Exclusive: Stand-by censorship code for news media  Page 31
The many-sided story of Studebaker's account switch  Page 33
Military seeks to divert spectrum study to other targets  Page 51
How typical radio, tv stations made out in 1957  Page 76

Best and Getting BETTER!

In the most comprehensive area study ever made—more than 50,000 telephone coincidental interviews—Trendex proves WNHC-TV delivers 75% more audience than next nearest station from 6 PM-midnight; and more audience than all three Hartford stations COMBINED from 11 PM-midnight! Only WNHC-TV can do the whole job from Massachusetts throughout Connecticut to Long Island. Ask your Blair-TV man to show you the amazing, new Trendex data.

Source: Trendex Area Study, June 28-July 2, 1958
June 6th Sales Management shows retail sales in Sioux City 16.6% above the national average. Retail Sales Forecast from July 4 Sales Management again shows Sioux City leading the nation in retail sales . . . 19.8% above the national average.

Why Sioux City is a bright spot

Cattle prices are up 30% over 1957. Hog prices are up 70%. Sioux City's stock market is the fifth largest salable live stock market in the nation; and the largest stocker and feeder market in the U.S. Value of livestock received is more than a million dollars a day! The government has announced selection of Sioux City for installation of a huge S.A.G.E. system. It's estimated that 650 technicians will be needed to man this electronic-radar unit, adding nearly one-half million dollars a year in payroll to the area.

Latest Pulse and ARB both show KVTV dominant in Sioux City. Pulse shows KVTV has 29 of the top 30 shows—355 quarter hour wins—a 35.7 Avg. Class A Rating—8 of top 9 syndicated shows—top 10 local live shows. ARB gives KVTV 25 of top 30 shows—285 quarter hour wins—a 57.1% share of audience in all time periods when KVTV and station “A” are on the air.

To sell in the market that leads the nation in retail sales, sell on the station that leads the market—KVTV Channel 9 Sioux City. See your Katz man for all the details.
Selling old "Pecos Pete" the need for an alarm clock would be just about as effective as trying to reach all of the vast rich North Texas Market without WFAA-TV. Fortunately, he's a rare bird in this 71 county area — the folks in WFAA-TV LAND spent almost 3 1/4 BILLION DOLLARS last year for everything from alarm clocks to air-conditioned automobiles.
WGAL-TV adds selling strength to your advertising dollar. True, because this pioneer station is foremost in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. And, you find that WGAL-TV’s multi-city coverage costs you less than buying single-city coverage. Increase the selling strength of your advertising dollar—on WGAL-TV.

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- $3 billion annual retail sales
- $6.2 billion annual income

WGAL-TV
LANCASTER, PA.

NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. · New York · Chicago · Los Angeles · San Francisco
CENSORSHIP • There's irony in passage last week by Senate of bill (which cleared House last April) to prevent executive branch from withholding information to which public is entitled (story page 56). White House for months has been sitting on one piece of information which would seem to come directly under new bill—stand-by code of voluntary censorship to be invoked in time of national emergency. There's no security involved in code. White House has simply been holding code until public relations experts decide timing of release. Text of code appears exclusively in this issue (story page 31).

Political partiers already are querying networks for time availabilities for upcoming November congressional elections. Parties are interested in underwriting last five minutes of half-hour shows, as they did on all three networks in last national elections.

SPECTRUM SPECULATION • Turn of events in respect to spectrum analysis proposed in Potter Resolution (S. J. Res. 106) climax'ed by White House endorsement of broadened inquiry, which would include administration and procedures, has caused consternation among broadcasters and even at FCC, despite latter's approval of White House position. Five-man high level commission conceivably could find that present regulatory and administrative methods are inadequate and recommend new regulatory structure to cover both private (FCC) and government (Presidential allocations) (see page 51).

Speculation on personnel for new study commission, in light of White House position, now has been elevated to include highest echelons as well as leading engineers and scientists. Suggested are former Presidents Herbert Hoover and Harry S. Truman; former AT&T President Walter Gifford, Vannever Bush, Dr. Irvin S. Stewart, original FCC member, who headed special Communications Policy Board created in 1950, former FCC Comm. George E. Sertling and Rear Adm. Joseph R. Redman, former chief of Naval Communications and afterward vice president of Western Union. Two members of commission would be named by President and one each by vice president, speaker of House and FCC.

FM AND FOOTE, CONE • Foote, Cone & Belding, Chicago, may take agency lead in that city in development of fm survey for future use of its clients. Some executives at FC & B are known to feel fm is promising medium but needs more measurements before it can be effectively sold to advertisers. If pilot project materializes, it's hoped Chicago fm stations would subsidize study.

Sen. Warren Magnuson (D-Wash.) is pulling all stops in effort to get House passage of his bill allocating $1 million to each state for educational tv. Senate-passed measure has been held up in House Commerce Committee by both unexpected opposition and other legislation receiving priority in rush for adjournment. Sen. Magnuson is working with House Majority Leader John W. McCormack (D-Mass.) and planned Friday session with Speaker Sam Rayburn (D-Tex.) in attempts to get bill out of committee. He also has kept close tab on progress with Committee Chairman Oren Harris (D-Ark.). Bill still has 50-50 chance for passage and Rep. Harris stated Friday effort would be made to bring it up for committee vote this week.

AD DETERRENT • Though its drafters insist controversial Kennedy-Ives labor bill would not apply to normal institutional advertising, some big radio-tv users fear differently. Bill, already passed by Senate (but not now given much chance in House), would require employers to report to Secretary of Labor on any expenditure of $5,000 or more to "influence or affect" employees in collective bargaining matters. Opponents argue this could include bonuses, raises, house organs, etc., and might also be construed to cover institutional advertising, with result that employers would take cautious approach and might forego these things to avoid complicated reporting requirements.

One clear example of kind of advertising that might be deterred by Kennedy-Ives bill is seen in commercial scheduled for upcoming General Electric Theatre program on CBS-TV. The message, prepared by BBDO for Aug. 10 show is on "What Makes Jobs?" Agency people wonder whether sponsors would be willing to run such commercials under what they consider broad wording of Kennedy-Ives bill. It's not that they consider it improper, but rather "influence" that sponsors might have to report it and even defend it. Meanwhile, it's learned, American Assn. of Advertising Agencies has notified its members that "any institutional or plant-community advertising which deals with these or similar subjects [employee benefits] would, of course, be covered" by bill.

VACATION TIME • FCC's homework during August recess now includes community antennas and whether they should be regulated as common carriers or not at all. Both Broadcast and Common Carrier Bureaus submitted digests of comments received on CATV proceeding at last Thursday's meeting in hope that when FCC reconvenes Sept. 3, it will be prepared to act one way or other.

Among other matters to await after-vacation consideration: Final decision in ch. 10 Parma-Onandaga, Mich. (not enough votes to digest previous decision); $400,000 transfer of WCKR, Miami to Survey (WPEN Philadelphia) because of pending appeal on ch. 7 grant to Biscayne (WCKT); revised renewal application form (303) particularly as to specifications on program analyses; plus aged clear channel case and related daytime station issue and Network Study Group report, among others.

END OF RKO-TV • Six key executives of RKO Television are leaving organization to form own tv-motion picture packaging company which is acquiring film assets of RKO Television. Labor organization reportedly will cease to exist, at least in effect. New company, still unnamed, to be headed by Robert Manby, RKO Teleradio Pictures vp in charge of RKO Television Div. Among film properties involved are several tv pilots and group of motion pictures which RKO Television co-produced in Ireland. Move has been in discussion for months and also accorded with findings of recent Booz, Allen & Hamilton management study made throughout RKO Teleradio Pictures Inc.

Tv film companies are fretting over squeeze play by Dept. of Justice to secure business information which film producers and distributors were required to turn over to FCC in later network investigation. Justice sought general information about use in pending antitrust suits against tv film companies. Under law, Justice has right to ask for information from other government agencies—obviates duplication. FCC told film companies it's disposed to turn over material unless objections are raised. Several film lawyers have asked FCC to specify exactly what data Justice wants. Others declined comment.

HOW TO HANDLE • FCC dismayed at chair's action sending back Boston WHD-1 ch. 5 case for hearing on purported improper influences (see page 66). Vexing commissioners is question who is going to investigate whom? Are commissioners going to ask each other whether they were unduly influenced? Is staff to ask with whom ex parte meetings were held? Is staff to demand access to commissioners' personal Belp-5 Miami ch. 10 case is different, commissioners report, since House Legislative Oversight Committee did most of the spade work.
They buy as a family...

because they were sold as a family...

by their local Meredith station!

KANSAS CITY  KCMO  KCMO-TV  The Katz Agency
SYRACUSE  WHEN  WHEN-TV  The Katz Agency
PHOENIX  KPHO  KPHO-TV  The Katz Agency
OMAHA  WOW  WOW-TV  John Blair & Co. — Blair-TV
TULSA  KRMG  

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines
Stand-By Censorship Readied—White House is expected to issue soon an updated version of the World War II code of voluntary censorship. The code would be invoked at Presidential command in time of national emergency. Page 31.

Studebaker-Packard Shifting Gears—$5 million-plus account about to shake loose from Curtiss-Wright Corp. "Management direction," leaves Burke Dowling Adams for D'Arcy; Radio-tv salesmen hope to see more S-P coin as a result of the move. Page 33.

Network TV Business Perks—Bulova leads nighttime parade with co-sponsorships of three ABC-TV shows. Reynolds Metals buys into ABC-TV's "Walt Disney World". Pittsburgh Plate Glass into CBS-TV's "Garry Moore Show". ABC's "operation daybreak" also gets a boost in week's signings. Page 34.

Exchanges Under Scrutiny—Civil Aeronautics Board looking into barter deals between airlines and radio-tv and other media, where airlines furnish transportation for contest winners and others in return for schedule of advertising and publicity mentions. Page 34.

Radio Exploits Postal Rate Rise—RAB distributes 4,000 special newsletters to help members show direct-mail advertisers they can get more for their money with radio—much more, now that mail costs have been hiked. Page 35.

Sharpen Razor Plans—Eversharp-Schick safety razors ties in exclusive rights to "80 Days Around The World" in tv spot campaign, part of a $4 million advertising schedule. Page 36.

No Billing Slump—At halfway mark this year, network tv gross billing continues to show rise. For six months comparative figure shows 12.9% increase, for June alone it was 10.8% gain. Page 44.

AB-PT Earnings encouraging—Goldenson reports profit gains for second quarter and for six months, notes network and theatre business at AB-PT show "improvement." Page 46.

Censorship Works Both Ways—NBC Moscow correspondent Irving Levine tells about a dual difficulty—trying to find out what's happening on outside as well as telling world what Russians are up to. Page 48.

Broader Spectrum Probe Sought—Military, with strong White House backing, makes play to expand Potter-Bray resolution into all-encompassing study of frequency allocations, plus investigation of FCC administration of Communications Act. Proponents of present language, including only military study, question meaning of new amendment. Page 51.

Two For Daytimers—Commission opens clear channels 940 kc and 1550 kc for daytime applications; orders these two channels removed from regulation prohibiting daytime grants pending solution of daytime skywave case. Page 52.

Blank Check Still Blank—Senate subcommittee winds up hearings on professional sports exemption from antitrust laws. But approach of Congress adjournment lessens chances for passage of bill opposed by broadcasters. Page 52.

Broadcast Libel Victory—Federal court in Tennessee holds stations are protected from libel liability in political broadcasts under Sec. 315 of Communications Act because they cannot censor candidates' remarks. Page 56.

Code of Ethics Nearer—House subcommittee advances bill forcing FCC to adopt code of ethics and requiring public disclosure of ex parte communications with commissioners. Page 56.

Does New Blood—or Old—Get Shed?—FCC acts on economic protest by WMBO-AM-FM Auburn, N. Y., against grant of new am, but calls up WMBO-AM-FM for license renewal in comparative hearing with new station. FCC vote, aftermath of recent appeals court ruling, is 4-3 as members split into two schools of thought. Page 60.

Integrity tv Relays—FCC pulls plug, allows stations to install their own private integrity tv relays regardless of whether common carrier facilities are available. It's seen as boon to small market operators and equipment manufacturers. Page 63.

FCC Does Some Channel Shuffling—Puts ch. 8 in three-city hyphenated area in North Carolina, while substituting ch. 13 for ch. 8 in Florence, S. C., and switching Charleston, S. C., educational reservation from ch. 13 to ch. 7. Among other changes, Milwaukee's are realigned as proposed earlier. Page 63.

Boston Ch. 5 Tossed Back—Appeals court sends case back to FCC for investigation of improper influences, but emphatically upholds Commission's grant to Boston Herald-Traveler. Page 66.

Everywhere There's Radio.—Well, almost everywhere. Latest estimate by RAB puts U. S. set count at 142.6 million as of July 1, up from 139.5 six months previous. Page 72.

Broadcast Profits Stabilized—NAB analysis shows radio had 9.1% profit margin and tv 15% in 1957, with revenues showing an upward trend this year. Page 76.

Off the Avenue—"Somewhere West of Laramie," advertising is flourishing in the wide-open spaces, in the view of a westerner born and bred. Nelson Carter, Poole, Cone & Belding's Los Angeles vice president. Admen of the West are working in "an atmosphere of freedom and enthusiasm," he says in MONDAY MEMO, page 105.
The solid dominance of WSPD is all it takes to score in Toledo radio. The entire Toledo market looks to SPeeDy as the station with the top programming, personalities, news presentation, and public interest services—and has looked to it for 37 years! Advertisers have found that to reach the Toledo market, they must have the sales power and dependability of WSPD, the radio station that has more audience at all times than the next two Toledo stations combined. In planning your campaign, be sure SPeeDy is lead-off in the lineup!

"Famous on the local scene"

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., N.Y. • 230 N. Michigan Ave., Chicago
MAJOR SPECTRUM STUDY FACES HOUSE TODAY

House Commerce Committee Friday unanimously reported out SJ Res 106, with White House amendment, establishing five-man commission to "investigate the allocation, management and control of radio and television frequencies (see earlier story, page 51)."

Measure, as introduced by Sen. Charles Potter and approved by Senate [Government, July 14], originally was limited to study of government-allocated (principally military) spectrum. Scope was expanded to include all frequency space after Office of Civilian & Defense Mobilization last Tuesday sent committee amendment suggested by White House. Also provided for in amended version is study of FCC administration of Communications Act.

House leaders plan to bring measure up on floor today (Monday) under suspension of rules calendar, making two-thirds majority mandatory for passage. If House approves measure, differences in Senate-passed version must be reconciled before bill can go to White House for President's signature.

Commerce Committee attached second amendment authorizing President to appropriate emergency funds for use of proposed commission, which would be required to report back to President and Congress within six months after members had been duly appointed and qualified. President would appoint two members, vice president one, speaker one and chairman of FCC one.

In Friday letter to Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, Electronic Industries Assn. said it is "thoroughly in accord" with White House amendments. EIA also offered to cooperate with commission by making available "the knowledge and experience of the electronics industry."

**Cigarette Ad Bill Offered**

Cigarettes will have to be branded for tar and nicotine content if bill introduced in House of Representatives ever becomes law. HR 13,602, introduced last week by Rep. John Blatnik (D-Minn.), has these provisions: (1) if cigarette advertising uses word "filter," tar in smoke must not exceed 11 milligrams per each regular size when tested by chloroform-extraction method, or at rate fixed by Federal Trade Commission in other test methods; (2) cigarette package must indicate nicotine and tar content of total number of cigarettes in package; (3) FTC is authorized to inspect, analyse and examine all cigarettes; (4) Surgeon General of U. S. authorized to make federal grants on matching basis to states to inform and educate children in "harmful effects of tobacco and tobacco products."

**BUSINESS BRIEFLY**

**NEWCOMER** • Two products, one new to network television, about to sign for several shows. Newcomer, Du Pont's Fiber division, through BBDO, N. Y., planning to put about $3 million into participations in Steve Allen Show and Today on NBC-TV and Doug Edwards newscasts on CBS-TV. Other advertiser, Sandura Co. (floor coverings), Philadelphia, through Hicks & Greist will participate in three NBC-TV shows: Price Is Right (daytime version), County Fair and Jack Paar Show.

**COASTING** • Mercury-Esdel-Lincoln Div. of Ford Motor Co. has "no plans at present" for any radio or tv (network or spot) this fall, an Edsel advertising spokesman told Broadcasting Friday. He acknowledged there is no budget for broadcast media now, but situation could change "if something really good comes along." Division has been considering network " specials" after relinquishing alternate-week sponsorship of NBC-TV's Wagon Train to parent Ford Motor Co. [Advertisers & Agencies, June 30] but apparently has abandoned idea.

**CIRCUMVENTION** • Clark Oil & Refining Corp., regarded as phenomenally successful Midwest operation built almost solely by saturation radio, is raising eyebrows by buying spot schedules direct from stations, avoiding usual 15% commission. While much of its radio (Braves baseball and Chicago three-station schedule) is through Mathisson & Assoc., Milwaukee, petroleum firm has been buying other markets on own, using Greenfield Land Co., wholly owned subsidiary, as "middle man," according to stations. In Chicago, spot business on WBBM and WMAQ was funneled, however, through CBS Radio and NBC Radio Spot Sales, respectively, with Mathisson getting credit for this plus Clark's schedule on WIND (Westinghouse).

**WJBW New Orleans Sold**

Station sale announced Friday subject to usual FCC approval: WJBW New Orleans, La. • Sold by Mrs. Louise C. Carlson to Tarlow Assoc. for $175,000. Tarlow Assoc. comprising Sherwood Tarlow, Joseph Kruger and Allan Roberts, already owns WHL Medford and WARE, Ware, Mass.; WHYE Roanoke, Va.; WWOK Charlotte, N. C. Mr. Tarlow owns also WLOB Portland, Me. WJBW is 250 w fulltime on 1230 kc. Broker: Paul H. Chapman Co.

**August 4, 1958 • Page 9**
SENATE UNIT CANCELS

CONGRESSIONAL action on bill to exempt professional sports from antitrust laws is unlikely this session as result of Senate Judiciary Antitrust Subcommittee action last Friday. Subcommittee headed by Sen. Estes Kefauver (D-Tenn.) tabled bill (HR 10378, S 4070), amounting in effect to death sentence (see early story page 52).

Four weeks of hearings on measure wound up Thursday. In last fortnight broadcasters have sent subcommittee large numbers of letters and telegrams in opposition to antitrust exemption. Commercial sports interests would have been given wide-open freedom to impose broadcast black-outs with no fear of litigation or prosecution under antitrust laws. NAB strongly opposed legislation last week in appearance before subcommittee.

If usual Senate procedures prevail, tabling of sports bill effectively kills it for this session of Congress. Parent Judiciary Committee or Senate as whole could pull bill out of subcommittee for consideration but this procedure is rare, especially near end of Congressional session. Sen. Everett M. Dirksen (R-Ill.), member of subcommittee, told newsmen bill had been tabled. Action apparently was based on fact that with adjournment due soon there wasn't enough time left to draft substitute bill including proposed amendments.

Motion to table bill was made by Sen. Joseph C. O'Mahoney (D-Wyo.), who has been critical of blank-check exemption during hearings. Supporting him were Chairman Kefauver; Sens. William Langer (R-N.D.) and Alexander Wiley (R-Wis.). Opposing move to table bill were Sens. John A. Carroll (D-Colo.) and Dirksen. Sen. Thomas C. Hennings Jr. (D-Mo.) was absent.

Duopoly Danger Cited

FCC remained adamant about potential duopoly problem in $200,000 sale of KLAN Renton, Wash. (in Seattle area), to Mesabi Western Corp., announcing Friday it had denied request for reconsideration of McFarland letter and designated sale for hearing [GOVERNMENT, July 28]. Some 80% of Mesabi stock held in trusteeship for family of William E. Boeing Sr. by Pacific National Bank of Seattle, of which Mrs. A. Scott Bullitt and Dietrich Schmitz are directors. Mrs. Bullitt is controlling stockholder of KING stations in Seattle; Mr. Schmitz owns 0.521% of KIRO Seattle.

Thus possibility of duopoly violation. Chairman Doerfer and Comr. Craven dissented to latest action, as they had to original McFarland letter.

NTA FILM NETWORK CLAIMS FOUR SALES

Sales contracts have been signed with several major national advertisers who are investing about $4.5 million to sponsor four programs on NTA Film Network on 115 stations for 13 weeks, starting Oct. 6, it was announced today (Aug. 4) by Ely A. Landau, board chairman of NTA.

Identities of sponsors are being withheld for several days, Mr. Landau said, until advertisers concerned have notified their sales organizations of their advertising plans.

Announcement of sponsorship followed wave of speculation in recent months about NTA Film Network's operation for fall. There had been several reports of advertisers signing with network, which later did not materialize.

Mr. Landau reported that confirmations of sale which he announced have gone out to all 115 stations.

Programs to be carried on NTA Film Network are: How to Marry a Millionaire, half-hour series based on motion picture of same name and produced by 20th Century-Fox; Man Without a Gun, half-hour series produced by Fox and centering around western newspaper; This Is Alice, half-hour series, produced by Desilu Productions, which features an impish youngster who becomes involved in "impossible" situations, and The Tv Hour of Stars, rerun programs of hour-long dramatic presentations produced by Fox and Warner Bros.

