes for soap powders. Will the agency think this is a virgin market or will they bypass us because no one else is using us?

Name Withheld

[EDITOR'S NOTE: Agencies are asking more information each year from stations as they plan campaigns for advertisers. Is this a problem for stations? Or is it a routine, acceptable practice? Your opinion is invited.]

Bulova's Clock on Early TV

EDITOR:

There should be a note of clarification to "Telling Time and Making Money" [ADVERTISERS & AGENCIES, June 2]. Going back to the very earliest days of television in the late forties, Bulova Watch Co. developed and put into use what you now characterize as something "new."

Bulova submitted a device wherein identification card of each station would have superimposed on it a running clock, and the voice as well as a portion of the identification card, would refer to "Bulova Watch Time."

When this idea was first proposed to stations, Terry Cline, John Ballard and the writer were told by at least one big network that they "would never prostitute their identification by such vulgar advertising." The first to accept this type of advertising was WGN-TV Chicago which didn't feel quite so high and mighty.

Shortly thereafter, all other stations, sensing a source of revenue, began selling their identification pattern with the Bulova watch or clock incorporated as part of the pattern.

Incidentally, the use of the running clock was brought about by the fact that in the early days of television, timing wasn't sufficiently accurate that you could tell exactly when a program was going to end or what the exact time would be, hence the synchronized clock to give the "actual time."

This is far from a new idea... I get a little bit burned up when I see one of the major networks outlining a new and revolutionary thing when they were one of the parties to its being suppressed at the time the idea was originally conceived.

C. A. (Fritz) Snyder
George P. Hollingbery Co.
New York City

[EDITOR'S NOTE: We certainly did not intend to take anything away from Bulova or the people who pioneered the time signal for Bulova. The "new wrinkle to an old look" is quoted from station authorities at WBCA-TV New York.]

Wants Agency Man's Confession

EDITOR:

J. Harvey Howells' "Confessions of a Reformed New Yorker: There's More to Life Than Madison Ave." [MONDAY MEMO, May 26] interests us. We believe we could use it in our agency promotion if reprints are available.

J. R. Van Arsdales;
Executive Vice President
The Rumwill Co.
Rochester, N. Y.

Our Technical Innovation

EDITOR:

There is something wrong with this cartoon [BROADCASTING, May 19]. You have uhf antenna on top of a uhf installation.

Bert K. West
Manager
WTVP (TV) Decatur, Ala.

"I hear it's one of the few uhf stations that's actually making a profit!"
Now for a Greater Baltimore

Charles Center opens up a new world of business

Here’s the bold, imaginative, realistic Downtown Baltimore of tomorrow—and a mighty soon tomorrow. The people have hailed it—the experts have praised it—private investors are lining up to be in on it. Charles Center—22 acres of modern construction miracles—will contain a new Federal Office Building, a new 800-room hotel, 400,000 square feet of retail space, a theater center to seat 3,000, a transportation terminal and two transit depots, three public parks, integrated pedestrian malls, and a 4,000-car underground parking garage.

This is the Baltimore that Radio Station W-I-T-H will serve... just as we serve advertisers of today’s Baltimore with progressive programming, complete no-waste coverage, and the lowest rates of any major Baltimore station with resultant lowest cost per thousand listeners. This explains why we have twice as many advertisers as any other local station. It’s why we are your Baltimore radio station... today and tomorrow.

We will be happy to send a free copy of “The Charles Center Presentation”—a 32-page book handsomely lithographed in 4 colors and selling for $7—to the first 100 requests received. Drop a line to Tom Tinsley or R. C. Embry—W-I-T-H, 7 E. Lexington St., Baltimore 8, Md.
IN REVIEW

SING ALONG

The old cinema sing was not such a bad idea. Nor is the new television sing. When CBS-TV asks viewers to Sing Along with Jim Lowe and friends, it’s a pleasure. It’s about time somebody admitted that people like to sing along and often do anyway, whether invited or not.

Leaders of the living-room sing move around a folksy set that features a reproduction of Jim Lowe’s family front porch in Springfield, Mo. It seems as appropriate a place as any to sing, with the possible exception of the bathtub. Words are provided in a number of ingenious ways—on hat boxes carried by a chorus of girls or superimposed any handy place in the picture. It seemed a waste, though, at one place in the opening show; that was for “He’s Got the Whole World in His Hands.” A lot of dittoes would have done as well.

Mr. Lowe strikes a happy note in the song fest, treading easily between too much enthusiasm and the other extreme. His ease at the upright is a decided asset in this format. Tina Robin and the rest also belong on the asset side of the ledger. Some- thin’ Smith and the Redheads, after years of stewardship in community singing, however, deserve more than some of the abbreviated choruses they were kissed off with on the opening show.

Sing Along should be diverting these summer evenings and relaxing to the plot of a weary veteran of the mystery-western circuit.

Production costs: Approximately $19,000.
Sustaining on CBS-TV, 7:30-8 p.m. EDT.
Started June 4.
Executive producer: Lester Gottlieb; producer: Lee Cooley; director: Mel Ferber;


P.O.W.—A STUDY IN SURVIVAL

“This is a painful story . . . it will revive some bruising memories.” So says, Edward R. Murrow, on behalf of CBS News, re-opened the case of the prisoner of war in the Korean conflict.

On Nov. 24, 1957, CBS-TV took up the case of the political prisoner of the Soviet state (The Twentieth Century: Brainwash- ing). To most Americans, this subject was too remote to be fully understood. But in tackling the case of the prisoner of war, CBS may have hit home. Its report last Monday night may have struck some as being unnecessarily brutal; certainly, it will be hard to forget the voice of one ex-P.O.W. who described how close he came to eating the raw flesh (“it looked to me like a nice-looking roast beef . . .”) off an amputee’s stump because he could no longer endure the hunger. Be this as it may, it was compelling listening.

In presenting this hour-long report, “Unit One” of the Public Affairs Div. (responsible for such other ear-openers as Chronicle of Terror: the Galindez-Murphy Case and Who Killed Michael Farmer?) let the listener draw his own conclusion from eye-witness accounts.

“We didn’t know how to cope with it,” said one of the eye-witnesses brought under
The man with 26 voices...

CBS Radio newsman Frank Goss is a highly talented man. So are the many other CBS Radio Pacific personalities here in Hollywood. They have this and something else in common. They speak with the impact and authority of 26 voices... the 26 stations that make up the CBS Radio Pacific Network. Each station is a powerful, respected voice in its own community airing programs that only a radio network can provide. Together these stations offer 252,000 watts of power to blanket 500,000 square miles of the West with the completeness, efficiency, economy and authority that no other western regional medium, broadcast or print, can match. If your market is here, you can’t do better than with the

Represented by CBS RADIO SPOT SALES
...a look at 'WHAT', 'WHEN' and 'WHERE' in the fabulous NORTH TEXAS MARKET!

WFAA
820
DALLAS

RETAIL • Sales and Shopping Patterns

PER CENT OF DALLAS' RETAIL SALES MADE TO NON-RESIDENTS OF DALLAS
TOTAL RETAIL SALES $1,079,457,000
(CITY OF DALLAS)

Non-Residents $397,550,000
36.8%

63.2% Residents
$699,897,000

61.4% Gen'l Merch.

$233,030,000

42.7% Apparel
$78,246,000

31.2%

$17,348,000

Retail Shopping Days

Source: Sales Management

Retail Store Hours

Source: WFAA Research

DOWNTOWN
Thursday Night
Open 'til 10 P.M.
Closed Sundays

SUBURBAN
Thursday & Saturday
Open 'til 9 P.M.
Closed Sundays

FOOD STORES
Subway and Tom Thumb are open 7 days a week
A&P and Wyatt are open 6 days a week

Source: WFAA Research
cloak of anonymity to the CBS mike. "When we faced it, it hit us like a flash ... and we were in for it." He was one of those ex-G.I.'s who survived the subtle brutalities of Camp 5 (Pyokong), North Korea.

The report showed that whatever punishments were inflicted upon the prisoners were effected out of a spirit of seeking their political conversion, their psychological subversion. Segregation was enforced according to rank, nationality and color, thus the Communists effectively destroyed the only means of resistance—a military chain of command, an esprit de corps behind barbed wire.

While many of CBS' findings are not new —having been amply covered in voluminous studies by the Pentagon and semi-public as well as private research bodies—they served to haunt those Americans who regard themselves as safe on "the home front." The inference to be drawn is that there no longer exists a home front; everyone is vulnerable. If any particular point was made, it was that individual defeats suffered in Camp 5 and the other 19 North Korean prison compounds had their beginnings long before June 25, 1950—on the school playing field in Middletown, U.S.A.

Production costs: approximately $3,000.
Sustaining on CBS, June 9, 8-9 p.m. EDT.
Producer-writer: George Vicas; associate producer: Arthur Rabin; narrator: Edward R. Murrow; a CBS News (Public Affairs) presentation by "Unit One."

*BIG RASCALS* WIN FIRST PLACE IN PHILLY

WRCV-TV PHILADELPHIA
ARB FIGURES
MON-FRI 9-10 A.M.

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**BROADCASTING**

**With the Catalina Station You Can Take It With You!**

VACATION TIME... when KBIG, always a GOOD radio buy in Southern California, becomes a MUST buy for advertisers who want to keep their sales message before their prospects!

THE CATALINA STATION is The Vacation Station for millions of southerners and an additional million out-of-state tourists, because it's the station you can take with you... from L. A. to Vegas, Laguna to Arrowhead, Ensenada to Santa Barbara.

Mail tabulation of current contest entries confirms the surveys: KBIG has listeners in 234 communities of all eight Southern California counties, plus the huge tourist bonus.

FOR STAY-AT-HOMES, KBIG provides a daily musical vacation, weaving the magic of romantic Catalina into every program... conjuring up visions of honeymoon and holiday on the isle which symbolizes attainable escapism to Southern Californians.

KBIG SUPPLEMENTS its great musical programs with award-winning news casts and hot-weather specials which are hot summer buys!

- FISH & GAME REPORTS
- MARINE WEATHER REPORTS
- BEACH WEATHER REPORTS
- JIM HEALY SPORTS REPORTS
- HOURLY NEWS HEADLINES

A KBIG summer feature may be tailor-made for you. Ask your station or Weed contact for details.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 26, California
Tel: 63-4035

There's no place like first place!

*BIG RASCALS... 133 RKO Comedies featuring Leon Errol

GUILD FILMS
460 Park Ave., N. Y. 22, N. Y. MU 8-5345

IN CANADA: S. W. CALDOWELL LTD., TORONTO
Underneath it all, diplomacy might well be described as the fine art of persuasion. And sooner or later, every top diplomat plies this beguiling art here in Washington, D.C. So, by the way, do artful advertisers who invariably turn up on Washington's most-listened-to station... **WTOP RADIO**

*An affiliate of The CBS Radio Network, Operated by The Washington Post Broadcast Division, Represented by CBS Radio Spot Sales. Nielsen Pulse 1938 repart to date*

**diplomacy**
Maine Citizen at Work

Plastics is only one of the new industries that rocketed Sanford, Maine to national acclaim as "the town that wouldn't die" when a major industry moved South a few years ago. Today Sanford industries play a major role in the southwestern Maine region whose nearly 700 plants employ over 44,000 workers. Their earnings represent more than a fifth of the $1,110,896,000 effective buying income* of the 13-county southern Maine-eastern New Hampshire area

SERVED AND SOLD BEST BY WCSH-TV

Latest ARB Metro—April 1958—again proves continuing Channel 6 dominance:

Of 498 quarter hours surveyed
64.9% "firsts" to WCSH-TV
34.3% to nearest competitor
Ask any Weed Television man

(*Preliminary data SM Survey of Buying Power subject to final revision.)

NBC Television affiliate
in Bakersfield, for instance...

...9 out of the 10 broadcasting outlets are on the United Press International news wires—KAFY...KBIS...KERN... KGEE...KIKK...KMAP...KPMC...KBAK-TV...KERO-TV.

It's pretty much the same in other California cities, too. KCSB...KFXM...KITO make it 3 out of 4 in San Bernardino. And U.P.I. has 5 out of 7 in San Diego—KCBQ...KFMB...KGB...KSDO...KSON—not to mention three more just across the Mexican border—XEAK...XERB...XETV—also reaching the San Diego market. State-wide, U.P.I. is a runaway first.

Nation-wide, too, with by far the most stations. They know it pays to use U.P.I.
SHORTLY after Thomas E. Ervin joined NBC's legal department in 1948, a staff
producer sought his counsel. The producer was interviewing the cast of a
Broadway play and wanted them to perform some excerpts from the play. He
didn't have permission from the play's owners and wondered if it was "all right."

Mr. Ervin, exercising an attorney's prerogative to weigh the problem carefully,
replied he would call back later. But then the producer added: "We're going on
the air in five minutes."

Today, as vice president and general attorney for NBC, Mr. Ervin has become
accustomed to these exigencies—and, in fact, enjoys them. (As to what he told
this particular producer, he only smiles.) There is a constant necessity for split-
second decision which challenges an attorney's skill and judgment. Beyond that,
practicing law for an organization like NBC, Mr. Ervin comments, is a multi-
faceted occupation, covering such diverse fields as libel, real estate, taxes, contracts,
FCC and other governmental agency activity, and copyright. Trite but true, there's
"never a dull moment."

Mr. Ervin's selection of law as a vocation wasn't unusual. His father, Edgar
Ervin, was a practicing attorney in Ohio and once served as a Common Pleas judge
in Meigs County, Ohio. Thomas Edgar Ervin was born in Middleport, Ohio, Nov.
28, 1911, and was educated in the public schools of that community and of Colum-
bus before attending Ohio State U. He received his AB degree (summa cum laude)
and Phi Beta Kappa key there in 1932 and his LLB degree from Columbia U.
in 1935. Following law school he worked for the firm of Cotton, Franklin, Wright
& Gordon, New York, and remained there until 1938 when he accepted a position
in the appellate section of the Lands Div., Dept. of Justice. From April 1939 until
April 1941, Mr. Ervin was an associate of the law firm of Bleekley, Platt & Walker.
New York, where he devoted himself exclusively to litigation matters.

For the next five years, Mr. Ervin served in the U. S. Army, starting as a private
in April 1941 and leaving active duty as a lieutenant colonel in May 1946. He was
commissioned as an anti-aircraft artillery officer but transferred to the Military
Intelligence Service, which he served both in Washington, D. C., and in the Pacific.

As a civilian lawyer, Mr. Ervin served as deputy to Brig. Gen Telford Taylor
in charge of prosecuting the second series of war crimes trials at Nuremberg,
Germany, starting in June 1946. He also was chief prosecutor for the U. S. in one of
the trials before resigning his post in November 1947 to return to this country.

IT WAS upon the recommendation of Charles Denny, then head of NBC's law
department and now an RCA vice president, that Mr. Ervin was hired at the
network. Mr. Denny had become acquainted with Mr. Ervin back in 1938 when they
were colleagues in the Dept. of Justice. Mr. Ervin's rise at NBC has been
rapid: nine months after joining the legal department he was promoted to assistant
general attorney and in March 1953 was named vice president and general attorney.

His NBC associates consider Mr. Ervin to be one of the highly popular executives
at the network. They say he combines "a rare wit with extreme modesty" and
attribute his success to his exacting legal craftsmanship, an unusually considered
judgment and an ability to organize and delegate responsibility.

Mr. Ervin commutes at least twice a month to Washington on NBC matters
related to the FCC and Congressional sub-committees. The growth of broadcasting
over the past 15 years, he points out, has led to Congressional moves to regulate
more closely the practices of the industry.

The pressures of his position appear to have had no telling effect. He is a
relaxed, friendly individual who spends his time away from business at his summer
home at Fire Island, L. I., with his wife, the former Norma Murray of Milford,
Mass., and their son, William Edgar, 10. They were married in 1943 after a
courtship that began in Washington, where both were attached to the Military
Intelligence Service. Mrs. Ervin is a Wellesley graduate who interested her husband
in malacology (shell-collecting). They make their home in Peter Cooper Village
in Manhattan but he off to Fire Island as soon as the weather becomes pleasant.

Mr. Ervin is a member the American Bar Assn. and the Assn. of the Bar of the
City of New York. He enjoys playing bridge and listening to jazz records.
"BAREFOOT BOY"
LANDS THE BIG ONES IN DETROIT...

ROSS MULHOLLAND
THE "BAREFOOT BOY"
on
WKMH
helps you get BIG results in Michigan's biggest market at LOWEST COST PER THOUSAND!

ROSS MULHOLLAND'S POPULAR PROGRAM DIRECT FROM THE SHERATON-CADILLAC HOTEL IN DETROIT

originates in the Sheraton Casino every weekday from 6 to 9 a.m. It's a bubbling mixture of music and interviews with visiting celebrities . . . plus interviews with important local people. Ross is one more reason why WKMH can help you "land the big ones" when you cast your line in the rich Detroit sales market.

SAVE UP TO 15%

by using 2 or more of these powerful stations

WKMH  WKMF  WELL  WSAM  WKHM

USE 4 OR 5 STATIONS...SAVE 15%
USE ANY 3 STATIONS...SAVE 10%
USE ANY 2 STATIONS...SAVE 5%

KNORR BROADCASTING CORP.

Fred A. Knorr, Pres.
Represented by Headley-Reed
On a cost-per-proof-of-purchase, or actual sales, or any other basis of measurable results—yes, including ratings, too—WMGM produces action at the lowest cost of any radio station in the New York metropolitan area.
Clustering communities totaling one-million population comprise the Florence "Milky Way Market."

These one-million people with more than one-billion in Effective Buying Income are reached most effectively by WBTW, the only VHF television station within 78 miles.


ONE MILLION WITH ONE BILLION
BUFFALO U'S FAILURE MAY SPUR FCC

**NBC, after bucking two v's, throws in towel for WBUF (TV)**

**FCC, in urgent mood, tells staff to chart problems, solutions**

The dilemma of tv allocations, never far in the background, was smack out front again last week.

It was in the open in Buffalo, N. Y., where NBC said it would have to fold its uhf WBUF (TV) for failure to keep up with the vhf competition, despite a $2 million investment and all the promotional and other forces the network could muster to back it.

It was behind closed doors in Washington, D. C., where the FCC told its staff to get down to business analyzing (1) the current quandary and (2) the various suggestions on how to get out of it.

In inverse order, here's what happened:

The FCC last week started a full-fledged reappraisal of its television allocations philosophy. It took the first step to line up a broad base on which to judge the present tv service and the alternatives that have been suggested by ordering its staff to begin immediately a complete review of the technology, the social and the economic philosophy of tv allocations.

The move was given added urgency later in the week with the news that NBC was closing down its uhf station in Buffalo.

The exigency of the uhf-vhf problem was hammered home in a 90-minute private conference between FCC commissioners and top ABC executives who came to Washington last Thursday.

Staring the FCC in the face was the second call to appear before the Senate Commerce Committee to detail its actions on the allocations problem. The Commission is scheduled to appear June 26, the second time within as many months.

The Commission at its all-day allocations meeting Monday had two specific intramural proposals before it. One was by Comr. T. A. M. Craven, the other by Comr. Frederick W. Ford. It also had the ABC proposal submitted earlier this month [Government, June 9].

Comr. Craven's plan proposes a three-step program which would begin by establishing three comparable facilities in all major markets which do not now have them; extend this to the top 150 markets by the end of this year when the final report of the Television Allocations Study Organization has been completed, and on a long range basis (with a 7 to 10-year transition period) reallocate all tv into 25 vhf channels in the 174-324 mc band.

Comr. Ford's position, it is understood, is to push forward on a broad deintermix front in order to make all intermixed markets either all vhf or all uhf. Mr. Ford did not spell out the specifics of his suggestion.

The ABC hierarchy met with FCC Chairman John C. Doerfer and all commissioners except Robert E. Lee, plus Broadcast Bureau chief Harold Cowgill and network study chief Warren Baum.

Representing ABC were Leonard H. Goldenson, president; Oliver Treyz, tv president; Alfred Beckman, tv stations relations vice president; Frank Marx, tv engineering vice president, and Robert H. Hinkley, Washington vice president.

The ABC officials pressed for adoption of that network's latest allocations plan, which suggests adding a third vhf channel in 14 top communities where there now are only two vhf outlets.

The third vhf channel could be added to the following cities through the use of lower mileage separations and/or directional antennas, ABC maintains: Louisville, Syracuse, Rochester (N. Y.), Providence, Jacksonvile, Knoxville, Mobile-Pensacola, Birmingham, Grand Rapids-Kalamazoo, Oklahoma City, Shreveport, Greensboro-Winston-Salem-High Point, Wheeling-Steubenville and Toledo.

Principals in the hastily-arranged conference (the appointment was made Monday) refused to comment.

It was understood that the bulk of the meeting dealt with ABC's clearance problems in communities where the network shares affiliation with other networks, or where it has a uhf station as an affiliate.

The Buffalo situation was brought into the conversation as an example of the virtual impossibility of even a network-owned uhf station competing equally with two vhf stations.

The Commission did not commit itself in the discussion with ABC, it was learned.

The Commission directed the staff to draw up a basic foundation of existing tv patterns and overlay this with problems and proposed solutions.

No specific approach was directed.

One request was to draw up a list of all intermixed markets and to show what other vhf signals are entering from outside tv stations. Another suggestion was that the staff show how the deletion of a vhf channel or channels would leave viewers now being served, and whether they would lose service completely or receive an inferior signal.

The staff was also instructed to use the various plans that have been submitted as a guide in developing alternatives on community, regional and national bases.

It also was told to consider such technical developments as precision offset, cir-

**Disillusioning curves**

(This chart portrays the hard facts of life of NBC's Buffalo uhf try. Despite boosting set conversion to 80%, the share of audience curves remained depressingly low. The full story is on page 32-33.)

**UHF SET PENETRATION**

**SHARE OF AUDIENCE IN UHF HOMES**

**SHARE OF AUDIENCE IN ALL TV HOMES**

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June 16, 1958 • Page 31
Uhf no go against multiple v's—NBC

Uhf reached a new crossroads last week. NBC was instrumental in putting it there by announcing plans to abandon its uhf station in Buffalo, ch. 17 WBUF (TV). The reasoning: Despite years of trying and a $2 million investment in plant and promotion, NBC could see no chance that WBUF would be a successful operation even five years from now. Aside from the $2 million investment, WBUF's operating losses were reported unofficially to total at least $1 million to date.

Observers felt this action, probably more than any other to date, dramatized the problem of uhf operations faced with vhf competition, and should spur FCC into definitive action on allocations. Whether it brightened the chances of the pending plan for reallocating all television into a mostly new 25-channel vhf band, suggested by FCC Comm. T. A. M. Craven as a starting point for FCC discussion [LEAD STORY, June 2] appeared moot.

NBC was hopeful its move would help rather than hurt uhf. Officials stressed that their belief that a uhf station could not compete against multiple v's should not be stretched to imply that uhf cannot compete in any circumstances. They hoped their failure in Buffalo would point up to FCC the need for "selective deintermixture" to avoid further repetitions of the many instances in which u's have succumbed to multiple v's. They felt that in any event continuing to carry the station at a loss could contribute nothing to the overall welfare of uhf.

They also announced that NBC is investigating other markets with an eye toward acquiring another u—but under more favorable competitive conditions.

They also said they would not have decided to drop WBUF if they could have seen a reasonable chance of getting into the black in one, two or even three years.

The WBUF closure is set for Oct. 1, and on Sept. 1, NBC will affiliate with WGR-TV Buffalo. WGR-TV, on ch. 2, currently is affiliated with ABC-TV, and David C. Moore, president of Transcontinent Television Corp., owner of WGR-TV, said his station would continue to carry ABC programs to the extent of approximately 50%—perhaps a little more—of its prime time schedule if a third vhf station were not moved into Buffalo and put on the air by Oct. 1.

Mr. Moore said that although he was pleased to re-affiliate with NBC, WGR-TV's relationship with ABC had been "happy" and that he was glad to cooperate and continue to carry a substantial proportion of

ABC shows until ABC could get a full-time outlet, assuming this occurred within a "reasonable" length of time.

[The "reasonable time" presumably would depend on how soon the FCC grants Buffalo's now-unoccupied ch. 7. There are three applicants: Great Lakes TV Inc., Greater Erie Broadcasting Co. and WKBW-TV Inc. Great Lakes was favored in an initial decision issued by Hearing Examiner Gifford Irion in 1956, and again in 1957 when the case was remanded to the hearing examiner for further hearing. The contest was remanded for further testimony and the hearing was closed last February and reopened briefly in April. A third initial decision again favoring Great Lakes was issued last month.

The first remand was concerned with the financial qualifications of WKBW-TV Inc. The examiner found that it was qualified. The second remand involved differences in coverage among the proposals, but this was clarified when amendments were permitted to equalize all the applications.

Great Lakes is a combination of the Buffalo Courier-Express, WKAL-WKT (TV) Utica, N. Y. (Kallet Theatres), and WPIT Inc. (Berkman-Laux) interests. Greater Erie is WWOL Buffalo, and WKBW-TV Inc. is WKBW Buffalo.]

The first question in many minds when NBC made known its decision to darken WBUF was what, if anything, this might mean in relationship to NBC's ownership of uhf WBNC (TV) New Britain, Conn. (ch. 30), and ownership of stations in Milwaukee (WXIX, ch. 19) and Hartford, Conn. (WHCT, ch. 18). None of these us's has been overwhelmingly successful.

NBC officials pointed out, however, that their New Britain-Hartford situation is different in that there are two us's (WBNC and WHCT) in competition with a single local v (WITC-TV Hartford), plus one v in near-by New Haven (WNHC-TV). They said they naturally were "watching the situation closely," as they do with all owned stations, but that WBNC was "doing very well," making "a very small profit" and running not too far behind the national average in ratings. They thought it was not a "good" situation but hoped it would remain a "livable" one.

They denied reports that they had a "stand-by" affiliation agreement with WITC-TV.

CBS officials reacted cautiously, but said they had no present plans to dispose of either WXIX or WHCT. It is understood that WXIX is slightly on the profit side. Without confirming this report, CBS-TV officials said WHCT is "doing even better than Milwaukee."

In announcing NBC's decision to drop WBUF and re-affiliate WGR-TV, Harry Bannister, network vice president for station relations, described the situation thus:

"NBC's experience in Buffalo demonstrates that this uhf station cannot compete effectively against multiple vhf stations in the same market, and its situation will worsen when the third vhf station assigned to Buffalo comes on the air.

"The company has devoted maximum efforts and resources to develop a productive uhf service in Buffalo. Nevertheless the station is not succeeding, either competitively, financially or as a service to the public and the advertisers.

"NBC is investigating various other markets looking toward the possible acquisition and operation of a uhf station where the competitive handicaps are not so extreme and where there may be a reasonable expectation of an effective operation."

David C. Adams, NBC executive vice president for corporate relations, visited FCC last Tuesday to break the news and explain the network's reason before the decision was made public. He was armed with extensive facts and figures compiled under the direction of Hugh M. Beville Jr., planning and research vice president.

NBC officials made clear that they had done their best to develop WBUF. Their efforts included building a new radio plant, boosting power to a megawatt, raising tower height, improving programming and conducting a continuing promotion campaign.

The net result was to boost set conversions to 80%—but with little progress in share of audience. WBUF's share of audience in all tv homes went from 15% to 19% between October 1956 and February 1958, while the two Buffalo v's are understood to have approximately 40% each. In uhf homes WBUF's share dropped from 26% to 23% in the 16-month period, but total uhf homes had gone up from 57% to 80% of all tv homes during the same time.

As another indicator, NBC checked WBUF's ratings on key network programs against the national ratings for those programs. In 33 three-station basic markets, of which Buffalo is one, the average share is about 35%. WBUF, "by far the lowest" of all these 33, is 18.7. WBNC New Britain's, by comparison, is about 29.5.

Where The Price Is Right had a national rating of 32, its rating in Buffalo was 14. The Fisher-Gobel Show scored 30 nationally, 9 in Buffalo (for other examples, see opposite page).

NBC authorities attributed these differences to technical reasons. Among them: The heavy snows and high winds in Buffalo tend to disorient receiving antennas slightly, which hurts uhf but not vhf reception; deterioration of lead-ins has far more damaging effect on uhf pictures than on vhf; the oscillator rate in uhf sets is much shorter than for other tubes and viewers who can continue to get uhf stations are less quick to replace it when it goes.

NBC officials emphasized that in their
view the Buffalo situation was "not unique." They singled out the Norfolk, Va., area as one "parallel example." There, they said, their uhf affiliate WVEC-TV (ch. 15), despite heavy promotion, had its share of audience cut from 16% in November 1955 to 7% in November 1957, when a second v, ch. 10 WAVY-TV in nearby Portsmouth, commenced operations. WAVY-TV, an ABC affiliate, had a 39% share, they reported. (Another vhf channel has been reassigned to this area and WVEC-TV is one of the applicants for it.)

There are approximately eight markets, aside from Buffalo, in which uhf's are up against multiple v's.

These include Hartford-New Haven-New Britain and the Norfolk-Portsmouth-Newport News-Hampton situations; Knoxville, Tenn. (ch. 26 WTVK vs. two v's, WATE-TV and WBR-TV); Miami-Fort Lauderdale (ch. 17 WITV vs. three currently operating v's, WCKT, WPST, and WTVJ); Milwaukee (WXIX vs. three v's, WISN-TV, WITI-TV and WTMJ-TV); San Antonio (ch. 41 KCOR-TV vs. three v's, KENS-TV, KONO-TV and WOAI-TV); San Francisco-Oakland (ch. 32 KSAN-TV vs. four v's, KGO-TV, KPIX, KRON-TV and KTVU), Tampa-St. Petersburg (ch. 38 WSUN-TV vs. two v's, WFLA-TV and WTGT).

Cities in which uhf's have gone dark in opposition to multiple vhf competition in their own or nearby markets include, since January 1957, Jacksonville; Miami; Pittsburgh; Portland, Ore.; Raleigh, N. C.; Sacramento, Calif., and Winston-Salem, N. C.

Present personnel at WBUF, NBC authorities reported, will be reassigned within the NBC organization as far as possible on closing of the station. Charles C. Bevis Jr. is general manager.

NBC hopes it will find a customer for the WBUF physical facilities in the new ch. 7 management, when that case has been decided by FCC. There was speculation NBC might make the WBUF stand-by transmitter available for an educational tv operation in Buffalo, for which ch. 23 has been assigned to WTVE (TV).

NBC bought WBUF in March 1955 from Sherwin Grossman and Gary L. Cohen for $312,000. The station had commenced operations in August 1953. It went dark in February 1955 but resumed operations a month later coincident with the NBC purchase. The network took over the ownership in December 1955, and WBUF became a full-time NBC outlet in August 1956 when the network's contract with WGR-TV expired.

In announcing the re-affiliation of WGR-TV last week, effective Oct. 1, NBC's Banister said it would mean resumption of "a relationship which in the past proved most beneficial to all interested parties—the public in the Buffalo area, the advertisers, the stations and the network."

Mr. Moore, said "all of us at WGR-TV are delighted to re-affiliate with NBC. We are confident that our station's vhf facilities will enable many more viewers in this area to receive NBC's excellent programs. WGR-TV was affiliated with NBC originally when it went on the air in August 1954. It will continue to carry selected ABC-TV programs until such time as the establishment of another vhf tv facility in the community."

How seven shows suffered on uhf

The share-of-audience records on the seven NBC-TV shows portrayed below are cited by the network to show how a program which is popular nationally can be hurt when transmitted via uhf. The top bar in each case is the WBUF rating; the bottom is the national rating. All are ARB figures.
EVEN STIFFER TV COMPETITION NOT EXPECTED TO DETER RADIO

- RAB 'Telurbia' study envisions status in 1960
- Two Long Island communities used for special project

Advertisers and agencies will get a look this week at how radio may be doing in 1960, when TV competition will be even tougher than now.

It'll be growing even more rapidly than it did last year, if results of a special study conducted for Radio Advertising Bureau is any guide.

RAB wanted to know how well radio stacks up, from the audience point of view, against "the ultimate" in TV competition—in areas where television is most heavily entrenched and saturated. It picked Levittown and Wantagh, Long Island, for its testing ground.

In these two communities—which RAB dubbed "Telurbia"—TV set saturation is 90.1%, or some 6.8 points ahead of the national average and the proportion of children is high, which means—according to A. C. Nielsen Co. data cited by RAB—that time spent watching television is also above average. This "Telurbia" also is served by seven TV stations, the maximum.

The study was made for RAB by Fact-Finders Assoc., New York, which interviewed 775 housewives selected at random outside supermarkets in the two communities. Highlight findings as disclosed by RAB in a report being released today (Monday):

- More than half—400, or 51.6%—of the "Telurban" families reported they bought new radio sets last year. This, RAB estimated, is 68.6% more than the national average last year. Actually the bureau feels the difference is even greater, because the "national average" was computed on the assumption that each of the 15.4 million radio sets sold last year went into a different home—that no homes bought more than one.
- Nine out of ten of the sets bought in Telurbia were "extra sets" in homes that already had from one to six radios. Almost nine out of ten of them went into non-TV rooms (see illustration). Less than 9% were bought to replace existing sets; only 1% were "first" sets.
- The sets were not bought for lack of TV sets. More than 99% of the families who bought new radios are also television set owners.
- Nine out of ten families are listening to radio as much as or more than they did a year ago.
- The average price paid by Telurban families for new radios was $32.93 in the case of home sets and $70 for auto sets.

RAB Promotion Director Miles David said expenditures of this size are "the most powerful evidence possible of active, wide-awake listening interest in radio. You don't spend this kind of money for something you don't plan to use."

"And the Telurbia study shows these families already had radios—were buying additional sets because they wanted to have more places in which radio listening could be accessible to them. Only 1% were buying their first radio—newlyweds, we imagine."

The report estimates that TV saturation in Telurbia is about a year and a half to two years ahead of that nationally, based on TV's recent growth rates. Thus RAB feels radio activity in this area should be "a good index to what radio trends will be when the rest of the U. S. catches up."

The report does not undertake to ascribe causes for the increased radio set buying in Telurbia as compared to the national average, except to point out that Telurbians obviously want, through additional sets, to have radio available to them in more places.

Brochures based on the report, titled "Radio in Telurbia," will be distributed to advertisers and agencies, as well as to RAB members, starting this week.

Lever Calls on Spot Tv To Bolster Stripe Drive

Spot TV now has been brought into Lever Bros.' six-month-old drive to capture a greater share of toothpaste sales.

The marketing-advertising on behalf of Lever's newest toothpaste entry, Stripe (it's striped pink and white, has a spearmint flavor), is being handled by the company's Pepsodent Div., an old hand at both toothpaste selling and advertising with spot television.

Although Lever and its agency for Stripe, J. Walter Thompson, New York, would not reveal full details on how many spots are being run nor in how many markets, a spokesman for the company noted it was a "good schedule." Another executive close to the spot campaign described it as "substantial." It is known that the schedule (minute and 20-second spots) is being run in markets where the toothpaste now is being introduced (currently about half the U. S., according to a rough estimate). Generally, the spots have been placed starting this month and availability ordered through September.

