CBS-TV, monitoring reports close in on triple spotting

Why agencies choose filmed over live spots—or vice versa

Sarnoff calls ‘foul’ on newspapers’ competitive attacks

Exclusive: Full text of Craven’s allocations proposal

Where there’s a Storz Station...
...there’s LOYALTY

MINNEAPOLIS-ST. PAUL... WDGY is now first morning... first afternoon... first... all-day Hooper average. First on Pulse, too. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY... WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage and audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS... WTIX is 20 times more powerful... with 5,000 watts on 690 kc. First... all-day. Proof: Hooper (32.2%)—Pulse, too. In fact, WTIX is first in 402 of 504 Pulse quarter-hours, and first in every single daytime quarter. See Adam Young or General Manager Fred Berthelson.

MIAMI... WQAM is first... all-day. Proof: Hooper (40.1%)... and first in 264 of 264 quarter-hours)... Pulse (432 of 432 quarter-hours)... Southern Florida Area Pulse... Trendex. See Blair... or General Manager Jack Sandler.
And has the Emmys to prove it.

Jack Douglas is the man who put Travel-Adventure on the tube. Four years ago, we purchased Jack's first origination, I Search for Adventure, which has been a triumphant smash not only in Los Angeles where it's consistently knocked off the week's highest local ratings—but also in virtually every major city in America.

One success often breeds others: In quick succession, the dynamic Mr. Douglas created Golden Voyage and Kingdom of the Sea (which he later sold), developed Bold Journey for one of the networks, and recently introduced his finest effort, Seven League Boots.

Confirming the public's enthusiasm for his programs, two Douglas-KCOP productions this year were awarded coveted Emmys by the Television Academy.

But those who have already seen it claim Seven League Boots is destined to top them all. Douglas personally underwrites camera crews that tour the world seeking exciting, provocative footage...and they've found it!

To give Boots the showcase it deserves, we've just made available a choice Tuesday night time-slot. Any sponsor/agency seeking a selling vehicle with the audience-winning Douglas touch, could do little better than to step into Seven League Boots.

"GOLDEN VOYAGE—"Best local entertainment."
I SEARCH FOR ADVENTURE—"Best local station production seen also outside of Los Angeles."

Los Angeles' Most Powerful Television Station
We get to Flint the best way

WJIM-TV
Michigan's Great Area Station — Strategically Located
to Exclusively Serve LANSING—FLINT—JACKSON
with a Dominant 100,000 watt signal from its new 1023' tower
located between Lansing and Flint... NBC—CBS—ABC

Represented by Peters, Griffin, Woodward, Inc.

your advertising
dollar produces
more sales
on WGAL-TV

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

wgal-tv

LANCASTER, PA.
NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
WHITE TO BLACK • NAB’s ban on tv white-coat advertising (story, page 33) may meet general approval of medical profession but there’s practical side to situation. Agencies using actors in dramatized commercials will face considerable expense if they reflect spots for such products as Anacin, Rolaidas and Carter. Most Madison Avenue executives remained tight-lipped last week when asked reaction to NAB TV Code amendment barring any use of white-coat spots unless actual members of medical and dental professions perform in films. But some agency men said off-record they were delighted by NAB action.

Unclear in white-coat decision by NAB TV Board is amount of time available for replacement of banned commercials. While NAB TV Code Board hasn’t any specific rules, general policy is to allow code-subscribing stations and networks reasonable time to adjust to new requirements. Unofficially it was indicated that code enforcers weigh general performance of subscribers and their cooperation in complying with the code. Best guess would be six-month adjustment period.

FETZER BUY • All but consummated is transaction whereby Fetzer Broadcasting Co. will acquire ch. 13 WTVT (TV) Cadillac, Mich., for about $1 million. Station, established in 1954, is ABC and CBS affiliated, and is owned 100% by Sparton Broadcasting Co., subsidiary of Sparton Corp., electronic equipment manufacturers. Negotiations have been secret. Under Fetzer ownership, subject to usual FCC approval, no changes in personnel are contemplated. John E. Fetzer is 100% stockholder of Fetzer Broadcasting Co., which operates WKZO-AM-TV Kalama-zoo; WJEF-AM-TV Grand Rapids, Mich.; KOLN-AM-TV Lincoln, Neb. and one-third of WMBD-AM-TV Peoria.

Look for Leo Burnett Co. to issue policy statement shortly on triple-spotting practices of stations carrying network properties. Chicago-based agency is prepared to “get tough” and has gone so far as to request complete station logs for couple of network shows involving clients reported to be “very concerned.” Burnett was one of first agencies to voice concern over practice. (See story, page 31.)

TALE-BEARING • Advertising agency, film company, talent agent executives interrogated over past year by Justice Dept’s Anti-Trust Div. investigators—seeking knowledge about network operations—are quietly being asked by letter to consent to delivery of this confidential material to FCC. Several agency officers have instructed their attorneys to insist upon seeing transcripts first before okaying their transfer. One law firm, representing five major ad agencies (of which two got letters in past fortnight) has advised clients to approve without seeing transcript on basis of “if they were willing to talk freely to Justice investigators, we see no reason why this material shouldn’t be seen by FCC.”

One major advertiser keen for FCC study of network practices, it’s understood, is Firestone Tire & Rubber Co., which feels Voice of Firestone was unceremoniously dumped from tv. Justice Dept. request for “clearances” comes almost two months after secret FCC-Justice Dept. meeting on subject and three weeks after FCC Chairman Dorer referred to Justice Dept. data before Senate Commerce Committee [Lead Story, June 9].

DAY AND DATE • It’s announcing nothing now, but there’s no doubt NBC-TV will follow CBS-TV’s lead in readjusting nighttime cost structures to make daytime more appealing to advertisers [At Deadline, June 16]—but with some variations of its own. Details probably will be made public within 10 days or two weeks.

To illustrate effect of NBC-TV’s new daytime cost structure: If it had continued to sponsor Wide World next year, General Motors could have saved as much as $400,000 over full season. Despite prospect of this saving, however, GM decided not to continue WWW (story, page 34). Budget, it’s understood, probably will go into some tv plan reviving hard-sell.

JELLO AND ABC-TV • Details of Young & Rubicam plan—reportedly originated by Pete Levathes, vice president and director of media relations—include opening up big chunks of daytime air on ABC-TV [CLOSED CIRCUIT, June 16], reveal client is General Foods’ Jello division. Option for ABC-TV and General Foods is until July 1. If GF puts budget into ABC-TV daytime operation, it reportedly would drop participations in Price Is Right, Truth Or Consequences, Treasure Hunt, all on NBC-TV, and Arthur Godfrey on CBS-TV.

Last meeting of FCC before adjournment for vacation month of August has been scheduled for Aug. 1. Regular Commission meetings will resume Sept. 3. During August, one commissioner will always be on duty to handle routine matters requiring official sanction.

DEINTERMIXTURE • Startling 180-degree change in attitude toward vhf drops has become apparent at FCC. Last week, on routine proposal to add second v to Columbus, Ga., four commissioners balked and spoke up for deletion of city’s single v to make market all uhf. The four: Comrs. Hyde, Bartley, Lee and Ford. Previously Commission was loath to delete v which was doing some mighty good service. It is estimated 35,000-40,000 viewers now receiving ch. 4 WRBL-TV Columbus may find empty air if deletion goes through. Commission plans to take up case again next week.

Columbus, Ga., deintermixture case (see above) started out as routine request in June 1957 by ch. 28 station there (now WTVY [TV]), to make Columbus all uhf by moving ch. 4 to Dothan, Ala., or Panama City, Fla. In January this year, WTVY proposed that Commission add chs. 3 and 9 to Columbus and move ch. 4 to Dothan as replacement for ch. 9 there. Commission issued rule-making notices in both instances and last Wednesday took up the case. Added complexity is that ch. 10 WALT-TV Albany, Ga., has application pending seeking to move transmitter closer to Columbus—thus foreclosing use of ch. 9 there (too close to adjacent ch. 10).

HONOLULU IN ’64? • NAB Board of Directors at Washington meeting last week was urged to consider Honolulu for 1964 annual convention. Present established pattern provides for Chicago in 1959-60, East Coast (Washington or New York) 1961, and Chicago again for 1962-63. Hence next “West Coast” convene would be 1964.

Suggestion for Hawaiian Convention was advanced by Alex Keese, WFAA-AM-TV Dallas, who recently returned from trip to island. Henry Kaiser’s Hawaiian Village executives, Mr. Keese reported, told him they would have at least 5,000 rooms available by 1964 and adequate accommodations to handle even heavy exhibits.

REVISION RENEWALS • Revised broadcast license renewal application form (303) in works for past two years, will get final review by Committee on Radio & Television Broadcasting of Advisory Council on Federal Reports at meeting in Washington July 8 at call of Chairman Ben Strouse, WWDC. Evolved in cooperation with Bureau of Budget, which must approve all government forms, and FCC license renewal staff, headed by Joseph N. Nelson, chief, Renewal & Transfer Division, proposed form is said to be decided improvement over existing requirements. Hope is to have proposal before FCC prior to its recess for month of August.
Business is Good in Omaha!

$250 Million in Construction Slated for Omaha Metropolitan Area this Year!

This all-time record construction budget for Omaha tells only a part of the city's success story. New industry will create 3,000 new jobs, adding $15 million annually to Omaha payrolls.

Business is Good in Omaha! Bank clearings are up 4%, bank debits up 6.5% in the first quarter. Retail sales are up 2% from a year ago. And although the eight major livestock markets are off an average of 1%, Omaha receipts show a whopping 5.5% increase!

Business is Good in Omaha! Get your share of this big, healthy market with the number one sales station—WOW-TV!

WOW-TV Channel 6 Omaha

FRANK P. FOGARTY, Vice President and General Manager
FRED EBERER, Sales Manager

BLAIR-TV Representatives

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines
Double Whammy on Triple-Spotting—Broadcast Advertisers Report publicizes report on who's triple-spotting in top markets as well as how much. CBS-TV asks affiliates to accept contract amendment to prevent clipping network time for local or national spots. Other safeguards also sought. Page 31.

Blackout on White Coats—NAB's TV Board bans use of actors in video commercials to portray physicians, doctors and dentists. Revision of TV Code language meets objections by medical profession. Page 33.

Corporate Advertising—Does it pay to perpetuate image building? General Motors Corp. says "not at this time," drops $4.5 million Wide Wide World as other corporate advertisers review their "luxury budgets". Page 34.

County-by-County Figures This Week—That's the word from Nielsen which is distributing the first portion of NCS No. 3 (tv only). Schedule for release of other data runs to August. Page 35.

Battle at Battle Creek—Kellogg's $7.5 million account undecided as new spot proposal is countered by ABC presentations. Page 36.

Reynolds' Smoke Rings—Winston tops the network tv brand list in April billing, followed by P & G's Tide and Whitehall's Anacin. Detroit's Big Three show remarkable proximity in monthly billing for passenger cars. Day parts are up, P & G is over $4 million mark, foods and toiletries product groups hit $8 million-plus level. Page 39.

Films vs. Live Commercials—BROADCASTING survey shows why agencies choose between rendition techniques in preparing advertising campaigns. Page 40.

C&C Package Sale Upheld—New York judge denies WLOS-TV motion which sought to annul film purchase as illegal block-balking tactic. Page 44.


'Survival and Freedom' Series—Interview with Henry Cabot Lodge doesn't survive to air time and ABC-TV cancels show. Battle of semantics obscures issue of tv "freedom" in new go-round. Page 49.


Silence is Not Golden—A free-lance tv director and a CBS-TV floor manager are dismissed from their posts after they decline to answer questions on past or present membership in the Communist Party during sessions before the House Un-American activities committee in New York. Page 54.

Craven's TV Solution in Detail—Here's text of FCC commissioner's reallocation proposal. Page 56.

Magnuson Committee Activity—Senate Commerce Committee resumes CATV-allocation hearings tomorrow and Wednesday with testimony from community operators and FCC: Rating services to be placed on griddle Thursday and Friday. Page 60.

Oversight Looks at Others—FCC, tv applicants get "repeal" as House investigators shift inquiry to other regulatory agencies. Investigation has been completed on several tv grants allegedly involving improper contacts, but dates for public airing have not been set. Page 61.

Stern Selected—Retired Pennsylvania Supreme Court chief justice appointed to sit in Miami ch. 10 review; pre-hearing conference begins this morning. Page 62.

That NBC-Westinghouse Swap—U. S. Supreme Court agrees to review power of Justice Dept. to bring antitrust suit after FCC approval of stations exchange. Appeals court says Philco Corp. has standing to protest renewals of NBC's WRCV-AM-FM-TV Philadelphia. Page 62.

NAB's Future Charted—Combined boards review plans for annual convention; tv directors impose ban on white-coat medical advertising. Radio directors call for better liaison with Radio Advertising Bureau and endorse steps to promote Radio Standards of Good Practice. Page 68.

WBC's Own Rep—Westinghouse Broadcasting Co. expects to strike forth next summer with its own organization for national sales representation on behalf of its full complement of tv-radio stations. Current national representation firms will be dropped. Page 74.

Sherwood Stakes—Fund for the Republic parcels out total of $14,000 in cash to five tv shows in annual awards competition on subject of freedom and justice in America. WRCA-TV and WBZ-TV win $5,000 apiece. Page 84.

Moral Here Somewhere—As Well becomes fixture on television set, John Gaunt, tv-radio vice president of Grant Adv., tells why. The producer, veteran of television at several brow levels—high, low and middle —gauges that of Joe Citizen, in MONDAY MEMO. Page 101.

DEPARTMENTS

ADVERTISERS & AGENCIES ........................................ 31
AT DEADLINE ...................................................... 9
OUR RESPECTS ................................................ 24
AWARDS .......................................................... 84
BUSINESS BRIEFLY ............................................. 39
CLOSED CIRCUIT ................................................ 75
COLORCAST ..................................................... 36
DATERLINES ..................................................... 74
EDITORIAL ......................................................... 102
TRADE ASSNS. .................................................. 48
FILM ................................................................. 44
UPCOMING ...................................................... 99
FOR THE RECORD ............................................... 91
GOVERNMENT ................................................... 56
IN THE PUBLIC INTEREST ....................................... 26
IN REVIEW ....................................................... 18
INTERNATIONAL ............................................... 83
IN tasty to .......................... 137
LEAD STORY .................................................... 71
MANUFACTURING ............................................... 81
MONDAY MEMO ................................................. 101
NETWORKS ....................................................... 48
OPEN MIKE ....................................................... 14
PEOPLE ............................................................ 86
PROGRAM & PROMOTIONS ..................................... 88
PROGRAM SERVICES ............................................. 46
STATIONS .......................................................... 74
TRADE ASSNS. ................................................... 48

Broadcasting: June 23, 1958 • Page 7
It's a Bob Robin Afternoon, Too!
Bob holds sway from 2 to 4 p.m. every afternoon, and look what happens: From 3 to 4, WHB reaches 50.2% of all men and women who listen to the top 4 Kansas City stations.

Bob is a young, eager and soft-spoken air personality who is known as the "Sentimental Gentleman from the South." (He calls Memphis home.) He's firmly established as the "housewife's friend."

Of all the men and women who listen to the top 4 Kansas City radio stations... 50.2% listen to first place WHB. (Niel- sen, April audience composition analysis, 6 a.m.-7 p.m. average.) And every hour of the day more men and women listen to WHB than to any other station.

Sure, WHB is consistently and dominantly first in total audience every hour of the day. But you want to know about men and women? Great!

Talk to a Blair man... or WHB General Manager George W. Armstrong about WHB's tremendous 96-county coverage plus fantastic audience appeal.

*Whether you're talking about Metro Pulse, Niel- sen, Trendex or Hooper... Area Nielsen or Pulse.

WHB
10,000 watts • 710 kc.
KANSAS CITY, Missouri

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.
NAB VOTES EDITORIALIZING STUDY

NAB will conduct study of broadcast editorializing to provide guides to membership in problem of taking policy stands on news programs. Combined Boards decided Friday at conclusion of three-day Washington meeting (stories, pages 33 and 68).

Association's directors decided ad hoc committee of board members should be named to direct study. Among problems are recent FCC comments to stations about purported bias in programs relating to pay tv, and observation by Chairman John C. Doerfer at recent NAB annual convention that editorializing offers broadcasters "one of the best opportunities for performing worthwhile local public service." (See FCC editorializing comment to WBTY (TV) Charlotte, N. C., page 64.)


Alex Keese, WFAA Dallas, submitted finance committee report covering approximately $1,000 budget for year started last April 1.

NAB 1959 Convention Committee chairman will be G. Richard Shafto, WSB-TV Columbus, S. C., TV Board vice chairman, and Robert T. Mason, WMRN Marion, Ohio, Radio Board vice chairman. New committee will carry out revamped program plan for convention (story, page 70).

Proposed legislation to give blanket anti-trust exemption to professional sports was opposed because of restrictive provisions limiting radio and tv broadcasts of sports events. Present "reasonable restrictions" were favored rather than arbitrary limitations provided in legislation.

Directors lauded Gilmore Nun, WBIR-TV Knoxville, Tenn., for service as NAB delegate to Inter-American Assn. of Broadcasters. He resigned post after 12 years of service.

Ben Strouse, WWDC Washington, chairman of advisory committee on federal reports, said FCC has delayed rule-making procedure governing license renewal forms pending agreement with broadcasters on points of difference.

J. Frank Jarman, WDNA Durham, N. C., was named by Mr. Fellows as co-chairman of NAB committee to improve liaison with Radio Advertising Bureau (see early story).

Other NAB members are Arthur Hull Hayes, CBS Radio, and Alex Keese, WFAA Dallas. In other actions directors changed name of NAB Employer-Employee Relations Dept. to Dept. of Broadcast Personnel & Economics; picked Myloue Kelso, Washington, as site for June 1959 board meeting; reviewed project for recess study on employment in cooperation with Assn. of Professional Broadcast Education and proposed for management training; directed President Fellows to look into proposed Broadcasters Hall of Fame project; adopted resolution paying tribute to late Comdr. E. F. McDonald Jr., first NAB president; considered plans for autumn regional conferences.

AFTRA Videotape Pitch

American Federation of Television & Radio Artists was reported Friday to have delivered its contract proposal covering videotape to three tv networks in advance of its negotiation sessions this Friday. AFTRA's proposal is said to be "revolutionary" in that it is highly simplified, running about one-third of standard network contract. AFTRA understood to be asking for same rate of payment for program commercial, regardless of length of show, deviation from AFTRA's previous pact. With few exceptions pay rate will be same for on- and off-camera presentations. Provision is made for re-use payment on downward sliding scale.

FCC Admits Eastern To Miami Ch. 10 Case

FCC Friday authorized participation of Eastern Airlines in Miami ch. 10 hearing, scheduled to begin this morning (Monday) in Room 1420 Post Office Bldg., Washington, with former Pennsylvania Supreme Court Chief Justice Horace Stern presiding.

Nestle tries network: in its first use of network radio, Nestle Co., White Plains, N. Y., is launching six-week campaign on Mutual, starting today (June 23) to promote its Nestea instant tea. Company buying 18 five-minute newscasts per week, plus one participation daily on Kate Smith Show (Mon.-Fri., 10:30 a.m.) and sponsorship of Bill Stern Sports Show (Mon.-Fri., 8:30-8:35 p.m.). AGENCY: Dancer-Fitzgerald-Sample, N. Y.

June 23, 1958 • Page 9
Ch. 13 Trustee Operation Asked
WIBC Indianapolis Friday asked FCC to establish joint trusteeship for that city's ch. 13 in light of last week's federal court order vacating 1957 grant of vhf facilities to Crosley Broadcasting Corp. (now WLWI [TV]). Court said that since Comr. Craven voted without having heard oral argument Commission should schedule new argument with Mr. Craven participating (see page 68). WIBC immediately offered to buy ch. 13 facilities from Crosley, and at week's end filed further pleading for joint trusteeship on grounds Crosley has no right to operate station even temporarily since case is now in hearing status before final decision. Court's order, issued June 16, will be delivered to FCC formally June 30 unless Commission takes legal steps for review or appeal. Commission has not yet made up mind what to do.

Anti-Influence Bills in House
Three bills, designed to strengthen laws regarding ex parte contacts with members of FCC and other agencies, were introduced in House late Thursday by Rep. Steven B. Derounian (R-N.Y.), member of Interstate & Foreign Commerce Committee.
HR 13035 would (1) make it unlawful for any person to attempt to influence Commission decisions in off-record manner, including seeking of aid from members of Congress; (2) prohibit commissioner or staff member from engaging in personal or business transaction with litigants; (3) prohibit payment of honorariums to commissioners and "unusual hospitality uncalled for and unwarranted..." Bill, referred to Commerce Committee, provides for $2,000 fine, three years imprisonment, or both.
HR 13036 prohibits communications with Commission after case has been set for hearing "unless upon notice and opportunity for the party to participate." HR 13037 would criminal laws relating to bribery, graft and conflict of interest. Latter two bills referred to Judiciary Committee.

Multiplex for Networking
Unique use of fm multiplexing approved by FCC Friday. Commission gave KDKA-FM Pittsburgh permission to use multiplexing to feed local Pittsburgh Pirates baseball games to 20 am and fm stations in surrounding region. This off-air pick-up of play-by-play coverage by Westinghouse station via multiplex operation means that KDKA-FM can continue to broadcast its regular good music program to its listeners at same time it is feeding ball games to other stations. In previous years, Westinghouse's KDKA-FM had to interrupt its regular programming to feed games to these stations. Although some commissioners felt fm multiplexing violated permit to only functional music operations, FCC majority agreed that proposed use by Westinghouse was proper.

NOTHING'S EASY
FCC Comm. John S. Cross Friday made first speech since joining FCC, but carefully avoided committing himself on any question of policy.
In luncheon address to Chicago Broadcast Advertising Club, Mr. Cross described number of major problems now before FCC but advanced no opinions of his own about any of them.
Mr. Cross said television allocations were "one of the foremost problems facing the FCC today." Since joining FCC, he said he had learned that "developing facts in this business... is about the hardest thing I know."

WPLH, KBIZ Bring $160,000
Station sales announced Friday, both subject to FCC approval:
WPLH Huntington, W. Va., sold by Huntington Broadcasting Co. (Cy N. Bahakel) to Tierney Co. (WCHS-AM, Hawthorne D. Battle, president) Charleston, W. Va., for "in excess of $100,000." MBS-affiliated WPLH is on 1420 kc with 5 kw. Mr. Bahakel owns WRIS Roanoke and other southern stations. Transaction handled by Allen Kander & Co.
KBIZ Ottumwa, Iowa, sold by James J. Conroy and associates to KDAL-AM-TV Duluth, Minn., for group of $60,000. Buyers, all equal partners, are Dorothy LeMasurier, Odin Ramsland, Robert Dettman, W. John Grandy, all of KDAL stations, and Harry S. Hyett, Minneapolis station representative, and G. L. Verne Flambio, owner of WQQA Moline and WQUB Galesburg, both Ill. Same partners, except Mr. Dettman, also own WECL Eau Claire, Wis. KBIZ is 250 w, 1240 kc. Affiliation: ABC, MBS.

Virginia Assn. Elects
Milton Henson, WREL Lexington, elected president of Virginia Assn. of Broadcasters Friday at conclusion of three-day meeting held at Tides Inn, Irvington. Other officers elected were Thomas P. Chisman, WVEC-AM - TV Hampton-Norfolk, vice president, and Robert Walker, WCHV Charlottesville, secretary-treasurer. Elected directors: Carl Lindberg, WPIK Alexandria, retiring president; Campbell Arboreux, WTAR-AM-TV Norfolk; Hamilton Shea, WSVA-AM-TV Harrisonburg; E. S. Whitlock, WRNL Richmond; Charles Blackley, WTON Staunton, and Grayson Headley, WNNT Warsaw.
VAB voted to hold 1959 meeting at Tides Inn. Speakers at last week's session included Lt. Gov. A. E. S. Stephens; C. Wallace Martin, WMSC Columbia; Robert A. Wilson, vice president, Cargill & Wilson, Richmond, agency, and Charles H. Towler, NAB employer-employee relations manager.

PEOPLE
Howard Stalnaker promoted to station manager, KPHO-TV Phoenix and CHS. S.P. Ry. named station manager of KPHO. Both have been assistant managers for past two years.
Aaron Beckwith, since 1957 account executive with ABC-TV and before that director of business development for NTA, appointed program sales manager of ABC-TV effective immediately.
Harry Lange, executive vice president and general manager, Kling Film Productions, Chicago, resigns in mid-July to join radio-tv department of McCann-Erickson Inc., same city.
Tony Rhodes, formerly with Ursula Halloran & Assoc., N. Y., public relations firm, appointed press relations manager for WNTA-AM-TV New York.
Alan N. Eaton, formerly radio press information director at CBS Chicago (WBBM) and broadcast consultant to Illinois Gov. William G. Stratton, appointed promotion and public relations director of WISH-AM-TV Indianapolis. He succeeds Jim Buck, who becomes assistant commissioner of probate court for Marion County, Ind.
Herbert Bayard Swope, 76, Pulitzer Prize winner, member of CBS board from 1932-1949, and later public relations consultant for RCA, died Friday in Doctors Hospital, New York.
Leroy Erwin, 33, writer-actor for radio-tv, died of heart attack last week while on vacation in Mexico. Writer of many Rin Tin Tin programs and actor on Maverick and Bengal Lancers, Mr. Erwin in 1953 revealed to House Un-American Activities Committee details of Communist infiltration among Hollywood writers learned when he posed as Communist undercover agent for FBI.

Florida Assn. Elects
Charles J. Fernandez, WXXY Sarasota, elected president of Florida Assn. of Broadcasters Friday, succeeding James L. Howe, WIRA Fort Pierce. Larry Rollins, WSIR Winter Haven, continues as vice president. Tom S. Gilchrist Jr., WESH-TV Daytona Beach, was elected as new vice president. Frank W. Hazelton, WNT Tallahassee, was elected secretary-treasurer, and J. Kenneth Ballinger, Tallahassee, continues as executive secretary and counsel. New board of directors was to meet Saturday morning.

Purification Proceeds
CBS-TV's plan to write into its affiliation contracts specific safeguards against affiliate triple- or other spotting that eats into network program time (story page 31) appears to be meeting little opposition. Network officials said Friday that in fortight since amendments were sent out, they've received about 80 back; that few stations had some questions but none seemed seriouly opposed and that none has refused to sign. Network takes position that amendment merely spells out specifically what has been implicit in contract all along.
They’re Listening to AP News
"THE BURNS AND ALBRIGHT SHOW"

240 HILARIOUS HALF-HOURS NOW DIRECT FROM 8 TOP-RATED TELECASTS!

TIME-TESTED AND PROGRAM-PROVED!
A BIG-

30.1
AVERAGE RATING, AND

45.6
AVERAGE SHARE FOR ALL FIRST-RUN TELECASTS! (Source: A. C. Nielsen)

"Gracie, they say we're ideal for strip shows!"

BUY GEORGE, AND BUY GRACIE! IT'S THE TV BUY THAT OUT-STRIPS THEM ALL!
"Oh George, I bet you say that to all the girls!"

SOLD in the first week to:

NEW YORK—WCBS  LOS ANGELES—KNXT  DETROIT—WXYZ
PHILADELPHIA—WCAU  WASHINGTON—WRC  BALTIMORE—WJZ
INDIANAPOLIS—WFBM  NEW ORLEANS—WDSU  PHOENIX—KOOL
HARTFORD-N. HAVEN—WHCT  SAN DIEGO—KFMB  LAS VEGAS—KLAS
BAKERSFIELD—KERO  SCRANTON-WILKES BARRE—WDAU
PORTLAND, ORE.—KPTV  SACRAMENTO—STOCKTON—KDVR

and going fast, fast, fast! Contact:

SCREEN GEMS, INC. TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK  DETROIT  CHICAGO  HOUSTON  HOLLYWOOD  MIAMI  TORONTO
Calling Them as They Are

EDITOR:

Broadcasting is to be complimented for presenting both sides of the rock 'n roll controversy with fairness and impartiality. In spite of attempts from both camps to hush up the issue, Broadcasting as always has presented the facts.

I don't wear one, but if I did, my hat would be off to you.

Peter M. Bardach
Foote, Cone & Belding
New York City

 Overseas Correspondent

EDITOR:

This is a belated note of congratulations upon your acquisition of Frank Silvenail as a consultant.

My tardiness is due to the fact that I was happily vacationing in Paris. And, as a matter of fact, I actually covered the first DeGaulle press conference serving as your accredited news correspondent, Card Number 880. It was a lot of fun bulling through the police lines, but there didn't seem to be any startling developments to cable to you.

T. J. McDermott
Vice President, Radio & TV
N. W. Ayer & Son
New York City

[EDITOR'S NOTE: Mr. McDermott's press card was given him in recognition of his cooperation with Broadcasting editors in preparation of many stories.]

$150 Is The Price

EDITOR:

We appreciate the excellent reporting on the publication of the ANA Advertising Management Guidebook series. However, as a result of a misplaced decimal point in your story, some readers have been ordering sets with checks for $15.00. We are now informing these people that the price is $150.

Alvin A. Dann
Director of Press Relations
Assn. of National Advertisers
New York City

Story Behind the Story

EDITOR:

Some of your readers have asked me for further details about the item [CLOSED CIRCUIT, June 16] regarding my giving away jade key rings.

It was my good fortune to acquire recently a newly discovered jade mine which occupies the top of a mountain in Wyoming. As far as I know, this is the only commercial jade mine in the western hemisphere. In seeking to increase the popularity of this semi-precious stone in this country, I have made it a practice, on meeting new acquaintances, to present them with a jade key ring as a souvenir.

The mystery of how President Eisenhower acquired his must remain a secret. However, I did inform the official to whom I gave it, and who later presented it to the President, that for thousands of years the people of the Orient have considered that rubbing a piece of jade has the triple attribute of soothing the nerves, calming the emotions and bringing good luck.

I sincerely hope that these legendary properties still inhere in our domestic jade, and that our President derives the benefits from rubbing this jade.

Armand Hammer, President
Mutual Broadcasting System
New York

P.S.: Just received a letter from the President, saying in part: "Did I understand correctly that it possessed some magic charm that automatically took care of the worries that a person can accumulate? If so, this particular piece of jade has a tremendous task for itself."

A Plea for Cooperation

EDITOR:

... Our organization is faced with a problem which can be solved with your help. When a DXer logs a DX station, it is common for him to write to the tv station seen for verification. Such long-range loggings are often used in scientific studies and verification is a must. But many tv stations will not bother to check their logs to see if the information supplied really clicks. Some do, but many send a form letter which in effect "thanks for the report" which is essentially valueless. But if all tv stations understood why the requests for verifications were sent, I'm sure most of them would cooperate. At least, I think they would all answer. Some don't even answer.

Gordon E. Simkin
American Ionospheric Propagation Assn.
P.O. Box 201
Loma Linda, Calif.

His Honor Wants Closer Look

EDITOR:

I would appreciate a tearsheet of the story about the FCC's opinion on editorializing [AT DEADLINE, June 2]...

Edwin F. Radel
Mayor
Kingston, N. Y.

Misinterprets Freedom of Air

EDITOR:

Today's mail brought a packet of various material from a radio preacher who will have a campaign in upstate New York. Of course, they desire my station and others to include the script in our newscasts... He wants us to help him gratis. Yesterday the newspapers of the area carried paid ads for him.

The material was filed in my wastebasket!

Walt Gaines
WLFR Little Falls, N. Y.

Broadcasting
IT'S A PEACH OF A SUPERMARKET

1,788,361*
PEOPLE IN THE SPARTANBURG GREENVILLE MARKET
* Counted Population—A. D. Ring and Associates—1950 Census

WSPA-TV BLANKETS THE CAROLINA PEACH BELT

Spartanburg County alone ships more peaches than the entire state of Georgia.

IT'S BIGGER THAN—

ATLANTA 1,557,764
BIRMINGHAM 1,427,783
NEW ORLEANS 1,260,360
HOUSTON 1,226,924
MIAMI 699,103

AND IT'S STILL GROWING!

WSPA-TV
SPARTANBURG, S. C.

CHANNEL 7

WALTER BROWN, Pres.

NATIONAL REPRESENTATIVES - GEO. P. HOLLINGBERY

THE ONLY CBS, VHF STATION
SERVING THE SPARTANBURG-GREENVILLE SUPERMARKET
Double Take
Take Washington, D.C...
or Jacksonville, Florida.
There's a family resemblance
where stations of the
Washington Post Broadcast
Division are concerned.
All enjoy the largest audiences
in their communities...
a capital thing for today's
hard-shell advertisers to
keep in mind.

THE WASHINGTON POST
BROADCAST DIVISION

WTOP RADIO and WTOP TELEVISION
WASHINGTON, D.C.
WMBR RADIO and WMBR TELEVISION
JACKSONVILLE, FLORIDA

Represented by CBS RADIO
and CBS TELEVISION SPOT SALES
IN REVIEW

THE BOB CROSBY SHOW

Emmet Kelly, sad-faced circus clown, was first to greet Bob Crosby's audience June 14 (NBC-TV, 8-9 p.m.) and was, as usual, charming and delightful. What followed was an equally charming attempt to keep Perry Como's fans happy while Mr. Como relaxes through the summer.

Basic format of the Como replacement is that of a musical-comedy-variety show similar to Mr. Como's year-round top-rated hour. Mr. Crosby was an amiable emcee and presented a spirited group of performers including comedian Joey Bishop and rock and rollers The Everly Brothers.

Gretchen Wyler, his vivacious co-star, should afford many an enjoyable moment in the weeks to come. Other regulars, including the Carl Hoff orchestra, Clay Warnick singers and Peter Gennaro dancers, provided colorful musical background. A highlight of the show was a Dixieland number featuring Mr. Crosby's famous Bobcats.

Production costs: Approximately $25,000. Sponsored on NBC-TV, Sat., 8-9 p.m. EDT, by various firms. Started June 14.

Producer: Louis Daspon; director: Cort Steen; technical director: Henry Bomberger; writers: Hugh Wedlock and Howard Snyder; announcer: Kenneth Roberts.

MEMBER OF THE WEDDING

When "Member of the Wedding" was chosen as the final Du Pont Show of the Month for this season, the producers had one major asset—a story with which every adult viewer could identify. Furthermore, the Carson McCullers drama, which in 1950-51 ran for 501 performances on Broadway and won the highest critical acclaim, needed no major changes for its move from stage to tv studio.

But the selection also posed a major problem, finding an actress skilful enough to portray the emotional pre-adolescent while looking no older than 12. On Broadway, Julie Harris succeeded admirably. On tv, a tougher assignment with its revealing closeups, Collin Wilcox was not so successful. Face, figure, voice all showed her to be a young lady in her 20's. Perhaps this could not be helped. But there is no excuse for the direction that made her imitate, speech by speech, move by move, Miss Harris' portrayal of the role of Frankie Adams. What was right for Miss Harris gave a false ring to Miss Wilcox' performance. Only in the final scene, as a formally attired schoolgirl prattling of girl chums, football and class assignments, was she believable.

None of this applies to Claudia McNeil. Her acting was superb. She made the role her own. Dennis Kohler, as John Henry, Frankie's little boy neighbor, was acceptable, but the part seemed cut to a minimum in tv.

What held the home audience was the story of the 12-year-old who, trying so desperately to find somebody or something to identify with, convinces herself that when her soldier brother gets married he'll take her along with his bride, on the honey-moon. Frankie's unguided choice of a tawdry evening gown as proper garb for the wedding, her attempt to leave with the newlyweds and her bodily removal from the honeymoon coupe; these are the material for high tragicomedy and as delineated by Miss McCullers they overrode the flaws in execution to produce an interesting, if not thoroughly enjoyable, 90 minutes.

Production costs: Approximately $100,000. Sponsored by DuPont Co. through BBDO on CBS-TV, Thurs., June 12, 9:30-11 p.m.

Producer: David Susskind for Talent Assoc. Ltd.; adapted by Jacqueline Bobbin and Audrey Gellin from play by Carson McCullers.

Production supervisor: Murray Susskind; associate producer: Audrey Gellin; director: Robert Mulligan.

KRAFT MYSTERY THEATRE

The premiere dramatization in the new Kraft Mystery Theatre, summery live drama dish served by Kraft Foods Co. on NBC-TV, was "Killer's Choice," a selection that was penetrating and a good notch above the ordinary whodunit presentation.

The story got off to a chilling pace: a young, pretty woman was shot down in cold blood. The woman, who worked in a retail liquor store, was victim of a seemingly aimless act of mayhem. From there on, adaptor Alvin Boretz (original story by Evan Hunter) sustained the viewers' interest; in swift strokes rounding out characterization and filling in detail on the dead woman. By midway through the program, the viewer became sharply aware that several people had reason to kill her.

Emphasis in this production was on the greys—the dead woman was not seen as totally "evil" nor as simply "good" but as somewhere in between. The process of building a character was accomplished without the loss of credibility.

Even though the plot showed its threads because of much former wear in print, on the movie screen and on tv, the commonplace storyline was placed in unusual and dramatic perspective through crisp direction, clever camera handling and sound development of characterization. Even the unveiling of the killer and the arrest by two detectives in the program's closing minutes came off with believability and minus the histrionics which mar many a superior cops-and-robbers production.

This new series sponsored by Kraft is the last gasp of live drama for the advertiser before the reincarnation next season of Milton Berle and a half-hour western. It is sad for drama-loving viewers that the tv Theatre should be this killer's choice.

Production costs: Approximately $50,000. Sponsored by Kraft Foods Co. through J. Walter Thompson on NBC-TV, Wed., June 11, 9-10 p.m.

Produced by Talent Assoc., adapted by Alvin Boretz, directed by Paul Bogart.

Cast: Michael Higgins, Stana Coitsworth, Joanne Linville, Martin Rudy and Joan Copeland.
This great action series, set against a frontier background, is now available to local and regional advertisers.

Jim Bowie’s national record practically guarantees an outstanding job on the local level:

- 20 million viewers delivered each week; 2.71 per set.
- Second season ratings 25% higher than the first.
- Profitably sponsored both years by American Chicle Co.

Phone, wire or send smoke signals for the full story of 
*The Adventures of Jim Bowie.*
Graduated...

with honors...

Quality and Integrity
In May, WGN-TV graduated from second place in Chicago's three-network market to FIRST on the basis of quarter-hour firsts in both ARB and NIELSEN!

<table>
<thead>
<tr>
<th>WGN-TV</th>
<th>ARB</th>
<th>NIELSEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network B</td>
<td>147½</td>
<td>138½</td>
</tr>
<tr>
<td>Network C</td>
<td>98</td>
<td>115</td>
</tr>
<tr>
<td>Network D</td>
<td>106½</td>
<td>92½</td>
</tr>
<tr>
<td></td>
<td>85</td>
<td>82</td>
</tr>
</tbody>
</table>

Special honors during May included first place awards presented by the Chicago Federated Advertising Club to four of WGN-TV's outstanding programs:

- Children's Program ........... The Blue Fairy
- Music and Variety ........... Hour of Music
- Religious Program ........... Faith of Our Fathers
- Special Event ................. New Year's Day Fire

Naturally, your best buy is the Chicago station where top audiences and award-winning quality go hand in hand—WGN-TV!
RCA Image Orthicons have been serving TV stations faithfully—since the announcement of the original RCA-5820 design in 1949.