NTA Film Network is owned jointly by NTA and 20th Century-Fox (50% each), with NTA retaining operational control.
$475 WEEKLY GETS YOU COMPLETE STATION CIRCULATION VIA 54 ONE-MINUTES ON LOVELIER, LIVELIER WHK the WNEW of Cleveland

...now featuring THE FIVE WITH A FLAIR for entertaining...for selling

Ernie Anderson  Tom Brown  Jack Denton  Pete Myers  Earle Jerris

details from
BUD SIMMEN, General Manager
or BOB EASTMAN

WHK is a division of METROPOLITAN BROADCASTING CORPORATION
with the news

...BEFORE IT BECOMES HISTORY

Newsman of his day, the community Town Crier was looked for, listened to — and believed in. Today, the same respected function of helping to keep a community informed is being performed by the hard-working television newsman and his staff... Storer Broadcasting television newsmen have a facility for assembling the news fast and accurately, then presenting it in the most interesting way possible. This recognized talent has been a distinct benefit to advertisers who have taken advantage of the prestige and audience loyalty gained by the Storer “Town Criers” in their markets.

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498
JIM UEBELHART
18 years of newscasting... first-hand knowledge of world affairs
WSPD-TV
Toledo

JIM RUDES
Thorough knowledge of international and national events
WSPD-TV
Toledo

BILL CHARLES
Specializing in local events and news
WSPD-TV
Toledo

JAC LEGOFF
Michigan's number one TV news personality
WJBK-TV
Detroit

DICK GRAHAM
On the air with the latest news
WVUE-TV
Wilmington-Philadelphia

GARY GEERS
Newscasting right off the wires in the news room
WVUE-TV
Wilmington-Philadelphia

KEN ARMSTRONG
News and weather seven nights a week, 11:15 pm
WJW-TV
Cleveland

DOUG ADAIR
City Camera with rapid-fire news of Cleveland
WJW-TV
Cleveland

JIM DONEY
One of the highest rated shows in the market... 11:00 Sat. and Sunday evenings
WJW-TV
Cleveland

WARREN GUTHRIE
Ohio's outstanding news man featured on "Sohio Reporter," 11:00 pm Monday - Friday
WJW-TV
Cleveland

PAUL RAYMON
Covers the news at 6:30 and 11:00 pm
WAGA-TV
Atlanta

BOB MANN
Weekday local news at 1:05 pm
WAGA-TV
Atlanta

DICK SWANSON
Senior staff member weather news each evening at 6:35
WAGA-TV
Atlanta

ED BLAIR
With 13 years of experience, one of the most respected newscasters in Atlanta
WAGA-TV
Atlanta

SKIP THOMAS
News at 6:35 pm weekdays and 6:00 pm Sundays
WAGA-TV
Atlanta

Storer town criers of Television

WSPD-TV  WJW-TV  WJBK-TV  WAGA-TV  WVUE-TV
Toledo  Cleveland  Detroit  Atlanta  Wilmington-Philadelphia

Storer Broadcasting Company

WSPD  WJW  WJBK  WIBG  WWVA  WAGA  WQBS
Toledo  Cleveland  Detroit  Philadelphia  Wheeling  Atlanta  Miami
TODAY IS OURS

This is the sort of soap opera a viewer can attend on an occasional basis and still enjoy.

There ought to be someone in the NBC-TV cast for nearly everybody in the afternoon audience to identify with. The person is a married woman working as a teacher, and her husband is his new wife, his new father-in-law, assorted schoolteachers, mothers, and others. Cast and cameras, backed up by credible writing and smooth production make this an interesting entry. Of course, it helps if a viewer can forget that this and its companion drama replace Matinee Theatre.

Production costs: Approximately $25,000 weekly.

Sponsored by Sterling Drug through Dancer-Fitzgerald-Sample, Procter & Gamble through Benton & Bowles and Whirlpool through Kenyon & Eckhardt. On NBC-TV Monday-Friday, 3:30 p.m. EDT. Started June 30.

Producer: Robert M. Rehbock; director: Walter Gorman; writer: Julian Funt.

FROM THESE ROOTS

The Frasers of Stratfield, U.S.A., is an interesting sociological study. Classes and callings of the family and friends include editors, farmers, writers, mill foremen, bankers, doctors and maiden aunts. There are wise old heads, middle-aged members of the family and rebellious grandchildren, all revolving about Ben Fraser, head of the family and editor of the town newspaper. The abandon with which the character types have been thrown together strains the limits of credibility.

Still their battles with life—love, bills and mortgages—help while away an afternoon. Reviewers have been thoughtfully provided with copies of the Fraser family tree. The occasional viewer probably would appreciate a copy too.

Production costs: Approximately $25,000 weekly.

Sponsored on NBC-TV Monday-Friday, 3:30-4 p.m. EDT, by Procter & Gamble through Benton & Bowles and Alberto-Culver Co. through Geoffrey Wade Adv. Producer: Don Wallace; directors: Joseph Behar and Paul Lammers; assistant directors: Paul Freeman; writers: John Pickard and Frank Provo.

THE QUIZZES

Continued

More varieties of the tv quiz [In Review, July 28] to be seen blooming in network gardens this summer:

ESP

For sheer boredom, viewers will have to go a long way to beat the original format of ESP. Billed as a "scientific experiment" in extrasensory perception, the half-hour offering is a model of simplicity, in contrast to other quiz newcomers.

Under the old ESP format, which producers promised to change after two weeks, m.c. Vincent Price (who gained his training in the isolation booths of $64,000 Challenge) would deal out three cards from a pack numbered one to 10, and Jack, Queen, King. Two contestants, through supposed exercise of their ESP powers then attempt to name the cards: the so-called "experiment" completely misses the boat, and ends up a mere guessing game.

The show stands to benefit from the announced intention to inject dramatic sketches and competition eliminate competition from the extrasensory tests, while retaining cash prizes.

Production costs: Approximately $14,500.

Sponsored by Chesbrough-Pond's through McCann-Erickson, on ABC-TV Friday, 9-9:30 p.m. EDT. Started July 11.

Creator-Producer: George Wolf; producer: Leo Morgan; director Lou Sposa.

Dotto

Dotto is the Chevrolet of the quiz shows. Streamlined and quick-moving, it is no more expensive as Twenty-One (the Cadillac of the quizzes) nor so intellectual as The $64,000 Question (the Jaguar). Rather, it whizzes through 30 minutes of questions, dashboard gimmicks, contestants and excitement calculated to entertain the mass audience. Jack Narz is in the great tradition of tv m.c.'s who fizzle all over the tube. The program derives its name from large pictures formed by dots which are joined as the contestants answer elementary school queries correctly. Everybody seems to enjoy himself tremendously, particularly the audience, which sounds like a fight crowd at Madison Square Garden.

Production costs: Approximately $25,000.

Sponsored by Colgate-Palmolive through Ted Bates & Co. NBC-TV, Tues. 9-9:30 p.m. EDT. Started July 1.

Producer: Ed Jurist; director: Jerry Schnur; announcer: Ralph Paul; created by Al Schwartz and Snag Werris.

Lucky Partners

It's getting so it almost takes a Univac to follow these things, as great boards full of numbers flash on and off, quizmasters tell you to check your dollar bills for the lucky numbers and reel off questions to studio contestants under a complicated number-letter system. Lucky Partners has above-standard parimutuel equipment and prizes, all properly plugged by the announcer and caressed by the quiz handmaids. Quizmaster Carl Cordell feeds questions to the studio partners and interest is sustained through the prize montages of continuous viewer participation and by fairly elaborate production. The theatre-in-the-round setting is impressive.

Production costs: Approximately $12,000 weekly.

Sustaining on NBC-TV Monday-Friday, 2-2:30 p.m. EDT. Started June 30.

Executive producer: Martin Stone; producer: Carl Jampel; associate producer: Leon Newman; director: Dick Schneider; announcer: Fred Collins.

Play Your Hunch

The practiced team of Mark Goodson-Bill Todman in producing Play Your Hunch...
Interview: Armella Selsor

North Advertising Media Supervisor, Armella Selsor, tells why she selects WLW Radio and TV Stations for "even-waving" TONI Home Permanent

"When it comes to the airwaves, I choose the WLW Radio and TV Stations for TONI because they give so much cooperation... all the way from time availabilities to point-of-sale promotion."

"Yes, the famous Crosley Group really rolls up the loose ends to bring home permanent results for advertisers!"

Call your WLW Stations Representative... you'll be glad you did!

Armella Selsor, Media Supervisor for Toni, Deep Magic, Adorn, Thorexin, North Advertising, Incorporated Chicago

Great news for 
TIME BUYERS

WJZ-TV offers you Baltimore's best buy in early or late evening minute spots ... participations in M-G-M's great-rated features. For a cost-per-thousand story that can't be beat, contact your Blair-TV man now!

Great news for 
STATION OWNERS

If you're considering the purchase of a major studio feature library, remember M-G-M not only offers you the over-all selection of the finest motion pictures ever made ... but also offers you documented proof that its films RATE GREAT in first runs, and re-runs, too! Contact MGM-TV today for full details.

<table>
<thead>
<tr>
<th>First Run</th>
<th>MGM's</th>
<th>Re-Run</th>
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</thead>
<tbody>
<tr>
<td>13.0</td>
<td>LASSIE COME HOME</td>
<td>14.8 Sat. 3/1/58 Early Show ARB</td>
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<tr>
<td>Wed. 9/11/57 Early Show ARB</td>
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<tr>
<td>15.7</td>
<td>MRS. MINIVER</td>
<td>17.9</td>
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<tr>
<td>Tues. 11/8/57 Late Show ARB</td>
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<td>24.9</td>
<td>THEY WERE EXPENDABLE</td>
<td>26.0</td>
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<td>Frl. 12/6/57 Late Show ARB</td>
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<tr>
<td>22.7</td>
<td>30 SECONDS OVER TOKYO</td>
<td>21.6</td>
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<tr>
<td>Thurs. 9/10/57 Late Show ARB</td>
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* MGM's longer features are shown on WJZ's Early Show in two installments — therefore, the two-part rating.
How Do Re-Runs Rate?

MGM RE-RUNS RATE GREAT!...

and OMAHA'S WOW-TV proves it!!

Attention... TIME BUYERS

WOW-TV offers you Omaha's best buy in night-time minute spots... participations in M-G-M's great-rated features. For a cost-per-thousand story that can't be beat, contact your Blair-TV man now!

Attention... STATION OWNERS

If you're considering the purchase of a major studio feature library, remember M-G-M not only offers you the over-all selection of the finest motion pictures ever made... but also offers you documented proof that its films RATE GREAT in first runs, and re-runs, too! Contact MGM-TV today for full details.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED
1540 Broadway, New York 36, N.Y.
JUdson 2-2000
are getting new mileage out of an honored tv game of multiple choice questions with theatrical appeal. A trio of mustachioed gentlemen is introduced and two married couples playing against each other are asked to say whether Gentleman X, Y or Z is sporting a real mustache. Similar choices are given in questions using objects instead of people. The idea has been seen time and again on other shows, notably People Are Funny, but it’s still entertaining. Play Your Hunch also benefits from the Merv Griffin m.c. personality.

Production costs: Approximately $25,000.
Sustaining on CBS-TV Monday-Friday, 10:30-11 a.m. EDT. Started June 30.

SEEN AND HEARD

Mutual Broadcasting System is topping the Sunday tv panel producers’ hands and shooting for headlines daily with its Capital Assignment. The 25-minute radio show uses Washington newspapermen in interviews tape-recorded on their beats. Cabinet members, senators, Bernard Goldfine’s attorney—anybody who’s making Washington news can be drawn out in some depth on the show, which presents several interviews each evening. The announcer’s resume of headline-type disclosures after each interview is neatly done. It adds up to a real contribution and a big promotional value. But the value of the newspapermen’s skill on the beat is offset in some cases by a lack of skill before the microphone.

The latest commercial pitch by Brown & Williamson on behalf of Viceroy is that it has a “thinking man’s filter . . . a smoking man’s taste,” which is a commendable, albeit frightening switch of copy formats. The Ted Bates copywriters, resting from their weary toils at filter-trap counters, now are insinuating that people indulging in competing brands just aren’t all there and probably trip old ladies crossing the street. There aren’t many editors around who raise orchids on weekends nor Symphony conductors who lay bricks after dropping their batons. But there are a lot more smokers around who prefer to use matches rather than their heads to light up. Mr. Copywriter, sit back and have a Viceroy. It might be un-American not to do so.

BOOKS

A GUIDE TO YOUR TELEVISION APPEARANCE, by Robert C. Diefenbach, published by the author, 4819 Leland St., Chevy Chase 15, Md. 20 pages. $1.

This is brief, businesslike and attractively illustrated advice by a member of the WRC-TV Washington studio operations staff. There is quick coaching on what to wear, what to do about makeup, movement, voice levels, prompting, cueing and how to get along with the camera. The Guide comes heavily laden with endorsements by national chairman of the two political parties and producers of several network public affairs panel shows. National party committees are distributing copies nationally. The missionary work may result in an improved political picture this election season.

OPEN MIKE

Top 40 (continued)

EDITOR:
The ruckus that is being raised anent the NBC Timebuyers Poll has the profusion sitting on the sidelines chuckling. What a tempest! And to think that so far no timebuyer has been consulted.

First of all many stations have learned the hard way that not all timebuyers are obtuse. They can smell a loaded poll as well as a rigged station rating.

The so-called modern stations made a determined effort to achieve high ratings when they realized many timebuyers were forced to buy by the numbers. (This is not as prevalent as it was a year ago.) So they did everything in their power to gimmick up their stations with treasure hunts, license numbers, giveaways of sundry sorts, etc., and then proceeded to use overloaded on-the-air station promotions between music and news ad nauseum.

Sure they added to their stations’ listening audience. We do not decry the music they play as much as we do the singing station promotions, augmented with echo chamber efforts, klaxon cries and other devices, all usually punched up well over the usual sound levels accorded paid-for commercials.

A fate worse than death would be to force each modern station manager to listen to his own station 24 hours a day for seven consecutive days!

And not to obfuscate the issue—no one has yet come up with the sales-pull angle. The NBC poll honestly tried to bring out this factor, but so far it has been shoved aside and ignored as if it were not there. Ratings don’t tell the sell story.

And after all, in this business, we’re all working for one person—the sponsor who pays the bill who depends upon sales and more sales to help pay for the advertising which provides the revenues for station operations.

Evelyn R. Vanderploeg
Timebuyer
Arthur Meyerhoff & Co.
Chicago

Author, Fan Approve

EDITOR:
The wide circulation of your fine book was evident the day the July 21 issue came off the press—I received so many comments from my friends in New York and Chicago. I know that within the next day I shall be hearing from the West Coast.

James G. Cominos, V.P.
Needham, Louis & Brobry
Chicago

EDITOR’S NOTE: Mr. Cominos is the author of “But Will They Like It in East Cupcakes, Iowa?” which appeared in MONDAY MEMO, July 21.

EDITOR:
Congratulations on your “East Cupcake” MONDAY MEMO by James G. Cominos. It’s basic and should be read by all who are responsible for building radio and tv shows. Reprints should be placed in the hands of all the “stars” who believe that impressing Broadway and Hollywood is the prime requisite for success.

Community radio stations have made
“Standing Room Only!” The SRO sign went up early when Don McNeill’s Breakfast Club show originated live from WTCN Radio—coast to coast to the American Broadcasting Network. Thousands of folks in the Minneapolis-St. Paul market flocked to attend. They came to see Don McNeill, broadcasting from the Twin Cities’ fabulous Southdale suburban shopping center, through the facilities of WTCN.

Here’s proof that Twin Cities people listen to WTCN Radio . . . appreciate WTCN Radio . . . and attend WTCN Radio’s good live broadcasts.

In person – ABC’s popular Don McNeill

new as tomorrow WTCN radio

MINNEAPOLIS • ST. PAUL

REPRESENTED NATIONALLY BY THE KATZ AGENCY
AFFILIATE, AMERICAN BROADCASTING NETWORK
OPEN MIKE CONTINUED

great progress in recent years because they are programming for the “East Cupcake" audiences. Their managements and staffs live and work with the “down home" folks and know what appeals to them.

A general application of the good “horse sense" principles of Jim Cominos would re-act generally in much greater tune-in to radio and tv stations throughout this U.S.A.

George C. Biggar
President-Manager
WLBK De Kalb, Ill.

A Matter of Time

EDITOR:
Your account of the “Four-Year TV Course Proposed by NYU” [STATIONS, July 21] is the sort of thing that makes the hair stand up on the necks of educators.

Here in Detroit we are of the strong opinion that only the lecture-demonstration portions of some college courses can be successfully transmitted by television. Courses such as seminars or give-and-take student-professor relationship courses simply aren’t suited for the lecture technique.

The concept that you can complete a college curriculum on tv is one that is apt to destroy public faith in the use of tv as a tool for the teacher. This isn’t education: it’s college correspondence school.

[Moreover] it is our opinion that all of the students wishing to take part in such a college program cannot do so at 7 a.m. Many are free only in the evening, and we can’t expect a commercial station to pry loose prime evening time for the benefit of a few thousand students and education-centered viewers. We supplement our commercial tv courses [on WJBK-TV Detroit] with more extensive presentations on ch. 56, Detroit’s educational tv station. Enrollment in these courses was higher than enrollment on the commercial station, establishing beyond doubt that more people can take such courses at the times we were offering them.

CONTINUED on page 24

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: George Long
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MANAGER, STAFF WRITERS: Diane Schwartz, Deanna Zettlin

BUSINESS: John P. Coagrove
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EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

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MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, Hollywood 3-3148

WESTERN SALES MANAGER: Bill Merritt, Virginia Sturtevant

Advertising rates effective January 1, 1958.

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19,498 HOURS ON-AIR

...for a single tube

Says Chief Engineer D. R. Taylor of KOLN-TV about RCA-6166's:

"It may be of interest to you to know what tube life has been on the RCA-6166 tubes in our RCA TT-50AH transmitter. This transmitter was placed in operation about 3 years ago. One tube failed recently...after 19,498 hours of operation. It was one of the original tubes purchased with the transmitter...another RCA-6166 is still in service and has 18,514 hours to date. The average life for 18 tubes that have been removed from service is 9,297 hours. We are very pleased with this tube life."

KOLN-TV's rewarding experience with RCA-6166's is another outstanding example of the extended service that many television stations find possible to achieve with RCA power tubes—beyond "normal" tube life expectancy. This is the kind of performance that lowers your transmitter maintenance, minimizes transmitter "down-time"—and pays off in lower tube cost per hour of transmitter operation.

Your RCA Industrial Tube Distributor is "headquarters" for every RCA type of tube used in your station. See him for all your tube needs.
Tommy Hunter, eight years old, much like every other kid his age . . . except that he couldn’t run, jump, and play quite as long as the others. Tommy had an inter-atrial septal defect—literally a “hole in the heart”. Doctors said that without a delicate and dangerous operation he would probably live only half his normal life.

Tommy was wheeled into the Stanford University Hospital surgery at 9:15 on the night of June 23. By 10 PM the initial incision had been made and the chief surgeon was approaching the heart. Tommy’s heart was open for 22 minutes while a “heart-lung” machine took over the function of maintaining blood flow through the body.

The operation had been performed many times at Stanford. This time there was one deviation from normal operating room routine.

The entire procedure was followed by three KPIX television cameras and 1,253,000 people in the San Francisco area. The powerful lens of one camera gave viewers an unobstructed view of the human heart, and for the next sixty minutes they followed every deft movement of the surgeons. They watched as the boy’s blood was diverted by the heart-lung machine, and they saw the doctors perform the work of closing the hole in the heart with infinite skill and precision. By 11:25 the incision had been sewn up. At that time, as far as could be determined, the operation was successful. The program was over.

Then San Francisco exploded with interest, admiration, and praise. 98,000 congratulatory calls jammed the television station’s switchboard, all papers in the Bay Area carried front page stories, Tommy got 5,000 get-well cards, reviewers hailed the program as one of the great moments in television. Recognizing the deep public sympathy for Tommy, radio and TV stations and newspapers carried bulletins on his progress for two weeks after the operation. Wherever you went in San Francisco, “Tommy” meant only one person.

This telecast happened because of a brave boy, because of even braver parents, because of a surgeon with the courage to put his reputation on camera, and because of a television station with unlimited conviction in the power of a medium and an abiding dedication to “programming in the public interest”. As a result, a new respect has been gained for the miracles of modern surgery—and television. Many people who have been avoiding or deferring needed surgery because of the fear of the mysteries of the operating room have been inspired with a new confidence. An even greater number have found new reason for increasing their support of medical research organizations.

Tommy’s fine. He’s home now recuperating. Tommy Hunter will probably never fully realize how well he has served his community.

CIBA Pharmaceutical Products, Inc. sponsored the 90-minute telescast and reports a tremendously appreciative response. All told, their identifying messages took 50 seconds.

**KPIX San Francisco**

Channel 5

Westinghouse Broadcasting Company, Inc.
KLZ's done it again!

FIRST with listeners!

PULSE, JUNE 1958, SAYS KLZ HAS MORE "FIRST-RATED" PERIODS ALL WEEK LONG than all other Denver radio stations combined!

Do as other smart agencies and clients have been doing for years

PUT YOUR SELLING BUDGET ON THE DOMINANT STATION!

Phone your KATZ man or Lee Fondren in Denver

KLZ radio
560 Kc DENVER
CBS FOR THE ROCKY MOUNTAIN AREA

ABOUT THE YEARBOOK

Broadcasting has received scores of letters asking the whereabouts of the radio and tv yearbooks. In answer: Beginning this year, both yearbooks are being combined into a greatly expanded and improved single edition, scheduled for publication next month. The combined yearbook will sell for $4. Current subscribers whose subscriptions include either or both of the two yearbook issues will receive the new edition at no additional cost.

on the educational station than at the times available on commercial outlets.