Originally, Stripe followed a pattern last fall of breaking into initial markets with print media only, although two cities were used as test spot TV markets as early as last December [BUSINESS BRIEFLY, Dec. 30, 1957]. The toothpaste contains hexachlorophene, claimed as a bacteria killer. Copy theme: Stripe gives the benefits of a mouthwash and a toothpaste, combats bad breath and tooth decay.

By mid-January of this year [ADVERTISERS & AGENCIES, Jan. 29], Stripe, still allocating its budget in newspapers, moved the product's distribution and advertising into metropolitan New York, parts of Illinois (including Chicago) and Wisconsin. As of this month, the Stripe introduction has fanned out to about half the country's selling areas, according to Lever.

A report that Stripe might be moved into the high-budgeted Jackie Gleason vehicle being prepared on an alternate week sponsorship basis for Lever and Pharmaceuticals for next fall on CBS-TV was shrugged off by Lever as premature. No Lever products have been set for the show [ADVERTISERS & AGENCIES, June 9].

The Pepsodent Div. broke into spot TV on behalf of Pepsodent toothpaste in a big way a few months ago [ADVERTISERS & AGENCIES, June 9].
AGENCIES, March 3] installing tonnage use of spot tv (saturation buys averaging 50 ID's per week in about 50 markets). The Pepsodent schedule now varies from 50 to 75 markets. Agency is Foote, Cone & Belding, New York.

Lever readily admits that Stripe will compete with Pepsodent. Both have the same price level. But Lever is banking on Stripe being treated as a product different from Pepsodent in its appeal to the consumer. Stripe is seen as Lever's added "plus" in the toothpaste market. (Pepsodent ranks No. 3. Colgate-Palmolive's Colgate is first, Procter & Gamble's Gleem ranks second and Bristol-Myer's Ipana is fourth.)

Estimated figures of Lever's tv investments indicate the company is moving up in the spot tv column at a rapid rate. In the first quarter of this year it invested some $5 million in network tv (ranking No. 5, according to Television Bureau of Advertising) and another $3.5 million in spot tv (placing it No. 2 on TVB's spot listing). Last year, Lever was fifth in national tv with $16.2 million-plus and seventh in spot tv with over $7.6 million.

Newman Exits Kudner for M&J&A

Paul Newman, former Kudner Agency executive, has joined MacManus, Johns & Adams, Bloomfield Hills, Mich., and New York, becoming the second high-echelon Kudner veteran to go to M&J&A. Mr. Newman, an executive vice president and executive art director at Kudner, becomes senior vice president and director of creative services at M&J&A. He left Kudner shortly after that agency lost the Buick account to McCann-Erickson. While at Kudner he was active on the GM institutional, GM Truck & Coach, Fisher Body and Frigidaire accounts. M&J&A services GM institutional (television), Pontiac, Cadillac, and the imported Vauxhall accounts. Mr. Newman was preceded a fortnight ago by Vincent F. Aiello, former Kudner executive president and copy chief, who joined M&J&A as senior vice president and director of creative planning.

MPAA's Radio Drive Stalls

Motion Picture Assn. of America, slated to kick off a nationwide radio spot drive July 1 to build theatre attendance, has been forced to postpone "indefinitely" its target date due to lack of funds with which to order availabilities. Officials at MPAA's advertising agency, Donahue & Coe, N. Y., pointed out last week that the fate of the radio part of the campaign would be decided at a meeting of exhibitors and distributors slated for "later in July." These film sales and booking agents had pledged a specified amount of cash (initially $300,000 for all media out of a planned budget of $2.3 million) but many of them have not been fulfilled.

ADVERTISING'S ROLE IN ECONOMY
SCRUTINIZED BY AFA IN DALLAS

- Kerr urges increased activity on legislative front
- Ebel says integrity can defeat criticism of admen

Nearly a thousand of the Advertising Federation of America's 30,000 membership met in Dallas, Tex., last week to assess advertising's place in the current economy and plot strategy for the legislative-regulatory battleground. The Dallas meeting was the AFA's 54th annual convention.

In delegating the task of updating echelon to office and elected a new corps of vice presidents. They also witnessed presentation of the annual club achievement awards to 25 advertising clubs and the Advertising Woman of the Year title bestowed on Margot Sherman, McCann-Erickson vice president (AWARDS, July 9). Two deceased advertising pioneers were posthumously inducted into the AFA Hall of Fame. Honored were Albert D. Lasker, president of Lord & Thomas agency (now Foote, Cone & Belding), who died in 1952, and Orlando Harn, founding member of the Audit Bureau of Circulations, who died in 1955.

AFA President and General Director John Wright Sullivan urged the organizations all over the world to be represented in Dallas. The Sunday-Wednesday meeting introduced the AFA theme for the coming year, "Look up...think up...through advertising." Ad men and women dealt not only with current issues but with advertising's long-range future as well. A large part of one day was given to advertising education, discussed in committee reports and speeches by university educators. A 17-year-old student, Cynthia Smith of Miami, Fla., was awarded a $500 national prize for her winning essay on "What Advertising Means to Me."

Sunday's opening session, C. James Proud, president and general manager of the federation, said advertising tax threats during the past year inspired the formation of new advertising clubs everywhere. He reported AFA clubs totaled 123, in addition to 16 national-affiliated organizations and 1,000 company members.

Getting down to topical business on Monday, the AFA was advised by U. S. Sen. Robert S. Kerr (D-Okl.), to make politics more and more a part of its business—"in fact, every business." "Unless you do more in the future than you have in the past," the legislator warned, "you might wind up with less and less representation and more and more taxation," Sen. Kerr challenged, "You can stay out of politics, if you want to, but you can't keep politics out of your business, no matter what you do. Therefore, one of your most important jobs in the future is to make your influence felt in politics. And who is better equipped or more able to do this than you are?"

At the outset of his speech, Sen. Kerr greeted the 700 luncheons by paying tribute to admen's accomplishments for "Hadacol, corn plasters and sodium acetylsalicylate acid—both before and after it was Buffered." "But," he added, "the most amazing promotion by any group in 50 years is what the Madison Avenue boys have done since '52 down at the White House."

James S. Fish, vice president and advertising director of General Mills, Minneapolis, presided at the Monday luncheon.

Strategists on the "Advertising Battleship" session were Edward W. Ebel, vice president of General Foods Corp.; Harry A. Babcock, executive director of the Federal Trade Commission; Whitman Hobb, BBDO vice president; Geoffrey Baker, vice president, Ralston Div., Ralston-Purina Co., and others. AFA General Counsel John Dwight Sullivan dealt with attacks and taxes on advertising at all government levels.

Mr. Ebel, referring to advertising as pictured in popular books, asked, "Is our skin getting too thin?" He urged admen in their zealfulness to answer attacks on the profession not to overlook "what advertising may be doing to itself." "Are we doing things which lessen public confidence in advertising—or are we doing all we can to build public confidence, for as long as there is public confidence in advertising, it will be difficult for its adversaries to make their criticism stick," Mr. Ebel counseled.

Advertising must keep the public's confidence by keeping messages believable, he said, deploring use of the "super-superlative," "weasel words" and asterisks referring to "the qualifying phrase in wee little cootie type."

Slaps at False Advertising

Director Babcock of the FTC called for AFA support in eliminating fictitious pricing and bait advertising. He commended the AFA for the "brains, energy and capacity" behind its project to cooperate with the government for honesty in advertising.

Whitman Hobbs, BBDO vice president, called for an end to advertising "to shake people up and make them buy."

Ralston's Mr. Baker told his "small advertiser with big ideas" can make sales headway in a competitive field. Ralston's four-point "Operation Bootstrap" for its cereals through Guild, Bascom & Bonfigli agency entailed (1) using the night's telephone and more taxes on advertising, concluding, "I think it timely to suggest that leaders of the industry join with AFA in devoting some hard thought and
hard work to the business of selling advertising itself to the public and to government.

Formation of the American Academy of Advertising "to advance professional interest in advertising education" was made public Tuesday. AFA Chairman Ralph M. Feemster, executive committee chairman of the "Publishers Journal," emphasized advertising's educational challenge, saying, "The nation's greatest need for the future is not to make more but to market more." The new Advertising Educational Foundation will work through the AFA to raise funds for education programs, it was announced.

Robert H. Campbell, head of a large advertising firm, said advertising help in coping with what he believes is the most crucial economic problem of the coming decade and recommended that President Eisenhower reported reduced advertising volume office for metropolitan renewal projects.

Radio and television emerged at the final day's AFA sessions as the media best able to weather a recession. Kevin B. Sweeney, president of Radio Advertising Bureau, predicted a 5-7% volume increase for radio this year, saying, "We think the recession is here."

Mr. Sweeney took the occasion to announce a series of monthly RAB awards to regional advertisers for radio commercials.

President Norman E. Cash of the Television Bureau of Advertising told of a paradoxical situation of revenue increased this year but spread more thinly because of more tv stations and longer broadcasting hours.

Robert L. Moore, vice president of the Bureau of Advertising of the American Newspaper Assn. and Robert Kenyon, president of the Magazine Publishers Assn., both reported reduced advertising volume, blaming it on automobile cutbacks.

In a panel session, "The Boss Looks at His Advertising Program," Don G. Mitchell, president of Sylvania Electric Products, cautioned against cutting budgets and said his firm is holding the line on advertising and sales costs, "If the company that creeps into a corner these days may never get out of it," Mr. Mitchell warned. An advertiser should increase expenditures as long as gross income attributable to advertising exceeds the cost of the advertising, he advised.

AFA officers re-elected were Mr. Feemster, chairman of the board of directors; Mr. Fish, vice chairman, and Mr. Proud, president and general manager.

David H. Kutner, merchandising manager, Motorola Inc., Chicago, was elected treasurer, and Ruth M. Volkman, office manager, Sawyer, Ferguson, Walker Co., New York, was named secretary.

Nine executives were elected to AFA's board of directors. Incumbents re-elected to two-year terms are Mary E. Busch, executive vice president, Emery Advertising Corp., Baltimore; Robert M. Gray, manager, advertising and sales, Time-Standard Oil Co., New York; Joseph E. Hobbins, advertising manager, The Anaconda Co., New York, and Mr. Kutner, treasurer.

Newly-elected directors are Thomas D'Arcy Brophy, former chairman, Kenyon & Eckhardt Inc., New York; Mr. Ebel of General Foods; Worth Kramer, vice president and general manager, WR Detroit; Walter D. Scott, vice president in charge of television sales, New York; and J. C. Williams, senior vice president, Fuller & Smith & Ross Inc.

TRIPLE-SPOTTING CLEARS TV CODE

Triple-spotting within terms of the NAB Television Code was reaffirmed last week by the association's Television Code Review Board in the face of formal criticism by the Assn. of National Advertisers [Lead Story, May 26] and informal objections by some advertising agencies.

The code board, through Chairman Roger W. Clipp, Triangle Stations, said the code staff was "constantly alert through its monitoring activities to seek out and correct any instances of skipping away at the opening or closing of programs."

This "chipping away" statement apparently was based on the complaints and an observation by Lee N. Rich, Benton & Bowles vice president-media director, that some broadcasters are crowding "50 seconds of commercial time between network tv programs when only 30 seconds are allocated for local sale" [Advertisers & Agencies, May 25].

The NAB Tv Code (Par. 6) states, "More than two back-to-back announcements plus the conventional sponsored 10-second station ID are not acceptable between programs or within the framework of a single program. Announcements scheduled between programs shall not interrupt a preceding or following program." The board felt this language "provides adequately and clearly against this violation."

The Code Board reviewed the whole question of multiple-spotting, including published articles purporting to show that advertisers and agencies have selected Denver, Colo., as a test tv blackout city in an effort to frighten the television industry away from this practice.

Several New York agencies are understood to be writing a triple-spotting ban in some of their spot contracts [Closed Circuit, May 26].

Hugh B. Terry, president-general manager, and Jack Tipton, station manager-sales director of KLZ-TV Denver, told Broadcasting they were aware of any television blackout in Denver.

"We have had no major change in our advertising schedules," Mr. Tipton said. "We have lost only one spot schedule in which multiple-spotting could have been a factor. KLZ-TV operates within the limits of the NAB Tv Code."

Mr. Rich, as an active opponent of triple-spotting, told the Pennsylvania Assn. of Broadcasters May 21 his agency considers triple-spotting "unethical during prime time hours." He said he fails to see "any justification in this procedure."

He contended consecutive spotting affects not only the community and advertiser but the stations as well because "viewers and listeners drift away and ultimately so will the advertiser."

ANA issued a report May 26 making known its belief that triple-spotting is no longer acceptable. It claimed a survey of ANA members showed that an important segment of advertisers "are victims of the triple-spotting abuse in television." George Abrams of Revlon, chairman of ANA's Radio-TV Committee, said the complaint was that "network advertisers get less time than they pay for when stations triple-spot, since multiple announcements eat into network program time."

NAB's Tv Code Board will report on its triple-spotting discussion when the association's Television Board meets Wednesday in Washington. Members of the code group, besides Chairman Clipp, are Mrs. Hugh McGunn, KHS-L-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio; Donald H. McManus, Westinghouse Broadcasting Co., New York, and E. K. Flahewer, KCMO-TV Kansas City.

NAB staff members who took part in the Monday-Tuesday code meeting were President Harold E. Fellows; Thad H. Brown, tv vice president; Edward H. Bronson, tv code affairs director; Douglas Anello, chief attorney; Don Martin, public relations assistant to the president; Robert K. Richards, NAB consultant, and Charles S. Cady, assistant to Mr. Bronson.

'BIG BROTHER' CHECK OFFERED ON MARKET RESEARCH INTERVIEWS

Enter Big Brother in the field of market research.

Marketing Impact Research Inc., New York, has been circulating a letter among research directors of advertisers and agencies and to agency presidents detailing its "third party" method of validating interviews, or "at last—a real safeguard against interviewer cheating."

MIR, in existence for about a year and numbering several agencies, advertisers and magazines among its clientele, explains its system this way:

"Third party validation makes use of the thousands of Western Union offices spread throughout the nation. When interviews are completed and submitted to our office, we immediately compile a roster of persons interviewed. These are grouped by interviewer and presented to Western Union for direct telephone verification by the Western Union operators in each local community."

"Western Union systematically contacts each name provided to determine whether
Ben Alexander
Officer Frank Smith tells how to go into business for yourself

"People who know me as Officer Frank Smith on Dragnet are always surprised to discover I'm a businessman as well as an actor.

"My 'business career' started back in 1945. I had been a radio announcer in Hollywood for years before the war. But when I got out of the Navy, the only outfit that would give me my old job back was Union Oil. I was rehired to announce their Point Sublime radio show.

"In April of 1946 I bought a Union Oil station. It did so well I bought another in October. I ended up with four of them.

"Then I branched out into the motel business and bought my place at Franklin and Cahuenga in Hollywood.

"The next step was my car agency in Highland Park. I opened another in Upland, and right now I'm dickering for the third one in Redondo Beach.

"I've always made it a point never to go into a business until I had learned it thoroughly. At the service stations, I worked right along with the boys. I can lube a car or wash a windshield with the best of them.

"My wife and I made the beds and scrubbed down the bathrooms for a long time before we hired a manager for the motel. At my car agencies, I'm on the floor with the other salesmen, but they get full commission on anything I sell.

"Sometimes people ask me why I bother with all the additional work when I'm doing well in television.

"Creating jobs gives me more satisfaction than acting.

"Maybe acting isn't enough. Or maybe it's simply that creating jobs for other people gives me more satisfaction than any part I've ever played."

Ben Alexander could have left his money in the bank, or buried it in his back yard. Instead, he invested it at his own risk and created jobs for 135 people.

As long as people who can save money have the incentive to put it back to work, our economy will prosper.

That incentive is profit. It creates thousands of new businesses in this country every year. It is the backbone of the American economy.

Your comments are invited. Write: The Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, Calif.
as basic as the alphabet

EGYPTIAN
Long before an alphabet was created, the Egyptians used a picture-sign like this as the symbol for door.

PHOENICIAN
Leading merchants of the Mediterranean, the Phoenicians converted the Egyptian sign into a triangle representing the first sound in daleth (door).

GREEK
Later, the Greeks turned the letter upside down, called it delta, and used the name to describe the spreading mouth of a river.

ROMAN
From an early variant of the Greek delta, the Romans reshaped the letter to form the modern D we use today.

Historical data by
Dr. Donald J. Lloyd, Wayne State University

Dealers are pleased when you place radio advertising on WWJ. They know that WWJ moves merchandise—that the station represents modern radio at its best in the Detroit Southeastern Michigan market.

Start your radio campaign here— with the WWJ Melody Parade, the WWJ features originating at Northland and Eastland Shopping Centers, the popular WWJ Highway Holiday programs—with salesminded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the basic thing to do.

WWJ RADIO
WORLD’S FIRST RADIO STATION
Owned and operated by The Detroit News
NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.
or not the interview was conducted, and to obtain details which reveal adherence to the survey procedures and interviewer instructions."

Besides the checking service, MIR also conducts market surveys on its own. Among its projects: copy testing. Max Bonfeld, formerly a researcher for Dun & Bradstreet, is president. Richard Brehl, MIR vice president, was with the Bennett-Schaiken research firm.

Emery Develops Questionnaire
On Radio Audience Composition

Emery Advertising Corp., Baltimore, has developed an evaluation questionnaire to select radio stations for clients.

The form, mailed to all stations under consideration in a given market, is designed to reflect programming and music policies, news coverage and depth of promotion and merchandising service. Marshall Hawks, Emery radio-tv director, explained that the evaluation form will supplement ratings with information on audience composition of stations. "We are attempting to secure programming information so that we can temper statistical information with judgment in order to deliver the type audience our clients' products need," Mr. Hawks said.

The form also includes questions on commercial scheduling and number of accounts by product types.

Sponsors Stick With 'Mouse Club'

Five pioneer advertisers, who have sponsored ABC-TV's Mickey Mouse Club since its inception in 1955, have renewed the program (Mon.-Wed.-Fri., 5:30-6 p.m.) for 1958-59. They are Bristol-Myers Co. (Ipam), N. Y., through Doherty, Clifford, Steers & Shenfield, N. Y.; General Mills Inc. (cereals), Minneapolis, through Dancer-Fitzgerald-Sample Inc., N. Y.; Mars Inc. (candies), Chicago, through Knox-Reeves Adv., Minneapolis; Anheuser-Busch Inc. (toys), Los Angeles, through Carson-Roberts Inc., Los Angeles; Miles Labs, (Bactine and One-a-Day vitamins), Elkhart, Ind., through Geoffrey Wade Adv., Chicago. Two current sponsors who have renewed Mickey Mouse Club for 1957-58 are the Gold Seal Co. (Glass Wax and stencils), Bismarck, N. D., through Campbell-Mithun, Minneapolis, and General Foods (Baker's products), White Plains, N. Y., through Young & Rubicam, N. Y.

Terrill Heads C-M in Chicago

Election of Lee Terrill as executive vice president and manager of the Chicago office of Campbell-Mithun Inc. was announced last week by Ray O. Mithun, president and board chairman of the Minneapolis-based agency. Mr. Terrill, who joined the Chicago office May 23, has been with Campbell-Mithun since 1947 and had been administrative vice president in Minneapolis. The appointment was made following the resignation of G. Bowman Kreeer, effective July 1, who served as co-manager with Phillips Johnston until last May. Mr. Johnston resigned that post with Mr. Terrill's arrival and continues as vice president, director, account supervisor and head of all creative services.

PM'S $5 MILLION MOVES TO BURNETT

Leo Burnett Co., Chicago, last week was within fingertip's reach of the $100 million billing mark as a result of the reassignment by Philip Morris Co., New York, of the Philip Morris (regular and king-size) cigarette account from N. W. Ayer & Son to Burnett. The Philadelphia-based agency will lose PM—currently billing an estimated $5 million—"sometime this fall."

Although Philip Morris preferred to leave the impending move unexplained beyond noting that it seeks "consolidation" of cigarette advertising, the switch—long rumored—has led to speculation that Burnett may apply the same aggressive creativity that it has shown in radio-tv on behalf of Marlboro. The Chicago agency has been servicing this leading filter brand as well as corporate PM advertising since 1955.

Once a broadcasting heavyweight in terms of allocations, Philip Morris has been out of radio-tv since early spring, the chief reason being its declining sales. The PM brand dropped from 5th place in 1955 to 7th in 1956 to 9th last year, since '55 has seen sales slip 29%. The regular-sized PM dropped from 29 billion cigarettes in 1948 to 10 billion in 1957; king-size, introduced in 1955, from 8.5 billion to 5 billion. Its most recent tv venture, sponsorship of The Mike Wallace Interview on ABC-TV, was curtailed quietly to make way for PM's Parliament brand, which moved into the then Saturday, 10:10-11:30 p.m. timeslot.

While it's almost a certainty that Burnett intends to give PM brand a new "image"—possibly through applying the same motivational research techniques that "changed the sex" of Marlboros, once a woman's favorite—the agency would not be pinned down as to broadcast plans. Its executives pleaded, "Give us time to draw up a battle plan . . . ."

While Philip Morris seeks consolidation of brand advertising for its two top items—much along the lines of P. Lorillard's switch last year from Young & Rubicam to Lennen & Newell—it intends to let the other brands stay where they are. Benton & Bowles, which recently lost the $400,000 Benson & Hedges account to Doyle Dane Bernbach, keeps the $3 million Parliament account; Ogilvy, Benson & Mather retains the $1.5 million Spud (mentholated) cigarette account. Philip Morris employs no agencies for its luxury-priced Philip Morris English Ovals and the Dunhill brand (made specifically in the U.S. for Alfred Dunhill of London Inc.). Nor are changes planned for the miscellaneous pipe tobacco advertising assignments. Overall PM advertising currently is estimated at $22.9 million (approximately $9 million in spot, considerably less in network).

**ACTIVITY**

**HOW PEOPLE SPEND THEIR TIME**

There were 125,117,000 people in the U.S. over 12 years of age during the week June 1-7. This is how they spent their time.

- 64.0% (80,200,000) spent 1,409.8 million hours . . . . watching television
- 56.9% (71,192,000) spent 971.9 million hours . . . . listening to radio
- 81.3% (101,759,000) spent 398.7 million hours . . . . reading newspapers
- 31.7% (39,662,000) spent 185.7 million hours . . . . reading magazines
- 19.4% (24,273,000) spent 269.7 million hours . . . . watching movies on tv
- 34.7% (43,436,000) spent 181.0 million hours . . . . attending movies*

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

† Approximately 1.5 million of the decrease in individual newspaper readership is attributed to the Philadelphia Inquirer and Inquirer Service.

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

**SINDLINGER'S SET COUNT:** As of June 1, Sindingler data shows: (1) 108,403,000 people over 12 years of age see tv (86.6% of the people in that age group); (2) 42,001,000 U. S. households with tv; (3) 46,268,000 tv sets in use in U. S.
Headley-Reed Pitches Put Station in the Act

Headley-Reed Co., New York, station representative, decided about a year ago to add spice to its presentations by taking a part of a station's programming and commercial approach to the desks of agency media personnel.

Headley-Reed officials reasoned that conventional presentations, with their emphasis on station coverage and sundry market statistics, can be a deadly, albeit valuable, tool. They felt that a station's personality could be communicated more dramatically to timebuyers and media executives if the latter could see and hear excerpts of the programming and commercials carried on the stations that Headley-Reed represents. The outcome: a tape presentation for radio stations and a film presentation for tv stations, believed to be a unique tool among station representatives.

The company invested in 10 portable tape recorders and nine tv film projectors for its seven offices. Selected stations were asked to supply tapes and film strips of programming and commercials.

During the past year, 14 of Headley-Reed's 36 radio and 5 of its 19 tv stations have been represented by the tape-film presentations. The results have been so satisfactory that the techniques will be employed for Headley-Reed's complete station roster, according to Jack Hardingham, sales vice president. He offers the following evaluation of the sales aide:

"By furnishing a wealth of data plus allowing the timebuyer to actually hear the station, we have increased sales in our pilot markets by over 61%. This increase is over and above the normal 27% for the industry as a whole.

"Buyer acceptance has been excellent. Comments have ranged from "Why didn't this happen long ago?" to "It's by far the most complete pitch we have seen to date.'"

"The project has also built a closer working relationship between the rep and the station. In many instances the material compiled for national sales has been of valuable aid to the stations in their own local sales effort."

Headley-Reed, before launching its electronic sales tool, prepared a written sales presentation for each of its pilot markets, let the appliance be the star.

The commercials were written by Mary Kenney; sets were designed by John Norall; Joel Goldfus handled production details; Ted Goetz was agency producer on the set. (Mr. Goetz is from BBDO's Hollywood office; the others are in the agency's San Francisco office.) All commercials were written and produced under the direct supervision of A. James McCollum, PG&E advertising manager.

Testifying to the sales appeal of the commercials is a letter Mr. McCollum sent last month to Gross-Krasne:

"...we are eminently pleased with this year's batch of tv commercials. You will be interested in knowing that one of the spots won the first award for tv sales advertising in the 1957 Public Utilities Advertising Assn. Better Copy contest. This means that it was adjudged the best of all commercials submitted by utility companies in this classification...and we all feel our new Helen Parrish commercials are better yet." The award, for one of G-K's 1957 commercials for PG&E, was made early in May in Pittsburh.

As the largest gas and electric utility in the country, PG&E is "very much interested in the prosperity and progress of other utilities," Mr. Burton said. Accordingly, PG&E is making its tv commercials available to any other business-owned utility free of charge (except for actual print costs at G-K and the re-use payments required by Screen Actors Guild to Miss Parrish and other actors appearing on the commercials). Included among the commercials available is a safety spot which won first place last June in the Advertising Assn. of the West competition as the best commercial produced by a regional advertiser.


In-home demonstrations via television do sales job for gas-electric utility

There's magic in the way a modern electric range lets a housewife spend while she cooks with no worry that things will burn or boil over, according to one of the tv commercials in the new series completed for Pacific Gas & Electric Co.

And there's magic in the way tv demonstrations of modern appliances move them off dealers' shelves and into the homes of California viewers, according to PG&E and its agency, BBDO, San Francisco.

"Everyone connected with the appliance business knows that the most effective way of selling an appliance is to demonstrate it," Harry Burton, account group supervisor, told Broadcasting. "Before the war, when manpower costs were less, many dealers and utilities actually sent squads of salesmen out into the field to ring doorbells and demonstrate. The Hoover vacuum cleaner salesman is a classic example.

"Lately, however, the cost of such demonstrations in homes is quite prohibitive. A good substitute is proving to be home demonstrations via television. Beginning in 1957, PG&E sponsored a half-hour weekly television show, O. Henry Playhouse, on eight stations in Northern and Central California. On these shows the company used commercials demonstrating appliances.

"It is always difficult to prove how a certain advertising program for a utility is reflected in precise sales figures," Mr. Burton noted. He cited a report of Northern California Electrical Bureau on sales of major appliances during the first nine months of last year, showing an 11.6% increase in sales of freezers for this area, opposed to a 7.7% decrease for the nation. The report also showed Northern California 3.9% ahead of the nation in refrigerator-freezer sales, 22.3% ahead in range sales and 36.1% in the sale of water heaters, and commented that "sales of appliances in the PG&E area were up, whereas sales nationally were down. The only major change in the company's advertising during this year was the new tv show." PG&E also makes "generous use" of newspapers, regional magazines, outdoor advertising and bill enclosures.

PG&E is a public utility. It does not sell appliances, just gas and electricity. Why then does it use appliances on tv? The answer, according to Mr. Burton, is that the company can do more business only by getting more customers or by getting its present customers to use more gas and electricity.

Gross-Krasne Inc., producer of O. Henry Playhouse, made the PG&E commercials last year and also those being used with a new syndicated film program, Big Story, sponsored by PG&E on the same stations in the same time slots. "The only reason we are changing from O. Henry is that Gross-Krasne decided not to make more than the first 39 shows," Mr. Burton explained.

The new commercials are shot against a neutral cyclorama and the appliances are placed in front with a minimum of props. The general effect is to make the appliance the star, almost floating in mid-air. Helen Parrish, attractive actress who gives the commercials, is also careful to

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in the Negro market, here's the key for New York City and vicinity, the real smart buy is

WOV

with the topmost Pulse-overwhelmingly!

WOV's roots in the Negro community go back to the faraway days of Alan Courtney's "Understanding Through Music," and the establishment of the "WOV 1280 Club" seventeen years ago. These were pioneering programs with special meaning for the Negro segment of New York.

As its population and income level grew, the Negro family left its few traditional neighborhoods. Today it is an important segment of the entire 17 county area. The present market encompasses 427,054 radio families in New York, New Jersey and Connecticut. Its size has increased 41% in the last 7 years alone and is still growing. So are its tastes and income levels as well.

WOV programs to this entire metropolitan Negro market 11 hours a day. It is the only New York Station that reaches this market in its entirety. And the rating trend continues as strongly as ever in its favor. Let us brief you on these facts and on the recent success stories of advertisers using WOV's facilities.

WOV - NEW YORK
If you’re a TV advertiser, the difference between having your eyes closed and your eyes open is the difference between a short-sighted and a far-sighted view of network TV.

Take the two ways that MULTI-VISION,* the new media concept of the NTA Film Network, can work for its television sponsors...
PLAN I: For the sponsor interested in identification and penetration. It offers sponsorship of any one of three great new half-hour series from 20th Century-Fox and Desilu Studios with sole sponsor identification. Plus sponsorship of "Premiere Performance" and of "TV Hour of Stars." A total of 7 commercial minutes ... plus 10 billboards every week ... which should deliver more than 14,000,000 TV homes per week.

PLAN II: For the sponsor whose chief aim is all-out penetration and saturation. It offers one commercial minute in every one of NTA's great new half-hour programs ... plus full participation in "Premiere Performance" and "TV Hour of Stars." A total of 10 commercial minutes every week ... which should deliver more than 27,000,000 TV homes per week.

If your eyes (and mind) are open ... get in touch with us today to see the visible benefits of the most exciting and significant development in network television in this decade!

NTA FILM NETWORK
Coliseum Tower, 10 Columbus Circle  New York 19 • Judson 2-7300
ADVERTISERS & AGENCIES CONTINUED

tailored to the tape-film presentation. These booklets average about 35 pages for each station and are encased in transparent plastic folders. Pages can be inserted as changes in programming, ratings or market data occur. It covers the data included in conventional presentations but places a special emphasis on the station's programming and personalitiles. A Headley-Reed salesman delivering the sales pitch pauses when he reaches this portion and turns on the recorder or places the film projector into operation.

The tape or the film, featuring executives and personalities of the station involved, presents examples of the news and musical programs and introduces the announcers of the outlet delivering a commercial for a sponsor. As new programs are launched on the station, new tapes and films are supplied to coincide with changes in the written presentation. The tapes or film run from seven to ten minutes.

Headley-Reed's salesman arranges for an average of one electronic presentation a week. The company attempts to set up a meeting with five or six timebuyers and media directors at a time, both for convenience and to bring its story to a group representing a variety of accounts.

The presentations are compiled by Mel Trauner and Howard Selger of Headley-Reed's research staff in consultation with the company's executive and field employees.

There's nothing like a salesman making a personal call on a prospect, according to Mr. Hardingham, but, he adds: "Electronic salesmanship adds a dash of drama, ex- cognition and enthusiasm to a personal call."

Monsanto Signs CBS-TV Order For Two More 'Conquest' Shows

Monsanto Chemical Co., St. Louis, apparently has undergone a last-minute change of heart. Though reported last month as being ready to drop its option for the CBS-TV Conquest science documentary series after the failure of the three shows called for under terms of the original option and will "study" the possibility of continuing into 1959.

Thus, while Conquest has had a slight reprieve, terms under which the show is being renewed by Gardner Adv., St. Louis, are not exactly those the network had hoped for. Says a CBS official, "You can't really call it a case of an option being picked up for another season ... rather an extension of the 1958 schedule."

AGENCY APPOINTMENTS


Brown-Graves Co. (manufacturer-distributor of wood windows), Akron, and Ruger

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

CHIPS IN RADIO • New Era potato chips is following up last year's "highly successful" radio spot campaign with summer-long drive in markets from Pittsburgh to Chicago and including portions of Ohio, Indiana and Michigan. Otto & Abbs Adv., Detroit, New Era's agency, has ordered minute announcements on five-per-day basis in most markets.

'FAMES THE SAME' • Hallmark Cards Inc., Kansas City, has renewed Hallmark Hall of Fame series for next season on NBC-TV, beginning Oct. 13, and marking its seventh year with program on that network. Next season's productions—all to be colorcast—will include five 90-minute programs and original one-hour Christmas show. Series includes scheduling of live repeat of award-winning Green Pastures on March 23 (9:30-11 p.m. NYT). Milberg Productions is producer. Foote, Cone & Belding, Chicago, is agency.

DEALERS' CHOICE • Chevrolet Dealers of Northern California and Western Nevada are co-sponsoring (with Falstaff Brewing) 18-game schedule of San Francisco Forty-Niners on KSF0 San Francisco and Golden West Network. Agency for Chevrolet Dealers: Campbell-Ewald, S. F.

DALY DUO • P. Lorillard Co. (tobacco products) and Whitehall Div. of American Home Products Corp. (Anacin), both New York, will sponsor ABC-TV's John Daly and the News (Mon., Tues., Thurs., Fri., 10:30-10:45 p.m. NYT). Contract is effective September 15. Agencies are Lenen & Newell, N. Y., for Lorillard and Ted Bates & Co., N. Y., for Whitehall.

LAST MISSION • Billy Graham Evangelist Assn., via Walter Bennett, Chicago, has purchased additional half-hour Saturday evening time on ABC-TV for one-shot June 21 (10-10:30 p.m. EDT). Evangelist, since early May has been in 10-11 p.m. period on network; this series ended Saturday (June 14).

DARE GOING NETWORK • Look for announcement this week that Garrett & Co. (Virginia Dare wines) will turn to network radio for first time. Longtime radio spot advertiser (though off air for past few years), Garrett reportedly has bought four CBS Radio 60-minute remote "specials" direct from Newport, R. I., 1958 Jazz Festival July 3-6. Full network has been ordered, subject to refusal by stations in dry states. Agency: MacManus, John & Adams, N. Y.

PALL MALL IN 80 • American Cigar & Cigarette Co., N. Y., for Pall Mall, planning six-week radio schedule, effective July 3 in more than 80 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

Equipment Inc. (manufacturer hydraulic cranes), Uhrichsville, both Ohio, appoint Penn & Hamaker Inc., Bedford, Ohio.


California Beef Council, S. F., appoints Hoefer, Dieterich & Brown Inc. there.


Blue Star Auto Stores, Chicago, appoints M. M. Fisher Assoc. there.

Fairchild Controls Corp., N. Y., appoints Burt Anderson & Assoc., Chicago, for nine midwest states.