2688 HOURS OF OPERATION at WSB-TV

Reports Chief Engineer Robert A. Holbrook, WSB-TV:

"As far as the RCA-5820 tube is concerned, we are well satisfied with the performance we are able to get in our operation. We are quite particular about our picture quality and have had several tubes run well over 2000 hours before it was necessary to replace them. Our record performance was Serial S-1400 which ran 2688 hours. With performance like this, our cost-per-hour for operation has been reduced appreciably."

The report from WSB-TV is another instance of the extended life that many station men are getting from RCA Image Orthicons—beyond the normal life span of the tube. For improved performance and longer life, it pays to specify RCA—the Image Orthicon with MICRO-MESH and SUPER-DYNODE design.

For faithful tube service, rely on your RCA Industrial Tube Distributor.

RCA Time-Proved Image Orthicon Design—for longer life

RADIO CORPORATION OF AMERICA
Electron Tube Division
Harrison, N. J.

HOW TO GET THE MOST FROM RCA IMAGE ORTHICONS

- Allow 5820 to warm up for 1/4 to 1/2 hour with camera lens capped and with Grid-No. 1 voltage adjusted to give small amount of beam current
- Hold temperature of 5820 within specified operating range
- Make sure alignment coil is properly aligned
- Check scene illumination and uniformity of illumination before televising
- Determine proper operating point with target voltage adjusted to exactly 2 volts above target cutoff
- Select lens size to permit operation with highlights just above the knee of the Light Transfer Characteristics
- Use lowest beam current for best signal-to-noise ratio and gray-scale reproduction
- Adjust beam-focus control for best usable resolution
- Cap lens (or cut off voltage applied to photocathode and bias target negatively) and keep beam on during standbys, to prevent unnecessary aging of 5820
- Condition spare 5820's by operating several hours once each month
- Don't force 5820 into its shoulder socket
- Don't operate 5820 without scanning
- Don't underscan the target
- Don't focus 5820 on a stationary bright scene
- Don't turn off beam while voltages are applied to photocathode, Grid No. 6, target, dynodes, and anode during warm-up or standby periods
- Don't operate a 5820 having an ion spot
OUR RESPECTS

to Sherman Richard Slade

In 1941, Don Belding, western head of Lord & Thomas (now Foote, Cone & Belding) was the target of a direct mail campaign emanating from a young newspaperman in Salt Lake City. Each month the mailman would bring him a package—one month a box of Utah celery, another a basket of Utah peaches. With it would be a letter saying, in effect: "Here's a sample of one great Utah product. Why not try another one, me?"

When Mr. Belding went on a trip, at each stop he'd be handed a telegram urging him to add Sherman Slade to his staff. At length he gave young Slade a try-out on a field job in Utah. This led to an interview and the interview to a job with the agency. "I'll never forget that date," Mr. Slade says. "It was Saturday, Dec. 6, 1941. The next day was Pearl Harbor Day."

Sherman Slade was then 24. Born in San Francisco, July 13, 1917, he'd been named Sherman Richard Slade but the "Richard" was lost during his peripatetic boyhood, when he lived briefly in Denver, Reno, Fort Worth and Los Angeles, among other western cities. "My father was a restless man," he comments.

Changing schools so frequently seems to have accelerated rather than delayed Sherman's educational progress, for he received his B.S. from the U. of Utah on the eve of his 20th birthday. While in the university, he was the second student in its history to edit both the yearbook and the college newspaper. This proved his acumen as well as his journalistic ability, for the editor and business manager divided the profits of the school publications. The yearbook, he recalls, netted him more than $1,000 at the end of the year, in addition to a $5 weekly stipend.

After graduation, he entered advertising in the classified department of the Salt Lake Tribune-Telegram. This led to a term as a reporter and that to a job in the newspaper's promotion department, where he stayed until he landed a berth with Lord & Thomas in Los Angeles. Even that did not immediately get him inside the agency, however. His first assignment was to spend three months as a sales service man for Sunkist, installing store displays and window cards in retail groceries in Detroit and Indianapolis.

In the spring of 1942, Sherman Slade at long last was actually working inside an agency, writing radio commercials for Purex, then sponsoring Boake Carter's news-casts, and for Carnation to use on its Secret Legion dramatic series. But the dreams of youth had to give way to the realities of war and a year later it was Pvt. Slade, aviation cadet; then Lt. Slade, navigator of 30 missions in Europe, then Capt. Slade of Air Transport Command in the Pacific, until in August 1945 he was turned back into Mr. Slade of Foote, Cone & Belding.

And that's what he was for the next 11 years, while he progressed from copywriter to account contact to account supervisor, winning his vice presidency in 1948. Accounts he supervised at Foote, Cone & Belding included Acme and Rheingold beers, Arden Farms, B&B Pen, Hoffman Electronics, Interstate Bakeries, Paper Mate and Union Oil.

In 1956, Mr. Slade terminated his 14-year stay at Foote, Cone & Belding to join Dan B. Miner Co., Los Angeles, as vice president and board member. A year later, when the Mayers Co. became the Los Angeles division of Cunningham & Walsh, he was appointed senior vice president of C&W in Los Angeles and a member of the agency's national management committee. Last April, following the decision to terminate the Mayers-C&W affiliation and shortly after the Miner agency had merged with Union & Cooper Co. of San Francisco, he assumed his present post of executive vice president and manager of Honig-Coooper & Miner, Los Angeles.

Mr. Slade has been described as an advertising "generalist," a man who is thoroughly grounded in all aspects of advertising without being a specialist in any of them. At H-C&M, he sits in on creative meetings on all of the agency's accounts, although only one is under his direct supervision. That is Interstate Bakeries, whose advertising is chiefly in the broadcast media and outdoors. Woody Woodpecker spots for Weber's bread have made "WoWaWoWaWebera" a standard juvenile chant in its distribution area.

In 1940, Mr. Slade married Atlon Johnson, whom he'd met on campus at the U. of Utah. With their three children—Jeffrey, 12, Rickey, 9, and Sharon, 3—the Slades live in Beverly Hills, Gardening, golf, Boy Scout work and playing left field for the Honig-Coooper & Miner team in the Los Angeles agency league are his chief out-of-office activities. He's a member of Beta Theta Pi, the Los Angeles Ad Club and a past board member of the Southern California Chapter of AAAA.
... when you come to the Shreveport Market. Simply run down this quickie check list:

WHICH TV STATION IN SHREVEPORT HAS...

... Dominated every survey made?
... BASIC affiliation with CBS Television?
... Well-established local shows and talent?
... Integrated itself more fully into its community?
... Unexcelled full-power engineering facilities?
... Longer on-the-air experience?
... Full scale promotion?
... Twice as much national spot?

The answer to each, of course, is KSLA-TV.

Next step? A "no sweat" session with your Raymer man...

... and then on to the next market on your list!

Represented by PAUL H. RAYMER CO., INC.
coverage is not enough! This time buy KJEO-TV and get FULL coverage for your money. KJEO-TV consistently serves Fresno and the fabulous San Joaquin Valley better for less. Call your BRANHAM man for complete details. We GUARANTEE you'll save your energy, get more for your money on KJEO-TV. ACT TODAY!

IN PUBLIC INTEREST

TORNOADO RELIEF • WCCO Minneapolis broadcast an appeal for food and clothing that resulted within six hours in 50 tons of relief supplies for Wisconsin tornado victims. It was the largest shipment of help to the area where 30 were killed and 600 homes demolished, WCCO said. Relief workers told WCCO that the campaign "probably is the fastest action that has been taken in any similar disaster."

WEATHER PROFITS • WSOC-TV Charlotte, N. C., weathermen Jimmy Kilgo and Jack Callaghan ventured into temperature prediction and thereby contributed the year's first donation to the Charlotte United Appeal Campaign. Each day the men attempted to guess the day's high, penalizing themselves a half dollar for each degree they were off. After 15 days and 75 dollars, Piedmont Natural Gas Company, sponsor of the 6:40 Weather Show, matched the pot, and the total became the initial contribution to the United Appeal.

PUBLIC EYE • KOLN-TV Lincoln, Neb., reported on its Lincolnland News program the alleged defrauding of a farmer by a magazine salesman. The Better Business Bureau in Lincoln forwarded the details to Central Registry in New York. The farmer got his money back, and KOLN-TV news was informed that its story led directly to the happy ending.

HIGH PRAISE • KCMJ Palm Springs, Calif., received high official praise recently from the city's manager for its consistent programming of local news and public service. Singled out for particular commendation was News Editor Phil Stone, who has headed that department nearly 10 years.

CLASSICAL ASSIST • WBT Charlotte, N. C., is playing a major part in enabling the Charlotte Symphony Orchestra Assn. to obtain a full-time director for the next season. Albums made from tape recordings of WBT concert broadcasts during the past year are being given free to contributors to the Charlotte Symphony Orchestra Assn. It is expected that the musical bonus will enable the symphony group to hire its first full-time director in more than a year.

EDITORIAL STAND • WIS Columbia, S. C., inaugurated its editorial policy on important local events this spring by advocating an affirmative vote for a tax increase to benefit the city schools. In introducing its first editorial listeners were advised that WIS editorially would advocate a definite position on issues deemed in the best public interest. An editorial board has been named to select key topics.

RAILROAD FILM • WJZ-TV Baltimore presented a special safety film June 22 on the dangers of trespassing on railroad property. As the result of recent tragedies involving children and high tension wires in the Baltimore area, WJZ-TV scheduled the 30-minute movie, produced by the Pennsylvania Railroad. It depicted the dangers of playing around railroad yards and trains.
NOW!
ZIV GIVES YOU A DIRECT LINE TO RATING SUCCESS!
DARING ADVENTURES FROM
FOR FIRE...
FOR POLICE...
FOR SCOTLAND YARD...

EXPLOSIVE ACTION
with TV’s newest Law Enforcement Hero!

TECHNICAL ADVISERS:
Duncan Webb, “Britain’s Greatest Crime Reporter”
Tom Fallon, Ex-Superintendent of Scotland Yard

EXTRA! For the first time...
A ZIV SHOW WITH A BUILT-IN CONTEST!
... a unique quiz that’s tied right in with “DIAL 999” to get you off to a big start ... FAST!
THE FILES OF SCOTLAND YARD!

"DIAL 999"

A NEW DISCOVERY! A NEW STAR!
ROBERT BEATTY
Hailed by American critics for his stellar film performances!

NOW... for the FIRST TIME
AUTHENTIC STORIES
from the files of the WORLD'S MOST FAMOUS crime prevention center!
KETV Hits New Heights in Omaha!

May, 1958 Omaha Metropolitan ARB proves that KETV won the largest Audience in the most quarter hours when all 3 stations were on the air – for 3 consecutive ratings!

<table>
<thead>
<tr>
<th>FIRST PLACE QUARTER HOURS</th>
<th>NOV., '57</th>
<th>FEB., '58</th>
<th>MAY, '58</th>
</tr>
</thead>
<tbody>
<tr>
<td>KETV</td>
<td>114 1/2</td>
<td>111 1/2</td>
<td>156</td>
</tr>
<tr>
<td>STATION B</td>
<td>92 5/6</td>
<td>86</td>
<td>90</td>
</tr>
<tr>
<td>STATION C</td>
<td>90 5/6</td>
<td>86</td>
<td>68</td>
</tr>
</tbody>
</table>

KETV has the greatest number of first place quarter hours in both afternoon and evening, seven days a week!

<table>
<thead>
<tr>
<th>Time Period</th>
<th>KETV</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afternoon (1:00 PM to 6:00 PM)</td>
<td>91.5</td>
<td>36.0</td>
<td>13.5</td>
</tr>
<tr>
<td>Evening (6:00 PM to S.O.)</td>
<td>64.5</td>
<td>54.0</td>
<td>54.5</td>
</tr>
<tr>
<td>TOTAL</td>
<td>156.0</td>
<td>90.0</td>
<td>68.0</td>
</tr>
</tbody>
</table>

Now...more than ever...KETV assures advertisers maximum audience at lowest cost per thousand in Omaha...a business "hot spot"!

Call your HR man for the full story of KETV's progress.

Eugene S. Thomas, V. P.

OMAHA WORLD-HERALD
THE DOUBLE-WHAMMY ON TRIPLE SPOTS

New study reveals extent of practice as CBS-TV acts to stamp it out

The first public insight into the extent of agency and advertiser involvement in triple-spotting is contained in an analysis, being released today (June 23), based on actual monitoring of stations.

It shows that agencies and advertisers of virtually all sizes are caught up to some degree in this practice for which, especially in recent weeks, television broadcasters have been roundly criticized by both advertisers and agencies [LEAD STORY, MAY 26].

This study came to light as a new attack on the triple-spot problem was being waged on yet another front. CBS-TV, it was learned, has asked its affiliates to sign affiliation contract amendments expressly stipulating "that the station shall not delete any part of any CBS Television network program, including commercial messages, credits and network identification." In addition, CBS-TV is revising its affiliates' weekly reporting form to include an affidavit attesting that none of this network material has been clipped for local or national spot announcements or other purposes. (Story on CBS action, page 32.)

NBC-TV also was reported at work on plans to put new bite into its anti-triple spot drive. These plans are slated for submission to the NBC-TV Affiliates Board of Delegates at a meeting in mid-August.

The monitoring analysis, based on material gathered by Broadcast Advertisers Reports in its regular monitoring service, turned up case after case in which an extra commercial for one spot advertiser or another intruded on time which had been bought by network advertisers. The study encompassed a week's monitoring in 20 of the nation's top markets, plus a scattering of smaller cities. The monitoring weeks varied from city to city, but all fell within the last three months.

This study was not able to identify in any instance the specific spot announcement that caused the "overcommercialism." This generally would require knowledge of the order in which the spots were bought in each case. But authorities held that in most cases at least one of the advertisers should have known—at the time he bought—that he was creating or getting into a triple-spot situation. These authorities reasoned thus: The study was limited to the station-break time between network shows. This is highly desirable time, usually bought to specification. Advertisers and agencies buying it would know—or should be able to find out—what other products already were in it; and if they insisted on getting into already occupied periods, or if advertisers already in these periods knowingly remained when other clients were added, then they necessarily were condoning or encouraging the practice.

Agency sources contended the answer is not so easy. It is often difficult, they said, to know at time of purchase exactly what the situation is—or is apt to become.

These sources noted among agencies a recent upsurge of special efforts to "find out whether our spots are being triple-spotted."

In making BAR monitoring reports available, President Robert Morris told Broadcasting:

"Triple-spotting is not something that can be charged exclusively to any one group—stations, advertisers or agencies. Actually, CONTINUED overleaf
it probably is the fault of 'the system'—advertisers want their spots in high-rated positions and agencies therefore do their best to get the best.

"But in all the fuss that has been made over this subject, the stations are the ones who largely have been held to blame, which is certainly not the whole story.

"We feel that our reports, by showing to just what extent triple-spotting has occurred in the markets we monitor, will help to show that it is a three-way problem. The reports do not show who is 'guilty,' but that is not the purpose anyway. Those who are 'guilty' know it without looking at this study; others, if they are involved in triple-spotting situations without knowing it, may be glad to find out.'

The study showed a wide variation in the extent to which individual products were involved in triple-spotting situations during a week. Many were found in overcrowded breaks only once in a week, several were there a dozen or more times. Highest was Viceroy cigarettes, through Ted Bates & Co., a total of 28 times on 11 stations in 8 markets.

No. 1 Spotter

Bates, No. 1 spot tv-radio agency, had two other clients whose commercials turned up in more than a dozen breaks exceeding the NAB code's limits: Continental Bakery products were found in 15 such situations; Colgate dental cream in 13.

Runner-up Viceroy in the too-much-company category was Kent cigarettes, through Lennon & Newell. Kent's score was 23.

Others in the dozen-and-up class included Bulova watches (16) and Nabisco Products (13), both through McCann-Erickson; Dr. Pepper beverage (13), through Grant Adv., Dallas; Dove Toilet bar (13), through Ogilvy, Benson & Mather, and Burgermeister beer (12), through BBDO.

Benton & Bowles, which has been one of the most outspoken critics of triple-spotting, and which cancelled Procter & Gamble and General Foods spots in Denver a short time ago on triple-spot grounds, had five brands that were up against triple-spot situations in the analysis of the BAR data. Compton, another vocal opponent of triple-spotting, had three.

The latest furor over triple-spotting was touched off a month ago by a blast from the powerful Assn. of National Advertisers. ANA said 32 out of 115 advertisers responding to a survey complained of triple-spotting "in recent months."

How CBS-TV is acting to kill triple spots

Triple-spotting or other local commercial practices that eat into a network advertiser's time will be barred by contract under a new plan submitted to its affiliates by CBS-TV.

The network has asked its stations to sign affiliation contract amendments stipulating that they will not delete any part of any CBS-TV program, "including commercial messages, credits and network identification."

In addition CBS-TV has told the stations its plans to incorporate into their weekly reporting forms a section in which, under oath, they must specify any instance in which such network material has been cut or eliminated.

Edmund C. Bunker, CBS-TV vice president and director of station relations, outlined the plan in a four-page letter sent out to affiliates almost a fortnight ago and made public last week.

It in he recalled that William B. Lodge, vice president in charge of station relations and engineering, had covered the problem in detail at the general conference of CBS-TV affiliates in January.

"The vast majority of our affiliates deliver the full time period and do not cut short or 'clip' network programs in order to stretch the time available for national spot or local commercials," Mr. Lodge was quoted. "But, in some instances, we have received complaints about affiliates who have taken some of the time purchased by the network advertiser and substituted local commercials. This is obviously unfair to the sponsors of the network program, and is unfair to the CBS Television network, which represented to the advertiser in all honesty that it would make available the full time period contracted for."

Since then, Mr. Bunker continued, CBS-TV has received additional complaints from "several agencies" who said their surveys indicated the practice was still going on.

Embarrassing Complaints

"Frankly," he said, "the complaints we have received were difficult to answer. For instance, according to one agency's survey, in a recent major dramatic program one of our affiliates broadcast three 60-second spot announcements in the station break between program segments. Obviously, this station failed to carry the complete network program. In the same survey, other stations 'stretched' the break between commercial program segments to 50, 60 and even 75 seconds, with obvious time loss to either or both adjacent network sponsors. . . ."

Mr. Bunker said one agency complained

Who's on Third continued

COHEN & ALEXHIE
FOUR-WAY COLD REMEDY: 1 spot, 1 station, 1 market
COMPTON ADV.
DUNCAN-HINES CAKE MIXES: 3 spots, 3 stations, 3 markets
FERRIN INSTANT SELTZER: 3 spots, 3 stations, 3 markets
ROYAL CROWN BEVERAGES: 8 spots, 5 stations, 3 markets
CUNNINGHAM & WALSH
JERGENS: 4 spots, 3 stations, 2 markets
SEARS, ROEBUCK: 10 spots, 3 stations, 2 markets
TEXACO PRODUCTS: 6 spots, 3 stations, 2 markets
WOODBURY PRODUCTS: 3 spots, 2 stations, 2 markets
DANCER-FITZGERALD-SAMPLE
BAYER PRODUCTS: 2 spots, 2 stations, 2 markets
FALSTAFF BEER: 5 spots, 3 stations, 2 markets
PETER PAUL INC: 6 spots, 6 stations, 6 markets
PHILLIPS PRODUCTS: 1 spot, 1 station, 1 market
D'ARYC ADV. CO.
BUDWEISER BEER: 5 spots, 3 stations, 2 markets
DOHERTY, CLIFFORD, STEERS & SHENFIELD
IPANA TOOTHPASTE: 6 spots, 3 stations, 2 markets
DOWD, REDFIELD & JOHNSTONE
COTT: 1 spot, 1 station, 1 market
DOYLE DANE BERNBACH
GALLO: 2 spots, 2 stations, 2 markets
MONROE P. DREHER INC.
DAZZLE LAUNDRY PRODUCTS: 1 spot, 1 station, 1 market
WILLIAM ESTY
BEN-GAY RUB: 4 spots, 1 station, 1 market
SALEM CIGARETTES: 1 spot, 1 station, 1 market
WINSTON CIGARETTES: 8 spots, 4 stations, 2 markets
FITZGERALD ADV.
SNOWDRIFT SHORTENING: 3 spots, 1 station, 1 market
FOOTE, CONE & BILDING
PEPSODENT TOOTHPASTE: 10 spots, 3 stations, 3 markets
TIDWATER GASOLINE: 2 spots, 1 station, 1 market
REVILL J. FOX ADV., DENVER
COORS BEVERAGES: 3 spots, 1 station, 1 market
ALBERT FRANK-QUENTNER LAW
BUTTONI FOODS: 1 spot, 1 station, 1 market
GRANT ADV., DALLAS
DR. PEPPER BEVERAGES: 13 spots, 4 stations, 2 markets
GREY ADV.
EXQUISITE FORM: 1 spot, 1 station, 1 market
GREYHOUND: 6 spots, 2 stations, 2 markets
NECCHI SEWING MACHINES: 1 spot, 1 station, 1 market
GUILD, BADCOM & BONFIGU
SKIPPY PEANUT BUTTER: 2 spots, 1 station, 1 market
GEORGE H. HARTMAN CO.
MYSTIC TAPE: 2 spots, 1 station, 1 market
HIRSCH, TANN & ULLMAN
SHAW'S COFFEE & TEA: 2 spots, 1 station, 1 market
HIXSON & JORGENSEN
RICHFIELD PRODUCTS: 2 spots, 2 stations, 2 markets
HONIG-COOPER
CLOREX: 2 spots, 2 stations, 2 markets
LESLIE SALT: 6 spots, 5 stations, 4 markets
QUIP: 3 spots, 1 station, 1 market
that "if [this] is an example of the kind of treatment our programs are getting across the board, we have uncovered a monster. . . . Are we guilty of overlooking quality controls in network TV? Have we taken too much for granted?"

Mr. Bunker continued:

"Two other related matters have been raised by agencies recently. They concern (a) the number of spot announcements inserted before, after and during breaks in network programs, and (b) the problem of announcements adjacent to network programs for products competitive to those of the network client.

"The advertiser's concern with multiple spots is simply that this practice causes significant audience loss, a result which is harmful to all concerned. We have replied that the network has no right to require its affiliates to program locally in any particular manner. We have stated, however, that we would pass on the agencies' comments concerning multiple spotting and adjacent commercials for competitive products.

"We have stated, however, that the network client. . . .

BROADCASTING

NORTH PABST MAIDEN MALMANUS, OLD GOLD AD BRYLCREAM: 5 HABITANT SOUPS: AJAX CLEANSER: BRYAN HOUSTON pay."

"economic and for station's consideration we have stated, however, that the network client. . . .

AFL: 1 spot, 1 station, 1 market PERIN & PAUS SUNBEAM PRODUCTS: 4 spots, 1 station, 1 market SANDERS ADV., DALLAS CONTINENTAL TRAILWAYS: 1 spot, 1 station, 1 market TATHAM-LAIRD PARKER PENS AND PENCILS: 2 spots, 2 stations, 2 markets J. WALTER THOMPSON AUNT JEMIMA OATMEAL BREAD MIX: 1 spot, 1 station, 1 market KRAFT COTTAGE CHEESE: 5 spots, 4 stations, 3 markets TIP TOP BAKED GOODS: 3 spots, 2 stations, 3 markets GOEFFREY WADE ADV. ALKA-SELTZER: 2 spots, 1 station, 1 market WAYNE, TUCKER & CO., ATLANTA CREAMOulsion Cold Remedy: 1 spot, 1 station, 1 market WARWICK & LEGLER EX-LAX LAXATIVE: 2 spots, 1 station, 1 market WEISS & GELLER BON AMI: 2 spots, 2 stations, 2 markets YOUNG & RUBICAM BORDEN'S ICE CREAM: 1 spot, 1 station, 1 market BORDEN'S MILK: 8 spots, 3 stations, 1 market BUFFERIN: 1 spot, 1 station, 1 market GULF PRODUCTS: 13 spots, 10 stations, 9 markets NORTHERN PAPER PRODUCTS: 3 spots, 2 stations, 2 markets SANKA COFFEE: 1 spot, 1 station, 1 market SNIDERS PRODUCTS: 4 spots, 3 stations, 3 markets TAYSTEE BREAD: 3 spots, 2 stations, 2 markets

PARIS & PEARL AAB: 1 spot, 1 station, 1 market

NAB OUT TO UNFROCK 'DOCTORS'

The synthetic white coat is now out of style in medical TV commercials.

A flat directive against appearances of actors garbed as doctors, dentists and nurses was written into NAB's Television Code last week by the association's TV Board of Directors. (Other board stories begin page 68).

This action against an advertising practice that has been the object of violent criticism was taken by the TV Board on recommendation of the NAB TV Code Review Board, directing agency that enforces the code of ethics. The board also banned use of subliminal perception techniques.

One of the most drastic bans added to the code since its adoption in 1952, it follows the recent Federal Trade Commission's consent decree limiting American Chicle Co. in its use of man-in-the-white-coat advertising commercials to factual evidence that doctors endorse Rolaid's [At Deadline, May 19]. FTC, however, did not impose a general ban against Rolaid's use of white-coat techniques.

NAB's tv ban was construed in some medical circles as a "death knell" for the white coat, a technique used with less frequency in the last several years.

The original NAB code language specified that dramatized commercials should clearly indicate the fact that fictitious characters portray professional people. This did not specify how the dramatization should be explained to the public.

In February 1957, the NAB code group adopted new language requiring a 10-second overlay, "A Dramatization," in a highly visible manner at the opening of a commercial.

Last week's action provides: "Dramatized advertising involving statements or purported statements by physicians, dentists or nurses must be presented by accredited members of such professions."

White-coat agitation has been heard on Capitol Hill where a subcommittee of the House Government Operations Committee is "definitely interested" in the practice. American Medical Assn. and American Dental Assn. have indicated to the subcommittee they favor hearings on the subject. A pharmaceutical group has claimed that tv commercials create huge demands for a product but large stocks are left on retailers' shelves when advertising is discontinued.

The New York Times carried an editorial in its May 16 issue calling for discontinuance of "snake-oil techniques" used by "tv doctors." The Times based its editorial on a resolution adopted by the New York State Medical Society calling on American Medical Assn. to take additional steps to stop
GM PARES TELEVISION BUDGET

- Decision on ‘corporate’ ads to cost tv $4.5 million
- Billings lost to M&J; ‘Wide, Wide World’ not renewed

General Motors Corp.—the world’s largest advertiser with more than $160 million in billing—last week decided that “institutional advertising” was an unnecessary luxury in times of economic recession and has yanked $4.5 million out of tv in “corporate” sponsorship.

While it won’t renew Wide, Wide World on alternate Sundays, which had been rescheduled on NBC-TV next season from 4:30-6 p.m. to 5-6 p.m. (the idea for shrinking it to a 60-min. program coming from GM and not NBC), GM stays in tv so far as its various auto divisions go. Buick, through McCann-Erickson, will sponsor a number of Bob Hope programs on NBC-TV; Oldsmobile, through D. P. Brother & Co., will pick up Patti Page and some Bing Crosby programs on ABC-TV; Chevrolet will stick with the Dinah Shore Chevy Shows on NBC-TV and Pontiac will pick up a tentative six specials, four on CBS-TV and two on NBC-TV. Still to be decided: to what extent, beyond automobile “introduction time,” the GM divisions will use tv spot.

The decision to cancel most, if not all, GM institutional advertising (in all media) was reached late Tuesday at a Detroit meeting of top GM brass. While no NBC-TV officials were on hand to hear the bad news, two high-chelon admirals—Ernest A. Jones, president, and Henry G. Fowkes, New York, vice president of MacManus, John & Adams—sat in on the conference. MJ&A became GM’s agency for tv institutional advertising last fall.

MJ&A loses more than $4.5 million from 1958 billing; Pontiac earlier this year canceled its tv spot schedules—estimated at $2 million—and is slated to cut back its print advertising for the 1959 model as well. Wide, Wide World premiered on NBC-TV Oct. 16, 1955, under the aegis of then-pres-ident Stuart Edwin Sterritt. Until last season it was basically a vehicle for such GM divisions as Delco-Remy and United Motor Service Divs. (Campbell-Ewald) and A. C. Spark Plug and Guide Lamp Divs. (D. P. Brother). The only gm auto division on WWW was Pontiac during the series’ second season. In October 1957 WWW became a showcase for all GM cars and services.

GM’s corporate retreat from tv caught many industry officials by surprise in that it had seemed a “sure bet” that WWW would alternate with Robert Saudack Assoc.’s Omnibus next fall on NBC-TV. Status of the latter show is still being determined, NBC-TV officials confirmed. President Robert F. Lewine said Thursday afternoon, “It has been reported that CBS-TV would like Omnibus to return to that network.”

It also was learned that MacManus, John & Adams, which principally serviced an NBC-TV “package,” had been proposing some show ideas of its own to GM. One major proposal: that GM switch from after- noon programming to nighttime, thus being assured of greater audiences. Another: that

GM AIR a series of “ specials” in the style of last November’s 50th Anniversary Spectacular. But GM, which had already earmarked a tv budget of $40 million for the 1959 model line (excluding spot and WWW) regarded these proposals as economically unsound at this time.

The reason is apparently quite simple: where GM divisional budgets are predicated on future unit sales—roughly $35 per auto sold—the corporate budget (administered through the public relations department) is basically allocated on a “left-over” basis. With GM and other carmakers more concerned now with moving the product out of the dealer’s showroom than in building “community-dealer relations,” it would seem that any “left-overs” might be kept aside for the divisions should they encounter tough sledding next year. (GM in 1957 did away with co-op dealer advertising, funneling those funds into an “emergency fund” which was left untouched.)

Both Ford Motor Co. and Chrysler Corp. have to all intent and purposes dropped corporate tv salesmanship. Ford two seasons ago bowed out of network tv by dropping NBC-TV’s produces Showcase. Chrylser last month pulled out of Climax on CBS-TV and seems unlikely to return with such an outlay next season.

GM’s revised modus operandi for tv is for its various agencies to estimate the 1958-59 ad budgets to a low index, so that should Detroit sales shift into high, additional monies may be allocated rather than curtailed, as was the case last year.

Though MJ&A’s gm account billings have shrunk, the agency will sink an estimated $3 million into a six program spread. Having already signed humorists Victor Borge to an exclusive Pontiac contract calling for three shows in that many years at a tab of $675,000—Pontiac will place its first 60-minute program Oct. 15, its second with Mr. Borge in November, a Mary Martin Rodgers & Hart Songbook produced by Leland Hayward in December and a Phil Silvers Intimate Review in January—all on CBS-TV, Penn-Come Roncon Productions Inc. will package two NBC-TV programs, slated for February and
March. Should sales gain, MJ&A is ready to add two additional specials in April and May.

With GM out of institutional TV, speculation renewed on what the intentions are of the remaining TV institutional advertisers. Spokesmen for J. M. Mathes Inc., Union Carbide Co. agency, Thursday noted "they were completely up in the air" concerning Omnibus renewal and hinted there would be some "second thinking" now. UCC, like Monsanto Chemical Co. (which drastically cut back its sponsorship of CBS-TV's "Conquest"), provides a number of chemicals and raw materials used by Detroit automakers. So does Aluminum Ltd., the other Omnibus sponsor which, through J. Walter Thompson Co., likewise has yet to reach a decision.

In the past few years a number of institutional TV advertisers have put more hard sell into their sponsorship by (a) promoting specific products rather than services as in the case of Aluminum Co. of America which dropped the institutional See It Now on CBS-TV for the consumer-oriented Alcoa Playhouse on NBC-TV, and (b) dropping network TV for network radio segmentation and TV spot in the manner of Dow Chemical Co., which canceled Medic on NBC-TV and went into TV spot on behalf of Saran Wrap. E. J. DuPont de Nemours, on the other hand, a sometime spot user, dropped the "little show" concept (30-minute Cavalcade of America on ABC-TV) for the "big show concept" (90-minute DuPont Show of the Month on CBS-TV) but is pushing specific DuPont-made products. The chemical combine has renewed on CBS-TV as has U.S. Steel Corp., which too is paying more attention to consumer-slanted copy. For U. S. Steel Hour.

MJ&A became GM's agency for TV institutional advertising last fall, though Kudner Agency—until this spring the major GMC agency—had been assigned the GM 50th anniversary show previously.

New Armour Ad Post for Skillin

Armour & Co., Chicago meatpacker, has announced the promotion of Kenneth L. Skillin from general manager of advertising and sales promotion to director of national advertising, with responsibility for all product divisions. He will coordinate advertising for meat, soap (Dial), chemical and other products in all media, including television in which Armour last year spent an estimated $4.3 million (most of it in network). Coincident with Mr. Skillin's appointment are the elimination of separate advertising departments for each product category and the establishment of product managers, an Armour spokesman said.

Drugs Spend More in Radio-TV

Drug and toiletries advertising expenditures rose 14% in 1957, according to Drug Trade News, a trade journal. It reported drug and toiletries manufacturers spent $475,411,000 in consumer advertising last year of which $168,880,000 (18.5% increase) was in network TV; $85,560,000 (15.9% increase) in spot TV; $27,046,000 (25.2% increase) in spot radio, and $22,080,000 (9.7% decrease) in network radio.

NCS-3 TV Set Data

Ready to Go This Week

The A. C. Nielsen Co. plans to distribute Nielsen-Art county-by-county TV set ownership data to clients this week.

The county data prepared by A. C. Nielsen in conjunction with the Advertising Research Foundation is part of a schedule for eventual distribution of Nielsen Coverage Service No. 3 later this summer. The next possible distribution of NCS No. 3 to be published will be complete station reports. Circulation reports will follow, with all data slated to be in the hands of subscribers by the end of August.

The coverage studies measure and report counties throughout the U.S. both the local and intensity of established station and network audiences. They differ from other Nielsen services which measure individual program audiences or ratings achieved by individual broadcasts. First NCS was mapped out in 1951 at the request of advertiser, agency, network and station clients, and the first overall county-by-county measurement of radio and TV set ownership, station coverage and circulation was released in the spring of 1952. Four years later NCS No. 2 was issued. NCS No. 3 is limited to TV only.

Field work for NCS No. 3 started in mid-February and ended last April with analysis and computation following in May and June. According to Nielsen, No. 3 ended up with more than 200,000 ballot responses, which it characterizes as an "all-time high in total sampling used for a TV coverage study." The mail ballot response was near 75%. Pre-publication subscribers in NCS No. 3 include 38 advertising agencies, 100 TV stations and the three TV networks.

The studies are designed to provide measurement of daily, weekly and monthly audience coverage of TV stations and networks, and to answer such questions as the size of a station's market (including number of homes and how many have TV); the number of families listening to a given station or network; location of the families (county-by-county or by county group); the frequency that the families listen and what other frequencies and how well TV stations serve a given market.

Radio Image Must be Upgraded, M-E's Davis Tells Californians

Just as advertisers are trying to upgrade the product or brand image with the public to create a favorable sales atmosphere, so station salesmen should try to upgrade the radio image held by agencies if they want radio to get a greater share of the advertising dollar, Paul Davis, media director of McCann-Erickson, Los Angeles, told Thursday's luncheon meeting of Southern California Broadcasters Assn.

Too often, agency people don't think too highly of radio, he stated, because of Top 40 programming ("which doesn't seem to deliver the kind of audience most agencies are looking for and even if it isn't as widespread as it is thought to be isn't doing radio any good"), the boredom factor (created by all stations sounding alike), overcommercialization (leading to doubts that a commercial can be created which would stand out and sell in competition to its partners in a triple-spot situation) and selling below rate card (which only helps to downgrade radio). Mr. Davis urged broadcasters to upgrade radio image by putting more imagination and freshness into their programming, by being "a little less greedy" and by sticking to their rate cards.

Fred Rugg, general manager, KNX Los Angeles and CRPN, was elected chairman of SCBA for the coming year. Other new officers: vice chairman, Ernest Spencer, KWZ Santa Ana; secretary, Herb Combstock, KAVL Lancaster; treasurer, Cliff Gill, KBIG Avalon. Elected directors: Felix Adams, KLAC Los Angeles; Norman Ostby, Don Lee Broadcasting System; Robert Purcell, KWF B Los Angeles; Calvin Smith, KFAC Los Angeles. Loyd Sigmon, KMPC Los Angeles, retiring chairman of SCBA, automatically becomes a board member for the coming year.
KELLOGG MONEY: WHITHER BOUND?

- ABC presentations cause further thought on shift to spot
- Kellogg-Burnett considering network-spot combination

Network and spot forces were still battling at Battle Creek last Thursday over $7.5 million Kellogg cereal advertising dollars.

On Monday, Leo Burnett Co. called a meeting of Chicago station representatives and announced Kellogg had decided to place that amount into spot television. The client, agency media executives told representatives, was prepared to go along with a sponsor-supplied film placement plan encompassing individual station discounts of 20% to 30%.

By midweek, however, “new developments had arisen” and Kellogg-Burnett were busy reappraising the whole picture, after fresh ABC-TV presentations involving the network’s current children’s adventure strip.

In the balance is not only the Kellogg decision but the future of a formula devised by members of the Station Representatives Association group. It suggests rate scale revisions by stations to include package rates for bulk program time purchases. Its backers feel such a plan, with varying discounts based on the number of film shows advertisers place in a week under the “program contribution” technique, will appeal to other national advertisers. As in the case of Kellogg, clients would provide their own half-hour syndicated properties for multi-weekly use [STATIONS, June 16].

One proposal under study by Burnett Thursday, it’s understood, was a combined network and spot program with Kellogg to entrust day’s single spot on ABC-TV in about 75 or 80 (mostly smaller) markets and buying spot in 15-20 others (including the larger metropolitan cities). ABC-TV’s emphasis on cost efficiency factors—and a selected, flexible station lineup—was reported to be getting serious consideration at the agency.

Spot proponents pointed out, however, that even if this development materialized, spot television would stand to gain appreciably in terms of dollar volumes.

Peters, Griffin, Woodward was known to have made a separate sales presentation—both to Burnett media and Kellogg representatives—designed to compare the relative advantages and disadvantages of network vs. spot in certain time segments, including the present Monday-Friday 5:30-10 p.m. on ABC-TV. Kellogg now sponsors a children’s strip on Superman, Sir Lancelot, Wild Bill Hickoks, Woody Woodpecker and The Buccaneers in that segment, giving the client a different program identification each day.

One of the points at issue, it’s understood, is whether Kellogg could obtain clearance from ABC-TV of the 6 p.m. period on the West Coast; it’s reported the network was prepared to guarantee such clearance.

A second proposal, which had been submitted by SRA-Chicago members and presented by Burnett to Kellogg, five individual programs were not necessarily dictated. One suggestion lineup, it was understood, included two weekly Hickoks, one Superman and Woodpecker and a series of Tom & Jerry cartoons.