Just how any university can hope to present a complete four-year program on TV, if indeed such a proposal has been considered, would seem most ambitious in the light of available time on commercial stations. If four courses are given each semester the first year, eight would be needed the second year to carry on the first year's students and take care of the new class. In five years (you'd need that many at the rate of four courses a semester) 20 courses a week would require tv time. Can commercial television meet these demands in New York and across the country?

W. T. Rabe
Public Information Director
U. of Detroit, Detroit

Figures in Question

EDITOR:

We'd like to correct what appears as an error possibly precipitated by hasty judgment on the part of TVB. The article in question appeared in the July issue of the ominous heading, "Counterblasts at ANPA Bureau Loosed by CBS TV Spot, TVB." Specifically our argument concerns percentages contained in the following paragraph:

Norman E. (Pete) Cash, TVB president, asserted the Bureau of Advertising's research "contradicts what anyone's seen before" in showing the average 500-line newspaper ad as seen by 25% of readers. Advertising Research Foundation's study of newspaper readership as well as Starch reports placed the figure at 17%, he pointed out.

TVB is wrong in saying we used "25% of readers." What we did was to use the most current readership figures which show that a 427-line ad has on the average a 15.5% noted readership. Then, in the interest of fair play and ultra-conservatism, we assumed that a 500-line ad would get at least 15% noted readership.

For the record, Starch reports that 15% of the readers of newspapers will note a 500-line ad. This amounts to 25% of the individuals who observe anything on the page, not to "25% of readers."

Perhaps Mr. Cash will be good enough to take a second—and longer—look at our figures. We're quite serious about them.

Howard D. Hadley
Research Vice President
Bureau of Advertising, ANPA
New York
speaking of splits

Regularly throughout the day we cut our wires to feed in regional news. "Splitting the wire," we call it.

The more splits, and the longer they are, the more regional news.

United Press International gives you the longest splits and the most—22 on both weekdays and Sunday. They bring you an unmatched 7 hours and 10 minutes of regional news every day.

Our Broadcast News Timetable shows details. Would you like a copy?
OUR RESPECTS

to Richard Harper Graham

Twenty years ago, one of NBC's programs was involved in an infringement suit. The charge was made that Amos 'n' Andy, probably radio's top program at the time, bore more than a coincidental resemblance to the blackface vaudeville act of Moran and Mack. Delegated to prepare the defense was a 26-year-old lawyer, Richard Harper Graham, who had joined RCA's west coast legal staff only a few weeks before. To young Mr. Graham this was a thrilling assignment, a chance to defend Amos 'n' Andy and perhaps to meet the originators of those characters in person. So he set to work with a will and he did his job so diligently that he convinced the attorneys for Moran and Mack they'd better forget the whole thing. The suit was dropped without ever getting to court.

Settling disputes before they get to court is still standard operating procedure with Dick Graham, who today is vice president for law, NBC Pacific Div. He also handles legal work for RCA on the West Coast and is a member of the board of directors of Hope Enterprises, of which NBC is half-owner. Preventive law, he says, is what his department practices. Its efforts are devoted to keeping NBC out of trouble and out of court. If, as sometimes happens, they are not successful in that endeavor, outside counsel is engaged to represent NBC in court.

A native Californian, born May 8, 1911, in San Diego, Dick Graham didn't get acquainted with his home state until quite a while later. His father, who was also a lawyer, took a flyer in the coconut business, which was centered in England, and moved his family there shortly after Dick's birth. There they stayed through the early years of World War I and when they returned to the United States in 1917 it was to Florida and not California.

Dick attended public grammar school in Jacksonville, Swannee Military Academy in Tennessee and in 1928 entered New York U. as an engineering student. With the depression, a pay envelope became more important than a college education and Dick quit school for a job as a laborer with a Louisiana oil company, although the post carried the glamorous title of "student engineer." A year later, the refinery closed down and Dick headed for New Orleans where he landed a job as driver for a laundry, with no fancy title attached.

Moving west to Los Angeles, Mr. Graham began his career in law as a messenger-clerk for O'Melveny & Myers, then—and now—one of the city's leading legal firms. Dick stayed there for five years, working days and in the evening attending Loyola U.'s law school. Graduated in 1936, he was admitted to the California Bar in 1937. Early the following year, he heard that Frederick Leuschner, west coast attorney for RCA, needed an assistant. Dick walked in cold and got the job.

When Mr. Leuschner died at 38 the day before Pearl Harbor, Richard Graham succeeded him and ran the office until 1943, when he was commissioned a lieutenant (j.g.) in the Navy and assigned to duty as industrial relations officer for the Naval aviation production program on the West Coast. The following year he was transferred to Washington, D.C., as administrative officer of the production division, Bureau of Aeronautics, where he served until his discharge with the rank of full lieutenant in 1946. He is now a lieutenant commander (ret.).

Then it was back to California and to the legal problems of NBC, which have kept him occupied ever since. Talent contracts and package production contracts for both live and film programs account for most of his activities on behalf of NBC; but he is also concerned with copyright, real estate, taxes and such matters, even to gas and oil leases. He keeps abreast of labor laws and proposals to amend them on the state level, although he is not as directly involved in union negotiations as he was before NBC established a labor relations department.

"Our main function—the main function of any house counsel—is to tell management how to achieve legally whatever it wants to do and to evaluate for management the consequences of not taking our advice," Mr. Graham sums it up. "We try to tell them how to do things, contrary to the way outside counsel acts, usually to tell them they can't do them."

An affable, courteous man who apparently finds it easier to smile than to frown, Dick Graham is adroit at avoiding publicity for himself and his department, a most untypical practice in the Hollywood area. Dedicated to his job, as he firmly believes any good corporation house counsel must be, he spends long hours in his office, rarely finding time to relax in his San Marino home, which he does best while listening to his extensive collection of operatic recordings.

The Grahams—she was Ethel Dale Stevens of Ogden, Utah, before their marriage in 1937—have two children, Holly, 13, and Alan, 12.

No joiner, Dick Graham limits his organizations to three: American Bar Assn., Los Angeles Bar Assn. and Los Angeles Copyright Society.
ACTION!
ADVENTURE!
DARING!

ZIV's THRILLING
NEW TV SERIES
NOW... THE Glorious Story

"Mackenzie's"

A great star in his

RICHARD C

as Col. Ranald S. Mackenzie. He brought law and

A Fiery Chapter in U.S. History!

His orders from the President of the United States:

"BE BOLD! BE ENTERPRISING! BE RELENTLESS! MAKE THIS LAND A FIT PLACE FOR AMERICANS TO LIVE!"

From the Archives of the U. S. Cavalry.
OF HARD FIGHTING, HARD RIDING

RAIDERS

greatest role

ARLSON

order to a land gripped by terror!

ZIV Television
TO:

Polly Allen       Vance Hicks       Tom Reilly
Robert Atwood    Richard Hoffman    Lorraine Ruggiero
Mildred Backus   Dorothy Houghey    Joan Rutman
Aileen Barry     Joseph Hudack      Jay Schoenfeld
David Belnaves   Joan Hlmsenee      Genevieve Schubert
John Bestecki    Arthur Jones       James L. Shannon
Philip Birch     Richard P. Jones    Jayne Shannon
Joan Blackman    Louis J. Kennedy   George Simko
L. J. Boyce      Robert Kibbrick    Jean Simpson
Philip Branch    Paul Kizenberger   Anne Slattery
Richard Branigan Edward Kobza       Isabelle Standard
Charles N. Campbell Bobby Landers    Joan Stark
Jack Cummings    James O. Luce, Jr. Grace Stewart
Vincent Daraio   Frank Marshall     Warren Stewart
Vincent T. Deluca Leonard Matthews  Philip Stumbo
John M. Flourney  Mary McHugh       Jeanne Sullivan
Donald Foote     Arthur Meagher     J. R. Telisky
Frank Gianattasio F. C. Miller      Dorothy Thornton
Thomas Glynn     Kay Morgan         Richard Vorce
Frank Grady      Merle Myers        John J. Walsh
Laura Hall       Jo Napoli          Tee Watson
W. A. Hammond    J. J. Passmore     Helen Wilbur
J. J. Hartigan   William Pellenz    Charles Willard
John T. Hartigan Renee Ponik        Thomas A. Wright, Jr.
Helen Hartwig    Betty Powell       Ruth Zozula

A WRC-TV SPOT CAMPAIGN HELPS YOUR NETWORK TV CLIENT CASH IN ON WASHINGTON'S NEW MONEY!

Big things happen when you have a spot campaign on WRC-TV. For example, with the addition of WRC-TV’s 14/50 plan—14 announcements per week at 50% discount—you can triple the audience now reached by your client’s network television show. Here’s a sample:

<table>
<thead>
<tr>
<th>Percentage of homes reached per week</th>
<th>17.7</th>
<th>17.7</th>
<th>17.7</th>
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<tbody>
<tr>
<td>Number of homes reached per week</td>
<td>89,500</td>
<td>287,100</td>
<td>287,100</td>
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<tr>
<td>Average frequency per home per week</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Total net cost per week</td>
<td>$2,210</td>
<td>$2,210</td>
<td>$2,210</td>
</tr>
</tbody>
</table>

It is important that Washington receive your prompt attention because 40% of its families have new cash-in-hand in excess of $250...the result of a retroactive pay raise for federal employees.

There has never been a better time to go all-out in your Washington campaign. Contact WRC-TV or NBC Spot Sales now for all the details of a sales-winning spot schedule. WRC-TV • 4

THE NBC LEADERSHIP STATION IN WASHINGTON, D.C. SOLD BY NBC SPOT SALES

Source: A. C. Nielsen Co.
GOVERNMENT READIES CENSORSHIP

- Updated version of World War II rules to be issued on stand-by basis
- System would be voluntary but administered by Office of Censorship

The White House is expected soon to issue a stand-by voluntary censorship code to be invoked by television, radio and other information media in the event of a national emergency.

The code is similar to that in force during World War II. The new version, however, has been updated to encompass nuclear and missile warfare.

As in World War II, the new code would be administered by an Office of Censorship. A cadre of executives for such an office has already been assembled as an active reserve and is ready to go into operation at the President's command. Many of those in the reserve cadre served in key positions in the World War II Office of Censorship under the administration of Byron Price. Because of security restrictions, their names cannot be revealed at this time.

Text of Code: From sources close to but outside the reserve cadre of the stand-by Office of Censorship BROADCASTING has obtained a copy of the new code. Its text appears below.

The code was drawn up by former officials of the World War II Office of Censorship. It was approved some time ago by the Secretary of Defense and the chief of the Office of Defense Mobilization. Its announcement has been delayed only because of the White House's desire to choose a propitious moment for it. Reportedly, the White House has not wished to announce the code during a time of touchy international tension.

It is understood, however, that the White House now intends to announce the code within a month so that media will have it in hand and can be prepared to invoke it at once if the need arises.

As part of an Operation Alert exercise a few weeks ago, the code was transmitted from the evacuation headquarters of the federal government. In the exercise, the "government reserve"—civilians who are trained to replace government officials if the latter are casualties—established a seat of government away from Washington as would be done if the capital were to be threatened with attack.

Purpose of Publication: The code has been kept under wraps, but it is not classified. BROADCASTING is publishing it in the belief that doing so would be of no value to a hostile power but of considerable value to the television and radio broadcasters who would be expected to abide by it if it had to be put into effect.

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A code for censorship in time of war

Here is the text of the "Stand-By Voluntary Censorship Code" approved by the U. S. defense establishment and awaiting release by the White House:

To all newspapers, magazines, radio and television stations, and other conveyors of information to the public:

This code is issued pursuant to instructions of the President. It is essential that no information of possible value to our enemies be made available to them. Until detailed guidelines are promulgated, all media are asked not to publish or broadcast 1 information in the following categories unless the information is made available for publication or broadcast by appropriate authority or if no objection is found by the Office of Censorship.

The code is but a guide and cannot cover all possible contingencies. Ask yourself always, "Is this information I would like to have if I were the enemy?" and then act accordingly. Use of implication or speculation as a device to convey information helpful to the enemy undermines the purpose of voluntary censorship.

If anyone is in doubt, in any particular case, whether the information in question would aid the enemy, he should ask for clarification from the Office of Censorship, which can be reached by mail at the Office of Censorship, Washington 25, D. C., or by telephone or .

War Plans

War plans, or diplomatic negotiations, or conversations which concern military operations.

Attacks

Information about actual or impending enemy attacks on continental United States, its territories or possessions, and its establishments abroad or those of its allies.

It must be borne in mind constantly that in possible nuclear warfare, in particular, every editor and broadcaster should assume responsibility in preventing panic and needless loss of life. It would be most damaging to the public interest to circulate the following:

1. Rumors, unconfirmed reports and speculation about destruction of life or property or fallout possibilities until officially announced.

2. Information about actual or impending enemy attacks on continental United States, its territories or possessions, and its establishments abroad.

3. In case of attack, broadcasts, regardless of context, concerning an impending

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raider or during a raid, except as authorized by appropriate authorities. It is requested that publication of radio or television broadcasts immediately following an alert or an attack be limited to official announcements except for:

1. The fact of the attack and the general, but not specific, area of its impact;
2. The bare fact that defense measures are being taken.

Except as officially announced, the nature of the attack (whether conventional or nuclear, whether by air, missile, or otherwise, or how many planes, missiles or other weapons were involved) should not be disclosed or estimated.

After an attack appears to have ended, there is no objection to general descriptions of what has happened provided such reports (except for official announcements) do not:

1. Deal with or refer to unconfirmed versions or rumors.
2. Estimate the strength of the attacking forces, such as the number of planes or missiles; or their position or routes;
3. The extent of damage or make any reference to damage to military objectives such as fortifications, railroads, ships or industrial plants engaged in war work;
4. Describe except in the most general terms the counter-measures of defense.

At no time should photographs, films, or live television programs portray any more information that is given official clearance by appropriate authority or the Office of Censorship.

As used in this section, and elsewhere in this code, the term "officially" means by authority of constituted Federal officials under the commander-in-chief, and does not include local police or other municipal officials unless federal officials have turned over complete authority to them in an emergency.

In short, it is vital that the enemy should not learn from our press or broadcasters just what he has done with his bombs, ships, planes or other munitions. Under no circumstances should the enemy be given any idea what course of action he is following.

Air Forces

Of the United States, its allies or the enemy, by sea or by air.

Information about the sinking or damaging of war or merchant vessels of the United States, its allies or the enemy.

Aircraft and Missiles

Disposition, composition, movements, missions, or strength of United States, allied or enemy air units; military activities or commercial airlines. Production data, including information concerning new and current military aircraft and related items of equipment, including missiles.

Fortifications and Installations

Location and description of fortifications, coast defense emplacements, anti-aircraft guns and other air defense installations, including defense installation details of public airports used for military purposes; location or description of camouflage objects.

Production

New or secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war. Rate of production, stockpiling and consumption of any specific type of war material used in or for specialized military operations.

Location, movement or transportation of war material.

Military Intelligence

Information concerning war intelligence or counter-intelligence, operations, sources, personnel, methods or equipment of the United States, its allies, or the enemy. Classified detection devices. Classified United States or allied means or systems of military communications. Sabotage or what could be profitable sabotage targets to the enemy.

War Prisoners

Information as to arrival, movements, confinement or identity of prisoners of war. Identity of persons arrested or interned as enemy aliens; location or operation of alien internment camps; places of confinement of civilians convicted of treason, espionage, or sabotage; persons who have voluntarily submitted themselves to protective custody.

Travel

Information about the movements of the President of the United States or of other high ranking civilian or military officials on diplomatic or military missions for the United States or its allies.

Photographs and Maps

Photographs or maps conveying any of the information specified in other sections of this code; aerial photographs of harbors, war plants, military or vital defense installations.

Weather

Weather forecasts or warnings other than those officially issued by the Weather Bureau under specific statement that they are cleared for publication and/or broadcast. When appropriately cleared forecasts or warnings applying to areas within the continental United States are received, those published by a single newspaper, or broadcast by a single radio or television station should cover only the state in which published or broadcast and not more than four adjoining states, parts of which lie within 150 miles of the point of publication or broadcast. When appropriately cleared forecasts or warnings applying to oceanic or coastal waters (including storm, gale, or hurricane warnings for coastal areas) are received, they may be published or broadcast without restriction as to area.

Wind direction or barometric pressure in current, forecast, or past weather (including summaries and recapitulations) except when contained in emergency warnings released by the Weather Bureau specifically for broadcast.

Weather maps less than one week old.

Note: News stories and photographs about current and past weather occurrences in the state of publication and outside the state of publication within 150 miles of the point of publication may be published but not broadcast. News stories and photographs about weather occurrences in other areas, especially storms and other extremes, will be appropriate for publication only when specifically cleared through the Office of Censorship. A consolidated table containing temperature and precipitation data for not more than 20 localities may be published but not broadcast. News stories, photographs and films about weather occurrences in any area will be appropriate for broadcast only when specifically cleared through the Office of Censorship.

Interviews and Letters

Interviews with service men or civilians involving combat operations outside the continental United States, or broadcast (broadcasting accounts of escapes) should be submitted before publication or broadcast either to the Office of Censorship or the appropriate service public information officer.

Letters from combat areas are censored in the field only for home consumption, not for publication or broadcast. When such letters are published or broadcast, information in conflict with provisions of this code should be eliminated. Special care should be used in handling escape accounts to eliminate all escape details and information which might lead to reprisals or endanger future escapes.

Accredited Correspondents

No provisions in this code modify obligations assumed by accredited correspondents who accompany United States armed forces.

War News Coming Into the United States

Generally, war news originating outside the United States territory may be published or broadcast if the information is carefully attributed (no material conflicting with the code should be added in rewriting information received from abroad).
Studebaker-Packard quits BDA shop for D'Arcy in before-the-fact switch

In South Bend, Ind., last week the assembly line at Studebaker-Packard Corp. closed down for a changeover to 1959 model dies. But in New York, the changeover was not restricted to assembly-line production. The $5 million S-P account, serviced through Burke Dowling Adams Inc., New York-Atlanta-South Bend, since spring 1957, was on the move again, this time to D'Arcy Adv., St. Louis-New York.

Only D'Arcy and BDA had been notified of their respective appointment and discharge. Strangely, it seemed to have little bearing on the situation because both agencies reportedly were effecting what one BDA executive termed "an orderly transfer of account responsibilities." D'Arcy was understood to have hired a number of BDA creative and executive people assigned to S-P and the losing agency was said to have turned over to D'Arcy the first batch of 1959 model ad plans.

At the same time:
- BDA was in the process of rounding out negotiations to merge with an agency with billing roughly equal to that of BDA—$8.5 million after the loss of S-P—but its officers declined to name the agency involved.
- Radio-tv people were beginning to express hopes that Studebaker-Packard, whose advertising policies had been formulated by Curtiss-Wright Corp., Wood-Ridge, N. J., since early last year, would now return to the broadcast media in greater force. Under the stewardship of C-W chairman-president Roy T. Hurley, the automaker has been driving out of radio-tv with what both RAB and TVB members feel was "alarming speed."

The switch in accounts is becoming one of the strangest Madison Avenue stories of recent months. With S-P management to date having failed to notify the lame-duck agency of termination, and similarly not informing D'Arcy of its expected assignment, apparently what has happened is that BDA and D'Arcy executives, in a show of cooperation towards a hard-pressed advertiser (which shares less than 1% of the U.S. auto market) have decided that time is of the essence and that nothing could be gained were both agencies to await formal notification. BDA will collect agency commission for 60 days following notification.

Burke Dowling Adams Inc. vice president and New York general manager James H. Cobb said Wednesday (July 30) that his office had received "no formal notice" from South Bend but that his agency's moves were predicated on "sufficient informal indications" that the S-P business was out of the shop. He indicated that upon completion of transfer, BDA would make a concerted effort to put its auto experience to use in attracting another car account—"probably a foreign one."

Once a dominant broadcast advertiser, S-P (under Curtiss-Wright supervision) has trimmed radio-tv to the bone, re-allocating a drastically-reduced ad budget into newspapers. It was understood that the auto company did so against its own wishes but felt it had to with ad budgets predicated on unit sales—and S-P's unit sales for the past six months, for example, are reflected in a production cutback of 20,000 Studebakers and Packards. The firm, once a network tv advertiser (ABC-TV's "Tv Readers' Digest", S-P since mid-1957 has been out of that medium, has trimmed tv spot from about $650,000 to $54,000. Its 15 S-P Deal Assns. spent roughly $25,000 in intermittent year-round tv spot in Los Angeles and Chicago, and some $5,000 in Cincinnati. The factory last fall limited its broadcast push to $100,000 worth of time on CBS Radio (201 affiliates) and 17 independents during a two-week "blitz" in November.

This is what the account switch means:
- D'Arcy will once again work on the auto account after having serviced Packard Div. (inherited in 1955 from D'Arcy) from Roche, Williams & Cleary, Chicago) at Benton & Bowles in mid-1956. (B&B resigned the account in April 1957—effective July 5 that year—because of an admitted "conflict of minds" with C-W's Mr. Hurley [ADVERTISERS & AGENCIES, April 22, 1957]). While D'Arcy is not yet in a position to comment on media plans, it is expected to use more radio-tv to introduce a radically-new Studebaker car described as "smaller but not small."
- Burke Bowling Adams will suffer the loss of its biggest account but no doubt will retain Curtiss-Wright Corp., which it's handled since the agency's founding 19 years ago in 1939. With several other losses incurred over the past year, BDA's billing comes down to $1 million more than its status at the time it parked Studebaker-Packard. Personnel cutbacks are expected to affect some 55 people and the South Bend office will be shut. BDA also will lose $500,000 billing from Daimler-Benz of North America Inc. (Mercedes-Benz autos) which uses the S-P dealer task force, and the $1 million S-P Deal Assns. account also is slated to go.