A&A SHORTS

Erwin Wasey, Ruthrauff & Ryan has announced that its Cincinnati, Ohio, office now is operating under administrative direction of agency's eastern division in New York. Cincinnati branch previously was included in EWR&R's western division, Chicago, but "increase in work load" carried by Chicago office was cited as main reason for shift.

Kemble Co., Santa Barbara, Calif., advertising and public relations firm, has announced merger with public relations organization, Bradford A. Evans & Assoc. Company will retain Kemble name and will be located at 109 East De La Guerra St. in Santa Barbara. Merger was reportedly made to "offer completely coordinated public relations and advertising service to tri-counties of Ventura, Santa Barbara and San Luis Obispo."

Sullivan, Stauffer, Colwell & Bayles, N. Y., will move to new and expanded offices at 575 Lexington Ave. this summer where agency will occupy four full floors.


Joseph Katz Co., N. Y. and Baltimore, has leased additional 2,200 sq. ft. in its N. Y. headquarters at 555 Fifth Ave., and will move media department back from its temporary offices at 2 W. 46th St.

Altman-Yaffe Inc. (formerly J. H. Altman Adv.), Detroit, announces move to new and enlarged quarters on 4th floor of Fox Bldg. in that city.

Mike Fadell Adv., Minneapolis, reports it will take over most of main floor of Treasure Masters Bldg., 605 Fourth Ave., South, effective June 1.

Hunter & Willhite, L. A., has moved its headquarters from 1540 N. Highland to 721 N. La Brea Ave. Telephone: Webster 3-7353.

Yessir—our Pulse is stronger than ever!

Y'UP, at the ripe old age of 37, WDAY-Radio is as frisky as ever—with a 1958 "Area Pulse" that pumps us all over our 55 counties, 215,900 radio homes!

As for many years past, 1958 Pulse figures again show that WDAY-Radio gets—
More than TWICE as many listeners as the No. 2 station!
More listeners than the No. 2 and No. 3 stations COMBINED!
More than THREE times as many listeners as the No. 4 station!

Truth is—WDAY-Radio just doesn't have any real competition in the fabulous Red River Valley. Ask Peters, Griffin, Woodward!

WDAY
FARGO, N. D.
NBC • 5000 WATTS • 970 KILOCYCLES
PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
SMOOTH GOING FOR TV AT UA MEET

- Only question raised at stockholders meeting is AAP deal
- TV movies bring $4.7 million of $70.4 million 1957 gross

There was a total absence of heated debate between shareholders and management of United Artists Corp. on the company's position in television at last week's annual stockholder meeting in New York. Where at other recent stockholder meetings of motion picture firms—20th Century-Fox, Paramount—management has had to answer for its actions in selling backlog films to TV, there seemed to be no such call at UA. However, there were some questions about UA's purchase of 700,000 shares of Associated Artists Productions Inc. ($6 cash plus $6 in debentures in United Artists Assoc., UA subsidiary) for a total value of $8.4 million, a purchase being contested in the courts by National Telefilm Assoc.

UA's position as the only major Hollywood power actively engaged in TV sale of post-1948 film product apparently has paid off in terms of earnings, UA board chairman Robert S. Benjamin reported. Out of a total of 1957 world-wide gross of $70.4 million, film rentals on two major TV packages totaling 91 features came to $4.7 million. Net income for the first quarter of 1958 was up 11.7%, TV film rentals in U.S. and Canada accounting for $700,000. (UA this past spring released an additional group of 22 films, the "UA-65" packet, announced at the NAB convention, but this does not show up in the first quarter report).

Regarding the UA-AAP-NTA situation, Mr. Benjamin declined to discuss "all the legal ramifications" of the case, noting that UA attorneys had appealed the NTA petition of last month and were pressing for "quick trial" [FILM, June 9].

Nor would President Arthur B. Krim disclose UA's plans to gain additional public financing (to pay in part for the AAP deal) through floating a new stock issue. He said, "We have only discussed it so far and have not yet drafted a final plan." Mr. Krim indicated the firm would file a plan with SEC within the month. Underwriting agents will be F. Eberstadt & Co., New York.

Two proposals by management were overwhelmingly approved by the shareholders who—either directly or by proxy—constituted a quorum with 83.2% of outstanding shares present. The first called for re-election of the present slate of directors; the second asked for adoption of a restricted stock option plan whereby UA executives could purchase a greater interest in the firm.

Mr. Krim, noting that "our investments in TV are modest at this time, but our hopes substantial," offered rebuttal to his counterparts at other major film companies. In "a comment on the general nature of the motion picture business," Mr. Krim said that Hollywood today is making bigger films in terms of gross sales ("films grossing $10 million are becoming more common-place . . .") and is enjoying patronage of greater and more selective audiences for these "blockbusters."

Mr. Benjamin admitted that B and C films were not faring too well and also indicated that "if a film is a failure today it's a much greater and costlier failure than it would have been a few years ago." But, he indicated, the UA "experiment" has "left no doubt" that films and TV can live freely with one another without threat of mutual extinction.

LISTENERS AND LOOKERS

UA, like most film companies, usually limits its "preview list" to a selected group of newsmen and critics. But last week, UA used two of New York's woman radio commentators to attract as many housewives as possible to a screening of the new Frank Sinatra-Tony Curtis film, "Kings Go Forth." slated for release next month, UA suggested to Martha Deane (Marian Young Taylor) of WOR and WWKL's Alma John that they ask their listeners to write to the station if they wished to attend the showing, slated next Thursday at Loew's neighborhood theater. The film deals with miscegenation and should have Negro audience appeal, UA said in explaining the role of WWRL, which caters to New York's extensive Negro market.

WGN-TV to Offer 'Ding Dong' On Tape Starting in August

Stations equipped with Ampex videotape machines will be offered Dr. Frances Horwich's "Ding Dong School" series by WGN-TV Chicago for local across-the-board programming late in August, it is being announced today (Monday) by Ward L. Quaal, vice president and general manager of WGN-AM-TV.

The announcement confirms earlier reports that this and other WGN-TV children's series may be slated for distribution to interested independent stations as part of the Chicago Tribune station's syndication or regional network project [STATIONS, March 24].

Mr. Quaal claimed that the action on "Ding Dong School" also "represents the first time a Monday through Friday strip pro-

gram has ever been made available on tape to television stations."

Twenty-three stations, not counting "key network outlets," are equipped with Ampex machines to handle black-and-white programs on magnetic tape, it was stated. Master tapes will be completed by the WGN-TV engineering department in time for initial showing starting Aug. 25. WGN Inc. described the plan as a move to "pioneer marketing with Ampex." The series is being made available in response to inquiries from stations throughout the country, according to Mr. Quaal.

Expansion Program

In Offing at CNP

California National Productions last week was reported to be on the verge of announcing a new expansion program that includes plans to increase its production facilities by bringing additional outside packagers under its syndication aegis.

Though CNP, a wholly-owned film subsidiary of NBC, was keeping its planning board covered, reports in Hollywood and in New York pointed to a lifting of production sights.

Unconfirmed, but expected, is the appointment of Frank Cleaver, NBC-TV director of film programs on the West Coast, to head CNP's production Robert A. Cinader, CNP vice president, has resigned as production chief to join Hal Roach Studios as a vice president. Fred Hamilton, manager of film programs at the network, is to succeed Mr. Cleaver at NBC-TV.

Also lending insight in future activity was an apparent CNP agreement with George Cohan, a production executive formerly reporting to Mr. Cinader, for independent TV film production in association with California.

CNP now operates NBC Television Films and Victory Program Sales as two separate sales units. Both are engaged in TV syndication, VPS concentrating on older properties including off-network reruns.

Biggest sales getter for CNP is Silent Service (now in second year and third 29 episodes now in production) followed by Boots & Saddles—The Story of the Fifth Cavalry, and Union Pacific (latest CNP-produced film series offered for syndication). First new step in outside packaging or production was the new TV film series, Danger Is My Business, for which CNP has assumed distribution [FILM, June 9].

Three New Series Syndicated To Stations by Telestar Films

Telestar Films, New York, announced last week it is releasing three new half-hour TV film series for syndication to stations. They are Counterspy, an adventure-suspense series filmed on location throughout the world; Parole, a documentary serial based on actual case records in California and an untitled program featuring country-music personalities.

David H. Savage, executive vice president, reported that 26 programs in the Parole series already have been produced by Flagg
First on the Philadelphia scene... yet known throughout the nation

...and **WIBG** is first in **Philadelphia Radio**!

Betsy Ross made the first American flag here... and now Philadelphia hails a new first!

WIBG-RADIO 99 commands first place in average audience in the nation's 4th market Mondays through Fridays, 7 AM to 6 PM, leading all other stations!

Hoist your flag to WIBG, where the highest audiences mean highest results... at the lowest cost per thousand in ye olde towne!

Call Jack Mahoney or KATZ for availabilities

*C. E. Hooper, March-April 1958*

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**Storer Radio**

- **WIBG** Philadelphia
- **WWVA** Wheeling
- **WAGA** Atlanta
- **WGBS** Miami
- **WSPD** Toledo
- **WJW** Cleveland
- **WJBK** Detroit
DAVE GARROWAY'S TODAY, 7:00-9:00 am (EDT)
MONDAY-FRIDAY
THE JACK PAAR SHOW, 11:30 pm-12:30 am (EDT)
MONDAY-FRIDAY

All year long Dave Garroway's Today and The Jack Paar Show are network television at its effective, economical best.

And from now to September, NBC's Summer Dividend Plan adds even greater value to your advertising dollars. During this period, dividends start with the purchase of as few as six participations and multiply rapidly thereafter.

For example, you can buy a twelve week saturation schedule—30 one-minute participations running every other weekday and alternating between the two shows—for $148,000. Actually, you're paying for only 20
participations; 10 are dividends. And here's what you get according to estimates based on established Nielsen performances: 55% million home impressions...108 million viewer impressions...at a remarkable $1.37 cost-per-thousand viewer impressions.

Add up all the plus values for Today and The Jack Paar Show—personal salesmanship, flexibility, association with two important news-making shows and personalities—and you've got a package that's right in tune with the times.

Your NBC Sales Representative would like to show you success stories which prove how these programs have produced results for advertisers in all fields.

NBC TELEVISION NETWORK
Films, Hollywood, and they will be made available for immediate sale. The *Counter- spy* and the country-music series are scheduled for fall release. In connection with the properties, Telestar Films held a meeting in New York a fortnight ago with its representatives from San Francisco, Los Angeles, Dallas, Chicago, Atlanta and Pittsburgh to brief them on the advertising campaign set for the new programming, as well as price schedules and sales patterns. The new series boosts the number of half-hour shows handled by Telestar to nine.

**CBS TV Films Sales Gross Soars**

Gross sales of CBS Television Film Sales have risen 56% for the first four months of 1958 over the same period last year, John F. Howell, general sales manager, announced. The January to April period produced a $3.9 million gross compared with $2.5 million for the same span last year. Mr. Howell credits the rise to a well-rounded portfolio of programs and "designed for season" type of sale. For example, in addition to繁荣, normally a lump season, the distributor has sold the *The Brothers* to American Tobacco Co., as a summer replacement for the *Jack Benny Show*. The recent Terrytoons package sale for almost $1 million to Baker's Instant Chocolate & Sweets Co., was designed to take advantage of summertime.

**NEW AFM-REVUE PACT GETS READ APPROVAL**

- Minimum employment set
- Move may ease local rift

AFM offered an attractive olive branch to its rebellious Hollywood members last week. Herman Kenin in his first public statement since his election as AFM president (PERSONNEL RELATIONS, June 9) announced an agreement with Revue Productions which guarantees the expenditure of $2 million for the employment of live musicians to make tv films in the next three to five years. Contract also provides for 10% increase in scale at the end of third year. In addition to work on new programs, musicians also will be employed to replace recorded music with live scoring on GE Theatre and other Revue programs.

The Revue agreement, Mr. Kenin asserted, "guarantees that there will be appropriate in motion pictures is now before the NLRB. Hearings commenced last Thursday in Los Angeles but ran into legal snags over definitions of "bargaining unit" and "eligibility" dampering hopes for a quick "consent election" to settle the issue.

Mr. Kenin in announcing the AFM agreement with Revue said: "At a time when, the long-standing policy of the federation has been that it would gladly revise the 5% tv film trust fund policy in exchange for guaranteed live work for our members. Revue Productions is the first tv film producer who was willing to grant such a guarantee in exchange for which we have drastically changed our formula."

Mr. Kenin also noted that, "we have under way other discussions with additional large users of music on film. We have reason to anticipate success in these negotiations too. I assure you that we are prepared to revise so-called formulas, when, and if, guaranteed employment is provided."

**AFTRA Girls for Battle With SAG Over Videotape**

For the first time in its history, the American Federation of Television & Radio Artists has hired a full-time public relations director, Richard A. Jackson, to publicize the union's stepped-up activities, covering its upcoming jurisdictional battle with the Screen Actors Guild over videotape, its national convention next month and network contracts negotiations, starting in two weeks.

Mr. Jackson's appointment as national public relations director was announced last week by Donald F. Conaway, national executive secretary of AFTRA. Mr. Jackson formerly was public relations director of WOR-AM-TV New York.

The creation of the public relations post with Mr. Jackson as its head reportedly stems, in large measure, to the growing controversy between SAG and AFTRA over videotape jurisdiction. SAG members perform in film commercials and programs and AFTRA artists in live commercials and programs in the West Coast.

The NLRB last week set June 24 as the date for a preliminary hearing in New York between AFTRA and SAG to determine whether an election should be held among workers concerned. AFTRA had petitioned for an election.
As a result of the recent WINN contest, we have received many, many letters from Timebuyers all over the country. We wanted to express our sincere appreciation. It’s true! WBNY is "...the 250-watt local independent located in the top 50 markets with more total listeners than any station in the market, including a 50,000 watter...", in Buffalo, “the nation’s 14th market.”

\[\check{\text{CHECK PULSE.}}\quad \check{\text{CHECK NIELSEN.}}\quad \check{\text{CHECK HOOPER.}}\]

We’ve decided to award some prizes of our own to the first three letters we received. Congratulations! Your checks are in the mail.

**THE WINNERS ARE:**

**FIRST PRIZE**
Robert Glatzer
Ben Sackheim, Inc.
New York, New York

**SECOND PRIZE**
Marvin D. Berns
J. Walter Thompson
Chicago, Illinois

**THIRD PRIZE**
Anne H. Slattery
BBD&O
New York, New York

WE ARE

**WBNY**

BUFFALO, N. Y.

MOhawk 1400

The Station Of The Year

REPRESENTED NATIONALLY BY JACK MASLA
REPS OUT TO CUT INTO NETWORKS BY SPONSOR-SUPPLIED FILM PLAN

* Advertisers would buy film to place on stations
* Stations surveyed on willingness to adjust rates

A group of station representatives set out last week to recapture important TV business from networks.

The Chicago Div. of Station Representatives Assn., on the basis of a TV station survey, has produced a spot TV formula based on film programs plus some features of network strip campaigns.

In essence, the SRA-Chicago plan provides that advertisers buy half-hour syndicated programs and place them on a spot basis through their advertising agencies.

Discounts for bulk program purchases would be combined with program contribution discounts, permitting a reappraisal of station rate cards to include multiple package programs.

The idea was tested on a 185-station survey by an SRA-Chicago committee that included Harry Smart, Blair-TV, chairman, and executives of Blair Television Assocs., Adam Young Inc., The Katz Agency and Peters, Griffin, Woodward.

This survey purportedly showed that about 80% of the stations contacted were agreeable to the new rate formula in principle or to a variation of the idea.

Submitted to Burnett

Based on this support, the plan was submitted to Leo Burnett Co. in connection with current media planning by Kellogg Co.

The cereal sponsor is deciding whether to continue its children's adventure strip on ABC-TV; to buy a similar strip on NBC-TV, or to return to spot which it abandoned a year ago in favor of network television.

At stake is up to $9 million in time and talent, representatives estimate. Burnett made its recommendations to Kellogg in Battle Creek, Mich., Thursday.

Under the plan submitted to Burnett, stations would offer 20-30% discounts to advertisers supplying half-hour syndicated properties. The 20% discount would apply to three weekly half-hours; 25% for four, and 30% for five or an across-the-board strip basis. The 5-7 p.m. time period was suggested in line with Kellogg's time preferences.

While the formula might not be as economical as a network strip, it would have the expressed advantages of spot flexibility and in the end would provide a better cost-efficiency buy for slightly more money.

Acceptance by Kellogg of the SRA-Chicago formula, it was suggested, would influence other national advertisers.

The 185 station acceptances of the idea, it was emphasized, were not commitments for time clearance but verbal agreements to revise rate structures to provide the package discounts.

In the survey, completed about mid-May, stations were asked (1) Can you clear a half hour between 5 and 7 p.m.? and (2) Will you sell it on the basis of this formula?

They were then urged to reappraise their cards with a view toward revising them to include package rates for bulk program time purchases, during daytime and evening hours in essence, in line with Kellogg's time formula.

No bid of the network-spot battle in the case of Kellogg is its children's strip comprising Superman, Sir Lancelot, Wild Bill Hickock, Woody Woodpecker and The Buccaneers, on ABC-TV Monday-Friday, 5:30 p.m. EDT. Kellogg is identified with a different program each day, underwriting partial sponsorship on Tuesday, Wednesday and Friday.

The cereal firm cut back its spot TV expenditures last summer to buy the ABC-TV package, spending $2.8 million in spot TV for the year, compared with $7.9 million in network.

Both ABC-TV and NBC-TV are involved in the current bidding, the latter seeking a renewal and the former reportedly offering a 7:30-8 p.m. across-the-board segment for a similar series. Regardless of what materializes, it's agreed that two of the properties—Sir Lancelot and The Buccaneers—will be replaced by other film properties this fall.

There was conjecture that Burnett might use the representatives' program contribution technique as a lever in its dealings with the networks for its client or adopt a combination of network and spot strips to fill out its market pattern.

The Chicago representatives' study among stations on their collective lists revealed a willingness of TV broadcasters to go along with the formula, especially if Kellogg, with its large market potential, as the top 25 TV markets, it was understood.

There was some reluctance, it was learned, among operators in one and two-station markets. Several small stations with low rate cards were not solicited for their views.

Included Affiliates, Indies

Network-affiliated and independent stations alike were represented, plus a smattering of network AD outlets, as well as facilities in large, medium and small size markets.

The SRA-Chicago spot development group acknowledged an enthusiastic response from independent stations.

The proposed rate formula for Kellogg was understood to offer firm 13-week cycles with the possibility of additional frequency discounts (perhaps as much as 10%) for a continuous 52-week commitment.

Stations were represented as eager to avail themselves of the opportunity for prime adjacency sales around Kellogg, taking advantage of the programs' audience appeal and favorable ratings.

Hope was expressed that if Kellogg bought the proposed spot TV package, even at admittedly higher rates than for network, the door would open for other national advertisers, specifically those head-quartered or agency-serviced in the Midwest, to follow suit—such firms as Kraft Foods, Mills Labs, Swift & Co. and others.

Feeling of the SRA-Chicago spot development group was that other representatives (members and non-members of SRA) and their stations would stand to benefit, in the long run, from any new Kellogg business and from any other new spot business placed by national advertisers.

While the rate formula in Kellogg's case is geared to the 5-7 p.m. segment, it was explained that the program contribution technique need not be limited to those hours for advertisers. Generally, it's envisioned the method would apply mainly to non-prime-time periods of individual stations, thus inviting speculation over possible effects on network option time.

Under the SRA-Chicago rate concept, advertisers would buy half-hour syndicated programs and place them on a spot basis through their respective agencies, much as film syndicators sell packages to clients, then proceed to line up stations.

Spotting Films Not New

Placing film properties on a spot basis is not a particularly new development in itself. For several seasons the Burnett agency bought Wild Bill Hickok for Kellogg and slotted it on a spot basis. Also handled this way: Wander Co. for Captain Midnight, Mars candy for Buffalo Bill and several others. Other agencies have made similar purchases.

The SRA-devised rate concept was presented informally to Burnett representatives a few weeks ago after completion of the station study. The contingent included Mr. Smart and Arthur Stringer, Blair Television Assocs.; William Condon, The Katz Agency; Arthur Curtis, Peters Griffin, Woodward, and representatives from Weed Television and Adam Young.

They met with Leonard Matthews, vice president-media; Dick Kuhns, media group PURCHASE of an Ampex videotape recorder by WTA'TV Norfolk, Va., said by the station to be the first in the state, is finalized by Campbell Arnoux, WTA'TV president. Looking on are (1 to r) station Vice Presidents Bob Lambe and John Peffer, Chief Engineer Dick Lindell and Charles Luscombe of Ampex.
ON THE DETROIT SCENE

CHRYSLER CORPORATION'S Redstone Missile Assembly Line

From this point the giant missile manufactured by Chrysler Corporation is shipped by air to a test site on the Florida Coast.

“SAGEBRUSH SHORTY”
“Detroit’s Favorite Kiddie Star”

Sagebrush Shorty completely dominates his competition seven days a week, (Monday through Friday 8:45 AM to 9:25 AM) (Saturday 10:30 AM to 11:00 AM) (Sunday 11:00 AM to 12 Noon) Chatting with his small fry guests, spinning yarns and presenting Top Cartoons in the 1,900,000 TV homes served by WJBK-TV.

Represented by THE KATZ AGENCY, Inc.

Outstanding

“Famous on the local scene”

WJBK-TV

CHANNEL 2 DETROIT

Storer Television

WJBI-TV WAGA-TV WVUE-TV WSBD-TV WJW-TV
Detroit Atlanta Wilmington-Philadelphia Toledo Cleveland

WJBK-TV WAGA-TV WVUE-TV WSBD-TV WJW-TV

National Sales Offices: 625 Madison Ave., New York 22 230 N. Michigan Ave., Chicago 1
supervisor, and agency timebuyers from Leo Burnett Co.

An $11 million broadcast advertiser in 1957, Kellogg spent nearly $8 million in network tv last year. It recently bought into Arthur Godfrey's daytime (tv only) stanza for 52 weeks and dropped The Big Record in favor of What's My Line? It also has sponsored Wild Bill Hickok on CBS-TV, Circus Boy on ABC-TV, Art Linkletter's House Party on CBS-TV and Name That Tune on CBS-TV. Kellogg also is in several major markets with tv spot schedules.

The cereal firm reportedly has toyed for years with the idea of placing film properties on a strip basis in select markets but never could make much headway. In this instance, according to one report, Burnett personally contacted several stations in major markets on the feasibility of such a plan, before contacting Chicago sales representatives.

**KING** Finds 'Most Russians' Prefer Classics Over Presley

Will Elvis Presley create a national controversy in Russia? How do the Russians feel about rock and roll? What is the reaction to the U.S. State Department announcement that broadcast programs by Presley would be included in those which will be exchanged across the Iron Curtain? KING Seattle, in an exclusive telephone interview with Constantine Orlov of Radio Moscow, learned that individual taste is the criterion there as in the U. S.

KING d.j. Ray Briem was told by Mr. Orlov that rock and roll is played a great deal, but "our young people don't go crazy over it. Most people would prefer to hear American classical music."

Told of the success of Russian groups touring the U.S., such as the Moiseyev Folk Dancers, Mr. Orlov said that these are only the initial steps which will be followed by greater exchange in practically all fields of cultural exchange. In answer to the question of Presley becoming controversial Mr. Orlov said, "He is not known well enough to be a focal point of any controversy."

**Peoria Council Opens Meetings**

The Peoria, Ill., city council has abandoned its "executive session" policy following refusal of WIRL. Peoria to agree to a gag rule procedure. Executive meetings of the council were started six months ago during the long search for a city manager. When the council agreed to admit news media to sessions provided they would not divulge what happened, George Barrettie, WIRL newsman, refused to accept censorship. He was backed up by Robert Frueger, WIRL president, who said Illinois law forbids secret hiring of city employees.

**Eastman Firm in SRA Fold**

Robert E. Eastman & Co., New York, new station representation firm headed by the former ABC Radio president, has joined the Station Representatives Assn., it was announced last week by Lawrence Webb, managing director of SRA. The Eastman firm becomes SRA's 22d member company.

**NEW STATION REPRESENTATION**

**CONTINUED**

**CHANGING HANDS**

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

**WALT TAMPA, FLA.** • Sold by E. J. Arnold, Robert Wasdon and associates to Clearwater, Fla., businessman Bruce Taylor and associates for approximately $300,000. WALT is on 1110 kc with 1 kw day. The Arnold-Wasdon group also owns WING Milton, Fla., and WJOK Orlando, Fla., respectively.

**KVI-TV AMARILLO, TEX.** • Sold to Television Properties Inc. by Southwest States Inc. for around $425,000 including obligations for close to 80% of the station with an option to buy the other 20%. Jack C. Vaughn of Dallas is president of Television Properties; with him are G. H. Vaughn Jr., and Cecil L. Trigg. Mr. Trigg is the general manager of another Television Properties station, ch. 7 KOSA-TV Odessa, Tex. KTVI-TV operates on ch. 7 and is an ABC affiliate.

**KZEA SHREVEPORT, LA.** • Sold to John M. McLendon and Assoc. by Edward E. McMenemy for $100,000. The McLendon Negro-programmed stations include KOKY Little Rock, Ark., WOKJ Jackson, Miss., and WBCO Birmingham, Ala. (See below for sale of KOKA Shreveport.) KEZA operates on 980 kc with 5 kw.

**KOKA SHREVEPORT, L.A.** • Sold to Southwest Broadcasters by John M. McLendon and Assoc. for $85,000. KOKA operates on 1050 kc with 250 w.

**KGEN TULARE, CALIF.** • Sold to Robert O. McMahen and George T. McMahen by Robert T. McVey and Gene V. Mitchell for $75,000. The McMahen's own KMAK Fresno. The sale was handled by Allen Kander & Co. KGGE operates on 1370 kc with 1 kw, day.

**WRSA SARATOGA SPRINGS, N. Y.** • 35% sold to Jack Oranch by Richard O'Connell for approximately $10,000. Mr. Oranch, who will take over as manager of WRSA, has been associated with WBMA Ambridge, WPAM Pottsville and WLSH Lansford, all Pennsylvania. The sale was handled by Haskell Bloomberg. WRSA operates on 1280 kc with 1 kw, day.

**APPROVED** The following transfer of station interests were approved by the FCC last week. For other broadcast actions see For The Record, page 94.

**KULA-TV HONOLULU, HAWAII** • Sold to Kaiser Hawaiian Village Television Inc. by Television Corp. of America for $685,000, conditioned that the assignee dispose of his interest in ch. 13 KHVE-TV Honolulu, prior to the acquisition of KULA-

**TRANSFER** of WDAF-AM-TV Kansas City, Mo., from the Kansas City Star Co. to National Missouri TV Inc., subsidiary of National Theatres Inc., for $7.6 million (Changing Hands, April 28) was simulcast in special ceremonies over the two stations. Shown at the simulcast are (seated, l to r) Harry Bannister, vice president of NBC; Elmer C. Rhodes, president of National Theatres Inc., and Roy A. Roberts, president of The Kansas City Star.

Standing (l to r) are H. Dean Fitzar, who is retiring after 33 years as managing director of the Star's broadcasting operations; Charles L. Glett, president of National Film Investment Inc., also a subsidiary of National Theatres, and president of the new National Missouri TV, and William A. Bates, who will be general manager for the new owners. The Star had operated WDAF since its founding in 1922 and ch. 4 WDAF-TV since its inception in 1949. WDAF operates on 610 kc with 5 kw; both stations are affiliated with NBC.
BLACK & WHITE AND FULL COLOR VIDEOTAPE RECORDING

BY AMPEX

Stole the show at the 1958 NAB!
The Ampex V11-1006 adapts to color by adding a single rack of electronics, with necessary inter-connections. Then, every subtle gradation in color is recorded and playbacks are brilliantly "live." Using this Ampex accessory, your station's change-over to color not only costs less but is greatly simplified. Color conversion assemblies are available beginning mid-summer 1958.

Ampex would like to tell you more about Videotape recording and playback — how stations increase their efficiency and potentials, how sponsors benefit from flawless, pre-recorded live quality commercials. The complete story is covered in a fully illustrated booklet.

For your free copy, write today to Ampex Corporation, Professional Products Division, 850 Charter Street, Redwood City, California.
THE AMPEX VR-1000 BRINGS YOU LIVE QUALITY...

Black and White TODAY...

The Ampex VR-1000 is the ultimate in television recording and playback. Both picture and sound match the realism of the original performance. Telecasts played back from the Ampex VR-1000 appear identical to live TV.

The Ampex VR-1000 is a complete television recording and playback facility. Playbacks are immediate or they may be delayed indefinitely. Tapes are interchangeable and re-usable. Editing is proved and practical. Thus the Ampex VR-1000 brings new flexibility into all station operations... in scheduling programs, commercials and special events... and in scheduling performers, camera crews and studio time.

The Ampex VR-1000 Videotape Recorder has been in daily use by the networks since November 30, 1956, and by farsighted independent stations since November 30, 1957. Accelerated production of the VR-1000 assures delivery of all back orders before Daylight Savings Time in April, 1958, with prompt delivery on subsequent orders.

The Ampex VR-1000 repays its cost in a hurry, starts paying for itself immediately in your black and white operations, adapting to color whenever you’re ready for it.
Ampex Precision Magnetic Tape Recorders are in service throughout the world... in Television and Radio Broadcasting Stations, professional Recording Studios, Scientific and Guided Missile Installations and in Stereophonic Music Systems for the Home.

**VR-1000 Videotape Recorder**
First commercially available Videotape Recorder. Magnetically records what the camera "sees", either black and white or color. Playbacks look "live".

**MODEL 300**
Magnetic Tape Recorder
The standard of the professional recording industry, it consistently delivers the finest in audio reproduction.

**MODEL 360**
Magnetic Tape Recorder
First choice of the Radio Broadcasting industry, it provides flexibility with the utmost in reliability and convenience.

**MODEL 601-2**
Portable Magnetic Tape Recorder
First professional quality portable. Lightweight and compact, it meets rigid standards of audio and mechanical performance.

**MODEL 300 Multi-Channel Recorder**
Part of the famous Ampex 300 series, available in from one to eight separately controlled channels. Makes the professional recorder complete master of the world of sound.

*Recorders for data and control... Another major Ampex division makes a broad line of tape recorders for engineering, scientific and business data. Photo shows an FR-300 digital tape handler.*

*For the Home... Ampex makes a wide variety of stereophonic tape recorders for Home Hi-Fi installation. Available in consoles, portables and modular units for custom sound systems.*

Tenth Year of Leadership

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

NEW YORK, CHICAGO, ATLANTA, LOS ANGELES, DALLAS, WASHINGTON, D.C., DETROIT, SAN FRANCISCO, TORONTO • Representatives in over fifty countries
TV, KULA-TV is on ch. 4 and is an ABC affiliate.

**KGKO DALLAS, TEX.** Sold to Radio Station KGKO, a joint venture, composed of H & E Radio Corp. (subsidiary of H & E Balaban Corp.), that has interests in KFBI Wichita, Kan.; WBMG [TV] Birmingham, Ala.; WICS [TV] Springfield, Ill.; WMCN [TV] Grand Rapids, Mich.; WRT Milwaukee, and WTVO [TV] Rockford, Ill., Atlantic Brewing Co. (interest in WLS St. Louis and WRT Milwaukee), Maurice Schaeger, Herbert Schoenbrod and Eli E. Fink by Lakewood Broadcasting Co. for $450,000. KGKO is on 1480 kc with 5 kw, day, and 500 w, night.

**K000 OMAHA, NEB.** Sold to K000 Corp., J. J. Fenlon, president, by Central Plains Broadcasting Co. for $200,000. Mr. Fenlon and associates also own KPIG Cedar Rapids and KTRI Sioux City, both Iowa. Comrs. Robert Bartley and Frederick Ford dissented in this decision, on the grounds that this constitutes too high a concentration of singly owned stations in the area. K000 is on 1420 kc with 500 kw, day.

**WARM SCRANTON, PA.** Sold to WARM Broadcasting Co. by Northeastern Pennsylvania Broadcasting for $195,000. Louis J. Appell Jr., president of WARM Broadcasting has interests in WSBA-AM-TV York, Pa., and WCTC New Brunswick, N. J. WARM is on 590 kc with 5 kw.

**KMNS SIOUX CITY, IOWA.** Sold to Siouxland Broadcasting Inc., 100% owned by Stuart Investment Co. (KFOR Lincoln and KROI Grand Island, both Nebraska) for $175,000 by the William F. Johns family and Robert J. Flynn. KMNS is on 620 kc with 1 kw.

**KSLR OCEANSIDE, CALIF.** Sold to Walter N. Nelskog (interests in KOTY Everett, Wash., KQDY Minot and KMBK Bismarck, both North Dakota, and KUDI Great Falls, Mont.) and Darrell R. Anderson (interest in KING-TV Seattle, Wash.) doing business as Pacific Broadcasters for $168,000, by San Luis Rey Broadcasting Co. KSLR is on 1320 kc with 300 w.

**KGLC MIAMI, OKLA.** Sold positive control to Kenyon Brown through purchase of remaining 77.84% stock from trustees for George L. Coleman Sr., deceased, for $120,666. Mr. Brown has interests in KCOP-TV Los Angeles, KFOX-AM-FM Long Beach, Calif., and KIMO Independence, Mo. KGLC is on 910 kc with 1 kw.

**KMOX to Broadcast Editorials**

KMOX St. Louis will air editorials this summer in a new series, *KMOX Radio Takes a Stand*, it was announced last Wednesday by General Manager Robert Hyland. The opinion program will be timed "according to local needs." It will include two pro and two con opinions by local leaders in each half-hour program, according to Mr. Hyland. The KMOX position will be determined by an editorial board composed of station executives and will be stated as part of the program.

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**When is appraisal not an appraisal?**

You get the answer when you want to sell your station.

If buyer after buyer passes it up, you can be pretty sure there is something wrong with the price tag. It is wonderful to look at high figures, but it's better to look at realistic ones.

We pride ourselves in making fair evaluations of a property. We are retained frequently, whether or not a sale is contemplated.

Since most sellers were once buyers and may be again, we believe that the best interests of the industry are served by being completely honest with everybody.

No owner benefits from paper profits. Beware of experts who may come your way, write you up, and then leave you with non-negotiable values.

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**ALLEN KANDER AND COMPANY**

*Negotiators for the Purchase and Sale of Radio and Television Stations*

**WASHINGTON** 1625 Eye Street N.W.  National 8-1990

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

**CHICAGO** 35 East Wacker Drive  Randolph 6-6760

**DENVER** 1700 Broadway  Acoma 2-3623
How Sunday can be a working day for radio

A new kind of “SOS” went out from WJQS, Jackson, Miss., last week. It meant “Sold Out Sunday.”