The original formula, which suggested discounts of 20%, 25% and 30% for three, four and five programs per week, respectively, was understood to be flexible and tentative. Thus Kellogg conceivably could place as few as one or two shows per week on any given station and still realize benefits from the spot tv formula—provided stations would go beyond their previous verbal agreements to adjust rates as indicated in the SRA-Chicago station survey.

It’s emphasized that the formula is not binding on stations, including those belonging to SRA, but was offered as a working plan to benefit spot tv business in general. As such, it could be modified into a more concrete working formula as a guide for stations in the process of reappraising their rate cards to cover bulk program time-buys as well as participations.

About 80% of the 185 stations contacted in the survey—represented by Blair-Tv and Blair Television Assoc.; Peters, Griffin, Woodward, Weed Television; Adams Young Inc., and The Katz Agency—indicated initially they would clear time between 5 and 7 p.m. and were agreeable to the rate concept, or a variation thereof.

The Burnett agency told representatives Monday that Kellogg had approved the spot formula in principle and that it would work out the mechanics in the next two weeks before seeking availabilities. It was reported at that time that Kellogg would place a series of programs in 171 top markets—that it would buy 30-minute segments on a one to five day per week basis on any given station, depending on the market. By buying 171 markets, Kellogg thus planned to cover about two-thirds of all U. S. tv homes.

Burnett media representatives at one time were understood to be thinking in terms of perhaps the top 30 or 40 markets for five-a-week, another 30 or 40 for four-a-week, and so on down the line.

The spot campaign was to have gone into effect about Sept. 29, but Ralph F. Olmstead, Kellogg vice president in charge of advertising, said last Wednesday that “no definite decision has been made yet” and that “a new situation developed.”

Burnett people huddled not only with Kellogg but ABC-TV and station representatives a good part of last week. Involved in negotiations at Burnett are Roy Lang, vice president.
Detroit is listening
to a new sound!

Michigan’s result-producing independent radio station is now first and only with regularly scheduled stereophonic sound—a new world of listening pleasure! The superb mike-side fidelity of this dimensional sound is capturing the attention and enthusiastic endorsement of all Detroit.

WJBK’s added acceptance bonus captures a greater measure of this vast market of millions... WJBK—first in news, music and sports—now in modern sound!

Represented by THE KATZ AGENCY, INC.
To sell Indiana, you need both the 2nd and 3rd ranking markets.

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

---

**YOU NEED TWO TO TUNE UP sales in Indiana!**

---

In this rich, diversified interurbia, automotive manufacturing is only one of many reasons for bulging purses. Fertile farms and varied business each contribute their share. Over 1.6 million population—$2.8 billion Effective Buying Income! There are two major markets in this live sales sector—South Bend-Elkhart and Fort Wayne. You can cover both from within, with one combination TV buy, and save 10%! Add Indianapolis—get all the best in just two buys!

call your **H-R** man now!

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WSJV 28

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WKJG 33

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Page 38 • June 23, 1958
SWEETSTAKES PURSE • Canada Dry Co., through J. M. Mathes Inc., both N. Y., is placing its second annual "Silver Dollar Sweetsweepstakes" promotion this summer via radio-tv spots over 100-150 markets July 8-Aug. 30, and Canada Dry also will participate on a 130-station lineup on NBC-TV's Today July 21-Aug. 22.

COOL MILLION • Remco Industries Inc. and American Character Doll Corp., both through Webb Assoc., N. Y., are placing approximately $1 million in spot tv in over 60 markets for 12-week campaign starting in fall.

ETERNAL VARIETIES • H. J. Heinz Co., Pittsburgh, has ordered 52-week participation contract with NBC-TV, billing $2.5 million in number of daytime shows starting this September. Deal was set through Maxon Inc.

ANTI-ANTS • Scott Paper Co., Chester, Pa., is launching all-radio campaign for Cut-Rite wax paper on 296 stations just before July 4 holiday-picnic weekend. J. Walter Thompson Co. is saturating CBS and independents, covering 202 cities at cost exceeding $60,000. Thomas B. McCabe Jr., Scott advertising director, believes this is most intensive such campaign that firm has ever sponsored.

HALF MILLION WEEK • New business for CBS Radio last week came to $500,000, as announced by network Sales Vice President John Karol. New purchases were by Standard Brands' Chase & Sanborn coffee (Compton Adv.) and Royal Gelatin desserts (Ted Bates); Sterling Drug's Bayer aspirin (Dancer-Fitzgerald-Sample); Dr. Peter Fahrney Sons' proprietary drugs (Bozell & Jacobs), and Home Insurance Co. (Albert Frank-Guenther Law Inc.). Involved are daytime participations and Douglas Edwards nightly newscasts.

NEW TRIO • ABC-TV recorded three new daytime contracts last week by Eastco Inc., Johnson & Johnson and National Biscuit Co. Carter Products has renewed its daytime program schedule on American Bandstand. Agencies are Lennen & Newell for Eastco Young & Rubicam for J&J; Kenyon & Eckhardt for Nabisco, and Sullivan, Stauffer, Coley & Bayles for Carter.

NBC-TV'S DAY • Three advertisers have bought total of 72 participations on NBC-TV's Today (Mon.-Fri., 7:9 a.m. EDT) and The Jack Paar Show (Mon.-Fri., 11:15 a.m.-1 p.m.) in past two weeks. Highlighting sales effort was purchase of 30 participations on Today and 50 on Paar by Tribune Distributing Corp. (hair products), Fort Lauderdale, Fla., through Cunningham & Walsh, N. Y. In addition, Aldon Rug Mills, N. Y., and Drexel Furniture, Drexel, N. C., both through Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, have ordered, respectively, six participations of Today and one on Paar, and five participations on Today.

TV Ads Serve Constructive End, Chicago Visual Conference Told

Despite examples to the contrary, television advertising is done "with constructive aims of selling useful products," a research specialist told a visual communications' conference in Chicago.

The view was expressed by Dr. Sidney J. Levy, director of psychological research of Social Research Inc., in a talk June 13 on "Television Symbols of Substance, Source and Sorcery." The conference was presented by the U. of Chicago's University College and sponsored by the Chicago Art Directors Club and Society of Typographical Arts.

"Although viewers complain plentifully about commercials, they rarely express conviction that advertisers are a dishonest group, or that they are continually subjected to commercials which distort or deceive them," he asserted. "This complaint is most likely to come from upper middle class people and intellectuals who strive to defend their individuality against persuasion and who . . . assert the responsibility of communications to do something about [the materialistic side of American culture]."

Among other speakers at the two-day conference in the Congress Hotel were Suren Ermmoyan, senior vice president and visual director, Lennen & Newell; Louis Cheskin, head of Color Research Institute; Pierre Martineau, research director, Chicago Tribune; and Leo Rosten, author-lecturer and member of Look magazine's editorial board.

LATEST RATINGS

<table>
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<tr>
<th>Rank</th>
<th>No. Viewers (000)</th>
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<tr>
<td>1.</td>
<td>Gunsmoke</td>
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<td>2.</td>
<td>Perry Como</td>
<td>39,790</td>
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<td>3.</td>
<td>Tales of Wells Fargo</td>
<td>39,190</td>
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<td>4.</td>
<td>Ass. Have Gun, Will Travel</td>
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<td>5.</td>
<td>Danny Thomas</td>
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<td>6.</td>
<td>I've Got a Secret</td>
<td>34,650</td>
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<td>Wagon Train</td>
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<td>8.</td>
<td>Father Knows Best</td>
<td>33,990</td>
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<td>9.</td>
<td>Restless Gun</td>
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<td>10.</td>
<td>Wyatt Earp</td>
<td>31,470</td>
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9. Price Is Right 34.2
10. Danny Thomas 33.3

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BACKGROUND: The following programs, in alphabetical order, appear in this week's Broadcasting tv ratings roundup. Information is in following order: program name, series of stations, sponsor, agency, day and time.

Perry Como Show (NBC-160): participating stations, Sat., 9-9 p.m.
Father Knows Best (NBC-118): Scott Paper (JWT), Wed. 8:30-9 p.m.
Gunsmoke (CBS-162): Edgrett & Myers (D-F), Remington Rand (Y & B), alternating, Sat. 10-10:30 p.m.
Home Brown, Will Primrose (CBS-125): Lever Bros. (JWT), American Home Products (Bates), alternating, Sat. 8:30-10 p.m.
I've Got a Secret (CBS-188): R. J. Reynolds (R.J.), Wed. 7:30-8:30 p.m.
Price Is Right (NBC-118): participating stations, Mon.-Fri. 11-11:30 a.m.
Restless Gun (NBC-101): Warner-Lambert (SSC&B), Mon. 8-8:30 p.m.
Red Skelton Show (CBS-199): Pet Milk (Garner), S. C. Johnson & Son (FC&B), Tues. 8:30-9 p.m.

Tales of Wells Fargo (NBC-147): Buick (M-6), American Tobacco (SSC&B), Mon. 8:30-9 p.m.
Danny Thomas Show (CBS-188): General Foods (SSC&B), Mon. 8-8:30 p.m.
Wagon Train (ABC-132): Lever Bros. (JWT), Drackett (Y & B), alternating, Sat. 7:30-9:30 p.m.
Wyatt Earp (ABC-103): General Mills (D-P), Broder & Gamble (Compton), Tues. 8:30-9 p.m.
Why they decide on film/live commercials

Are live commercials better than film? Are film commercials better than live? You can get good arguments from advertising agencies for both sides. Some like their spots delivered by local personalities. Others prefer films. Still others use both, depending on stations and circumstances.

With all the uncertainty and variety of answers usually produced by informal contacts, Broadcasting decided to clear the atmosphere by going directly to leading agencies. A survey was conducted, yielding a total of 129 usable questionnaires.

The study showed that three out of every five advertising agencies use more filmed spots than live commercials in their tv campaigns. These agencies agree, however, that live spots offer many important advantages (see complete results below). Figures showing the reasons agencies select either live or film spots are broken down by first, second, third and fourth choices.

This procedure supplies a broad insight into the thinking that lies behind agency decisions.

In showing a preference for filmed spots, 29% of agencies specified "guaranteed performance" as their first reason; 21% mentioned "accuracy insured"; 17% named "flexibility of production," and 17% cited "assurance of identical commercials in all markets."

The opportunity of using popular local personalities dominated the thinking behind selection of live spot commercials—53% of the responding agencies giving this as their main reason. One out of six agencies based the choice of live rendition on the "sense of immediacy" obtained and one out of nine cited the opportunity to make last-minute copy changes.

About half (47%) of the agencies felt local personalities do a better job for the advertiser than the three out of five agencies said they prepare live and filmed commercials for different markets in a campaign for a particular account.

Five out of every eight agencies said they put supervisory people on the road when they buy live commercials on tv stations. Only 23% of the responding agencies said they have confidence in the way live commercials are produced in at least three out of every five stations. The rest show varying degrees of doubt as the caliber of live spot production at tv stations.

Advertisers do not play an overly important role in agency decisions to use live and/or film spots, the survey shows. Nearly half of the agencies report the client's influence as "not at all" or "slightly." A third describe the client's role as "50-50" and one out of six agencies say the client has "considerable" influence. Less than 1% of clients make the entire decision.

The results follow:

**QUESTIONS, ANSWERS**

**ON USE OF FILM/LIVE SPOTS**

**QUESTION 1:** What are your four main reasons for using films for spot commercials? Reasons (% of Agencies)

<table>
<thead>
<tr>
<th>Reason</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td>FLEXIBILITY OF PRODUCTION</td>
<td>17.0</td>
<td>9.9</td>
<td>12.2</td>
<td>13.1</td>
</tr>
<tr>
<td>NO PROBLEM WITH PERFORMERS MISSING LINES</td>
<td>3.2</td>
<td>5.9</td>
<td>10.2</td>
<td>9.5</td>
</tr>
<tr>
<td>NO PRODUCTION PROBLEMS ON THE FILM LEAVES YOUR HANDS</td>
<td>9.6</td>
<td>11.9</td>
<td>16.3</td>
<td>19.0</td>
</tr>
<tr>
<td>ACCURATE</td>
<td>21.3</td>
<td>21.8</td>
<td>19.4</td>
<td>11.9</td>
</tr>
<tr>
<td>GUARANTEED PERFORMANCE</td>
<td>28.7</td>
<td>15.8</td>
<td>14.3</td>
<td>9.5</td>
</tr>
<tr>
<td>ECONOMY</td>
<td>3.2</td>
<td>6.9</td>
<td>9.2</td>
<td>11.9</td>
</tr>
<tr>
<td>PERSONALITY SELL ON NATIONAL BASE</td>
<td>9.9</td>
<td>7.1</td>
<td>8.3</td>
<td></td>
</tr>
<tr>
<td>ASSURANCE OF IDENTICAL COMMERCIALS IN ALL MARKETS</td>
<td>17.0</td>
<td>17.9</td>
<td>11.3</td>
<td>16.8</td>
</tr>
<tr>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

**COMMENTS—**Live commercials are often impossible for station to handle; no local announcer talent fees; flexibility of placement; top talent use of top-grade music; animation; some ideas cannot be presented live; time and program adjacencies; requires less aircheck; supervision important; repeat value and use on multiple stations; can obtain effects on film not possible live.

**QUESTION 2:** What are your four main reasons for using live spot commercials? Reasons (% of Agencies)

<table>
<thead>
<tr>
<th>Reason</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAKE ADVANTAGE OF POPULARITY OF LOCAL PERSONALITY</td>
<td>52.7</td>
<td>15.6</td>
<td>15.7</td>
<td>13.1</td>
</tr>
<tr>
<td>FEEL A SENSE OF IMMEDIACY IN LIVE ANNOUNCEMENTS</td>
<td>16.5</td>
<td>14.6</td>
<td>11.1</td>
<td>9.8</td>
</tr>
<tr>
<td>CAN MAKE LAST-MINUTE COPY CHANGES</td>
<td>11.0</td>
<td>18.8</td>
<td>20.0</td>
<td>16.4</td>
</tr>
<tr>
<td>MORE SPONTANEITY IN LIVE COMMERCIALS</td>
<td>4.4</td>
<td>16.7</td>
<td>10.0</td>
<td>19.7</td>
</tr>
<tr>
<td>CAN ADAPT COMMERCIALS TO DIFFERENT MARKETS MORE EASILY</td>
<td>5.5</td>
<td>19.8</td>
<td>20.0</td>
<td>11.5</td>
</tr>
<tr>
<td>BELIEVE &quot;ALL SALES ARE LOCAL&quot; THEREFORE LOCAL PERSONALITIES SHOULD BE USED</td>
<td>2.2</td>
<td>5.2</td>
<td>11.1</td>
<td>11.5</td>
</tr>
<tr>
<td>FOR RESEARCH PURPOSES TESTS OF DIFFERENT APPEALS CAN BE USED</td>
<td>1.1</td>
<td>4.2</td>
<td>4.4</td>
<td>8.2</td>
</tr>
<tr>
<td>FOR TEST MARKETS DIFFERENT PERSONALITIES ARE USED</td>
<td>1.1</td>
<td>2.1</td>
<td>3.3</td>
<td>4.9</td>
</tr>
<tr>
<td>CHEAPER</td>
<td>5.5</td>
<td>3.0</td>
<td>4.4</td>
<td>4.9</td>
</tr>
<tr>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

**COMMENTS—**(mentioned by 21 respondents): more convincing demonstration as with Polaroid and Times; speed; usually able to get longer commercial as announcement; cut cost; better to do in the field; quick to deliver; lower cost; still can use studio talent if necessary; faster adaptability; client's sales force gain can be used; good local personality; low quality far surpasses film; production techniques such as slide-on-side super, matched dissolve, sound on tape, film clips, etc., are far more effective and flexible than film; limited schedule doesn't warrant expensive production; effective for local clients; more believability; easily adapted to various station personalities.

**QUESTION 3:** What percentage of all spot commercials prepared by your agency would you say are live? 

<table>
<thead>
<tr>
<th>% of Live Commercials</th>
<th>% of Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5%</td>
<td>14.4</td>
</tr>
<tr>
<td>5-10</td>
<td>13.6</td>
</tr>
<tr>
<td>10-20</td>
<td>12.0</td>
</tr>
<tr>
<td>20-40</td>
<td>19.2</td>
</tr>
<tr>
<td>40-60</td>
<td>12.0</td>
</tr>
<tr>
<td>60-80</td>
<td>2.6</td>
</tr>
<tr>
<td>80-100</td>
<td>15.2</td>
</tr>
<tr>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**COMMENTS—**Choosing live or film is a matter of casting commercial to product; the quality of live commercials is sometimes so low as to be incredible; local personalities do not have the same contact (familiarity) as network personalities; the glamour of a big-time announcer adds prestige to a product; until girls are allowed to remove their clothes while speaking, only the top personalities can beat film from a really good film agency; I question the "88% with three or more local live shows (personalities!)'; most local stations are sharper on production than given credit for; many local personalities are not up to a first-rate polished job; live commercials without agency supervision are seldom successful; it depends on personality; particularly effective for kids' appeal; many local personalities do an outstanding job; the few good personalities can deliver a better job but there are so many really poor ones; if an advertiser's field representative or agency can work with a local personality and even get him a talent fee, you will get advertising and personal handling which will far surpass a cold film commercial especially if he has a powerhouse station production crew; a combination of live tie-in and film causes a fine remembrance factor; local announcer Better
can handle many products. (see 31 respondents')

**QUESTION 4:** In a recent survey among tv stations, 93% had three or more local personalities whom they can use for live national spot announcements; many of the stations surveyed believe that local personalities will do a better job for an advertiser than film. Do you agree or disagree? 

<table>
<thead>
<tr>
<th>% of Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGREE</td>
</tr>
<tr>
<td>DISAGREE</td>
</tr>
<tr>
<td>100%</td>
</tr>
</tbody>
</table>

**COMMENTS—**

Choosing live or film is a matter of casting commercial to product; the quality of live commercials is sometimes so low as to be incredible; local personalities do not have the same contact (familiarity) as network personalities; the glamour of a big-time announcer adds prestige to a product; until girls are allowed to remove their clothes while speaking, only the top personalities can beat film from a really good film agency; I question the "88% with three or more local live shows (personalities!)'; most local stations are sharper on production than given credit for; many local personalities are not up to a first-rate polished job; live commercials without agency supervision are seldom successful; it depends on personality; particularly effective for kids' appeal; many local personalities do an outstanding job; the few good personalities can deliver a better job but there are so many really poor ones; if an advertiser's field representative or agency can work with a local personality and even get him a talent fee, you will get advertising and personal handling which will far surpass a cold film commercial especially if he has a powerhouse station production crew; a combination of live tie-in and film causes a fine remembrance factor; local announcer Better
can handle many products. (see 31 respondents')

**QUESTION 5:** For a given account, do you ever prepare live commercials for one market and filmed commercials for another? 

<table>
<thead>
<tr>
<th>% of Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
</tr>
<tr>
<td>NO</td>
</tr>
<tr>
<td>100%</td>
</tr>
</tbody>
</table>

**COMMENTS—**Markets where we personally control production; quality of local talent; size of account plus space used; test areas. local
Gage/Booth & West Created By California Agency Merger


Mr. Gage is president of the new company. C. A. Booth and Herbert M. West, former Allen & Marshall officers, become executive vice president and secretary-treasurer of G/B&W, respectively.

Other appointments: Ted Baillie has been named vice president-account supervisor; Ed Bodine, vice president-industrial division head. Anne D. Hansen, print media vice president. All formerly were associated with Juneau. Jack Duff and Betty Meade, formerly with A&M, have been appointed marketing vice president and radio-tv vice president, respectively.

Gage/Booth & West is at 8447 Wilshire Blvd., Beverly Hills. Telephone: Olive 3-1770.

Shepard Lists 9 Ways To Motivate Consumer

If you want to devise commercials that will sell, marketing campaigns that will put over a new product or push an old one to new sales heights, forget recognition and recall tests, like and dislike comparisons and go back to Freud, Pavlov and the great military strategist Clausewitz, Al Shepard, executive vice president of the Institute for Motivational Research, said last Monday.

Speaking at the biweekly luncheon of the Hollywood Ad Club, Mr. Shepard presented nine guides to marketing strategy in today's ever-changing consumer climate:

1. Consumer identification — Communication is a two-way street. The successful commercial sets up an interaction between itself and the viewer or listener, an element of identification that convinces him it's talking to people like him, an element of participation that gets him to enter into the commercial.

2. Integration — All elements of the commercial should pull together, not oppose each other.

3. Inter-relation — Each commercial should be related to all others in the continuing campaign, to the commercials for other products in the company's line and to commercials for competing products and to all the commercials to which the viewer-listener is exposed.

4. Activation — The commercial must trigger a desire that can be satisfied only by purchase of the product, rather than leave the viewer-listener satisfied as a spectator only.

Those are the four prime factors of effective communication, Mr. Shepard said. They can be amplified by the following five points:

5. Marketing strategy is a unique thing. The exactly right strategy for one product may be just as exactly wrong for another similar product. It can't be copied; it must be originated for the particular product to be sold.

(Mr. Shepard illustrated this point with the story of Pepsodent's I.M.P. campaign. A survey disclosed that most people thought I.M.P. was a government agency and, when asked about Pepsodent's advertised ingredient, recalled frium, which had not been advertised for some years. The agency, Foote, Cone & Belding, took this information and developed the "wonder where the yellow went" campaign and put it primarily on radio, with spectacular results.)

6. Define your market target. Pinpoint, don't scatter your shot.

7. Anticipate changes. Watch for emerging trends. Motorists' dreams of driving sporty convertibles while buying sedate sedans, revealed in 1941, led auto makers to develop today's big selling hardtop convertible. Housewives' desire for cereals that would provide essential protein to the diet of their husbands and children led to Kellogg's Special K and others of that type.

8. Discover your own weaknesses and exploit them yourself by introducing new products before someone else does, as General Foods did with Sanka coffee.

9. Coordinate all channels of communication — advertising, public relations, publicity — to pull together and not to work against each other.

In presenting his nine points, Mr. Shepard emphasized that these are guides, not rules, and that they are intended to serve as stimuli to creative thinking, to be "springboards, not straitjackets," and in no way to replace the judgment and imagination which combine to create the best advertising.

Copeland, Garnitz Join Forces

Reorganization of Allan J. Copeland Adv. into Allan Copeland & Garnitz Inc., Chicago, effective July 1, was announced last week by the principals involved. Howard Garnitz, member of the Copeland agency, becomes vice president and board member of the new organization, which retains offices at 75 E. Wacker Drive. Copeland Adv. billed about $300,000 in the past 12 months, according to Mr. Copeland, a co-founder and past president of the Mutual (formerly Midwestern) Advertising Agency Network. Mr. Copeland started his advertising career with the old Lord & Thomas agency. Mr. Garnitz has been associated with several Chicago agencies as account executive. He will be primarily responsible for C&G new business activities.
REYNOLDS LEADS NETWORK PACK

- TVB releases tv data showing 9% April jump over '57
- Top 15 spenders carry over from March blue-chip list

R. J. Reynolds Tobacco's Winston cigarettes led the brands in network TV for April with a hefty gross time of $731,077. The cigarette firm's Camel also appeared among the top 15 (No. 11 spot) brand spenders.

A leading tv investor, Procter & Gamble, moving along at a near $4.5 million clip for several products in network television in April, placed three of them in the top 15 brands: Tide in second place, Gleem in 14th and Cheer in 15th.

These spending estimates of the top 15 brands were released for April by the Television Bureau of Advertising and are based on a report by Leading National Advertisers and Broadcast Advertising Report.

Data includes also the top 15 network advertisers' gross billing estimates and the estimated expenditures of network TV advertisers by product classification.

These trends and developments in network television during April are highlighted:
- Increases were scored along the line in network TV advertiser gross investments (time charges) for April in both daytime and nighttime billing. All periods jumped at least 9% (Sunday and Saturday daytime billing went up 21%) for the month as against April of last year.
- Two automotive companies—Chrysler Corp. and General Motors—each figured in the listing of the top 15 brand spenders on behalf of two of their cars, while Ford Motor Co. entered its Ford passenger car as No. 5. GM was No. 2 network TV advertiser in April with a more than $2 million gross billing; Chrysler was fifth with over $1.6 million and Ford No. 12 with a little more than $1 million. The two GM brands: Chevrolet (No. 6 among the brands) and Oldsmobile (No. 8). For Chrysler: Plymouth (No. 4) and Dodge (No. 7).
- As in March, there were 12 advertisers in April (compared to 10 in February and 13 in January) that spent $1 million or more at gross rates for network TV time.
- The top 15 TV advertisers on the networks stabilized in identity from March to April, though ranks changed. The more-than-$1 million but less-than-$2 million per month class was led by Colgate-Palmolive.

| APRIL 1958 | $4,429,251 |
| Raw | 1. PROCTER & GAMBLE |
| Raw | 2. GENERAL MOTORS |
| Raw | 3. COLOATE-PALMOLIVE |
| Raw | 4. GENERAL FOODS |
| Raw | 5. CHRYSLER |
| Raw | 6. LEVER BROS. |
| Raw | 7. R. J. REYNOLDS TOBACCO |
| Raw | 8. AMERICAN HOME PRODUCTS |
| Raw | 9. BRISTOL-MYERS |
| Raw | 10. Gillette |
| Raw | 11. Kellogg |
| Raw | 12. FORD MOTOR |
| Raw | 13. LIGGETT & MYERS TOBACCO |
| Raw | 14. AMERICAN TOBACCO |
| Raw | 15. PHARMACEUTICALS INC. |

**TOP 15 By Brand**

| APRIL 1958 | $731,077 |
| Raw | 1. WINSTON CIGARETTES (REYNOLDS) |
| Raw | 2. TIDE (P & G) |
| Raw | 3. ANACIN (WHITEHALL) |
| Raw | 4. PLYMOUTH PASSenger CARS (CHRYSLER) |
| Raw | 5. FORD PASsenger CARS |
| Raw | 6. CHEVROLET PASsenger CARS (GM) |
| Raw | 7. DODGE PASsenger CARS (CHRYSLER) |
| Raw | 8. OLDSMOBILE PASsenger CARS (GM) |
| Raw | 9. BUFFERN (B-M) |
| Raw | 10. VICEROY CIGARETTES (B & W) |
| Raw | 11. CAMEL CIGARETTES (REYNOLDS) |
| Raw | 12. EASTMAN KODAK CAMERAS |
| Raw | 13. PAR DETECTENT (COLOATE) |
| Raw | 14. GLEEM TOOTHPASTE (P & G) |
| Raw | 15. CHEER DETECTENT (P & G) |

**NETWORK SPENDING By Product Categories**

| APRIL 1958 | $33,622 |
| Raw | 1. AGRICULTURE & FARMING |
| Raw | 2. APPAREL, FOOTWEAR & ACCESSORIES |
| Raw | 3. AUTOMOTIVE, AUTOMOTIVE ACCESSORIES & EQUIPMENT |
| Raw | 4. BEER, WINE & LIQUOR |
| Raw | 5. BUILDING MATERIALS, EQUIPMENT & FIXTURES |
| Raw | 6. CONFECTIONERY & SOFT DRINKS |
| Raw | 7. CONSUMER SERVICES |
| Raw | 8. ENTERTAINMENT & AMUSEMENT |
| Raw | 9. FOOD & FOOD PRODUCTS |
| Raw | 10. GASOLINE, LUBRICANTS & OTHER FUELS |
| Raw | 11. HORTICULTURE |
| Raw | 12. HOUSEHOLD EQUIPMENT & SUPPLIES |
| Raw | 13. HOUSEHOLD FURNISHINGS |
| Raw | 14. INDUSTRIAL MATERIALS |
| Raw | 15. INSURANCE |
| Raw | 16. JEWELRY, OPTICAL GOODS & CAMERAS |
| Raw | 17. MEDICINES & PROPRIETARY REMEDIES |
| Raw | 18. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES |
| Raw | 19. POLITICAL |
| Raw | 20. PUBLISHING & MEDIA |
| Raw | 21. RADIOS, TELEVISION SETS, PHONOGRAPH, MUSICAL INSTRUMENTS & ACCESSORIES |
| Raw | 22. SMOKING MATERIALS |
| Raw | 23. SOAPS, CLEANERS & POLISHES |
| Raw | 24. SPORTING GOODS & TOYS |
| Raw | 25. TOILETRIES & TOILET GOODS |
| Raw | 26. TRAVEL, HOTELS & RESORTS |
| Raw | 27. MISCELLANEOUS |

**Total**

$47,739,326

LNA-BAR: Gross Time Costs Only

BROADCASTING
you ought to be in pictures...

you can be, on movie • 4 (10:30 P.M., SUNDAYS)

WRC-TV's library of exciting feature films will make you a star where it counts — in the big Washington selling picture! You can't miss with your sales message appearing on hit motion pictures like The Shocking Miss Pilgrim starring Betty Grable, Sands of Iwo Jima starring John Wayne, The Wild Blue Yonder starring Wendell Corey, and Dakota Incident starring Linda Darnell. These are the Movie • 4 features for July alone. And they're the reasons WRC-TV's Movie • 4 brings in ratings as high as 18.3!

Now Movie • 4 is available, through September, on any one of WRC-TV's low-cost discount plans. Call WRC-TV or NBC Spot Sales and make yourself a star on Movie • 4!

WRC-TV • 4
Sold by NBC Spot Sales  NBC Leadership Television Station in Washington, D.C.
WLOS-TV, C&C PACT RULED VALID

- Court refuses to annul barter deal for RKO films
- Effect seen on pending block-book ing antitrust suit

A court decision that has possible bearing on the block-booking civil antitrust suit pending against major distributors of feature films to television was handed down June 13 when New York Supreme Court Justice Edward N. Nathan refused a motion by Skyway Broadcasting Co. (WLOS-TV Asheville, N. C.) in an action against C&C Films Inc., New York.

Skyway sought to have its agreement for the RKO library of feature films abrogated on the grounds the contract constituted "the illegal practice of block-booking." C&C Films Inc., subsidiary of C&C Television Corp. which distributes the RKO library in the U. S., sold it April 1956 to Skyway.

In his decision in favor of C&C Films, Justice Nathan referred to the Paramount Picture anti-trust case which was won by the government and held that block-booking was illegal. But Justice Nathan pointed out that the U. S. Supreme Court ruled also that "block-booking was not illegal per se" and "films may be sold in blocks when there is no requirement, expressed or implied, for the purchase of more than one film." Justice Nathan continued:

"The practice of licensing a large part or all of a library of films for television use as a condition of obtaining any one or more selected films may very well constitute an illegal form of block-booking. Certainly such a practice would appear to lessen such competition in selected features and enlarge the copyright monopoly beyond its permissible bounds. On this motion, the court cannot make a judicial determination that the holding in the Paramount case is applicable to the fact disclosed in the moving papers. The affidavits before the court are wholly inadequate for such purpose."

Moreover, the affidavits fail to raise a sub judice issue. The petitioner's claim that it was forced to take all the films as a condition to exhibit any one. There is no evidence in the agreement or otherwise that petitioner negotiated for or was refused a license covering selected films. In the absence of such a showing, no triable issue is presented," Arnold Stream, counsel for the film distributor, hailed the decision as "a possible harbinger of the outcome of the civil antitrust Justice Dept. action." The suit, alleging block-booking by major distributors of features, is pending in the federal courts.

The Skyway contract follows the conventional C&C pattern, with the station buying the 740 RKO features under a 10-year licensing arrangement and paying C&C in spot time to be utilized by International Latex Corp. In addition, the station, under the terms of its 1956 contract, agreed to pay C&C $45,000 in cash for prints and other services.

C&C, in April of this year, started arbitration proceedings as called for in the contract when Skyway declined to make the required cash payment, according to a spokesman for the company. Skyway thereupon moved to challenge the entire contract by filing the motion in New York Supreme Court, charging block-booking.

Skyway is controlled by Charles B. Britt and family, with Mitchell Wolfson's WTVJ Inc. (WTVJ [TV] Miami, Fla.) owning 36.9%. The Wolfson ownership will increase to 100% if a pending application filed with the FCC last March is approved. The Wolfson group owned 16.85% of Skyway in April 1957 but increased its holdings to its present 36.9% ownership over the period, laying out over $550,000 for stock and options. It also will assume obligations of $341,000.

NTA Upheld in Injunction Against UA in AAP Purchase

The appellate division of the New York State Supreme Court last week unanimously affirmed a court order granting National Telefilm Assn., New York, a temporary injunction pending trial of its suit against United Artists Corp. and others.

Last month, Supreme Court Justice Aron Steuer granted a motion temporarily enjoining United Artists from proceeding with its plans to sell its Artists Productions until a suit brought by NTA can be tried [Film, May 19]. The defendants appealed this decision and the appellate division's ruling last week upheld the original order.

Early this year NTA brought action against United Artists, Associated Artists Productions and others, contending that NTA had signed a contract for the purchase of majority stock in AAP before that company sold its assets to UA. At stake is the Warner Bros. film library and the Popeye cartoons. NTA is seeking to enforce its contract with AAP or in the alternative asks $18 million in damages.

NTA Acquires 40 Warner Films

National Telefilm Assn. has acquired 40 hour-long re-run programs produced for television by Warner Bros., it was announced last week by Oliver A. Unger, NTA vice president, and Benjamin Kalmen son, executive vice president of Warner Bros. The hour dramas were presented several seasons ago on ABC-TV under the title of Warner Bros. Presents. They will be made available for distribution to stations by NTA and others will be carried on the NTA Film Network as part of its "TV Hour of Stars" next fall.

MGW Pre-1948 Shorts Sold by MGM-TV in 14 Markets

MGM-TV soon will confirm the first cluster of sales of the pre-1948 library of MGM short subjects offered to stations [Film, June 9]. The library, announced by MGM-TV General Sales Manager Dick Harper, is in three packages, including the "Our Gang Comedy" package of 52 of Hal Roach's one-reelers produced for MGM from 1938-44; "Crime Does Not Pay" (42 films) and the John Nesbitt "Passing Parade" shorts (65). Reportedly the short subjects now have been sold in 14 markets, representing total sales of more than $500,000.

New purchasers included the NBC-owned and operated division for WRC-TV Washington, D.C.; WWJ-TV Detroit; WJZ-TV Baltimore; "Our Gang" and Kitt TV Los Angeles; "Parade" and "Gang." Contracts are for three years' exclusive showing.

Other station which have bought various packages since offered: WOW-TV Omaha; WLAC-TV Nashville; WDSU-TV New Orleans; KHQ-TV Spokane, Wash.; KFBC-TV Greenville, S. C.; KBET-TV Sacramento, Calif., and KAKE-TV Wichita, Kan.

AAP Reveals Profitability Of Merchandising Popeye Film

Popeye is proving to be a strong royalty getter for Associated Artists Productions. The film distributor released figures on merchandising tie-ins with manufacturers of children's games and stations telecasting Popeye cartoons.

The merchandising program is handled by a wholly-owned subsidiary, Associated Artists Enterprises. An example of one of the highest Popeye licensees in terms of royalty pay is Colorforms Inc., Norwood, N. J.

AAP reports that $950,000 Popeye Colorform games were sold in the six months that it has been affiliated with the New Jersey manufacturer in a merchandising tie-in. Colorforms receives regular weekly promo

C&C NOW TV INDUSTRIES

Stockholders of C&C Television Corp., New York, last week approved proposals to change the name of the company to Television Industries Inc., authorize a one-for-ten reverse stock split and reduce the authorized share of stock from 10 million to 3 million [Film, June 2]. A spokesman said the name of the company was being changed to "reflect more accurately the purpose of the company."
F. R. P. is many things... F. R. P. is Entertainment, News, Service, Music, Sports... And this superior radio service demands the finest facilities for its presentation... 50,000 watts, the most powerful transmitter in Maryland with more power than all other stations in the State combined and the maximum allowed by the Federal Communications Commission.

High fidelity equipment and telephone lines to give F. R. P. Full Range Sound...

WBAL facilities bring ample tape machines... the most competent engineers... to deliver delayed broadcasts of news scoops, interviews, network programs, important current events...

"Scoop", our Thunderbird... and other vehicles... are available to cruise our area for news stories... all equipped to broadcast directly on the air from the actual place the news takes place...

Our mobile trailer is a studio on wheels which permits us to be anywhere... at any time... for both direct and delayed broadcasts...

These examples of WBAL leadership in facilities show the lengths to which we go to give F. R. P. the importance it deserves... Yes, F. R. P. is many things... and only WBAL has F. R. P.

*FULL RANGE PROGRAMMING

WBAL RADIO
BALTIMORE, MARYLAND * 50,000 WATTS

NBC Affiliate—Nationally Represented by
THE HENRY I. CHRISTAL CO., INC.
national rotations on the AAE "merchandising network" of 32 stations. (Popeye is being telecast by 133 stations.) In turn, the manufacturer has bought air time on WPIX (TV) New York; WFIL-TV Philadelphia; WNHCTV New Haven, Conn.; CKLW-TV Windsor-Detroit, and KFIZ (TV) Fort Worth.

Paul Kwartin, executive vice president of AAE who drew up the agreement with Colorforms last November, said that in the six months, Colorforms' sales climbed from an annual level of $4 million to $12 million. In all, AAE now has 48 Popeye merchandising tie-ins.

FILM DISTRIBUTION

ABC Film Syndication reports it has placed re-runs of The Adventures of Jim Bowie into station syndication. Half-hour film series has been carried on ABC-TV for past two years under sponsorship of American Chicle Co. Seventy-six half-hour episodes are available for distribution.

FILM SALES

Ziv Television Programs, N. Y., has announced that its Highway Patrol series has been bought for presentation in Finland, Belgium, Germany and Italy. Series will be dubbed in languages of countries (French in Belgium). Ziv also reported that Procter & Gamble, Cincinnati, has signed for five series to be telecast in Mexico City as across-the-board programs. List consists of Harbor Command, Man Called X, Cisco Kid, Dr. Christian and District Attorney.

SIOUX CITY, IOWA, home of KVTV, NATIONAL'S NO. 1 IN JUNE SALES PERFORMANCE

Highest June Retail Sales Above National Average

See your KATZ man

Suits Filed

The American Society of Composers, Authors & Publishers reported the filing of court actions in two different sections of the U. S. In the city court of New York, ASCAP's suit against J. Elroy McCaw, former owner of KORC Mineral Wells, Tex., charges him with breach of license agreements alleged to have been in effect between ASCAP and Mr. McCaw. ASCAP claims the defendant failed to report and pay license fees during the time he owned the station. ASCAP is asking for damages. The other suit by five ASCAP members was filed in the U. S. district court for the western district of Missouri against Twin City Adv. Agency, owner of KPRS Kansas City, charging copyright infringement.

Stein Announces MCA Shuffle In Worldwide Expansion Program

Music Corp. of America and its companies, in line with its expanding international operations and worldwide service to clients, is carrying out a major realignment of its executive staff it has been announced by Jules C. Stein, founder and chairman of the board.