WHAT IT ALL MEANS

What may be the actual impetus to the impending Studebaker-Packard account switch?

The Studebaker-Packard business went to Burke Dowling Adams on recommendation of long-standing BDA client Curtiss-Wright Corp. which in 1956 agreed to undertake S-P "management" until the summer of 1959. With S-P and C-W agreed on terminating their contract at this time, Curtiss-Wright probably will: (a) Drop its option to buy 5 million shares of S-P stock at $5 each, (b) retain ownership of S-P's Utica, Mich., and Chippewa-South Bend, Ind., plants which the automaker leased to Curtiss-Wright for 12 years at $25 million. The plants currently are operated by C-W's Utica-Bend Div. Studebaker-Packard will no doubt keep the $25 million advance rent—part of a $35 million working capital deal which also included the surrender to C-W of Studebaker-Packard defense contracts (for $8 million) and S-P's interest in Aerophysics Development Corp. (for an estimated $2 million). S-P also is expected to purchase from C-W the distribution rights for Mercedes-Benz and Mercedes-Benz (an auto brand currently is owned jointly by Curtiss-Wright (60%) and Daimler-Benz A.G., Stuttgart, Germany (40%). Late last week, Studebaker-Packard President Harold E. Churchill was understood to be seeking new working capital and management help from Boston financier A. M. Sonnabend, head of Botany Mills and Hotel Corp. of America.

Studebaker-Packard's fortunes are still dwindling. Its 1957 loss came to $11,135,108 and for the first quarter of 1958 the automaker incurred a further loss of $6,294,480. With the entire S-P/C-W situation in a state of flux, no agency confirmation per se is expected before the two companies have parted ways; until such a time S-P is not fully free to act as its own agent and fire the agency its "guardian" picked out last year.
SPONSORS HEAD FOR FALL TV FOLD

Business perked up appreciably at the television networks last week.

All three reported important nighttime sales for fall—and in addition ABC-TV brought its new daytime “Operation Daybreak” project up to the five-sixths sold-out level and also was assured of the station clearances needed to make it go.

Bulova Watch Co., switching from its spot-buying role, has ordered for some $7.5 million in alternate-week sponsorships of three NBC-TV nighttime shows.

Reynolds Metals bought full sponsorship of ABC-TV’s new nighttime Walt Disney Presents on an alternate-week basis, while Lever Bros., General Mills, Sunshine Biscuit and Shulton Inc. brought to 10 the number of advertisers set for “Operation Daybreak.”

At CBS-TV, meanwhile, Pittsburgh Plate Glass Co. joined the roster of sponsors on that network’s new hour-long Garry Moore Show. Details follow.

BULOVA WATCH CO. will put its advertising budget of $7.5 million into co-sponsorship of three major shows on NBC-TV, switching its advertising pattern from spot to network, starting this fall. In addition, Bulova will also use a small magazine supplementary campaign.

The television deal was consummated by John H. Ballard, president and chief executive officer of Bulova Watch Co., Robert E. Kintner, president of NBC-TV, and C. Terence Clyne, vice president of McCann-Erickson, agency for Bulova.

The programs Bulova will underwrite on an alternate week basis, are the Ed Wynn Show, which starts on the network Sept. 25 (Thursday, 8:30-9:30 p.m.) and will be co-sponsored by Liggett & Myers Tobacco Co.; M-Squad (Fridays, 9:30-10:30 p.m.), co-sponsored by American Tobacco Co., and Drag-net (Tuesday, 7:30-8:30 p.m.) starting Sept. 23.

The latest buy for the McCann-Erickson client brings to 15 the number of evening shows being bought by the agency. Aside from these three the roll-call includes Desilu, Steve Canyon, Eddie Fisher, Brains and Brawn, Wagon Train, George Burns Show, Death Valley Days, Sky King, What’s My Line?, Bob Hope Specials, Gale Storm Show and Wells Fargo.

REYNOLDS METAL CO., Richmond, was last week’s blue-chip addition to ABC-TV’s roster of name nighttime advertisers for the fall season.

Reynolds, though its agency, Buchanan & Co., New York, bought full sponsorship of Walt Disney Presents on an alternate-week basis effective with the fall season. This show is the successor to Disneyland (Wednesday, 7:30-8:30 p.m) and will be designed for more adult audience appeal—less emphasis on animation and more live action sequences. Reynolds also bought co-sponsorship of All-Star Golf which will be programmed Saturday, 5-6 p.m.

ABC-TV notes the Reynolds’ signing makes the Disney show three-quarters sold. The buy also represents a doubling of Reynolds’ participation in the series, having sponsored an alternate half-hour of Disneyland.

CBS-TV had the SRO tag on its new Garry Moore Show premiering Sept. 30 (Tuesday, 10-11 p.m.). With Revlon Inc. (through Warwick & Legler Inc.) already locked in for a half-hour each week, the network last week (July 31) added PITTSBURGH PLATE GLASS CO., which, effective Oct. 7, will alternate with Kellogg Co. (Leo Burnett Co.) in picking up the other half-hour.

Though the buy is PPG’s first time on nighttime tv, it’s no stranger to personality Moore, whom it sponsored in part last spring on behalf of its paints division. BBDO, handling glass products commercials, also is agency-of-record; the paints division commercials will be placed by Maxon Inc., and the “corporate story” will be told by Ketchum, MacLeod & Grove.

Commenting on the latter at a time when some corporate advertisers are trimming their tv budgets, PPG’s information services director M. F. Perlstein stated the two brands “complement each other” and pointed out a trend among national brewers toward “multiple brand distribution.”

Pabst in May 1957 transferred the bulk of its business, including Blue Ribbon Beer, from Leo Burnett Co. to Norman Craig & Kummel. Young & Rubicam was named to handle Eastside Beer while Hoffman and Pabst Sparkling Beverages went to Grey Adv.

Airline Swaps for Ads Evoke CAB Complaint

The time-honored advertising technique of “due bills”—whereby the advertiser pays for space or time in-trade—has caused lifted eyebrows at the Civil Aeronautics Board.

The CAB’s compliance staff filed a complaint two weeks ago accusing KLM Royal Dutch Airlines with exchanging air transportation for advertising and publicity. This contravenes CAB regulations it was explained, which require all air travel to be paid at existing tariff charges—except for some limited and specified exemptions.

The complaint is considered a first move by CAB staff to cut back the growing barter practice in which airlines furnish transportation to radio and tv contest winners in exchange for mentions on the air.

Not considered as bad, it was explained, are “straight bookkeeping” arrangements whereby the station buys and pays for air travel and the airline buys and pays for advertising and publicity.

The complaint, which asked CAB to hold a formal investigation, named five instances where KLM furnished transportation in exchange for advertising. They were: WWDC Washington, D.C., for its 1957 “Miss Washington” contest; Spotlight Promotions, New York, for the Big Payoff television program; Lorehn Agency, Houston, Tex., for the Houston International Flower & Garden Show; Flack Advertising Agency, Syracuse, N. Y., for Pond Co.; Willoughby Camera

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DAILY SERIES ALSO SET

P. Lorillard & Co. and the Whitehall Div. of American Home Products will sponsor John Daly and the News, on ABC-TV four nights a week, 10:30-11 p.m., effective Sept. 15. Whitehall will sponsor the Monday and Thursday newscasts through Ted Bates & Co.; Lorillard the Tuesday and Friday shows through Lennen & Newell. The show is scheduled on Wednesdays because the 10 o’clock Wednesday Night Fights ordinarily runs past 10:30. The Daly show, whose production costs run an estimated $3,000 a night, and its sponsors were inadvertently omitted from the three-network fall program roundup published by Broadcasting July 28.

Ad Setup Intact In Blatz Transfer

Advertising policy and agency setup of Blatz Brewing Co. remained intact last week after the $15 million acquisition of its assets and business by Pabst Brewing Co.

Pabst, long desirous of effecting a merger or “straight out acquisition” with some major company [ADVERTISERS & AGENCIES, April 7, March 24], bought the Blatz Div. of Schenley Industries for $14.5 million in cash and debentures, 200,000 shares of Pabst common stock and stock purchase warrants of 350,000 shares. Debentures totaling $3.5 million will be paid in installments until 1966.

Announcement of the purchase was made jointly Wednesday (July 30) by Harris Perlstein, Pabst board chairman, and James C. Windham, Blatz president, who assumes that post with Pabst. Frank C. Verbest becomes president of Blatz.

Blatz will operate as a separate subsidiary of the new parent Pabst Brewing Co., according to present plans, and probably retain its present agency, Kenyon & Eckhardt. Though possessing a modest advertising budget by comparison with Pabst’s estimated $8-9 million, Blatz has been highly active in spot radio and tv.

It sponsors five- and ten-minute live local news-weather-sports programs in some 23 medium and smaller size markets, a schedule of radio announcements in 100 cities and tv spots in 50 markets. In addition to its programs, Blatz maintains a large plant in Milwaukee while Pabst, headquarting in Chicago, has breweries in Los Angeles, Peoria, Ill., and Newark, N. J., as well as in Milwaukee.

Together, Pabst and Blatz expect to produce about four million barrels a year. Mr. Perlstein stated the two brands will “complement each other” and pointed out a trend among national brewers toward “multiple brand distribution.”

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The complaint, which asked CAB to hold a formal investigation, named five instances where KLM furnished transportation in exchange for advertising. They were: WWDC Washington, D.C., for its 1957 “Miss Washington” contest; Spotlight Promotions, New York, for the Big Payoff television program; Lorehn Agency, Houston, Tex., for the Houston International Flower & Garden Show; Flack Advertising Agency, Syracuse, N. Y., for Pond Co.; Willoughby Camera
Stores, New York. Details were not made available.

KLM was given until Aug. 17 to respond.

The Civil Aeronautics Act forbids free transportation except in specified instances. Several years ago the CAB waived this restriction for local, feeder airlines—permitting them to exchange transportation for advertising and publicity. A somewhat similar practice by Pan-American Airways was prohibited in 1952. Pan-American was offering free transportation to authors and newsmen in exchange for favorable mention in articles and books.

Postal Rate Hike Keys RAB Promotion Salvo

The postal rate hike that went into effect Friday (Aug. 1) is being used widely by radio stations as the key for a concerted campaign to sell radio to the nation's direct mail advertisers.

Leading the campaign, RAB already has sent (under the old postal rates) some 4,000 copies of a four-page newsletter to its 850-plus members, for distribution to local advertisers. The newsletter is titled "Should You Use Direct Mail?" and RAB estimates an additional 4,000 copies will be sent out within a few weeks.

The newsletter, some details of which are being released by RAB today (Monday), is designed to show strengths and weaknesses of direct mail, including that medium's rising costs in recent years. A series of radio-vs.-direct mail comparisons also is provided. These range from advertising costs in each medium to the comparative ability of radio and direct mail in terms of selectivity, personalization of the advertising message and consumer retention of the message.

"Direct mail advertisers found they spent $1.8 billion in 1957—7% more than in 1956 . . . but there was little or no increase over 1955 in the total number of mail pieces they sent out," the brochure asserts. "The 7% gain in revenue for the medium was kicked in by the advertisers to cover skyrocketing costs."

"Should you use direct mail?" also cites as an example the case of a furniture dealer who plans to imprint and mail to old customers 1,000 postcard reminders of his spring clearance. For the same amount of money, the brochure maintains, "he could buy enough radio announcements to deliver 33,000 home impressions (an average for the top 100 U.S. markets)—new prospects and old customers alike."

The newsletter describes direct mail as an efficient medium for (1) a big business selling highly specialized products to another business; (2) magazines or other businesses with a regular weekly or monthly mailing list that doesn't have to be bought or kept up to date strictly for direct mail advertising; and (3) advertisers with a wide-profit margin that can support high promotional costs. But, the brochure emphasizes, local retailers and producers do not fit into any of these categories—and thus are paying the penalty of high advertising costs needlessly if they use direct mail.

BUSINESS BRIEFLY

CO-OP COMING UP * Co-op radio campaigns will figure in Midwest and South-west later this summer as Sinclair Oil & Gas Co., Tulsa, subsidiary of Sinclair Oil Corp., introduces new trade name for its liquid propane gas. Product, renamed "Tru-flame," will be serviced by Watts Payne Adv., Tulsa, which presently is preparing ad program via Sinclair distributors. Amount of money to be spent will be determined jointly by the distributors and company.

CLASSIC LINE-UP * Sponsor alignment has been set for ABC Radio and ABC-TV coverage of college football classic in Chicago Aug. 15, on basis of network and client announcements last week. Liggett & Myers (L&M cigarettes), through McGann-Erickson Inc., and Mennen Co. (toiletries), through Grey Adv., will sponsor telecast, with Standard Oil Co. (of Indiana), through D'Arcy Adv. Co., as third regional advertiser for 15-state midwest area.

Western Airlines, through BBDO, has signed for national radio coverage, with Carling Brewing Co. (Black Label beer), through Lang, Fisher & Stashower Inc., and Standard as regional sponsors in Midwest.

WGN-TV and WLS Chicago will feed coverage of game between College All Stars and National Football League champion Detroit Lions starting at 8:30 p.m. (CDT).

OIL MONEY * Oklahoma Oil Co. of Chicago entered Indiana Friday (Aug. 1) with state network of 11 tv and 18 radio stations carrying special Herb Shriner Show from Murat Theatre in Indianapolis. Business was placed through Needham, Louis & Brorby Inc., Chicago, new agency for Oklahoma Oil. Weekend "Oklahoma Open House" effort (Aug. 1-2) was designed to spotlight firm's absorption of 81 gas stations in Indiana and will be followed in next eight weeks with "heavy schedule of broadcasting," including radio-spot announcements in 13 markets.

CAN BE TOLD * Lever Bros. decision to sign as alternate sponsor with Scott Paper Co. of Father Knows Best on CBS-TV starting Sept. 22 in the Monday, 8:30-9 p.m. slot, was announced officially Wednesday (July 30). J. Walter Thompson, N. Y., is agency for both advertisers.

SOUTHWEST STARTING POINT * Micro-Lube Sales, Dallas, Tex., is using radio as part of six-month campaign in Texas, Oklahoma, Louisiana and Arkansas for engine oil and gas additives. Rogers & Smith Adv. Agency, Dallas and Kansas City, is concentrating use of Micro-Lube jingle around holidays and football weekends. Advertiser is testing promotion in four southwestern states for planned nationwide campaign.

GOING WITH GOSS * Miles California Co. (Alka-Seltzer) today (Aug. 4) started sponsorship of Frank Goss News (Mon.-Sat., 7:30-45 a.m. PDT) over KNX Hollywood and CRPN. Wade Adv., Hollywood, placed 52-week contract for 22-station CBS regional network.

NBC RADIO TAKERS * New sales reported for NBC Radio: Q-Tip Sales Corp. (sanitized cotton swabs), New York, through Lawrence C. Gumbiner Adv., for one 10-minute announcements per day for next 13 weeks starting Sept. 15; Lutheran Laymen's League, St. Louis, through Gotham-Vladimir Adv., for renewal of The Lutheran Hour (Sun., 1:30-2 p.m.) starting Sept. 28; American Tobacco Co. (Lucky Strike), New York, through BBDO, New York, for renewal of 10 Bob and Ray segments per
To tell the story of its market area, slated for expansion the end of this month with a move to a new tower site, WFBC-TV Greenville, S. C., staged a luncheon and demonstration for top-level agency executives at the Waldorf-Astoria in New York last Monday. Accompanied by South Carolina's Governor-elect Ernest F. Hollings, 21 industrial firms went along, setting up exhibits to dramatize the importance of the two Carolinas' Piedmont section.

Some 200 executives attended from agencies, NBC and Weed Television Corp., WFBC-TV national sales representative.

week for 13 weeks starting Aug. 14; Readers' Digest Assn., Pleasantville, N. Y., through J. Walter Thompson, New York, for one-quarter sponsorship of NBC News on-the-hour, package starting July 21, and American Motors Corp., Detroit, through Geyer Adv., New York, for quarter sponsorship of the same package for the week of Aug. 18.

Lehn & Fink Products Corp. (Lysol pine scent), New York, through McCann-Erickson, New York, for 18 one-minute and 18 thirty-second announcements a week in daytime programs for four weeks, starting Oct. 20; Parker Bros. Inc. (games), through Badger & Browning & Parcher, both Boston, for special pre-Christmas spot campaign for four weeks starting Nov. 24. Participations in Monitor during August were ordered by Wildroot Co., Buffalo (BBDO, New York), Texas Co. (Cunningham & Walsh, New York) and Olin Matheson Chemical Corp. (Van Sant, Dugdale & Co., Baltimore).

RECORDS GETTING SET • Tilds & Cantz Adv., Los Angeles, is preparing plan for group of Los Angeles distributors of phonograph records to cooperatively sponsor radio spot campaign to promote record albums. John Bainbridge, agency radio director, declined to go into details until plan is set, but emphasized that it involves purchase of spots to promote disc sales and not, as had been reported, paying stations to play specific records on air.

HEAVY RENEWERS • Renewals by two national advertisers last week represent nearly $5 million in daytime gross billing at NBC-TV. Sterling Drug Inc., New York, renewed effective Sept. 17 as did Brillo Mfg. Co., both for 52 weeks. Sterling's renewal (via Dancer-Fitzgerald-Sample) involves: alternate-week 13-minute segments in Today Is Ours (3:30 p.m.) on alternate Mondays, Wednesdays, Fridays; Modern Romances (4:45-5 p.m.) on alternate Mondays, Wednesdays, Fridays; The Price Is Right (11-11:30 a.m.) on alternate Mondays and Wednesdays, and Treasure Hunt (10:30-11 a.m.) on alternate Fridays. Brillo (through J. Walter Thompson Co.) renews alternate- Wednesday quarter-hour segments in Treasure Hunt, It Could Be You, (12:30-1 p.m.) and Haggis Baggis (2:30-3 p.m.).

THREE TAKE 'IMPACT' • Newly-signed business reported by CBS Radio Thursday (July 31): Foster-Milburn Co. (Street & Finney Inc.) for two weeks five-minute "Impact" segments for 52 weeks effective Sept. 4; Food Specialties Inc. (Charles F. Hutchinson Inc.) for 10 “Impact” segments effective Sept. 27, and Cowles Magazines Inc. (McCann-Erickson Inc.) six “Impact” segments between this Wednesday (Aug. 6) and next Monday (Aug. 10) on behalf of Look magazine.

‘Around the World’ Characters To Sell Schick Safety Razors

Eversharp-Schick safety razors has allocated a $4 million advertising program in all media, including a television spot campaign. Compton Adv., New York, agency since April for Eversharp-Schick, has worked out a plan with the Michael Todd Co. for exclusive national rights to the characters and music from the movie “Around the World in 80 Days.” The spot tv schedule will be one of the heaviest on a national basis, and every major market will be reached.

Animation has been used to tell the story of “Around the World” shaving with the Schick safety razor. The characters of Phileas Fogg and Passepartout seen in the commercials draw heavily on the description of them in Jules Verne's novel, and Warren Schloat, vice president-associate creative director of Compton Adv., has created Schick's Phileas and Passepartout from those descriptions. An original Schick jingle is used as well as additional characters pertinent to the locale of each commercial.

Two of the commercials were shown to the press during a cocktail party at which Patrick J. Frawley Jr., president of Schick and Michael Todd Jr., president of Michael Todd Co., announced the tie-in.

Tv, Radio to Back Coupon Drive; Product Participation Available

A New England-wide coupon mailing campaign supported by radio and tv, along with other media, will be staged in the autumn by Oscar E. Rudsten & Assoc. of Boston. A coupon mailing is planned to 2,100,000 homes in all New England states except Vermont.

The drive includes 1,700 one-minute spots on 24 radio stations over a two-week period, with 40 seconds of each spot devoted to a round-the-world prize and the remaining 20 seconds to participant product stories. Three television spectaculars are planned in Boston, Providence and Hartford or New Haven. Products can participate in the package at a cost of $27,300, which can be split into three separate zones.

The coupon mailing will offer "giant value" savings. The all-inclusive cost-per-product participants has a base rate of $13 per thousand. The coupon mailing is scheduled Nov. 18.

KTTV (TV) Promotes in East

KTTV (TV) Los Angeles, which earlier had delivered a detailed report on its fall programming plans to more than 150 advertising executives in Los Angeles [stations, July 21], last week brought its story to New York where an estimated 700 people in the advertising business saw a specially-prepared videotape presentation at the Waldorf-Astoria. A series of luncheons was held Monday-Wednesday. The videotape was prepared by KTTV and fed to monitors set up at the hotel via closed circuit from WOR-TV New York. Also highlighted were the use of VTR in both KTTV programming and in production of commercials for local advertisers. Assist in arrangements came from Blair-TV, the station's national rep.
SPEAKING OF AUDIENCE!

The NIELSEN STORY: (June, 1958)

TWO STADIUMS the size of the above, and just as crowded, would be needed to hold the AVERAGE DAILY AUDIENCE that watches "Uncle Stu" Kerr as THE EARLY RISER, 7 to 8 A.M., Monday through Friday on WMAR-TV Baltimore.

AGAIN IN JUNE—as in previous reports—WMAR-TV attracted more home viewing more hours than any other Baltimore Television Station (aggregate of “total homes” 7 A.M. to midnight, Sunday through Saturday).

The ARB STORY: WMAR-TV achieved undisputed leadership in the June, 1958, study of The Baltimore Television Audience of the American Research Bureau with a 35 per cent share of audience in Baltimore’s competitive three-station market. And SEVEN of the TOP TEN programs are on Channel Two.