For Lew Heilbroner, general manager, the news was Exhibit A testifying to the success of a programming and sales policy which in one year brought WJQS from a station billing $280 a month in March 1957 (when it was purchased for $75,000 by industrialist R. E. Dumas Milner) to one which brought in just under $9,000 in April. This is how it happened:

When the Milner management took over WJQS the station was grossing $65 a week from one national and two local sponsors. One-minute spots in the market were selling for as low as 50 cents apiece, “ridiculously low,” as Mr. Heilbroner puts it. With CBS taking up much of WJQS’ daytime programming, spot times were limited. Since the competitive picture precluded rapid rate increases, another way had to be found to get revenues up. There seemed one unswerving well, and sell them in the fringe times that were not in demand for spots.

The decision to concentrate on Sundays was prompted by several beliefs:

1. That both working men and women, off on Sundays, were available in larger numbers for radio listening.
2. That these people, purposely seeking to relax on Sunday, would welcome music of a relaxing nature.
3. That not only are adults not responsive to rock and roll on Sunday, but that they actually resent it, and would be loyal to a station that programmed to their taste.
4. That as a result of the above reasons, the firms sponsoring sweet music on Sundays would receive more institutional and direct advertising value than on any other day in the week.

Staging at 8:30 and running until church time at 11 the station set up a sweet music program called Our Sunday Best, dividing the 2½ hours into 30-minute segments for sponsorship. At noon, following the services, programming was split into six 30-minute segments until 3 p.m. and an hour period from 3 until 4. These afternoon periods each follow different formats, featuring predominantly sweet music with occasional dashes of up-tempo music to prevent monotony. (The pre-8:30 a.m. times are sold on a participating basis, as are post 8 p.m. hours.)

The sponsors bought it. The first was Sid Jones Inc., exclusive furniture and decorating firm, which took the 3-4 p.m. segment. The show, The Sid Jones Hour, is now in its third 13-week period.

Other sponsors (see accompanying Sunday schedule) also have come back for more. Typical of their reactions is this one from Charles Saums, head of Security Builders in Jackson: "We took a Sunday morning hall-hour on WJQS because other advertising had not produced results. We advertised our development, ‘Woodland Homes,’ and saw good results almost immediately. In one week we sold 10 homes. We feel that most of these prospects were sent to us by radio.”

Sunday is now the top revenue-producing day of the week at WJQS, bringing in 50% more than Fridays, usually accepted as a top day for business.

This development of Sundays is only a part of the WJQS story. The rest of the week had to be made to pay, too, and Mr. Heilbroner will testify it’s been no easy job.

When Howard S. Cohoon, president of the station and also president of Milner’s Fine Sol and Perma Starch manufacturing-distributing organization, hired Mr. Heilbroner for the general managership last August, he gave him a free hand with station policy. But one fact was made clear. The station had to be put across without financial splurging. Costs of setting up new studios and equipment already had proven high.

The station had been programming rock and roll. No curse there, Mr. Heilbroner says, except that there already were two successful R&R stations in Jackson and two others were using it heavily. “It wasn’t hard to see that we had to do something different,” he says.

The first step was to drop R&R for daytime, confining it to an evening segment from 7:30 to 10. Good music was installed on all local daytime programs, and WJQS tagged itself as “Jackson’s Good Music Station.”

A sales department had to be built. It was necessary to train salesmen as experienced ones were at a premium. This was a tough job, Mr. Heilbroner recalls, especially in the first months. The station was in sixth place in a 6-station market, and public acceptance wasn’t there. Turndowns were the rule rather than the exception, and sales trainees became discouraged.

Improving a station’s programming is one thing. Convincing would-be sponsors that it would pay is another. While many expressed approval of the ideas WJQS was using, most took a “wait-and-see” attitude. They knew what the other stations could do for them, and WJQS was an unknown quantity.

Business improved gradually during the fall months, but most of it was on a week’s trial, or for two or three weeks at the most. In the early months some of the trials didn’t pay enough to suit the advertisers, and they came off. This created a period of “panic selling” to keep business on the station—bad policy, but necessary at the time. Then, in November and December, things began to take hold. Those months’ sales figures were at least respectable.

Then in early January came the “shock period,” that many stations feel in any styling degrees at that season. At WJQS it was staggering, Mr. Heilbroner recalls. Firms suffering from decreased volume either canceled or failed to renew, and for three weeks sales nose-dived.

Then, late in January, with the addition of a new local salesman and extra pushing from the sales staff on hand, sales suddenly began improving. February showed a substantial increase. March sales jumped ahead of February, and April showed an increase of more than 20% over March. The station was in the black.

Mr. Heilbroner (with an assist from The Brannah Co., national representative) intends to keep it that way. He now has 103 local and three national accounts on the rolls (compared with the two local, one national of last March) and others are coming in every week. The station held undisputed last place a year ago; now it claims to average from second to top position in most time segments, has ranked first in some.

The policy’s paid off.
MERCURY SERVICE
NEW YORK - LOS ANGELES
Widest choice of DC-7 nonstop flights
radar-equipped · reserved seats · spacious lounge · superb cuisine
American's famous stewardess service

AMERICAN AIRLINES
America's Leading Airline
MINNESOTA-WISCONSIN — KSTP-AM-TV St. Paul, WDGY Minneapolis and WISN-AM-TV Milwaukee were among the stations that sent newsmen into the tornado area here last week.

KSTP-AM-TV had newsmen, cameramen and mobile units on duty all night. The station's helicopter shot more than 1,000 ft. of film while flying over the devastated area. Reports were supplied to NBC-TV's Today, the network's newscast and overseas newsreel and a complete round-up was presented on KSTP-TV less than 21 hours after the tornado had struck.

WDGY's Dan Daniel and Jim Ramsburg toured some of the worst struck areas in a newscruiser an hour after the tornado hit. Both newsmen were on the scene throughout the night supplying reports to Civil Defense authorities and public.

The WISN stations' filmed coverage was taken to an airport by motorcycle and flown to the station for processing. Sister station WBAL-TV Baltimore received 200 ft. of film via air express from WISN-TV. Inquiries about the tornado were received at WISN Broadcast Center from as far away as British Columbia, San Jose and San Antonio.

ELDORADO—KFH Wichita, Kan., was on the spot with both new and engineering staff after Eldorado, Kan., 37 miles away was struck by a tornado Wednesday. As newsmen for KFH switched cover to Eldorado Chief Engineer Les Campbell and his assistant, Delbert Keeling, worked for hours helping KBTO Eldorado get back on the air.

KFH cooperated through the night with Manager Jim Platt of KBTO relaying messages to tornado victims and emergency workers. Direct reports went out from KFH to radio stations across the West and in Canada as well as to the AP.

SCRANTON—Cameraman Jack Scannella of WDAU-TV here was attacked by a prisoner who was being escorted to a Pennsylvania jail June 4. The un-handcuffed prisoner (ex-Lt. Col. Charles S. Tucker who had been sentenced to two years for receiving "gratuities" during construction of $33 million Tobyhanna Pa., Signal Depot) broke away from his lone deputy escort and—while Mr. Scannella was filming him—thrust his hand against the camera, knocking it askew.

Airing of the incident on WDAU-TV brought attention to the absence of Chief pilot Ed S. Marshall Frank P. Foley who also was assigned to accompany the prisoner. The marshal was reprimanded. The Scranton Tribune reproduced frames from the footage in its coverage of the episode.

BOSTON—Local police placed an emergency call to the news department of WBZ-TV here in an effort to notify the parents of a child who was injured by an automobile. A description of the unidentified child was broadcast by the station. The child's mother was contacting (WBZ-TV and recognizing the description) notified the police. WBZ-TV sent a newscruiser to the scene of the accident in time to film the mother being taken to her critically injured child in a police car.

GROTON — WTCI-TV Hartford, Conn., covered the launching of the nuclear-powered submarine Skipjack off Groton, Conn. The station reported it was the first to broadcast the news that the submarine's two predecessors had underway. WTCI-TV newswoman Larrey deBear flew film to the studios in time for a newscast less than two hours after the launching.

WRUL Expands Latin Shows For Inter-American Network

Broadcasts to Latin American nations in Spanish and Portuguese tongues will be expanded by WRUL Boston-New York and its Inter-American Network following recent evidence of antagonism toward the United States and demonstrations against Vice President Richard M. Nixon.

Walter S. Lemmon, head of WRUL and the network, said the CBS-TV network's June 15 (yesterday) Latin American Teletask (5:30-6:25 p.m. EDT) was carried live on the Latin American network and later repeated in Spanish and Portuguese. Howard K. Smith moderated the program, telecast from the Pan American Union, Washington.

Political and economic developments were reviewed during the program by Dr. Pedro Beltran, publisher of Laredo Star, Lima, Peru; Dr. Golo Plaza, ex-president of Ecuador; Samuel C. Wanga, president of the Export-Import Bank, Washington, and Herbert Matthews, New York Times. Guillermino Caram, WRUL newscaster, accompanied Vice President Nixon on his South American tour, reporting nightly to Latin nations via telephone to WRUL and the network.

10 Buy KMTV (TV) Promotion

KMTV (TV) Omaha has copyrighted the station's "Mayco Plan," a promotion introduced recently to induce department stores to advertise on television on a long-term basis rather than the usual spot promotion. (Stations, April 28), it was announced last week. Ten television stations have responded to the offer to purchase the syndicated promotion plan package, KMTV said. They are KYW-TV Cleveland; WVET (TV) Rochester; KFMB-TV San Diego; KBTV (TV) Denver; KVAR (TV) Phoenix; CHCT (TV) Calgary, Alta., Canada; KTVT (TV) Sioux City; WMT-TV Cedar Rapids; WHO-TV Des Moines, and WSB-TV Atlanta.

Taft Station Staffers Meet To Plan Cooperative Promotions

Taft stations held their first annual promotion meeting June 3-4 at the Hotel Sinton, Cincinnati. The meeting, attended by 25 station promotion executives, was called by David G. Taft, executive vice president, Radio Cincinnati Inc. He stressed that the aim of Taft stations is to promote as a group, pointing out that the acquisition of WBCR-AM-TV Birmingham and WKYT-TV Lexington necessitated close cooperation on promotional projects.

Spokesmen from each outlet described successful promotions conducted by their stations. Featured speakers at the meeting were Oliver Blackwell, assistant sales manager, The Katz Agency, New York, and Roy Miller, vice president, Katz, Chicago.

Taft stations are WKRC-AM-FM-TV Cincinnati; WTVN-AM-TV Columbus, Ohio; WBBR-AM-FM-TV Knoxville, Tenn.; WBCR-AM-TV and WKYT-TV.

DeWitt to Attend Moscow Parley

John H. DeWitt Jr., president of WSM-AM-TV Nashville, Tenn., will be a member of a U. S. delegation of astronomers and scientists attending the Aug. 12-20 convention of the International Astronomical Union in Moscow. Dr. Carl Seyffert, WSM weather forecaster and Vanderbilt U. astronomer, also will be a delegate.

Mr. DeWitt made space history in 1946 as a lieutenant-colonel in the Signal Corps when he supervised the Army's first radar station contact with the moon. The official report of this important electronic event stressed the "possibility of radio control from the earth's surface of space ships venturing thousands of miles from the earth, and the radio reporting of astronomical data electronically computed aboard such vessels."

WIC (TV) Names Mortenson E.V.P.

WIC (TV) Pittsburgh General Manager Robert A. Mortenson was appointed executive vice president of WIC Inc., Chairman of the Board O. M. Schloss announced last week. Mr. Mortenson joined the ch. 11 station in October 1955 after 19 years' with N. W. Ayer advertising agency.

REPRESENTATIVE APPOINTMENT

WGMS Washington appoints Simmons Assoc., N. Y.
We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups... of all ages.

For example, this fall, WGAR presents professional football at its exciting best featuring the Cleveland Browns. Dynamically reported for Northeastern Ohio's big sports-minded radio audience by top sportscaster Bill McCollan... whose colorful game descriptions are seats on the 50-yard line for thousands of the Browns' faithful and enthusiastic fans.

WGAR maintains this policy in all its programming... good music... variety shows... sports... accurate news coverage... drama—featuring performers from top CBS talent.

So reach your real buying audience through WGAR.
U.S. ARMY. Blast off—and a Nike Hercules streaks skyward. Inside a battery control van the Army crew scans radar scopes, as the Western Electric-made guidance and control system directs the Nike missile to its target.
Designed to counter today's threat from the air, the Nike guided missile system has been operational—actually on duty—now for more than four years... able to seek out and destroy the most advanced types of enemy aircraft. From the beginning, the Army's prime contractor for Nike systems has been Western Electric — maker of your Bell telephone.

The Nike guided missile system recently welcomed a powerful new partner—Nike Hercules, a major improvement over the original Nike Ajax.

Hercules is faster, boasts greater range and altitude, and carries a bigger payload than the first Nike. When fitted with an atomic warhead, Hercules can destroy entire formations of supersonic enemy planes. The Army's Nike battalions across the country are presently being equipped with this improved missile system.

The ground guidance and control equipment for Nike Hercules, along with the guidance assembly in the missile, is made by Western Electric at our three plants in North Carolina. The Nike missile itself and the launching equipment are produced by Douglas Aircraft, and the development of the complete system was engineered by our teammates at Bell Laboratories. Western Electric field engineers help set up the missile batteries and train Army Nike men.

We at Western Electric were asked to take on the Nike assignment because of our store of specialized experience in communications. Through our constant teamwork with the Bell Laboratories we have learned to blend research with production, so that ideas become working realities quickly... efficiently. It is this kind of experience and know-how that have helped make possible the deadly new Nike Hercules—and give promise of even more effective Nike guided missiles yet to come.

In addition to the Nike guided missile system, Western Electric defense projects include the recently completed DEW Line of radar stations, the White Alice Alaskan communications system, SAGE, and the manufacture of other military electronic equipment. These and other projects—on which Western Electric is prime contractor—are an important part of our contribution to the nation's security.

Western Electric. Our factories in Winston-Salem, Greensboro and Burlington, N.C., make guidance and control equipment for the Nike systems, as well as other electronic products for military use.

Bell Laboratories. The Nike system was designed and developed by Bell Telephone Laboratories. Their continued research will play an important part in the even better Nikes of the future.

Douglas Aircraft. Nike missiles, equipped with Western Electric guidance mechanisms, are made for W. E. by Douglas Aircraft. Douglas has worked closely with us since the Nike project began.
The House Legislative Oversight Subcommittee last week continued its investigation of the FCC's St. Louis-Springfield, Mo., deintermixture action with testimony from Mr. Harry Tenenbaum and Paul E. Peltason.

KTVI, formerly operating on ch. 36, has been accused by the subcommittee of using ex parte contacts, political influence and undercover agreements to get the Commission to shift ch. 2 from Springfield to St. Louis and argu in that vhf channel was purchased by Mr. Goldfine and used by Mr. Adams on behalf of Mr. Goldfine.

Mr. Tenenbaum readily told the subcommitee of many letters, telephone calls and personal visits he made with commissioners supporting the proposed ch. 2 shift. He maintained his actions were entirely proper since the proceeding was of a rule-making nature. He denied ever seeking ch. 2 for KTVI without a comparative hearing or contacting commissioners while the KTVI ch. 2 application was in a competitive status with Louisiana Purchase Co.

The KTVI president vehemently de- nied that he used Comr. Robert E. Lee's office as "headquarters" during numerous visits to Washington (the subcommittee said there were 37 trips while the deintermixture case was pending). Mr. Tenenbaum said he had taken practically all of the commis- sioners to lunch at various times.

**Don't Remember Specifics**

On the stand for various periods during Monday, Tuesday and Wednesday, Mr. Tenenbaum was questioned at length about his visits with the commissioners. He re- peatedly said he could not remember specific conversations, that he did not attempt to influence the FCC and that he was interested only in the overall uhf problem, not merely the St. Louis-Springfield situation.

"I'm not trying to be evasive," he said at one point during an exchange with Chairman Oren Harris (D-Ark.). "But you are," retorted the chairman. At another point, Rep. Harris asked, Mr. Tenenbaum, if he did not, in fact, influence the FCC's decision whereby KTVI was granted authority to operate on ch. 2. "I don't think I did," the witness replied.

Subcommittee counsel Stephen Angland quoted from one Tenenbaum letter to commis- sioners maintaining that ch. 2 in St. Louis would serve more people than if left in Springfield. Chief counsel Robert Lishman said this was important because it constitu- ted an off-the-record argument and op-ponents of the proposal did not have a chance to answer. Mr. Tenenbaum made no comment.

Mr. Tenenbaum denied that he sought any intervention by government officials on behalf of KTVI, specifically by Sen. Stuart Symington (D-Mo.). Mr. Angland cited several Symington contacts with then Comr. Richard A. Mack while the deintermixture case was pending. When asked if he sought help by Charles Steadman, Cleve- land attorney who was mentioned prominent-ly during the subcommittee's investiga- tion of the ch. 10 Miami grant, Mr. Tenenbaum replied, "Absolutely not."

Messrs. Angland and Lishman ques- tioned Messrs. Tenenbaum and Peltason at length on their negotiations with General Electric for ch. 2 equipment. They admitted preliminary talks were begun in the fall of 1956, several months prior to the March 1957 grant. Mr. Tenenbaum cited articles in Broadcasting [Lead Story, Jan. 21, 1957] and Television Digest as his first knowledge that KTVI would get ch. 2 and as proof action was common knowledge long before the Commission's action was announced.

He later testified that "someone in Wash- ington" called him on Jan. 18, 1957, the same day a contract was signed with GE, telling him of the pending Commission deci-sion. Both KTVI principals denied that efforts were made to keep the contract secret or that delivery was refused prior to formal announcement of permission for KTVI to operate on ch. 2. In rebuttal, Mr. Angland quoted from a letter to GE by KTVI's chief engineer stating: "We do not feel it advisable to have any of the equip-ment on the ground before authority is granted."

The contract, Mr. Peltason stated, specified a March 15, 1957, delivery date.

A lengthy explanation "unsatisfactory" in the view of one subcommittee member, also was given by Mr. Tenenbaum of his action in hiring former Comr. Robert F. Jones as counsel. Mr. Jones was hired in September 1956, the KTVI president stated, because of a difference in opinion between the sta-tion's other Washington attorneys, Monroe Oppenheimer and William A. Roberts.

Mr. Jones was paid a $5,000 retainer when hired and an additional $50,000 nine months later. Mr. Tenenbaum stated: Mr. Roberts, partner in Roberts & McInnis, has been paid only $5,000 of a $25,000 fee, the KTVI owner told the subcommittee. He said Mr. Oppenheimer was consulted on the hiring of Mr. Jones but Mr. Roberts was not because "he might resent bringing in another communications expert."

The former commissioner was not made an attorney of record at the FCC, Mr. Tenenb- aum stated, because counsel advised him it was not necessary. He denied emphatically an Angland suggestion that Mr. Jones was hired to get the FCC to shift ch. 36 to Springfield, thus giving an excuse for as-signing ch. 2 to KTVI.

Mr. Angland pointed out that the FCC re- ceived no formal request to shift ch. 36 to Springfield and that Mr. Jones was retained by KTVI just before the Commission made this proposal a part of the rule-making proceeeding. He also cited several Jones con-tacts with Comr. Mack in October 1956.

Mr. Tenenbaum denied that Mr. Jones made any representation to the Commission regarding ch. 36 and professed he had no knowledge of any Mack-Jones talks. He said he first learned the Commission was considering the ch. 36 shift when a com-mis-sioner—"I don't remember who"—told him about it in the fall of 1956. Mr. Jones assisted Mr. Oppenheimer in preparing vari- ous pleadings and briefs, Mr. Tenenbaum stated in answer to numerous questions as to why Mr. Jones was hired. He also denied that an effort was made to keep Mr. Jones' participation a secret.

Peltason-Tenenbaum Co., an investment firm, has purchased stock in the Boston Herald-Traveler Co. since March 1957, Mr. Tenenbaum stated. A total of 5,949
Geared up to track down sales

To qualify in the race to place the stations one represents on every important radio and TV schedule calls for more than a hard driving sales force armed with the usual station and market statistics. We believe that every station on our list possesses many inherent qualifications, that are not always obvious, that makes them logical selections by buyers of time.

The research and market study facilities needed to track down these hidden, but significant, selling superiorities, has always been an important part of H-R service. Of even greater importance to our stations however, is our ability to take these findings and convert them into extra sales.

"...We always send a man to do a man's job"
shares have been purchased on the advice of another St. Louis stockbroker, he said, some for the firm and some for customers. He denied ever discussing the Boston ch. 5 case (granted to the Herald-Traveler's WHDH) with commissioners or with Robert Choate, publisher of the Boston paper and president of WHDH-AM-TV.

KTVI's affiliation agreement with ABC-TV, signed in December 1956, also was questioned by the subcommittee. Mr. Tenenbaum denied that KTVI assured the network its channel soon would be changed from ch. 2 to ch. 36 during negotiations for the affiliation. He said when the contract was signed, there was no assurance that KTVI would get ch. 2.

The subcommittee will devote this week to the Adams-Goldfine case. Members of the FCC are scheduled to testify today (Monday) with the SEC to be called tomorrow. Also scheduled to appear tomorrow is Mildred Paperman, treasurer for several firms owned by Mr. Goldfine. She appeared uncooperatively yesterday but refused to furnish records subpoenaed by the subcommittee [At Deadline, June 9]. Rep. Harris gave her a week to reappear with the records or face contempt proceedings. Her counsel, Roger Robb, stated last Wednesday that she would furnish only those records considered "pertinent" to the subcommittee's inquiry.

So far, neither Mr. Goldfine nor Mr. Adams has been linked to the Boston ch. 5 case, although members of the subcommittee have stated privately that such a tie-in will be made. Mr. Lishman said last week that the subcommittee has "even juicier" information in the Adams-Goldfine file than has been released thus far.

Although dates for hearings have not been scheduled, it has been learned the subcommittee has practically completed its investigations of alleged influence and ex parte contacts in several other comparative tv cases, including the Boston ch. 5, Miami ch. 7 and Pittsburgh ch. 4. Further hearings also are planned in the St. Louis-Springfield case.

Heselton, Wigglesworth Say They Don't Plan to Run Again
Two more members of the House, both Republicans of Massachusetts who have been active in broadcasting matters, have announced their retirement at the end of 85th Congress. They are Rep. John W. Heselton, a member of the Commerce Committee and its Legislative Oversight Subcommittee now investigating the FCC (story, page 66), and Rep. Richard Wigglesworth, member of a dissension-wrecked select committee which investigated the Commission in 1944.

At that time, Rep. Wigglesworth accused the FCC, White House and others of "obstruction, intimidation and underhand tactics in a continuous attempt to sabotage the work of the committee." In 1948, while chairman of an appropriations subcommittee, he again called for a select committee to investigate the FCC.

Rep. Heselton joins a long list of Republican congressmen who have announced that they will not seek re-election, and is the third top minority member of the Commerce and Oversight Committees to announce retirement. The other two are Reps. Charles A. Waverton (N. J.) and Joseph P. O'Hara (Minn.), number one and two ranking Republicans, respectively.

Only one Democratic member of the House Commerce Committee, Rep. Martin Dies (Tex.), has announced that he will not seek re-election. Rep. Dies is not a member of the investigating subcommittee.

Neuberger Proposes Measures Standards for Congressmen
Sen. Richard L. Neuberger (D-Ore.) Wednesday introduced a bill (S 3979) which would place members of Congress under the same ethical standards imposed on appointed government officials, including members of the FCC.

In a speech delivered at the time the measure was introduced, Sen. Neuberger told the Senate that "we have no right to demand of Presidential appointees any higher standard of morality and ethics than we are willing to set for ourselves." He pointed out that a government official is required to sell stock holdings in corporations doing business with federal departments administered by the official. "Yet, members of the Senate and House can own shares or partnerships of businesses that are directly affected by legislation which these senators or representatives...

EXPENSE BALL PASSED TO JUSTICE

The comptroller general of the U.S. has bowed out of deciding the ticklish question of whether there is anything illegal about a government official having his official travel and expenses paid by private individuals or corporations, it was learned last week.

Joseph Campbell, comptroller general, told Chairman John R. Durfee of the Civil Aeronautics Board, that the law (Sec. 1914 of the U.S. Code) forbidding a government employee from being paid for doing his job by private sources was a criminal statute and therefore it was up to the attorney general to determine whether violations have occurred and if so whether to prosecute.

Mr. Campbell made his remarks in a May 20 letter to Mr. Durfee. This was in response to an inquiry by the CAB chairman on the legality of CAB officials, as well as other government officials and congressmen, in accepting invitations to participate as guests in inaugural flights by air lines. Mr. Durfee also raised the question of wives accompanying their husbands on such flights.

The practice of industry paying the expenses of government officials to conventions and other meetings was condemned in one of the charges brought against CAB officials by the House Legislative Oversight Committee earlier this year. The House committee contended the comptroller general ruled that this violated the dual-salary law and that the practice could be considered an "unauthorized augmentation of appropriations." Mr. Campbell's comments in December 1957 were in response to a committee inquiry.

In his latest letter Mr. Campbell referred to a 1922 ruling by the attorney general which held it was proper for an organization of the U.S. government or any state, and would be required to report all outside sources of income and financial interests. If the bill becomes law, the many members of Congress who have radio-tv interests would be forced to sell their holdings.
Nothing else quite like it  
in Greater New York

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off—365 days a year.

IN AUDIENCE: So different, too. So largely adult—so able to buy—so able to persuade others to buy. And in Essex County alone (pop. 983,000) it has more listeners than any other radio station not only in New Jersey, but in New York as well.

IN VALUE: It delivers the greater New York audience for less than 31¢ per thousand homes—by far the lowest cost of any radio station in the market. We can prove it with Nielsen and Pulse. Get the facts and figures today.

RADIO STATION OF The Newark News

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WVNJ  
Newark, N. J.—covering New York and New Jersey
Be sure to shoot in COLOR... You'll be glad you did.
Professionally speaking, which in your opinion would sell the most soup? Ask four people—and you’d probably get as many answers! With film, on the other hand, you can really pre-test. Test with all the impartial audiences you want, efficiently, economically.

Your commercials on film put you in the driver’s seat. You’re in control for time and station throughout the land... know your message’s impact—know it won’t be changed. And you can use black-and-white or color... There’s an Eastman Film for every purpose!

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Fort Lee, N.J., Chicago, Ill.; Hollywood, Calif.

GOVERNMENT CONTINUED

Rep. Roosevelt Queries FCC On Station Program Standards

What is the FCC doing to make sure radio stations fulfill their programming obligations? That was the question asked of the Commission last week by Rep. James Roosevelt (D-Calif.) in a letter citing the recent FCC query of several stations' editorials on pay TV [Government, June 9].

Rep. Roosevelt wrote that particularly in "these times of stress... all radio stations should be made to completely fulfill the obligations assumed when they obtain their licenses and they should be informed that lip service will not suffice." He asked the FCC if it makes a systematic check of station programming and whether the record is reviewed when a license renewal is considered.

He questioned whether stations throughout the country are "conforming to the seven basic criteria of the FCC... I do believe that the FCC has a definite responsibility to pinpoint the existing violators..." Rep. Roosevelt took a swipe at stations that "just play records for a 24-hour period" at the expense of religious discussions, agricultural material, general news and "a vast number of other fields."

"The question, therefore, arises whether the Commission believes that it has available today sufficient legislative authority to act and (a) if so, whether it is fulfilling this obligation and (b) if not, what enabling legislation it feels necessary to properly fulfill its basic concept," Rep. Roosevelt said in the letter to FCC Chairman John C. Doerfer.

Tax Extension Passes Hurdle, But Still Faces Senate Fight

The Senate Finance Committee Thursday reported out an Administration-backed measure to extend corporation and federal excise tax levels at present levels for another year. An identical measure already has been passed by the House.

Committee approval of the bill did not come without opposition and a stiff floor fight for excise tax reductions is promised when it comes under full Senate consideration. At Thursday's closed-door session, Sen. Paul Douglas (D-Ill.) attempted to supplant the bill with a $6 billion tax cut proposal as an anti-recession measure. The Douglas move was tabled by a voice vote.

Sen. George Smathers (D-Fla.) has announced plans to propose a tax-reducing amendment (on transportation only) when the bill reaches the Senate floor. Several other senators have called for a reduction in excise taxes, including the 10% on radio and tv sets.

Florida Supreme Court Hears Appeals in Miami Camera Case

The right of tv stations to take pictures in a courthouse corridor despite a judge's prohibition is at stake in a case before the Florida Supreme Court. The case follows a contempt order handed down in Dade County (Miami) court last November by Judge Vincent C. Giblin.

WTVJ (TV) and WCKT (TV) Miami are appealing the contempt citations against Robert Brumfield and Ben Silver, tv cameramen who were arrested after violating the judge's anti-picture order.

Counsel for the stations argued at a May 29 hearing that the stations had as much right to be in the corridors and to operate their film cameras as newspaper reporters who observed and then wrote stories. They contended the cameras give a faithful version whereas written stories might be distorted.

The stations contended that persons accused of crimes have no right of privacy. On behalf of the attorney general it was argued that a judge has a duty to protect his courtroom from disturbing camera lights and action and to protect a defendant from pictorial exploitation.

$8.9 Million FCC Bill Okayed By Senate, Sent to Joint Group

The Senate last week approved an FCC budget of $8.9 million for fiscal 1959. This is the same figure voted by the House, but there is a disagreement between the two bodies as to how the Commission is to use a $600,000 increase over the 1958 appropriation.

The House bill stipulates that the extra money is to be used to reduce the backlog in processing radio, safety and special services applications. The Senate-approved measure gives the Commission flexibility in assigning personnel to its workload. Several other independent offices appropriations were included in the bill and it will go to a joint committee for settlement of discrepancies.

The Senate version appropriates $6 million to the Federal Trade Commission, $50,000 more than the figure voted by the House but $25,000 less than recommended by the President. The FCC's $8.9 million is $50,000 below the amount requested for fiscal 1959 by the White House.

Cecil B. DeMille to Face Hill Labor-Management Hearing

Veteran motion picture producer-director Cecil B. DeMille, an advocate of right-to-work laws since a labor union forced him off the Lux Radio Theatre in 1945, will testify today (Monday) at 10 a.m. before the House Subcommittee on Labor-Management Relations.

Mr. DeMille was producer-host for Lux Radio Theatre on radio for nine years prior to running afoul of his labor union, then American Federation of Radio Artists. He refused to pay a $1 political assessment demanded by the union and, according to Mr. DeMille, was forced off the program. The ban has remained in force all these years and also has kept him off television, Mr. DeMille maintains. Soon after leaving the radio program, Mr. DeMille organized a foundation bearing his name which has helped to secure right-to-work laws in 18 states.

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Third Vhf for Providence Wiped Aside by Commission

The FCC last week directed preparation of a document which would withdraw all proposals and terminate the proceeding which had contemplated the placing of a third vhf channel in Providence, R.I., by making various channel changes.

Anne, which already has vhf chs. 10 and 12, would have been assigned chs. 8 and 13 and ch. 12 would have been moved to New Haven, Conn., among other allocation changes.

The Commission also last week invited comments by July 14 to its proposal to amend the tv table of assignments by changing the uhf channels in Milwaukee from chs. 19, 25 and 31 to chs. 18, 24 and 30; Ludington, Mich., from ch. 18 to ch. 33; Beaver Dam, Wis., from ch. 37 to ch. 31, and Chilliwack, Wash., from ch. 24 to ch. 31 (both of which are educational).

At the same time the FCC ordered the following Milwaukee stations to show cause why they should not shift channels accordingly: WXIX (TV) from 19 to 18, WCAN-TV from 25 to 24, and WFOX-TV from 31 to 30 (the last two stations are not operating).

The purpose of this proposal, according to the Commission, "is to avoid present second harmonic interference to the reception of ch. 19 WXIX (TV)."

Also last week, the FCC invited comments by July 14 to a proposal by Community Television, Inc., to add ch. 12 to Pembina, N. D., which does not presently have an assignment.

Court Hears WFMM (FM) Plea Against FCC Multiplex Rule

The first court challenge of the FCC's requirement that fm stations multiplex functional music operations was argued before the U.S. Court of Appeals for the District of Columbia last week.

WFMM (FM) Chicago, which has been in the functional music business since 1949, exchanged arguments with the Justice Dept. (which argued in behalf of itself and the FCC) before Judges Henry W. Edgerton, David Bazelon and John A. Danaher.

The Chicago outlet appealed (1) the FCC's rule-making requiring that functional music (background music, storecasting and transmitting) be transmitted on a multiplex basis (i.e., on the subcarrier of the same channel it uses for regular broadcasting); (2) the FCC's denial of WFMF's petition for rehearing the Commission order which turned down the outlet asking that the multiplex requirement be deleted or waived until a later date; (3) the FCC's subsequent denial of WFMF's petition for renewal of its authorization to simplex functional music operations.

The FCC has maintained several years that the functional music aspect of fm stations is non-broadcast in nature, but has allowed simplifying up to this year because of difficulties in developing multiplexing equipment and for other reasons, including station financial troubles. All fm outlets simplifying functional music have had to make individual requests since last March 1 for short extensions, first showing they are taking steps to convert to multiplexing.

FCC Instructions Revised: 770 Kc to Retain 1-A Status

The FCC last week announced that it is amending its instructions to staff in the preparation of documents affirming an examiner's initial decision in the nearly two decade old KOB Albuquerque-WABC New York battle over the 770 kc frequency [GOVERNMENT, June 9]. Hugh B. Hutchison's initial decision had recommended that 770 kc be changed from a 1-A to a 1-B frequency with unlimited time and 50 kw for KOB and WABC, which would both use mutually protective directional antennas.

The amendment announced last week concerns the previously-issued instructions to eliminate the proposed reclassification of 770 kc from Class 1-A to Class 1-B. Under the revised instructions this channel will retain its 1-A classification.

The Commission points out that the "1-A classification will facilitate preservation of the degree of protection against interference from stations in other countries provided for by international agreements on this subject."

Tampa Area Tv Applicants Seek Waiver of Minimum Separation

Five of the six applicants for ch. 10 at St. Petersburg-Tampa, Fla., have laid down their hatchets long enough to ask the FCC to waive minimum mileage requirements and let the winner build his transmitter 185 miles from co-channel WPST-TV Miami.

The five applicants have the backing of the Washington Airspace Panel, which asked the FCC to allow the St. Petersburg-Tampa ch. 10 transmitter to be located on an antenna farm south of Tampa where the transmitters of two tv stations are already.

This antenna farm is 185 miles from the WPST-TV transmitter—35 miles less than the minimum mileage co-channel separation requirement of 220 miles established by the FCC for Zone III (the Gulf Coast area) in the Sixth Report & Order. This is the biggest difference in mileage requirements that any tv applicant has asked to be waived since the Sixth Order was issued.

The five applicants are City of St. Petersburg (WSUN-TV), Suncoast Cities Broadcasting Corp., WSPT-TV Inc. and Bay Area Telecasting Corp., all St. Petersburg, and Tampa Telecasters Inc., Tampa, Florida Gulfcoast Broadcasters Inc., which originally specified St. Petersburg, has amended its application to specify Largo, Fla., and did not join the other applicants in the joint request to the FCC.