Lew R. Wasserman, president of MCA, becomes executive chairman and chief executive officer of the companies.

Lawrence R. Barnett, head of the band and act department, succeeds him as president of MCA. Maurice B. Lipsey, vice president in charge of finance, becomes president of Management Corp. of America, Herbert I. Rosenthal, head of MCA Artists, was elected president of MCA Artists Ltd. Taft B. Schreiber, executive officer of MCA, becomes president of Revue Productions Inc. David A. Werblin, head of MCA-TV, was elected president of MCA TV Ltd.

Charles Miller, treasurer, was appointed to the executive committee. Karl Kramer, head of Revue Productions, was named honorary chairman of Revue Productions, Inc. The following were named senior vice presidents: Dave Baumgarten to MCA; George Chasin to MCA Artists Ltd.; Alan J. Miller to Revue Productions Inc.; Michael J. Rockford to MCA TV Ltd., and Morris M. Cohn to Management Corp of America.

Crash Kills Two CATV Men

Two community tv operators were killed in a plane crash June 14 returning from the National Community TV Assn. convention in Washington two weeks ago. They were Larry Peay, president, and Gilmore R. Harrison, general manager, Community TV Systems of Colorado Inc., Salida, Colo. Community TV Systems operates five systems in Colorado: Salida, Alamosa, Antonito, La Jara and Monte Vista, with three under construction (Pueblo, Gunnison and Center). The five operating systems serve approximately 2,000 tv homes. The men were killed when their privately-owned Beechcraft Bonanza crashed into the 3,500-ft. Alleghany Mts. near Elkins, W. Va.

CNP Licenses 'Cavalry' Game

Two new merchandising arrangements have been announced by California National Productions' merchandising division. Developed from the tv film series, Boots and Saddles—The Story of the Fifth Cavalry, is a new large board game manufactured by Gardner & Co., Chicago, which has been licensed to I. Ely. Another licensing pact: Dell Publishing Co. for use of The Life of Riley (NBC-TV) comic book.
ANOTHER FABLE OF PROFITS*
(Subconscious Productivity)

NCE UPON A TIME there was a station manager who had had troubled dreams. Then, one Mid-Summer’s Night, he dreamed of hearing the lovely titillating sound of jingling coins.

Awakening, he discovered a “dream-found” friend pouring a steady stream of gold into his “till” from a sack marked “Madison Avenue”... Then he remembered that in his dream he had decided to have this friendly Bolling man represent his station.

Today his sleep is sound, for he has made his dream into a reality*, and his worries have long since disappeared.

The moral of this story is... If a dream seems really hot, you owe it to yourself to try the real thing.

*Don’t dream, dial definite doers...
THE industry, and networks in particular, are under more concerted attack from more sources today than at any time in their history. The networks are being investigated, subpoenaed, interrogated, rebutted and counter-rebutted by congressional committees, government agencies study groups and college deans. The networks have spent heavily in money and man hours in the past year to maintain their secular testimony, and shuttle legal and executive battalions between Washington and New York. The cost to NBC alone exceeded that of creating 26 film episodes of the television epic, Victory at Sea.

On the one hand, there is an insistent government demand that we relinquish control over programming; on the other, we face a rising clamor among critics against network abdication of program control to sponsors, advertising agencies and program syndicators. There is another area of latent conflict which has not been publicly ventilated: whether some newspapers, under the stress of intensified competition for the advertising dollar, are not taking calculated aim on television in terms of its effectiveness as a communications instrument and as a sales tool. One hears the question in swelling chorus, plus the corollary thought that broadcasters should perhaps use their own facilities to carry their story to the people. It is surely not unreasonable for a broadcaster to speak of the press with the same candor that the press speaks of broadcasting.

The broadcaster is questioning some newspaper coverage of television in terms of three sections of the paper. One is the main news section which carries reports of alleged improper conduct in Washington. The broadcaster says he does not object in the slightest to Washington investigations of any aspect of broadcasting or government administration. But he has begun to ask whether the broadcasters from Washington concerning television is not a surer avenue to page one than a trunk murder.

To illustrate, on June 1, the New York Times carried a front-page article about the Justice Department's insistence that the FCC eliminate three basic elements of networking for antitrust reasons. Apart from the FCC, the Justice Department had expressed itself on these network operations two years ago, the point the broadcaster questioned was the play given the story. It was the lead domestic news story. Only the agony of France overshadowed it.

The second newspaper section under question is television show criticism. The broadcaster understands the panning of an individual western or quiz show. The movies and the theatre get that, too. But why, he asks, must that panning be coupled with a characterization of the entire television service as degraded and with the incorrect claim that we are luring millions of disenchanted viewers? Why must the fact that the TV channels carried this past season the greatest number of informational, cultural and educational special programs in television's history be submerged in the backwash of things wrong?

The third newspaper section under the broadcaster's questioning is the business section, particularly the advertising news columns. Here he reads that television costs are soaring, that advertisers are switching from television to the print media who contend they are more efficient, more economical buys. Why should the annual meeting of newspaper advertising executives be covered like a summit conference?

Over the past 10 years, most broadcasters say they have tended to ignore or shrugged off print hostility. Television was growing so enormously, the sponsor demand for time so great, the growth of audiences so rapid, that most executives did not allow their sense of well-being to be ruffled. But this has changed as the economy has changed.

The impact of a recession has specific and different, realities for television. Unlike the print media, who reduce their number of pages when advertising dwindles, television must continue to program its time periods whether programs are sponsored or unsponsored. A handful of prime evening time periods left unsponsored can transform the figures on any network's ledger from black ink to red ink.

Last year I wrote a letter to radio-televison news editors supporting a New York Times story about the new hard-sell era facing television. Many in the industry considered it an unfair news article, but its prediction has been more than borne out. Our selling problems now make those of last season mild by comparison. By this date, two major television networks normally have sold out their full nighttime schedule for the fall. But this June finds all the networks with substantial amounts of open time—sufficient time, if it continues unsold, to have a profound effect upon their annual balance sheets.

The solution most often volunteered us is to introduce fresh, bright and imaginative new shows which could capture greater audiences and thereby induce additional sales. And indeed we have a backlog of programs, and new ones on the drawing board, of the caliber that would bring forth critical hosannas if they were aired in prime viewing time. Every network has tried hard to sell them—the Project 20's, the See It Now's, the operas, the Outlooks. But many sponsors and many agencies, when faced with substantial advertising commitments in unsettled times, prefer to place their money on tested mass audience attractions.

Most broadcasters admit they do not cherish every program their sponsors or their audiences do, but this is not unique. A New York publisher recently expressed embarrassment at the amount of headline space the paper devoted to Lana Turner's misadventures, but said that the paper had no choice if it were to maintain its circulation. While there is no relationship between the Turner story and a popular program, except size of audience, the broadcaster says he, too, has some obligation to give his audience what it wants. He operates a mass medium. He has nothing to sell but circulation. If the people find westerns and quiz shows and comedies enjoyable, and if sponsors find advertising messages in these shows effective, he believes he must continue to program them. He fervently hopes, in fact, that he can continue to sell enough of them to support his non-sponsored shows of specialized appeal.

How would the broadcaster present television's case if he were to use his own facilities to do so?

He would probably start off by explaining that television as a commercial service, has just completed its first decade. After its phenomenal early growth, it appears to be approaching a plateau. There are 43.5 million sets in American homes; sight signals reach more than 97 per cent of the population. Interest and support of the medium continue to an astonishing degree. In the broadcast season just ended, more Americans spent more time watching television than ever before. The average set was turned on nearly six hours daily, an increase of 4% over the prior season.

Concerning our Washington problems, he would probably introduce the subject by describing television as the compound of newness and bigness, of private enterprise touched by government regulation—a vast and complex mechanism motivated by simple aims: to entertain, to instruct, to inform a nation. He might express the hope that out of the government investigations will emerge better understanding and with it a reasonable pattern of procedure be-
between those who are regulated and those who regulate.

To the charge that television is pricing itself out of the market, the broadcaster will say bluntly and factually that its cost in terms of advertising coverage is going down, not up. True, the sponsor finds his total dollar outlay greater, but in exchange for that dollar increase he receives a far greater increase in viewers reached. His cost per thousand declined in the past year. It continues to be the most result-producing cost per thousand of any advertising medium.

He would probably show you sponsor documentation on how television commercials for a new product have galvanized national demand for that product almost overnight. He would insist that television can and does play a formidably role in stimulating the process of consumption. There was evidence of this during the economic dip of 1954—the year in which the McGraw-Hill publications say, "Advertising helped kill a business recession." The broadcaster has a hunch, though he can't prove it, that the final bow was struck by television. While advertising in all media increased 5% that year, television advertising was stepped up 33%.

In any controversy, grievances, real or fancied, are not exclusive. If moved to do so, newspapers could point out that they give enormous coverage to television programs through log listings, through feature stories and interviews, through pictures of stars. This helps their circulation but it helps television's circulation too.

Newspapers can say justifiably that television aspects are big news, and that includes its relationships with government as well as its programs. They can assert with further justification that many programs are routine and undistinguished entertainment and that there is room for improvement in the quality of our service. I agree, and I also feel newspapers serve a valuable gadfly role in constantly reminding us of it.

Finally, newspapers can well ask: why, since many of us own television stations, extremely profitable stations, would we spit our corporate face by cutting off our broadcast nose?

But if there are grounds for conflict between the nation's two primary instruments of communication, then it is my belief that the sources of the conflict should be openly discussed and not allowed to simmer underground.

In terms of television's future, I personally hope its bulldozer power to move product mountains can play a significant role in reversing the current decline. One hopeful sign is that non-durable goods, which give the lion's share of their advertising to television, have held a relatively strong sales curve while durable goods, which have placed a minority of their advertising with television, have suffered most.

The formula for conquering a recession must be to sell your way out of it. Inventories of finished products are down substantially. Consumer savings now are at the highest in history. All advertising media face the challenge of luring out those savings. There are two ways we can all go at it. First, we can attempt to create a proper psychological climate by dramatizing the basic strength of our economy and its vividly hopeful prospects for the future. Nothing tightens a purse string like fear; nothing loosens it like hope.

I think many newspapers and magazines are now doing an effective job in emphasizing affirmative economic news, and in contributing advertising space to the "buy now" and "confidence" campaigns of the Advertising Council. On the network level, we are attempting to match their effort by giving air time to support the theme of a growing and vibrant economy. At NBC we are donating more than a million dollars in spot announcements to the campaign this summer and we expect to register a billion different viewer impressions.

Secondly, we should muster our total resources for selling—selling the advantages of our own media, yes; but, more important, selling the value of advertising as the essential lubricant of a healthy economic machine.

The NBC research department forecasts a gross national product by 1962 of $535 billion, a $100 billion increase over the 1957 level. We expect national advertising expenditures to total nearly $13 billion, up $2 billion over the current outlay. We think television will get about half that increase, but think newspapers and magazines will increase their volume too.

ABC-TV, FUND TRY TO REACH AGREEMENT

- Weaver rocks 'Wallace' boat
- Lodge all but scuttles it

The Fund for the Republic and ABC-TV last week sought ballast for a co-produced Sunday night TV series which veered way off course.

A spokesman for the fund said the non-profit foundation would seek a common understanding with the network in an attempt to iron out difficulties. He said the fund thought its Mike Wallace's Survival and Freedom interview series on ABC-TV (Sundays, 10:10 p.m.) has been "successful." The future of the series, once it runs through the summer, has not been decided, he commented to the possibilities that the show (or some form of it) might be aimed for fall airing.

Exactly one week after friction between the fund and ABC-TV over the deletion of certain portions of a pre-recorded interview with ex-NBC executive Sylvester L. (Pat) Weaver Jr. because of suspected libel (Newsweek, June 16), a major serious blow-up followed the outright cancellation June 15 by ABC-TV of an interview with Henry Cabot Lodge, the U. S. Ambassador to the United Nations (all of the interviews are taped in advance of airing).

No sooner did ABC-TV cancel the program than a battle of semantics erupted, extending beyond responsibilities of program control and into the realm of interpretation. The issue: should a program of this type be classified as a journalistic—that is news type—show, or as a purely "educational" program.

At times, so much smoke was thrown up that the "clarifying" statements tended more to obscure what issues might be at stake.

In canceling the half-hour program (Damon Runyon Theatre was shown in its place), ABC-TV said that deletions Mr. Lodge had insisted on constituted editorial censorship, which would have violated the network's policy. Spokesman for the network was John Daly, vice president in charge of news, public affairs and special events.

Mr. Daly said that Mr. Lodge's interview had been recorded several days in advance of the scheduled telecast, that the company had agreed that it could be reviewed in the light of subsequent events but that Mr. Lodge wanted certain cuts made "in the public interest about some areas of the discussion." ABC agreed in one instance but did not go along with others as involving "national security or the public interest." (Mr. Daly had explained that under the network's policy ex post facto editing was not permitted except for libel, slander, bad taste or national security.)

In the recorded interview, Mr. Lodge

AT LAST WEEK'S dedication of the WSYR radio-TV center in Syracuse (l to r): E. R. Vadeboncoeur, WSYR president-general manager; S. I. Newhouse, publisher-owner of the Newhouse stations; Robert W. Sarnoff, NBC president; Thomas Knude, NBC station relations vice president, and Harry Bannister, NBC vice president in charge of station relations.

June 23, 1958 • Page 49
"As The World Turns" is television's most popular daytime serial.
P&G has an eye for the ladies

Few companies demand as much of mass advertising as Procter & Gamble, the nation's largest distributor of soaps and detergents. Its market is the whole population. Every one uses soap. Every housewife buys it. And P&G wants to reach every one of them day after day.

Because television is the greatest means of mass communication the world has ever known, P&G spends more of its advertising dollars on television than on any other medium.

And because P&G finds daytime television the most economical way to reach most housewives over and over again, it invests $30 million of its 47-million-dollar network television budget in daytime programs.

Most of this investment is on the CBS Television Network.

Today the average daytime program is reaching bigger audiences than ever before. On the CBS Television Network it reaches a 14 per cent larger audience than a year ago.

These factors explain why P&G has recently renewed its weekly schedule of 5 programs a day, Monday through Friday (in addition to its weekly nighttime commitment).

They also help to explain the recent daytime renewals of American Home Products, Colgate-Palmolive, General Mills, Pet Milk, Pillsbury, and Standard Brands—as well as new orders from Sterling Drug and Miles Laboratories.

If you have an eye out for housewives, you can be sure of reaching more of them—day or night—on the world's largest single advertising medium.

The CBS Television Network
presented a view that the U. S. should give up the idea of winning popularity abroad and seek international respect instead.

Mr. Hutchins objected to ABC-TV's action, saying the program was educational in nature and that other programs in the series (the Lodge interview was eighth in a series of 13, the Weaver program seventh) had been released. He (and Mr. Daly's decision "incomprehensible"; asserted Mr. Lodge was within his rights in refusing a TV network official to determine what statements should be telecast and felt that Mr. Lodge should not be compelled by either the fund or ABC-TV "to say things he did not wish to say."

The new rumpus stirred up the Weaver episode all over again. Mr. Hutchins, in drawing upon that incident, asserted that the network was inconsistent in its policies. He noted, for example, that ABC-TV made it appear on the program that the deletions in the Weaver interview were as a result of mechanical failure and not because of possible libel. (Mr. Hutchins said: "Mr. Weaver said later that ABC officials told him, after his interview had been videotaped, that he 'did not come off well' and he 'should do it over again.'" This reference apparently was aimed at showing that ABC-TV in the main, and Mr. Daly was suggesting a retape, but in Mr. Lodge's instance, canceled the show entirely).

Mr. Hutchins himself is slated to be interviewed on the program July 20. Yesterday (Sunday), the series was to present an interview of Msgr. Francis J. Lally, editor of the Roman Catholic newspaper The Boston Pilot and a member of the fund's board of directors.

The fund also said it expected that the time period canceled would be worked out somehow—possibly an additional half hour would be provided. It was not known whether the Lodge interview would be retaped for future presentation.

**KCAL in ABC Network Line-up**

KCAL Redlands, Calif., has joined ABC Radio as an affiliate. The station, which operates with 1 kw on 1410 kc, is owned by Southwest Broadcasting Co., with Homer Griffith as general manager.

**DRIVE UNDERWAY TO SAVE N.Y. TV**

Formation of Television Action Committee—New York to advance city tv production was announced last week at a news conference by David Suskind, committee chairman, and executive vice president and producer of Talent Assoc., New York.

A major component of plans is the arrangement of a meeting between Mayor Robert Wagner of New York, Gov. Averill Harriman and officials of the tv networks for the purpose of discussing and creating a plan for building a Television City. Part of the problem of increased production in New York, according to Mr. Suskind, is "the delay, shortage and inadequacy of studio facilities."

The committee, Mr. Suskind said, intends to "wage a vital public relations campaign to make tv audiences aware of the increasing loss of quality programs, and to enlist their outspoken support of the development and presentation of better programs."

Well-known personalities who have joined the Television Action Committee, as listed by Mr. Suskind, are actors Steve Allen, Ralph Bellamy, Polly Bergen, Carl Reiner, Ezra Stone and Tex McCrary, producers Robert Proctor, Pawley Chamberlain, N. Richard Nash and Reginald Rose, theatrical producer-director Robert W. Dowling, directors Elia Kazan, Robert Lewis, Sidney Lumet and George Schaeffer, tv critics John Crosby and Harriet Van Horne.

Mr. Suskind said the committee would be concerned with expanding "quality programs," which is traditionally associated with New York," but pointed out that this does not eliminate "film programs of high quality." But, on the whole, Mr. Suskind directed his fire largely against "sameness and copy-catism" of film shows produced in Hollywood, covering westerns, mysteries and situation comedies, although he criticized the "low quality" of live quiz shows everywhere.

He pointed out that for the 1958-59 season, the networks already have scheduled 72 half-hour film shows, of which 32 are westerns. Only 27 live half-hour segments are set to originate from New York next season, covering drama and variety, whereas in 1954, 56 live programs came from New York in prime evening time alone, Mr. Suskind asserted.

He blamed the networks primarily for "loss of quality production and high purpose" in television. He claimed the result is that the viewing public is becoming "disenchanted with tv," sponsors and agencies are growing "increasingly skeptical" about tv as an advertising medium and the networks are left "with more unsold prime broadcast hours this selling season than ever before in tv history."

Mr. Suskind claimed that networks still have 27 hours in prime time unsold for next season.

Mr. Suskind summarized the committee's program:

Publicize the need for a Television City in New York; acquaint the public with "the story of the decline and fall of good television," and persuade viewers to make their desires known to networks, advertisers and agencies; enlist the aid of individuals employed in New York tv to serve as spokesmen for the revival of New York television; a research program to document the loss of tv production in New York and of quality programming to tv.

**CBS-TV Curtails Summer Output**

CBS-TV will "go black" this summer in the early-morning hours with the weekday Capt. Kangeroo strip (Monday-Friday, 8-8:55 a.m.) taking a summer hiatus between June 27-Sept. 29. However, a special videotaped summer version of Kangeroo will be aired Saturdays, 11 a.m.-12 noon. The 8-9 network slot (8:55-9 a.m. now filled by CBS News with Richard C. Hottelet) will temporarily revert to station time. The 9-10 a.m. period had been station time.

**Nation's Number 1 IN JUNE SALES PERFORMANCE**

**SIOUX CITY, IOWA**

Home of KVTV

Highest June Retail Sales Above National Average*

See your KATZ man

*Sales Management, June 6, Page 118
WSJS television
WINSTON-SALEM

REACHING MORE THAN 600,000 TV SETS IN 75 PIEDMONT NORTH CAROLINA AND VIRGINIA COUNTIES

CALL HEADLEY-REED

June 23, 1958 • Page 53
TV EMPLOYEES FIRED IN RED QUIZ

- Packagers of NBC-TV 'Twenty-One' discharge Dubin as director
- CBS-TV drops Papp following House committee questioning

The director of the NBC-TV quiz program 'Twenty-One' and a floor manager at CBS-TV were fired last week immediately after appearing as uncooperative witnesses before sessions of the House Committee on Un-American Activities, investigating alleged communist infiltration of the entertainment industry.

Charles S. Dubin, the director, employed by Barry & Enright, packager of 'Twenty-One,' and Joseph Papirofsky (known professionally as Joseph Papp), the CBS-TV floor manager, were among a group of 18 show business figures who appeared before the committee in New York last Wednesday and Thursday. Without exception, witnesses invoked the First Amendment (free speech) and/or the Fifth Amendment (self-incrimination) to the Constitution in refusing to answer questions on present or past membership in the Communist Party.

Messrs. Dubin and Papp were the only witnesses who were associated with television as their main source of livelihood. Others were employed in the Broadway theatre or in the music field.

Shortly after Mr. Dubin completed his testimony on Wednesday, NBC issued the following statement, which led to his dismissal by Barry & Enright:

"The National Broadcasting Co. does not knowingly employ communists nor permit their employment on programs broadcast over its facilities. Persons who refuse to testify as to their present or past affiliation with the Communist Party render themselves unacceptable as regular employees on NBC programs."

"The further use on NBC programs of Charles Dubin, who refused to answer certain questions in his appearance before the House Un-American Activities Committee, is therefore unacceptable to NBC. Mr. Dubin is not an employee of NBC but is a frequent floor manager currently employed by several program packagers whose programs are broadcast over NBC facilities. We are notifying these packagers of our decision."

Shortly thereafter, Barry & Enright reported that Mr. Dubin had been dismissed as director of 'Twenty-One.' Mr. Dubin also is one of several directors of The Investigator, a summer replacement program presented on NBC-TV. In accordance with the terms of the network's statement, he undoubtedly will not be used on the series. He has been a television director for eight years, serving at ABC-TV for one year and as a free-lance director since that time. Mr. Dubin directed several of the Omnibus programs on CBS-TV and The Pulitzer Prize Playhouse on NBC-TV, among others.

Mr. Dubin invoked the First and Fifth Amendments 22 times. He denied present membership in the Communist Party but refused to answer about membership before May 8 of this year.

Shortly after Mr. Papp's uncooperative testimony on Thursday, CBS dismissed him from the staff with this terse announcement:

"The circumstances surrounding the case of Mr. Papp are such that we have decided to dismiss him from our employment."

Mr. Papp testified he has been employed at CBS-TV since 1951 as a floor manager (an assistant to a director). He said he functions in this capacity on several programs, including 'I've Got a Secret.' Mr. Papp testified he is not now a member of the Communist Party but declined to say if he was a party member before 1955.

CBS also announced that Arthur Lief, American guest conductor of the Moiseyev Russian Ballet, will not appear with the troupe on the 'Ed Sullivan Show' June 29. Instead, the ballet company's regular conductor, Samson Galperian, will appear with the troupe on the show. Mr. Lief, who was a recalcitrant witness before the committee on Wednesday, has been serving as a guest conductor for the ballet company during its appearances in this country.

CBS Radio Executives Swap Ideas with Program Directors

An exchange of ideas on effective programming highlighted the agenda of the first program directors' conference of CBS-owned radio stations in New York a fortnight ago as the programming executives met with network officials. Local news coverage and editorializing problems were other topics covered at the closed-door sessions at the Hotel Berkshire, it was reported by Jules Dundes, vice president in charge of station administration for CBS Radio.

Carroll Hansen, program coordinator for CBS-owned radio stations, presided at the meetings which also included talks by CBS Radio President Arthur Hull Hayes and Mr. Dundes. Others taking part included James M. Seward, executive vice president, CBS Radio; Louis Hausman, vice president in charge of advertising and promotion, CBS Radio; James T. Aubrey, vice president and general manager of CBS Inc.; Howard Barnes, vice president in charge of network programs, CBS Radio; Irving Gitlin, director of public affairs, CBS News; John F. Day, director of CBS News, and Gordon F. Hayes, general manager of CBS Radio Spot Sales.

Station program directors taking part included Allen Ludden, WCBS New York; Pede Worth, KCBS San Francisco; Robert Sutton, KNX Los Angeles; Ken Overend, WEEI Boston; Art Thorsen, WWBM Chicago, and Paul Douglass, KMOX St. Louis.

RUSIA BLOQUES CBS' SCHORR FROM RETURN TO MOSCOW POST

Daniel Schorr, CBS correspondent assigned to Moscow, is unable to return to his post after a leave of absence because of visa problems. The Moscow government has not yet granted a re-entry permit though Theodore F. Koop, CBS Washington news director, applied last February.

Mr. Schorr had taken a Jan. 1-April 1 leave of absence to go on a lecture tour in this country. Paul Niven, assigned to Moscow temporarily as Mr. Schorr's replacement, has been in the Soviet capital since March, instead of a scheduled three-month tour. Soviet officials refuse to comment on the delay in the Schorr case.

MIKHAIL'S MONUMENT

A Russian named Mikhail Romanosov last week emerged as the discoverer of color tv—according to Soviet propaganda. Remarkable Russian ingenuity invented everything but time. Comrade Romanosov lived long before Karl Marx—in fact, in the 18th century—but apparently this didn't stop him from tinkering with the "basic principles" of tint tv, reports NBC Moscow correspondent Irving R. Levine. Mr. Levine, in one of his NBC Radio dispatches, also pointed out that the Soviet set count covers only black-and-white receivers, listing no more than 2 million of those (about 1/20 of the U. S. total). The U.S.S.R. is expected to start transmitting color soon.
Don McNeill's in the same place he was 25 years ago—at the helm of The Breakfast Club on ABC Radio and in the homes and hearts of millions of American listeners, young and old. From that vantage point he has done—and is doing each weekday morning—a lot of personality selling, backed by his famous cast including FRAN "AUNT FANNY" ALLISON, SAM COWLING, DICK NOEL, CAROL RICHARDS and EDDIE BALLANTINE and the orchestra. Don, his fine cast and many, many loyal listeners have given The Breakfast Club a record unmatched in network radio. This wonderful institution of the American morning is celebrating its happy 25th birthday all this week.

DON McNeill's BREAKFAST CLUB on ABC RADIO
Just a month ago (May 21) the FCC took its first look at a memorandum prepared by Comr. T. A. M. Craven proposing a new approach to the allocations dilemma. It ended the era of shadow-boxing with the problem. It precipitated a full-scale reappraisal of tv allocations by the Commission, ordered at a special meeting June 9.

In its June 2 issue Broadcasting gave lead story prominence to the Craven Memorandum, which urged exploration of a three-phase program having as its goal the transition of tv from the existing scattered assignments in the vhf-uhf range to a new band of 25 contiguous channels in the range 174 to 324 megacycles. All except the last three of these channels are in what is classified as the vhf range under allocations terminology. The existing allocations provide 12 vhf and 70 uhf channels.

Published for the first time in this issue is the full text of the Craven Memorandum. Comr. Craven, an allocations expert who has been a principal architect in the devising of broadcast allocations for more than 30 years, makes it abundantly clear that his Memorandum is exploratory and is intended to provoke discussion rather than espouse a cause.

The FCC has before it, in addition to the Craven Memorandum, many other proposals drafted by its staff, or proposed by private licensees, including the networks. A number of plans, looking toward immediate rather than long range solutions, have also been submitted during the past several years to the Senate Commerce Committee in its inquiry into the tv allocations enigma, which has found uhf stations in many instances at a competitive disadvantage.

At its June 9 session, the FCC specifically considered the Craven Memorandum and the proposal of Comr. Frederick W. Ford that the FCC move ahead on its selective deintermixture program geared toward making all intermixed markets either all vhf or all uhf. It also had before it the proposal of ABC-TV which would add a third vhf channel in 14 top communities, thus making it more competitive with the older tv networks. Top executives of ABC.

Item No. General Agenda For Commission Action May 21, 1958

FEDERAL COMMUNICATIONS COMMISSION Washington, D. C. 58692 May 15, 1958

INTER-OFFICE MEMORANDUM

FOR: General Agenda**

TO: The Commission

FROM: Comr. T. A. M. Craven

SUBJECT: Television Allocations

RECOMMENDED ACTION: Discussion of Policy

GENERAL

1. The purpose of this memorandum is to provide a basis for discussion in an endeavor to formulate a new Commission policy with respect to television allocations. Any suggestions made herein are solely exploratory in nature, and do not constitute firm proposals or plans.

2. The basic cause of the difficulties which have been encountered in the Commission's endeavor to foster a nationwide competitive television broadcast service is the present allocation of radio spectrum space to television. In short, the present wide range of frequencies between tv ch. 2 and tv ch. 83 is not compatible with the design, production, and marketing of a reasonably priced, efficient all-channel television receiver. While there are other problems inherent in the existing television structure, including wide differences in the propagation qualities between the various television channels, these problems are susceptible of solution, once the basic difficulty has been overcome.

3. Before proceeding further, it is only fair to state that the basic difficulty is not the fault of the Commission which made the original allocation. The fault stems from conditions resulting from the rapid development and huge investment in radio utilizing spectrum space immediately above 100 mc by the Civil Aviation Authority and by the military establishments during or immediately after World War II. This government could not logically scrap this investment in equipment and seek new huge appropriations for new equipment for use in other portions of the radio spectrum merely to accommodate television broadcasting.

4. As will be discussed herein, the basic fault of the present television allocation structure cannot be corrected immediately. Any attempt to make radical changes in the present allocation of radio spectrum space to the various services including television is essentially a long range project in which amortization of the present investment in radio equipment on the part of the government, radio industry and the public is an important factor. Consequently, such long range planning must take into consideration methods by which existing investments can be amortized, while at the same time providing methods for the introduction and use of new equipment.

5. There are certain steps which can now be taken within the framework of the present spectrum allocation structure to alleviate or to solve in part some of the problems which exist. For example, I have concluded that there are at least three steps which the Commission might take in securing certain desirable improvements in the present situation. These are:

A. Immediate alleviation in some of the more important major markets in order to secure a better competitive situation in these markets. This step would at the same time afford a necessary improved competitive situation among the three leading nationwide network systems. The major markets are those in which at present there are two vhf stations and one uhf station operating such as in Providence, R. I.

B. Short range improvements. This would
This is the kind of hold our station has on people

Loyalty on both sides, in more ways than you'd expect.
A great and prosperous market well worth knowing about.
A realistic rate card, subject to no deals.
Not a triple spot all 'round the clock.
Let George P. Hollingbery tell you about us all.

ONE OF AMERICA'S GREAT AREA STATIONS
Reaching 2,881,420 People
embraces an improvement in the competitive situation in all of the first 150 markets in which the existing competitive facilities are unequal. This step should not be undertaken until TASO has completed its work in securing acceptable evidence to serve as a basis for modification of the Commission's present technical standards.

C. Long range solution. This would embrace the change in the allocation of radio spectrum space to television. This step cannot be undertaken until much coordination has been accomplished in both the national and international fields. It involves cooperation between government and industry and the public, and must include not only agreed-upon methods to accomplish the changes but also must provide for a period of transition.

SOME IMPORTANT POLICY FACTORS

Tv Channel Assignment Policy

6. It may be recalled that last year I proposed that the Commission rescind the Table of Television Channel Assignments in order to facilitate the establishment of competitive outlets in some of the important markets. The Commission accepted this suggestion to the extent of ordering rulemaking proceedings in which comments from interested parties were invited.

7. Comments were filed by many parties both for and against the proposal. I gave careful consideration to my proposal and, as a result was convinced that a large majority of the parties opposed the proposal because they felt there were insufficient technical facts to support generally acceptable new engineering standards for allocation purposes. In other words, while the proposal envisaged flexibility in the geographic placement of the television stations within the existing technical rules of the Commission, the opposition feared that economic pressures would be so great as to force the Commission to abandon existing standards prior to the accumulation of more modern engineering data. There were some departures from existing standards, without any knowledge of what the results would be, constitute a dangerous step into the unknown.

8. While I believe the Commission could hold the line with respect to existing technical standards, I nevertheless recognized the validity of some of the opposing arguments and concluded that my proposal was premature from the standpoint of industry acceptance. I felt the Commission would encounter such resistance that the accomplishment of the immediate alleviation I had envisaged would be so delayed as to be of no value. I thereupon withdrew this proposal.

9. There have been several proposals to modify the Table of Assignments in individual markets. Some of the proposals tend to equalize competitive facilities by deintermixing into vhf only while others would make the facilities in a specific market all uhf. In the latter case many of the proposals offer no real solution for the market in question because the area would be covered by vhf stations in nearby markets. In my opinion the present process of "nibbling" at the problem offers no basic solution or even a short range step of any value.

TELEVISION ALLOCATION STUDY ORGANIZATION (TASO)

10. I have been impressed with the sincerity of purpose and the progress being made by TASO to secure improved engineering knowledge relating to the basic allocation of television spectrum. It is acknowledged by practically all industry at the suggestion of the Commission to secure technical data which would be of assistance to the Commission in making a determination as to its future television allocation policy. While TASO got off to a slow start because of the unforeseen problems with respect to instant matters which had to be resolved with the Department of Justice before TASO could proceed with its work, I can now state that TASO is proceeding rapidly toward the accomplishment of its assigned task. The engineering studies of TASO are being carried on by six panels of engineers and by some two dozen committees of engineers from over 130 organizations serve on those panels and committees. These men represent all branches of the television industry.

11. Since Jan. 1, 1957 there have been 92 meetings of the Board of Directors of TASO, the panels, and panel officers plus numerous meetings of the committees. As a result, a large amount of work has been accomplished, although considerable work remains to be done. All panels except the one dealing with "Analysis and Theory" are working toward the completion of their active work by the middle of 1958, and toward the completion of their final report by Aug. 31, 1958. The report of the panel on "Analysis and Theory" and the overall report of TASO are expected to be completed by the end of 1958.

12. A total of $56,554 has been expended by TASO through March 31, 1958, and the estimated cost of the project is an additional $27,219 by the end of 1958. It is estimated that the total expense of TASO to the television industry to date has been between $500,000 and $650,000. Recently the Board of Directors of TASO undertook to raise an additional fund of $75,000 to carry out certain necessary panel projects.

13. In my opinion the Commission should continue to give active support to TASO and should await the completion of the work of TASO prior to undertaking any change in existing engineering standards designed to afford changes in allocation policy under Step No. B discussed hereinafore.

25-890 MEGACYCLE HEARING (DOCKET 11,997)

14. Perhaps the most important problem confronting the Commission is the difficulty inherent in the present allocation of spectrum space to all radio services using frequencies between 25 and 890 mc. As the Commission is aware, there is great crowding in the land mobile service, a need for additional channels for aviation, and a need for the use of spectrum space between 100 and 1000 mc by common carriers, and an urgent need for expanded use of the spectrum by certain safety services. Moreover, the Air Modernization Board is interested in this portion of the spectrum, and is in the course of a study of methods to simplify and make more efficient the use of radio for aids to air navigation and air traffic control. Finally, the military establishments as the government recognize the desirability of a long range look with respect to the use of this portion of the spectrum with the objectives of increasing the efficiency of military communications and use of the spectrum.

15. Those factors are mentioned because, in my opinion, the time is now opportune for the Commission to make a long range evaluation of the radio spectrum uses between 25 and 890 mc. I cannot urge too strongly that the Commission proceed at an early date to conclude the hearings in Dock- et 11,997.

FCC-GOVERNMENT RELATIONS

16. In making a long range evaluation of uses of the radio spectrum space between 25 and 890 mc the Commission must coordinate its efforts with those in the Government which use radio spectrum space. The method by which the coordination now takes place is handled between the Commission and the Office of Defense Mobilization. Some of the details of this coordination are handled by the Commission's staff and the Interdepartment Radio Advisory Committee.

17. Recently, on March 24, 1958, the Office of Defense Mobilization suggested that ODM and the FCC could jointly pursue and as necessary provide guidance for long range planning in the future use by the United States of the radio spectrum. It was stated that it was the consensus of the Executive Branch of the government that a fruitful effort to plan ahead for the United States for the radio spectrum required joint research and guidance between the FCC and ODM. Specifically, it was recommended that the Commission review the following as possible aids:

"A. That joint consideration and planning by the FCC and ODM for future long range U. S. use of the radio spectrum is necessary and desirable in order to achieve fruitful results; and"

"B. That the FCC and ODM should jointly give guidance and substance to this effort at both the technical and policy levels."

The ODM suggested that the Commission review the following as being an acceptable procedure in order that the aims in A and B above might be achieved:

"A. That the Commission's technical frequency allocation group meet periodically with the IRAC technical frequency allocation group for future long range planning to consider the purpose of planning U. S. future long range radio spectrum usage. The joint group to meet initially for the purpose of producing suitable terms of reference, chairmen- ships and so forth to guide its endeavors; and"

"B. The FCC and ODM to appoint an
individual from each organization for the purpose of providing joint FCC-ODM policy guidance to the joint technical group as necessary."

In my opinion these suggestions of the ODM merely constitute a better use of the existing machinery governing the joint administration of the radio spectrum. Herefore most of the negotiations between the FCC and the government have been handled by a lower echelon of officials. The details of such joint administration have not received the day-to-day policy guidance from officials in the higher echelon of government. The lack of such day-to-day policy guidance has not been conducive to solutions of the joint allocation problems on a broad basis. The proposal of the ODM merely rectifies this fault.

18. The Commission has not yet responded to the suggestion of ODM. I recommend urgently that it respond favorably to this suggestion.

19. There are many who believe that the military is now utilizing more radio spectrum space than actually required for peacetime operations, and that such wasted space should be assigned for non-government civilian use. I cannot subscribe to this viewpoint because our country is not enjoying peace in the sense contemplated in the past. The present condition is one which is "short of war." We are on minutes' notice of a possible attack. Many of our defense forces are on a continuous operational basis.

20. Moreover, our radar networks and the communications systems which support them as well as other military operations are broadband types of radio operation which inherently require much more spectrum space than realized by those who hold the opinion that the military is wasting spectrum space. While technical improvements are now possible with respect to equipment performance, resulting in some increased "bandwidth" over the previous inefficient use of spectrum space by various radio systems, the pressures of the "short of war" condition indicate that such improvements should be utilized by additional systems.

21. Finally, who, other than the President and the Defense Dept. are in the position to state that certain military operations are not essential to the defense of the country? Since the answer to this question appears to be in the negative, it must be admitted that the use of the radio spectrum space for communications to support these military operations is essential.

22. It has been suggested that there be a single authority with respect to the allocation of radio spectrum space to all users including both government and non-government entities. Some of the Commissioners have expressed the view that such administration should be imposed solely in the FCC. Others have suggested that an additional Commission be established which would have sole jurisdiction in this field replacing both the President and the FCC. It is my opinion that any single organization charged with the administration of the allocation of the radio spectrum space to all users would still be bound to allocate spectrum space to support military communications. It is entirely possible that such a single authority would be compelled to give greater weight to military requirements than to the requirements for a communications system to support the civilian economy.

23. In my opinion the present machinery of the government with respect to the joint administration of the radio spectrum space with the FCC insisting upon the necessity for the allocation of radio spectrum space to support the civilian economy, is more likely to achieve a proper objective than any single agency.

INTERNATIONAL COORDINATION

24. As the Commission is aware any basic change in the allocation of spectrum space must be accomplished with international cooperation.