DIALING FOR DOLLARS on WMAR-TV, 9:45 to 10 A.M., Monday through Friday, is the highest rated television program in the market between the hours of 7 A.M. and 7:30 P.M., Monday through Friday, and also has the highest cumulative rating of any multi-weekly program before 7:30 P.M.

Contact Your Katz Representative Today . . . Place Your Advertising On This Baltimore Station . . . Consistently The Leader
*The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area.
See Lancaster-Harrisburg-York ARB survey.

WGAL-TV
Channel 8 • Lancaster, Pa. • NBC and CBS
Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
PAYOFF
A CHRONICLE OF COMMERCIAL PERFORMANCE

MINUTE A DAY • William Y. Lee, president of the COA Stamp & Coin Co. in Fresno, Calif., uses the minute at 7:54 a.m. each weekday on KBIF Fresno to answer by better phone questions submitted by listeners. Mr. Lee reports that the minute a day has resulted in many letters, telephone calls and verbal compliments. One new customer came in to say that he heard the broadcast while driving to work and up to that time had not known the shop existed. The man's cash purchase amounted to $2,117.50. "For our type of business this is a generous purchase, as 95% of our sales are below $100," Mr. Lee explains.

BIG THURSDAY • The William DePree Co., a Zeeland, Mich., furniture store reports it sold more in three hours than it sells in a normal week because of a 25-spot promotion schedule on WHTC Holland, Mich., and one full-page ad in a newspaper. On "Terrific Thursday" sale day, customers began waiting at 6 a.m. for the store's doors to open. By 9 a.m. a crowd estimated at 800 shoppers filled the street and sidewalk. Three hours later the DePree Co. closed the doors on a short but record sales day.

COOL TIE-UP • In an eight-week saturation radio campaign on KRXU Phoenix, Ariz., co-sponsors Pepsi Cola Bottling Co. and Automotive Air Conditioning Co., distributor of ARA auto refrigeration units, combined their promotional schedules to focus thinking and buying habits into a pre-summer trend that resulted in soaring sales to match climbing temperatures. The combined promotion was a listener contest entitled "Thermo-Quiz." Clues to when the thermometer would register 108 degrees were broadcast daily over KRXU, and distributed in clue sheets and official entry forms through more than 500 dealers representing both merchandise lines. Approximately 17,000 responses were tabulated to determine the winner. Retail sales figures assured both sponsors of record figures for the spring and summer quarters, and the accelerated consumer demand increased new dealer accounts to "totally unexpected figures," the sponsors said.

SNOBOY SPIRAL • The Rapid City, S. D., office of Pacific Fruit Co. purchased a participation in the Fun Wagon program on KOTA-TV Rapid City, and put "Snoboy," Pacific Fruit's identification figure, in puppet form for 15 minutes every other Wednesday night. "Snoboy" talked with the children, through Al McDonald of KOTA-TV, and urged them to have their parents look for him when they bought fruits and vegetables. The success of "Snoboy's" promotions since his first appearance can be gauged by one promotion. Pacific Fruit inserted a "Snoboy" coloring book in every bag of apples. Prizes were awarded to children sending in the best colored versions of the character. The contest was promoted over 51 television stations in 13 states, but the return through the KOTA-TV Fun Wagon program put Rapid City in first place.

LATEST RANKINGS

VIDEODEX

TOP 10 NETWORK PROGRAMS
Tv Report for June 26-July 2

<table>
<thead>
<tr>
<th>Rank</th>
<th>% Tv Hours</th>
<th>1. Wells Fargo</th>
<th>34.6</th>
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<tr>
<td></td>
<td></td>
<td>2. Gunsmoke</td>
<td>32.4</td>
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<td>3. Wyatt Earp</td>
<td>31.1</td>
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<td>4. Resilts Gun</td>
<td>31.0</td>
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<td>5. Have Gun, Will Travel</td>
<td>28.5</td>
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<td>6. Twenty-One</td>
<td>26.9</td>
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<td>7. Bob Crosby</td>
<td>25.6</td>
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<td></td>
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<td>8. Lawrence Welk</td>
<td>24.9</td>
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<td></td>
<td></td>
<td>9. I've Got a Secret</td>
<td>24.5</td>
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<td>10. Father Knows Best</td>
<td>24.2</td>
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PULSE

TOP 20 NETWORK PROGRAMS
Tv Report for May

<table>
<thead>
<tr>
<th>Once-A-Week</th>
<th>Rank</th>
<th>Rating</th>
<th>May</th>
<th>June</th>
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</thead>
<tbody>
<tr>
<td>1. Gunsmoke</td>
<td>39.6</td>
<td>38.9</td>
<td></td>
<td></td>
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<tr>
<td>2. Perry Como</td>
<td>37.6</td>
<td>36.4</td>
<td></td>
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<td>3. Have Gun, Will Travel</td>
<td>29.8</td>
<td>29.8</td>
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<td>4. Playhouse 90</td>
<td>30.6</td>
<td>29.8</td>
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<td>5. Danny Thomas</td>
<td>31.2</td>
<td>29.2</td>
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<td>6. Dinah Shore</td>
<td>28.6</td>
<td>28.6</td>
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<tr>
<td>7. Resilts Gun</td>
<td>28.7</td>
<td>27.7</td>
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<td>8. Loreta Young</td>
<td>28.5</td>
<td>27.5</td>
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<tr>
<td>9. Lineup</td>
<td>28.1</td>
<td>26.7</td>
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<th>Multi-weekly</th>
<th>Rank</th>
<th>Rating</th>
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<th>June</th>
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</thead>
<tbody>
<tr>
<td>1. Mickey Mouse Club</td>
<td>15.2</td>
<td>13.7</td>
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<tr>
<td>2. Price Is Right</td>
<td>11.8</td>
<td>11.5</td>
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<tr>
<td>3. CBS News</td>
<td>11.9</td>
<td>11.4</td>
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<tr>
<td>4. Art Linkletter</td>
<td>10.4</td>
<td>9.8</td>
<td></td>
<td></td>
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<tr>
<td>5. American Bandstand</td>
<td>10.1</td>
<td>9.4</td>
<td></td>
<td></td>
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<tr>
<td>6. Guiding Light</td>
<td>9.2</td>
<td>9.1</td>
<td></td>
<td></td>
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<tr>
<td>7. Search For Tomorrow</td>
<td>9.0</td>
<td>9.0</td>
<td></td>
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<tr>
<td>8. Treasure Hunt</td>
<td>9.5</td>
<td>9.1</td>
<td></td>
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<tr>
<td>9. Capt. Kangaroo</td>
<td>9.6</td>
<td>8.8</td>
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<tr>
<td>10. Queen for a Day</td>
<td>9.7</td>
<td>8.8</td>
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BACKGROUND: The following programs, in alphabetical order, appear in this week's Broadcasting, by ratings roundup. Information is in following order: program, network, number of stations, sponsor, agency, day and time.

American Bandstand (ABC-81): participating sponsors, Mon.-Fri., 5:30-8:30 p.m.; Capt. Kongo (CBS-168): participating sponsors, Sat., 11 a.m.-noon; CBS News (CBS-62): Whitehall (Bates), Mon.-Fri., 7:15-7:30 p.m.; Cheyenne (ABC-110): General Electric (Yale), alternate weeks, Tues., 7:30-8 p.m.; Climax (CBS-146): Chrysler (M.E.), Thurs., 8:30-9:26 p.m.; Perry Como (NBC-173): American Dairies (C-M), Kimberly-Clark (FG&B), Kopp (Studebaker), Maxim (SSC&B), RCA (Whirlpool & K&E), Sunbeam (P&F), Sat., 7-8 p.m.; Bob Crosby (NBC-173): participating sponsors, Sat., 9 p.m.; Father Knows Best (NBC-168): Scott Paper (DPI), Wed., 8:30-9 p.m.; Guiding Light (CBS-113): Procter & Gamble (Compion), Mon.-Fri., 12:45-1 p.m.

Gumsmoke (CBS-172): Liggett & Myers (D-P), alternating with Remington Rand (YAR), Sat., 10-10:30 p.m.; Have Gun, Will Travel (CBS-143): Lever Bros. alternating with American Home Products (Bates), Sat., 9:30-10 p.m.; Alfred Hitchcock (CBS-118): Bristol-Myers (YAR), Sun., 9:30-10 p.m.; I've Got a Secret (CBS-177): R. J. Reynolds (Estes), Wed., 9:30-10 p.m.; Lineup (CBS-161): Alfred Hitchcock & William Powell (Bates), Procter & Gamble (Y&R), Fri., 10:10-11 p.m.; Art Linkletter (CBS-83): participating sponsors, Mon.-Fri., 2:30-3 p.m.; Groucho Marx (NBC-157): DeSoto (BDDO), alternating with Toni (North), Thurs., 8-8:30 p.m.; Mickey Mouse Club (ABC-111): participating sponsors, Mon.-Fri., 9-9:30 p.m.; Playhouse 90 (ABC-141): participating sponsors, Thurs., 9-9:30 p.m.; Price Is Right (CBS-167): participating sponsors, Mon.-Fri., 11-11:30 a.m.; Queen for a Day (NBC-165): participating sponsors, Mon.-Fri., 1-1:30 p.m.; Restless Gun (NBC-156): Warner-Lambert (SSC&B), Mon., 8-8:30 p.m.; Search for Tomorrow (CBS-121): Procter & Gamble (Burnett), Mon.-Fri., 1:30-2:45 p.m.; Dinah Shore (CBS-173): Chevrolet (C-E), Sat., 9-9:30 p.m.; Red Skelton (CBS-110): Pet Milk (Gard- net), alternating with B. C. Johnson (FG&B), Tues., 9-9:30 p.m.; Danny Thomas (CBS-169): General Foods (B&B), Mon., 9-10 p.m.; Treasure Hunt (NBC-188): participating sponsors, Mon.-Fri., 10:30-11 a.m.; Twenty-One (ABC-111): Pharmaceuticals (Kietzke), Mon., 8-8:30 p.m.; Wagon Train (NBC-165): Lewis Mow (M-E), Trackett (Y&R), Edel (FG&B), Wed., 7:30-8 p.m.; Lawrence Welk (ABC-189): Dodge (Grant), Sat., 8-9 p.m.; Wells Fargo (NBC-161): Buick (M-E), American Tobacco (SSC&B), Mon., 8-8:30 p.m.; What's My Line (CBS-180): Helene Curtis (FG&B), alternating with Kellog (Lee & Burnett), Sat., 10:30-11:30 p.m.; Westinghouse (ABC-157): General Mills (D-F-B), Procter & Gamble (Compion), Sat., 8-8:30 p.m.; Loretta Young (NBC-163): Procter & Gamble (B&B), Sun., 10:10-8:30 p.m.

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Foote, Cone transferred to billing slightly in excess of medicated products. The campaign resulted when only the local newspaper was used, and there was a 10% increase in revenue, with additional effects being felt the following week. The store also reported the campaign resulted in freer spending in high income brackets, and shoppers came from a much wider area than ever before. Direct mail promotion was used for the store's regular customers but radio doubled the impact.

AGENCY APPOINTMENTS

Skulion Inc. pharmaceutical division (Thylox medicated hair products), N.Y., presently billing slightly in excess of $500,000, has transferred to Wesley Assoc., N.Y., from Foote, Cone & Belding, N.Y.

Blue Coal Corp., Newark, N.J., appoints Monroe Greenthal Co., N.Y. [AT DEADLINE, July 28].


ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,272,000 people in the U.S. over 12 years of age during the week July 20-26. This is how they spent their time.

62.9% (78,796,000) spent 1,387.1 million hours* WATChING TELEVISION
58.1% (72,783,000) spent 987.6 million hours LISTENING TO RADIO
81.6% (102,222,000) spent 408.9 million hours READING NEWSPAPERS
34.7% (43,469,000) spent 191.9 million hours READING MAGAZINES
22.9% (28,682,000) spent 312.9 million hours WATChING MOVIES ON TV
45.7% (54,710,000) spent 231.6 million hours ATTENDING MOVIES

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

* Hour totals are weekly cumulative figures. People, numbers and percentages, are figured on an average daily basis.

TV MOVIE MUSIC RIGHTS AT ISSUE

A group of the larger music publishing companies in the U.S. have filed a declaratory judgment in New York federal court, seeking clarification on music rights in feature films sold to television. No damages are sought in the three complaints filed.

Two suits were filed on July 25 and a third last Monday (July 28) by members of the Music Publishers Protective Assn. against C&C T films Inc., tv distributor of the RKO Library, and Hollywood Televis which distributes some of Republic Pictures' features. It is believed that other suits will follow.

In complaints drawn by Jules T. Ables, special counsel for MPPA, music publishers are contending that motion picture rights were conditioned only on performance in motion picture theatres and not on tv, that these recording rights were limited to motion pictures and a new license must be obtained for tv. It is conceivable that if the court rules against MPPA, it will pave the way for extremely large damage suits to be filed by the publishers against motion picture and television organizations.

In the past, motion picture-tv interests have asserted that the publishers have no case, since tv performances are governed by ASCAP licenses. The publishers' position is that the performance right differs from the film recording (synchronization) right and any and all ASCAP licensing is always expressly conditioned on and subject to the clearance of all other rights.

While ASCAP represents publishers and songwriters in performance rights of their musical compositions, MPPA is described as "an industry union" of about 400 leading publishers and serves as a "watchdog" over numerous problems and developments in the industry.

Arnold Stream, C&C vice president and general counsel, declined to comment directly on the complaint, pointing out the company would have "several defenses" when the case is brought to court. Aside from the legal issues, he pointed out that C&C films acquired the RKO Library in 1955 and this is the first time that music publishers had sought to establish rights, if any, they may have in feature films.

CNP Cuts Back on Personnel, Says Business Plans Unchanged

Despite a newly-effected cutback in personnel, including some salesmen, at California National Productions effective last Friday (Aug. 1), the NBC tv film subsidiary reports it has not slackened on plans for new product and sales.

CNP will begin shooting within two weeks on a new, 39-episode tv film series, Flight, at Norton Air Base in California in cooperation with the U. S. Air Force. In September it will begin syndicating two filmed properties formerly on NBC-TV—Panél and Hiram Holliday—through its Victory Programs Div. A comedy adventure series, Hiram, has 26 episodes, while Panél, a suspense series, contains 31 episodes.

An unconfirmed report placed the cutback to be near 30% of its personnel, or about a 40% reduction in force since the first of this year. A CNP spokesman, however, said the subsidiary's cutback was not that great, pointing out the reduction was not major and was in line with NBC's previously reported personnel trimming in all operations. CNP reportedly had about 130 people in all offices at the first of the year.

Loew's Has $118 Million Sales For 40 Weeks of Business Year

Loew's Inc. reports earnings of 15 cents per share on more than 5.3 million shares outstanding for a 40-week period ended June 5 of this year and 5 cents per share for the third quarter of the fiscal year. Sales were at a little over $118.4 million in the 40 weeks and nearly $40 million for the third quarter. Comparison earnings are not available because of new accounting methods adopted, the huge movie producer and theatre owner explained.

On the tv front—Loew's operates MGM-TV, former sales activity brought in business representing more than $1 million in gross revenue over the past seven weeks. A total of 112 stations now teletcast feature films from the MGM library—13 stations acquiring various-sized portions in the summer—and 21 stations now have purchased MGM short subjects (Our Gang comedies and Pass the Parades). Latest sales: Features, WOOD-TV Grand Rapids, Mich.; WSPD (TV) Toledo, Ohio; WAVE-TV Louisville, Ky.; WHO-TV Des Moines, Iowa; WEXX-TV Petersburg-Richmond, Va., and WREX (TV) Rockford, Ill. Two Minneapolis sta-
talk to Frank Jarman

When you've been in the radio business as long and as successfully as Frank Jarman, you have a pretty good idea of what makes a good representative tick. Frank Jarman, general manager of WDNC-CBS in Durham, is a pioneer broadcaster—the operator of one of the most successful, heads-up properties in the South. For the last three years, Raymer Representation has meant more business every year than the year before for WDNC...a record achieved in spite of a 50,000 watt power station, in spite of a Negro station, in spite of a "hot-rock" independent. Talk, then, to Frank Jarman about what he wants in a representative...and about what Raymer Representation means to him.

then talk to Raymer

The fact that WDNC has been represented by the Paul H. Raymer Company for more than eleven years is clear proof of Raymer Quality...quality in representation sharpened by ingenuity in salesmanship. Talk to Clay Forker, manager of the Chicago Raymer office and you'll get a sharp picture of why Raymer Representation means business...more business for stations in major and not-yet-major markets. Bear this in mind—a representative is only as good as its record—today and yesterday—and Raymer Representation has been a hallmark of quality for more than twenty-five years.

THE PAUL H. RAYMER COMPANY
Pioneer Representative Since 1932
New York Chicago Hollywood Atlanta Detroit
Dallas San Francisco
tions, KMSP-TV (TV) and WTCN (TV), both purchased the pre-1948 MGM packages, while KSD-TV St. Louis has acquired the shorts.

**New O’Keefe Show Being Planned As UA-TV’s Third TV Offering**

Adhering to its policy of producing tv film programming without first shooting several pilot films, United Artists Television Inc. last Tuesday (July 29) announced it would finance and sell to tv its third video series—39 half-hour films under the working title of *The Dennis O’Keefe Show*.

Producing the series is actor O'Keefe's own Cypress Productions Inc., Hollywood. Production supervisor is Les Hafner, executive vice president of Cypress. The shows, billed as a "comedy-drama series," deal with the exploits of a powerful syndicated New York-based columnist and will be written by John Fenton Murray, whose tv credits include *The Gale Storm Show*, *The Red Skelton Show* and *Texaco Star Theatre* with Jimmy Durante.

UA already has in or is planning production of Fletcher Markle's *The Young in Heart* (Aries Productions) and *The Vikings* (Bryna Productions). UA officials say the O'Keefe series will be pitched at network advertisers seeking January program replacements.

**FILM SALES**

Screen Gems Inc., New York, announces its Sweet 65 package of 39 Universal-International and 26 Columbia feature films has been sold to 25 stations in its three weeks on market. Latest buyers are KRLD-TV Dallas, KONO-TV San Antonio, WNAC-TV Boston, KOOL-TV Phoenix, KUTV (TV) Salt Lake City, WFBM-TV Indianapolis, WTIC-TV Hartford and KAKE-TV Wichita, Kans.

ABC Film Syndication reports its "Special Six" packages of J. Arthur Rank feature films have been sold to WCBS-TV New York; WOR-AM, N.Y.; WBBM-TV Chicago; WFMJ-TV Youngstown; WMAR-TV Baltimore; WTVJ (TV) Miami; KPRC-TV Houston; KHKQ-TV Spokane; WFIL-TV Philadelphia; WNHK-TV New Haven, Conn.; WFBG-TV Altoona, Pa.; WLBR-TV Lebanon, Pa., and WNBF-TV Binghamton, N. Y.

ABC Film Syndication has reported that second-year cycle of its 26 Men half-hour tv film series has been sold in 21 markets, including renewal in nine New England markets by H. P. Hood & Sons (dairy), Boston. Station sales, according to Phil Williams, vice president in charge of syndicated sales, have been made in 12 western markets. First year's cycle of 39 films are being dubbed in Spanish in Mexico City, and will be sold in Latin America under title of 26 *Hombres*. Series has been sold for fall start to WAPA-TV San Juan, P. R., and YSU-TV San Salvador, El Salvador.

Associated Artists Productions reports following sales WTVK (TV) Knoxville purchased segments of *Gold Mine Library* (75 features are post-1948's) as did WSAV-TV Savannah (Movielands and westerns only), WMBD-TV Peoria (Movielands only); WTRT-TV Norfolk (Candid Cameras) and KVAL-TV Eugene, Ore. (Gabby Hayes and Johnny Jupiter packages). WFMJ-TV Youngstown and WBAY-TV Green Bay renewed for Popeye cartoons.

ON CAMERA


Wilbur Stark and Jerry Layton start production of new comedy series, *Colonel Flack*, starring Alan Mowbray. Series will be distributed by CBS Television Film Sales.

Walter Emeson Productions begins videotaping of pilot program of new half-hour tv series titled *The Evelyn Rudie Show*.

Starring eight-year-old Evelyn Rudie, series will feature singing and dancing by star as well as interviews with guesting youngsters.

**Jack Scott, KTTV (TV) Los Angeles, will direct show.**


Screen Gems Inc., Hollywood, in association with Ben Feiner Jr., starts filming of *Ed Wynn Show* with teleplay, "The Training Guard." Already completed or in preparation are 12 additional scripts for family situation comedy series starting on NBC this fall.

**Mark VII Ltd., Hollywood, begins camera work on pilot of *The D.A.'s Man* in New York. Show is based on experiences of veteran special investigator in N.Y. district attorney's office.**

**AF HELPS 'CANYON' BREAK TV CLEARANCE BARRIER**

Clearance is one of the built-in problems for the tv program producer. In addition to the normal give and take between writer and director, there's the NAB TV Code to be considered and the continuity acceptance rules of the network, if it's a network series. And always there's the advertising agency, constantly on the alert for anything that might inadvertently offend some part of the consuming public or, even worse, get in an unintentional plug for a competing product.

But these are a normal part of the tv program business. Not so normal is the position of Pegasus Productions and its new series, *Steve Canyon*, now in production at the Universal-International lot for a Sept. 13 premiere on NBC-TV as a weekly half-hour (Sat., 9-9:30 p.m.) for Chesterfield cigarettes.

This series deals with an Air Force pilot and his adventures are naturally of some concern to the U. S. Air Force, which wants to be sure that the tv audience will get an exciting, realistic picture of the Air Force and its men. Also, since the producers are endeavoring to make their programs as up-to-date as possible (one deals with a supersonic jet plane that is launched from a truck, a development still being tested), the Air Force is concerned about the inadvertent release of classified information.