The FCC allocated ch. 10 to the Tampa-St. Petersburg area on June 3, 1957, specifying an area 24 miles north of Tampa and 33 miles north of St. Petersburg. All the applicants proposed tower heights over 900 feet. This height has been disapproved by air-
WNOE
50,000 WATTS, 1060 K.C. NEW ORLEANS
...A STRONG NUMBER 2...

and gaining fast!

Add another...WNOE, New Orleans...to the strong radio stations represented by Avery-Knodel, Inc.

Under new management and with 50,000 watts—ten times more powerful than any other New Orleans Independent—WNOE is now a strong Number 2 in the thriving 11 station Gulf Coast market during prime time.

Hooper proves it...WNOE is second between 7 and 9 a.m. and 4 and 6 p.m. (Feb.-May 1958). And WNOE’s audience has increased 69% in the morning, 76% in the afternoon in the last seven short months!

Still 50,000 watts at the middle of the dial, this up-and-coming station is the all-day listening habit of over 600,000 radio homes. And zooming steadily in popularity with programs and personalities tailormade to their tastes.

Next time you make up a schedule, put your chips on WNOE, the most effective, lowest cost-per-thousand showcase you can buy on the bustling Gulf Coast.

A James A. Noe Station...now represented nationally by...

AVERY-KNODEL INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

In New Orleans call Dick Morrison, General Sales Manager, at Express 2173
space groups, as have maximum proposals by the five petitioning applicants of 849 feet which they feel is necessary to serve both Tampa and St. Petersburg with a city grade signal. The Washington Airspace Panel set a minimum height of 549 feet above sea level, which was agreed to by Florida Gulf coast Broadcasters when it specified Largo.

The five other applicants maintain that a waiver of the minimum separation requirements would result in a total interference loss of service to only 2,600 persons from both the Miami and Tampa-St. Petersburg ch. 16 stations because the interference area is mainly "swampy land, which will never be occupied by any substantial number of people."

All five say that if the FCC denies such a waiver they will amend to specify Largo with 549 feet, although they do not believe a Largo station can give a city grade service to both Tampa and St. Petersburg, as they feel was intended by the FCC.

Hearings on the competing applications are scheduled to begin July 28.

**KLAS-TV Microwave Approved**

The FCC last week approved an application by KLAS-TV Las Vegas, Nev., for a private, $30,000, three-link microwave relay system to bring in CBS-TV programs from KNXT (TV) Los Angeles. KLAS-TV, which expects to complete construction in 30 days, received CBS programs over one of the two AT&T circuits to Las Vegas until April 29, when ABC-TV exercised pre-emption rights to make the line available fulltime to its Las Vegas affiliate, KSTIO-TV, newly on the air. NBC-TV had used the other AT&T circuit to feed programs to affiliate KLRJ-TV Henderson (Las Vegas).

KLAS-TV has been broadcasting CBS-TV programs on a delayed basis since ABC-TV took over the AT&T circuit.

**Final Charleston TV Grant Closer**

An initial decision recommending reaffirmation of the FCC's grant August 1957, of ch. 4 in Charleston, S. C., to WTMA-AM-FM there was issued last week by FCC Hearing Examiner Thomas H. Donahue. The FCC designated the case for hearing Sept. 25, 1957, on a protest by WUSN-TV Charleston, on issues of WTMA's financial qualifications to build and operate the tv station.

**FCC Approves Storer Renewals**

The licenses of Storer Broadcasting Co. stations in Miami (WGBS-AM-FM) and Atlanta (WAGA-AM-FM-TV) were renewed last week after being held up pending explanations by Storer of FCC queries about editorializing on the subject of pay television. Comr. Robert E. Lee, although voting to renew, maintained that the FCC should write a letter to Storer similar to that sent the previous week to WAPI, WAFM (FM) and WABT (TV) Birmingham (GOVERNMENT, June 9). The FCC letter to the Birmingham stations indicated they could have been more fair in broadcasting a discussion on pay tv.
**SPONSOR-PERSUADER**

"Now that I've heard that commercial for myself..."

**GELOSO STENO TAPE RECORDER**

Take the weight off your back and add it to your presentation. Carry your own Geloso Stenotape Recorder when you make the rounds. Stenotape Recorder weighs less than your flopover; takes up no more desk space than a telephone. Operates right in the carrying case. Stenotape Recorder is ready to roll before the client has finished admiring your ingenuity. This "conversation piece" Stenotape Recorder delivers a quality of reproduction you'd expect only in far heavier, far more costly tape recorders. It has two speeds, simple push-button controls, plays up to two hours per reel. Absolutely free of backlash, flutter, torn tape. Uses standard tape. Total cost, including conference microphone, spare reel, starter tape, and cordovan finish carrying case: just $179.95 complete. Foot-pedal and Finger-tip dictation/transcription controls available. Write Today for details. American Geloso, Dept. BR, 312 Seventh Ave., New York 1, N. Y.

EVERYBODY LISTENS WHEN YOU MAKE IT EASY FOR THEM (AND YOURSELF) WITH STENO TAPE BY GELOSO
CATV BACKFIRE LIT AT CAPITOL

- 300 operators rally at Washington convention
- No time lost in retaliating against NAB fight

Community television operators—300 strong—rallied in Washington last week and lit a backfire on Capitol Hill against television broadcasters.

The occasion was the seventh annual convention of the National Community TV Assn. It was held in Washington just two weeks after a group of western broadcasters opened fire on CATV systems before the Senate Commerce Committee and six weeks after the same telecasters generated serious NAB consideration of the situation [Government, June 2; Lead Story, May 5].

Small market broadcasters, mainly from Montana, Wyoming and Idaho, charge that unregulated cable antenna operations threaten local tv stations and endanger the tv allocations plan.

The entire first day of the NCTA meeting was given over to a call to arms by officers of the association. They urged members to acquaint their senators and congressmen with the CATV side of the controversy.

Item: All of Tuesday afternoon was devoted to formal meetings so NCTA members could call on senators and congressmen. They did.

Item: Late Thursday afternoon, a cocktail party was given with senators and congressmen and members of the FCC as principal guests.

Liaison with the opposition was not overlooked. A small group of community tv operators, including some who are also broadcasters, met with NAB President Harold Fellows and NAB Government Relations Manager Vincent Wasilewski.

Mr. Fellows, it is understood, iterated NAB's position that microwave relays bringing distant tv signals into a small community are under competition to the local broadcasters, and that CATV operators should be required to secure permission to receive and distribute a station’s broadcasts on a property right basis.

The CATV operators also heard FCC Chairman John C. Doerfer inveigh against pressures—including those from congressional committees—and imply what some cable operators considered a reaffirmation of his views on community tv regulation (that the FCC has no jurisdiction, doesn't want jurisdiction, and that competitive protection for broadcasters is against the public interest).

Speaking extemporaneously, Mr. Doerfer said he thought the FCC would stand firm against pressures, but that it would have an open mind in its review of the CATV question.

Arthur A. Gladstone, FCC Common Carrier Bureau official, explained the “deep frost” now in existence at the FCC on common carrier microwave grants to feed CATV systems.

He said applications for CATV common carrier relays are being accepted and processed at the FCC, but no grants are being made until the Commission comes to a decision on its study of the CATV situation. Existing grantees can build and begin operating, he said, and existing microwave systems can make minor changes (but none significant enough to change the system seriously—like adding a new point to be serviced, or adding a new customer).

Last month the Commission issued a notice of inquiry into the scope of community tv operations and the FCC's legal right to assert jurisdiction. The 14 questions propounded included the matter of CATV operations and their effect on telecasting and the status of CATV microwave relays and their impact on local broadcasting [Government, May 26]. The Commission asked for answers by June 27.

NCTA members also heard the association's general counsel, E. Stratford Smith, review the history of regulations and the events of the last few years which culminated in Senate hearings earlier this month.

He scoffed at arguments that CATV operations could be regulated, lashing out also at broadcasters who, he said, are trying to “regulate cable companies out of existence” so that they can enjoy local monopolies.

Mr. Smith referred to allegations in the Kalispell, Mont., situation as false, but said that the Tyler, Tex., problem was real and should be corrected.

In Kalispell, KGEZ-TV went dark early in May, with the station complaining that it could not compete with the local CATV system. The local cable operator, owning a minority interest in KGEZ-TV, charges that the complete story was not told.

In Tyler, KTLV (TV) has asked the FCC

LIKELY LOBBYISTS

To a CATV operator who is a fairly big frog in the smaller ponds of America (Liberal, Kan.; Montgom- ery, Pa.; Salidas, Colo.; Rogers, Ark., are some samples), playing the game of Washington lobbying was a great adventure. For amateurs, they didn't do so badly either. Most got to their congressmen easily enough, and many even got the ear of their senator, or at least his administrative assistant. But, even among neophytes there are some who have the savvy—either innately or professionally—and they made the cocktail party pay off.

Among those present at the NCTA cocktail party (billed as a “reception and demonstration") were Sens. Lyndon Johnson (D-Tex.), majority leader; Mike Mansfield (D-Mont.); Estes Kefauver (D-Tenn.); Reps. Lindley Beckwith (D-Tex.); Carroll D. Kearns (R-Pa.); John Bell Williams (D-Miss.); FCC Commrs. T. A. M. Craven, Frederick W. Ford and John S. Cross; congressional aids and secretaries, and FCC staff members.
58 counties which include five rich metropolitan markets when you buy WCIA, Channel 3—the only single medium covering Central Illinois and Western Indiana.

WCIA, Channel 3 puts more than 1,912,300 (NCS#2) prospective customers in the palm of your hand. It places an effective buying income of $3,202,074,000 at your fingertips!

You can reach more people in this rich area through WCIA—covering the entire area between three "must buys", Chicago, St. Louis, and Indianapolis.

Total families 598,000 (NCS#2)
Retail sales $2,201,011,000
Total TV homes 390,382 (TV Map, Mar. '58)

45TH TV MARKET

WCIA Channel 3
Official Outlet for

CHAMPAIGN, ILL.

Champaign-Urbana
Bloomington
Springfield
Danville
Decatur

George P. Hollingbery, Representative

Broadcasting

June 16, 1958 • Page 77
ALL CHANNELS LEAD TO CUMBERLAND

J. Holland Rannels began his Cumberland, Md., CATV operation seven years ago, in 1951. He now has more than 10,000 subscribers to his five-channel system, feeding them the four Washington, D.C., stations on a 100-mile off-the-air pickup.

Some years ago, Mr. Rannels tried originating local programs on his vacant fifth channel, but he didn't fare too well. First the operation of studio facilities encompassed more than he was willing to spend. Secondly, local merchants failed to flock to the new advertising medium in sufficient numbers. He dropped local programming.

He has just set up a new method of using that vacant channel. He has made arrangements with three nearby tv stations so that they can feed their programs into Cumberland (and sell time to Cumberland merchants too). He hopes they will include items of local interest in their segments. The stations are WJAC-TV Johnstown, Pa., ch. 6, 50 miles away, sign-on to noon; WSVS-TV Harrisonburg, Va., ch. 3, 85 miles away, noon to 8:30 p.m.; WFBG-TV Altoona, Pa., ch. 10, 60 miles away, 8:30 p.m. to sign-off. The new system began last Monday.

He also plans to intersperse these programs with special sports programs not carried on Washington stations from these stations and others like KDKA-TV Pittsburgh, ch. 2 and WGAL-TV Lancaster, Pa., ch. 8.

• New equipment shown at the manufacturers' exhibit held in conjunction with the convention were (1) Jerrold Electronics Corp.'s new 12-channel wideband rf amplifier, with push-pull output stage, $495; all-band cascad covering 12 channels plus fm band, priced at $285; (2) Westbury Electronics Corp.'s transistorized rf amplifier in a 13/4 x 3/4 x 4 1/4-in. metal case, using 2.5 w from line, delivering 30,000 microvolts for each of five channels, with 45 db gain. Amplifier includes an emergency battery which will run for 30 hours if outside power fails. Price: $325; (3) Entron Inc., Bladensburg, Md., showed a new remote transformer ($29.50-$64.50) and a new remote amplifier ($160-$225).

• NCTA's convention also held meetings on radiation, public and community relations, direct mail selling, translators, advertising and sales, legal and other matters.

CATV systems pick up regular tv signals and feed them via cable lines to the homes of subscribers. Subscribers pay from $3 to $11 per month for this service plus, in many cases, a $100-$150 connection charge. There are about 600-700 such systems in existence, serving from a few hundred to 10,000 customers.

CATV Assn. Elects Calhoun

Lloyd A. Calhoun, Hobbs, N. M., community tv operator, was elected president of the National Community TV Assn. at its convention in Washington last week. Mr. Calhoun, whose system serves about 3,000 homes with signals from Roswell, N. M., and nearby Texas tv stations, succeeds George J. Barco, Meadville, Pa. Other officers elected: A. L. Malin, Laconia, N. H., vice president; W. Randolph Tucker, Clarksburg, W. Va., secretary; Clive Rannels Jr., Houston, Tex., treasurer. A new board member elected was Charles Clements, Waterville, Ore.

IN attendance at the NCTA convention in Washington last week were eight broadcasters who are also cable antenna operators. They are (seated, l to r): Bruce Hamilton and Archer Taylor, both with KBTK Misoula and KOEZ Kalispell, Mont.; Stan Stephens, KOJM Havre, Mont., and A. J. Malin, WWINH Rochester, N. H. Back row, standing (same order): Robert S. McCaw, KLOQ Yakima and KALE Richland, Wash.; Paul McAdam, KPRK Livingston, Mont.; Larry Boggs, KWTV (TV) Oklahoma City, Okla., and Martin F. Malarkey Jr., WRTA Altoona, Pa.
Webb, Cominos Elected 4A Regional Chairmen

James D. Webb, chairman of the board of C. J. La Roche & Co., New York, and James G. Cominos, vice president and radio-tv director of Needham, Louis & Brorby, Chicago, have been elected chairman of the eastern and central regions of American Assn. of Advertising Agencies, respectively.

Other officers elected in the eastern region were: Wallace W. Elton, vice president of J. Walter Thompson Co., to vice-chairman and John Mather Lupton, president of John Mather Lupton Co., to secretary-treasurer.

Governors for the region, in addition to the officers are: George I. Chatfield, executive vice president, William Esty Co.; A. W. Fargo Jr., vice president, Charles W. Hoyt Co.; Henry O. Pattison Jr., vice chairman of the board, Benton & Bowles; Sidney M. Weiss, president, Lewin, Williams & Saylor.


Newly elected vice chairman of the central region is Larry Wherry, president, Wherry, Baker & Tilden; Alexander H. Gunn III, vice president of J. Walter Thompson Co., Chicago, has been re-elected secretary-treasurer.

Central Region governors are: George J. Callos, president, KluVan-Pietersons-Dunlap, Milwaukee; William A. Marsteller, president, Marsteller, Rickard, Gebhardt & Reed, Chicago; Milton H. Reynolds, partner, Allen & Reynolds, Omaha; and Richard W. Tully, vice president, Foote, Cone & Belding, Chicago.

Five local council chairmen for the region, also serving as governors, ex officio, are: Joseph M. Greedly, vice president in charge of marketing, Leo Burnett Co., Chicago Council; Theodore Fremd, vice president, Harold Walter Clark, Denver, Rocky Mountain Council; Marvin McQueen, vice president, D'Arcy Adv. Co., St. Louis Council; Morris Hite, president, Tracy-Locke Co., Dallas, Southwest Council; and Robert W. Stafford, executive vice president, Knox Reeves Adv. Minneapolis, Twin City Council.

Western Agencies Elect Mays

Roderick A. Mays, president, Mays & Co., Los Angeles, has been elected president of Western States Advertising Agencies Assn. for the coming year. Other 1958-59 officers: Jack Johnstone, Guerin, Johnstone, Jeffries Inc., Los Angeles, first vice president; Stan Brown, General Advertising Los Angeles, second vice president; and Carl Falkenheimer, Carl Falkenheimer Adv., Los Angeles, secretary-treasurer.

HARRY HOTH, KRDO-AM-TV Colorado Springs, new president of the Colorado Broadcasters & Telecasters Assn., is congratulated by W. D. Rogers Jr., KDUB-AM-TV Lubbock, Tex., one of the speakers at the state group's meeting [Trade Assn., June 9]. Left to right: Robert H. Dolph, KFTM Fort Morgan, past president; James A. McKenna, Washington attorney; Mr. Hoth; Mr. Rogers; Revill Fox, president of Revill Fox Advertising Co., Denver, and Ralph Radetsky, KOA-TV Denver.

FILM MEN HOST SESSION ON VTR

As part of its “TV Commercials Showcase” conducted for advertising agency executives in New York last Thursday, the Film Producers Assn. of New York presented a panel discussion on the application of videotape to television commercials. Almost 400 agency and film producer personnel attended the session.

Stephen Elliot, partner in Elliot, Unger & Elliot, served as moderator during the panel session, which featured Martin Ransohoff, president of Filmways Inc.; Walter Lowndel, president of Transfilm Inc.; Saul Jeffee, president of Movielab Film Labs Inc.; Chris Valentine, director of radio-tv commercial productions for McCann-Erickson in New York; William Trevarten, director of engineering operations for ABC; and William Unger, partner in Elliot, Unger & Elliot. Panelists were asked by Mr. Elliot to reply to a question he posed covering the ramifications of videotape.

Mr. Ransohoff asserted that videotape will not replace film, as television will require the use of both forms. But he said that as a producer of commercials, his firm had invested in videotape equipment because there will be an increasing use of vtr for live programming. Accordingly, he said, he foresees on expanding utilization of tape for commercials. He offered the opinion that a tape commercial inserted on a live tv program lessens the possibility of a fluff and still retains the quality of a live commercial.

Mr. Unger replied to a question on the possibility of achieving special effects on tape, as is common in film. He acknowledged that technical considerations at present are such that the special effects on film cannot be duplicated on tape but said research now underway will enable vtr “within the next two years to achieve many of the effects.” Mr. Unger conceded that some of the film effects probably will not be attained at all through tape, but suggested that some of the effects that are likely to be achieved through vtr will be beyond the reach of film.

Mr. Jeffee, as a representative of the film laboratory industry, was asked if videotape would affect the film business seriously. He expressed the belief that there is “room for both tape and film in television,” as there has been “room for live and film shows up to now.” Mr. Jeffee added that many of the film service companies are improving their facilities so that they may offer quality film to their clients.

Mr. Lowandahl, who heads FPA’s labor relations committee, reported that contracts with unions have been formulated to keep independent producers (FPA members) competitive with networks and stations, which also will be producing tape commercials. He noted that FPA holds a contract with the Screen Actors Guild covering actors, but cited the upcoming hearings before the National Labor Relations Board (see page 50) between SAG and the American Federation of Television & Radio Artists as moves that might resolve the tug-of-war between the two unions over videotape.

Mr. Trevarten said there is no problem involved in placing on the network a tape produced on the outside by an independent producer. In a reply to a question, he said there is only “a slight difference” in the quality of a copy of a videotape from the original but conceded that, with the production of two, three or four copies, there is “a degrading” of the quality. He said “technically” tape can be edited but acknowledged it is not easy to keep the sound and picture in synchronization.

Mr. Valentine indicated that McCann-Erickson was “very high” on tape because of “the high quality of the picture and the sound, the speed of playback and the economy.” He estimated that a one-minute videotape commercial costs about one-half of its film counterpart. By shooting four tape commercials during a day, a company
saves from 15% to 25% of the cost of shooting the four commercials over four days. Mr. Valentine reported. He said the agency has been producing 30% of the Westinghouse commercials on VTR over the past several months.

Preceding the discussion, FPA screened 35 film commercials produced during the past year by FPA members.

Canon 35 Often Disregarded, Texas UP Broadcasters Told

The American Bar Assn.'s anti-broadcast code (Canon 35) has little significance in Texas, delegates to the Texas United Press Broadcasters Assn. were told at their meeting held over the June 8 weekend in San Angelo. Homa S. Hill, Fort Worth attorney and chairman of the State Bar of Texas public information committee, said there are "few attempts to enforce the canon in the state."

Harry Van Slycke, KITE San Antonio, was elected president of the group succeeding David Smith, KVET Austin. Other officers: Stan McKenzie, KWED Seguin, first vice president; Tom Matts, KTEM Temple, second vice president; Joe Treadway, KPEP San Angelo, third vice president.

Awards were presented to Tom Matts, KTEM Temple, best feature story; Walter Vaughan, KRRV Sherman, best news story. Awards for most stories, by population group: KLIF Dallas; KEYS Corpus Christi; KWFT Wichita Falls; KTEM Temple; KADO Marshall.

SMTE Names Foreign Chairmen

The Society of Motion Picture & Television Engineers announced last week the designation of national regional chairmen for countries outside the United States and Canada. These chairmen are expected to stimulate the flow of technical papers from foreign nationals for publication in the society's Journal. Countries in which regional chairmen were appointed are Argentina, Brazil, Colombia, Mexico, Venezuela, Denmark, France, Germany, Great Britain, Italy, The Netherlands, Sweden, Switzerland, India, Japan, Philippines, Australia, and New Zealand.

Adams Moves to NAB Tv Board, Sugg Replaces on Radio Board

Changes in the NAB Radio and Television Boards were announced last week as Frank M. Russell, NBC Washington vice president who resigned his post effective July 11, completes 28 years continuous service as a director of the association. Mr. Russell becomes NBC's consultant in Washington with a five-year contract.

David C. Adams, NBC executive vice president and a member of the NAB Radio Board, moves to the TV Board as the network's replacement for Mr. Russell. P. A. (Buddy) Sugg, who joined NBC recently as vice president for owned-stations, replaces Mr. Adams on the Radio Board.

NAB's combined boards meet in Washington this week [TRADE ASSOCIATIONS, June 8], with a number of new directors attending their first meeting. They will be given an advance briefing today (Monday) at NAB headquarters.

Among radio station directors attending their first meeting are J. M. Higgins, WTHI Terre Haute, Ind.; Joe D. Carroll, KMYC Marysville, Calif.; Robert J. McAndrews, KBIG Avalon, Calif., and Frederick A. Knorr, WKMH Dearborn, Mich. Dwight W. Martin, WABF-TV Baton Rouge, La., is a new member of the TV Board as is G. Richard Shafo, WIS-TV Columbia, S. C., who rejoins NAB's directing body. Mr. Shafo has served a number of terms in past years and is a past chairman of the NAB TV Code Review Board.

The NAB Community Antenna Committee meets today, on the heels of last week's convention of the National Community Television Assn. in Washington (see page 76). The committee will consider the question of broadcasters' property rights in the programs they originate, plus possible competition to broadcasting from the 600,000 homes receiving community tv service.

NAB finance and convention committees will meet Tuesday.

LAB Opposes La. Music Bill

Louisiana broadcasters have voiced opposition to a House bill (281) that purports to prohibit ASCAP, BMI, SESAC and other copyright groups from imposing any charge on any radio or tv station for the use of music in the state. Kierrell Hamm KLFY-TV Lafayette, president of Louisiana Assn. of Broadcasters, said the legislature's bill doesn't prohibit copyright owners from refusing permission to stations to perform their music publicly for profit. The net effect, he said, either prohibits stations from using music or requires them to pay fees to "countless thousands of copyright owners." This, he contends, would increase the cost of music.

Texas U. Engineering Unit To Analyze TASO Findings

The U. of Texas' Bureau of Engineering Research will analyze uhf and vhf propagation data which has been collected by the Television Allocations Study Organization and those working with TASO, Dr. George Town, TASO executive director, announced last week.

Heading the project will be Dr. Alfred H. LaGrone, associate professor of electrical engineering at the university who is organizing a group to work on him on the task. Dr. A. W. Straiton, director of the university electrical engineering research laboratory, will have general supervision.

Groups which have taken field strength measurements, upon which will be based new propagation curves, will join the service range of television transmitters, include Assn. of Maximum Service Telecasters, CBS-TV, Westinghouse Broadcasting Co., the FCC and individual uhf and vhf stations and their engineering consultants. TASO Panel 5, on analysis and theory, is responsible for analysis of the data and the U. of Texas work will be one part of Panel 5's activities.

Financing of the U. of Texas phase will come from industry contributions and the TASO board of directors recently began a drive to raise a special fund of $75,000 to $100,000 to finance the experiment and other technical tasks planned by TASO. More than $58,000 already has been contributed by the broadcast industry, including the three tv networks.

Anti-Pay Tv Veterans Expand

American Citizens Television Committee Inc., formed by officials of select veterans organizations in November 1957 to oppose pay tv, last week announced it is asking for individual memberships and will begin publishing a newsletter next fall. The organization (address: 1000 Connecticut Ave., N. W., Washington 5, D. C.) said it is stepping up its activities to find ways to improve tv programming to forestall "the pay-tv promoter."

AFA Takes Ad Topics to 'Summit'

Invitations have been sent by the Advertising Federation of America to 5,000 top management executives of the U. S. advertising industry to attend a "summit conference" this summer at which only 150 may participate. It is styled the "first" National Institute for Advertising Management, Agencies and Media and will be held Aug. 18-23 at Michigan State U.'s Kellogg Center, East Lansing, Mich. Dean Gordon Sabine,
College of Communication Arts, and John W. Crawford, advertising lecturer, school of journalism, are organizing the "faculty" for the institute. It will probe such topics as "Changing Patterns in American Society," "The New World of Science" and "Advertising's Responsibility in Foreign Affairs."

Ackerman Successor to Sullivan In National Academy Presidency

Harry Ackerman, vice president in charge of production, Screen Gems, has been elected president of the National Academy of Television Arts & Sciences for a one year term of office beginning June 1, it was announced last week by Ed Sullivan, retiring president. Robert F. Lewine, NBC-TV vice president for network programs, was elected first vice president. Mr. Ackerman and Mr. Lewine are presidents of the Los Angeles and New York chapters of the academy, respectively.

Mr. Sullivan announced the election of Sheldon Leonard, producer of CBS-TV's The Danny Thomas Show, as second vice president; Walter Cronkite, host of CBS-TV's Twentieth Century, secretary, and Loren Ryder, head of Sound Studios, treasurer.

Other Academy officers re-elected to New York and Los Angeles boards of governors for a two-year period: William J. Bratter, Evelyn F. Burkey, W. Fenton Coe, Mr. Lewine, Mr. Sullivan, Wayne Tiss, Henry S. White and Jane Wyatt. Newly elected for two year terms were Lou Edelman and Paul Weston.

EIA to Publish Complete List Of World Frequency Assignments

Frequency assignment lists will be published by Electronic Industries Assn. for general circulation. Fourteen separate lists will detail frequencies in numerical order, showing date of issue and call signs, geographical locations by town or city and state, coordinates in longitude and latitude, and technical information as to emission and power.

In announcing the spectrum project, EIA said the association's participation will be on a non-profit basis. It explained FCC is unable to comply with public requests for this basic information.

The new lists by EIA will follow the same registry form used by the FCC. Broadcasting will be covered by an am-fm-tv international list ($4.97) and an auxiliary broadcast list ($4.64). Price for the total volume will be $157.38.

Media Buyers Pick Bernarducci

Frank Bernarducci, National Export Advertising Service, was elected president of the newly-formed International Media Buyers Assn. at a luncheon meeting in New York June 3. Other officers elected were: Pat Petrino, Robert Otto & Co., vice president; Karin Hiort, Foreign Advertising & Service Bureau Inc., secretary; Annette Young, Fuller & Smith & Ross, treasurer, and Henry Cordillo, Joshua B. Fowers Inc., honorary chairman.

AWARDS

Robert W. Sarnoff, NBC president, received honorary Doctor of Laws degree at Pennsylvania Military College's commencement exercises in Chester, Pa. Mr. Sarnoff was cited for his "bold espousal of a new and powerful mode of communication; for his steadfast support of the humane arts, and for his unswerving service to our nation in peace and war."

Bill Michaels, v.p-managing director, WJBK-TV Detroit, recipient of annual "Businessman of the Year" award from U. of Detroit's chapter of Alpha Kappa Psi.

Sunne Miller, station manager, WTOD Toledo, Ohio, named Advertising Woman of Year by Women's Ad Club of Toledo. Mrs. Miller was elected president of club.

WBT Charlotte, N. C., presented with Dept. of Defense Reserve Award during National Radio Month by Assistant Secretary of Defense Murray Snyder.

Benedict Gimbel Jr., president-general manager, WIP Philadelphia, given Keystone Award for "22 years of service in the prevention of juvenile delinquency and crime."

Pauline Frederick, United Nations correspondent, NBC, presented honorary Doctor of Humanities degree at American U., Washington, D. C.

NETWORKS

Weaver TV Interview Sparks Temporary Fire

ABC-TV on June 8 deleted some 90 seconds of a program featuring Sylvester L. (Pat) Weaver Jr. The act—said to be justified in the belief that Mr. Weaver's deleted remarks may have constituted libel or defamation of another network—was prelude to a week of verbal shuffling.

Mr. Weaver, former NBC president and board chairman and now an advertising consultant, was on the Mike Wallace Survival and Freedom series, June 8, 10-10:30 p.m. He was interviewed for his thoughts on tv and a free society.

In that broadcast, pre-recorded on videotape about two weeks before, Mr. Weaver charged network management with "degrading" tv and warned that unless there was a voluntary change, other forces might bring about a reversal (Networks, June 9).

Two portions of the telecast were deleted. A standard "Please Stand By" sign was inserted when both picture and sound were dropped and at another point the sound was faded though the viewer could see Mr. Weaver talking. It was understood that in one instance Mr. Weaver had referred to a sales practice of another network and in another, had made personal reference to a script clearance problem or situation.

The shuffleboard game of letter, statement and comment followed but by Thurs-

Koby gets action in San Francisco

Audiences respond to Koby's musical formula beamed to San Francisco families. Advertisers know they reach and ring cash registers. No double spotting assures the full impact of your message. Jan-Feb. Pulse shows even Koby's lowest rating is higher than that of any other station - 3.9 average 7 a.m. to 6 p.m.
day interest had dwindled considerably and nobody was excited. All parties—The Fund for the Republic that co-finances the series with ABC-TV, the network, Mr. Wallace and others close to the incident—were agreed that a question of libel connotation was involved and not "censorship."

But unresolved were the questions of at whose insistence were the deletions made, and on whose responsibility. ABC-TV president Oliver Treyz said the cuts were made because of a decision by Newsmaker Productions, Mr. Wallace's production operation. But Mr. Wallace laid responsibility with ABC's legal department. In a separate comment, ABC Vice President John Daly, in charge of the network's news and public affairs, agreed in effect with Mr. Treyz.

Background of the incident can be laid to financial participation (estimated $50,000 for the 13-week series) of The Fund for the Republic, a non-profit, multi-million-dollar foundation. Sensitive to such matters as free expression (it has dedicated itself to a continued study of freedoms), the fund originally was abashed at the treatment it thought it was getting from the network but by Thursday of last week, the fund apparently had been mollified and the whole incident closed.

**NBC Appoints Three**

Appointment of three managers in NBC research and planning was announced last week by Dr. Thomas E. Coffin, NBC research director. Marvin W. Baiman, supervisor, since January 1957, has been named manager, research studies; Jack B. Landis, research projects manager since January, 1957, as manager, research development, and William S. Rubens, supervisor, ratings, since June 1957, to manager, audience measurement.

**Riggio in New CBS Radio Post As Network Sales Administrator**

Louis J. Riggio, sales consultant with CBS Radio since May 1957, has been appointed to the newly-created position of director of sales administration for the network, it was announced last week by Ben Loichridge, CBS Radio national sales manager. At the same time, Mr. Loichridge announced the appointment to the network sales staff of G. E. (Buck) Hurst, sales manager of WCBS New York, since May 1956. On Thursday, Sam J. Slate, general manager of WCBS, announced the appointment of Thomas J. Swafford as sales manager of WCBS succeeding Mr. Hurst. Mr. Swafford formerly was account executive with CBS Radio Spot Sales.

**Field Returns to Broadcasting In Sales Managership of Mutual**

After an absence of four years from radio-tv, Lawrence Field, one-time sales manager and sales promotion and research director for Edward Petry & Co., New York, is joining Mutual today (Monday) as sales manager and assistant to the president [CLOIZED CIRCUIT, June 9]. Mr. Field has been serving as director of advertising and assistant to the president of the Lubman Corp., Miami, aluminum manufacturer.

Mr. Field started his career in radio in 1930 as a salesman for the National Radio Advertising Co., Chicago, station representative, and remained with that organization until 1934 when he joined the Petry company in New York. He resigned as sales manager of Petry in 1954 and became associated with Lubman in 1935.

**NBC-TV Color Slate Increases**

NBC-TV reported last week that it will have more color on the air this summer than it did during the hot months of last year—a total of 12½ hours weekly in July and August this year compared to 9½ hours weekly for those months in 1957. The network noted that it will have some color programming every night of the week and at least a full hour in the Monday-Friday daytime schedule during the two summer months. Once again this summer, CBS-TV will not program any color, taking a hiatus from last May 28 until the start of the fall programming, a policy followed by CBS-TV last summer. ABC-TV does not telescast in color. Networks a fortnight ago were blasted by Admiral Corp.'s Ross Siragusa for what he claimed was insufficient color programming [MANUFACTURING, June 9, also story page 85].

**WRUF Affiliates With NBC**

Effective July 1, WRUF Gainesville, Fla., will become an affiliate of NBC Radio, according to Harry Bannister, vice president in charge of NBC station relations. WRUF is a commercial station, operated as an auxiliary of the U. of Florida. It operates with 5 kw on 850 kc. Kenneth Small is director.

**NETWORK SHORT**

Keystone Broadcasting System has announced addition of 13 new affiliates, bringing total members to 1,634. New affiliates: KZOK Prescott, Ariz.; WNOC Naples, Fla.; KVNI Coeur d'Alene, Idaho; WTIG Massillon, Ohio; WRON Ronceverte, W. Va.; WELC Welch, W. Va.; WHVF Wausau, Wis.; WAXE Vero Beach, Fla.; WMNC Morganton and WEEB Southern Pines, both North Carolina; KWPR Claremore and KTLQ Tahlequah, Okla., and WEEK Warrington, Va.
Radio-Tv Set Output Lags in First Third

Radio and teletype production declined in April, with four-month output also showing a drop, according to Electronic Industries Assn.

Factory output of radio sets totaled 697,307 in April compared to 1,115,813 in the same 1957 month. The four-month total for 1958 was 3,532,066 radios compared to 5,075,180 in the same 1957 months.

Production of teletype receivers totaled 302,559 in April compared to 342,386 in April 1957. Output for the four months totaled 1,523,858 tv sets compared to 1,835,975 in the same 1957 period.

Of the 302,559 tv sets turned out in April, 22,296 had uhf tuners compared to 42,374 uhf models produced in April 1957.