25. At the present time the Commission is cooperating with the Dept. of State in the preparation for the forthcoming international radio conference at Geneva where allocation problems will be discussed and possible solutions agreed upon. The Commission is familiar with the details of the progress in this preparatory field so I will not elaborate on this subject in this memorandum.

26. At the Geneva Conference, it is anticipated that we will be confronted with proposals from other nations to make room for ionospheric and tropospheric scatter communications and to make room for additional communications facilities for aircraft flying international routes as well as for international standardization with respect to aids to air navigation. Also, we will be confronted with proposals with respect to the use of the additional frequencies for communication with ocean-going vessels and for the control of ship traffic in congested areas.

27. I consider the Geneva Radio Conference to be more in the nature of a short range project than one which will afford a permanent solution to the many problems confronting all nations involved in the field of radio spectrum allocations. Much of the Geneva conference will be involved by the present world-wide conditions which are short of war and hence emphasis may be placed upon the military uses of the radio spectrum.

28. Nevertheless, the Commission should be prepared for suggestions from other governments with respect to the necessity for taking a longer range look at the allocation of radio spectrum space. Consequently, it is again important that the Commission conclude its hearings in Docket 11,997 as well as to formulate long range policies in other portions of the spectrum.

SUGGESTED SOLUTIONS FOR TELEVISION

Immediate Alleviation

29. The Commission should either formulate new rulemaking proceedings or resolve existing rulemaking proceedings to provide equal competitive facilities in some of the major markets of the country. I suggest that the Commission review the proposal of the American Broadcasting Company in this respect as a basis for further discussion.

Short Range

30. As suggested heretofore the Commission should continue to support all of TASO, and upon completion of the work of that organization the Commission should

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immediately establish a new allocation policy, promulgate new engineering standards to support such a policy, and take such steps as are necessary to place the new policy in effect.

31. It is believed that this short range step could provide a much more effective nationwide competitive system than is possible under the existing policies and standards.

Long Range

32. In order to stimulate discussion with respect to a long range television allocation policy and for the purpose of effecting the necessary cooperation and coordination between the government and industry, it is suggested that the future allocation of the radio spectrum for television be from 174 mc to 324 mc. This would involve deletion of television channels 2-6, leave channels 7 through 13 undisturbed, and add 18 additional channels beginning at 216 mc. The result would be a single block allocation of 25 television channels.

33. A total of 12 mc now allocated to television below 100 mc would be reallocated by the Commission to services other than television. The space 690 mc to 890 mc (a total of 200 mc) would likewise be reallocated by the Commission to services other than television.

34. Eighteen megacycles of spectrum space or below 100 mc and the space from 470 to 690 mc (a total of 238 mc) would be allocated by the President for use by the United States government in return for the total of the aforesaid 108 mc required by the Commission from the government for future television use.

35. It is realized that this long range suggestion is controversial, and at the moment many will believe it to be impractical, particularly the broadcasters. Nevertheless, I am certain that if properly coordinated and planned it is possible of achievement as a logical solution of many of the allocation problems which are urgently in need of affirmative Commission action. At least, those users of radio other than broadcasters would welcome the opportunity thus presented for needed improvement for existing services.

36. Naturally such a plan could not be made effective short of seven to ten years in the future. We must recognize the necessity of amortizing existing investments, the necessity to provide for transition operation, and the necessity of providing an orderly method of making the changes effective from the standpoint of new investment and of planning by manufacturers, in the design, production, and marketing of new equipment.

37. I know of no other course of action open to the Commission which would solve the basic problem with respect to telecommunications except possibly new developments with respect to multiplexing of television channels. While there has been some research in the laboratories of this country in the field of multiplexing, I am not impressed with the practicality of securing much relief from the application of this possible development.

38. I wish to re-emphasize that the specific suggestions contained herein are designed to serve merely as a basis of discussion and to illustrate principles rather than details.

T. A. M. Craven
Commissioner

FCC Rejects Two Applications In Early Portland Tv Skirmish

Two applicants for dropped-in ch. 2 at Portland, Ore., were denied waiver of minimum adjacent channel mileage separation by the FCC last week. At the same time, the FCC notified two other applicants of the necessity for hearing.

Tribune Publishing Co., which is licensee of KTVI-AM-KATV-TV, Kansas City, Mo., and KPTV (TV) Portland, Ore., now on ch. 12 and which has filed an application to change to ch. 2, were told that the antenna sites they propose are less than 60 miles from KSLM-TV Salem, Ore., on adjacent ch. 3. Both applicants may amend to specify sites which will conform to the minimum mileage separation.

The other applicants are Fisher Broadcasting Co., controlled by KOMO Seattle which in turn controls KOMO-TV Seattle, and KPOI-AM-FM Portland.

Both Tribune Publishing and KPTV in asking the waiver specified sites on an antenna farm near Portland.

Allocations, Ratings Up for Senate Inquiry

Hearings on two phases of broadcasting are scheduled this week by the Senate Interstate & Foreign Commerce Committee—one on allocations, which the committee has had under scrutiny off-and-on for several years, and the second on rating services, an entirely new matter for congressional inquiry.

The allocations hearings will resume Tuesday (tomorrow) and run through Wednesday with emphasis on community antenna tv systems. Proponents and operators of CATV will testify tomorrow with the FCC to be called back Wednesday. Hearings on the same subject were held late last month [Government, June 2] with testimony taken from the FCC and small-market broadcasters opposed to CATV.

At that time, the broadcasters claimed CATV operators have an unfair competitive advantage and that the Commission must regulate them. On the other hand, the FCC maintained it cannot guarantee the economic success of tv stations and should remain out of the picture.

The Commission also will face questioning about its overall allocations policy, which of late has been high on the FCC's own agenda (see page 56).

Sen. A. S. (Mike) Monroney (D-Okla.), committee member and bitter critic of the rating services, long has championed an airing of their effect on tv programming. He maintains current programs are inferior because their continuance and/or success depends on ratings.

The ratings inquiry is scheduled for Thursday and Friday with James Seiler, director of ARB, the first witness. Others scheduled to testify include Edward C. Hynes, Trendex president; Albert Sindlinger, president of Sindlinger & Co.; Allen Jay, vice president-general manager of Videodex, and unnamed spokesman for A. C. Nielsen Co. and The Pulse Inc.


Action Demanded on Allocations

In the wake of NBC's announced dropping of uhf station WBUF (TV) Buffalo [Lead Story, June 16] the Committee for Competitive Television in Washington, D. C., sent a letter last week to all members of the FCC demanding that the Commission "establish...a competitive and non-monopolistic television system in
the United States." The FCC should "move forward with utmost vigor on de-intermixture proceedings," CCT said.

The letter was signed by John W. English, chairman of CCT, and Wallace M. Bradley, the organization's executive director.

**FCC Overshadowed By Adams-Goldfine**

Applicants before the FCC in comparative TV cases whose actions have been questioned by the House Legislative Oversight Subcommittee received a "stay" last night when the subcommittee centered its activities on non-broadcast matters before the Federal Trade Commission.

The subcommittee, established in March 1957 to investigate six regulatory agencies, had been on a one-track FCC inquiry since January with public hearings on several cases. Hearings this week and for an undetermined time in the future will continue to center on Presidential Assistant Sherman Adams, New England industrialist Bernard Goldfine and matters before the FTC and Securities & Exchange Commission.

Asked Thursday when the subcommittee would return to FCC matters, Chairman Oren Harris (D-Ark.) replied: "When we get through with this [Adams-Goldfine inquiry]." The subcommittee staff has completed or is nearing completion the investigations of TV grants in Boston (ch. 5), Miami (ch. 7), Pittsburgh (ch. 4) and Indianapolis (ch. 13). Further testimony also is scheduled on the FCC's shift of ch. 2 Springfield, Ill., to St. Louis and assignment of that facility to then ch. 36 KTVI (TV) [GOVERNMENT, June 16].

In a history-making appearance, Mr. Adams testified before the subcommittee last Tuesday on his relations with Mr. Goldfine. The President's right-hand man admitted that Mr. Goldfine, a close personal friend, had given him several expensive gifts, had paid his hotel bills and that he had interceded on behalf of Mr. Goldfine at the FTC. He admitted that he may not have acted "prudently," but denied any attempt to influence the agency's decision.

"I have no excuses to offer. I did not come up here to apologize to you and your committee," Mr. Adams told Rep. Harris. Mr. Adams said under questioning that he participates in appointment of commissioners and final clearance comes through his office. Without elaborating, he also admitted he has in the past asked members of regulatory agencies to resign. (At the time Comr. Richard A. Mack resigned under fire for the role he played in the Miami ch. 10 grant. [GOVERNMENT, March 10], there were widespread reports that the White House had demanded his resignation.)

Rep. Harris asked Mr. Adams if he thought the President should have the authority to designate the chairman of the FCC and other agencies. The witness replied that he had not studied the matter and did not wish to take a position.

"If I understand your question correctly, nothing could be further from the truth," Mr. Adams replied when asked if one of
his missions is to appoint a "certain type" of official to the regulatory agencies.

The SEC said Thursday it has been asked to testify before the House group tomorrow (Tuesday), but this has not been confirmed by the subcommittee. Rep. Harris stated this week's program would be announced over the past weekend.

Two Adverse Decisions On NBC, Philadelphia

NBC found itself on the middle of two law rulings last week—both involving its WRCV-AM-FM-TV Philadelphia.

The Supreme Court agreed to review a lower court's dismissal of a government antitrust suit against NBC and its parent company RCA. The suit related to the 1955 exchange of stations between NBC and Westinghouse Broadcasting Co.

The U. S. Court of Appeals told the FCC that the Philco Corp., Philadelphia, had standing to protest the renewal of the licenses of the Philadelphia NBC stations.

The Supreme Court decision—the case will be heard sometime next term—will answer the significant question whether the Dept. of Justice is barred from filing an antitrust suit after the FCC (or any other federal agency) has approved an action complained of.

The FCC okayed the controversial swap of stations (NBC's Cleveland outlets for Westinghouse's Philadelphia stations plus $3 million to Westinghouse) in December 1955. The Justice Dept. filed suit a year later. The suit was dismissed by Philadelphia District Judge William H. Kirkpatrick in January of this year on the ground that the Justice Dept. should have intervened before the FCC, or filed its appeal in the courts within the required time after the final FCC approval. The Justice Dept. directly, as was its right, asked the Supreme Court to rule on its jurisdiction to bring Sherman Act suits in the federal courts, even after a federal agency has approved the disputed action.

In the Philco case, a split appeals court ruled that since Philco was a competitor of RCA in the home appliance manufacturing field, it has standing to file a protest.

Philco protested renewal of the licenses of WRCV-AM-FM-TV Philadelphia last year. It charged that RCA's ownership of the Philadelphia stations constituted an unfair competitive advantage over Philco in the Philadelphia market. The Commission said Philco had no standing. The court held that Philco's allegations that RCA was using its facilities in Philadelphia injuriously to Philco was sufficient to give that company standing.

The opinion was written by Circuit Judge Charles Fahy for himself and Judge George T. Washington; Judge J. Warren Madden, of the U. S. Court of Claims sitting by designation, dissented, arguing that giving Philco standing was an act of "generosity completely unjustified." He said the problem was actually a broad one whether a radio or TV network should be permitted to be owned by the owner of any other business.

FCC PICKS STERN TO REHEAR CH. 10

- Retired Pa. chief justice
- Proceeding starts tomorrow

The FCC picked a Philadelphia lawyer to preside over the tainted Miami ch. 10 case. Judge Horace Stern, 79, of Philadelphia, will preside in the controversial ch. 10 hearing as a full-fledged FCC hearing examiner, the Commission announced last week.

An eminent and erudite jurist, Judge Stern was Chief Justice of the Pennsylvania Supreme Court from 1952 until he retired last year. He was a justice of the state Supreme Court since 1935. Before that he was presiding judge of the state Court of Common Pleas, having been appointed to that court in 1920.

The Miami ch. 10 trial was ordered by a federal appeals court last April following the disclosure that private lobbying had taken place by some of the applicants. Comr. Richard A. Mack resigned as a result of testimony before a Congressional committee regarding his vote in the Miami case. A grand jury is still investigating the evidence unearthed by the House Legislative Oversight Committee and the FBI.

The hearing was ordered after the U. S. Court of Appeals in Washington remanded the case to the FCC. The February 1957 FCC decision granting ch. 10 to a subsidiary of National Airlines had been appealed by WKAT Inc. (A. Frank Katzenein), one of the three losing applicants. The others are L. B. Wilson Co. and North Dade Video Inc.

The FCC ordered the hearing to investigate the following:

- Whether any FCC commissioner voted in the final decision who should not have.
- Whether any improper ex parte influence was brought to bear on any of the FCC commissioners.
- Whether any parties to the case knew of immproprieties or misconduct in connection with the comparative hearing proceedings.
- Whether the ch. 10 grant to what is now WPST-TV was void originally, or should be made void; and whether any of the applicants was or is disqualified, and whether the conduct of any applicant although not disqualifying reflects adversely on the character of the applicant.

Eastern Airlines, which sought unsuccessfully to intervene in the original FCC proceedings, is also seeking to be a party to the new hearing. Eastern opposes the grant to National Airlines.

The attorney general of the U. S. also is an amicus curiae party to the new hearing. The hearing is scheduled to get underway today (Monday) with a pre-hearing conference in Hearing Room 1420 of the FCC. The Commission in last week's announcement indicated that some hearings, if it is found necessary, may be held outside of Washington. Judge Stern will serve as an official FCC hearing examiner at Grade 15 ($11,610).

Judge Stern was born in Philadelphia August 7, 1878. He was graduated from the U. of Pennsylvania with a B.S. degree in 1899, and received his LL.B. cum laude also from the U. of Pennsylvania in 1902. He practiced law with the firm of Stern & Wolf in Philadelphia from 1903 to 1920. In World War I he was a major in the ordnance department of the Army.

Holder of numerous honorary degrees, Judge Stern's standing in his community may be judged by his affiliations: American Bar Assn.; Pennsylvania Bar Assn.; Philadelphia Bar Assn.; American Judicature Society; American Law Institute; Academy of Political and Social Science; Historical Society of Pennsylvania, Academy of Natural Sciences of Philadelphia, Pennsylvania Society, American Jewish Historical Society, American Legion, Phi Beta Kappa, Beta Tau, Lambda Chi, Psi Omega, Phi Delta Theta, Theta Chi, Omega Xi, Delta Xi, Phi Delta Rho, Phi Delta Epsilon, Phi Kappa Sigma, Omicron Delta Kappa, Phi Delta Upsilon, Phi Delta Kappa, Phi Lambda Upsilon.

He is a member of the Lawyers', Contemporary, Midday Philobiblon and University Clubs.

Morse Asks Senate Inquiry On Federal Agency Practices

Sen. Wayne Morse (D-Ore.) called for an inquiry into the policies and practices of federal regulatory agencies last week after a slashing attack on the lack of integrity and "judicial" propriety among some government officials. He spoke to a luncheon meeting of the Federal Communications Bar Assn. in Washington.

Sen. Morse urged establishment of a select Senate committee to inquire whether agencies have been unduly influenced by the interests they regulate. He said it was in favor of requiring all public officials—congressmen as well as government executives—to file a public disclosure of their income and its sources each year.

Sardonically, the Oregon senator stated that the "judicial" element of quasi-judicial authority "has been eroded to the point of pebbles where boulders of integrity are to be expected." Government regulatory officials must observe the same ethical standards as judges, Sen. Morse said. These officials, he continued, must be independent of political pressures and the agencies must be made attractive in terms of prestige and income. Those careers in themselves would obviate the relationship between the specialized agencies and the employment opportunities for officials in the industries that officials of these agencies regulate.
ESSO RESEARCH works wonders with oil

Oil and the peaceful atom — a powerful research team

Using highly radioactive material — handled by remote control — scientists at Esso Research team up with the atom to seek new and better petroleum products for you. In other unusual nuclear tests, radioactive tracers are used in developing cleaner-burning gasolines for better engine performance... another new way that ESSO RESEARCH works wonders with oil!
Court Vacates Grant Of Crosley WLWI (TV)

The U.S. Court of Appeals last week vacated the FCC's March 1957 grant of ch. 13 Indianapolis to Crosley Broadcasting Co., because Comr. T. A. M. Craven cast the deciding vote although he did not sit for oral argument. The court ruled Comr. Craven should not have voted without first hearing oral argument and ordered the Commission to set the case for argument.

In vacating the Crosley grant, the court told the Commission it could take steps deemed necessary to maintain uninterrupted service on ch. 13, now WLWI (TV). The court did not rule on whether Comr. Craven is disqualified from voting in the case, stating that any final FCC order could be appealed for review in a new proceeding.

WIBC Indianapolis, one of three losing applicants for ch. 13, appealed the grant on the grounds Comr. Craven should not have been allowed to vote since, while a consulting engineer, he assisted WIRE Indianapolis in preparing its ch. 13 application. The Commission ordered Comr. Craven to vote, breaking a 3-3 tie, and he received a formal legal opinion by the Commission's general counsel that it was his duty to break the tie. The fourth ch. 13 applicant was Mid-West TV Corp., which received a favorable initial decision.

Two days after the court handed down its Monday decision, WIBC offered to purchase the physical plant and facilities of WLWI for the "reasonable replacement cost, less depreciation."

Of the present Commission, only Comrs. Craven and John C. Doerfer voted for Crosley. Comrs. Robert T. Bartley, Rosel H. Hyde and Robert E. Lee dissented. Also voting for Crosley were Comrs. George C. McConnaughey and Richard A. Mack, who no longer are members of the Commission.

The decision was handed down by Chief Judge Henry W. Edgerton and Circuit Judges Wilbur K. Miller and John A. Danaher.

Court Upholds FCC Refusal To Delete Hartford Ch. 3

A federal court last week upheld the FCC's 1957 refusal to delete ch. 3 from Hartford, Conn.

In an unanimous opinion, the U.S. Court of Appeals in Washington said the FCC had not only followed the procedural requirements for rule-making but had also come to its conclusions not to move ch. 3 from Hartford to Providence, R.I., "not only [on] rational but reasonable [grounds]."

The court pointed out that ch. 3 was assigned to Hartford in 1952 when the tv freeze was lifted and the uhf stations appealing "took their licenses with full knowledge of the situation."

The appeal was made by Springfield Television Broadcasting Corp. (WWLP [TV] Springfield, and WRLP [TV] Greenfield, both Mass.). The appeal claimed that the uhf stations would be destroyed by the operation of a second uhf outlet in the area—WNHC-TV New Haven already was operating on ch. 8. They also claimed the Commission did not weigh this impact on uhf operations and on other questions including the need for vhf in Providence. Ch. 3 Hartford was awarded to WTIC there in 1956 and WTIC-TV went on the air in September 1957.

The court's decision was written by Circuit Judge E. Barrett Prettyman for himself and Judges David L. Bazelon and Walter M. Bastian.

FCC Renews WCRT License Over Dissent of Comr. Lee

The FCC last week renewed the license of WCRT Birmingham, Ala., which has a format of "good music" and news, but Comr. Robert E. Lee dissented because he wants more information developed on whether a solely music-news schedule should be considered as "program imbalance," even though the music is of the "good" variety.

Comr. Lee said he dissented because he felt a vote for renewal might be "pre-judging" the case of the eight Atlanta stations which the FCC has asked to explain their straight music-news schedules [CLOSED CIRCUIT, March 31, et seq.]. Even though the WCRT music is "good," Comr. Lee said, there is a question of whether the task of broadcasting agricultural, religious and public service announcements should fall on other stations in the community which do not have all music-news formats.

Jefferson Stations Rebuked By FCC on Editorial Policy

The licenses of Jefferson Standard Broadcasting Co.'s WBT and WBTW (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., were renewed last week, but only after the FCC wrote a letter chastising the company for inadequacy in treating both sides of the subscription tv question in its broadcasts, which the FCC said, were "weighted unreasonably" against pay tv and in favor of the present system.

The licenses nevertheless are being renewed, the FCC letter said, because a review of operations during the last license period "does not indicate that you have been otherwise remiss in your over-all operations." The FCC said it found no other instances "in which you have deviated" from the Commission's report on "Editorializing by Broadcast Licensees."

Comr. T.A.M. Craven dissented from the FCC letter on the same grounds as he did in the FCC letter to the Newhouse station in Birmingham on subscription tv editorializing [GOVERNMENT, June 9]: that the FCC should not interfere with station programming.

Three Hit WVEC-TV Application For Temporary Use of Ch. 13

A request by WVEC-TV Hampton, Va. (ch. 15), for special temporary authority to operate on ch. 13—pending the outcome of a contest for the vhf facility with two other applicants is being assailed on three fronts.

WAVY-TV* Portsmouth (ch. 10)—which WVEC-TV claims is causing "dangerous electrical interference" to its visual signal through harmonic radiation from tv sets tuned to WAVY-TV—has attacked the WVEC-TV request. So have WTOV-TV Norfolk (ch. 27) and Virginian TV Corp., competing with WVEC-TV for ch. 13. Both of these applicants promptly filed for temporary operation on ch. 13 themselves.

WVEC-TV told the FCC it has had

THE New Savings Bond Peace Patrol designed to promote sale of U.S. savings bonds, was inaugurated Monday by the Lone Ranger, radio-tv-film star, during a Washington appearance with Jack Wrather Jr., operator of KFMB-AM-TV San Diego, Calif., and other broadcast properties as well as head of Jack Wrather Productions Inc. Left to right: Mr. Wrather; Lone Ranger; Vice President Richard M. Nixon; William Shay (rear), vice president of Jack Wrather Productions; Mrs. Jack Wrather Jr. (Bonita Granville); Jack Wrather III (rear); Mrs. William Shay; James M. Stiles Jr., national director of Treasury's Savings Bonds Division.
complaints from viewers of interference since WAVY-TV went on the air Sept. 1, 1957, and that an engineering study revealed the interference came from sets tuned to ch. 10.

Both WAVY-TV and Virginian charged that the WVEC-TV application was irregularly made out and thus "fatally defective." They noted that WTOV-TV had been turned down by the FCC last year in a similar request for temporary operation on the vhf channel. Virginian charged such operation would prejudice its rights in the hearing on the case set to begin July 24.

Howell Files First Comments In FCC's Inquiry Into CATV

The first comments on the FCC's fact-finding inquiry on community antenna tv systems, translators, satellites and boosters [GOVERNMENT, May 26] were filed last week by Rex Howell, president-general manager of KREX-TV Grand Junction, Colo., and satellite KFXJ-TV Montrose. Comments are due by this Friday.

Meanwhile, the National Community Television Assn. has asked an extension to Aug. 1 of the date within which comments must be filed and extension to Aug. 22 for replies. NCTA said questions posed by the FCC require extensive study and that NCTA, as the only national organization serving community antenna operators, has a "task of tremendous scope" in filing comments and replies to meet the deadline.

Among Mr. Howell's points: (1) tv stations, their satellites and legal translators should get priority over CATV systems and illegal boosters in the FCC's consideration of which are best for the public interest; (2) the FCC has the duty to protect a tv licensee from economic injury from CATV and illegal boosters if such injury would adversely affect the licensee's maximum service; (3) the FCC is legally empowered to regulate CATV systems; (4) the FCC should require CATV systems to get permission from the originating station and network for programs retransmitted and CATV systems bringing in a station signal from another state should be considered as common carriers in interstate commerce; (5) CATV systems, to receive equal consideration with broadcasters, should be required to make showings of their plans to serve rural as well as city areas.

Mr. Howell said KREX-TV declined to take part in the construction of an illegal booster to serve Glenwood Springs, 75 miles away, fearing its license would be jeopardized. The booster was built and gets its signals from an out-of-state station on the same channel as KREX-TV (ch. 5), resulting in interference to KREX-TV, he said.

The FCC in an April 3 decision washed its hands of the CATV issue by finding that such systems are not common carriers and thus are not under FCC jurisdiction. But a wave of protests from western tv stations —smarting under competition from a system which is entirely unregulated and which even uses the signals from regular tv stations—came to a head during the NAB convention [NAB CONVENTION, May 5], with the result that the FCC issued its fact-
finding order later that month. The western tv operators put their case in testimony before the Senate Commerce Committee [GOVERNMENT, June 2].

I-B, Regional Am's To Fight Super-power

Organization of a group of radio stations—Class I-B's and regionals—to oppose the grant of higher power than the present 50 kw maximum was announced last week by F. C. Sowell, WLAC Nashville, Tenn.

Mr. Sowell made the announcement in Washington, following a special meeting June 17 of representatives of 25 stations.

The new organization is named Radio Allocations Study Organization (RASO), with Mr. Sowell as temporary chairman. The call for an organization meeting is going out to all Class I-B, II and III stations over Mr. Sowell's signature. The founding group hopes to hold a meeting in Washington this fall, at which time also legal representation and engineering study may be authorized.

The group feels that FCC's clear channel proposed rule-making, issued last April [GOVERNMENT, April 21]—proposing to break down 12 clear channel Class I-A frequencies—"suggests the utilization of power in excess of 50 kw ..." and that "the concept of super-power will have a serious adverse effect upon the radio broadcast industry as it now exists..." The words are from a resolution adopted at the June 17 meeting.

In his letter covering a copy of this resolution, Mr. Sowell said: "It seems incredible that any agency would entertain for a moment the idea of placing so much power in the hands of so few—12 stations out of a total of more than 3,000! Both from the standpoint of economics and share of audience it is totally unsound."

Mr. Sowell believes that a different method than super-power of filling in so-called "white areas" to provide primary service can be developed.

Four Bills Introduced in Conflict With Celler Antitrust Measure

Four congressmen last Wednesday introduced identical bills which would exclude "the regulation of rights to broadcast and teletack" professional sports events from antitrust laws. The bills were introduced the same day a highly-controversial measure, which would exclude only those phases of professional sports found to be "reasonable and necessary," was cleared by the Rules Committee for House action.

The four new bills were introduced by Rep. Kenneth Keating (R-N.Y.), Rep. Oren Harris (D-Ark.), Rep. William E. Miller (R-N.Y.) and Rep. Francis Walter (D-Pa.). They exclude, in addition to radio-tv, three other phases of professional football, baseball, basketball and hockey.

Rep. Keating said the new version will be offered as a substitute for HR 10378, introduced by Rep. Emanuel Celler (D-N.Y.), when it comes up for House consideration. Opponents of the Celler measure object to the words "reasonable and necessary," contending they will lead to endless court litigation.

Rep. Keating claimed all four sports involved have announced their support of the new legislation. Minor leagues have complained bitterly in the past that the majors, through radio and television, have encroached upon their territorial rights. Lengthy hearings were held last summer by Rep. Celler's Judiciary Committee, which last month favorably reported out HR 10378 by a small majority. Rep. Keating, ranking minority member of the committee, and 14 other members joined in signing dissents at that time.

Essentially, the new measure would leave television or broadcasting major league games into minor league territory at the discretion of the individual clubs. Rep. Celler charged this would give club owners blank checks to act as they please, even engage in "barbarous" activities to the detriment of players and the public alike.

Under current Supreme Court decisions, baseball has been declared exempt from antitrust laws, but other professional sports have not.

Maine Republicans Renominated; Senate, House Commerce Members

Sen. Frederick G. Payne and Rep. Robert Hale, both Republicans of Maine and members of their respective Interstate & Foreign Commerce Committees, last week were renominated by the GOP in Maine's primary elections. Sen. Payne, seeking his second term, defeated Herman Sabaghan by a 5-1 majority. He will be opposed in the Sept. 8 general election by Democratic Gov. Edward S. Muskie.

Rep. Hale, also a member of the House Legislative Oversight Subcommittee, received the nomination in a close three-way contest. His Democratic opponent will be James Oliver, who ran against him in 1956 and still is contesting that election. A July 8 recount of the 1956 ballots has been ordered by the House. Mr. Oliver served in the House as a Republican congressman from 1937-43.

Tampa Applicants Meet Protests On Bids to Waive Mileage Rule

A joint request by five applicants for ch. 10 in the Tampa-St. Petersburg, Fla., area—asking the FCC to waive its minimum mileage separation [GOVERNMENT, June 16]—met opposition last week.

Amid the joint petition were the sixth applicant, Florida Gulfcoast Broadcasters Inc.; the Assn. of Maximum Service Telecasters, and the Broadcast Bureau.

The five applicants in the joint petition had asked a declaratory ruling that the minimum mileage requirement be waived so the winning applicant could give full carriage to Tampa's larger antenna farm site they specify is 185 miles from co-channel WPST-TV Miami, 35 miles less than the minimum separation required.

Florida Gulfcoast said last week that the joint petition is an improper procedure; that such a waiver would modify WPST-TV; that WPST's five should have decided on the action before applications were designated for hearing; that they want to re-argue the rule-making which resulted in the drop-in of ch. 10 in the area and want to reallocate it to Tampa-St. Petersburg (Florida Gulfcoast has specified the town of Largo, Fla., for its antenna site); that the new location would be "advantageous to the public interest..." the FCC has denied such waivers in past cases, and that the proposed site would "eliminate..."
MAX H. BICE, Director of Engineering, Station KTNT-TV, Tacoma, Washington, SAYS:

"With G-E camera tubes, we can use real-life lighting for our studio programs!"

"BEST over Puget Sound" ... that's the motto of KTNT-TV, and we keep faith with our many viewers by paying close attention to every detail that affects picture quality.

"Lighting is more than a detail—it's fundamental; so we try for studio lighting that is natural and unforced. It must show persons and objects as they are, without the harsh whites and inky blacks that can ruin realism.

"You need a top-quality camera tube to pick up all the close light gradations in KTNT-TV's kind of real-life studio pictures. G-E image orthicons—like the ones I'm facing and pointing to, in the photograph—have fine sensitivity and an exceptionally good gray scale.

"Also, they're free from burn-in, or image retention. We've found them dependable. It's only fair to give General Electric camera tubes a good share of credit for the quality and success of our local television programs."

* * *

General Electric Broadcast-Designed camera tubes are stocked right in your area—by your G-E tube distributor. Phone him! Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.

Progress Is Our Most Important Product

GENERAL ELECTRIC
GOVERNMENT CONTINUED

uhf" in the area (WSUN-TV St. Petersburg, one of the five applicants, is on ch. 38).

AMST, which has a record of opposing waivers of minimum mileage separations, said a waiver would "undermine" the minimum mileage separation principle and that the FCC is not required to abandon its mileage separations to make satisfactory use of ch. 10 in Tampa-St. Petersburg.

Ch. 13 WQED (TV) Seeks U Also

WQED (TV) Pittsburgh—a noncommercial educational tv station on ch. 13 which wants an additional facility on uhf in that city (GOVERNMENT, June 2)—last week took advantage of the demise of a commercial uhf permittee there to ask for a uhf re-shuffling which would leave WQED with ch. 16.

The Pittsburgh educational station earlier had asked that ch. 22 be assigned to Pittsburgh for its use, but when ch. 47 WTVQ (TV) Pittsburgh last week turned in its permit, WQED asked instead that dark ch. 16 WENS (TV) Pittsburgh be moved to ch. 22 or to ch. 47. The WQED request was accompanied by written WENS agreement for such a shift.

WQED and WENS announced at the same time that the educational station has purchased WENS equipment contingent on approval of the change proposed by WQED.

WAPI Power Boosted to 50 Kw

The FCC last week granted an increase in daytime power for WAPI Birmingham, Ala., from 10 kw to 50 kw and a change from the station's night-only directional antenna to a directional antenna with a different pattern for day and night. WAPI will continue to operate on 1070 kc with 5 kw, night. The grant included engineering conditions.

At the same time the Commission denied petitions and requests by WIBC Indianapolis, WVOX Birmingham, and WDIA Memphis for a hearing on the WAPI application. Comrs. Robert Bartley and Frederick Ford were absent.

FCC Denies KTSF (TV) Protest

The FCC has turned a deaf ear to ch. 10 KTSF (TV) Scottsbluff, Neb., in that station's bid for a re-hearing of the ch. 13 Alliance, Neb., grant to Western Nebraska Tv Inc. The Commission issued a decision granting a hearing requested on Western Nebraska's "character and financial qualifications" (GOVERNMENT, May 19). KTSF also has an appeal pending in the courts.

Mid America Favored for New Fm

An initial decision favoring Mid-America Broadcasters Inc., for a Class B fm station on 95.7 mc in San Francisco was issued last week by FCC Hearing Examiner Millard F. French. MBS was a competing applicant for the facility, but withdrew the week before the hearing. MBS has been given a grant to Mid-America. Mutual said its withdrawal was due to a change in policy.

TRADE ASSNS.

NAB ADOPTS 3-DAY CONVENTION

• Combined Boards approve limited exhibit plan
• Engineering conference will follow past format

NAB's 1959 convention will be cut down to a three-day program with a limited exhibit format under a plan submitted Friday and approved by the Combined Boards of Directors. Its essentials had been drafted Tuesday by the NAB Convention Committee (see Radio and TV Board stories, this page).

Film, transcription and other program service firms that have historically exhibited at the annual convention will be excluded in 1959—provided they leave their merchandise at home and maintain hospitality suites without scantily dressed models or other carnival trappings.

The convention will be held March 16-18 at the Conrad Hilton Hotel, Chicago. The annual Engineering Conference will follow the pattern of recent years. NAB's directors held three days of meetings last week. The Tv Board, meeting Wednesday:

• Placed a firm ban against white-coat advertising of medical products in the tv Code (see page 33).
• Endorsed proposed litigation to test broadcast property rights in programs carried over community tv antenna systems.
• Called on the staff to ask FCC not to grant microwave relays to community systems unless such systems meet new requirements adopted by the station to carry specific programming.

The Radio Board, meeting Thursday:

• Ordered better liaison with Radio Advertising Bureau.
• Approved a month-long radio promotion in 1959 similar to National Radio Month, observed in May.
• Endorsed the Radio Standards of Good Practice campaign, with 533 radio stations adhering to its provisions and utilizing promotional material.

Though the board had decided last January to limit attendance at the 1959 convention to ownership-management delegates plus engineers, the new formula calls for wide-open attendance of those engaged in the numerous facets of the broadcasting industry.

There's a catch to this broad guest list, however. The convention will be featured by two types of meetings—general assembly sessions and separate radio-tv management-ownership business sessions. Any registered delegate will be eligible to attend the general assemblies, but only accredited management-ownership delegates, bearing special badges, will be allowed to attend the private radio and tv management-ownership meetings.

The new format as proposed by the committee calls for a Monday (March 16) noon general assembly and luncheon, featured by the annual NAB keynote award and keynote address. Closed radio and tv ownership-management conferences will be held Monday afternoon and Tuesday morning. A general assembly and luncheon Tuesday noon is to be addressed by the FCC chairman.

Tuesday afternoon will be left open for attendance at exhibits and hospitality suites.

A general assembly Wednesday morning will be featured by the annual FCC-industry roundtable. The NAB president will address the Wednesday noon general assembly and luncheon, followed by the annual convention business session for adoption of resolutions. Ownership-management radio and tv business meetings will be held Wednesday afternoon. The annual banquet will be held Wednesday night, closing the convention.

The equipment show will be confined to NAB associate members who produce equipment used in the technical operations of stations or networks. Any registered delegate or associate member will be eligible to maintain hospitality rooms or suites, subject to availability of hotel accommodations.

This new format places film, transcription and program service firms on the same basis as station representatives.

NAB Radio Board Acts For Close RAB Liaison

NAB and Radio Advertising Bureau will be brought closer together in their promotion of the aural medium under action taken Thursday by the NAB Radio Board. President Harold E. Fellows, of NAB, was directed to name three members of the Radio Board to a joint NAB-RAB committee. RAB independently promotes radio as an advertising medium, a function that was part of NAB activity until the late '40s.

RAB has participated in the annual NAB conventions, staging a sales clinic each year. The clinic was poorly attended at the recent NAB convention in Los Angeles, with many delegates abdicating this to the complications of the convention schedule and its widely scattered meeting places.

RAB has not taken part in the annual NAB fall regional conferences in recent years. Television Bureau of Advertising, on the other hand, has staged sales clinics at the fall conferences as well as at the annual convention.

The NAB Radio Board was told by John F. Meagher, radio vice president of the association, that 533 member radio stations have signed pledges of adherence to the Radio Standards of Good Practice. These stations pledged to observe the standards' provisions governing advertising and programming and to promote the standards by using visual and audio symbols supplied by the association.

Promotional kits produced by NAB are supplied adhering stations. The kits include a plaque, special disc with an audio symbol orchestrated by Percy Faith, spot announcements, news releases, a speech test and mats for printed material.

Promotion of the radio medium by a
National Radio Month, as in May of this year, instead of an annual week, was endorsed by the Radio Board. Donald N. Martin, assistant to the president for public relations, said 61% of radio members surveyed by NAB favored a month-long observance; 81% endorsed the slogan “Radio Is Close to You”; 98% used NAB’s spot announcements during May; 83% used the broadcast news release; 76% used program and promotion ideas, and 70% employed the fact sheet in their observance.

FM radio is having an excellent year, with more stations on the air, more manufacturers producing receivers and transmitters, and more listeners, the board was told by Ben Strouse, WWDC-FM Washington, board member and a member of the NAB FM Committee.

The board adopted a resolution asking the NAB Am Committee to investigate ways of getting more radio sets into hotels and motels.

Radio membership totals 1,431 am stations, 344 fm and all four networks, according to Ben B. Sanders, KICD Spencer, Iowa, co-chairman of the NAB Membership Committee, and William Carlisle, NAB station relations manager. They reported on results of a spring membership drive.

J. Frank Jarman, WDNC Durham, N. C., co-chairman of the 1958 convention, and Mr. Meagher reported on the Los Angeles meeting. Simon Goldman, WJTN James-town, N. Y., speaking for the Radio Research Committee, said the NAB study of radio audience measurement techniques had aroused interest among advertisers, agencies and research groups. He said the goal is “a total measurement of radio’s growing audience.”

Robert T. Mason, WMRN Marion, Ohio, who has been directing the all-industry radio music copyright negotiations, reported on progress of the project begun at Los Angeles. Mr. Meagher reviewed developments in the NAB effort to obtain a radio question in the 1960 decennial census. At present, the Census Bureau plans call for a count of single and multiple-set homes but the association is still pressing for inclusion of fm and battery-powered receivers. Efforts to obtain exemption from wage-hour overtime for small-market stations and the status of the North American Regional Broadcast Agreement were reviewed.

Attending the Radio Board meeting:
Chairmen and vice chairman of the NAB Radio and TV Boards were elected at last week's meeting of association directors.

C. Howard Lane, KOIN-TV Portland, Ore., was elected chairman of the TV Board and G. Richard Shafto, WIS-TV Columbia, S. C., was elected vice chairman.

Mr. Lane succeeds John E. Fetzer, head of the Fetzer Stations. Mr. Shafto fills a post held by W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex. Besides serving on the board of Assn. of Maximum Service Telecasters and Oregon State Broadcasters Assn., Mr. Lane is chairman of the CBS Television Affiliates Assn. board.