"Clearance could present a real problem for us," Mike Meshekoff, co-producer of the series, with David Haft, said last week. "We have to clear the initial conception of each program with the Air Force. Then we clear the basic outline and then the script itself. Finally, the Air Force gets to look at the film itself, before it is turned over to NBC-TV."

"This would present an impossible situation if we had not found the Air Force so cooperative," said Gen. Arno H. Luehmans office [Ma]. Gen. Arno H. Luehmman is director of information services for the Air Force) has been ideal to work with. The men assigned to work with us are experienced in the production of motion pictures.

Air Force cooperation is also essential to the partners in Pegasus Productions for their *Steve Canyon* series because much of the in-the-air footage shown in the telecasts is taken from the Air Force's own films. The remainder comes from films made by the various aircraft companies who build the Air Force planes.

"We go through thousands of feet of films to get what we need for a few minutes of air time," Mr. Meshekoff said. "Sometimes part of a film is declassified but the rest still classified and unavailable to us. Sometimes the picture can be used but the sound track is still classified."

"With this series," Mr. Haft commented, "we're walking the fine line between documentary tv and space fiction, between the accuracy demanded by the Air Force and the dramatic impact required to make the general public watch these stories week after week. Women viewers are particularly important to the Air Force because they are the mothers and sweethearts of young men who may consider an Air Force career."

As part of the process in keeping the series true to life, Sidney Carroll, story editor for *Steve Canyon* and writer of some of the scripts, toured Air Force installations soaking up the atmosphere of the bases and the language of the men, which enables him to brief other writers and to edit their scripts to make them authentic, the producers said.

They credited the Air Force with suggesting many of the story lines used in the series, in addition to supplying film footage (which the producers pay for) and clearance. "We're delighted with their cooperation," they said. "We'd envisioned miles of red tape and instead we've had prompt and sympathetic cooperation."
DENVER ... KMYR dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof—Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 kcs. See Adam Young or chat with General Manager Chic Crabtree.

OMAHA ... KOIL is undisputed No. 1 in the Omaha area—Proof—Hooper (May-June, '58) 41.8 share morning and 42.8 share afternoon; latest Trendex 42.2 share morning and 39.5 share afternoon; Pulse (May, '58) dominant first morning and afternoon. Your Star Station, serving over 875,000 people, is a must buy station. See Avery-Knode or Station Manager James H. Schoonover.

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — President

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL
ABC-TV’s ‘Daybreak’ Gets up More Steam

- Coverage minimum assured
- Programs five-sixths sold

ABC-TV’s new “Operation Daybreak” saw bright sunshine last week.

The network passed the minimum requirement in station acceptances of the plan and also brought the number of “Daybreak” advertisers up to 10.

 Authorities said affiliates with coverage representing more than 80% of U. S. television homes had indicated they would clear for “Daybreak” programming. Original sponsorship agreements had been contingent on this minimum coverage figure.

“Daybreak” programs became approximately five-sixths sold out through the addition of Lever Bros. and General Mills and “Charger” sponsors, and lesser purchases by Sunshine Biscuit and Shulton Inc.

The charter plan calls for discounts of 50% for advertisers ordering as much as four quarter-hours a week for 26 weeks. This is what Lever ordered, through Foote, Cone & Belding, according to agency sources. The exact extent of the General Mills purchase, through Dancer-Fitzgerald-Sample, was not disclosed immediately, but D-F-S authorities indicated it was at least enough to meet the charter requirements.

Lever’s purchase, it was indicated, will be allocated among PepsiCola, Air Wick and Imperial margarine, all handled by FCB, and Wisk detergent, handled by BBDO.

Sunshine Biscuit, through Cunningham & Walsh, is taking one quarter-hour on alternate weeks, using leftover budget money, according to agency officials. “Daybreak” programming is slated to start Oct. 6, and C&W officials said the Sunshine purchase would carry through the end of this year, at least. Sunshine also sponsors segments of the daytime Price Is Right and Tic Tac Dough on NBC-TV.

Shulton plans to use an as yet unspecified number of quarter-hours of the Peter Lind Hayes and Mary Healy Show for special promotions in October and December, according to authorities at Wesley Assoc., which handles the account. Current plans call for Shulton’s “Desert Flower” toiletries special to be promoted in October and the Shulton gift line during the pre-Christmas period. The “Daybreak” purchase also ties in with Shulton’s alternate-week sponsorship of ABC-TV’s nighttime Donna Reed Show (Wed., 9-9:30, effective Sept. 24), Wesley sources indicated.

In addition to its “Daybreak” purchase Shulton also bought into ABC-TV’s daytime American Bandstand (Mon.-Fri., 4-5 p.m.), effective in the fall.

“Daybreak,” designed to get ABC-TV established in daytime programming at one swoop, involves three hours a day between 11 a.m. and 3:30 p.m., Monday through Friday. Network officials said last week only two programs had been definitely set. Quigley Burns half-hour, probably around noon; the other is Liberacon, probably about 1 p.m. “Daybreak” hours are 11-11:30 a.m.; noon-1:30 p.m.; 2-2:30 and 3-3:30 p.m., all local clock times except in the mountain states, where the programs will be carried one hour earlier.

The six advertisers previously set are General Foods, American Home Foods, Bristol-Meyers, Johnson & Johnson, Drackett and Beech-Nut/Lifesavers, all through Young & Rubicam. Y&R Vice President and Media Relations Director Peter G. Levathes has been credited with a key role in devising the “Daybreak” plan. The six Y&R purchasers represent 40 of the 60 weekly quarter-hours involved in the project, and General Foods accounts for 20 of the 40.

Fund Extends Wallace Six Weeks With Firmer Control of Content

As The Fund For The Republic and ABC-TV decided to continue for an additional six weeks the Mike Wallace interview Survival and Freedom series effective with the July 27 program:

- Renewal—making it a total 19-week run for the series—came with ABC-TV reportedly adding an amendment to its contract with the fund giving it firm control over the content of the program that is taped in advance of telecast.

Fund spokesmen indicated that the future of the series beyond the additional six-week period would hinge on “developments” during that time.

Because of a series of misunderstandings between the fund and the network, the future of the program had been questionable [Television, June 30, 23].

The fund undertakes a production cost of $3,846 weekly. ABC-TV donates time.

TV Networks Up 12.9% In First Half’s Sales

Television network gross time billings for the first six months of this year were up 12.9% over the corresponding period last year. Total for all three networks: a little over $283 million and a $32.4 million rise over the January-June period in 1957. (See box for complete breakdown.)

In releasing the network tv gross figures prepared by Leading National Advertisers and Broadcast Advertisers Report, Norman E. (Pete) Cash, president of Television Bureau of Advertising, hailed the report last week as denoting “a record of continued growth in a period when other major media showed definite declines and represents a hearty endorsement of television by advertisers whose main concern these days is to get the maximum benefit for dollars spent in advertising.”

The half-way mark increase applied to each of the networks. ABC-TV was up 28.7% in the six months; CBS-TV was ahead 6.2% and NBC-TV gained 14.5%.

June was a 10.8% gain over the corresponding month last year for all networks; individually, ABC-TV was up 15.2%, CBS-TV 7.5% and NBC-TV 12.9%. Highest billing months during the year for the three networks combined were January and March; the lowest were February and June.

At no time during the six months did CBS-TV fall lower than $19.4 million in monthly gross time billing. NBC-TV’s monthly floor was $16.6 million (in June) and ABC-TV’s was $7.3 million (also June).

Top billing months for the networks: March for ABC-TV, January for CBS-TV and March for NBC-TV.

YEAR’S FIRST HALF AT TV NETWORKS

JUNE

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<th>Second Quarter</th>
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Broadcasting
ANOTHER FABLE OF PROFITS*

(What separates you chaps from the wheat)

ONCE UPON A TIME there was a station manager who had nothing to be thankful for. He had sown his seed on fallow ground. No matter how he approached the problem, his efforts were fruitless.

Came Lammas Night, after many unproductive days in the field, he met the friendly Bolling man who was rejoicing at the abundance of the harvest. This astute fellow showed him how to prepare the ground, plant the seed and reap the bumper crop.

Today, he is gathering the largest harvest* in his history. The moral of this story is... you can teach an old farmer new tricks.*

*To reap rare returns write us.

THE BOLLING COMPANY INC.
STATION REPRESENTATIVES
247 PARK AVENUE, NEW YORK CITY, N.Y.
AB-PT Profits Rise In Quarter, Half Year

Profits were up for both the second quarter and the first six months at American Broadcasting-Paramount Theatres, owner-operator of broadcast and theatre properties.

AB-PT President Leonard H. Goldenson reported Thursday (July 31) that the company's estimated net operating profit for the second quarter was 24% higher than the same quarter last year, totaling $1,188,000 or 27 cents a share.

Estimated consolidated earnings, including capital gains, for the first six months were $3,265,000 or 75 cents a share compared with $2,793,000 or 63 cents a share last year, and net operating profit at $3,042,000 or 70 cents a share compared with $2.7 million or 61 cents a share in 1957.

Mr. Goldenson said both the AB-PT broadcasting (ABC) and theatre divisions "showed improvement." In his report, President Goldenson also informed stockholders that "advertisers have been somewhat cautious in making commitments in radio and television with all the networks because of general business conditions.

"As to ABC-TV's competitive position among the networks, we expect that it will continue to improve."

Mr. Goldenson observed that ABC-TV "has taken a major step in its development in substantially expanding its programming in the daytime period starting in October with six new one-half hour programs each day, Monday through Friday."

"With this broadened programming structure, ABC-TV becomes a more fully competitive network and more attractive to all network advertisers, approximately 62% of whom sponsor daytime programs. This new schedule has already been endorsed by important advertisers [also see page 44]."

In the only additional reference in the report to theatre business, Mr. Goldenson found the summer season "has become best theatre period." He listed a number of new motion pictures which are slated for summer play by theatres.

WJW-NBC Affiliation Ceremony Hears Pitch for Network News

A two-day trans-Atlantic interconnection linking Cleveland with NBC news bureaus in London and Paris was used last week (July 30) to highlight WJW's new affiliation agreement with NBC Radio.

At a luncheon attended by more than 200 local civic and business leaders, Matthew J. Culligan, vice president in charge of NBC Radio, and Reginald P. Merridew, managing director of WJW Radio, used the demonstration to emphasize their remarks which underscored superior news facilities provided by network radio.

Mr. Culligan asserted "the jive box music and noise radio stations have been strangely quiet recently as world events have proved the essentiality and superiority of radio network in news, news analysis and commentary. . . . No amount of echo chambers, clanging machines and clarion calls can obscure the fact that their dreary rehearsals of wire service reports are shockingly inadequate in the coverage of the current critical events which are shaping our lives.

Cranton Named by ABC Radio

Harold S. Cranton, sales presentation specialist at ABC-TV since 1954, last week was named director of ABC Radio sales development and research. He succeeds Hank Levinson, transferred to ABC-TV sales development department. Mr. Cranton, who began at ABC as a sales presentation writer, also has held the posts of supervisor of TV sales presentations, and manager of plans presentations (NBC corporate planning). Prior to joining NBC, Mr. Cranton was with RAB and CBS Radio Spot Sales.

$256,000 'Matinee' Fund Raised

"Our latest audit reads $256,000," Ruth Conte, trustee of the Foundation for the Preservation of Matinee Theatre and Favorite Television Programs, has announced in a progress report to TV editors. "The voices of these enchanted and irate viewers are slowly but surely rising in protest of what has and what is happening to TV programming," she declared.

Among the protesters, Mrs. Conte re-
WAKY’s got ’em WACKY in Louisville!!

From 10.1% to 37.5% in just ten days!* Not even Tim-Tam set a pace in Louisville like WAKY, the newest of the McLendon and John Blair stations... a 274% increase in audience in just ten days! On Wednesday, July 9th, Louisville’s WGRC became WAKY and Louisville simply went wacky over WAKY. Incidentally, that’s the way we pronounce it on the air... wacky.

On July 18th, just ten days after WAKY began broadcasting, Hooper completed its survey showing WAKY with —37.5% of Louisville listeners... next highest station —13.8%... a new world’s record in Louisville!

With 5,000 big watts at the choice seven-ninety spot, WAKY is the first aisle on Louisville dials — choicest of all Louisville frequencies, with resultant remarkable coverage of 47 counties in Kentuckiana.

Warning to timebuyers: Don’t accept old rating figures... demand to see surveys made after July 9th... the date WAKY roared into Louisville.

WAKY has run away with Derbytown’s radio day!

* C. E. Hooper, Inc. July 14-18, 1958

Bulletin: Latest Trendex (July 21-26) Shows WAKY rocketing to 49.1%, second station 13.1%!

all five represented by JOHN BLAIR & CO.

KLIF DALLAS KILT HOUSTON KTSAN SAN ANTONIO KEEL SHREVEPORT
Two-way Moscow censorship can leave a newsmen high and dry

BY IRVING R. LEVINE
Moscow correspondent, NBC

On a recent morning the BBC newscast heard in Moscow announced that the United States had launched a new earth satellite. Accepting this fact, I used it a little later in my daily broadcast as a peg for mentioning the number of trips around the world accumulated by the sole Soviet spunik in orbit at that time. When I finished feeding my spot, William Fitzgerald, the man at the other end of NBC in New York, said in restrained understatement, "By the way, we don't have a new satellite. It went up but it failed to orbit."

Luckily my broadcast "spots" were being tape recorded in the New York newsroom for use on hourly shows later in the morning. Nonetheless, this incident illustrates one of the chronic problems of a correspondent in Moscow—that of keeping up with what's going on in the outside world.

The daily Soviet newspapers and Moscow Radio are virtually no help. There's a lag of about 24 hours in the publication of even the most momentous events unfolding abroad—when, of course, Soviet editors choose to mention the event at all. Part of the lag is mechanical; [censored]. Furthermore, without the competition of privately owned press and radio, there's no incentive to be first with the news.

Shortwave radio provides the most important means of contact with world news for the 13 American correspondents now stationed in Moscow (three for AP, three for UPI, two for the New York Times, and one each for the New York Herald Tribune, the Christian Science Monitor, the Baltimore Sun, CBS and NBC). But atmospheres [censored] make listening to the BBC, the Voice of America—an indispensable way of keeping informed. English-language news broadcasts are not [censored] jammed by the Russians as are transmissions by the Voice, Radio Free Europe and other foreign stations in the United States. However, it's so difficult to tune in on even an English-language newscast through the bands of cacophonous [censored] extraneous noise that Moscow is one of the few places in the world where correspondents ask each other about what's happening "on the outside" as much as they do about what's happening right here.

The problem is not confined to correspondents. Diplomats share it. It's no secret that our American Ambassador Llewellyn Thompson has found himself stumped on occasion for an appropriate reply when confronted with a quizzical remark by Soviet Foreign Minister Andrei Gromyko at a diplomatic reception or even when summoned to the foreign ministry. Naturally, as is any government, Soviet authorities are advised quickly by radiogram from their diplomats abroad about any significant events. Mr. Thompson's complaints on this vacuum finally moved Washington to provide a daily radio news report to the Moscow embassy. This is mimeographed and made available to correspondents, as is a stenographic recording of the morning BBC by the British embassy, but the mechanics of putting out these sheets delays them until late in the afternoon.

There are other ways for correspondents to touch with the world beyond Russia's frontiers. The NBC newsroom, for example, dispatches to me a daily summary cable of headlines from the New York morning papers. This is extremely useful and almost every week furnishes a lead for writing a reaction story from Moscow or provides guidance in writing an interpretive script. However, as on the morning of the ill-fated American satellite, the "play cable" from NBC arrives hours after I've already fed my noon after the day of its publication. The airmail New York Times, published in Amsterdam, takes somewhat longer.

Even so, newspaper delivery is a great deal faster than letters. On the average, an air mail letter from New York takes eight days to reach its Moscow addressee. In three years in the Soviet capital I've received a number of letters in five days, and the longest time was 25 days for an air mail letter from Len Allen, manager, NBC TV news assignments. Delays such as this can prove mighty embarrassing as when a letter suggests special radio and film coverage of a visiting American educational delegation long after the delegation has come to Moscow and gone.

Reported, are the wives of two TV advertisers. Mrs. Ben Gerber (Gerber baby foods) and Mrs. William Black (Chock Full o' Nuts coffee), who bought space in the New York Times to reprint a syndicated column devoted to the foundation and its objectives. The foundation was organized to prevent the demise of Matinee Theatre after NBC had announced that it would be discontinued June 27, hoping that contributions from listeners could keep the hour-long five-day-a-week afternoon live colorcasts on the air. According to NBC, S2, NBC successfully frustrated every attempt by the foundation to buy time on Matinee Theatre."

Mrs. Conte said.

The stamp listeners can't see

Irving R. Levine, veteran on the postwar Kremlin beat, describes the uncertainties of getting news leads in a capital "where foreign correspondents ask each other what's happening 'on the outside'" as much as about what's happening on the scene. Mr. Levine's text (censored) appears above.

NETWORK SHORTS

ABC-TV announces new two-year primary affiliation with WAVY-TV Norfolk, Va., effective Jan. 1, 1959. Station has been affiliated with network since Sept. 1, 1957. As of Sept. 1 this year WAVY-TV will clear all ABC spots live. Station owner is Tide- water Teleradio Inc.

Keystone Broadcasting System announces addition of eight stations to its affiliates list. New KBS affiliates are KRKC King City and KNEZ Lompoc, both Calif.; KUBG Mont- rose, Colo.; WCHF Canton, Ga.; KANO Anoka, Minn.; KNPT Newport, Ore.; WAIM Anderson, S. C., and KWYR Winner, S. D.

Intermountain Network report on network sales for first five months of 1958 shows total gross sales up 25% over same period one year ago, total national spot sales up 36%.

“Well, Chester, seems they got another one of those ARB ratings down in Shreveport, and I reckon you, Doc, Kitty and I can be mighty proud 'cause our show came in first place. In fact, the station we're on, KSLA-TV, got 8 of the TOP 10 shows...and 18 of the TOP 25.

And it led the audience in 227 out of 414 quarter hours in the week.

It's great to be a part of the number one network, Chester, but something else that impresses folks about KSLA-TV is the way it originates a lot of shows on its own designed for people right there in the Ark-La-Tex. Its local news and weather, for instance, have always been the ones most people prefer. (33.6 to 13.4 at 6:00 PM).

Well, that oughta take care of any confusion you might have had about ARB ratings in Shreveport. Care to amble over to the Long Branch for a spell?”
Purse-Suasion

hammers your message home

20 times a week

at an economy-figure comparable to the time-and-talent cost of one daytime network quarter-hour.

IMPACT IMPACT IMPACT

Twenty sales-messages every week—rotated to reach a station's entire daytime audience. That's Purse-Suasion, combining the persistence of saturation with the triple impact of sight plus sound plus motion—the impact only television can deliver. Advertisers have been quick to recognize and use this new selling tool. Check with your Blair-TV office now for the full story of Purse-Suasion, the effective way to hammer your sales message home.

Blair-TV
Television's First Exclusive National Representative

New York
Templest 8-5800
Chicago
Silverside 7-2200
Boston
Kennedy 6-1472
Detroit
Woodward 1-4030
Jacksonville
Elgin 6-670
St. Louis
Chestnut 1-3688
Dallas
Riverside 1-4228
Los Angeles
D축3k. 1-3811
San Francisco
Yukon 2-7646
Seattle
Wain 3-4270

Blair-TV Represents:

WABC-TV — New York
WBKB — Chicago
KTV — Los Angeles
WFTL-TV — Philadelphia
WWY2-TV — Detroit
WOMD-TV — Boston
KGO-TV — San Francisco
WIIC — Pittsburgh
KTVI — St. Louis
WEWS — Cleveland
WJZ-TV — Baltimore
KFJZ-TV — Dallas-Ft. Worth
WNHC-TV — Hartford-New Heaven
WING-TV — Seattle-Tacoma
WFKD-TV — Providence
WCPO-TV — Cincinnati
KGW-TV — Portland
WOSU-TV — New Orleans
WFLA-TV — Tampa-St. Petersburg
W-TEN — Albany-Schenectady-Troy
WBNS-TV — Columbus
WMCT — Memphis
KFRE-TV — Fresno
WOW-TV — Omaha
WNBF-TV — Birmingham
WFBG-TV — Altoona

*effective August 1, 1958
DIVERTING ACTION IN SPECTRUM PROBE

Military asks all allocations, FCC itself, be included in study

The military (with White House endorsement) made a surprise move in its allocations strategy last week—a flanking action to turn the Senate-passed military spectrum probe away from its own channels and, instead, against (1) all spectrum allocations and (2) the FCC itself.


The amendment, signed by OCDM Director Leo A. Hoegh and endorsed by a letter from the President, would expand the proposed commission to include a study of the entire spectrum and “the administrative organization and procedures for discharging” provisions of the Communications Act (meaning the FCC).

Proponents of the two resolutions (SJ Res. 106 and HJ Res. 381) as now written were somewhat dubious of the new proposal. The feeling was prominent that if the amendment is written into the bill, emphasis will be shifted from a study of whether the military can relinquish some of its presently assigned space to an effort by the military to “appropriate” space currently assigned to broadcasting. Such a move long has been feared (LEAD STORY, Aug. 12, 1957, et seq.).

Development began last Monday (July 28), when President Eisenhower sent a letter to House Speaker Sam Rayburn (D-Tex.) in which he “suggested” that there be an expansion of the purpose of the proposed five-man commission. The President said changing technology and needs present problems in the telecommunications field which require a searching examination. The situation, he said, is complicated even more by satellite and defense developments.