Retail sales of radio sets totaled 402,283 in April and 1,243,254 in the first four months of 1957 compared to 543,092 and 2,362,069 in the same 1957 periods. Retail sales of tv sets totaled 243,132 units in April and 1,690,101 for the four 1957 months compared to 337,965 and 2,020,876 in these 1957 periods.

Radio and tv factory production figures for April and the first four months of 1958 follow:

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<th>Auto</th>
<th>Radio</th>
<th>Total Radio</th>
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<tr>
<td>Jan.</td>
<td>443,983</td>
<td>249,679</td>
<td>1,050,527</td>
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<tr>
<td>Feb.</td>
<td>370,113</td>
<td>506,648</td>
<td>776,751</td>
</tr>
<tr>
<td>Mar.</td>
<td>418,903</td>
<td>594,811</td>
<td>913,714</td>
</tr>
<tr>
<td>April</td>
<td>302,559</td>
<td>190,435</td>
<td>493,007</td>
</tr>
<tr>
<td>Total</td>
<td>1,523,858</td>
<td>1,043,470</td>
<td>2,567,328</td>
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Tv Receiver Sales to Spurt, Pelettegrew Tells Distributors

Sales of television sets will increase sharply in the second half of 1958, Marion E. Pelettegrew, a senior vice president of Sylvania Electric Products, predicted last week.

Mr. Pelettegrew, addressing a national distributors convention in Buffalo, said 1958 will be “the biggest new product year in the history of Sylvania’s home electronics division.”

A June recent decline in consumer spending for durable goods has halted and there are clear indications that such spending, especially for tv sets, will be up sharply during the second half of this year,” he told the group. For this reason, he explained, Sylvania Home Electronics has plans to introduce “more new products this year than in any 12-month period since 1949.”

Sylvania introduced several products at the convention, including 21 tv models, two of them with basic cabinets less than 10 inches deep; a completely redesigned line of table and clock radios, and compatible stereophonic-high fidelity phonographs engineered to play either regular or stereophonic records.

Mr. Pelettegrew predicted that retail sales of television sets would exceed six million units this year, despite an over-all sales decline in the first four months of the year. Sylvania, which doubled its tv set sales volume last year, he said, already has improved its industry position over the comparable period of 1957.

The general economic outlook has improved in recent weeks, he told the group, “with the expectation that gross national product will be in the upswing in the third quarter and by the fourth quarter will be approaching the record set in the third quarter of last year.” Inventories are declining rapidly and production must be increased shortly to meet demand, he said.

Trimmed Inventories May Spur ’58 Set Sales, Bernard Reports

Radio-television set manufacturers may be able to record higher sales in this recession year than they did last year should an upturn in the economy permit them to realize their full profit potential. Reason: most manufacturers have streamlined, tightening budget (cost) controls and reducing inventories.

The inventory situation in particular has plagued the industry in the past two years.

In the main, this is the analysis provided for the industry by the Arnold Bernard & Co. Wall Street advisers in the firm’s latest investment survey report.

Notes Bernhard: “Some of the tv manufacturers may be able to hold, or even improve on 1957 earnings.” It is pointed out that the set makers have been struggling with inventories since 1956 but now have them “down to more manageable proportions. . . . A sharp fourth quarter upturn could actually carry tv sales above 1957 results.”

Of bellwether RCA, the report finds it doubtful that the company will be able to “break even” this year on color activities and notes that RCA’s “modest decline in earnings” last year was tied “as a matter of fact” to color tv losses as one of the basic factors. Sales of black-and-white sets at RCA, the report observes, can be expected to be lower this year.

AIEE to Meet June 22-27

The 1958 summer general meeting of the American Institute of Electrical Engineers will be held at the Statler-Hilton Hotel, Buffalo, N. Y., June 22-27. Sessions on broadcasting will take place June 25, with Oscar W. B. Reed Jr., Washington consulting engineer, presiding at the morning session, and Raymond F. Guy, NBC, at the afternoon meeting.

RCA Meet Set for Brussels

Top RCA executives from the U. S. and from associated companies in Europe will hold a conference this Wednesday and Thursday in Brussels. John L. Burns, RCA president, heads the delegation from the U. S. The meeting’s first international conference of its kind for RCA, brings together heads of RCA associated companies in Great Britain, Italy, Spain and West Germany, as well as European managers of RCA Service Co. and RCA Communications, in addition to representatives of RCA record distributors from 14 nations. To be discussed: Plans for RCA activities under the new European common market and to introduce RCA’s new stereophonic records to European manufacturers.
ELECTRONICS AND TELECOMMUNICATIONS

Philco 'Brief Case' TV Debuts At New Radio-Tv-Phono Showing

Philco Corp.'s 1959 receiver line has been introduced and includes (1) a new "brief case" size 17-inch portable tv and (2) "the world's first" television receiver with picture tube and chassis completely separated.

Unveiling was at the the company's National Distributor Convention a fortnight ago in Philadelphia when new lines in tv, radio, phonograph and high fidelity were shown.

Price on the "brief case" portable starts at $179.95. In its new Predicta line, eight basic 21-inch receivers and two 24-inch consoles are available at prices ranging from $259.95 to $425.95 plus an extra $10 for companion models in woods other than mahogany.

"BRIEF CASE" PORTABLE bears the name "Slender Seventeener" and has Scan-Tenna rotating handle antenna.

RCA Planning Heavy Promotion For 1958 Line of Tv Receivers

RCA Victor television division will use "one of the broadest, most comprehensive advertising schedules yet" to introduce its new RCA Victor black-and-white and color television receivers, J. M. Williams, advertising and sales promotion manager of the division, said following unveiling of the new line a fortnight ago.

The campaign will kick off in July and will include the new Bob Crosby Show, summer replacement for The Perry Como Show; The Investigator and The Price Is Right, all on NBC-TV, and spots in NBC Radio's Monitor as well as ads in print media. Distributors also are expected to make extensive use of tv and radio at the local level, Mr. Williams said.

RCA officials said most dealers will offer a special 90-day warranty on both labor and parts for the full new line, without extra cost. Some models are priced slightly higher this year than last, but authorities said this was because of added improvements. Overall, they estimated prices were "about the same" as last year. Among a number of advances announced was a transistorized "Wireless Wizard" electronic remote control unit which by radio signals operates all controls on a color set from anywhere in a room.

TELEVISION

Tv Set Shipments Down in '57, Census Bureau Figures Confirm

Television receivers shipped by radio manufacturers in 1957 had a factory value of $809 million for the 6.3 million sets, according to a June 11 analysis by the U. S. Census Bureau. This was a drop of 16% in number of sets and 12% in value from factory shipments in 1956.

Radio and radio-phonograph combination sets (except auto radios) totaled 9.3 million units valued at $235 million in 1957 compared to 9.6 million sets valued at $213 million shipped in 1956. Auto radio shipments rose from 4.9 million units valued at $126 million in 1956 to 5.6 million units valued at $145 million in 1957.

The Census Bureau figures, obtained from manufacturers, are based on samples from manufacturers, and are not sampling or production results as compiled by Electronic Industries Assn. [MANUFACTURING, Feb. 10].

ADVERTISING

Adler Communications Offers Spectrum-Saving Relay Unit

Ben Adler, president of Adler Communications Labs., New Rochelle, N. Y., said last week that his firm's tv translator equipment has proven so successful it now is offering a new spectrum-saving relay unit, based on the same heterodyne principle of operation, which can be used for off-air retransmission and remote pickup.

Adler has applied to FCC for the usual experimental authority to field test the new relay anywhere in the U. S. Called the RT-3 tv relay, the unit operates unattended in the 2000 mc tv relay band. Price: $7,500.

Mr. Adler explained that the RT-3 operationally is similar to Bell Telephone's transcontinental TD-2 tv repeater in that it relays a tv signal, both visual and aural portions, without the steps of demodulation, separate visual and aural signal amplification and re-modulation which usually are required of conventional relays now operating in the other tv relay bands at 600 mc and 1300 mc. He said the RT-3 represents a practical and economical means to "re-open" the 2000 mc band, now little used. Originally, he said, FCC allocated channels 17-mc wide in this lower band because existing equipment was not stable and the signals drifted. But the new RT-3, he explained, is stable enough to permit two channels to operate in the same 17-mc channel, using a 2.5 mc guard band.

The heterodyne principle in receiver operation means using a local oscillator to "beat down" the detected broadcast signal to a specific lower frequency for amplification and use. In the Adler translator, the detected uhf signal is "beat up" to the higher uhf channel and then fed into a linear amplifier without demodulation. Having perfected this technique in translator operation, Adler developed the RT-3 relay on the same principle. The RT-3 produces 10 w output, uses 450 w, 110 v.

MANUFACTURING SHORTS

Sanford Electronics, N. Y., appointed distributor for Bell & Howell Co., tape recorders in New York-Newark areas.
General Electric will begin manufacturing tv tubes in Augusta, Ga., starting in fall for replacement market in south. GE will take over and enlarge existing building there to cover approximately 60,000 sq. ft.

Sylvania Home Electronics, Buffalo, N. Y., has introduced its "Smart Set" 1959 line of newly-designed table and clock radios. Table radios carry roll of microfilm, includes solution magnifier, "Magna-See," to be seen, Reeves reports, by placing film in a window. "SO" (for sound recording) provides for recording on magnetic tape. Magna-See film is introduced as a method for maintaining a constant check on the performance of a tape recorder. Since sound can be seen, Reeves reports, editing is easier. Magna-See kit includes solution magnifier, eye-piece and roll of pressure-sensitive tape with glass slides to make permanent copies of visual tracks. Price: $11; reprints $4.25.

RCA Victor Radio and Victrola Div., Camden, N. J., will place on market next month seven-band, all-transistor radio, which weighs less than 12 pounds and operates on flashlight batteries. Nationally advertised price: $195.

General Instrument Corp., New York, announces consolidated sales for fiscal year ended Feb. 28, 1958 (including those of Radio Receptor Co. Inc., acquired during year) totaled $39,195,749, as compared with $33,254,735 for previous year. Net earnings (taking into account tax benefits derived from the Radio Receptor consolidation) were $1,020,840, equal to 74 cents per share, as compared with $505,407 (37 cents per share) for the previous fiscal year.

Data Storage Devices Div. of Midwestern Instruments, Tulsa, Okla., announces small lightweight magnetic drum head for use with transistorized circuits. Among features claimed are that the heads are balanced, low impedance windings, low record current and high playback voltage.

Symphonic Electronic Corp., New Brunswick, N. J., announced that majority control of stock of company has been purchased by F. L. Jacobs Co., Detroit. No change in present management of Symphonic is contemplated.

General Instrument Corp., Newark, N. J., has announced creation of special new product development division. Lawrence R. Hill, formerly chief of Westinghouse's materials and new products engineering section, Pittsburgh, appointed manager of this division.

Panoramic Radio Products Inc., (electronic measurement-analyis instruments), Mount Vernon, N. Y., announces 1958 "Catalog Digest" includes many instruments new to field. Panoramic instruments give graphic displays of waveform content. Broad bands may be examined for overall picture or highly resolved narrow bands selected for analysis. Summaries of more than 50 instruments and their applications are listed in catalog.

Prestosell Manufacturing Corp., Long Island City, N. Y., announces Model 300.1 combination butt weld-overlap splicer that is reportedly suitable for any type of magnetic material (mylar or acetate). Unit, requiring no adhesives, is designed to splice videotape and other tapes used in sound or impulse type recording up to 2¾ inches wide.

Fairchild Recording Equipment Corp., Long Island City, N. Y., reports delivery of its newest model 6109A-in color. It is russet red in color, one of the 38 colors available. Price is $1,195 (standard); special colors range from $1,245 to $1,395. Public demonstrate and purchase the new model at the Fairchild exhibit during the National Association of Broadcasters' convention.

CHICAGO—CAPITAL FOR COLOR

Whatever truth there may be to charges by Ross Siragusa, president of the Admiral Corp., that networks are dragging their feet on color [MANUFACTURING, June 9], the record shows that Chicago—Admiral's hometown—is probably the most color-conscious city in the country.

One indication is in the form of statistics for the Chicago area sales and programming. This area reportedly has more tint tv models per capita than any other such area, including New York and other cities, on the basis of figures supplied to Edward Dodelin, vice president of RCA Victor Distributing Corp., Chicago. And last year more color units were sold in that city than in any other in the country.

About 40 hours of color programming are made available to Chicago viewers each week by three of the city's four stations—WNBQ (TV), WGN-TV and WBBM-TV. Most of the fare is provided by NBC and WGNQ, though independent WGN-TV has boosted its total to about six hours weekly. WBBM-TV carries no color since CBS-TV suspended that activity for the summer.

RCA figures supplied at its Camden, N. J., headquarters plant show 48,000 color tv sets in metropolitan Chicago, compared with 42,000 in New York, 40,000 in Philadelphia and 35,000 in Los Angeles.
Vern Dallin Resigning As President of CAB

Vern Dallin, CFQC-AM-TV Saskatoon, Sask., president of the Canadian Assn. of Broadcasters, has tendered his resignation in a letter to members of the CAB board, on ground of business demand. Mr. Dallin was elected to a second term as CAB president at the mid-May meeting of the CAB at Montreal.

His election in 1957 was unexpected, he explained, and since then he has spent most of the year on CAB business, attending regional meetings, visiting stations, to the neglect of his work at CFQC-AM-TV. Choice of Mr. Dallin's successor is before the CAB board. Likely candidates are Vice-Presidents Geoff Stirling, CION-AM-TV St. John's, Nfld., and Phil Lalonde, CKAC Montreal, Que.

CBC Wins Disney to Contract After Failure Five Years Ago

Canadian Broadcasting Corp. and Walt Disney Studios have reached a new agreement under which CBC will integrate Disney films into its children's programs. CBC announced at Toronto that it will choose 52 hours of Disney films for its Junior Magazine and other children's programs.

Dr. Fred Rainsberry, supervisor of CBC-TV children's programs, pointed out that "the Disney organization has been impressed by our progress in five years and is confident of the ability of the CBC program department to integrate the Disney film wisely with our own material. Back in 1954, when we first approached them for the right to use their cartoons in our programs, they would not hear of it. More programs (with integrated Disney films) will be created in the future and one such new show will appear in the fall schedule."


Swift Canadian Ad Head Elected To Helm of Measurement Bureau

George S. Bertram, advertising manager of Swift Canadian Co. Ltd., Toronto, has been elected president of the Bureau of Broadcast Measurement, Toronto, at the annual meeting held at Montreal. Ross A. McCrea, television time manager, All-Canada Radio and Television Ltd., Toronto, is the new bureau vice-president and Charles J. Follett, Toronto, was re-elected secretary-treasurer.

Executive vice-president is Charles C. Hoffman, and Wilfred L. Hudson, research and development director. Chairman of the advisory committee is Horace N. Stovin, Stovin & Byles Ltd., Toronto.


RCA Color Tv Cracks Curtain

Color tv is being demonstrated by RCA in Poznan, Poland, at the Polish International Trade Fair June 8-22, Dermot A. Dollar, director of exhibits for RCA, has announced. Mr. Dollar said this is the first RCA color tv showing behind the Iron Curtain and the second color exhibit in Europe (color is being shown at the American Pavilion at the Brussels World's Fair). Programming is live with a special studio built in the pavilion. A live color camera and 12 RCA Victor color receivers are being shown.

Cincinnati’s Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

On the Air everywhere 24 hours a day—seven days a week
Returns Called Disappointing In New York Campaign for Etv

Public response to various appeals by New York radio-tv stations to help finance educational television has been "disappointing," officials of the Metropolitan Educational Television Assn. disclosed last week. META, which needs a large sum to sustain operations past the summer, has realized $102,000 since the emergency gong was sounded in May [EDUCATION, May 26].

Two grants—one amounting to $50,000 the other $42,000—were announced Tuesday. The Avalon Foundation, one of a six philanthropic organizations that helped build META last year, has come through with the $50,000, while the other sum represents an advance from the Educational TV and Radio Center (via the Ford Foundation). Ann Arbor, Mich., on film work to be done this summer for ETRC by META [EDUCATION, June 2].

The remaining $10,000 is broken down in two groups: (a) $5,000 contributed by President Nathan Straus of WMCA New York and (b) $5,000 from "dribbles" received from the public at large. Among the latter, one New Yorker (anonymous) contributed a personal check for $2,000, thus actually placing public contributions solicited by the on-air announcements by WRCA-AM-TV, WCBS-TV and WMCA at no more than $3,000.

Dr. Alan Willard Brown, META president, said last week that after "re-evaluating" META's needs he has had to revise earlier estimates of how much it would take to keep META going. At the time Dr. Brown and associates sounded their S.O.S., the figure given was $200,000; despite contributions of $102,000, the figure as of last week still stood at $200,000 or $102,000 more than originally estimated.

Insurance Body Underwrites Etv In Second ONSET Film Series

The second in a series of programs produced by the newly-formed Organization for National Support of Educational Television under its corporate "patron" or sponsor concept started Friday on WTTW (TV) Chicago, non-commercial station.

The new series explores the fundamentals of life insurance, under the working title, Project: Security. It is being made possible by a grant from the Institute of Life Insurance, New York, which has agreed to help underwrite production costs.

ONSET conceived the "patron concept" earlier this year, seeking industrial financial support of educational television programs relating to economic interests of American families. The plan provides on-the-air recognition for the "patron," as required by FCC regulations but sidesteps any product mentions. The purpose is to build etv programming, recognition and prestige. An initial 13-week series dealt with The World of Medicine, under a grant from the Schering Corp. and was distributed to 23 other etv stations throughout the country [EDUCATION, Feb. 10]. The newest project comprises nine kinescoped programs.

SWING SHIFT STUDY

A project described as "a new concept in educational TV" has been announced jointly by Gerald O. Kaye, president and general manager of WNTA-TV Newark, and Dr. Peter Sammartino, president of Fairleigh-Dickinson U., Rutherford, N. J. It entails on-the-air instruction over WNTA-TV plus campus study sessions at Fairleigh-Dickinson U.

The initial course, Math 11 (introductory college mathematics), will be presented every Tuesday and Thursday evening from midnight to 1:15 a.m. for eight weeks, starting June 24. Students seeking academic credit will meet one evening a week with their college instructors and will pay $83 for the course.

NBC-Northwestern Agenda Set

NBC Central Div. will cooperate with Northwestern U. for the 17th consecutive year in offering summer courses in broadcast training, with plans for a color television symposium June 24 to Aug. 1.

Several WNBQ (TV) Chicago executives and staff members will speak to a limited group of advanced students competing for university credits. Executives scheduled to participate include Henry Sjogren, assistant general manager of WNBQ and WMAQ, on "The Business and Management of a Color Station" (June 26) and John Keys, WNBQ advertising-promotion director, who will discuss "Getting Ready for Color Television" (at the opening session June 24). Mrs. Betty Ross West, public affairs and education supervisor at NBC, Chicago, and Dr. Charles Hunter, associate professor of radio-tv at Northwestern, are co-directors of the symposium.

Alabama ETV Given Equipment

The Alabama Education TV Commission, Birmingham, which operates a three-station state network, received equipment valued at $11,000 from WABT (TV) Birmingham, last week. The gift was a tv film chain, including a 16mm projector and 35mm slide unit. The etv network has received two previous gifts from commercial broadcasters. A ch. 10 transmitter was donated by Storer Broadcasting Corp. and the Emerson Radio Corp. presented a check for $10,000 in 1955.

EDUCATION SHORT

New York U., has announced it will offer two new courses of study leading to master of arts degree in television, radio and motion pictures beginning this fall in school of education. One course is intended for teachers of media, other for persons who have professional interest in educational, governmental or commercial areas of radio-tv and motion pictures.
Midwestern Stations Combine To Stereocast Music Signals

More and more midwestern stations—in am, fm and tv combinations—are capitalizing on public interest in high quality sound by airing radio-tv stereocasts. The development accompanies manufacturers’ introduction of new stereo lines [Manufac-

turing, June 9].

WTMJ and WTMJ-TV Milwaukee promise a live, hour-long stereophonic broadcast of a symphonic concert June 22. The stereocast will feature the Milwaukee Pops Orchestra from Radio City Auditorium studio and will climax a series of “extensive experiments” by the Milwaukee Journal stations in recent months. Eight microphones are utilized.

In Chicago WFMT (FM) and non-commercial, educational station WTTW (TV), have announced a series of twice-weekly stereo concerts, to be sponsored by Musicraft high fidelity store in that city through Calkins & Holden, starting tomorrow (Tuesday). A high fidelity telephone line will connect WTTW in the Field Bldg. with WFMT in the LaSalle-Wacker Bldg. and each station will transmit a side of the orchestra.

Laclede Gas Co. has sponsored several stereocasts in St. Louis since last Christmas and now is making plans, through D'Arcy Adv. Co., for a series of 12 band concerts this summer from parks throughout St. Louis, utilizing am and fm facilities. The initial Christmas stereocast was aired on KSD and KSD-TV. Since then, Laclede has carried St. Louis symphony and municipal opera stereocasts and other special programs.

CKCW Hosts Lobster Party

CKCW-AM-TV Moncton, N. B., gave its annual lobster party at the Royal York Hotel in Toronto, Ont., on June 4 with about 400 advertising agency and radio-television industry executives attending. Fred Lynds, owner of stations, and senior members of his staff were on hand to greet guests.

WFMA-TV Series Goes to ABC

An interview program in which the subjects interviewed are convicted criminals, titled *Confession*, will be presented on ABC-TV Thursdays (10:10-10:30 p.m.) beginning June 19. Series will originate from WFMA-TV Dallas where it has been a local feature for two years. A varying panel comprising a clergyman, lawyer, psychologist or psychiatrist and penologist or sociologist, will participate.

WBS Offers ‘Match-a-Tune’

World Broadcasting System announced last week it will release today (Monday) *Match-A-Tune*, a series of features designed to “build station audiences as well as store traffic for sponsor.” To play *Match-A-Tune*, listeners must obtain game sheets from sponsor’s outlet or dealer. Using drawings on sheets as visual clues they must identify mystery tunes aired on the station, for

*PHILIPPINE* President Carlos P. Garcia (center r) who is due to visit the U.S. this month, was presented with a copy of the Alfred Wagg Pictures documentary, “Challenge in Asia,” by James Buckley (1), Catawba Corp., New York, at its preview in Malacañang Palace, Manila. The film is being made available to tv stations without charge through the courtesy of San Jose Oil Co. (subsidiary of Catawba), Manila. Others at the presentation (1 to r): Alfred Wagg of Wagg Pictures, Washington; Mrs. Garcia, and (far r) Chester A. Baird, president, San Jose Oil Co. The 131/2-minute documentary “seeks to give . . . a fresh insight into Asia and President Garcia’s objectives for the betterment of Philippine-American understanding.”
WZIP Programs Religious Series

WZIP Cincinnati has scheduled a series of religious readings, Moments of Mediation, 14 times daily, according to General Manager Ed Weston. The 200 readings, produced by Len Goorin with the cooperation of the Council of Churches, are taken from the Scriptures and run from 15 to 40 seconds. Negotiations are underway with a film distributor for transformation of the series for tv stations, Mr. Weston said.

Fans Compete in Sports Contest

Listeners to St. Louis Cardinals' baseball broadcasts on the team's regional network are getting a chance during June to compete for 360 prizes in three "Mr. Mystery Sports Contests" being conducted by Anheuser-Busch for its Busch Bavarian beer, baseball sponsor. Listeners enter by identifying clues to the name of the baseball sponsor. Listeners will be able to show their tickets of the Council of Churches, are taken from the Scriptures and run from 15 to 40 seconds. Negotiations are underway with a film distributor for transformation of the series for tv stations, Mr. Weston said.

Ad Man Wins KMSP (TV) Contest

KMSP (TV) Minneapolis’ contest for advertisers and timebuyers to guess the total rating points of the station's night movie programs was won by Lee Dubow, advertising manager, Emporium department store, St. Paul. Mr. Dubow's first prize was a silver champagne bucket, 12 crystal champagne glasses and six bottles of Piper-Heidsieck champagne. His prediction of 92.6 compared with the actual ARB rating of 92.8, according to KMSP.

WTRF-TV Displays at Home Show

WTRF-TV Wheeling, W. Va., attracted visitors to its booth at the Ohio County "Better Homes Show" May 24-25 by using a tv set and film. Attached to the WTRF-TV booth was a 30-inch tv screen behind which a projector was able to show pictures on the screen by the use of a mirror. The station received one film commercial from each of its advertisers and ran these continuously one after another. Signs beside the viewing screen read, "Familiar friends in your home!"

MBS WOOS SUSIE

As a means of calling attention to the first anniversary of Mutual's news-and-music format, the network last week sent 24 "Happy Time" roses in a vase to each of 150 advertising agencies in the New York area. A novel twist: the roses were sent to secretaries of agency executives. The promotion was conceived and executed by the Ethos Organization, New York, promotion-merchandising counsel to Mutual, which is planning similar gambits to impress agencies and advertisers with the MBS format. Ethos is headed by George Vogel, who resigned recently as executive vice president of MBS (NETWORKS, June 9).

WIP Pleads for Big Band Return

WIP Philadelphia dedicated a full day's programming June 2 to salute the American Federation of Musicians when that group held its first convention there in 58 years.

The schedule, midnight to midnight, was turned over to the sound of the big bands, old and new, to spearhead WIP's plea for a return of the live-band sound on radio. WIP served as federation information center throughout the four days of the convention.

Youth Show Films Soviet Series

NBC-TV's Youth Wants to Know program (Sun., 3-3:30 p.m.), will film five programs in Moscow this summer, with American students there interviewing leading Soviet personalities, Edward Stanley, NBC director of public affairs, announced. Films will be shown at later date on program. In return, Youth Wants to Know unit started last week filming five programs with Soviet students quizzng U. S. leaders. Their films will be shown on tv in Russia.

ABC-TV Takes L.A. Court Series

Dramatic re-creations of traffic cases, presented in a realistic Los Angeles traffic court setting, will be programmed on ABC-TV Wednesday (June 18, 9:30-10 p.m.). Titled Traffic Court, the series will feature Edgar Allen Jones, Jr., assistant law school dean of U. of California at Los Angeles, presiding regularly as judge. Program was originally seen locally on KABC-TV Los Angeles.

RAB Reports on Sales Barrage

Some 411 presentations in 26 U. S. markets were made by Radio Advertising Bureau in its newly completed six-month "regional sales barrage," according to RAB President Kevin B. Sweeney. Between December 1957 and the first week in June 1958 the Bureau claims over 30% attendance by company presidents, in all types of markets.
Faye Emerson Joins Weekday Show

Faye Emerson, tv and radio personality, has joined NBC Radio, according to Jerry A. Danzig, vice president of network programs. Miss Emerson will narrate True Confessions (Mon.-Fri., 2:05-2:30 p.m. EDT), starting today (Monday), when the daytime drama initiates a new policy of presenting complete stories each day, instead of using a serial format.

WSB Tickets Safe Drivers

WSB Atlanta has announced that "as part of a continuing safety campaign" it keeps a prowl car on the road during the time of peak traffic to find safe drivers. Those who obey the law strictly have their license numbers read on the air. If the owners phone the station they are awarded theatre tickets. One of the safe drivers who recently called in and received his pair of tickets, WSB reports: J. P. Dwyer, vice president and business manager of WLWA (TV) Atlanta, one of WSB-TV's competitors.

Mich. Tv Outlets Cross-Promote

A cross-promotion arrangement was used between WJIM-TV Lansing and educational station WKAR-TV East Lansing, Mich., May 25, when WJIM-TV carried a special NBC telecast of Briefing Session, ordinarily produced by NBC and the Educational Television & Radio Center.

WJIM-TV announced at the program's close that viewers could see the program later on the area's etv outlet. WKAR-TV had used spot announcements earlier to promote the one-time broadcast on the commercial station.

CBS-Tv Program 'Ruble War'

A special hour-long report on The Ruble War—Russian's Economic Threat to America will be presented by CBS news on CBS television and radio networks "on or about July 10," News Director John F. Day has announced. On the theory that Russia's expanding foreign aid and trade programs represent the "most serious challenge ever faced by this country in peacetime," he said, six of CBS News' most experienced correspondents and camera crews have been assigned to spend the next six weeks on this story. Correspondents will assemble in New York to make in-person reports. They are Daniel Schorr of the Moscow bureau; David Schoenbrun, Paris; Ernest Leiser, Bonn; Winston Burdett, Rome; Peter Kalischer, Tokyo, and Richard C. Hottelet, who will report on Soviet economic penetration in South America.

KDKA Sponsors Summer Symphony

KDKA Pittsburgh is co-sponsoring and directing the promotion and publicity of the American Wind Symphony for its six-week concert season in Pittsburgh and other Ohio River valley communities this summer.

Gathering for the second-annual event in Pittsburgh are 57 music majors from the nation's colleges and universities to present two concerts a week on a new theatre barge anchored off Point State Park. A ten-day tour, ending in Cincinnati, follows the Pittsburgh stand. Other sponsors of the AWS are the Howard Heinz Endowment and Duquesne U.

**TIMEBUYERS TEMPTED WITH BINGO**

WNBQ (TV) Chicago claims syndicated Bingo-at-Home has caught the fancy of local viewers, and the station has set out to convince agency timebuyers that it's a good buy for clients.

On two occasions the past fortnight (May 27, 29) the NBC odo outlet held Bingo parties (refreshments, buffet lunch and an opportunity to win prizes) for timebuyers in a bid for sponsorship on a total or participating basis or in 15-minute segments. The program has caused considerable comment in other cities, including New York (on WABD [TV]), Philadelphia and Los Angeles.

On WNBQ Mike Douglas, m.c.-vocalist, conducts three games each day during the 12:30-1:30 p.m. show, offering 75 prizes to home viewers and studio audience guests and following the format utilized in other cities. Contestants write B-I-N-G-O across the top of their cards, then five digits of a selected telephone number under the letters on the next line, and finally fill in arithmetical progressions downward (9, 8, 7, etc.) from each digit. After Mr. Douglas sets the pre-determined pattern for B-I-N-G-O, he calls off numbered ping-pong balls.

Don Keller, Leo Burnett Co. timebuyer, won an RCA transistor radio during the telecast May 29. Other agency winners in post-program studio competition were Harry Furlong, J. Walter Thompson Co.; Helen Davis, Clinton E. Frank Inc.; and Virginia Caldwell, George H. Hartman Co., all receiving similar prizes. WNBQ closed-circuited the program to NBC spot sales personnel in New York a fortnight ago. The series is syndicated by Bingo Time Inc.

WNBQ reported Tuesday it had received 137,000 entries in the first 12 days of Bingo-at-Home play. On one day alone (June 3), 46,164 mail pieces poured into the station.

**MECHANICS of WNBQ (TV) Chicago's Bingo-At-Home program are explained by Henry T. Sjogren (second from r), assistant general manager of the NBC odo station, to an agency group comprising Andy Anderson (l), Geoffrey Wade Adv. and Harry Furlong and Ed Fitzgerald, both J. Walter Thompson Co.**

**Finest Feature Films... ON WAKR-TV AKRON during PEAK EVENING hours**

*Call McGAVREN-QUINN CORP... or KEN KEEGAN New York, Chicago, Detroit, Hollywood PO 2-8811 Akron San Francisco.*

Page 90 • June 16, 1958
KWKH to Originate CBS Series

Louisiana Hayride, a showcase for country music talent originated by KWKH Shreveport, La., for several years one of five participating shows on CBS' regular Saturday Night Country Style, will become a weekly CBS network series July 12.

The new feature broadcast from the Shreveport municipal auditorium (7:35-8 p.m. CDT) will present a nationally known artist headliner every Saturday. The KWKH program through the years has developed such personalities as Hank Williams, Webb Pierce and Elvis Presley.

WCAR Starts 24-Hour Service

WCAR Detroit has begun 24-hour broadcasting on a "never close" basis. The addition of a second transmitter enables the station to avoid the usual weekly shutdown for servicing. WCAR started operation in 1939 as a 1 kw daytime station in Pontiac, Mich., and now broadcasts with maximum power of 50 kw.

WBT-AM-TV Sponsors Water Show

WBT-AM-TV Charlotte, N. C., hosted the "Tommy Bartlett Water Skiing and Mercury Jumping Boat Show" for the second consecutive year. The six performances in Charlotte attracted more than 60,000 spectators.

TELETHON FOR LEUKEMIA • WABD (TV) New York collected more than $800,000 in pledges and contributions for leukemia research in the 19-hour "Dean Martin Telethon" presented May 24-25, it was announced last week by Arthur H. Konviz, co-ordinator of the telethon. Guest stars included Steve Allen, Phil Silvers, Ed Sullivan, Lucille Ball, Pat Boone and Sid Caesar.

HIGHWAY PATROL • WMNT Morristown, Tenn., broadcasts daily safety announcements recorded by the area's five state troopers, who end a plea for driving caution with the following: "If you are reckless we'll get to you before the under-taker does . . . maybe." Also, regardless of the time, accident reports are broadcast minutes after they occur.

SAFETY THIRST • KBUZ Mesa, Ariz., combined with the Coca-Cola Bottling Co. of Phoenix to help "death take a holiday" during Memorial Day weekend. Starting Thursday evening and continuing through Monday, KBUZ and Coca-Cola invited all highway travelers to drive safely and stop in at the station's studios to have a free coke with the KBUZ "Music Makers." More than 1,500 cokes were downed by drivers seeking the pause that refreshes. In addition, traffic safety and highway bulletins were given every 15 minutes over the holiday weekend.

TELETHON PREMIERE • KMTV (TV) Omaha raised over $50,000 for the local Multiple Sclerosis chapter through the station's first telethon. Host for the two-day telethon was Don O'Keefe, who was aided by Buff Cobb, Roger Coleman and Betty Johnson. During the 48-hour campaign KMTV stars Captain Ben and Hawk persuaded more than 7,000 Omaha youngsters to participate in a "Drive-up, Drop-in" MS project.

OPERATION HEART • WBCM Bay City, Mich., rallied its listeners to financial support of a destitute family whose three-year-old child needed a heart operation. A plea over WBCM's program, Sound Off, brought in $300 to assist the parents in paying medical and doctor bills. More than 200 pieces of mail resulted from one spot announcement about the family's plight.

RECORD DONATION • KGFJ Los Angeles donated 200 popular records and a supply of classical albums to the National Foundation for the Junior Blind, a training center for children between the ages of 7 and 21.

VIRGINIA VALUES

Norfolk's 12 radio and tv stations were credited by merchants last week with enabling them to set all-time record sales in the anti-recession Norfolk Value Fair. In fact, they would like to repeat the event next year, WTRAR-TV Norfolk reports.

An estimated 100,000 consumers jammed roped-off Granby St. after the stations had aired 1,300 public service spots in seven days. In addition, the radio stations provided shoppers with music and entertainment during the day.

Most stations originated live coverage from the main business artery, where 72 of 115 new cars on display were sold. One department store exceeded its previous one-day record by 1%. WTRAR's Trafton Robertson broadcast the Value Fair from a store marquee. With him was Norfolk's "Miss Portable Radio" to plug National Portable Radio Week.