Mr. Shafto is a former chairman of the NAB TV Code Review Board and served NAB board terms 1942-50 and 1953-55. At one time he was a director of Broadcast Measurement Bureau.

J. Frank Jarman, WDNC Durham, N. C., and Robert T. Mason, WMRN Marion, Ohio, were elected chairman and vice chairman respectively of the NAB Radio Board. Mr. Jarman, who had been vice chairman, succeeds Merrill Lindsay, WSOY-AM-FM Decatur, Ill. He joined the board in 1954 and is a past president of North Carolina Assn. of Broadcasters.

Mr. Mason is a past president of Ohio Assn. of Broadcasters and has served on many NAB and Radio Advertising Bureau Committees. He was an NAB director 1947-48 and 1951-53. He is active in Advertising Federation of America and U. S. Chamber of Commerce. Like Mr. Shafto, he served on the BMB board.

**NAB Backs Court Test In Hot CATV Dispute**

NAB will support test litigation designed to establish broadcast property rights in program material carried on community antenna tv systems, the association's TV Board decided Wednesday at its Washington meeting.

The tv directors authorized appropriation of funds for NAB's role in a test case and directed the staff to file comments urging FCC not to grant microwave authorizations to community tv installations without proof the system has obtained consent from the station whose signal is utilized.

A report on the problem was given by C. Howard Lane, KOIN-TV Portland, Ore., chairman of the NAB Community Antenna Committee which met last Monday. William C. Grove, KFBC-TV Cheyenne, Wyo., and Douglas A. Anello, NAB chief attorney, also submitted reports on the subject.

NAB President Harold E. Fellowes was directed to name a Television Music Advisory Committee to review economic problems involved in the use of music by tv stations. He was directed to name another committee to study ways of promoting the television medium via tv station promotion.

NAB plans for promotional tv spots were outlined by Donald N. Martin, assistant to the president for public relations. A 13½-minute film is being produced to show tv's impact on the public. He discussed the promotional campaign for National Television Week, Nov. 16-22.

Washington regulatory and legislative developments were reviewed by Thad H. Brown Jr., NAB tv vice president, and Vincent W. Wasilewski, manager of government relations. A. Prose Walker, NAB engineering manager, outlined plans for the 1959 meeting of International Telecommunications Union in Geneva, Switzerland.

William Carlisle, station relations manager, reported membership now includes 328 tv stations, 37 uhf and 291 vhf stations plus the three networks. A total of 308 stations and the three networks subscribe to the tv Code.


**Trade Assns., continued**

**Veterans Elected To NAB Chairs**

KBIG Avalon, Calif.; Thomas C. Bostic, KIMA Yakima, Wash.


Attending from the NAB staff: Harold E. Fellowes, president, Messrs. Meagher, Martin and Carlisle; Everett E. Revercomb, secretary-treasurer; Howard H. Bell, assistant to the president for joint affairs; Vincent T. Wasilewski, manager of government relations; Douglas A. Anello, chief attorney; A. Prose Walker, manager of engineering; and Tom Coulter, assistant to Mr. Meagher.

**Nation's Number 1 In June Sales Performance**

**SIoux City, Iowa, Home of KTVT, Highest June Retail Sales Above National Average**

*See your KATZ man*

*Sales Management, June 6, Page 118*
Man most likely to succeed
... in getting over a stomach ulcer

"Yes," said the doctor, "you have a stomach ulcer. If you want to get over it, you must slow down and quit worrying."

"But how do I do it?" the patient asked.

"You've got to work at it. You can't change overnight. About your worries—talk them over with someone you trust. When problems seem insurmountable, leave them awhile—spend a few hours with a book or putter around your garden.

"Let some things wait until tomorrow. After some rest and a good night's sleep, you may view your troubles next day more calmly and clearly."

And so this man... convinced that tension and strain are his worst enemies... is well on the way to getting over his ulcer.

Many factors contribute to ulcers—too much heavy, spicy food and irregular meals and sleep. But emotional stress seems to be the chief culprit.

When an ulcer is discovered early and treated promptly, however, most patients can relieve their symptoms by diet, acid-neutralizing medicines, and mental or emotional discipline.

Since ulcers tend to recur, patients who have had an ulcer should have periodic medical supervision. If unchecked, an ulcer may undermine general health... or it may penetrate the wall of the affected organ and require immediate surgery.

Fortunately, operations for these complications are successful in most cases.

Should an ulcer occur, recovery depends largely on the patient himself. If he follows his doctor's advice about diet, medication and a normal daily routine, he stands an excellent chance of overcoming his ulcer and living his normal life.
Russell had been a board member nearly three decades, longer than any other director. The luncheon was held at the Mayflower Hotel, Washington, where the association directors held a three-day meeting. Mr. Russell was presented a portrait bearing the signature of his board colleagues and a citation.

BPA Board Approves New Plan To Distribute Success Stories

Broadcast success stories will be compiled and distributed to members of the Broadcasters' Promotion Assn. under a plan approved by its board in St. Louis. The idea was proposed by BPA's special projects committee under the chairmanship of John F. Hurlbut, promotion manager of WFBM-AM-TV Indianapolis. The series will offer analyses of successful sales, programs, sales promotion campaigns "in depth," according to Elliott W. Henry Jr., ABC Central Div., and BPA president.

The board met at the Chase Hotel June 14 to review plans for BPA's fall convention-seminar and results of its current membership drive. The convention will be held Nov. 16-19 in St. Louis.

A report on convention planning was delivered by Mr. Hurlbut as program chairman and Don Curran, KTVI (TV) St. Louis, as facilities manager. Mr. Curran reported that facility arrangements are 80% complete. Mr. Hurlbut promised "one of the most startling and provocative programs ever developed by a broadcast trade association." James M. Kiss, WPEN Philadelphia, reported 39 new BPA members this year thus far. BPA officers attending were Mr. Henry, Charles A. Wilson, WGN-AM-TV Chicago, first vice president; Mon- tez Tjaden, KWTV (TV) Oklahoma City, second vice president, and William E. Pier- son, WBKB (TV) Chicago, secretary-treasur- er.

Florida Stations Have System Ready to Go for Storm Warning

Florida's statewide hurricane warning service, created and financed by the state's radio and tv stations, is ready to go into operation, delegates to the 23rd annual convention of the Florida Assn. of Broadcasters were told Friday at a weekend meeting held at the Colonial Inn, St. Petersburg Beach.

FCC Comr. Robert E. Lee told the FAB banquet that Florida broadcasters were performing an important public service in creating the warning facilities. All Florida stations will be linked by fm and Florida highway communications units with weather officials and the governor's office.

The warning service will go into operation within 12 hours of the expected arrival of hurricanes. Military bases will monitor the warnings for their own guidance.

The FAB meeting heard Fred A. Palmer, sales consultant, in a daylong series of clinics and talks. Network affiliates met Thursday and members met Friday.

Matthews Appointed Chairman Of AAAA Board Committee

Leonard Matthews, vice president in charge of media, Leo Burnett Co., Chicago, has been named chairman of the standing committee on broadcast media of the American Assn. of Advertising Agencies for the year 1958-59, it was announced last week. He succeeds Frank Silvernail, formerly manager of station relations, BBDO, New York, and now consultant to Broadcasting magazine. Vice chairman of the committee is Ruth Jones, J. Walter Thompson Co., New York.

John F. Devine of JWT was reappointed chairman of the 4-A standing committee on television and radio administration with Hildred Sanders, Honig-Cooper & Miner, Los Angeles, reappointed vice chairman. Edward Battey, Compton Adv., New York, was reappointed chairman of the standing committee on research with Peter Langhoff, Young & Rubicam, New York, reappointed vice chairman.

The 4-A board of directors also an- nounced the chairmen of the six committees of the board, chosen from among 4-A di- rectors-at-large, and their respective committees vice chairmen. These are:

Advertiser relations—chairman, Ernest A. Jones, MacManus, John & Adams, Bloomfield Hills, Mich.; vice chairman, Edward A. Cashin, BBDO.


Improvement of advertising content—chairman, Edwin Cox (reappointed), Ken- don & Eckhard, New York; vice chairman, Robert E. Allen (reappointed), Fuller & Smith & Ross, New York.


Broadcast News Can Be Salable, Sharkey Tells Carolina Newsman

Financial returns from a live-wire news department can be "very high" though costs of operation are relatively low, Samuel M. Sharkey Jr., NBC news editor, said in a talk prepared for delivery June 21 before the Radio & TV News Directors of North and South Carolina.

Newsman can't double as salesmen, en- gineers and boom operators and still do a news job, he told the group at its Asheville, N. C., meeting. He outlined simple ways of equipping remote units, explaining they will stimulate "a tremendous local appetite for live coverage." He added "Where there's an appetite, there's a sale to an advertiser."

Mr. Sharkey said the NBC Radio hourly news programs have been consistently sold out and have a waiting list of customers. He said that NBC as a network does not editorialize but features commentaries by experienced newsmen. "There is a vast difference between exhorting and comment- ing," he reminded. "We permit newsmen to make solid deductions on the basis of fair and objective analysis of all essential facts, to draw conclusions, to point the way to where events can or might lead next. They are answering the biggest single ques- tion our audiences ask: 'The Big Why'."

Popes 'Mandate' on Radio-Tv Keynotes Catholic Convention

An "unequivocal mandate" from the Vatican to intensify the "cause of Catholic communication" in radio-tv media served as the keynote for the Catholic Broadcasters Assn.'s 10th annual convention in Chicago last weekend.

Program promotion, radio-tv as entertain- ment media, religious radio, news and interview programs, educational tv and current Catholic radio-tv productions were among the topics explored at the conclave in the Conrad Hilton Hotel June 19-21.

Another keynote address, the Rev. Gabriel Ward Hafford, Milwaukee, de-}
Five MGA Musicians File Suit Asking $250,000 From AFM

Five musicians who were expelled from Hollywood Local 47 of the American Federation of Musicians for dual unionism have filed a $250,000 damage suit against the AFM, Local 47 and three of the local's officers in Los Angeles Superior Court. The suit also asks an injunction to prevent the union and its officers from interfering with employment of the plaintiffs: Justin Gordon, Ted Nash and Larry Sullivan, co-founders of the Musicians Guild of America, and Leonard Hartmann and Uan Rasey, supporters of MGA.

Complaint filed Monday by attorney Richard A. Perkins, charges that Local 47 is attempting to blacklist the plaintiffs and to interfere with their employment on a local or casual basis and points out that NLRB regulations protect their work in radio, tv, motion pictures and recording.

Cecil F. Read, MGA chairman, in announcing the suit, asserted the determination of the new musicians union to provide protection for musicians who openly support MGA. This is the fourth suit to charge the AFM with unlawful interference with musicians' employment, he said, pointing out that eight others, including himself, are working in local employment under injunctive protection.

NLRB's Los Angeles regional office has set July 9-10 for an election to determine whether MGA or AFM shall represent musicians employed by the major producers of theatrical motion pictures as their bargaining agent [At Deadline, June 16].

WBBM Writers Ask Pay Hike

Writers Guild of America East is negotiating with CBS for a 15% increase in WBBM-AM-TV Chicago news writers' 5-year-top pay scale, WGAE attorney Irving Myers has announced. The present maximum in this bracket is $125 a week.

CBS has offered the station's nine 5-year-men a $7.50 a week increase across the board with $1 added to the present $3 "overnight" (midnight-7 a.m.) premium, the union spokesman said. The offer was made at a WGAE-CBS meeting June 12. No decision was reached.

WGAW Wins New CBS Pact

Staff news and continuity writers for CBS Radio and TV in Los Angeles will receive a 7% increase in base salary, plus other concessions, under a new 22-month contract negotiated with the network by Writers Guild of America, West. An increase in actors' fees, special holiday provisions, hospitalization cost sharing, experience and program fees are among benefits won by the writers.

AFTRA Strikes at WINS; IBEW Men Halt Before Pickets

WINS New York was struck last Monday by 10 announcers and program performers because of a contract dispute between the station and the New York local of the American Federation of Television & Radio Artists. The tie-up had not been settled by late Thursday night, despite several mediation sessions during the week, but the station operated continuously with supervisory personnel.

Kenneth Groot, executive secretary of the New York local of AFTRA, said there were four main areas of disagreement in the contract dispute and he described them as "job security, fees for announcers on commercial programs, pension and welfare fund contributions and increased duties for staff announcers, new broadcasters and disc jockeys." A station spokesman said it had offered to guarantee announcers an income of $16,000 annually, said to be an increase of $3,000 over provisions in the old contract, which expired on April 1.

Fourteen station engineers belonging to local 1212, International Brotherhood of Electrical Workers, declined to cross picket lines set up by the strikers at WINS' studios in mid-Manhattan, at the studios off Central Park on Manhattan's West Side and at the transmitter in Rutherford, N. J.
WBC TO TAKE ON OWN REP CHORE

Westinghouse Broadcasting Co. is announcing today (June 23) its decision to expand its sales organization to include national sales and drop its present national representatives.

WBC operates six radio and five tv stations in top U. S. markets. The radio outlets are independents; the tv stations, network affiliates. All rank among leading commercial stations in their markets.

The move, which will not become effective until the summer of 1959, will affect three leading station representatives in the radio field - Don Griffin, Woodward Inc., the Katz Agency and Blair-TV.

PGW represents the bulk of the WBC stations, WBZ-WBZA and WBZ-TV Boston; KDKA-AM-TV Pittsburgh; KYW-AM-TV Cleveland; WOWO Fort Wayne and KEX Portland, Ore. The Katz Agency represents KPIX (TV) San Francisco, and Blair-TV, WJZ-TV Baltimore. WIND Chicago, another WBC property, is represented by Am Radio Sales, of which WBC is a substantial owner.

In announcing WBC's projected expansion, A. W. Dannenbaum Jr., vice president-sales, lauded the three representation firms for an "excellent sales job over the period of the relationship."

Details of organizational structure, personnel and location of offices for the new Westinghouse national sales organization will be worked out over the year's time.

PGW in a formal statement observed it had known that Westinghouse had looked with increasing interest to its own national sales organization "as they [WBC] acquired more stations and their national spot billings increased." "Consequently," PGW stated, "we are well prepared for it."

The station representative found it "gratifying that our national spot billings in both radio and television for the Westinghouse stations are at an all time high now." It noted that, excluding WBC stations, PGW represents 27 radio stations, including six that started with the creation of the firm in 1932. In tv, PGW represents 29 stations in addition to the WBC outlets.

In a statement, Edward P. Shurick, executive vice president of Blair-TV, said: "During the past 111/2 months of Blair-TV representation, we have found the management of WIZ-TV and Westinghouse headquarters personnel most aggressive and cooperative in advancing their Baltimore property into a position of leadership."

In that time, he said, WIZ-TV's national spot billings have tripled.

"This decision comes particularly as a surprise," said Mr. Shurick, "since the trend in recent years has been away from 'house representation'. Television with its multiplicity of detail and increasing diversification of sponsorship including short flight schedules requires the quality of personnel that economically only a major representative can afford in order to gain maximum effectiveness for the station."

One Rep Reports It's Good

Business of Adam Young station representative companies was "better than ever" for the month of May, Mr. Young has told Broadcasting. May's billings were "highest in our 15-year history," he said, noting a 54% gain over May 1957.

Storz Stations Adopt New Name

The Storz Stations announced June 17 that because of corporate changes the company name has been changed to Storz Broadcasting Co., with no ownership changes involved. The company's stations are WDGY Minneapolis-St. Paul, WHB Kansas City, WTXK New Orleans and WQAM Miami. The latter was operated as a wholly owned subsidiary of the parent Mid-Continental Broadcasting Co. until Dec. 31, 1957, when the Miami Broadcasting Co. was dissolved and its assets taken into Mid-Continental. On May 26 Mid-Continental's name was changed to Storz Broadcasting Co.

WTRL Sales Jump 105% in Year Under New 'Point Four' Formula

A business increase of more than 105% is reported by WTRL Bradenton, Fla., for its first year under ownership of Blues Skies Broadcasting Corp. The independent station's billing for the first five months of 1958 was $33,794.96, compared with $25,919.80 for the same period last year it was announced last week.

Dick Doty, Blue Skies president-general manager, who took over WTRL June 1, 1957, attributes the station's rise to its "Point Four" formula: programming for specialized audiences; continual promotion; "pregnant" selling and pride in community.

Among promotions and programs featured on WTRL: A "Boost Bradenton Business" week that, according to Bradenton Merchants Assn. figures, increased the city's business 20% over preceding weeks; Breakfast With the Queen, a live audience-participation show from an old Mississippi riverboat; frequent editorializing, and the "Four Point News" format, which consists of half-hour local, national, international and weather news (only four newscasts a day are longer than the four-minute standard).

Datemines

Newsworthy News Coverage by Radio and Tv

MILWAUKEE—A chance remark by Lt. Gen. S. E. Anderson, director of Air Research-Development Command, that the Air Force would try to hit the moon in August was filmed by WXIX (TV) here. The statement was made at a news conference at which the station was reportedly the only representative of the broadcast media. In Washington the Pentagon denied that a shot at the moon was contemplated. The general declined to comment to other stations requesting an interview. But the newsmat of the prediction was broadcast around the nation over CBS-TV.

NEAR FT. WAYNE—Recapture of a bank robber who shot his way out of an Indiana jail June 10 was filmed by WPTA (TV) Roanoke, Ind., newsman Tom Atkins. The coverage was Mr. Atkins' reward for a three-hour vigil at a road-block near the town where the fugitive eventually was cornered and shot. WPTA's staff interviewed police who apprehended the criminal and filmed the wounded man's arrival at the hospital.

JACKSONVILLE—A 24-minute news scoop over the competition is claimed by WFGA-TV Jacksonville, Fla., in its reporting of the end of the local bus strike June 11. The station covered the 79-day strike with daily sound-on-film interviews of principals in the dispute. WFGA-TV reports it aired off-the-cuff statements by four management-union negotiators and the city council president at the final settlement conference.

WATERBURY—Descriptions of a multiple-alarm fire which broke out opposite WATR Waterbury, Conn., studios were being broadcast before fire apparatus arrived. Apart from describing the configuration which claimed one life and caused heavy damage to a large building, WATR was used by city officials to ask people not to come to the area, the police to reroute traffic and the Red Cross to contact members of families evacuated from nearby apartments. Occupants from the burning building were interviewed while other Connecticut stations were fed reports by WATR.

SPRINGFIELD—A "first" is claimed by WMDB-TV Peoria in its coverage of an Illinois State Legislature session here. The sound-on-film highlights of Gov. William Stratton's speech aired by the station reportedly are the first to be taken by a tv station at a meeting of the legislature of Illi- nois.
"Ad Age is the one publication I'd give up last..."

says DOUGLAS L. SMITH
Advertising and Merchandising Director
S. C. Johnson & Son, Inc.

"I find Advertising Age is more than a trade publication. It is an information center, giving the latest news as well as articles of long-range and educational interest. Ad Age is the one publication in all my reading I'd give up last."

No matter how they phrase their acceptance of Advertising Age, one thing's sure: most of the advertising executives of importance to you consider it an indispensable working tool. For week in, week out, Ad Age functions as the adman's information center—reporting, analyzing and clarifying the news and trends of particular interest to those who influence as well as those who activate market and media decisions.

At S. C. Johnson & Son, Inc., for example, broadcast gets the lion's share of the firm's advertising. A leading producer of waxes, polishes and other household, commercial and industrial products, the 72-year-old Racine concern spent about $7,000,000 for time and production charges on network tv alone during 1957. A similar appropriation for network tv appears in the 1958 budget. In addition, spot tv allocations for this year call for the use of about 80 markets.

Every week, 21 paid-subscription copies of Ad Age keep market-interested executives at S. C. Johnson & Son posted on the developments affecting them. Further, every Monday, 385 paid-subscription copies blanket Foote, Cone & Belding, Benton & Bowles, Inc. and Needham, Louis and Brorby, Inc., the agencies handling Johnson accounts.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

DOUGLAS L. SMITH

Mr. Smith started in the advertising business in the mid-thirties, and has gained considerable experience in his profession both from agency positions and as an executive for several leading advertisers. After a post-high school stint as a printer's devil, he took a job in the advertising department of a wholesale house while attending the University of Minnesota. Armed with a B.A. degree (1938), he went into sales work for the U. S. Gypsum Company until World War II. Mr. Smith rose from private to major in the infantry during the war, after which he got his first agency job—with Melamed-Hobbs, Inc., in Minneapolis. While associated with this agency, he also did graduate work in business. In 1949, he joined Swift & Company in Chicago as a product manager, remaining there until 1953, when he moved to New York as an account executive for Batten, Barton, Durstine & Osborn. He came to S. C. Johnson & Son as advertising manager in 1955, and the following year he was advanced to advertising and merchandising director. Mr. Smith is active in the A.N.A. and the Advertising Research Foundation. Outside the field of marketing, he devotes time to creative writing and the study of American history.

Advertising Age

June 23, 1958 • Page 75
BEFORE THE STORM, THE WARNING

Nearly as quickly as a tornado strikes, broadcasters and weathermen are mobilizing to let the public know. Bad weather warnings have become almost instantaneous in recent months with conversion of Conelrad to meteorological duty.

Just before the start of this year's tornado season, the FCC authorized use of the Conelrad defense warning system for Weather Bureau bulletins. Already the system has been used at least 30 times, many of these in the St. Louis area, also in Minnesota-Wisconsin, Kansas, Louisiana, Florida and elsewhere.

After the FCC order permitting stations to use Conelrad for weather alerts [AT DEADLINE, Dec. 9, 1957; GOVERNMENT, Dec. 16, et seq.] stations didn't wait for the Weather Bureau to call them—they quickly got in touch with the local weatherman to volunteer participation. To date the bureau has organized more than 3,000 stations in a system coordinated by 250 Weather Bureau offices across the country.

This is how the weather warning works: When a regional weather official learns a twister (or blizzard or hurricane) has been sighted, he calls the area "key station," a skywave, 24-hour outlet, which then activates the Conelrad signal on all receivers in the neighborhood. This includes all commercial stations and hook-ups on other broadcast bands which are required to maintain the Conelrad warning device. The signal consists of a five-second carrier break, a thousand-cycle tone and another five-second break, followed by the emergency announcement. Stations repeat this over the air.

KMOX St. Louis, a Conelrad key station and one which urged the FCC to convert the defense warning system for weather use, repeats the Conelrad storm routine twice at intervals after the first warning, in order that other stations may tape the information. For this, KMOX omits its ID. Participants in the system—stations, manufacturers and others—have enthusiastically rallied around with refinements and extensions of the warning service. Stations have instructed schools and institutions in installing their own Conelrad alarm systems.

Manufacturers report considerable interest in Conelrad receivers and attachments for ordinary receivers. A Conelrad receiver stays tuned during the day and/or night with the speaker muted until it is activated by the 1,000-cycle Conelrad tone.

Weather officials are pleased with the weather-warning score so far. Commercial broadcasters are enthusiastic not only about the chance to serve the community but also because of the coverage opportunities the technique affords.

A tornado is the acid test of the instantaneous warning system. One can come and go in half an hour, with victim communities completely unaware until it's on the horizon.

Now, with an electronic assist, the town has a head start in its race with the elements.

U.S. TV Stations Make Weather Daily Staple

What are television stations across the country doing in weathercasting? How are they presenting weather news? And how great an inroad has the "weathergirl" made? These and other questions were raised in a survey by Warren R. Crofoot of Athens, Ohio.

A total of 115 TV stations from 42 states
were represented in the study (58% of 200 stations sent the questionnaire).
The greater number of outlets report a preference for two daily weathercasts. One station airs a 30-second weather capsule every hour. Another carries 11 daily weather programs. Twelve of the TV stations do not schedule any separate weather shows.

No station reported any programming of weather news of less than five days a week to Mr. Crofoot. Those presenting separate weathercasts seven days a week: 26%; six days a week: 17%; five days a week: 56%. Nearly all forecasts are of five-minute duration.

Any belief that women are taking over weathercasting chores from the men is contradicted by the results of this survey. Only 5% of the weathercasters represented in the study are women.

Before the UP-INS merger, few of the polled stations used INS. The 85% stations using a news wire for their weather information were fairly evenly distributed between UP and AP. In addition to the wire services, 89% of the stations use U.S. Weather Bureau information. Other means of garnering data: Civil Aeronautics Administration at local airports; U.S. Air Force bases; U.S. Coast Guard stations; highway patrols, and college weather ob-

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**1000 ft. above average ...**

"1400 ft. elevation ..."

**HEIGHT ABOVE AVERAGE TERRAIN**

Does not always mean more coverage!

---

**51% MORE UNDuplicated COVERAGE WITH WOC-TV (NBC)**

WOC-TV'S 48 COUNTY MARKET — POPULATION* .......... 1,727,100

Homes* ........................................ 531,100 TV Farm Homes** ................................ 54,912

TV Homes* ..................................... 398,800 Effective Buying Income* .. $2,852,363,000

Farm Homes** .................................. 97,101 Retail Sales* ................................ 2,076,120,000

*Sales Management "Survey of Buying Power — 1958"

Col. B. J. Palmer
President
Ernest C. Sanders,
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Res. Mgr.
Res. Sales Mgr.
Peters, Griffin,
Woodward, Inc.

EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV — Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

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United Press International Facsimile Newspictures and United Press Movietone Newsfilm

Build Ratings

June 23, 1958 • Page 77
in law...

it's Blackstone

in medicine...

it's Gray's Anatomy

in navigation...

it's Bowditch

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

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

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

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

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

Mark these dates, large and loud, on your calendar. Deadline for advertising if proofs are desired: July 14. If no proofs, July 28. Regular rates and mechanical specifications apply. Write, wire or phone your reservation before another day's sun has set. The NEW 1958 BROADCASTING YEARBOOK is too good a bet to miss!
THE NEW, TWO-IN-ONE BROADCASTING YEARBOOK OFFERS FEATURES LIKE THESE:

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

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

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

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

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

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

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

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

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

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

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

The survey indicates that 73% of the stations carry one commercial during each weathercast. Two spots are presented per show by 21% of the stations.

Audience surveys conducted by 78% of the stations show that reaction usually is very favorable to weather programs.

Mr. Crofoot’s survey, compiled for a thesis, “An Analysis of Weather News Presentation by Selected TV Stations Throughout the U.S.,” indicates that “many stations are making a conscientious effort to present weather news in an interesting manner.”

**KHJ-TV Offers Videotaping, Draws Up Rate Card for Service**

Don Lee Video Service has been organized by KHJ-TV Los Angeles to offer a videotape service for TV advertisers, agencies and producers, and has issued a special production rate card for this service, believed to be the first such rate card published. The card includes four kinds of fees: videotape recording charge for machine and operator and one playback at $225 for 30 minutes or $400 for 60 minutes; studio production crew (director, technical director, stage manager, audio, two cameras, light man, video man, use of studio and existing sets) at $300 for first 30 minutes and $150 each additional 30 minutes; videotape playback charge of $75 for 30 minutes or $100 for 60 minutes, including use of conference room and monitors; videotape purchase, including reel, for tape taken from premises and not erased within 28 days, of $225 for 30 minutes and $435 for 60 minutes. All charges are commissionable.

The new rate card was described as experimental by James Higson, KHJ-TV program director, who also is heading up the new videotape service. Having acquired Ampex Corp. VTR facilities, KHJ-TV is anxious to make the fullest use of them, he said. These rates apply to outside buyers.
No need for telescopic vision to see the results you will reap from the use of Channel 4 on the great Golden Spread. More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw Aural 50 kw Antenna Height 833 feet above the ground

KGNC-TV CHANNEL 4 AMARILLO, TEXAS

Page 80 • June 23, 1958

STATIONS CONTINUED

AN ASSIST from behind was necessary to get KING’s Klunker Karavan rolling after Lt. Governor John Cherberg of Washington flashed the green flag to start the station’s traffic-safety drive.

KING CONDUCTS KLUNKER KARAVAN

Safe-driving campaigns can be fun and as such are more effective.

This was the premise of KING Seattle in its “KING Klunker Karavan,” staged in cooperation with the local safety council.

The idea was to show that any automobile, regardless of age, can be safely driven. With this in mind, the station gave five of its disc jockeys $10.90 (1090 is KING’s frequency) to buy a car. Local hot rod clubs pitched in to make the old cars eligible for safety stickers from the Seattle-King County Safety Council. (In Kansas City, safety stickers are now available for automobiles on a voluntary basis.) The Karavan promotion was timed to coincide with a drive to encourage car owners to have their vehicles checked.

In a heavy on-air promotion KING announced that the old cars would be driven 140 miles by the d.j.’s accompanied by a state patrolmen to check the drivers’ observance of safety regulations. The trek was covered by KING with direct-line reports from along the route.

The patrolman riding with staffer Jim French turned in the best report and the d.j. was declared the winner. The cars were auctioned after the Karavan, with proceeds donated to a summer traffic safety education campaign by the safety council.

Mr. Higson stated, noting that there is a different time and facilities rate card for advertisers who are KHJ-TV clients. He pointed out that KHJ-TV goes on the air at 2 p.m. and so has all facilities available in the morning hours for videotape recording.

REPRESENTATIVE APPOINTMENTS

KBAB San Diego names Simmons Assoc. Inc., N. Y.

KCAL Redlands, Calif., appoints John E. Pearson Co.

KRHD Duncan and KNOR Norman, both Oklahoma, appoint Robert S. Keller Inc., N. Y.

STATION SHORTS

WABC-TV New York reports billings for second quarter of this year were 35% above same quarter year ago.

WTIC-TV Hartford, Conn., has purchased Ampex VR-1000 videotape recorder.

WHINC-TV Rochester, N. Y., is operating from its new building at 191 East Ave. in downtown Rochester.

KALI Pasadena, Calif., reports increase of 15% in billings in May.

WKMI Kalamazoo, Mich., now is operating on 24-hour schedule.

Nation’s Number 1
IN JUNE SALES PERFORMANCE
SIoux CITY, IOWA, Home of KVTV,

Highest June Retail Sales
Above National Average*

See your KATZ man

*Sales Management, June 6, Page 118
New Transistor Use Demonstrated by Bell

The revolutionary impact of the transistor on electronics and its role in such specific new developments as the transmission of television signals on a group of seven ordinary paired telephone wires by means of pulse code modulation were highlighted last week by scientists of Bell Telephone Labs at Murray Hill, N. J. The occasion was the tenth anniversary of the transistor, a Bell Labs development which now affects virtually every phase of electronics.

Pulse code modulation is described as an old concept made operationally practical by the transistor because of its small size, low power requirements and cost. PCM means that ordinary telephone cable, originally designed to carry telephone conversations, can be made to handle 12 times as many telephone calls or a complete tv signal by the addition of small transistorized regenerative repeaters every half-mile along the cable. Unlike vacuum tube repeaters requiring local power supplies, the transistor repeater can be powered through the cable itself.

Bell representatives said PCM is "being explored" and a field test will be held soon, but declined to discuss possible practical application to the tv relay field or any timetable as to its availability. Said to be in final stages of development for telephone applications, it was apparent that PCM initially would function as a telephone plant system for exchange trunks and other short-haul situations where it is desired to step up the traffic capacity of existing facilities. PCM is not expected to find tv applications, according to Bell Labs spokesmen, until sufficient customer demand arises to make such service commercially practicable.

In PCM, continuous or analog information such as a tv signal is coded into discrete bits of information which are transmitted over wire or radio link by means of "groups" of simple electrical pulses. With seven paired wires available to provide seven simultaneous pulse channels, any of 128 amplitude levels of analog information may be represented by the presence or absence of pulse in each group. At the receiving end, the groups are decoded and reconstructed into the tv signal. As many as 10 million pulses per second may be transmitted on any one of the seven channels. Since the pulses degenerate quickly at this speed, the transistor repeaters must be placed about every half-mile of cable. Each repeater regenerates a completely new pulse regardless of how deteriorated the pulse was when it arrived, thus making the system rugged and able to function over long distances despite high levels of cross talk, noise or other distortion. Because the PCM elements are simple, it is easy to maintain and economical.

PCM for tv relay was demonstrated in principle by a test signal over a half-mile of ordinary paired wire cable with the signal displayed on oscilloscopes (see picture). Although a complete picture transmission was not shown on a tv screen, Bell Labs officials said it would take “an experienced observer to distinguish between the original tv picture and a picture which has gone through the coding and decoding process. Similarly, the quality of voice signals would be maintained during a coding and decoding process.”

Dr. Mervin J. Kelly, Bell Labs president, speaking to newsmen about the tremendous advance of transistor technology during the first 10 years, said it is now "technically
possible for semiconductors to do about 70% of the work done by electron tubes. He predicted that by 1965 the dollar volume of transistor and semiconductor diode sales will be greater than that of electron tubes and by 1975 semiconductors will serve 90% of electronic devices and tubes the remaining 10%.

The basic transistor inventions represent the work of three Bell Labs scientists, Walter H. Brattain, John Bardeen and William Shockley, who shared the 1956 Nobel Prize in physics for this work. Dr. Kelly said their contribution to semiconductor electronics technology is as basic as that of Dr. Lee DeForest to electron tube technology.

In outlining semiconductor progress to date, Dr. Kelly noted that tubes operate in systems over an 11,000 mc frequency range and transistors "could be designed over a frequency range of 1,000 mc but within that latter range, perhaps 90 percent of electronic systems operate." He added that recent research shows it appears possible that semiconductor amplifiers will be obtained for frequencies "as high or even higher than attained with advance design electron tube structure."

Dr. W. J. Pietenpol, Bell Labs director of development for semiconductor devices, predicted that the cross-over point when the price of the transistor becomes equal to that of the vacuum tube for auto radios, for example, "will appear within the next two years." He reviewed the rapid transistorization of all kinds of radio, tv and other entertainment units. He said the "vigor of the industry is particularly illustrated by the fact that even conservative estimates show a doubling of transistor business during 1958—a recession year."

Dr. John A. Morton, director of device development, Bell Labs, said, "It may well be that the extensions to man's mind made possible by solid state electronics will yet have a greater impact upon society than the nuclear extension of man's muscle." He cited the possibility of transistorized computers which might perform a type of "thinking" and that models with speeds from 10 to 100 times that of today "are almost a certainty." He predicted that the transistor and semiconductor market will top a billion dollars within the next ten years.

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**Cincinnati's Most Powerful Independent Radio Station**

50,000 watts of SALES POWER

**WCKY CINCINNATI, OHIO**

**THE L.B. WILSON STATION WCKY CINCINNATI**

On the Air everywhere 24 hours a day—seven days a week

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**A ONE-MAN, portable control panel is a feature of Allen B. DuMont Labs' new closed-circuit educational television package announced today (Monday). Two cameras are included in the package. The control station has a monitor for each camera and a line monitor—a standard tv set (extreme r)—that shows the picture being distributed to classroom receivers. From the control panel the operator can effect one of three lens changes, move one camera up or down, left or right and switch cameras. The other camera has a fixed, wide-angle lens for an over-all scene. The equipment is on dollies and tripods. Price: $7,000.**

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**Jerrold Corp. Reports Gross Up, Net Income Down in Fiscal Year**

Jerrold Electronics Corp., Philadelphia, released to shareholders last week its third annual report as a publicly-owned corporation. Milton J. Shapp, Jerrold president, reported at the annual meeting that the corporation has a contract backlog of approximately $1 million to construct master tv antennas and closed circuit tv antennas and closed circuit tv systems.

Jerrold's net sales and services revenues for the fiscal year ending Feb. 28 were $6,055,647, up from $5,142,702 for 1956-57. The company reported income before taxes amounted to $132,322, down from $299,510 reported in 1957. Income after taxes decreased to $105,281 from $166,133. Income before taxes is equal to 12 cents per share on 1,096,660 common shares outstanding, compared to 27 cents on 1,097,460 shares in 1956-57. Net profit after federal and state income taxes is equal to 10 cents per share, compared to 15 cents per share on 1,097,460 common shares outstanding last year.

During the past year installations of closed circuit systems were completed at Fort Huachuca, Ariz., the Pennsylvania Eastern Psychiatric Hospital and at New York's Hudson Guild. The operations division last year acquired community antenna systems in Richland, Walla Walla and Wenatchee, all Washington, making a total of nine owned and operated systems.

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**Reed Hails RCA Export Growth; Foreign Reps See Stereo Line**

RCA export sales to Europe during 1957 exceeded those of 1956 by approximately 40%. P. B. Reed, vice president, International Sales, told a meeting of RCA executives in Brussels last week.

Mr. Reed's report was given during a two-day conference, attended by top RCA officials and managers of RCA's associated companies in Great Britain, Italy, Spain, Switzerland and West Germany. Other discussions centered around the company's activities under the European Common Market and the introduction of RCA's new line of stereophonic records to European manufacturers.

RCA's stereo line later was shown to representatives of RCA record distributors in 14 countries. A company spokesman estimated that since these manufacturers began to produce RCA records in 1953, sales of its discs in Europe have increased more than sevenfold.

Other RCA executives in attendance included John L. Burns, president; Charles M. Odorizzi, executive vice president, sales and services; George R. Marek, vice president and general manager, RCA Victor
Record Division; G. H. Prutting, records sales manager, RCA International; Frank M. Folsom, chairman of the executive committee of the board of directors; D. C. Lynch, managing director, RCA International; W. G. E. Vreeland, director, export operations; Erwin Schuller, director, finance, RCA International and Joseph Morse, assistant treasurer.

Miner in Ampex Planning Post

To handle planning for proper exploitation of the overseas market for videotape recording equipment and the business potential in the non-tv field and to prepare plans also for the marketing of the new four-track stereophonic tape for sound recording, Ampex Corp. has created a new market planning department in its professional products division. Robert A. Miner, marketing manager, will become market planning manager on July 1, concurrent with the establishment of the new department. Russell J. Tinkham, audio products manager, Ross H. Snyder, video products manager, and Nairne F. Ward, Jr., market analyst, will transfer to the new department, reporting to Mr. Miner, who in turn will report to Neal McNaughten, manager of the professional products division. Thomas E. Davis, national sales manager of Ampex’ instrumentation department, succeeds Mr. Miner as marketing manager of professional products.

New Radio-Tv Sets Down for Year

Factory shipments of radio and tv sets to dealers during the first four months of 1958 are below 1957 figures, according to Electronic Industries Assn.

Radio shipments in the first four months of 1958 totaled 1,751,347 sets compared to 2,167,016 in the same four months a year ago. Radio figures do not include auto sets, which move directly to auto manufacturers.

Tv shipments in the first four months of this year totaled 1,570,279 compared to 1,787,346 in the like four-month period of 1957.

SIoux City, Iowa, home of KVTV, Nation’s Number 1 in June Sales Performance

Highest June Retail Sales Above National Average*

See your KATZ man

*Sales Management, June 6, Page 118

INTERNATIONAL

July 1 Marks Canadian Opening Of Continental Microwave Relay

Canadians from coast to coast will be brought closer together on July 1 when the world’s longest single microwave system comes into full service. Stretching from Sydney, N. S., to Victoria, B. C., the 3,900-mile line, with spur lines adding several hundred more miles, goes into operation on Dominion Day with live programs being fed into it from various points across Canada.