Noting that Senate passage of the Potter resolution had been called to his attention, the Chief Executive said he believed a more vital contribution could be made if duties of the commission were broadened. He said he was informed the study should not limit itself to radio-tv frequencies allocated to the government, but should include non-government users as well. Furthermore, he wrote, it was his view that any study of this type should include an examination of the administrative and procedural arrangements which now exist with respect to the allocation, management and control of frequency space.

The President ended with advance warning that Mr. Hoegh would suggest such changes as may be necessary to accomplish the President’s recommendations.

OCDM’s suggested amendments were sent to the Speaker Tuesday. Mr. Hoegh wrote: “I believe that the President’s purpose could be accomplished by the following amendments to S J Res 106: ‘1. The title should be amended to read as follows: ‘Joint resolution to establish a commission to investigate the allocation, management and control of radio and television frequencies.’ [The title now specifies a study of frequencies allocated to the federal government only.]

‘2. Sec. 2 (a) should be amended to read as follows: ‘It shall be the duty of the commission to conduct a thorough and comprehensive study and investigation of the allocation, management and control of bands of radio and television frequencies under the provisions of the Communications Act of 1934, as amended, with a view to determining (1) how such frequencies may be utilized to the maximum degree possible, (2) how planning should be undertaken to take advantage of technological change in achieving maximum use of the frequency spectrum, (3) whether any (and if so how much) of such frequencies may, in the public interest, be re-allocated to other uses, (4) the likely future requirements of the various non-governmental users and agencies and instrumentalities of the federal government for radio and television frequencies, (5) the changes, if any, that should be made in existing administrative organization and procedures for discharging the federal government’s responsibilities in this field.’

Present language of Sec. 2 (a) of the Potter-Bray resolutions calls for a study of allocation space to the government with a

promised speedy committee action if the Commission was prompt in its reply.

The Commission was prompt indeed. It sent a hand-delivered endorsement (although it is understood some commissioners had certain misgivings) to Rep. Harris the same afternoon. It was pointed out during the Commission’s consideration of the amendment, that under the new language, the proposed commission could recommend legislation abolishing or radically changing the FCC.

However, despite current widespread criticism of the FCC as a result of the Legislative Oversight investigations, and an already drafted “ripper” bill completely abolishing the FCC in the hands of the Senate Commerce Committee [GOVERNMENT, Mar. 17], the FCC did not feel such a proposal is likely to be made.

The FCC, over Chairman Doerfer’s signature, told Rep. Harris it favored the original resolution and was in accord with the amendment to include all of the spectrum and its administration in the study.

Rep. Bray was not enthusiastic about the Executive move. He said an expansion of the study was unnecessary because the FCC currently has the authority and facilities to re-evaluate its assignment of spectrum space (i.e., pending studies of 25-890 mc and above 890 mc assignments). The Indiana Republican questioned the military’s motive and exact meaning of the amendment’s language.

Sen. Potter, whose resolution cleared the Senate unanimously without debate a fortnight ago [GOVERNMENT, July 28], also was not sure about OCDM’s motives. He called for the House to hold hearings to clarify the exact meaning and purpose of the amendment before it was reported out. However, Sen. Potter said, he would not object to an all-inclusive study if it did not play second-fiddle to an investigation of the administration of the Communications Act, a fear he expressed might happen.

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee and strong supporter of the Potter resolution, said that if the amendment is adopted, the military-allotted spectrum study still should receive priority. He said that is the original intent of Congress and the paramount need. Possibility of expanding the commission’s
NO TAKERS SEEN FOR SPORTS BILL

- Little chance for blanket antitrust protection

- Fellows pushes industry's side as hearings end

Hope of commercial sports promoters for an antitrust blank-check were dwindling at the weekend as Congress speeded up activity in an effort to set its terms by mid-August. The Senate Antitrust Subcommittee considering antitrust exemption (HR 10378, S 4070) wound up hearings last Thursday (July 31).

While a heavy share of subcommittee testimony favored passage of the bill, NAB and the Dept. of Justice have opposed the antitrust exemption, because it would permit promoters to black out much of the nation's population from radio and tv coverage of games.

In testifying last week, NAB President Harold E. Fellows contended commercial sports should be subject to antitrust laws. A large number of letters and wires from stations in opposition to the bill were received by the subcommittee, headed by Sen. Estes Kefauver (D-Tenn.).

As four weeks of hearings wound up July 31, Chairman Kefauver said a closed meeting of his subcommittee was scheduled Aug. 1. A number of amendments have been proposed, including provisions to spell out blackout permission for baseball, football, hockey and basketball. Last week the U.S. Trotting Assn. asked to be included in the antitrust exemption.

Pay tv entered the hearings when Sen. William Langer (R-N. D.) introduced an amendment that would ban sports programming on pay-as-you-see television.

NAB sent a letter to the subcommittee, at the request of Sen. Joseph R. ``Pete'' Nowland (D-Wyo.), citing an estimate that advertisers are spending about $35 million this season for radio and tv coverage of major league baseball. Radio and tv incomes of major league clubs amounted to more than $7 million, NAB said on the basis of data provided by Chairman Emanuel Celler (D-N. Y.), Chairman of the House Judiciary Committee. Rep. Celler's bill providing antitrust exemption for pro sports where a "reasonably necessary" requirement existed was sidetracked in the House in favor of the blanket exemption.

NAB cited a statement by Bert Bell, National Football League commissioner, that league radio-tv income totaled $1,810,260 in 1957.

Station Representatives Assn. told the Senate subcommittee in a letter last week that restricted sports broadcasts would rob the public of interesting programs and deprive stations of substantial revenue (see page 55). The letter was sent by Frank M. Headley of H-R Representatives, president of SRA.

A tribute of broadcasting's power to stimulate interest in sports and attendance at games was paid by Maurice Podoloff, president of National Basketball Assn. The final witness at the hearings, Mr. Podoloff said "television has encouraged people to go to games and radio, too, has stimulated attendance."

Next season NBA will broadcast 16 games plus four playoffs on NBC Sunday afternoons. Mr. Podoloff negotiates the broadcast contracts, the network paying $12,000 a game and $15,000 such playoff games. Home cities are blacked out on tv with the exception of some New York, Philadelphia and Detroit games.

When the U. S. Trotting Assn. testified July 30, Joseph A. Neville, chief counsel, said radio-tv coverage has been a factor in the swift growth of the sport. "Broadcasts have done us a world of good and no harm whatsoever," he said on questioning by Theodore T. Peck, counsel to Sen. Everett M. Dirksen (R-Ill.). "They have gone out of their way to give us help. We are very grateful to the television and radio industry for what they have done for us."

Mr. Fellows was flanked in his committee appearance by Vincent T. Wasielewski, NAB government relations director. He opposed blanket exemption from antitrust laws for professional sports on the grounds that a sport's "should stand the scrutiny of reasonableness in order to be in the overall public interest."

Contending professional sports contests are now subject to antitrust laws, he saw no reason to modify the situation. He listed the history of baseball blackouts since 1946 when the major league's Rule 1D was adopted, recalling the Justice Dept. received many complaints from the public. The rule was modified at Justice Dept. insistence and later the clubs abandoned it altogether.

Professional football has never appealed the federal court decision giving National Football League the right to restrict telecasts into home areas the day a club is playing at home and forbidding any radio restrictions. "I assume professional football has been able to live with reasonable restrictions," he said.

Mr. Fellows said the House-passed bill would permit "any collusive determination" the clubs desire without regard to the public interests. He said the Justice Dept.'s blackout map shows that baseball clubs could blackout broadcasts from 90% of the population, though only half of it at a time or where home team restrictions might prevail.

The bill, he contended, "would grant to the professional sports people the right to virtually preclude a large segment of the American public from all chance to hear on radio or view on television the bulk of pro-

Rep. Hale's '56 Victory Upheld, Faces Same Opponent Next Month

Just six weeks before the same two principals face each other again in the Sept. 8 Maine general election, the House Elections Subcommittee last week declared Rep. Robert Hale (R-Me.) defeated his 1956 First District Democratic opponent, James A. Oliver, by 111 votes. The subcommittee boosted Rep. Hale's previously-announced 29-vote majority after investigating 4,087 contested ballots.

The subcommittee decision will be acted on Wednesday (Aug. 6) by the parent House Administration Committee and then by the full House. Rep. Hale is a member of both the House Commerce Committee and its investigative arm, the Legislative Oversight Subcommittee. Mr. Oliver was a Republican member of Congress in the 1930's before switching to the Democratic party.

GOVERNMENT CONTINUED

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BROADCASTING
hardly a prospect for dry skin protection

— but farmer Richards does buy a lot of motor oil for his tractors; a lot of flour for the wife's kitchen; and a good new car or truck ever so often.

That's why it pays to pinpoint your radio advertising! There are many buying groups with just as many different radio listening habits. And in the rich Dallas and North Texas market WFAA RADIO is just the vehicle for pinpoint advertising!

WFAA
820 • 570
50,000 WATTS 5000 WATTS
Dallas
nbc • abc

the stations with "variety programming"

Radio service of The Dallas Morning News
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take it from WDAU-TV there's more to the SCRANTON-WILKES BARRE market!

For maximum sales results in Northeastern Pennsylvania, take a “WDAU-TV look” at the market. You'll find that when you buy WDAU-TV, your sales message receives dominant coverage in Scranton-Wilkes Barre . . . PLUS 52 communities, each with a population of 5000 or more!

Then consider that WDAU-TV, CBS in Northeastern Pennsylvania, delivers consistent ARB leadership . . . with top rated CBS shows . . . local programs . . . syndicated films . . . and regional news, sports and weather coverage.

WDAU-TV
... towering over Northeastern Pennsylvania
CBS Television in Scranton-Wilkes Barre
Affiliated with WCAU-TV, Philadelphia
Call H-R Television
professional games, especially baseball." Radio would be affected by blackouts, Mr. Fellows said, recalling that it has been blacked out in past years.

"We believe that professional sports should not be granted a blanket check to adopt any and all restrictive agreements," he said. "I do not believe that this Congress should operate on the assumption that the public interest will be protected because professional sports people are supposedly reasonable men. We believe that just as in all other entertainment industries, the antitrust laws should apply so that agreements affecting a product for the program fare of radio and television may be subject to the scrutiny of reasonableness.

"It is true that we and the public and the Justice Dept. might disagree with professional baseball as to what is and what is not reasonable. This, however, should not be a reason for granting to professional baseball, football, basketball and hockey the absolute right to make the unilateral determination of reasonableness."

On questioning by Chairman Kefauver, Mr. Fellows said no legislation is necessary since antitrust laws are now applicable to sports. He said broadcasters can live with the federal court decision in the National Football League case.

Sen. O'Mahoney asked Mr. Fellows to supply information on the market for broadcastsin of major league baseball, professional football and minor league baseball—the amount of money sponsors of broadcasts are willing to pay for the right to carry the games

Lea De Orsey, ex-director of the Washington Senators baseball team, described baseball as a big business. He said radio and tv could ruin the minor leagues, contending the majors should not broadcast into minor league territory during home games without consent of the minor club. He listed 12 major clubs participating in NBC and CBS weekend games: Asked about pay tv, he said, "I'm for getting it free."

Clarence S. Campbell, director of National Hockey League, asked antitrust exemption, contending a law granting only "reasonably necessary" exemption would result in costly litigation. He said broadcasting is not a problem with professional hockey, since only one Saturday afternoon game is broadcast each week.

Rep. Francis E. Walter (D-Pa.), one of the authors of a blanket antitrust exemption for sports as provided in the House bill, testified the House measure equalizes for other sports the privileges now enjoyed by baseball. He said he was "unaware of any improper pressures brought in the House for passage of the bill. Our motives should not be questioned. This is not a plot engineered by club owners."

Major league clubs are working out an agreement on blackout areas while games are being played, he said, when questioned by Chairman Kefauver. He favored incorporation of specific blackout language in the bill.

Sen. Langer contended he introduced his amendment because he feels the general public should be provided the privilege of viewing professional team sports without payment of a toll, fee or subscription. He reminded that Walter O'Malley and Horace Stoneham, respective heads of the Los Angeles Dodgers and San Francisco Giants, testified to a House committee they are negotiating for closed-circuit telecasts of games from their parks "to the general viewing public, and watching those games unless they pay a stipulated fee," he said.

His amendment adds the following language to the bill:

"No person conducting or engaging in any such organized professional team sport, shall enter into or become a party to any contract, agreement, or arrangement resulting directly or indirectly in the imposition upon the public by any person of any requirement for the payment of any toll, fee, subscription or other charge for the privilege of viewing on television receiving sets in private residences any organized professional team contest of any such sport."

Exemption of professional sports was opposed by three college football coaches. Bud Wilkinson, of Oklahoma U., said the pros shouldn't have any more rights than any other business. He said the clubs were "almost ruthless" in their business operations, adding he knows of no instance "where the expedient dollar avenue was not the one that was followed."

He conceded the National Collegiate Athletic Assn. restrictions on telecasts of college games have been "successful to a degree," spreading income among colleges and benefiting small schools.

Bowden Wyatt of the U. of Tennessee and Duffy Daugherty of Michigan State U. agreed professional football should have the same rules as other businesses. All three coaches were critical of the professional draft and reserve clause.

SRA JOINS ANTI-SPORTS BILL FORCES

Restricting radio and television coverage of sports events would rob the public of some of its most interesting programs, deprive stations of a significant portion of their revenues—and probably hurt professional players in the long run.

Moreover, if sports were given the prerogative of blacking out broadcast coverage, then motion pictures and other enterprises could claim equal right to the same special privilege.

These contentions were advanced last week by Station Representatives Assn. in opposition to pending legislation (HR-10378 and S-4070) designed to free organized sports from antitrust controls (see page 52). The arguments were contained in a letter sent Thursday (July 31) by SRA President Frank M. Headley (H-R Representatives) to Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust & Monopoly Subcommittee considering the legislation.

Mr. Headley wrote:

"The association [SRA] opposes the provisions of HR-10378 and S-4070 which would restrict the ability of radio and television stations to broadcast baseball, football, basketball and hockey games. These sporting events constitute some of the most interesting programs that are carried by radio and television stations. The public is entitled to continue receiving these broadcasts. Moreover, the revenue from such broadcasts is a significant portion of the income received by independent stations from non-network sources."

Although Mr. Headley acknowledged that some people claim broadcast coverage tends to hurt the gate, he continued:

"We doubt that this will prove to be so in the long run. For we believe that eventually many more fans are created by broadcasts than are lured away from the parks.

"The committee will recall that when radio broadcasts of games commenced, the fear was expressed that attendance would be hurt. Can anyone deny that radio ultimately increased interest in sports and hence helped build attendance? Similarly the advent of radio may have at the outset discouraged the sale of phonographs and phonograph records. But again, can anyone deny that it is radio which has sparked the tremendous revival of these industries?"

Congress should not "tamper with the competitive forces that now govern the availability of programs for broadcasting purposes," he letter continued. It said:

"To grant the special relief asked for in the pending bills would constitute a dangerous precedent. If sports are to be permitted to restrict radio and television broadcasts, why should not the movie industry secure the same protection?"

"The committee surely must realize that the fall-off in attendance at motion picture houses is attributed in many quarters to television in general and specifically to the availability of quality movies on television. If Congress grants special privileges to organized sports as is now requested, how can it later deny similar relief to the motion picture industry? And after them will come many other special requests."

"The issue is clear. The American system has grown strong on free competition. We do not think the principle should now be abandoned in the broadcast field."

Broadcasting

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NO EDITING, NO LIBEL, SAYS COURT

- New ruling in Lamb vs. Sutton, WSM, WLAC suit
- WDAY-TV anti-censorship case may reach high court

A Supreme Court test of the anti-censorship clause of the Communications Act, which impales broadcasters on both horns of a political dilemma, loomed last week from two areas.

A July 29 decision by a U.S. District Court in Nashville, Tenn., provided the first federal court support of a longtime broadcaster grievance—inability to edit political programs coupled with libel liability. This case may be appealed to the highest court.

Another case based on a North Dakota Supreme Court decision April 3 ([Government, April 7]) is expected to reach the U.S. Supreme Court this week via an appeal for a writ of certiorari. The state court affirmed a lower court ruling that dismissed a libel suit against WDAY-TV Fargo, N. D., for statements made on the air by a splinter candidate.

The Nashville decision was based on a statement broadcast by Pat Sutton, candidate running against Estes Kefauver for the U.S. Senate in 1954. Mr. Sutton, the court held, stated on the air that Edward Long, head of the Lamb station group, was "a known Communist and that his licenses to operate radio and TV stations had been revoked by the FCC." A jury awarded Mr. Lamb verdicts of $15,000 against Mr. Sutton and WSM, and $10,000 against Mr. Sutton and WLAC. Mr. Sutton asked for a new trial and the broadcast stations moved to have the verdicts set aside.

Under Sec. 315 of the Communications Act, stations must provide equal facilities for candidates with the express provision "that such licensee shall have no power of censorship over the material broadcast under the provisions of this section."

The court held that "no express provision in the section grants immunity to a licensee for defamatory remarks made by a candidate for public office during a political broadcast. But it would appear that such immunity is necessarily implied."

"Analyzing the language employed it is seen that a licensee is not required to grant broadcasting time to any of the candidates for a particular public office. However, if it elects to permit any candidate for public office to use its facilities, it must afford equal opportunities to all other candidates for the same office. If it elects to allow the use of its facilities in a particular political campaign, it has 'no power of censorship over the material broadcast under the provisions of this section.'"

"The denial of the right of censorship is complete, including any portions of the material deemed by the licensee to be defamatory. If the licensee, as the section clearly provides, is deprived of all right to censor or to delete any portions of the material to be broadcast by a political candidate, it logically follows that it was the intention of Congress to immunize the licensee from liability for defamation arising from remarks made by such candidate while using its facilities. It cannot fairly be supposed that Congress meant to leave licensees exposed to a continued liability for defamation and at the same time to deprive them of the power to avoid such liability."

The Tennessee court cited the North Dakota decision which held Sec. 315 grants immunity to a station for libelous material used by a candidate for public office.

State laws providing protection to broadcasters in the case of statements by candidates have been enacted by 36 states, according to Mr. Sutton's association which sponsored this legislation for more than a decade. Harold E. Fellows, NAB president, said the Tennessee decision was "a great step forward in clarifying rules for broadcasting in election campaigns."

Douglas A. Anello, NAB chief attorney, participated in the North Dakota hearing and worked with counsel for WSM and WLAC in the Tennessee case. Mr. Anello called the Tennessee ruling "a complete acceptance by the court of the broadcasters' position."

Senate Passes Information Bill

The Senate last Thursday (July 31) passed and sent to the White House a bill designed to prevent federal agencies from relying on a 169-year-old statute in withholding information. The bill (HR 2767) was introduced by Rep. John Moss (D-Calif.) and previously passed the House following lengthy hearings by a Moss subcommittee.

Sen. Thomas Hennings (D-Mo.) authored an identical Senate bill (S 291), which was by-passed in favor of the House version to speed its transmittal to the President. Known as the freedom of information bill, it amends the "Housekeeping Statute," placed on the books in 1789. "Passage of this bill serves notice on all would-be censors in our government that Congress will not tolerate secrecy except where it is clearly justified and specifically authorized," Sen. Hennings said.

Oversight Approves Bill For FCC Code of Ethics

The House Legislative Oversight Subcommittee last week reported favorably to the parent Commerce Committee one of its own bills (HR 11886) requiring the FCC to adopt a code of ethics within 180 days.

It also would prohibit the acceptance of honorariums by commissioners; require that all communications with the FCC on cases of adjudication be sent to all parties concerned and made a part of the public record, and give the President the express power to remove a commissioner from office "for neglect of duty or malfeasance in office, but for no other reason."

The bill was introduced by Chairman Oren Harris (D-Ark.) after completion of the subcommittee's hearings on the Miami ch. 10 grant to National Airlines ([Government, April 21]). Not all members of the subcommittee were in complete agreement with the measure as presently written. Rep. Charles Wolverton (R-N.J.), ranking minority member, sought to have the bill extended to cover all regulatory agencies. As now drafted, it applies only to the FCC.

Other members wanted to make the bill's language stronger, especially on the code of ethics, and to include a provision for annual rotation of the Commission chairmanship, presently appointed by the President. These steps were considered to be "premature" at this time but the committee has promised stronger legislation at a future date.

There was a difference of opinion within the committee on whether the requirement for public disclosure of all contacts would apply to members of Congress themselves. Rep. Harris said such a report would not be required when congressmen or the White House make a routine inquiry. Rep. Peter A. Mack (D-Ill.) disagreed. He said such contacts generally were an attempt to bring pressure and disclosure would be mandatory under the bill. At a late Thursday (July 31) executive meeting, the subcommittee discussed its future course of action, but a decision was withheld until this week. Investigations of several comparative TV cases have been completed and are awaiting public hearings. With Congress rushing toward an expected adjournment within the next three weeks, several members have said privately they...
Recession is not a worrisome word in metropolitan Washington

The nation's lowest unemployment rate in May, 1958! That's how Washington, D. C. compares with every other major metropolitan area. Only 2.75% unemployed here — as against the U. S. average of 7.1%.* It's not Federal Government employees that account for this rare record. Their numbers, in fact, have declined steadily the last six years. Consistent private industry expansion has done it—has made Washington virtually "recession-proof."

June was a revealing month, too—for WWDC, Radio Washington. PULSE had us FIRST AGAIN in share of total mentions—6 A.M. to midnight, Monday through Sunday. That makes 18 months without a miss when we've been first or a mighty close second. We have a simple formula—to be a listenable station to our audience, and a promotional station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.