IN PUBLIC INTEREST

WHTN-TV the SELLibrated station of the GOLDEN VALLEY...

UP 117.5% on Sunday, 6:00 to 10:00 p.m. in Charleston!
UP 64.9%, Monday through Friday, 6:00 to 10:00 p.m. in Charleston!
UP 32.4%, Monday through Friday, 6:00 to 10:00 p.m. in Huntington! And so on, according to ARB figures for November 1957.

With so many viewers leading the way, it's easy to see why more and more smart time buyers are switching to WHTN-TV

June 16, 1958 • Page 91
PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

TOM McDERMOTT, v.p. in charge of radio-tv, Benton & Bowles, N. Y., elected to board of directors. Mr. McDermott has been with firm since 1942.

JOHN J. NEVILLE, director of merchandising services, Scott Paper Co., Chester, Pa., has resigned to form Neville & Ronald Inc. New advertising-marketing agency's address: 1524 Locust St., Pa.

JOSEPH A. MAYNARD, R. MAURICIO NUGEN and S. JOSEPH HOFFMAN to Inghale-Minler-Haughcy Co., Boston, as v.p., treasurer, and creative director-account executive, respectively.

WILLIAM D. TYLER, plans board chairman, Leo Burnett & Co., Chicago, to Benton & Bowles, N. Y., as v.p.-director.


ROBERT T. HAYES, art director, Ralph H. Jones Co., named v.p. of art.

G. BOWMAN KREEF, co-manager, Chicago office, Campbell-Mithun Inc. resigns. He has not announced future plans.


ROBERT L. FRENCH, formerly director, Air Force Operator Laboratory, appointed director, Marketing-Social Research Div., Psychological Corp., N. Y.

JAMES HASKELL, formerly writer-consultant on helium and medical gases with Young & Rubicam, N. Y., appointed copy director of professional division of Doherty, Clifford, Steers & Shenfield, N. Y.


HARRY W. MORRIS, operator of his own agency in S. F., to Heintz & Co. there as account executive.

JAMES R. EDWARDS, assistant media director, Tenth-Laird Inc., joins NBC Central Div. tv network sales staff as account executive. JOHN F. BROCKMANN becomes sales-promotion assistant in same department.

JOHN M. MAUPIN, general sales manager, WINS New York, to BBDO, N. Y., as account executive on Cracklin Oat Bran division of the Quaker Oats Co., Des Moines, Ia., succeeds him as manager.

EDDIE DEERFIELD, writer-director, WGN-TV Chicago, to Oscar Katov & Co. there as head of radio-tv department.

EDWARD G. GALLAHER, copy staff of N. W. Ayer & Son, Philadelphia, promoted to head of creative group of Ayer's Detroit office.

WILLIAM NOLAN, formerly assistant general manager of Pacific Indoor Adv. Co., and DAVID CALLAHAN, formerly sales manager, Procter & Gamble, to Erwin Wasey, Ruthrauff & Ryan, Los Angeles, as merchandising executives.

SID RENDY, creative staff, Compton Adv. Inc., N. Y., transfers to S. F. office.

CURTIS GRAM, formerly research project director at North Adv. Inc., Chicago, to research department, Erwin Wasey, Ruthrauff & Ryan Inc. there.

INDIANAPOLIS had one of its largest agency personnel shifts when four former Keeling & Co. vice presidents joined Carlson & Stassen Inc. (Latter agency formerly was Robinson, Carlson & Stassen Inc. Herbert Carlson [seated] acquired W. R. Robinson's interest in firm.) Vice presidents pictured with Mr. Carlson, president of C&S, are (l to r) M. P. (Max) Jenkins, Robert Stassen, Raymond G. Sweeney, Victor G. Varno and Jackson Hazelwood.

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NETWORKS

JULES HERBUEVAUX, NBC v.p. and general manager of WNBQ (TV) Chicago and WMQA Chicago, elected to board of directors, National Better Business Bureau, N. Y. He has been vice chairman of Chicago BBB since 1956.

LOU SPOSA, former associate producer of Chione of a Lifetime, High Finance and author of "Television Primer," named director of ABC-TV's ESP (Fri. 9-9:30 p.m.) which debuts July 11.

THOMAS E. COFFIN, director of research, NBC, elected to president of Radio & Television Research Council, N. Y. Others elected: MARY MCENNA, director of research and sales development, WNEW New York, v.p. and MARIAN JACKSON, media research supervisor, Foote, Cone & Belding, secretary-treasurer.

STATIONS


DICK SCHEELE joins KODE-AM-TV Joplin, Mo., as regional sales manager. LEE GEORGE, d.j., WMHB Joplin, to KODE in similar capacity.

MARTIN T. DOOLING JR, sales manager, Dooling Jewelers, St. Louis, Mo., to KMOX-TV St. Louis as sales service manager.

HOMER GRIFFITH, manager, KEAR (FM) San Francisco, appointed general manager of KCAL Redlands, Calif.

JAMES B. BROOMES, sales-executive position, KTBC Austin, to KRGV-AM-TV Weslaco, both Texas, as general manager. FRED NOBLE, production manager, KTBC, joins stations as operations manager.

FRED MOSIMANN, commercial manager, WSCC Carmi, III., to KGVO Missoula, Mont., as general manager.

J. NATHAN TUCKER, film director, WBTV (TV) Charlotte, N. C., named assisted program manager.

GENE SMITH, assistant manager, WFMF Elkton, N. C., named manager, succeeding Williwinn, resigned to move to Morgantown. Bill Shreve, announcer takes on additional duties of salesman.

BARNEY HALL joins station as d.j., succeeding LARRY NIXON.

B. A. HUBLEY, station manager, WBTN Bennington, Vt., to WCSS Portland, Me., in similar capacity.


CHET ZANESKI, KOVR (TV) Stockton, Calif., to WETM-AM-TV Boston as account executive.

WILLIAM HARKNESS, formerly sales manager, Heli Motors Inc., to WSAJ Cincinnati as account executive.


MARC ADAMS, news director, Rocky Mountain Network, Denver (under name of DON ALLLEN), to KYA San Francisco in charge of news operation. SEAMUS O'MARA, d.j., WCOY Milwaukee, and JIM SPARROW, d.j., KRUX Glendale, Ariz., join station in similar capacities.

PETER H. HANN, CBS South American correspondent, to WPTL Toledo as news director.

BILL DENTON, manager, KOZI Chelan, Wash., to KREM Spokane, Wash., news staff.

ELIZABETH BAIN, formerly manager of film department of WBKB-TV Chicago, appointed director of film programming, WADD (TV) New York and WTTG (TV) Washington, succeeding JACK LYNH, appointed program director of WNTA-TV Newark, N. J.

DENNIS KING JR, assistant film producer, Roland-Reed Films, Hollywood, to KFED-TV San Diego, as director. JOHN WAYNE ABRENNETH, manager, Rancho Market Basket, joins station as merchandising manager.

PAUL MCPADPH, film and traffic manager, KFDM- TV Beaumont, Tex., to KFIV-TV (TV) Denver, Colo., as traffic director, succeeding MACE SANDINA resigned.

BUD ARKELL, engineer-announcer, WANS Anderson, S. C., named chief engineer.

JOHN A. WEBER, chief accountant, Transcontinent TV Corp., Rochester, N. Y., named assistant controller.

EDMOND TAYLOR, named Paris correspondent for WTOP-TV Washington. His reports also will be on WMIR-TV Jacksonville, Fla.

ELLIOTT LITL, program director-host, KPAL Palm
Syringe, Calif., to KRHM (FM) Hollywood as newscaster and host of own show.

HUGH M. TINER, president, Pepperdine College, L. A., to KJFM-TV San Diego as news commentator.

STAN DALL, d.j., WAIT Chicago, assumes added duties of public relations director.

HY Lf, formerly d.j., with WRCV Philadelphia, WHAT there and NBC, to WCAU-TV Philadelphia as host of Block Party.

JOHN F. COLLINS, program and sports director, WBIT Baltimore, N. Y., to KJFM San Diego, Calif., as announcer.

MORTON CRIM, formerly news director at WCBS-AM-TV Anderson, Ind., to WTVI (TV) Rockford, Ill., as announcer.

HARRY MITCHELL joins KERO-TV Bakersfield, Calif., as announcer.

J. LEONARD REINSCHE, executive director of Cox Radio & Television Stations, has been appointed member of Transportation & Communications Committee of Chamber of Commerce of U. S. for coming year. Last year he was named to vacancy created by death of RAUF W. HARDY, CBS Washington, D. C.

ERNST FELIX, formerly general manager, WMTV (TV) Madison, Wis., and JACKIE PIERCE, hostess, WBTI (TV) Miami, Fla., were married June 4. Mr. Felix is part owner-office of WEHT (TV) Henderson, Ky., and WECK Evansville, Ind. Mrs. Felix has been hostess at WTVI since it went on air in 1949.

HARRY J. STRUMMERS, general manager of WHCT (TV), Hartford, Conn., elected to v.p. in community improvement department, Hartford Chamber of Commerce.

JOE PHIPPS, news operations director, WBDC Washington, D. C., announces June 19 will address Conference of International Council of Industrial Editors at Shoreham Hotel, Washington, Mr. Phipps will talk on "Gathering and Writing a Story."

HANK THOBLE, news director, KBCR-TV Sacramento, Calif., elected to chairman of California Associated Press Radio-TV Assn., succeeding SAM ZELLIEN, former news director, CBS-TV, PAT O'ReILLY, news editor, ABC Radio, elected to v.p. position.

CHUCK HILL, farm director and n.c. at WBKB (TV) Chicago, is head American delegation of 30 farm industrialists on European tour June 28 - July 18.


JAY JAY, newscaster-d.j., KDAY Santa Monica, to WPAL Talk in California, as member of "Fabulous Five" d.j. team.

JACK LATHAM, newscaster on KGRA (TV) Los Angeles, leaves tomorrow (Tuesday) for six-week, 15,000-mile tour of Europe, including such countries as Czechoslovakia, Poland, Russia, Rumania and Bulgaria. Mr. Latham will send film, cable and radio phone reports back to KGKA for use in his Mon.-Fri., 6-6:15 p.m. and 11-11:15 p.m. newscasts which will be handled by IIE GILLOUX in his absence.

T. F. (FRAN) STUBBS, 53, general manager, KCLM Lincoln, Neb., killed in automobile accident May 23.


WHITNEY L. GARRETT, manager, central sales district, RCA Electron Tube Div., Chicago, named manager, central region, RCA, Cleveland, succeeding CARL V. BUDRICK, promoted to director of regional operations.

DONATO J. BRACCO, chemistry laboratory manager, Sylvania Electric Products, N. Y., named planning manager, DANIEL LAZARE, head of physics laboratory engineering services, named project administration divisional manager, BENJAMIN W. LEAVITT, government agencies technical liaison manager, given additional assignment of technical coordination of division's research program.

WILLIAM M. CHASE, formerly with Easy Laundry Appliances Div, Murray Corp. of America, appointed merchandising coordinator for Norge Div. of Borg-Warnor Corp., Chicago.

PATTI SEARIGHT, TV 50, named booker for eastern division, succeeding SOPHIE GlANZI, resigned.

PATTI SEARIGHT, of WTOP Washington elected local president of American Women in Radio & TV succeeding BERYL DENZER HINES. Other officers elected: MARY LOIS DRAZM of WRC, v.p.; EILEN WADLEY, CBS, publicity chairman; HAZEL MARKEL, NBC, and MARY ANN GUYOY, National League of Women Voters, program chairman; NAN HANUM, Courtland Ferguson Agency, hospital chairman; HELEN JEAN ROGERS, ABC, membership chairman, and CHARLOTTE HUBBARD, Univer Givers Fund, project chairman.


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THOMAS CARROLL, with Radio TV Representatives since 1953, appointed v.p.

EDWARD I. MCELAN, formerly senior presentation writer and editor of Radio Advertising Bureau's weekly newsletter, appointed director of special presentations for CBS Radio Spot Sales, N. Y.

FREDERICK WALTIN, formerly creative staff of WGN from 1938 to 1951, appointed head of visual and mechanical production in sales development department, John Blair & Co., N. Y.

EDUCATION

JOHN C. CRABBE, radio-television director, College of Pacific, appointed general manager of Central California Educational TV Corp.'s channel 6, Stockton, due to go on air this fall. Mr. Crabbe served as executive secretary of corporation last December.

ROBERT O. MALL, head, cinema department-associate professor, education and cinema, U. of Southern California, L. A., to Educational TV Center, Ann Arbor, Mich., as program associate while on year's leave of absence from university.


PROFESSIONAL SERVICES

KARL A. SMITH, Washington communications attorney with Hogan & Hartson for past 25 years, has retired from active practice. Mr. Smith, native Washingtonian, was with Law Dept. of J. C. Penney Co. before that was with Washington's Police Court.

WILLIAM E. CAMPEAU, formerly with General Public Relations Inc. to Harashe-Roman Inc., L. A., as account executive.

PROGRAM SERVICES

JOHN PAUL JONES, producer-director, ABC-TV, to June Power Productions Inc., N. Y., as creative planning-production supervisor.

PETER CARDLOZO, N. Y., has compiled and edited second edition of Wonderful World for Children. Books are for both adults and children, N. Y., is up-to-date compilation of all known sources of free and for-profit material of educational and entertainment value for children 5-11.

ALFRED WALDRON, 57, veteran United Press Movietone photographer, died in Miami June 8 after long illness.

GOVERNMENT


INTERNATIONAL

ALMA VENABLES, specialist in child-advice advertising for radio-television, to creative director of Baker Adv. Agency Ltd., Toronto, Ont.

GORDON FRASER, sales manager, Shelly Films, to Caldwell Lab. Toronto, Ont., as manager.

FOR THE RECORD

Station Authorizations, Applications
As Compiled by BROADCASTING
June 5 through June 11

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

Abbreviations:

D.A. - directional antenna, cp - construction permit, ERP - effective radiated power, vih - very high frequency, uhf - ultra high frequency, w - watt, kw - kilowatts, w. - watt, mc - megacycles, d - day, n - night.

New TV Stations

ACTION BY FCC


Translators

ACTION BY FCC

K3OAD Lone Pine, Calif. - Granted (1) acquisition of negative control of tv translator station by Ernest F. Lasky (50%) and Donald H. Branson (50%). In case of sale or transfer, Edward A. Barmore and Elmer C. Butler, co-owners, granted first refusal of renewal license. Announced June 11.

Allocations

CHANNEL CHANGE DENIED


Existing Am Stations

ACTIONS BY FCC

WLW Music South, Ala. - Granted renewal of license. Announced June 8.

WOIT Corry, Pa. - Granted change of facilities from 900 to 1220 m., increase of power from 1 kw to 5 kw, continuing operation on October 1st.

WEBB Sebring, Fla. - Radio Sebring, 1340 mc.

WINT Winter Haven, Fla. - Winter Haven, 1550 mc.

WAUB Auburn, N. Y. - Herbert Michel, 1220 mc.

WBLT Farmville, N. C. - Atlantic BSC, 1390 mc.


New FM Stations

ACTIONS BY FCC

Redondo Beach, Calif. - South Bay Bstg. Co. - Granted 92.3 mc. 1 kw. P. O. address 4209 Arch Dr. North Hollywood, Calif. Estimated construction cost $13,317, first year operating cost $38,000, revenue $42,000. Stations owners and Robert William Crites are 50% partners. Both are in phonograph record business. Announced June 5.

San Diego, Calif. - Broadmoor Bscg. Corp. 103.7 mc. 1.7 kw. 1 kw. P. O. address U. S. Grant Hotel 306 Wby., San Diego. Estimated construction cost $12,500, first year operating cost $12,000, revenue $15,000. Jack B. Gross, sole owner, has been owner of KOX CHICO, Calif. Announced June 5.

APPLICATION

Rio Piedras, P. R. - Fidelity Bscg., Corp. 99.9 mc. 8 kw. P. O. address Box 85, Rio Piedras. Estimated construction cost $12,000, first year operating cost $12,000, revenue $15,000. Raúl Pampayo (36%) is businessman. Announced June 4.

Broadcasting
Allocations

PROPOSED CHANGES

Commission invites comments by July 7 to proposed rule making to amend allocation plan for Class B fm stations as follows: To add ch. 23B to Athens, Ala.; delete ch. 230 from Columbus, Ohio, and add it to Lancaster, Ohio; add ch. 230 to Col seabore, Tex., and add ch. 360 to both Redlands and Lancaster, Calif.

Existing Fm Stations

ACTION BY FCC

WCHA-FM Chambersburg, Pa.—Granted application to change from Class A to Class B fm station; change frequency from 93.9 mc to 93.3 mc, EXP, 500 ft to 2.8 kw and 240 ft; remote control permitted. Announced June 5.

Ownership Changes

ACIONS BY FCC


KRRS Ridgecrest, Calif.—Granted assignment of license to Gilson Begg, Inc. (Leland G. Cutlent, president); consideration $13,800. Announced June 5.

KULA-TV Honolulu, Hawaii—Granted assignment of license to Kaiser Hawaiian Village Tele vision Inc.; consideration $185,000, conditioned that assignee dispose of interest in KHVH-TV Honolulu, prior to acquiring KULA-TV. Comr. Lee absent. Announced June 11.

WKAI Macomb, Ill.—Granted assignment of license to WKAI Best Cos. (William H. Rup dolph); consideration $75,000. Announced June 11.

KMSN Sioux City, Iowa—Granted assignment of license from Johns family and Robert J. Flynn to Siouxland Best Cos. Inc. (Stuart Investment Co. (KFOR and KRGL, Lincoln and Grand Island, Neb., respectively); consideration $45,000. Announced June 11.

KSUM Pfairmont, Minn.— Granted assignment of licenses to John E. Hyde Jr. (55% owner of KDHL Faribault, Minn.); consideration $237,500. Announced June 5.

WWGP-FM San Fernando, N. C.—Granted assignment of license to WWGP Best, Corp (Frank C. Topp, president); consideration $62,800. Announced June 5.

KQDI Bismarck, N. D.—Granted assignment of cp from Walter N. Netkoe, Paul Crain, Del rat L. Anderson and Robert N. Robin son; consideration $50,000. Hols and Mr. Robin son are licensee of WHHY Montgomery, Ala., and have interests in WHSY Huntsville, Miss., and Holts have individual interests in WHXY Boss inus, Ala., and WHNY McComb, Miss. Comr. Bartley and Ford dismissed. Announced June 5.

WFMZ-FM Allentown, Pa.—Granted (1) renewal of license and assignment of license to WFMZ, Inc. (Raymond E. Kohm, president); consideration $85,000. Mr. Kohm had 17.5% interest in WFMY-FM and had transferred his interest in WFMY-TV (not involved in transaction). Comr. Lee absent. Announced June 11.

WARH Scranton, Pa.—Granted assignment of licenses to WARH, Inc. (Louis J. Ap jell, president); interest in WBWA-AM TV York, Pa., and WCTC New Brunswick, N. J. (4); consideration $100,000. Comr. Lee absent. Announced June 11.

KGKO Dallas, Tex.—Granted assignment of license to Radio Station KGKO, Joint venture, composed of H. E. & E. Co. (Interest in 4 tv and 2 radio stations), Atlantic Brewing Co. (Interest in 4 tv and 2 radio stations), WITL-TV Milwaukee, Ma urice Schraeger, Herbert Schoenbrod and Eil K. Pink; consideration $400,000. Comr. Lee absent. Announced June 11.

KRZEE Weatherford, Tex.— Granted assignment of license to Horace Horen; consideration $75,000.

Announced June 5.

WBCR Christiansburg, Va.—Granted assignment of license to WBCR, Inc. (A. H. Dudley Gift rith Jr., president); consideration $60,000. Announced June 5.

KTNT Olympia, Wash.—Granted acquisition of negative control by Harold C. Singletary through purchase of 1½ shares from Donald F. Whitman to 50% so that each will have 50% interest. Announced June 11.

WTRM Appleton, Wis.—Granted assignment of license to Times-Press Radio Inc. (J. J. Dienner, president); consideration $57,000. Comr. Lee absent. Announced June 11.

APPLICATIONS

WBCB Bessemer, Ala.—Seeks transfer of control (100%) of licensee (Bessemer Best Cos. Inc.) from R. L. Lanter et al. to John M. Mc lenog & Assocs. Inc. for $1,000. Mr. McL e nog has interests: 50% in KHWG and WOKJ; both Mississippi; 99% in KORY Little Rock, and 7% in KWX Shreveport, La. Announced June 11.

WKNX Fort Smith, Ark.—Seeks transfer of 36.5% of licensee (KWHN Best, Co. Inc.) from Virginia Whitestead to Maurice Beresh and J. N. Friedman for $25,000. After transaction Mr. Beresh will own 29.5%, Mr. Friedman, 28%. Announced June 11.

KBOK Malvern, Ark.—Seeks transfer of control (98.4%) of licensee (Malvern Best, Co.) from J. C. Cuffman to Kermit Richardson and Ralph Wheet for $25,250. Mr. Richardson is KBOK gen. mgr.; Mr. Wheet is retail store mgr. Announced June 11.

WPTL Ft. Lauderdale, Fla.—Seeks assignment of 1/2 license from Rayma Inc. to Raymond Mcmillin for $60,000. New owners are Joseph Ams tan (25%), Walter Duss (25%) and others. Mr. Ams tan is 20% stockholder in WPTL South bridge, Mass.; Mr. Duss was with H-R Reps. Inc. Announced June 11.

WLAK Lakeland, Fla.—Seeks transfer of control (100%) of licensee (Lakeland Best, Corp.) from B. O., Dorothy and Jane Ward to Florida Central Best, Co. for $250,000. New social part ners are Frank Neshul and Howard Dunn Jr., both of GH. Announced June 11.

WSUZ Fairbanks, Ala.—Seeks assignment of license from Rayma Inc. to Raymond Mcmillin for $60,000. Mr. Mcmillin is in manufacture and sale of folding boxes. Announced June 11.

WGBC Louisville, Ky.—Seeks assignment of license from Northside Best, Corp. to Mc Donald Cohn for $60,000. New social partners are KLIP Dallas, KILT Houston, KTSF San Antonio and KEEL Shreveport. Announced June 11.
June 11.

WARE Ware, Mass.—Seeks acquisition of positive control (KUS) of license (central Mass. Bestg. Corp.) to Sherwood Tarlow as result of sale of 49% to competitor, Bertram Roberts for $19,500. Announced June 9.


WMST St. Paul, Minn.—Seeks transfer of control of licensee (Franklin Bestg. Co.) to Coon John Jr. who increases ownership from 20 to 100% through purchase of 80% of his parents for $63,000. Announced June 8.


KTEX-AM San Antonio, Tex.—Seeks transfer of control of (100%) of licensee (Radio KITE Inc.) from Charles Balthrop to Conoe Gay for $150,000. Mr. Gay is sole owner of WTCP- Anchorage, Ky., and WPTC Kinston, N. C. Announced June 11.

KZQI Chelan, Wash.—Seeks acquisition of positive control of licensee (Lake Chelan Bestg. Corp.) by Stuart Maus who will purchase 80% from Mark Morley for $10,000. Morley increasing ownership from 50 to 100%. Announced June 4.

WVAR Clarksburg, W. Va.—Seeks transfer of control of licensee (Harrison Corp.) from Mason and Marama Beaver to Charles Gaylord who is increasing ownership purchasing 50% for $18,875. Mr. Gaylord is employee of WVAR. Announced June 4.

WCJF Chippewa Falls, Wis.—Seeks assignment of license from Chippewa Falls Bestg. Co., Inc. to Stephen Bellinger (25%), T. Keith Cole- man (25%) and others, do BWCJF Chippewa, for $73,000. Mr. Bellinger is interest in WVMC Mt. Carmel (30%), WIZZ Steorator (22.5%) and WMAM Mosmouth (10%). All Illinois. Mr. Coleman is interest in WIZZ (11.5%) and WRAM (15%). Announced June 9.

WFOX Milwaukee, Wis.—Seeks assignment of license from Business Management Inc. to Wisconsin Bestg. Inc. for $157,500. New owners are Howard A. Miller (55%) and others. Mr. Miller is radio and tv performer, producer, etc. Announced June 9.

Hearing Cases

FOR THE RECORD

CONTINUED

The record is

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June 16, 1958 • Page 97
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NORTH WALES • PENNSYLVANIA
Page 98 • June 16, 1958

FRANK KNAACK, Vice-President and Chief Engineer

For the Record Continued

Commercial Station Boxscore
As Reported by FCC through May 31

Licensed (all on air)
CPs on air (new stations)
CPs not on air (new stations)
Total Authorized Stations
Applications for new stations (not in hearing)
Applications for new stations (in hearing)
Total Applications for new Stations
Applications for Major Changes (not in hearing)
Applications for Major Changes (in hearing)
Total Applications for Major Changes
Licenses Deleted
CPs Deleted

Summary of Status of AM, FM, TV
Compiled by Broadcasting through June 11

ON AIR

AM

FM

TV (Commercial)

Le

Cps

CP

Total Applications for new stations

Operating Television Stations
Compiled by Broadcasting through June 11

VHF

UHF

Total

Commercial

Non-Commercial


1 There are, in addition, nine TV stations which are no longer on the air, but retain their licenses.
2 There are, in addition, 38 TV cp- holders which were on the air at one time but are no longer in operation and one which has not shown a clear intention of operating.
3 There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
4 There has been, in addition, one uhf educational tv station granted but now deleted.

 Dota, Ga., party to proceeding. Announced June 5.

KBR Stations Inc., Keene, N. H.; Kenneth E. Shaw,
Newport, N. H.—Designated for consolidated hearing applications of vhf channels to operate on 1610 kc D; KBR with 1 kw and Shaw with 220 w. Announced June 5.

By order, Commission denied request by Robert Hecker (WNNY), Fort Myers, Fla., to withdraw his petition for reconsideration of Dec. 18, 1955, grant to Sunshine State Broadcasting Co., Inc., of cp for new am station (WBRD) to operate on 1400 kc D on Bradenton, Fla., which had been remanded to Commission by court and terminated proceeding. Conn. Ford dissented. Announced June 11.

By memorandum opinion and order, Commission denied petition of Huntington-Manhattan Broadcasting Co., Inc., Huntington, N. Y., to enlarge issues in proceeding on its application and that of Riverside Church of City of New York, N. Y., for new fm stations: Commission, on suggestion of its Broadcast Bureau, enlarged issues. Announced June 11.

By order, Commission denied petition and supplement by Nevada Vehicular Corp. and San Louis Broadcasting Co., Inc. (KBLR), Oceanside, all California, on Sept. 29.

Operating oral argument on petition of Connecticut Radio Foundation Inc., to intervene in proceeding on am applications of James W. Miller, Mifflord, Conn., et al., for June 10.

Continued hearing from June 16 to June 17 in proceeding on application of Hardin County Broadcasting Co., Silsbee, Tex.

By Hearing Examiner Basil P. Cooper on June 6

Granted petition by Broadcast Bureau for continuation of certain rule making pending before Commission which has been extended for a limited period to June 30, 1958.

By memorandum opinion and order, Commission denied request for waiver of Sec. 328c of rules to permit continued conditional musical operation on simplex basis by fm stations KFMB Los Angeles, KITF San Francisco, KUTE Glendale all California; W2AF-FM Evanston, Ill.; WJKF Pittsburgh, P.A.; WLDW Oak Park, Mich., and WNAM-FM Ann Arbor, Mich., Authority of these stations to simplex expire on June 13, but they may continue their present operation on simplex basis to July 3 to permit orderly termination of such operation. Chairman Doerfer voted for grants.

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By memorandum opinion and order, Commission denied request for reconsideration by Gerico Investment Co. (WITY, ch. 17), Fort Lauderdale, Fla., directed against Feb. 26 action which dismissed its application to operate experimental tv station on ch. 5 in Miami at present site of WITV trans. for purpose of making direct comparison of simultaneous uhf and vhf operation. Chairman Doerfer and Comrs. Bartley and Craven voted for grant. Announced June 5.

Routine Roundup

Petitions for Rule Making Filed

TOTAL 524

FRED TOT Industries Inc., Medford, Ore.—Request allocation of ch. 10 to Medford, Ore. American Broadcasting Co., New York, N. Y.—Request immediate adoption of policy permitting mileage reductions for limited purpose of provision of local markets for the 160 stations within first 100 which are presently allocated only two vhf commercial channels. Also requests amendment of Sec. 3.710 to permit these additional assignments.

By Chief Hearing Examiner James D. Cunningham on June 9

Schedules hearings for the following am proceedings on dates shown: James S. Rivers Inc. (WMJZ), Alabaster, and Fred Brown, Cathedral City, both Georgia; WLBE Inc. (WLBK), Lasieburg, N. Y., to June 14.

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**APPLICANTS:** If transmissions or bulk package submitted, $1.00 charge for mailing. (Forward remittance separately, please.) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

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**RADIO Help Wanted—Cont'd**

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Texas opportunity for radio salesman, Salary and commission. Requires excellent experience, education, etc. Box 344E, BROADCASTING.

$6,000-$8,000 opportunity for commercial manager, network outlet and market of 75,000. Send application Box 612E, BROADCASTING.

Radio and tv time salesmen—If you're tired of the same old problems, day after day, and you're earning less than $10,000 per year, and if you also honestly believe you would enjoy being a part of the exciting business of distributing investment securities, then you should be in touch. Complete training is given locally. If you are interested, send your resume, with an appointment. In your letter state in simple terms what you could contribute only in the investment field. Box 650E, BROADCASTING.

Salemman for Rocky Mountain growth area independent station, Potential, terrific. Salaries competitive. References. Box 698E, BROADCASTING.

Experienced area salesman. Draw against 50% of first thousand and everything that handle. All expenses and costs and copy. Cover 50 mile radius. Write full details KHAS, Hastings, Nebraska.


Salemman with considerable experience for top market. Location WSBT, Dayton, Florida. Send complete resume, immediate opening. Box 638E, BROADCASTING.

Adding proven salesman to top Hooper and Pulse rated station. Three station market, city population high. Must know how to sell. Good music, contact Lou Murray, WRAT, Altoona.

**Announcers**

Wanted: Young, ambitious announcer able to do newscast and dj shows. Good starting salary for a young man. Location in Georgia station. Box 654E, BROADCASTING.

Program manager for eastern Pennsylvania station. Security, stability, permanent career. Must have three years experience as program manager. Good job, willing to work hard to justify further advancement. This is an excellent opportunity for an announcer who is ready to move into management. All applicants must be available for personal interview. Send tape and resume. Box 566E, BROADCASTING.

Maryland independent wants experienced announcer for morning-afternoon disc shows. Box 650E, BROADCASTING.

Baltimore independent looking for experienced disc and newscast announcer. Position now open. Resume and salary and requirements to Box 655E, BROADCASTING. No beginners, please.

Experienced top price announcing position in west southwestern independent. Box 656E, BROADCASTING.

Announcer—salesman—New California daytimer booming single station market—choice coast location. Must be good salesman. Include tape, resume and salary expected. Box 656E, BROADCASTING.

Announcer one year experience of more. Need two men interested in news gathering and sports play-by-play. Also dj Southern Indiana Area. Box 675E, BROADCASTING.

Local network station desires announcer or about August. Must have experience necessary. Permanent position. Paid vacation, insurance and many other advantages. Apply to Box 702E, BROADCASTING.

Radio and television announcer, Cool Colorado's growth market. Excellent opportunities combined radio and television. Program operation needs announcers, radio and tv. Send resume and picture in first letter. Interview can be arranged. Box 703E, BROADCASTING.

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**RADIO Help Wanted**

Announcers

Top powered CBS affiliate in major market seeks staff announcer with proven track record. Must be capable of doing adult music record show. Minimum five year minimum. This is an opportunity to step up to threshold of big time radio. Include background and picture with representative audition tape. Box 726E, BROADCASTING.

KHUB, Athens, Texas needs experienced, mature announcer with sales experience. Personal interview, audition required. Salary $325.00. Chance for advancement.

Good pay for good salesman-announcer, KPAP, Redding, California.

Joo immediately for 1st radio-telephone opera- tor-announcer for prominent WQXL. Contact Norman Baxter, KSPT, Sandpoint, Idaho.

Announcer wanted. Personality and ability to ex- ploit commercials. Good salary plus the top commission. Box 727E, BROADCASTING.

Announcer-writer. Station in United States. Excellent salary and fringe benefits. Box 728E, BROADCASTING.

WRJ, Freeport, Illinois has immediate opening for experience and personality. 18 hour week, overtime 40 hours. Paid vacations, free insurance, morning shift, daytime operation. Write or call Bud Waiters.

Announcer—first class license essential—Send resume and tape to WMIC, P. O. Box 306, Monroe, Michigan.

Morning personality. We have first opening in San Diego. Minimum $600 plus and need an experienced, friendly, down to earth personality. Sorry, no beginners. Our network position now open in 30,000 single station market. Application pending for 5 kw. Include full details, photo, tape, references. Box 729E, BROADCASTING.


Mature announcer with news gathering and year end production plus ability to do a selling, production-type disc show with real music, wanted by Michigan newspaper and network affiliate. Send tape, resume, photo to PD, WTVI, Fort Huron, Michigan.

**Technical**

Capable experienced studio-transmitter engineer/proprietor for 5 kw outlet. Must be well experienced and view desirable. Box 2201E, BROADCASTING.

Chief engineer-announcer for New England full-time independent. Must be capable announcer, but also capable with regard. Send resume, tape and references. Excellent living conditions. Top pay. Box 635E, BROADCASTING.

Florida station wants man with first class ticket that is better than average announcer. Prefer younger man who desires to grow with a young organization. Reply—Box 522E, BROADCASTING.


Engineer-announcer. Daytime consolidated 500 kw outlet. Live weekend, full time morning, noon, afternoon announcing. Write Ted Frevola, WFCU, Clinton, S. C.

Mr. News Director! Can you see beneath the surface news—get behind headlines? Are you a newsman who always knows what's going on? We need a man, Why not apply and discuss your ideas? Send resume. photo Box 1978E, BROADCASTING.

Sales service—Difficult job in small Rocky Mountain market. Must have the tact and business sense needed for this job. Experience in radio and promotion. Proven ability covers all phases of radio operation. Many new program and sales ideas. Highest references. Prefer southeast $12,000 minimum plus on profit sharing. Box 640E, BROADCASTING.

Program director. Experienced. Southeast metropolitan market. Must be creative with saleable audience. Build radio station. Good music, good character. Must be able to handle people and make good judgments even better. Wonderful opportunity for right man. Box 728E, BROADCASTING.

**RADIO Situations Wanted**

**Management**

10 years management experience including ownership. Record of success over competition. Broadcast and promotion. Proven ability covers all phases of radio operation. Many new program and sales ideas. Highest references. Prefer southeast. $12,000 minimum plus on profit sharing. Box 640E, BROADCASTING.