The system will be used by 48 Canadian tv stations, eight owned by the Canadian Broadcasting Corp., which controls the network, and 40 by private interests. There are two additional tv stations at U. S. Air Force bases at Goose Bay, Labrador, and Harmon Field, Nfld., which will not be connected with the network at present. A Newfoundland link will go into operation later this year when the 70-mile open water link across Cabot Strait is spanned.

The 3,900-mile network, started in 1955, has more than 30 relay points an average distance of 30 miles apart. The link across the Rocky Mountains was completed this spring with 13 relay stations, 10 of them on mountain tops and the highest 6,700 feet above sea level. Two aerial tramways had to be built to reach the mountain relay stations. That at Dog Mountain, B. C., is two miles long and one of the biggest aerial tramways in the world. The towers range in height from 50 to 350 feet, and are all built to withstand 100-mile-an-hour winds.

On July 1 a videotape relay center at Calgary, Alta., also goes into operation to make possible recording of live tv programs from the east for retelecasting at a later hour the same day. Previously only kinescope recordings were available for western Canada. and similarly for eastern Canada of programs originating in the west.

The tv microwave network was built by the Trans-Canada Telephone System, comprising seven major Canadian telephone systems as well as the Canadian National and Canadian Pacific telegraph communication system. The latter two organizations operate the microwave network in part of Quebec province and southwestern Ontario province, while Canadian National Telegraphs will build the system connecting the mainland with Newfoundland.

The inaugural hour-long program for the transcontinental network on July 1 will carry live shows and speakers from Charlottetown, Halifax and St. John on the Atlantic coast, Quebec City, Montreal, Ottawa, Toronto, Niagara Falls, Winnipeg, Saskatoon, Regina, Edmonton, Calgary in the central section and Vancouver and Victoria on the Pacific coast. Some 3 million Canadian tv sets will be able to tune in the program.

Canada Tv Sets Up, Radios Down

Television receiver sales in Canada were up in April, while radio receiver set sales were down, according to figures of the Canadian Radio-Electronic-Manufacturers Assn., Toronto. During April 24,558 tv sets
were sold, as against 22,093 in the same month last year, and 39,470 radio receivers as compared with 45,077 a year ago.

In the first four months of 1958 tv receiver sales totaled 121,871 units as against 130,571 in the 1957 period, while 139,251 radio receivers were sold in that time as against 164,620 the previous year.

Ontario province accounted for largest number of sales in the January-April period with 44,947 tv sets and 57,280 radio sets.

ABROAD IN BRIEF

TELE-SAAR KAPUT: An order from the West German Government will close Tele-Saar, the commercial tv station operating in the Saar area between France and Germany, July 1. By a Franco-German agreement, the once independent country has been turned over to Germany. The Postal Ministry order that closed Tele-Saar maintains the station operates on a frequency not allocated to it under the Stockholm Frequency Plan. The station uses the French 819-line standard, but 80% of the receivers in Tele-Saar’s area have four-standard tuners. These provide for reception of most continental stations.

AUSTRIA TO FOLLOW SUIT? Although there is no commercial television in Austria, there is a chance that the country’s smaller tv stations may adopt the practice—used by West Germany and Italy—of setting non-commercial segments aside for sale to advertisers. An estimated 100,000 Austrians watch nearly 50,000 tv sets daily. Manufacturers expect sets in use will total 100,000 around the spring of 1959 and that there will have sold 80,000 by the year’s end.

TV OUTSELLS: More television sets than radio sets were sold in West Germany last April. Licensed tv sets numbered 1,574,433 May 1; an increase of 61,000 over the previous month. Registered radio sets totaled 14,680,191 on May 1. German radio sets manufacturers hope to stimulate business (table model sales are down 15 to 20% compared with last year) with their new portable and export model lines unveiled this month. The downward trend is compensated by the booming export business.

NEWS WITHHELD: An item that was not aired with newsmen’s usual celerity this week was the Noel Reitman kidnap incident in Montreal. The 2½-year-old heir to a women’s retail clothing chain was reported last Monday to radio-stv stations, wire services and papers as being held for $10,000 ransom. The child had been missing since Saturday. At police request however, news media did not release the report until Tuesday. The boy was found abandoned later that same day.

Tax Dropped on Canadian Shows

Canadian producers of taped radio programs have won a tax concession from the Canadian government in order to compete with imported taped programs, especially from the United States. The 10% sales tax has been dropped on the talent and other production costs of one-time taped programs used on a national selective basis. The tax will only apply in future on the actual cost of recording the show, not on the total cost of the show. The sales tax will be paid by the recording company in future, not by the production organization. Recorded shows produced for permanent usage, not on a one-time basis, will still be subject to the 10% sales tax on total production cost.

INTERNATIONAL SHORTS

Erwin Wasyly, Ruthruff & Ryan Ltd., London and Newcastle, appointed as agency for Tyne-Tees Television Ltd., new commercial tv station at Newcastle, scheduled to go on air Jan. 15, 1959.

Bruce Butler & Assoc., station representative, has moved to 219 Bay St., Toronto and 1500 St. Catherine St. W., Montreal, Que. Recently-formed firm represents CHLT-AM-TV and CKTS Sherbrooke, Que.

CKLG North Vancouver, B. C., has appointed Stephens & Townerd Ltd., Toronto.

CKAR Huntsville, Ont., began broadcasting on June 14 on 590 kc with 1 kw power. Station manager is James Dean, formerly of Los Angeles, and v.p. is G. Norris MacKenzie, Toronto, who operates radio-tv program production center in Toronto.

AWARDS

WRCA-TV, WBZ-TV SHARE TOP AWARD

• Take Sherwood honors
• Special goes to CBS-TV

Two tv stations shared equally in the $10,000 top prize awarded last week in the Showcase Robert E. Sherwood Tele-

vision Awards competition, sponsored in its third consecutive year by the Fund for the Republic.

WRCA-TV New York shared first prize with WBZ-TV Boston for their respective The Open Mind series and the Let Freedom Ring project.

A special award recognized “The Lady from Philadelphia” that was telecast on CBS-TV last December as a See It Now production. Awards of $1,000 each went to The Trophy on ABC-TV in cooperation with the American Jewish Committee; “Light in the Southern Sky” on NBC-NBC. From the Peacemakers of Faith; Concept; Freedom presented by the Metropolitan Educational Tv Assn. on WCBS-TV New York, and “Migrants in Chicago” on NBC-TV’s Outlook.

Presentations were made Thursday in New York by Mrs. Eleanor Roosevelt. Winners were selected by a panel of jurors voting for the shows dealing most dramatically and effectively with the subject of freedom and justice in America. Details on the winners:

The Open Mind—Produced and moderated by Richard Heffner, directed by Marshall Stone. Plaque to WRCA-TV General Manager William Davidson.

Let Freedom Ring—(WBZ-TV produced at least one program on the subject of freedom and justice daily for a full year.) Frank Tooke, general manager; Chet Collier, producer (now WBC executive producer); Herbert Cahan, programming; Ray Pitfard, assistant program manager, and James Allen, sales manager. Plaque to Richard Pack, vice president of Westinghouse Broadcasting Co. (operator of WBZ-

TV).

See It Now—(Special award for "outstanding excellence"; filmed documentary on singer Marian Anderson's State Dept.-sponsored tour through southeast Asia.) Plaques to Miss Anderson, producers Edward R. Murrow and Fred Friendly and CBS-TV President Louis G. Cowan (spons-
presented honorary degree of Doctor of Business Administration at Yankton (S. D.) College.

Paul Myers, assistant managing director, WVVA Wheeling, W. Va., received award from Polio Fund Drive for his efforts during 1958 polio drive.

John L. Kelley, engineering supervisor of KTNT-TV Tacoma, Wash., has received Naval Air Reserve certificate of merit for his efforts in filming station's annual Weekend Warriors documentary last January.

Patti Searight, program director, WTOP Washington, has received Kappa Kappa Gamma Alumnae Achievement Award.

George Gingell, program director, WRBL-TV Columbus, awarded Honorary State Farmer Degree by Alabama Future Farmers of America for Chattanooga Radio RFD weekly show, for his judging of FFA contests and for assisting in clinics for teachers of vocational agriculture.

John W. Goodman, news director, WLH New York, last week received honorary degree of Doctor of Social Science from Lincoln U., Oxford, Pa.


Bert Parks, host of NBC's Bert Parks' Bandstand, received 1958 Sportsmen's Club "Torch of Hope" award for his "humanitarianism and assistance to those less fortunate."

Hugh Beaumont, radio and television personality and star of CBS-TV Leave It to Beaver has received annual American Baptist Convention Television award. Award was presented to Leave It to Beaver for "illustrating and encouraging the moral, social, and spiritual growth of children."


RCA has been awarded Navy certificate of merit for "development of the first completely automatic missile firing and guidance system."

J. Walter Thompson Co., Chicago, was honored by Chicago Assn. of Commerce & Industry with plaque for its half-century support of Chamber of Commerce organization, in terms of funds and personnel.

Anderson-McConnell Adv. Inc., Hollywood, has awarded advertising scholarship on behalf of its clients to marketing student at U. of Southern California.

KYW-TV Cleveland, Ohio, given 1957 Twyla M. Conway award for its public service program, Breakthrough.

FRIEND-REISS Adv. Inc., New York, received first place awards for two of its radio-tv commercials (Art Crayon and Cameo Curtains accounts) from Trans-America Ad Agency Network at TAAN's 20th annual convention held June 4-11 in New York. Lee Friend (r), president of the prize-winning agency, is pictured with Edmund Bunker, CBS vice president-director of station relations, who was one of the judges. Friend-Weiss also received awards for ads in other media.

TAAN's second place tv award went to Wendt Adv. Inc., Great Falls, Mont., for Beatrice Foods commercials. Second and third place radio awards went to E. Frederick Baker & Assoc., Seattle, for Arden Farms and Hansen Baking commercials, respectively. L. C. Cole Co., San Francisco, received an award for programs over five minutes (Jenkel-Davidson Optical Co. account).

on individual liberties in U. S.) Produced by Richard Heffner and directed by Frank Jacoby. Plaque to Sam Cook Diggies, WCBS-TV general manager, and special citation to Dr. Alan Brown, META president. Migrants in Chicago—(Documentary on problems of southern white migrants to Chicago area.) Chet Huntley, commentator-editor; John Chancellor, correspondent; Piers Anderton, writer, and Reuven Frank, producer for NBC News. Plaque to William McAndrew, vice president in charge of news, NBC-TV.

AWARDS SHORTS
Norman Knight, president, Yankee Div. of RKO Telepictures Inc., awarded citation of "Knight of the Brush" from John Donnelly & Sons outdoor advertising firm. Mr. Knight was cited for his public service activities in community.

Herbert E. Evans, v.p.-general manager, Peoples Broadcasting Corp., Columbus,
**PEOPLE**

**ADVERTISERS & AGENCIES**


CLIFFORD SPILER, senior v.p., Sullivan, Stauffer, Colwell & Baylies, N.Y., elected director of agency. He formerly was director of programming for Maxwell House division of General Foods Corp.


J. HOWARD KING, account executive, Cameron-Tripp Co., Providence, R.I., elected v.p. He joined agency in July 1965 and before that was with former Horton-Notey agency for 10 years.

TOM BURCH, v.p. of Young & Rubicam and account supervisor on Hunt Foods, plans to retire July 1 and live in Palm Desert, Calif. BOLINDER will succeed him on Hunt account.

DOUGLAS E. RUNNELS, W. A. Sheaffer Pen Co., Fort Madison, Iowa, appointed national sales manager, succeeding F. E. TROY. Mr. Troy moves to executive position with company's consumer goods field. HUGH C. GREEN, district manager of southern division, named v.p. and sales manager for central and western divisions.

CHARLES H. BRENNAN promoted to copy supervisor of Chicago office of BBDO, N.Y. W. A. Yer & Son & Co., Chicago, joins Buccheon Co., Chicago, in same capacity.


THOMAS DOYLE, former print media director, Parkinson Adv., N. Y., to Denner-Fitzgerald-Sample, N. Y., as senior media buyer.

ROBERT A. GIRLUTH, account executive, Young & Rubicam, N. Y., to Chicago, joins Buccheon Co., Chicago, in same capacity.

CHARLES H. BRENnan promoted to copy supervisor of Chicago office of BBDO, N. Y. W. A. Yer & Son & Co., Chicago, joins Buccheon Co., Chicago, in same capacity.


R. P. FOLEY, formerly area manager (Caribbean), export sales operations of Ford International Div., general manager's office, named sales promotion and planning manager for division's sales office, new name for general marketing unit. He will be responsible for advertising, sales promotion and sales planning, and analysis departments under general sales manager.

RICHARD T. O'Reilly, v.p. of Kenyon & Eckhardt, Detroit, has been named supervisor of service on Plymouth account for N. W. Ayer & Son, Detroit.

JOHN E. BRADY, senior account executive, Donahue & Co., N. Y., to advertising director, American Airlines Inc., succeeding SHEPARD SPINK. Latter, former advertising director of Crusculell Colliner Pub. Co., resigned last month to become president of Tycoon Typing Co. Prior to join-

**COLLINS**

ing D&C, Mr. Brady was with BSBO, General Foods Corp. and Lever Bros. Co.

NINA FLINN, formerly with Fuller & Smith & Ross, N. Y., joins Webb Assoc., N. Y., as tv director.


VINCE BENNETT, media buyer, Joseph Katz Co., N. Y. and Baltimore, to associate media director with emphasis on American Oil Co. (Amoco) account.

ARMOND FIELD, formerly assistant research director at McCann-Erickson, Chicago, to Mac-Farland, Aveyard & Co., Chicago, as research director.

JAY M. RUSSELL, advertising-sales promotion manager, Grand Union chain, to Check Full O' Nuts Corp., N. Y., restaurant chain and coffee packer. Prior to joining Grand Union, Mr. Russell was tv-radio director, Koret, Adv., Newark, and public relations director, WDTV (TV) Pittsburgh (now KDKA-TV).

BETTE DOYLE (Mrs. William Boymann), treasurer, Edward Petry & Co., on June 13 gave birth to boy.

**JAMES ROSE**, formerly producer-director at Vidi-cam Pictures Corp., as coordinator of regional division, to Robert Davis Productions, N. Y., as consulting art director.

JOSEPH MORRIS, formerly assistant general counsel of Du Mont Broadcasting Corp., N. Y., and ROBERT GOLDSTON, attorney with Screen Gems Inc., N. Y., have joined legal staff of National Telefilm Assoc., N. Y.

MICHAEL J. MINAHAN, business manager of ABC Radio, has been appointed budget officer of ABC-TV. Named to succeed him in ABC Radio post is CLAYTON J. BURKE, who has been assistant business manager of radio network since 1956. Mr. Minahan joined radio network in January 1951. Previously he had been with Scottstown Granite Co. Ltd., Montreal and International Radio Corp., Montreal. Miss Shields joined ABC Radio in 1953 and has served as assistant office manager and budget and office manager of network's program department.

RICHARD LEWINE named director of special programs for CBS-TV and JOHN FLEMING HALL appointed coordination director of special programs. Mr. LEWINE joined CBS-TV in 1949 and has served in various programming capacities, including supervisor of network daytime programming and more recently as executive producer. Mr. HALL has been member of network's program department since 1954, and in his new post, he will report to Mr. Lewine.

**JACK BRYNER**, former advertising salesman for Look magazine, to CBS Radio as account executive.

**THEODORE M. DOUGLAS JR.** and **JACK H. MANN** appointed account executives for ABC Radio. Mr. Douglas formerly was account executive with NBC-TV and Mr. Mann has been radio-tv program packager for past two years, serving earlier with WRCJ, WICJ and WJZ. Mr. Mann handles NBC Radio and CBS Radio as account executive.

**ROBERT S. FINKEL**, producer of NBC-TV's Perry Como Show for past two years, signed as producer and director of network's The Ford Show for 1958-59 season.


**JOSEPH KIRBY**, formerly manager of WTKS Wau-keegan, Ill., joins James C. Young Corp. (KCFBI, Wichita, Kan.) as v.p. and general manager.

**JACK WYMER** elected v.p. in charge of special events for WING Dayton, Ohio, and DALE MOURY, vice-president, to preside over the board, named general manager of WING.

**FRANK ZALNOSKI** has joined WISBY Hattlesburg, Miss., as general manager and director.

HUGH BARCLAY, formerly with WEAR-TV Pensacola, Fl., appointed manager of WDJM-TV Panama City, Fla.

**STEVEN SAJON**, previously staff announcer with WBAL-FM New York, to operations manager of station. JANET BAKER-CARR, formerly assistant program director of WOZ, Chicago, Illinois, to WOZ.

**BENJAMIN A. HUBLEY**, station manager, WBTN Bennington, Vt., to WCHS Portland, Me., in similar capacity.

**ERNEST T. ROBARGE**, chief engineer of WKNE Keene, N. H., to take additional duties as engineering supervisor of WKNE, WKXL Concord, N. H., and WING Kingston, N. Y.

**JIM BICKNELL** has been named manager of network's sales force.

**DEAN L. OSMUNDSON**, account executive, WMC Memphis, Tenn., named program manager, succeeding JOHN A. MONTAGU Jr., who has entered public relations work.

**JOHN SCOTT**, Boston radio personality, joins WILD Boston as program manager.

**J. W. COLLINS JR.,** assistant managing director-sales director, WAGA-TV Atlanta, plans to resign July 1 and will accept executive capacity in broadcasting industry in Atlanta.

**NANCY McCANN** appointed traffic director at WBEM-TV Chicago, succeeding PAT DANNENMAKER, who became a manager of WDZ.

**BIL MIMSHALL** named news editor, WBSA Louis ville, Ky., to WBSB Columbus, O., as news director, succeeding GLEN SEIBEL, who resigns to do free lance news work.

**WARREN KRYNER**, formerly with KKLIP Dallas, joins KUSN St. Joseph, Mo., as news director and d. j.

**JIMM BAYLEY**, formerly program director of WDZ Decatur, Ill., joins KLZ-AM TV Denver as publicity director.


**KEN LEWIS**, formerly art director of WOW-AM Omaha, joins KFRC (TV) Omaha in same capacity.

**WILLIAM CULLENWARD**, director of press information and public service, KCBS San Francisco, joins KFRC San Francisco as account executive.

**CHARLES W. BARRICKMAN**, formerly with Revlon Inc. to KHE-TV Los Angeles as account executive.

**JACK ELLIO** joins WCPO Cincinnati, Ohio, as early-morning d. j.

**DICK BIONDI,** d. j., WHOT Youngstown, Ohio, joins WKBW Buffalo, N. Y., in same capacity.

**CLETE ROBERTS,** who left KNXT (TV) Los Angeles last month, has been signed by KRTA (TV) Los Angeles.
FOUR new vice presidents were elected at Compton Adv., New York, last week. They are Julia B. Brown, Walter Barber, Henry Clochessey, all associate media directors, and Joseph R. Cross, who is an account executive.

Miss Brown joined Compton in 1938 as a statistician and has been associate media director since 1955.

Mr. Barber has been with the agency 24 years starting as an assistant time buyer and becoming associate media director in 1951.

Mr. Clochessey joined Compton in 1942 as a member of the media research group and in 1951 was named associate media director.

Mr. Cross, with Compton since 1949, became an account executive in 1953 and now handles Jacob Ruppert account.

Angeles for special six-week series of sound-on-film reports from Europe.


JAMES GERITY JR., president of Gerity Broadcasting Co. (WNEM-TV Bay City, WABJ Adrian, WPON Pontiac, Mich.) and Mrs. Gerity, left New York, June 6 for six-week flying tour of Europe. They will visit London, Brussels (for World's Fair), Paris, Spain and Portugal before returning to New York July 19.

SAM COOK DIGGES, general manager of WCSS-TV New York, elected to three year term as member of board of directors for Manhattan-Westchester region. National Conference of Christians and Jews.

WAYNE ROTHBERG, farm director, WKJG-AM-TV Port Wayne, Ind., is on tour of Europe for 10 days this month.

JACK LATHAM, KRCA (TV) Los Angeles newscaster, left June 17 to begin tour of Russia and Iron Curtain countries for five weeks. He will send sound-on-film, silent film and radio phone reports back to KRCA for his regular daily newscasts.

JAMES GERITY JR., president of Gerity Broadcasting Co., named to board of directors of newly-formed Toledo (Ohio) Clinic Foundation.

REPRESENTATIVES


VINCENT J. RISO, account executive with Radio Advertising Bureau for two years, to NBC Spot Sales.

ROGER HUTZENLAUB, media department, Young & Rubicam, N. Y., to sales and research staff, McGavren-Gunn Corp., N. Y.

MANUFACTURING

CHARLES L. BAXTER, formerly v.p. in charge of sales for Central Electronic Manufacturers Inc., subsidiary of Nuclear Corp. of America, N. Y., appointed manager of new products and markets for tube department of ITT component division, Clifton, N. J.

RICHARD HELLEDY, who has been with radio and tv stations in St. Louis for past five years, joins Amper Corp. as district sales manager of St. Louis area. GERALD MILLER, formerly sales manager of gas equipment subsidiary of Calor Gas Co., E. G., named as manager of dealer relations for professional products division.

HARRY G. BOYLE, sales manager, RCA Mobile Communications Equipment Div., joins Allen B. DuMont Labs, Clifton, N. J., as assistant division manager for industrial sales in firm's Industrial & Military Equipment Div.

DR. FRANCES E. CLARK, B.S., who joined RCA Victor in 1911 as director of education department and music consultant since retirement in 1947, died June 12 in Salt Lake City.

PERSONNEL RELATIONS

RICHARD A. JACKSON, formerly director of public relations for WOR-AM-TV New York, named national public relations director for AFTRA.

PROFESSIONAL SERVICES

GEORGE McMURRAY, account supervisor, Dine & Kalmus, N. Y., public relations firm, to Carl Byoir & Assoc., N. Y., as press representative for Hallmark Hall of Fame program (NBC-TV).

IRENE FOLEY, formerly writer at Young & Rubicam, N. Y., and women's commentator on Rocky Mountain radio stations, to Chicago staff of Harshe-Rotman national public relations firm.

PROGRAM SERVICES

CHARLES D. ENGLIS, formerly manager of New Orleans office of American Society of Composers & Publishers, named manager of ASCAP's Detroit office, replacing RAY CARPENTER, who has been appointed manager of society's Miami Beach office.


EDUCATION

JOHN E. CRAMER, on faculty of Arkansas State Teachers College, Conway, joins WILL, U. of Illinois non-commercial station, succeeding PROF. DON BROWN as news director. Prof. Brown will devote fulltime to teaching in U. of Illinois College of Journalism and Communications. JIM TURPIN, who graduates from U. of Illinois in August, will become supervisor of sports broad- casts for WILL, replacing ION KRAMER, resigned.

TRADE ASSNS.


JUNE BARTH, Carson/Roberts; WILLIAM HERMAN, Hoffman Electronics Corp., and NANCY STAN- FORD, Van de Kamp's Holland Dutch Bakers, are new directors.

BEN WOLFE, chief engineer, WJZ-TV Baltimore, Md., named vice chairman of Institute of Radio Engineers, Baltimore.

INTERNATIONAL

GORDON BIRD to president of KVOS (Canada) Ltd., Vancouver, B.C.

R. S. WILSON, formerly of Armstrong Cork Co., to manager, TelePrompTer of Canada Ltd., Toronto, affiliated with S. W. Caldwell Ltd., Toronto.

W. C. TERRY, to assistant general manager of National Broadcast Sales Ltd., Toronto, whose new address is 430 King St. West.

J. DOUGLAS NIXON, CBC regional program director for British Columbia, to assistant director of radio network programming, Toronto.

COLM O'NEA, formerly commercial manager for CHEK-TV Victoria, B. C., appointed Canadian account executive of ABC Film Syndication's newly-opened office in Toronto at 48 Lorindale Ave.

HARRY FARMER to music director of CFRN-AM-TV Edmonton, Alta.

FRED RAINBERRY, supervising producer of CBC tv children's programs, will represent CBC on UNESCO east-west cultural mission to Japan this summer, leaving July 13 from Vancouver and returning in mid-August. He has been member of UNESCO committee for two years. While in Japan he will discuss exchange of Canadian and Japanese programs with NRK, Tokyo, and will film interviews with Japanese farmers and millers for CBC farm broadcast department.

BILL TINGLEY to CKCW-TV Moncton, N. B., sales staff.
Radio-Tv Promote Fast Economic Uptown

Radio-tv stations around the country report no tie-up in local efforts to chase gloom from the nation's economic picture [STATIONS, March 31 et seq.; PROGRAMS & PROMOTIONS, March 24].

WMGM New York listeners were offered up to $100 refunds on purchases. Listeners became eligible by sending sales slips to the station and listening for a broadcast "buy word" to repeat when telephoned by WMGM. In the Far West, KFMB-TV San Diego, Calif., paid its employees part of their salaries in silver dollars and told them "... go out and plunk down hard cash for your purchases and say that you earned this money at KFMB and KFMB-TV." Silver dollars also were used by WKRC (TV) Cincinnati, where $3,000 was paid employees for use in a "Let's Keep 'Em Rolling" campaign.

KDKA-TV Pittsburgh aroused consumer spending with the slogan, "Now Is the Buy Word," featured in jingles, slide spots, posters and newspaper ads. WTAE Worcester, Mass., added the slogan, "Don't buy buy and by; buy and buy now," and donated time for announcements and interviews. WJBK-TV Detroit joined a "Keep Detroit Dynamic" effort by contributing 148 spots, 68 station ID's and shared 720 ID's. KJCK Junction City, Kan., scheduled 168 spots in 10 days during the "You Auto Buy Now" campaign.

WFMY-TV Greensboro, N.C., informed the public of the economic situation in that state by using 20-second announcements to give the "facts." The Tennessee Assn. of Broadcasters conducted a drive to eliminate recess programming with the slogan, "Tennessee Means Business." Member stations joined with spots to emphasize industrial development. WSGN Birmingham, Ala., broadcast five times daily one-minute interviews with businessmen who are doing "good business." WKAB Mobile, Ala., conducted daily two-minute interviews with executives describing area business.

The seven-station Dixie Network mailed large postcards proclaiming, "The Recession Ends . . . Where Buying Begins" to 1,500

FORTY Chicago advertising agency staffers and Petry radio and tv representatives accepted the invitation of WANE-AM-TV Fort Wayne, Ind., to spend "A Day With WANE" June 4. The group was shown the city and guided on tours of the new WANE Broadcast Center. At one stop, R. Morris Pierce, the Corinthian stations' vice president and general manager, explains camera operation to (1 to r) Dorothy Budzynski, McCann-Erickson; Nora Marcus, Edward H. Weiss & Co.; "Frosty" Blair, Edward Petry & Co.; Beverly Miller, Wherry, Baker & Tilden, and Andy Zeis, Compton Adv.
given community.” An embassy official stated that the Russians feel the same way and that he would see that a series of programs was produced and sent to WADS for airing. The shows will be in English and typify community programs as heard in Russia, it was reported. Mr. Byrnes has offered to send locally produced programs on public health, housing, highway safety, etc.

KYW-AM-TV ‘Party Package’ Featured as Summer Promotion

KYW-AM-TV Cleveland is integrating programming, product promotion and public service in its summer promotion campaign, “Party Package.” The idea came after meeting with the Parent-Teachers Assn. and other organizations which pointed out there is a need to show parents and children how to enjoy themselves as a family unit at home and away, KYW reports.

The Party Package programs will be held at a different shopping center in the Cleveland area throughout the summer and will feature station personalities, leading recording artists and music. No admission is charged to attend the party, but everyone is asked to contribute food, toys, candy or clothes so that those less fortunate can also enjoy a Party Package. All of the items collected will be turned over to orphanages.

The first of these summer programs was held this month by KYW-AM-TV and the station reported 7,500 attended the two-hour performance. Over 50 cartons of clothing, toys and food were collected. The items collected were placed in a large truck decorated like a package and were distributed to the orphanages. The truck will be in the vicinity of each Party Package location one week before the event and on the night of the program to collect the items.

KYW stations encourage people to bring the advertised products to each party and a contest is being held to offer viewers and listeners an opportunity to win prizes for writing why each advertised product is preferred.

In addition, the stations are using merchandising tie-ins, billboards and car cards.

KORE Advertisers Win Contracts

KORE Eugene, Ore., recently concluded its “Do-It-Yourself” advertising campaign contest with the awarding of seven prizes. Six prepaid contracts, for excellence in as many categories, were presented to sponsors for advertising programs prepared by and for themselves. The special grand award, an expense paid trip to Hawaii aboard the S. S. Leilani, was won by Mr. and Mrs. W. R. Hagebush of Figurama Inc.

CBS Tells ‘All About Women’

A brochure entitled “All About Women” has been issued by CBS Radio Spot Sales that details the earning power of women, the influence they have on buying, when and where they listen to radio and when they shop, in addition to other information. The study credits women with 92% of all grocery purchases, 79% of family auto purchases and 75% of all radios. It also states that 93.7% of housewives and 94.7% of the single working women listen to radio each week. The study lists the stations CBS Spot Sales represents and the number of radio homes in each basic service area.

KJIM Mails Out Rock and Roll

KJIM Fort Worth, Tex., in a move to publicize its new music programming mailed rock and roll records to advertisers and agencies to emphasize that the station is in touch with it. From now on, KJIM reports, it is “Music for Adults.” “Only pleasant, familiar music that doesn’t jar the senses” will be played.

KVAR (TV) Viewers to Sleep More

When KVAR (TV) Phoenix, Ariz., shifted the starting time of its late movie to the earlier time of 10 p.m., the station placed newspaper ads based on TV commercials. Viewers responded to messages that read, for example, “A Doctor Speaks (A Dramatization)—The early late show is prescribed as a health measure, allowing viewers to see a good picture and still get a good night’s sleep . . .”

WAVE Inc. Commissions Opera

WAVE Inc. (WAVE-AM-TV Louisville), has commissioned a new opera to be simulcast when the stations’ new radio and tv center is dedicated in 1959. WAVE-AM-TV granted $25,000 for the opera and a composer will be selected by a committee headed by Moritz Bombard, director of the
Kentucky Opera Assn. It will be produced and recorded by the association and will be one of the recording series released by the Louisville Philharmonic Society. Construction of the radio-TV center will start this summer.

TALKATIVE WOMEN MAKE NEWS, DRAW CROWDS FOR WTOK ACCOUNT

An announcement over WTOK Durham, N. C., that a woman had talked for 53 hours, 11 minutes, to win a cash prize from a Jacksonville, N. C., furniture store, goaded the station's listeners to call in to maintain they could do better.

So WTOK arranged for the local branch of McMillan's Furniture Co. to sponsor a contest similar to the one its Jacksonville branch had run. The company offered $1,500 as first prize plus a $500 consolation prize to the woman who could break the previous record. The first two of the 27 entries that were received started talking at the store at 9 and 9:05 a.m. June 16. Two other women who applied were kept in reserve. WTOK had permission to switch to 24-hour operation to air five-minute commentaries every half-hour.

According to the station's latest report, one of the ladies has established a new record—72 hours and 3 minutes of continuous patter.

KDKA GIVES AUDIO FOR TELETHON

KDKA Pittsburgh program manager Guy S. Harris worked out a "companion programming" plan for carrying the audio portion of the Variety Club telethon on KDKA-TV June 21. KDKA covered the event from its own studio adjoining the tv center. The am personalities reported on the progress of the fund raising drive for Camp O'Connell, a summer home for handicapped and underprivileged children, and interviewed the telethon stars.

WDBJ-TV TO GIVE RUSSIAN COURSE

WDBJ-TV Roanoke, Va., will inaugurate its Russian language instruction series July 5 at 6 p.m., under the title Russian—So to Speak. The half-hour classes will be taught by George Solonevich, a local freelance commercial artist born in Russia and a specialist in scientific and space subjects. WDBJ is considering a request that the series be made available for college credit.

WTJ (TV) News V. P. HONORED

Ralph Renick, vice president in charge of news, WTJ (TV) Miami, Fla., was honored for his tv newscasting May 29 when the South Beach Men's Club declared "Ralph Renick Day on Miami Beach." A day-long program ended with a testimonial dinner meeting for club members.

WHEN the call letters of WECT-TV Wilmington, N.C., were changed from WMFD-TV in February, the station decided to use a Pirate Girl trademark to promote its coastal coverage area. Martha Rae-Williams, Myrtle Beach, S. C., was selected during an April contest to pick the Miss WECT-TV Pirate Girl. The 23-year-old, 5 ft. 9 in. (37-24-37 in.) title winner now is serving as official representative of WECT-TV at festivals and celebrations in the Carolinas. The station also uses ID slides showing Miss Williams in her pirate suit. She was awarded a $500 wardrobe and a week's vacation for two at one of the coastal resorts.

BEST LETTERS WIN WEDDING MUSIC

WHDH Boston has been conducting a June promotion, called "Play at Your Wedding Contest," in which couples planning marriage this month may win the services of Ray Dorey and the WHDH Orchestra. Contestants are required to write a letter, stating why they would like the orchestra to play at their wedding. The best letter each week receives the services free of charge. One winning couple, according to a WHDH spokesman, answered the question with a one-word response: "poverty."

WDRC OFFERS SPACE AGE MAP

WDRC Hartford, Conn., is jumping on the space-age bandwagon with an offer of a Rand, McNally & Co. "Space Age News Map." The map costs a dollar in stores, but WDRC is offering it to listeners for 25¢. The station reports that it will handle the map exclusively in its area as a public service. The map gives information on new weapons for the space age, establishment of a satellite orbit, the earth satellite program, the generalized orbit of the Explorer, a polar map of world affairs, and gives relative diameters of the planets with the sun.

SHOE SPONSOR FINDS TV SUCCESS

Appearances on KVT (TV) Sioux City, Iowa, have made a local celebrity of H. O. Rasmussen, manager of the Diamond Shoe Store, who is a sponsor of the weekday program, Kids Korner, 4:30-5 p.m. The station reports children and grown-ups now go to the Diamond store so they can buy their shoes from Mr. Rasmussen who appears twice weekly on the show as "Mr. Hi, the old shoe professor who knows everything about shoes." Program host Jim Henry (Canyon Kidd) follows up the sales talk by advising viewers to visit the store. Mr. Rasmussen calls the tv advertising campaign, "a terrific success." His success story was printed in The Commentator, monthly journal published by the International Shoe Co., St. Louis.

WCKT (TV) ISSUES BROCHURE

WCKT (TV) Miami has issued a 37-page brochure entitled "In the Public Interest" which explains its operations and policies. The booklet lists the NBC shows WCKT carries; public service programs and projects in civic affairs, world affairs, agriculture, education, government, health, charities and religious series. A chart featured in the brochure credits WCKT with 6,286 public service announcements last year. In addition, the station lists 154 of the agencies that shared in public-service broadcast efforts during the year.

KFMB-TV CELEBRATES BIRTHDAY

When KFMB-TV San Diego celebrated its ninth birthday May 16, ceremonies on the Early Show featured Beverly Jean Shors, who was selected "Miss Ch. 8" when she was born a few minutes after the station went on the air in 1949. She was presented with her first watch by Bob Dale, host of the show and Monte Hall, station's western personality, gave her a $100 Savings Bond on behalf of KFMB-TV's staff and management. Miss Shors has received a bond from the station every year since her first birthday.

STAMP CANCELLATION HONORS CKCH

The 25th anniversary of CKCH Hull, Que., received free advertising this month from its competitors. Postal authorities at Ottawa, Ont., and Hull, twin cities divided by the Ottawa River, used a special cancellation early in June marking the CKCH 1933-58 milestone, and the 45th anniversary of the daily newspaper Ottawa Le Droit 1913-58. The cancellation was used on metered mail from the Canadian Broadcasting Corp., which operates CBOT (TV) and CBOFT (TV) all Ottawa and covering the Ottawa-Hull area.
FOR THE RECORD

Station Authorizations, Applications
As Compiled by BROADCASTING
June 12 through June 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna  ERP—effective radiated power  uhf—ultra high frequency  ant.—antenna  vis.—visual  kw—kilowatts  w—watt  mc—megacycles  d.—day  n.—night  L.S.—local sunset  mod.—modification  trans.—transmitter  url.—unlimited hours  kc.—kilocycles  SCA—subsidary communications authorization  SSA—special service authorization  STA—special temporary authorization

New Tv Stations

Actions by FCC

Mankato, Minn.—Two-States Television Co.—Granted ch. 13 (201-216 mc): ERP 25,896 kw vis., 12,947 kw aur.; ant. height above average terrain 355 ft., above ground 1,113 ft. Estimated construction cost $33,800, first year operating cost $36,000, revenue $315,000. P. O. address New Ulm Journal, New Ulm, Minn. Studio location Mankato, Minn. Trans. location near Lewistown, Minn. Geo- graphic coordinates 43° 30' 15" N. Lat., 94° 24' 41" W. Long. Trans. ant. RCA. Legal counsel Frank Stollenwerck, Washington, D. C. Consulting engineer Commercial Radio Equipment Co., Washington, D. C. Owners are KNUJ Inc. (60%) and others. KNUJ Inc. is license of KNUJ New Ulm, Minn. Walter K. Mickelson is president of KNUJ Inc.; Mr. Mickelson and Most Apell each own 49.84% of KNUJ. Announced June 12.


Existing Tv Stations

Actions by FCC

KLAS-TV Las Vegas, Nev.—Granted applica-
FOR THE RECORD CONTINUED

Columbia, Ky. Estimated construction cost $18,000. First year operating cost $30,000. total capital cost $54,000. Mr. Owen (28%), program director, WSAI Columbia, Elrington, T. Ross (20%), farmer and timber buyer, Reoofd C. Vaught (16%), farmer, Andrew W. Spin (16%), farmer, Eilbridge D. Elmore (16%), farmer, and Warren G. Adams (16%), farmer, will be owners. Announced June 15.

Loughlin, N. C.—Franklin Best Co. —Granted $8,000. 500 c. D. F. 0. address Box 21, New York, N. Y. Estimated construction cost $18,000, revenue $30,000. Equal partners are Mr. Laney, T. J., Tel. 6, Raleigh, N. C. Estimated construction cost $28,000, revenue $30,000. Equal partners are Mr. Laney, T. J., Tel. 6, Raleigh, N. C.

Complete brochure, including features and permits operation with a minimum of personnel. While ideal for most small stations, it is just one of three basic floor plans that can be modified to suit your needs.

Plan “A” incorporates many programming features and permits operation with a minimum of personnel. While ideal for most small stations, it is just one of three basic floor plans that can be modified to suit your needs.

Full service, including floor plans, equipment requirements and discussion of current trends now available. For your free copy, write to RCA, Dept. 82, 22, Building 15-1, Camden, N.J.

Radio Corporation

of America

NEW ENGLAND

W.B. $200,000.00

Profitable fulltime station in a solid city market of over 100,000.

29% down and the balance on reasonable terms.

Exclusive with Blackburn & Company

NEGLIGENCE • FINANCIALS • APPRAISALS

WASHINGTON, D. C.

James W. Blackburn

Jack V. Harvey

Washington Building

Sterling 3-4341

NASHVILLE, TENN.

Clifford B. Marshall

Stanley Whitaker

Radio Building

Jackson 5-1576

EXCLUSIVE WITH

New England

$200,000.00

FLORIDA

$135,000.00

Top regional facility in a medium market. Now profitable under absentee ownership, this station has great potential for an owner-operator. Terms can be arranged.

Broadcasting
COMMERICAL STATION BOXSCORE
As Reported by FCC through May 31

<table>
<thead>
<tr>
<th>LICENCED (all on air)</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,208</td>
<td>524</td>
<td>487</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CPs ON AIR (new stations)</th>
<th>17</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17</td>
<td>5</td>
<td>95</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CPs NOT ON AIR (new stations)</th>
<th>92</th>
<th>87</th>
<th>108</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL AUTHORIZED STATIONS</td>
<td>3,340</td>
<td>628</td>
<td>663</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APPLICATIONS FOR NEW STATIONS (not in hearing)</th>
<th>406</th>
<th>40</th>
<th>64</th>
</tr>
</thead>
<tbody>
<tr>
<td>APPLICATIONS FOR NEW STATIONS (in hearing)</td>
<td>126</td>
<td>18</td>
<td>63</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS FOR NEW STATIONS</td>
<td>532</td>
<td>58</td>
<td>127</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APPLICATIONS FOR MAJOR CHANGES (not in hearing)</th>
<th>248</th>
<th>27</th>
<th>37</th>
</tr>
</thead>
<tbody>
<tr>
<td>APPLICATIONS FOR MAJOR CHANGES (in hearing)</td>
<td>47</td>
<td>5</td>
<td>17</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS FOR MAJOR CHANGES</td>
<td>295</td>
<td>32</td>
<td>54</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LICENSES DELETED</th>
<th>0</th>
<th>2</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPs DELETED</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

SUMMARY OF STATUS OF AM, FM, TV
Compiled by BROADCASTING through June 18

<table>
<thead>
<tr>
<th>AM</th>
<th>ON AIR</th>
<th>425</th>
<th>86</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>511</td>
<td></td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through June 18

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>425</td>
<td>86</td>
<td>511</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMERCIAL</th>
<th>24</th>
<th>7</th>
<th>31</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>1</th>
<th>There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer on station and one which has not started operation and one which has been deleted.</td>
</tr>
<tr>
<td>3</td>
<td>There have been, in addition, 177 television cp grannt, but now deleted (33 vhf and 144 uhf).</td>
</tr>
<tr>
<td>4</td>
<td>There has been, in addition, one uhf educational tv station granted but now deleted.</td>
</tr>
</tbody>
</table>

Hearing Changes

By memorandum opinion and order, Commission denied petition of Frontier Broadcasters, Inc. (KRTF ch. 15), Scottsbluff, Neb., for further proceedings to grant applications of Advance Television Company, Inc., for new tv station to operate on ch. 15 in Alliance, Neb. Comr. Cross not participating. By separate order, Commission, on petition by applicant, made effective immediately initial decision, as modified by Commission and granted application of Western Nebraska Television Inc. for new tv station to operate on ch. 13 in Alliance, Neb. Comr. Cross not participating. Announced June 18.

INITIAL DECISIONS

Hearing Examiner Millard F. French issued initial decision looking toward granting application of Mid-America Best Co., Inc. for new Chas B fm station to operate on 98.7 mc in San Francisco, Calif. Announced June 18.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of KLAD Broadcasters to create facade of KLAD Klamath Falls, Ore., from 900 kc, 1 kw, D, to 860 kc, 2 kw, D. Announced June 18.

Hearing Examiner J. D. Bond issued initial decision looking toward granting application of New Hampshire Best Co., Inc. for new tv station to operate on ch. 3 in Wilmington, N. C. Announced June 18.

OTHER ACTIONS

By order, Commission, granted petition by Plough Best Co., Inc. (WPDT), Chicago, Ill., to reopen records in proceeding on application of Transcontinental Country Music, Inc., for new fm station to operate on 1500 kc, 500 w, D, in Scranton, Pa., and requested Hearing examiner for further hearing on issues specified in previous decision and filed supplemental initial decision. Comr. Craven not participating. Announced June 18.

Continues on page 98

Page 94 • June 23, 1958
**CLASSIFIED ADVERTISEMENTS**

classified ads are payable. checks and money orders only.

- Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- Situations wanted 20¢ per word. Help wanted 25¢ per word. $2.00 minimum.
- All other classifications 30¢ per word. $4.00 minimum. Display ads $20.00 per inch.

No charge for blank box number. Send replies to BROADCASTING, 1735 DesSales St., N.W., Washington 6, D. C.

Applications: If transcripts or bulk packages submitted, $1.00 charge for mailing (forward remittance separately). All transcripts, photos, etc., sent to box numbers are sent at sender's risk. BROADCASTING expressly repudiates any liability or responsibility for their mailing or return.

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**RADIO**

**Help Wanted**

- Need full staff, including manager and announcing personnel. Submit resumes, tickets. For further information, write J.W. Crowl. WAVI in Dayton, Ohio.

**RADIO**

**Help Wanted—(Cont'd)**

- Assistant Program Director, small market. Must be experienced in small market, town spread, has familiarity with small market operations. Write Box 708X, BROADCASTING.

**RADIO**

**Help Wanted—(Cont'd)**

- Sales Manager for WRTA, eastern Pennsylvania station. Good salary and benefit package. Must be a go-getter, alert, and have complete knowledge of small market operations. Send complete resume by August 31. Write Box 702X, BROADCASTING.

**RADIO**

**Help Wanted**

- Manager, independent station. Must be a go-getter, alert, and have complete knowledge of small market operations. Send complete resume by August 31. Write Box 702X, BROADCASTING.

---

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---

**RADIO**

**Help Wanted**

- Need full staff, including manager and announcign personnel. For tickets, send resumes to Box 368X, BROADCASTING.

**RADIO**

**Help Wanted—(Cont'd)**

- Program Manager for eastern Pennsylvania station. Must have complete authority subject to management. Must have three years experience as assistant manager, be familiar with management and operations. Must be able to move into management position. Computer-assisted program control available. Submit complete resume, tickets and resume. Box 368X, BROADCASTING.

**RADIO**

**Help Wanted—(Cont'd)**

- Program Director, independent station. Must be experienced in small market operations. Must be able to handle multiple stations. Submit complete resume by August 31. Write Box 708X, BROADCASTING.

---

**RADIO**

**Help Wanted**

- Assistant Program Director, small market. Must be experienced in small market operations. Must be able to handle multiple stations. Submit complete resume by August 31. Write Box 708X, BROADCASTING.

**RADIO**

**Help Wanted—(Cont'd)**

- Assistant Program Director, small market. Must be experienced in small market operations. Must be able to handle multiple stations. Submit complete resume by August 31. Write Box 708X, BROADCASTING.

---

**RADIO**

**Help Wanted**

- Management

Unusual opportunity for sales-minded executive in eventual management metropolitan market. Box 709X, BROADCASTING.

General manager—experienced manager or commercial manager ready to manage. Must be stong sales-mind, with proven record. Family man with car seeking home in small town and future work in metropolitan market. WARP Jubilee, Alb-)

Sales

Successful salesman interested in increasing his income. Excellent income for qualified ambitious work. Must be good personality. Write listing qualifications and experience. Box 789X, BROADCASTING.

Sales manager for 250 MBS in small N. Carolina competitive market. Draw, commission, car expenses, net profit bonus. Box 790X, BROADCASTING.

Wanted—Experienced salesman or announcer sales manager. Must be familiar with Pittsfield section of North Carolina. Prefer a man who can now be employed in third rate ad. Excellent earnings with chance for advancement. Over $3,000 a year. Box 789X, BROADCASTING.

Wanted—Manager with proven sales ability, send complete resume, all details, including present earnings andings, in first letter. Box 792X, BROADCASTING.

Sales manager with sales experience. High pay to right person. Write Dr. F. P. Cerniglia, KLIC, Monroe, La.

Kentucky. Good sales opportunity with accum- growing organization. Send resume and salary requirements Radio WILL, Box 1417, Lexington.

The man I'm looking for is now working in small market. This man has an opportunity to make money and advance in growing group. He has the ability to sell. If you have ability to sell there is a future for you with our group. Rich salary, excellent benefits. Phone collect, Morgan M. Brown, Sales Manager, KNEW, Endicott, Pa.

Salesman: Age 25 to 31, married, who enjoys work, who can write copy that sells, do- announcement necessary. Must supply references and be available for personal interview. If above requirements are not met, we do not apply. WHAW, West Virginia.

Experienced salesman for nation's eighth market wanted to call complete authority subject to management. Must have three years experience as sales manager, be familiar with sales management and operations, whichever is greater. Age 24-35. Send pictures and application to WMCK, 216 Market St., Manchester, Pa.

Adding proven salesman to top Hooper and Pulse syndicated program. Box 706X, BROADCASTING.

Wanted: Young, ambitious announcer able to do newscast and DJ shows. Good starting salary for a 500 watt, south Georgia station. Box 469X, BROADCASTING.

Announcer

Program manager for eastern Pennsylvania station. Will have complete authority subject to manager. Must have three years experience as assistant manager. Be familiar with program control. Be able to move into management position. Computer-assisted program control available. Submit complete resume, applications and any possible questions. Box 368X, BROADCASTING.

Chief engineer wanted for 250 watt station in large metropolitan market. Must be familiar with 10 kw fm and studio equipment. Box 785X, BROADCASTING.

Chief Engineer

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news, who knows how to spread the news. We are located in a city of 1417, New York. Mrs. Newsman, we have complete authority subject to management. Must have complete knowledge of small market operations. Submit complete resume, applications and any possible questions. Box 368X, BROADCASTING.

Eastern Pennsylvania daytimer needs experienced male copy writer, who can do some air work. Must be good typist. Salary, extra for air work. Profits sharing. Box 702X, BROADCASTING.

Program director. Experienced, Southeast metropolitan market. Must be creative with available talent. Must be skilled in producing good air personality. Must have ability to handle men and make good excitations. Wonderful opportunity for right man. Box 705X, BROADCASTING.

News director to build local news department and hire other radio newsmen hungry for news assignment. Must be married and ready to settle in small market for permanent well paying position. No clock watchers please. Box 790X, BROADCASTING.

Program director-air salesman with flair to write situation and gimmick spots. Newest sound-in- town station with serving format expanding! Right man well paid. Auditions, photos, background required. Box 793X, BROADCASTING.

I need a pro... under 35 who can supervise traffic, write continuity and do air work as dj. Send application with work samples, ideas, resumes, and gimmick samples please. Box 706X, BROADCASTING.

Good salary and benefits. Give full information, audition tape to WJTN, Jamestown, New York.

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**RADIO**

**Situations Wanted**

New announcers! 8 Pathfinder graduates. Good voice, no experience required. Send application to Mr. Tom Conley, 2711 11th St. N.W., Washington, D. C.

**RADIO**

**Situations Wanted**

Mr. Station Owner: Young southerner. 9 years radio, all phases, desires to manage your station. Qualifications: relief engineer, 5 years, announcer 3 years, assistant manager 2 years. Can train staff. 2 years college member Kiwanis. Jaycees. Box 812X, BROADCASTING.

Manager: Presently employed major market, 8 year ratings and growth. Looking for small market. Completely experienced and available to work with husband-wife team to make your property money. Box 792X, BROADCASTING.

Manager with first phone and ten years experience wants opportunity in eastern market. Write Box 703X, BROADCASTING.

Manager for medium market. Married, children, 31, impressive appearance, sales management background. Currently account man top rated station one of first eight markets. Box 703X, BROADCASTING.

Strong on sales experiences in both local and national fields. Would like small market in eastern states. Salary—Percentage based on results produced. Box 792X, BROADCASTING.

**Situations Wanted**

Sales

Go-getter, experienced, seeking good position. Prefer deal including air work. Can run own board, produce show. Write box number that you're looking for. Box 705X, BROADCASTING.

Two years selling experience (Insurance). Want to make radio sales my career. Resume on request. Box 795X, BROADCASTING.

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**June 23, 1958 • Page 95**
Situations Wanted—(Cont’d)

Radio

Help Wanted—(Cont’d)

Radio

Sales

Creative personality that communicates and sells. Now or near 5 years experience in construction, maintenance, microwave to mobile remotes, and all phases of electronics. Next step: Sales. Desire: Relocate stable operation needing personality to develop an advanced opportunity. Opportunity to learn sales technique. Box B62, BROADCASTING.

Anneconer, announcer, program director, station manager. See “Most useful man,” tv situations wanted management. Box 717E, BROADCASTING.

First phone, combo man. Will travel. Married, veteran, Joe M. Mariposa, Los Angeles, California, No 3-8787.

Experience, announced, versatile. Will gladly send tape, resume request. Call collector from anywhere in the U. S. 303-9738, Rip Rogers, 2460 Roosevelt Avenue, Woodside, L. I., New York.

Married, combo man, trained in top Chicago free-lance announcer, copy and all music. Desire permanent position in top market. NWC 627, 3rd Street, Oak Lawn, Illinois.


Radio’s smooth production. I’m the one. First phone, combo man, available, experienced with all types of equipment. Call Neon, Kentucky 2465, Bill Cordell.

Production-minded program dj and newscaster, with sharp station within 200 miles of St. Louis. Three years experience, some college work. $10.00 weekly. Box 715E, BROADCASTING.

Technical

Have first phone, some transmitter and studio experience, desire employment in or around D. C. area. Personal interview requested. Box 716E, BROADCASTING.

Combos experienced, AM-FM, hi-low power. Box 713E, BROADCASTING.

Chief engineer: 1st phone, 17 years experience, skilled in design, construction. Desire chief engineer position in Florida. Age 38. Box 717E, BROADCASTING.

Building and operating new radio or tv station? See “Most useful man,” tv situations wanted management. Box 716E, BROADCASTING.


Production-Programming, Others

Program manager, other supervisor. Nine years experience. His experience includes good background and radio network operations. May work in any market up to 50 kw in principal market. Box 723E, BROADCASTING.

PD, 5 years experience, 33, married, family. Prefer PD or good staff position. Box 745E, BROADCASTING.

Available now. Experienced copywriter—knowledge of traffic, programming. Sample copy on request. Box 949E, BROADCASTING.

Program director-announcer, top station in market. 5 years experience, first phone, married. Not afraid to work long and late. Location west coast. Box 757E, BROADCASTING.


Ideas—copy—sales—disk jockey. This gal’s great. Hire me—why wait! Box 756E, BROADCASTING.

Wanted opportunity as news man—dj—promotion man in Milwaukee or New York. Feel I do deserve advancement to larger opportunities. Rate 150 yrs. Box 761E, Chicago 19. Recommend highly. Call or write, KJFJ, Webster City, Ia. for full enthusiastic details.

Situations Wanted—(Cont’d)

Television

Help Wanted—(Cont’d)

Sales

Now working for a national rep You have a proven sales record, solving problems, experience in tv. You want good living and excellent future. Send picture, all details Robert D. Ellis, KXIV, Colorado Springs, Colo.

Now working for an eastern tv station? You have a proven sales record, no drinking problems, experience in tv. You want to live in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KXIV, Colorado Springs, Colo.

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, KXIV, Colorado Springs, Colo.

Now working for a southern tv station? You have a proven sales record, no drinking problems, excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KXIV, Colorado Springs, Colo.

Management

Assistant manager wanted for Canadian television station located in Moncton, New Brunswick—just three hours from Boston. This an excellent opportunity for the right man. Desire o. fice job but will not settle in. We want an ambitious man with good knowledge of tv operations, not afraid of the uncharted field of responsibility and sales build. Good starting salary and excellent incentive arrangement if you can advance. Send resume of background and experience, accompanied by photo. Send initial reply. Box 790E, BROADCASTING.

Sales

UHF operation in difficulty? Versatility required? See “Most useful man,” tv situations wanted management. Box 790E, BROADCASTING.

Answerers

Personable Englishman, tv-radio graduate, trained all phases, some experience Europe, photogenic, specialist good music, writer, programming, commercial. Desires more. Box 792E, BROADCASTING.

Six years experienced tv announcer-producer, College graduate, Married. Seeks settled station to live and advance. In Box 790E, BROADCASTING.

Sportscaster: Six years tv, radio, Big Ten play-by-play. Box 791E, BROADCASTING.

Technical

Have first phone, some transmitter and switch, desire engineering position. Experience brings well paid. Send photo, resume to Robert D. Ellis, KXIV, Colorado Springs, Colo.
**TELEVISION**

**Situations Wanted — (Cont’d)**

**Technical**


Automatic switching experience, 2 years with network, 6 years in broadcasting. All operations, including transmission engineering experience. Where, required man desires Midwest. Will consider elsewhere. Box 7966, Broadcasting.

Broadcast engineer, first class FCC license. Veteran. Desires position in television or radio. Box 7976, Broadcasting.


TV news, weatherman, sports, production manager. See "Most useful man, tv situation wanted management. Box 7986, Broadcasting.

Versatile sports director and caster in major tv and radio market. Will prove past record, desires same capacity. Excellent references. DA, and professional sports background. Box 7986, Broadcasting.

**FOR SALE**

**Stations**


Gulf south state metropolitan market station $150,000. Small market station, $50,000. Chapman Company, 1152 W. Peachtree, Atlanta.


Large market stations, southwest $800,000, middle Atlantic $250,000. Chapman Company, 1152 E. 48th, New York, N. Y.

Two Pacific-Northwest quarter-kilowatts $90,000 and $50,000, respectively. Gunzendorfer and Associates, 8810 W. Olympic, Los Angeles, Calif.


Negro race station, southern market, $15,000 initial, $20,000 down. Chapman Company, 1152 W. Peachtree, Atlanta.


**Equipment**


Self supporting 500 ft. I.D.E.C.O. tower complete with 8 bay Federal fm antenna. 1100 ft. 39 transducers. FM. $500. Also at a height of approximately 66,000, is standing and like new. First 15,000 dollars. J. D. Williams, 971 New Laredo Hiway, Phone Wa. 2-5661, San Antonio 11, Texas.

**FOR SALE — (Cont’d)**

**Equipment**

UHF equipment, used but in perfect condition. GE T734A 125 kW transmitter including Stenex, radio TY-265 3-bay antennas with Pyrfib feed adapter, 4KH RA dummy load, sweep oscillator and General Radio monitors. GE TV-21 visual demodulator. Also 420 foot Stainless type Ge tower with lightning, 400 feet 714 15 inch waveguide. Complete as new. On Heavy 30 foot monopole cable and hangers. Presently installed at Jacksonville, Fla. Contact Beebee Hayford, WESH-TV, Daytona Beach, Florida.

Presto 900BJ 1-head tape deck, Good condition. Stuart W. Underwood, KDKR, Clinton, Mo.

RCA 76-BS console. Good condition, immediately available—best offer over $550.00. F. W. Willcox & Sons, Inc., 1508 Pierce Avenue, Camden 5, N. J.

Cameras, 2 used Dage model 300-C cameras, with lens, camera controls and regulated power supply. Complete 5 comp. Contact Beebee Hayford. WESH-TV, Daytona Beach, Florida.


5 kw Western Electric transmitter, 10 years old, model 450 A. Will consider FA2 for parts. Two complete sets of tubes, all good. Make offer. Write or phone KTV, Hollywood 1-9981, Hollywood, 28, California.

**WANTED TO BUY**

**Stations**

Established station owner metropolitan Chicago area is interested in acquiring an additional radio station. Responsible officials or owners may submit replies in strict mutual confidence. Call or write Angus D. Paff, Station WHPM, Evanston, Illinois.

**INSTRUCTION**

FCC first phone 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 1, 101 - 16th Street, N. W., Washington, D. C.


Remote control for transmitter, condition, best cash deal. Skyline Network, Booneville, Mississippi.

**TELEVISION**

**Help Wanted**

Production-Programming, Others


TV news, weatherman, sports, production manager. See "Most useful man, tv situation wanted management. Box 7986, Broadcasting.

**WANTED-ARTIST-PHOTOGRAPHER**

Leading tv station in large and growing southeastern market desires to employ artist who is also capable of handling photography laboratory work making slides, etc. Excellent opening for interested worker. Please reply to Box 742E, Broadcasting, giving complete educational and work history as well as personal data and expected salary.

**RADIO**

**Situations Wanted**

Sales

**Attention**

**NBC & CBS Flagship O&O's**

**Major Market Indies**

**Available**

In New York Now

Top Notch AM-TV Salesman

A professional with long experience in top fifty markets as account executive or manager. Requires professional or growing background. Dependable family man. Best NY network, agency, and rep references. Consider any sound growth deal where solid ability and wide range of talents will produce $10,000 per year and up.

Relocate on long term. Call or write: GORDON R. "DON" KERR c/o S. Bums 1 Grazie Terrace, NYC Blitterfeld 8-6507

**ANNOUNCERS**

**BUSINESS OPPORTUNITY**

Midwest UHF station for lease. Wonderful opportunity for successful operators to get into tv. Must be financially sound and must haveSuc- cessful background in radio. $600 per month includes rent on building and equipment. Very low operating expense, less than $400. Write Box 1766, Broadcasting.

**MISCELLANEOUS**

**Announcers**

**NEED A D. J.?**

B. C. A. Placement Service has them all, with and without experience. All eager to please and make you money, but retain nowhere, run own boards. No prank dones. Thoroughly screened. Write or wire for complete list.

Milt Stillman, Placement Service Broadcasting Coaching Associates 1639 Broadway, Copthorne Theatre Bldg. N. Y. C. 19, N. Y.

Jüden 6-1918. No charge for either party.

June 23, 1958 • Page 97
Dollar for Dollar

You can't beat a classified ad in
getting top-flight personnel.
another hit

in Washington, D.C.

too hit on from noon to 10 p.m. Monday through Friday... without a hint of loading ratings... is wwal-tv

UPCOMING

June

June 22-28: Advertising Assn. of the West, annual convention, Vancouver, B. C.

July


July 21-25: National Assn. of Educational Broadcasters, seminar, Allerton House, Monticello, II.

July 27-29: South Carolina Broadcasters Assn., Holiday Lodge Hotel, Myrtle Beach.

August


Aug. 4-23: Summer TV Workshop, College of Communication Arts and WRAR-TV, Michigan State University, East Lansing.


Aug. 24-29: National Assn. of Educational Broadcasters, tv instruction conference, Purdue University, Lafayette.


September

Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.
Built on the twin
PRIDE
... CONSTRUCTED... IN THE PAST

Our New Home at
191
East Avenue
Rochester, New York

THE BETTER TO SERVE YOU

Representatives: EVERETT-McKINNEY, Inc., New York, Chicago, Los Angeles, San Francisco
individuals (Alkima Broadcast Co.), West Chester, Pa., to execute and file affidavit relative to allegation in petition for extension in 3 days and from July 13 to Aug. 15 to file replies to such complaint. Concurrently with Part 3 of the Commission's rules and regulations concerning television broadcast station to authorize or require television reference test signal.

By Chief Hearing Examiner James C. Durkee on June 12

Continued at request from June 12 at 3 p.m., July 20 at 9:30 a.m. in proceeding on am applications of Charles R. Bramlett, Terre- rance, Calif., et al.

By FCC

Commission on June 12 granted request by Electronic Industries Assn., for extension of time for filing comments and from July 13 to Aug. 15 to file replies to such complaint. Concurrently with Part 3 of the Commission's rules and regulations concerning television broadcast station to authorize or require television reference test signal.

By Hearing Examiner Herb Shateman on June 11

Scheduled hearing conference for June 12 in proceeding on am applications of James W. Miller, Milwaukee, Conn., et al.

By Hearing Examiner James C. Durkee on June 10

Ordered that instead of hearing, as now scheduled, proceed on am application of Alfred Hay Fuchs (KTJS), Hobart, Okla., et al.

By Hearing Examiner Herbert Shateman on June 10

Scheduled hearing conference for June 11 at 10 a.m. in proceeding on am applications of Hemet-San Jacinto Valley Broadcast Co., Hemet, Calif., et al.

By Hearing Examiner James C. Durkee on June 10

Scheduled further prehearing conference for 9 a.m., June 12, on am applications of Pompano Beach Realty Corp., Pompano Beach, Fla., et al.

By Hearing Examiner Basil P. Cooper on June 10

Scheduled prehearing conference for June 19 on am applications of Bridgeport Broadcast Co. (WICC), Bridgeport, Conn.

BROADCAST ACTIONS

by Broadcast Bureau

Channel 23, Florida, Granted to change cable and studio location and make changes in entire station.


Actions of June 12

WRK-TV Ponce, P. R.—Granted assignment of cp to Inter-American Broadcasting Co. (wreply).

Actions of June 11

WTYN Tryon, N. C.—Granted assignment of license to Henry G. Bartol Jr. and Graves Taylor (to become name.

WIRB Buckeye, Calif.— Granted assignment of cp to KNJN in Lordsburg, N. M. (wreply).

WPRC Arlington, Fla.—Granted cp to install new trans. and studio location.

KBPS Portland, Ore.—Granted authority to remain silent throughout summer vacation from June 7 through Sept. 21.

WKRE Gl City, Pa.—Granted authority to remain on air beginning June 8 on Tues. and Thurs., from 7:15-8:45 p.m. and Sun., 7:30-8:30 p.m. because of ree of Grove City College, which normally operates during these periods.

WLJF Jackson, Ohio—Granted authority to sign-off at 1 p.m., July 1 through Aug. 31 for special events.

The following stations were granted extension of completion dates as shown: KARK Tulsa, Okla., to 6-30; KOLO San Jose, Calif., to 9-1; KITE San Antonio, Tex., to 6-30.

Actions of June 10

KLPM Minot, N. D.—Granted involuntary transfer of control from John B. Cooley to Ethel H. Cooley, et al., as co-executors of estate of John B. Cooley, deceased.

WGRV-AM-FM Greenville, S.C.—Granted acquisition of positive control by Paul D. Metafofa through purchase of stock from C. B. Austin.

WQAA-AM San Antonio, Tex.—Granted acquisition of positive control by Hugh Halff Jr., through sale of stock by National Jewish Hospital at Denver.

WHOT Campbell, Ohio—Granted mod. of cp to make changes in the directional ant. system.

WOAY-TV Middletown, Ohio—Granted extension of completion date to 12-30 (Aux. Trans. & Ant.)

WHOT Campbell, Ohio—Granted extension of completion date to 6-30.

KENX Brownwood, Tex.—Granted authority to continue sign-off to 6:50 p.m. for 3-month period from June 1 through Aug. 31.

Actions of June 9

KDES Palm Springs, Calif.—Granted license covering change of power to 1 kw and installation of new trans. remote control permit only.

WTG, WARD, WNEW, WNEW-FM WKB, WHE-FM (Pittsburgh Top Corp.), Washington, D. C., New York, N. Y., and Cleveland, Ohio—Granted mod. of cp and licenses to change name to Metropolitan Broadcast Corp.

WSLS-FM Roanoke, Va.—Granted cp to replace expired cp which authorized increase ERP to 21 kw, decrease ant. height to 1894 ft. and make changes in ant. system.

KAGN Yuba City, Calif.—Granted cp to install new trans.

KDBA Benton, Ark.—Granted cp to install new trans.

KWALL San Antonio, Tex.—Granted mod. of cp to change ant.-trans. location, station location and remote control point, make changes in ant. system (decrease height and ground system; remote control permitted); condition.

KPOL-FM Los Angeles, Calif.—Granted mod. of cp to change type trans.; condition.

WEFX-FM Easton, Pa.—Granted mod. of cp to install new type ant. condition.

WRKS Van Buret, Ky.—Granted mod. of cp to change type trans., change ant.-trans. and studio location and make changes in ground system.

KENY-TV San Antonio, Tex.—Granted mod. of cp to change type ant. and make minor equipment change.

WBFS New York, N. Y.—Granted mod. of SCA to remain silent for additional 90 days from 5-8 to 8 for bankruptcy proceedings.

KSYW-FM Cleveland, Ohio—Granted extension of authority to remain silent for period ending 7-8.

UPCOMING

June

June 22-28: Advertising Assn. of the West, annual convention. Vancouver, B. C.

July 15: Conference on TV for Women in Home Economics, Business and Education. UCLA. Los Angeles.


July 27-29: South Carolina Broadcasters Assn., Holiday Lodge Hotel, Myrtle Beach.

August


Aug. 4-23: Summer TV Workshop, College of Communication, University of Iowa, YOUR-TV, Michigan State University, East Lansing.


September

Sept. 5-6: Texas AP Broadcasters Assn., Roose- veilt Hotel, Waco.

Please note the new position of the WNEW-FM, New York, on the AM schedule. The station will broadcast from 7-11 p.m. daily.

Another hit in Washington, D. C.

The top station from noon to 10 p.m. Monday...through Friday... without a hint of loading ratings... is wmal-tv
Built on the twin rocks of PRIDE IN THE PAST
...CONFIDENCE IN THE FUTURE

Our New Home at
191 East Avenue
Rochester, New York

THE BETTER TO SERVE YOU

Representatives: EVERETT-McKINNEY, Inc., New York, Chicago, Los Angeles, San Francisco
Moral to Welk television success: meet Joe Citizen on his own ground

Mr. TV Producer
New York and/or Hollywood
U.S.A.

Dear Mr. Producer:

When we recently announced the renewal of Lawrence Welk on two-hour-long network shows for the fall, a four-year-old question popped up again in the trade, "How come this orchestra succeeds where others fail?"

I'd like to shoot at an answer to this question because, if it's the correct one, principles are involved which should be helpful in building other shows, whether they be musical, dramatic, audience participation or whatever.

The philosophy of the Lawrence Welk Show can best be summed up in the phrase, "a desire to please."

We want to please people, to entertain them, to make them happy—not just a small segment of musical buffs (the recording business can attest that their tastes will change from week to week) but the people everywhere of diverse age and economic strata who make up the broad audience of a national television show. Everyone who tunes in on the Lawrence Welk program is a customer. We work for him, and undertake to please him.

Now there are performers and musical groups who disagree with this premise. Like certain contemporary painters—impressionists who feel they are faithful to their creative impulses only if they express themselves subjectively—these people are unconcerned by the likes and dislikes of the mass audience. They are the "teachers," the creative experimenters who perform to please themselves, really. They are often highly praised by musical trade magazines and a clique of progressive enthusiasts—the commercial kiss of death—but they are out of touch with the average viewer.

Welk performs to please the public and his music is for unsophisticated grown-ups of all ages. He is essentially a showman, rather than a musician. He fills the gap between Walter Damrosch and Bobby Troup, and the size of that gap can be measured by his rating.

Mr. Producer, all this is not intended to lead to a quick conclusion that the only shows capable of popular appeal must be limited in artistry or inspiration. It is not implied here that Joe Citizen is pretty unintelligent and you had better concentrate on give-aways and westerns. On the contrary, I believe the lesson to be learned in Welk's success is not to be superior to Mr. Citizen. Entertain him in terms he can understand.

Back in 1946 and '47 at NBC-New York we did dramatic shows and musical comedy shows that we thought were pretty terrific. The viewers yawned. Fight pickups and ball games were going great. Grand opera, drama with a message, jazz virtuosos, egghead documentaries met with widespread indifference. But from Washington we picked up the Congress of the United States; from Philadelphia, the national conventions, and the public ate it up. Howdy Doody, Kyle McDonnell, and our Ty Magazine—personality shows—were playing well.

In 1949 I directed a series at NBC-Hollywood called Nocturne. It had some luxurious sets and effects, plenty of time for creative camera work, beautiful music, delightful performers, and couldn't get a rating. In 1951 I directed the first year of the Red Skelton shows. Among the intelligentia the show was considered blatant and corny, even in questionable taste. Yet its national Nielsen rating, according to the best information I can gather, has never been topped, before or since.

Mr. Producer, you have a responsibility to the public not to present trash or trivia. You also have a responsibility to your client to deliver the largest possible audience, and the way production costs are going these days, it had better be a very large audience. Is it possible to do both? I think so.

If you look at some of the most successful series in television's short history—Berle, Lucy, Sullivan, This Is Your Life—all have the quality of going along with the people, never attempting to lead them by the hand, never playing down to them. Public acceptability, like beauty, lies in the eye of the beholder and you must project yourself into his position before you can gain an inkling of what he will buy or not buy. To get a rating, your show—whatever its category—must exist in terms of its audience. Its atmosphere and attitude, its production and its presentation must be characterized by a desire to please.

Yours faithfully,
John Gaunt

On the Triple Spot

If anyone still thinks that the cure of triple-spotting is exclusively a station responsibility, let him study the dossier presented elsewhere in this issue.

Here, frank and analysis of reports based on actual monitoring by Broadcast Advertisers Reports, are shown the advertisers and agencies found to be involved—either wittingly or not—in triple-spot situations between network television shows in more than a score of markets.

It is impossible to tell, despite the mass of evidence at hand, which were guilty of triple-spotting and which were victims. The raw material does not distinguish between those who were there first and those who, coming later, created the overcommecial-situation by buying into the same station break.

But it is inconceivable that in case after case at least one of the three or more advertisers involved (or to be more accurate perhaps, at least one of the agencies) did not know he was buying into a triple-spotting predicament. Often he knew it because he insisted on getting into it.

This of course reflects one of the evils of buying by the numbers. Advertisers pressure their agencies to buy good ratings. To buy good ratings they buy next to high-rating shows. So what if another advertiser got there first? It's a good spot—we want it too. Thus, inevitably, overcommercialism develops.

It is true, as many advertisers and agencies have urged, that stations could clean up the problem by simply saying "no." But as a flimsy excuse, "no" becomes a hard word to say— and stick to—when a good advertiser becomes insistent. It's even harder when, as sometimes happens, the station's alternative is not only the loss of this new business but the possibility that other billing may be withdrawn or withheld.

Those who take refuge in this let-the-station-do-it argument should remember that a station cannot overcommercialize by itself. The first and those who, coming later, created the overcommecial-situation by buying into the same station break.

Thus, inevitably, overcomercialism develops.

On Target

Broadcasters may be grateful to Bob Sarnoff for bringing into the open last week a matter which has privately troubled them for years—slanted newspaper reporting of news about tv.

This matter should not be allowed to go back into the privacy of broadcaster bull-sessions. It is something for broadcasters to discuss publicly—even on the air.

The anti-television coloring of a good deal of news in a good many influential newspapers is intensifying as the scramble for the advertising dollar intensifies. The antidote is not a tit-for-tat coloring, on television, of news about newspapers but an effort, when a slanted newspaper piece appears, to correct it by an unslanted presentation of the same story. Indeed, the antidote entails the broadcast by television of accurate news about itself, since television—as newspapers are well aware—is a subject of considerable news value.

Whys of the Craven Memorandum

Four weeks ago we broke the story on the Craven Memoranum proposing a three-phase program to break the impasse in tv allocations. The ultimate aim of this project is a new tv allocation comprising a contiguous band of 25 channels to supplant (in 7 to 10 years) the existing hodge-podge of vhf and uhf which gives little promise of fulfilling the legislative mandate for a nationwide competitive system.

The Craven Memorandum was proposed since the "final" allocation of 1952, including the movement of all tv to uhf. Others undoubtedly will be offered. Yet the Craven Memorandum has evoked more comment and engendered more serious thought than any of the other proposals that have been advanced. It triggered the newly authorized overall fcc reappraisal of tv allocations.

For these reasons, we publish in this issue the full text of the Craven Memorandum. Its author, Comr. T. A. M. Craven, does not regard it as a plan, but rather as a device to stimulate the thinking of the Commission and of government and industry, in the evolution of a workable solution to a deficient allocation.

It is too late to correct the errors of the past, patently innocent ones, by attempting a patch-work job on the existing structure. The FCC, sooner or later, had to meet the problem head-on and realistically. The Craven Memorandum provides a starting point. The staff study ordered within the last fortnight is an essential first-step. The Taso study will provide sorely needed technical field information.

This time there can be no turning back and no half-measures. A fully-integrated program must be established to eliminate the economy of scarcity that has been the obstacle in the effort to provide a fully competitive television structure. The FCC knows this. Broadcasters should recognize it. The alternative will be down-grading of the existing vhf allocations through reduction of mileage separations and use of directional antennas— the blights that deteriorated am service for all except the dominant clear channels and those regionals that had the will to fight it out in the courts.

The People Had to Wait

Last Tuesday, as everyone knew, was to be a dramatic news day. Sherman Adams, President Eisenhower's No. 1 aide, was to testify before the House Oversight Committee on alleged improprieties in the conduct of his high office. A whole nation waited to see and to hear him testify. It waited in vain.

Instead, the public got second-hand reports—by radio and television and in the newspapers; reports by reporters, however competent, on what transpired as they saw and heard it, and not as it was presented in the flesh.

This was so because House Speaker Sam Rayburn, otherwise an enlightened and revered public servant, has arbitrarily banned "live" reporting of proceedings before the House or its committees. In the Senate, each committee chairman decides whether to provide access to modern tools of reporting—the microphone and camera.

Speaker Rayburn has imposed his rigid ban on modern reporting and equal access since 1954. Only the pencil and pad reporter is permitted in the committee rooms of the lower house. His ruling is as archaic as the Capitol itself.

The improprieties alleged against Mr. Adams are alleged improprieties against the people. Should not the public have the opportunity, at first hand, to appraise its public servant?

Broadcasting reporting has gone in the last two decades. Radio galleries are provided in Congress. The President's news conferences are picked up for radio and television. The microphone and camera have equal access everywhere except for the House and the courtrooms. Considerable progress is being made with the judiciary in the constant effort to persuade the American Bar Assn. that the restrictive Canon 35 belongs to another era and that electronic reporting of trials does not disturb due process.

What it will take to persuade the implacable Mr. Sam we do not know. We do know, however, that nothing will happen unless all news media relentlessly pursue their campaigns to make the First Amendment applicable to all methods of reporting.
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builds
audience
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WSB radio service

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Sunday through Saturday, WSB Radio is listened to by the most people 64% of the time. During the peak consumer buying period of Monday through Friday WSB Radio is first 75% of the time. This is three times the combined “first” positions of the next four Atlanta radio stations.

Metropolitan Atlanta Leadership in Radio Audience Ratings
Sunday thru Saturday—504 Quarter-hours
Nielsen—March/April 1958
(There are 14 radio stations in metropolitan area)

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Audience Percentage</th>
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<tbody>
<tr>
<td>WSB</td>
<td>63.6%</td>
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<tr>
<td>2nd Sta.</td>
<td>20.8%</td>
</tr>
<tr>
<td>3rd Sta.</td>
<td>9.1%</td>
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<tr>
<td>4th Sta.</td>
<td>3.1%</td>
</tr>
<tr>
<td>5th Sta.</td>
<td>2.7%</td>
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</tbody>
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WSB radio

50,000-watt WSB is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.
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