Commercial manager. Knows local and national sales. Larger markets only. Box 655E, BROADCASTING.

Manager, 7 years present location. Looking for further advancement in larger market. Present position as program director—disc jockey—sports—sales—copy—engineering manager. Prefer large market. Prefer partnership. Prefer southeast. $12,000 minimum plus on profit sharing. Box 655E, BROADCASTING.

Desire to relocate due to ownership change. Experience all phases from air work to management. Seeking prominent medium market station. Salary requirement approximately $15,000 per year. Will go to southwest. Write Box 672E, BROADCASTING.

Mr. Station Owner: Young southerner. 9 years radio, all phases. Desires to manage your station. Qualifications: chief engineer, 5 years, announcer 3 years, assistant manager 2 years, can train staff, 2 years college, Wixom, Livingston, Michigan, Michigan Station. Box 614E, BROADCASTING.

Experienced general manager, 10 years in radio, young, aggressive... mostly sales background. Willing to relocate. Presently employed low network station in 1/4 million market. Just com- pleted six months of experience. Need more money and guarantee results. Have some capital to apply for personal interview. Box 656E, BROADCASTING.

Top notch small market manager-salesman available now. Experienced in all phases of radio work. Not interested in the face, neck or shoulder. Big opportunities in Texas, Oklahoma or Missouri area. Box 688E, BROADCASTING.

Manager-engineer desires change in south, High- ly successful salesman, seven years experience looking for bigger things, including supervisory, desires management or ownership. Must have good administration and sales background. High-placed, sober, family man. Write Box 409, City 520, Waco, Texas, June 16, 1958 • Page 99
RADIO

Situations Wanted—(Cont'd)

Announcers

Have sales—will relocate. Salemman, copy- man, rewrite announcer. Midwest. Box 676E, BROADCASTING.

College grad, speech and radio. Family man with 7 years aggressive selling experience, 2 years on a station with some board work. Seeking career in radio or television. Box 666E, BROADCASTING.

Announce, modern sound, experienced. Style for NBC and ABC in Philadelphia. Box 662E, BROADCASTING.

An answerer, likes sales, promotions. News, commercial. Rope. Tape. Box 663E, BROADCASTING.

Announcer—top rated newsman—can do sports—commercials—interviewspecial events and sales spots. Box 667E, BROADCASTING.

Mature, experienced announcer wants position in Europe. Box 965E, BROADCASTING.

Sports announcer-staff, copy...2 years experience, univ. grad., done everything in small station; not one-of-a-kind talent but has made station a strong sports station. Tape and resume on request. Box 661E, BROADCASTING.

Do you need a service minded deejay with ideas-gimmicks to kick morning competition? Top production announcer, college graduate. Box 669E, BROADCASTING.

Situations Wanted—(Cont’d)

Announcers

Terrific sportscaster. Also dj, announcer, news, sales, employed. Experience galore. Box 381E, BROADCASTING.

Experienced announcer seeks position permanent in Long Island, New Jersey area. Box 659E, BROADCASTING.

Negotiable, deejay, good board man, fast patter, smooth delivery. I'm the one you're looking for. Box 502E, BROADCASTING.

Girl dj announcer. Anywhere, Ready now. Run own board. Can sell too, Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 503E, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 504E, BROADCASTING.

Get-goer, experienced, seeking good potential. Prefer deal including air work. Can run own board, see what you're looking for. Box 505E, BROADCASTING.

Adult minded dj, staff announcer, experienced, involved. Midwestern experience. 1 1/2 years midwest city of 175,000. Radio and TV. Start show from scratch. Commercial delivery. Midwest preferred. 25, std. rates. Box 506E, BROADCASTING.

Jack of all trades, master of some—morning show—sports—3 years. Box 510E, BROADCASTING.

Experienced announcer: mature, reliable. Presently employed. seeks move to larger market. 30, single, college graduate. 9 years experience. Box 511E, BROADCASTING.

Announcer, colored disc jockey. Light experience, strong ambition. Tape available. Box 512E, BROADCASTING.

Radio, tv staffer—strong news, commercials. Available immediately. Renegade because employer em- ploys him simply because he is white. Air work. Dj announcer can offer. Tape and resume upon request. Box 513E, BROADCASTING.

Ambitious, radio school grad. Operates own board. Married. Re-locate. Tape, resume, photo upon request. Box 514E, BROADCASTING.

Dj announcer who has voice, ideas, personality, versatility. Don't have experience, yours to mold. Box 515E, BROADCASTING.

Young, versatile dj announcer. Summer replace- ment midwest, or steady anywhere. Reliable, magnetic personality. Good news, sports experience. News, gimmicks. Resume. Box 516E, BROADCASTING.

Radio, tv staffer—strong news, commercials. Available immediately. Renegade because em- ployer em- ploys him simply because he is white. Air work. Dj announcer can offer. Tape and resume upon request. Box 517E, BROADCASTING.
TELEVISION

Help Wanted—(Cont’d)

Management

Film manager, excellent eastern experience. Minimum $600. Any large city. Box 964E, BROADCASTING.

Operations manager, experienced sales, announc- ing. College graduate, 1st phone, married. Experienced in the southeast. Box 975E, BROADCASTING.

Sales

Creative sales director, 33, ten years radio-television experience. Seeks opportunity with station, Rep., or production company, New York with sincere interest in establishing New York office. Best references. Box 984E, BROADCASTING.

TELEVISION

Situations Wanted

Management

Film manager, excellent eastern experience. Minimum $600. Any large city. Box 964E, BROADCASTING.

Situations Wanted

Sales

Now working for a national rep? You have a proven sales record, no drinking problems, experience in TV. You want good living and excellent income. Send detailed resume to Robert D. Ellis, KXTV, Colorado Springs, Colo.

Sales representatives for local sales and national sales. Medium market, mid-south, fullpower stations only. Box 910E, BROADCASTING.

Now working for an eastern tv station? You have a proven sales record, no drinking problems, experience in TV. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KXTV, Colorado Springs, Colo.

Current openings for a western tv station. You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KXTV, Colorado Springs, Colo.

CBS-TV affiliate in one of top 15 markets needs an experienced salesman with proven successful background in local television sales. Good salary plus commission on all sales. Send resume and picture. All details confidential. Box 982E, BROADCASTING.

Now working for a midwest tv station? You have a proven sales record, no drinking problems, experience in TV. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KXTV, Colorado Springs, Colo.

Salesman wanted by high powered CBS-ABC station. Experience in sales or group sales. Excellent opportunity with group operating several stations in the midwest. Box 983E, BROADCASTING.

Now working for a southern tv station? You have a proven sales record, no drinking problems, experienced. Position available in a rapidly growing TV market. All phases of production. Desires more opportunity. Box 992E, BROADCASTING.

FOR SALE

FOR SALE—(Cont’d)

Stations


Oregon, Quarter-kilowatt. $55,000.00. $50,000.00 down. Exclusive, Wilt Gunstendorfer and Associates, 8530 W. Olympic, Los Angeles.

Television—several stations in small and medium markets in both wv and wv. Terms, Chapman Company, 1182 W. Peachtree, Atlanta, 17 E. 57th, New York, 33 W. Micheltorena, Santa Barbara, California.

California thousand-watt daytimer. $55,000.00 terms. Exclusive, Wilt Gunstendorfer and Associates, 8530 W. Olympic, Los Angeles.

Kentucky $55,000; New Mexico $125,000; Pennsyl- vania $100,000; Florida, $35,000; Michigan $30,000; Virginia $75,000; Texas $30,000; West Virginia $65,000; UHF $90,000; Florida $60,000; Pennsylvania $115,000; North Carolina $125,000; Michigan $450,000; Florida $50,000; New York $150,000. Please write Chapman, 1182 W. Peachtree, Atlanta.

FOR SALE

FOR SALE—(Cont’d)

Stations

Barnes, 734E, WGBS, Miami, Fla.

FOR SALE—(Cont’d)

Stations

Barnes, 734E, WGBS, Miami, Fla.

FOR SALE

FOR SALE—(Cont’d)

Stations

Barnes, 734E, WGBS, Miami, Fla.

FOR SALE—(Cont’d)

Stations

Barnes, 734E, WGBS, Miami, Fla.

FOR SALE—(Cont’d)

Stations

Barnes, 734E, WGBS, Miami, Fla.

FOR SALE—(Cont’d)

Stations

Barnes, 734E, WGBS, Miami, Fla.
FOR SALE—(Cont'd)

Equipment

B.C.A. 76-B5 consoles. Good condition; immediately available—best offer over $500.00. Recorded Publications Laboratory, 1658 Pierce Avenue, Camden 5, New Jersey.

Weather warning receivers—four for Conelrad and disaster weather warnings Air Alert II—$46.50.

Air Alert—$69.50. Write Mirtel, Inc., 1000 Dionne St., St. Paul 13, Minn.

Cameras, 2 used Dage model 300-C. cameras, with tripod, flowers and regulator 1 roll. Will consider offers on one or both. Contact 2212 Hayford, WEST-TV, Daytona Beach, Florida.

WANTED TO BUY

Stations


No brokers please. Box 4858E, BROADCASTING.

Experienced radio man with first class license wishes to buy into going radio operation in south. Operation should be small. Family man with best of references, both professional and personal. Will consider buying into op. Box 574E, BROADCASTING.

Around $25,000.00 down payment on small market station in midwest. Box 719E, BROADCASTING.

INSTRUCTION

FCC first telephone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D.C. For free booklet, write Grantham School, Desk B2, 231 - 19th Street, N.W., Washington, D.C.

FCC first phone license in six weeks. Guaranteed instructor. Teacher, G.I. approved. Phone FLeetwood 2-2733. Eddon Radio License School, 2053 Regent Drive, Dallas, Texas.

Since 1944, the original course for FCC 1st phone license, 6 to 8 weeks. Reservations required. Enrolling now for classes starting June 25, September 5, October 5, November 5. For free booklets, write William B. Ogden Radio Operating School, 1120 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television program. Call for information. I.D. approved. Write William B. Ogden Radio Operating School, 1120 West Olive Avenue, Burbank, California.

RADIO

Help Wanted—(Cont'd)

SALES MANAGER


Box 695E, BROADCASTING

SALES MANAGER

FOR SALE

Equipment

TAPE RECORDERS


FOR THE RECORD continues from page 98

in proceeding on application of Atlantic Coast Best. Corp. of Charleston (WTV-A TV, ch. 4). Charleston, S. C.

By Hearing Examiner Millard F. French on June 6

Hearing scheduled for 10 a.m., June 16, is rescheduled to commence at 9:30 a.m. on that date in proceeding on application of MidAmerica Bests. Inc. and Mutual Bests. System Inc., San Francisco.

By Hearing Examiner Charles J. Frederick on June 9

Continued further, and is presently scheduled for June 16, to date to be specified later, and denied petition by Northwest Indiana Bests. Inc. (WIMS), Michigan City, Ind., for continuance of hearing so as it requests continuance to date certain, in proceeding on an application of Binder-Carter-Durham Inc. (WALLM), Flint, Mich. et al.

By Hearing Examiner J. D. Bond on June 6


FCC

Commission on June 10 granted petitions by Storer Bests. Co., and Daytime Bests. Assn. Inc. for extension of time from June 16 to July 21 for filing reply comments in the matter of proposal to extend daytime am station operating hours.

By Chief Hearing Examiner James D. Cunningham on June 5

Ordered that Hearing Examiner H. Gifford Jones, who is continuing his leave of absence until further notice, Mr. J. B. Hutchison, who will preside at hearing on June 11 in proceeding on an application of Fox Valley Bests. Co., Geneva, Ill., et al. Action June 6.


By Hearing Examiner Hugh B. Hutchison on June 5

Granted petition by Broadcast Bureau for continuance of further hearing from June 5 to 2 p.m., June 16 in proceeding on an application of Gateway Stations Inc., Oklahoma City, Okla., et al. Action June 6.

By Hearing Examiner Elizabeth C. Smith on June 5

Granted motion of James A. McKeechin, North Syracuse, N. Y., for extension of time from June 10 to June 31 for exchange of direct affirmative application and evidence in case and for further prehearing conference in proceeding on McGeechin's am application, et al.

By Hearing Examiner Millard F. French on June 5

Scheduled further prehearing conference for July 1 and continued hearing from June 25 to July 10 in proceeding on application of Birch Bay Bests. Co., Blaine, Wash.

By Hearing Examiner J. D. Bond on June 5

Granted request of applicants in Hampton-Norfolk, Va., ch. 13 tv for proceeding on the said hearing and for agreement to continue written direct case exhibits to be effected on or before June 16: (b) further prehearing confer-

MISCELLANEOUS

****************** AGENCY EXECUTIVE

Wants radio station management with purchase agreement. Will invest. Prefer west coast. Box 651E, Broadcasting

EMPLOYMENT SERVICES

A Specialized Service For

CONFIDENTIAL CONTACT

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

EXECUTIVE.

Nationwide Service

1736 Wisconsin Ave., N. W.
Washington, D.C.

SOUTHERN NEGRO DISC JOCKEY!

Advance to bigger towns ... greater future ... better pay—NOW! Opportunities for city low in southern cities. If you are now disillusioned with a small city location and latter now to EBONY RADIO EMPLOYMENT Agency, Room 175, Howard Johnson, Jacksonville, Mississippi. No employment fees—this service free.

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eneces are continued from June 19 to June 27, and (c) commencement of hearing is continued from June 12 to July 21.

By Hearing Examiner Anne Neal Hunting on June 4

Granted request to Broadcasting Brokers Corp. (KGL), San Fernando, Calif., for continuance of hearing from June 19 to July 1 on its am application.

By FFC

Commission on June 4 granted request by Dispatch Inc. (WICU-TV), Erie, Pa., for extension of time to June 12 to file objections to petition by Summit Radio Corp. (WABE-FM), Pittsburgh, Pa., for rehearing of consideration of April 25 report and order which terminated the series of Hearings in volving Erie, Pa.; KPLX Dallas, Ore.; 7:00 p.m. EET, through Aug. 31; KPLX Dallas, Ore., 7:00 p.m. EET, in each of the last two weeks of June; and July.

By Hearing Examiner Herbert Sherman on June 3

Extended time for exchanges of exhibits from June 16 to June 19 in proceeding on am applications of History of Radio and Star Best Co., Frederick, Md., and First National Bank, Paris, Tex.

By Hearing Examiner H. Gilford Irion on June 3

Scheduled oral argument for June 12 at 2 p.m. on certain pleadings in proceeding on am applications of Charles R. Bramcoat, Terrace, Latin-American Best Co., Monterey Park, Radio Orange County Inc., Anaheim and Anaheim-Fullerton Best Co. Inc., Anaheim-Fullerton, Calif., and intertwi ned with them.

By Hearing Examiner Millard F. French on June 4

Scheduled preliminary hearing for June 14 in proceeding on am applications of Grady M. Stone and States Best Co. Inc., St. Mary's, both Ohio.

By Commissioner Robert E. Lee on June 4

 Granted petition by Broadcast Bureau for extension of time to June 12 to file replies to petition by WBBR Inc., for review of Chief Hearing Examiner's order in proceeding on station's license to cover changes in stations' names.

By Hearing Examiner Herbert Sherman on June 3

Extended from June 5 to July 14 time for filing reply findings and conclusions in proceeding on am applications of Fox Valley Best Co. Inc., Geneva, Ill., et al.

By Hearing Examiner Hugh B. Hutcheson on June 4

Postponed hearing from June 8 to June 11 in proceeding on am applications of Fox Valley Best Co. Inc., Geneva, Ill., et al.

BROADCAST ACTIONS
Broadcast Bureau
Actions of June 3

KHTF Phoenix, Ariz.—Granted assignment of cp to Radio K-HAT Inc.

June

June 18-20: NAB Combined Boards of Directors, Mayflower Hotel, Washington, D. C.
June 19-20: Virginia Broadcasters Assn., Tides Inn, Irvington.
June 19-21: Florida Assn. of Broadcasters, Cocoa Beach.
June 20-23: Advertising Assn. of the West, annual convention, Vancouver, B. C.
July 27-29: South Carolina Broadcasters Assn., Holiday Lodge Hotel, Myrtle Beach.

August

Aug. 4-23: Summer TV Workshop, College of Communication Arts and WAKR-TV, Michigan State University, East Lansing.

Actions of June 6

WERH Hamilton, Ala.—Granted involuntary assignment of cp to KETE, Ft. Wayne, Ind., executrix of estate of Hugh J. Pile, deceased.

WKBW-TV Buffalo, N. Y.—Granted license for tv station: ERP vis. 39.8 kw, aur. 28.5 kw.

KPLX Dallas, Texas.—Granted license for tv station.

WLWA Atlanta, Ga.—Granted license covering changes in tv station: ERP vis. 315 kw, aur. 136 kw.

WABD New York, N. Y.—Granted license covering changes in tv station.

RNML-TV Springfield, Ill., N. M.—Granted license for noncommercial educational tv station.

KSYL Oklahoma City, Okla.—Granted new license of cp to change type trans.; condition.

By Hearing Examiner Herbert Sherman on June 3

Following were granted change of sign-off time as shown: WYTI Rocky Mountain, Va., 7:00 p.m., EDT, through Aug. 31; KPLX Dallas, Ore., 7:00 p.m., EET, in each of the last two weeks of June; and July.

By Hearing Examiner Herbert Sherman on June 3

Granted petition by Broadcast Bureau for extension of time to June 12 to file replies to petition by Eastern Best Co. Inc. (WDEF), Chester, Pa., on hearing examiner's order in proceeding on Eastern's am application, et al. Announced June 5.

By Hearing Examiner Herbert Sherman on June 3

Extended from June 5 to July 14 time for filing reply findings and conclusions in proceeding on am applications of Fox Valley Best Co. Inc., Geneva, Ill., et al.

KHTF Phoenix, Ariz.—Granted assignment of cp to Radio K-HAT Inc.

By Hearing Examiner H. Gilford Irion on June 3

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By Hearing Examiner Millard F. French on June 4

Scheduled preliminary hearing for June 14 in proceeding on am applications of Grady M. Stone and States Best Co. Inc., St. Mary's, both Ohio.

By Commissioner Robert E. Lee on June 4

 Granted petition by Broadcast Bureau for extension of time to June 12 to file replies to petition by WBBR Inc., for review of Chief Hearing Examiner's order in proceeding on station's license to cover changes in stations' names.

By Hearing Examiner Herbert Sherman on June 3

Extended from June 5 to July 14 time for filing reply findings and conclusions in proceeding on Eastern's am application, et al. Announced June 5.

By Hearing Examiner Hugh B. Hutcheson on June 4

Postponed hearing from June 8 to June 11 in proceeding on am applications of Fox Valley Best Co. Inc., Geneva, Ill., et al.

BROADCAST ACTIONS
Broadcast Bureau
Actions of June 9

KHTF Phoenix, Ariz.—Granted assignment of cp to Radio K-HAT Inc.

KYFM (FM) San Fernando, Calif.—Granted assignment of cp to Walter Gelb, et al. d/b under same name.

WYES-TV New Orleans, La.—Granted license for noncommercial educational tv station.

Granted licenses for following am stations: WBAL, Baltimore, Md., and specify studio location and remote control point; WTKX Beverly, Ark.; WEXL, Richmond, Va., and specify studio location and remote control point; WREU Ponce, P. R.; WFCR Meriden, Mass.

WBEI South Beloit, Ill.—Granted license covering changes in station location, studio location, hours of operation, DA and ground system and trans., location.

WCRK Newark, N. J.—Granted license covering changes in station location, studio location, hours of operation, DA and ground system and trans., location.

WCRK Newark, N. J.—Granted license covering changes in station location, studio location, hours of operation, DA and ground system and trans., location.

WACX-TV Burlington, Vt.—Granted mod. of license to change studio location and waived Sec. 2.6.3 of the rules.

WGAR, West Chester, Pa.—Recognized action granting fm license covering cp and set same aside pending filing of amendment.

KFUM Los Angeles, Calif.—Granted extension of time to install new trans. as aux. trans. at present main studio site.

KPSA-TV Fort Smith, Ark.—Granted mod. of cp to change studio location and ant. site; height 276 ft.; make changes in ant. system and equipment to increase ERP.

KEMA-FM Santa Maria, Calif.—Granted mod. of cp to increase ERP; change type trans., type ant. and decrease ant. height to 37 ft. conditional.

KPUP San Francisco, Calif.—Granted mod. of cp to increase ERP; change type trans. and type ant.; remote control permitted; condition.

KCBR-FM San Diego, Calif.—Granted mod. of cp to change frequency from 197.9 mc to 197.7 mc.

Following were granted extensions of Licenses on file: KOW (FM) Seattle, Wash., to 3-16: KACE-FM Riverside, Calif., to 3-16; KDBX (FM) Los Angeles, Calif., to 11-30.

By Broadcast Bureau for extension of time for filing reply findings and conclusions in proceeding on am applications of Western Electronic Corp. (WEC), Charleston, W. Va.

By Hearing Examiner H. Gilford Irion on June 3

Scheduled oral argument for June 12 at 2 p.m. on certain pleadings in proceeding on am applications of Charles R. Bramcoat, Terrace, Latin-American Best Co., Monterey Park, Radio Orange County Inc., Anaheim and Anaheim-Fullerton Best Co. Inc., Anaheim-Fullerton, Calif., and intertwi ned with them.

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By Hearing Examiner Hugh B. Hutcheson on June 4

Postponed hearing from June 8 to June 11 in proceeding on am applications of Fox Valley Best Co. Inc., Geneva, Ill., et al.

BROADCAST ACTIONS
Broadcast Bureau
Actions of June 9

KHTF Phoenix, Ariz.—Granted assignment of cp to Radio K-HAT Inc.

The nation's highest audience-rated Negro group

UPCOMING

Broadcasters, tv instruction conference, Purdue U. Lafayette.

September

Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.
Sept. 5-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 5-8: Idaho Broadcasters Assn., Washington Hotel, Boise.
Sept. 10-12: International Sight & Sound Exhibition, several Fiddely Show and Music Festival, Palmer House, Chicago.

October

Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.
Oct. 6-10: IEEE Canadian convention, Exhibition Park, Toronto, Ont.
Oct. 21-28: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.

* Subject to FFC Approval
KLZ-TV’s three-way leadership
in Denver TV!

KLZ-TV dominates Denver’s “Top 100” programs—more shows (49) than any other Denver station—according to latest 4-week (April) A.R.B. averages.

And 26 of the KLZ-TV shows in Denver’s “Top 100” are locally-produced or syndicated film shows. Compare KLZ-TV’s local and syndicated leadership in Denver:

- KLZ-TV: 26 shows
- Stat. ‘B’: 3 shows
- Stat. ‘C’: 3 shows
- Stat. ‘D’: 0 shows

In local programming, KLZ-TV leads with highest rated:
- ★ Morning News
- ★ Afternoon News
- ★ Night News
- ★ Week-end News
- ★ Weather Show
- ★ Sports Show
- ★ Remote Feature

Use KLZ-TV’s proved leadership—CBS-TV network, syndicated shows, and local programs—to sell the Denver market. Jack Tipton, station manager, or your KATZ man will show you how.

KLZ-TV’s Syndicated Leadership

1. Whirlybirds . . . . . 28.8 KLZ-TV
2. Frontier Doctor . . . . 28.4 KLZ-TV
3. Medic . . . . . . . . . . . . . . . . 27.4 Stat. ‘C’
4. Casey Jones . . . . . . . . 25.2 KLZ-TV
5. Sheriff of Cochise . . . . 24.5 KLZ-TV
6. Highway Patrol . . . . . . . 24.2 Stat. ‘B’
7. Studio 57 . . . . . . . 23.7 KLZ-TV
8. Badge 714 . . . . . 23.5 KLZ-TV
9. Honeymooners . . . . . . . 22.5 Stat. ‘B’
10. Target . . . . . . . . . . . . . . . . . . . . . . 22.5 KLZ-TV
11. All Star/Death Valley . 21.4 KLZ-TV
12. Sea Hunt . . . . . . 21.3 KLZ-TV
13. Harbor Command . . . . 21.1 KLZ-TV
14. State Trooper . . . . 20.7 Stat. ‘C’
15. Boots and Saddles . . . . 20.4 KLZ-TV

Represented by the KATZ Agency.
Rebuttal from Madison Avenue:
An advertiser defends N.Y. agencies

Who gets your vote for coming up with the understatement of the year? Mine goes to J. Harvey Howells for his recent comment: "An advertiser can get a good job done on Madison Avenue."

Coming as it did from a distinguished adman whom I admire, the comment was as surprising as it was, I'll bet, tongue in cheek. Mr. Howells made the comment in an article [MONDAY MEMO, May 26] extolling the virtues of ad agencies outside New York. In his article, Mr. Howells, who is now working in New Orleans [Fitzgerald Adv.], criticized Madison Avenue for lacking both perspective and what he called "creative daring."

Certainly, Mr. Howells has every right to take pardonable pride in what agencies outside of New York are accomplishing these days. The advertising business has had a meteoric postwar growth. Manhattan Island couldn't possibly hold all the many agencies which have come into being. Local agencies across the country perform an important function these days not only in serving their share of great national accounts, but in doing those highly important local jobs as well—for that bank in St. Paul, for example, that dairy in Omaha, or that regional store chain. Those out-of-town local or regional setups have oftentimes become sizeable operations.

I cannot, however, go along with his reasons for criticizing Madison Avenue.

Few of us would quarrel with his contention that it is quality, not quantity, which the advertiser seeks in his creative talent, but what quality has attracted or produced more quality in creative talent than New York? After all, who could give the full history of great American advertising without mentioning the names of New York giants like Bruce Barton, James Orr Young or Ralph Starr Butler?

Few of us would claim that Madison Avenue has a mortgage on perspective, but I like to think there's more than one Man from Cunningham & Walsh. New York admen do leave their desks and spend time in the field. And besides, where outside of New York can you be as close to current information on the trends and changes in markets and media as you can be along Madison Avenue?

Few of us would quarrel with Mr. Howells' contention that the battle for jobs in advertising in New York can be a rugged one, but hasn't this matter of job turnover been a bit overplayed—like the lavish "wet lunches" and the abused expense accounts? Sure, the jobs are highly competitive along Madison Avenue, but can't this be considered all to the good? Doesn't this tend to keep us on our toes? Long tenures are not rare enough phenomena for columnists to ballyhoo. "Happily married to the same firm for 15 years!" Such records are not that rare.

KEEPING THE HERRING FLIPPING

Do you recall Arnold Toynbee's story about the herring? Off the coast of Plymouth, the best herring were to be found far out at sea, but most fishermen could not catch those fish without having them die on the long trip back to port. As a result, most of the herring had to be caught close to shore where the poorer fish were to be found. Only one fisherman managed to catch the better herring way out at sea and bring them alive to shore. His secret? He put several catfish in with the herring. Fighting the catfish for their lives, the herring put up such a struggle that few of them died on the trip back to shore. To be sure, Madison Avenue has its endless waiting list of job applicants, but can't this competition prove stimulating? Oftentimes it does keep the employed herring flipping!

Sure, Manhattan doesn't lend itself so much to the four o'clock golf game as to that crowded adman's local which pulls out of Penn Station at seven in the evening. But at a time when self-discipline, craftsmanship and imagination are at such a high priority, can't this consciousness beyond five o'clock speak well for the Manhattan adman?

I am not certain what Mr. Howells means by Madison Avenue's lack of "creative daring," although he does concede that David Ogilvy and Bill Bernbach have their share. As I understand "creative daring," however, I would ask: what about those recent campaigns for Maxwell House, Campbell's Soup, White Horse scotch, Pepperidge Farms or Piel Brothers? Are these so hum-drumb, conventional and uninspired?

What Paris is to the fashion world, London to men's pipes, and Los Angeles to Heaven knows what next, certainly Madison Avenue remains the irrefutable center of the ad world, no matter how much the gib novelists and tv writers jibe. It is a happy privilege to speak out as "counsel for the defense" and to hail the much maligned populace of Madison Avenue as they deserve to be hailed—as stimulating, keen-witted and articulate a group as one is likely to find anywhere—even in New Orleans!
The Buffalo Story

FIGURING $50 as the average cost of converting vhf television sets for uhf reception, we estimate that the people of Buffalo, N. Y., spent nearly $14 million in the past few years to receive WBUPF (TV), the uhf station which NBC is giving up Oct. 1.

Those people will take small comfort in the knowledge that they spent their $14 million to participate in an interesting experiment.

Yet the money, we suggest, was not entirely wasted. The Buffalo case is so dramatic an illustration of the television allocations mess that it may well lead to an earnest and sensible attack on the problem.

It is not a problem which can be easily or quickly solved.

But it is not as formidable a problem as the FCC faced when it drew up its Sixth Report that established the present allocations.

In its considerations preceding its issuance of the Sixth Report, the FCC lacked much of the television operating and engineering knowledge that is now at hand. The Sixth Report assumed (and a majority of industry opinion agreed) that vhf and uhf stations could operate competitively.

The Buffalo case is the latest and most dramatic proof that a uhf cannot survive against the competition of two or more v's. NBC poured $2 million into plant, engineering and audience promotion to build the best uhf station and the biggest uhf audience possible. The success of competing against two uhf stations was so great that the network was unable to project anything but operating losses in the future.

Uhf outgunned by vhf got as good a try in Buffalo as it is ever apt to get. It is now useless for anyone to pretend that profitable operation of a uhf outnumbered by v's is possible.

It would be wrong, however, to conclude that the Buffalo case means that uhf as a service, is useless. There are several markets where uhf stations are doing well in competition with one another. These markets lack heavy vhf penetration. They argue for the creation of more all-uhf islands, for selective deintermixture to enlarge the number of markets having three or more competitive facilities.

But deintermixture, however desirable, will provide no more than part of a solution to the allocations problems. If television is not to be permanently locked in an allocations straight-jacket, a general reallocation plan must be devised.

It must be a plan that assures an orderly and adequate transition period to give the public and station owners a chance to amortize present investments in equipment.

It must be a bold but realistic plan which sets out definite stages of television evolution from the present system to one which is limited only by the potential of the American economy and not by the figures on an engineer's drawing board.

It cannot be a plan which encourages indefinite nibbling at the problem, of the kind which has been going on for several years and which has cost the people of Buffalo $14 million.

Color Smear

IT was in poor grace for the Admiral Corp. to blame the networks for slow public acceptance of color television.

Ross D. Siragusa, Admiral president, intemperately accused the networks of taking "a public-be-damned attitude," of being "money hungry" and "price hungry." We know of nothing Mr. Siragusa has done lately or any time that would indicate he's running an eleeomonsy institute. We wonder whether he is making the accusations to placate disconsolate stockholders because his company has dropped from the front runners and isn't introducing new models this year.

Admiral did follow the lead of RCA in offering color sets. But unlike RCA, it didn't put its money where its mouth is by advertising its sets via color television. Moreover, NBC, subsidiary of RCA, is color broadcasting from the present system during the summer season. CBS-TV has suspended color for the summer but resumes in the fall.

If anyone is at fault for color's slow start it has to be the manufacturers, other than RCA. That portion of the public which is exposed to color likes it. So do the advertisers. But other manufacturers have done nothing to stimulate color development.

Desultory efforts have been made by Hoffman and Emerson, in addition to Admiral, through limited production of color models.

Last year set manufacturers did a business of $1.5 billion. If only 5% of that amount were spent in consumer advertising, the figure would be $75 million. How much of that advertising money found its way to the broadcast media? Only RCA and, to a lesser degree, General Electric and Westinghouse, used national schedules on the air—spot and network.

Set manufacturers are in a lock and key relationship with broadcasters. Without programs, manufacturers would have no market. If the manufacturers spent most of that $75 million in programs, they would be creating a new market for their new products, whether color, black-and-white, am or fm. With the few exceptions mentioned, they are getting free rides on the air, while investing heavily in the printed media with no significant results in this cloudy economic period.

There are now some 325 stations equipped to carry network color—more than half of the total in operation. Nearly 100 are equipped for local color slides or color film. Some 40 are equipped for local live color.

Here is a wide open market. General advertisers will buy color when there's the circulation to justify it. Manufacturers have the most to gain in ramrodding color. They can cash in on color as they did on radio and later on black-and-white tv. They can benefit from the new fm resurgence. But first they must invest their own dollars in advertising and programming on the air, instead of waiting to ride in on the coattails of the broadcasters and those few set makers who know the merchandising facts of life and who, incidentally, are the front runners today.

Bartlesville and Baseball

WHAT conceivably could Bartlesville and baseball have in common? The answer should become apparent in the ensuing paragraphs because of events during the past fortnight.

Bartlesville: Because its "cable theatre" pay-tv project fell on its face for want of public support, even at the bargain price of $4.50 per month and with first-run pictures. The noble experiment that was to prove the feasibility of the home box-office and snatch the motion picture exhibitors from the lethal competition of free tv, died after an incubation of nine months.

Baseball: Because the Dodgers which moved to Los Angeles from Brooklyn to reap the big pot of gold at the end of the wired pay tv rainbow, were saved from oblivion by free tv—the medium owner Walter O'Malley snubbed in his quest for the box-office buck. An eight-hour telephone over KTTV (TV) Los Angeles turned defeat in a city-wide referendum on donation of the Chavez Ravine site for a new Dodger stadium into victory by a 25,000, majorii. Prior to the telephone, paid for by a taxpayers' committee, the prediction had been that the baseball site would be lost 2-1.

Together, these incidents provide little cheer for advocates of subscription television. They demonstrate the great audience appeal of free television and the extreme uncertainties confronting anyone who wants to charge the public for home television.
Radio Programs with Adult Appeal

WJR knows that adults are the folks who buy products. This little nugget of wisdom seems to have escaped many radio stations. WJR also knows that if you want adult listeners you must feature programs with adult appeal—instead of just spinning records hour-after-hour-after-hour. To please adult tastes WJR specializes in programs that are informative, educational and entertaining. To further please adults, WJR emphasizes “live” programs. This, of course, requires writers, directors, producers, news, farm, sports and women’s editors, well-known personalities—in fact, a whole slew of talented people who are expensive—but not too expensive for WJR.

It’s obvious that adult-programming pays off. The important question is “How much does it pay off?” The facts are found in a survey conducted by Alfred Politz Research, Inc. Facts that will interest everyone with a product or service to sell in this area. Why not sit down with your nearest Henry I. Christal man and see for yourself why WJR is the No. 1 radio station in the Detroit-Great Lakes area, the fifth richest market in America!
BARTELL FAMILY RADIO began almost eleven years ago here at America's heart-land. Heavy industrial center of international importance — dramatized by the St. Lawrence seaway project. Set gracefully upon the curve of Lake Michigan's shoreline.

And the people . . . Not fancy, understand, but bedrock citizens with remarkable instincts for progress and propriety. Firm loyalties are woven into the fabric of their lives — for home, family, church, community. Fundamental kinship with these concepts has been the basis of programming which REACHES MORE PEOPLE and more different people, producing maximum buyerhip.

Bartell It...and Sell It!

AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.