*Economic Development Committee, Washington Board of Trade REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
HOW RICH IS OUR

Cincinnati — home of WCKY — Queen City of the West — enthroned on its fabled seven hills, above the great Ohio River — is the dynamic hub of one of the richest industrial and agricultural valleys of the nation.

The growth of the Ohio Valley in the last two decades is a fantastic story of America, and WCKY's twin transmitters towering high above the Ohio, send out 50,000 watts of pleasure programming day and night, to serve the people of this Valley of Prosperity, as it has been doing for 29 years.

More than 15 billions of private dollars have been poured into new industry and expansion of existing facilities in WCKY's rich valley; the United States Government has earmarked another 885 million dollars for Ohio River improvements, and the Atomic Energy Commission has spent and is spending additional billions in Atomic Energy facilities, and power plants to energize them, all in the Ohio Valley.

The Valley's own raw materials, coal, oil and gas; chemicals, agricultural products — and its finished products; machine tools, jet engines, airplanes, army tanks, soap, playing cards, clothing, boots and shoes, meat products, makes the Ohio Valley probably the most highly industrialized river system in the United States.

Another load of "Ohio River Gold" ... Tows like this carry as much coal as four 100-car trains.

Construction view of Markland Lock and Dam — one of several under construction to handle tows longer than Queen Mary — as wide as a carrier.
River traffic on the Ohio in 1957 totalled more than 81½ million tons of raw materials and merchandise... twice as much tonnage as passed through the Panama Canal. With the new locks and dams, and a deeper channel, it is estimated that by 1965 river traffic may reach as much as 130 million tons, with Cincinnati the distributing center for much of this vast flow of commerce.

Within the Ohio Valley from the Kentucky River to the Big Sandy, lying within WCKY's 0.5 M.V. daytime area, lives—works—and listens—a big part of WCKY's responsive audience. Five million prosperous, happy spending people—who annually spend nearly four billions of dollars in retail sales.

And in this rich valley—WCKY with its 50,000 watts of pleasure programming—serves those men and women who live—and prosper—and buy—the products and services advertised on the station which best serves the nation's richest valley—the Ohio River Valley.

General Electric Jet Engine Plant at Evendale, Ohio, just outside of Cincinnati.

The Ivorydale Plant of Procter & Gamble, world's largest manufacturer of soaps and detergents, with headquarters in Cincinnati.

The Ford Motor Co. Automatic Transmission Plant, one of two operated in Cincinnati by the Ford Motor Co.

The home of The Tresler Oil Co., Cincinnati—one of the largest independent terminals on inland waterways.

For your share of our rich valley advertise on WCKY
ECONOMIC PLEA MAY BOOMERANG

- FCC accepts economic injury petition in Auburn, N. Y., case
- But tells objector that it, too, may have to be re-assessed

The FCC threw a fast one last week in the economic injury area—and it's become a question whether everybody is going to like it or not.

In accepting a protest by an existing radio station against the grant of a second station in the same community, the Commission told the objector that he was going to be weighted in the balance too.

The FCC split sharply (4-3) in ordering a hearing on a request by WMBO-AM-FM Auburn, N. Y., for reconsideration of the Commission action May 22 granting a new area

What caused three commissioners (Rosel H. Hyde, Robert E. Lee and John S. Cross) to dissent last week was the joke in the majority division: WMBO-AM-FM was directed to submit applications for renewal of licenses, so, the majority said, "they may be consolidated, if necessary in a comparative proceeding" with the new am (WAUB).

The FCC division in last week's action represented two ways of interpreting the extent (and intent) of the order last month by the U. S. Court of Appeals for the District of Columbia. The court remanded the grant of a new am station in Georgia on grounds the FCC failed to consider the possible injury to the public interest of the economic impact of the new facility on an existing station in the same area [LEAD STORY, July 14].

The ostensible reasoning of the FCC majority last week went this way: Since the public interest must be considered above all, regardless of economic injury to either station, the FCC should hold a hearing to determine which of the two—the existing licensee or the new one—can best serve the public.

But implicit in the majority reasoning was this warning: Existing stations had better take a good look at their own qualifications before they force the newcomer into a hearing—to determine how these qualifications might stack up with those of the new licensee. And this further and chiller reminder: An existing station which uses the new opening created by the court decision solely for the sake of preventing or delaying new competition could find itself on the wrong end of the stick.

The thinking of the dissenting minority went this way: The FCC's order for a station to apply for license renewal before its normal termination amounts to uncalled-for harassment by an existing licensee. The Commission's use of this language of its rule authorizing it to direct a station to apply for renewal when this is "essential to the proper conduct of a hearing or investigation" is the use of one legal technicality to head off the protestor's use of another (i.e., the FCC's economic protest provisions, as bolstered by the court decision)...

And a spokesman for one dissenting commissioner added this thought: If the FCC majority's reasoning of last week were followed to its logical conclusion, why shouldn't the Commission throw open the hearing to others, deciding among them all which is best qualified to operate in the public interest? (Under the FCC's present cut-off rules for applications for non-economic, of course, this would not be possible at present.)

The FCC has notified the Solicitor General that it intends to appeal the appeals court decision in the Georgia am case.

WMBO-AM-FM (Auburn Citizen-Advertiser), in its petition on June 20 asking reconsideration of the grant its standards and procedures, of course, this would not be possible at present.)

The publishing company bought WMBO in 1936 and has owned it since 1949. The station said both WMBO and WMBO-FM operate day and night, with hourly news which includes the news-gathering facilities of the Citizen-Advertiser. There are 20 am and 8 fm serving the Auburn area from other cities, the petition said, and if WMBO-AM-FM loses only a small amount of revenue, the station's service to the public may deteriorate.

WMBO said any new station needs heavy financial resources to draw upon, noting it didn't feel Mr. Michels had such financing. It added that Mr. Michels' programming proposals showed a "preponderance of entertainment."

In an opposition July 1 to the WMBO petition, Mr. Michels, who is chief engineer of WHCU-AM-FM Ithaca, N. Y., did not argue with the WMBO's assessment of its own and the area's economic condition, but noted that he has ten years broadcasting experience and believes Auburn's population of 36,722 can support another station despite this situation.

The current WMBO-AM-FM three-year FCC licenses normally would expire June 1, 1960.
Consistent and interesting programming for women listeners is one reason the Beeline delivers more for the money. Katherine Kitchen has been a Beeline feature for 25 years. Thousands of loyal listeners tune in and frequently respond directly by mail or phone. In addition, Katherine Kitchen is featured in McClatchy Bee newspapers.

As a group purchase, these mountain-ringed radio stations deliver more radio homes than any other combination of competitive stations... at by far the lowest cost-per-thousand. (Nielsen & SR&D)
The **REVOLUTION** in 6 o'clock TV viewing is here! now...the station that created a rating sensation with "the little rascals"...will surpass even that...with an hour-long show that intends not only to capture the 6 o'clock adult audience, but also carry with it the bulk of the children viewers!

**WXYZ-TV DETROIT...FIRST STATION IN THE U.S.A. TO OFFER AMERICA'S TOP FAMILY COMEDIES TOGETHER!**

They're mad...mad...mad Never-been-equalled creator of the "Slow Burn"

**THE THREE STOOGES** together with **THE EDGAR KENNEDY COMEDIES**

In one great hour-long, laugh-making, audience-pulling show!

**THE FACTS:**

- **name of show:** "**CURTAIN TIME**"
- **format:** entertaining **LIVE HOST** and two comedies daily!
- **time:** 6 to 7 P.M. the first **BIG** show of the evening!

**time buyers note:**

unlike in most cities, 93.3% of working Detroiters are home by 4:30 p.m.*...that means the Detroit adult audience is TV ready by 6 p.m.!

* Source: Employers' Association of Detroit.

**STATION:** **WXYZ-TV DETROIT, CHANNEL 7**

American broadcasting co. Represented Nationally by Blair-TV
BAR LET DOWN ON PRIVATE RELAYS

- Tv links okay regardless of common carrier availability
- FCC reverses policy in move to help ‘remote’ stations

Television stations now may operate their own private intercity tv relay systems whether or not commercial common carrier facilities are available.

Representing a major policy switch by FCC after five years of deliberation on its original proposal, the Commission Thursday announced that effective immediately it has relaxed its rules on intercity relays. Under the old policy, stations have been forbidden to install their own relays if a commercial common carrier link was available. Or, if not available, stations were allowed to install their own links but had to amortize them rapidly and suspend them as soon as a common carrier relay was available.

The new, relaxed policy will not allow a private relay to connect directly with the intercity facilities operated by a common carrier, such as the major network links of American Telephone & Telegraph Corp. But it does mean that “remote” or fringe-area stations now will find it economically feasible to acquire national network service by installing their own relays to pick up off-the-air programs from a network-affiliated station served by regular AT&T lines.

An exception to the ban on directly linking a private relay to the common carrier relay, FCC explained, would be where the common carriers serving the general area involved “affirmatively state that they do not have the required facility and have no immediate plans to install the required facilities.”

FCC sees the new policy encouraging formation of local or regional networks through the use of private relay facilities and will permit groups of tv stations to combine programming resources to produce programs that would exceed the meaning of an individual station. The Commission expects the relaxed rule will benefit state educational systems which have delayed expansion of service throughout their areas because of the cost of common carrier relay service.

There was little doubt of the welcome tv equipment manufacturers would extend to the new ruling which opens to them a market potential matched only by the resourcefulness of their sales departments in showing station operators how to turn a local or regional network program or sports package into an economic economic.

FCC’s new policy stems from its long desire to help the small market or marginal tv station meet the economic problems of acquiring network service “without jeopardizing the orderly expansion of the national tv program relay system operated by communication carriers.”

Private relay systems, however, lack the flexibility of regular common carrier service to the extent that national network programming is limited to that delivered to the initial tv station in the relay system, FCC noted. “Furthermore,” the Commission said, “such relay systems are not ordinarily reversible so that programs can be fed from the station to the network. Consequently, tv stations employing such facilities could be expected to abandon them in favor of regular common carrier service whenever that becomes economically feasible.”

FCC’s original proposal in 1954 won immediate support from broadcasters and manufacturers, but was opposed by AT&T and the U. S. Independent Telephone Companies Assn. Broadcasters estimated at that time that they could build their own systems from one-quarter to one-half the cost of a commercial common carrier system. Various stations and groups cited cases in which they were prevented from expanding national network coverage or establishing regional network sports-program packages because of the cost of commercial common carrier links.

Through the years stations have invested in their own private systems and then in some cases have been forced to abandon them before amortization when common carrier facilities became available.

A pioneer example of the private link was WSM-TV Nashville, which made a major investment in a multiple-hop system to bring network service to that area at an early date. It is no longer in operation.

In early 1955, only months following FCC’s proposal to relax its private intercity relay policy, AT&T announced the commercial availability of an off-air relay system to provide more economical network service to stations.

Three Norfolk Applicants Merge To Clear Ch. 13 for WVEC-TV

Merger agreement among three competing applicants for Norfolk, Va., ch. 13 has been reached [CLOSED CIRCUIT, July 28]. The agreement was submitted to FCC Hearing Examiner J. D. Bond last Thursday (July 31). Mr. Bond continued the hearing to Sept. 3 when the Broadcast Bureau counsel declared he was unable to agree without further study.

Under the terms of the agreement, ch. 15 WVEC-TV Hampton-Norfolk, Va., will be the remaining applicant, with the other two dismissing their applications. These are chs. 17 WTOV-TV Norfolk and Virginia Television Co.'s WYTV. WTOV-TV is owned by Thomas P. Chisman and associates; WTOB-TV by Temus R. Bright and Louis H. Peter- son, and Virginian by a group including some who are owners of WBOF Virginia Beach, Va.

In exchange for their withdrawals, Virginia Television and Mr. Peterson will receive a 10% interest in WVEC-TV. Mr. Bright will receive a five-year management contract, paying $50,000 the first year and $25,000 a year for the remaining four years. Mr. Peterson will be paid $26,067 for out-of-pocket expenses in connection with the ch. 13 application by WTOB-TV. Virginian

FCC Re-Shuffles Ch. 8 in Carolinas

The FCC last week decided what to do about ch. 8 in the Carolinas.

It assigned the vhf channel to Winston-Salem, High Point, Greensboro, N. C., on a temporary basis.

In doing this it also made the following changes:
- Substituted ch. 13 for ch. 8 in Florence, S. C.
- Changed the educational reservation at Charleston, S. C., from ch. 13 to ch. 7.
- Modified the license of WBTW (TV) Florence from ch. 8 to ch. 14—but said it could continue to operate on ch. 8 until 30 days after a grant is made on ch. 8 in the new tri-city North Carolina market.
- Rejected a request by ch. 26 WTOP-TV Winston-Salem that it be permitted to operate on ch. 8 temporarily.
- Denied a conflicting petition by off-air ch. 18 WFLB-TV Fayetteville, N. C., to assign ch. 8 to that city.
- FCC Chairman John C. Doerfer did not participate in these decisions.

The FCC last week changed the following uhf channels effective Aug. 15:
- Milwaukee, Wis.: chs. 19, 25, 31 to chs. 18, 24, 30.
- Ludington, Mich.: ch. 18 to ch. 33.
- Beaver Dam, Wis.: ch. 37 to ch. 51.
- Chilton, Wis.: educational ch. 24 to educational ch. 31.

The following Milwaukee stations are to shift channels accordingly: WXIX (TV) from ch. 19 to ch. 18, subject to issuance of a new authorization; WCAN-TV from ch. 25 to ch. 24, and WFOX-TV from ch. 31 to ch. 30 (these last two outlets are not operating). The purpose of these changes according to the Commission, “is to avoid present second harmonic interference to reception of WXIX (TV).”

The FCC granted petitions by ch. 8 WJW-TV Cleveland, Ohio and ch. 8 WISH-TV Indianapolis, Ind., and changed the off-set carrier requirements for ch. 8 in Carbon- dale, Ill., Jonesboro, Ark., Indianapolis, Ind., Grand Rapids, Mich., Cleveland, Ohio and Chicago.

At the same time the Commission denied petitions by ch. 3 WREC-TV Memphis, Tenn., for a stay and reconsideration or rehearing insofar as the change in offset carrier designation for ch. 3 in Memphis is concerned.

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TV GRANT TO WKBW-TV CONFIRMED

WKBW-TV Inc. (WKBW Buffalo) was awarded ch. 7 in Buffalo last week in a final FCC decision which confirmed earlier instructions to the Commission staff [Gov-ernment, July 14]. Chairman John C. Doerfer and Comr. Robert E. Lee dissented.

Losing applicants were Great Lakes TV Inc. and Greater Erie Broadcasting Co. (WWOL Buffalo). The FCC action reversed Hearing Examiner H. Gifford Irion, who favored Great Lakes in an initial decision in January 1956, a supplemental decision in September 1957 and a second supplemental decision last May. The Buffalo ch. 7 case has been pending before the FCC since March 1954.

The FCC summation said WKBW-TV was found equal or superior to one or both of the other applicants in virtually all areas of comparison; equal to Great Lakes and superior to Greater Erie in civic participation and diversification of business interests; superior to Great Lakes and substantial (though not equal to Greater Erie) in integration of ownership with management and diversification of ownership of mass media of communication; superior to Greater Erie and substantial (though not equal to Great Lakes) in broadcast experience; weaker than both in failure to provide studios for Niagara Falls, but that this is not of great significance.

The FCC found weaknesses shown by Great Lakes in local residence, integration of ownership, broadcast record and diversification, and weaknesses by Greater Erie in broadcast experience, broadcast record and "the demonstrated failure of its owner to comply with regulatory requirements and other differences."

The Commission found all equal in the qualifications needed to finance, construct, own and operate a tv station. The FCC found Leon Wyzsatzki, owner of Greater Erie, weak in civic participation, broadcast experience and record evidence of his past operation of WWOL and failure to comply with the regulations of the FCC "and other agencies."

Great Lakes, while superior in broadcast experience, was not impressive in civic participation and diversity of local business interests and its showing of local residence and integration of ownership and management is not impressive, FCC said. It is also weakened by the record evidence of past performance of stations with which it is associated in other cities, the FCC added.

The record was opened after the 1956 decision to take testimony on the financial qualifications of WKBW-TV, and after the 1957 decision to hold further hearings on proposed coverage of the three applicants.

The FCC also last week confirmed a June 16 initial decision favoring New Hanover Broadcasting Co. (WGNI Wilmington) for grant of ch. 12 in Wilmington, N.C., and another on June 24 recommending United Telecasting & Radio Co. (KVOS Ogden) for grant of ch. 9 in Ogden, Utah.

Both these grants were uncontested. In the Wilmington case, Carolina Broadcasting System Inc. withdrew its application Nov. 25, 1957, and New Hanover reached a merger agreement with United Broadcasting Co. (Richard Eaton), a third applicant, last March. In the Ogden case, applications by Jack A. Burnett and Granite District Broadcasting Co. (KNAK Salt Lake City) were dismissed without prejudice after United agreed to pay partial reimbursement for Mr. Burnett for expenses and reached a merger agreement with Granite District.

The FCC last week also granted construction permits for two educational tv stations. Central California Educational Television, Sacramento, was granted ch. 6. Area Educational Television Foundation Dallas Tex., was granted ch. 13.

FCC Re-opens Spartanburg Case In Wake of Appeals Court Edict

The FCC Wednesday (July 30), in carrying out provisions of a court mandate [Gov-ernment, May 26], ordered the record re-opened in the WSPA-TV Spartanburg, S. C., transmitter case, which has been before the Commission and/or courts since 1954.

By a 2-1 vote, the U. S. Court of Appeals had remanded the case on the grounds the July 1957 FCC decision (reaffirming a 1954 grant) failed to justify the service curtailment resulting from ch. 7 WSPA-TV's move from Hogback Mt., outside Spartanburg, to Paris Mt., near Greenville, S. C. The court also hit a Commission ruling on the "excusability" of a misrepresentation issue raised by the protesting stations, uhfs WGVL (TV) Greenville and WAIM-TV Anderson, S. C.

The Commission ordered its hearing examiner to take further testimony on the two issues and to hand down a supplemental initial decision. In the July 1957 decision, the FCC ruled that loss of service to Spartanburg as a result of the transmitter move was compensated by increased service to other areas and that the misrepresentation was not willful and therefore not disqualifying.

FCC Waives Dual ID Rules To Hyphenate Four Tv Stations

The FCC last week granted a waiver of its rules to the following tv stations requesting dual identifications:

- KOVR-TV Stockton, Calif. (ch. 13), to identify itself as Sacramento as well as Stockton.
- WTCN-TV Minneapolis, Minn. (ch. 11), to identify itself as St. Paul as well as Minneapolis.
- WNEP-TV Scranton, Pa. (ch. 16), to identify itself as Wilkes-Barre as well as Scranton.
- KCEN-TV Temple, Tex. (ch. 6), to identify itself as Waco as well as Temple.

At the same time the Commission denied a petition by ch. 12 KTVH (TV) Hutchinson, Kan., to shift that channel to Wichita, Kan., so that the station could request modification of its license to specify operation on ch. 12 in Wichita.
Mr. Walter Winchell
New York Mirror
235 East 45th Street
New York, N. Y.

Dear Walter:

We are delighted to place our order with NTA for the Desilu series of thirty-nine films featuring you in the "Walter Winchell File" and are particularly happy to be the first television station in the country to purchase the program on a syndicated basis.

Frankly, the program's exposure in the Boston market was so limited that we consider it to be a first-run vehicle.

Only one word properly describes your program—entertainment. It is gripping, realistic and wholly believable. It has production qualities (you would expect from Desilu) comparable to those found in the "Lucy" series. The Desilu production genius is now fully documented, bridging the gap from the magnificent comedy of "I Love Lucy" to the electrifying drama of the "Walter Winchell File."

It is important, Walter, that station operators in TV make available to their audiences these programs which seek and succeed in outlets for creative and productive ability, and we would not dream of starting our fall schedule in 1958 without the "Walter Winchell File."

Without question, it is the best half-hour television series that I have screened in a long time.

Furthermore, the "Walter Winchell File" will be scheduled in an early evening period so that all members of the family, including children, can watch it. It is an all-too rare combination of exciting and educational entertainment. Our entire promotional and publicity resources will be fully utilized to insure a large audience for your great program.

With all good wishes.

Sincerely yours,

[Signature]

NTA National Telefilm Associates, Inc.,
Coliseum Tower, 10 Columbus Circle, New York, N. Y.  •  Judson 2-7300
BOSTON GRANT UPHENDED, REMANDED

A federal appeals court in Washington last week gave and took away a stunned FCC today (Aug. 4) was pondering the implications of this latest ruling—involving the controversial Boston ch. 5 case.

Unanimously, a three-judge U. S. Court of Appeals upheld the FCC's 1957 grant of Boston's ch. 5 to the Boston Herald-Traveler (WHDH) and at the same time remanded the case for an investigation to determine whether any commissioner should not have voted and whether any undue influences may have been attempted in behalf of any of the competing applicants.

The court upheld the Commission's right to determine the winner of the heated Boston contest without question. In fact, Circuit Judge John A. Danaber, writing for himself and Judge Warren E. Burger and with Chief Judge Henry W. Edgerton concurring in the result stated:

"We thus rule definitively that any person or persons influenced or attempted to influence any member of the Commission in any manner except by recognized processes of adjudication."

The last two withdrew before the final decision. Greater Boston and Massachusetts Bay filed the appeals to which last week's opinion applied. The Boston Globe attempted unsuccessfully to intervene.

Robert Choate, publisher of the Herald-Traveler, issued the following statement in Boston following the announcement of the court's opinion:

"I do not think I should comment or speculate on the outcome of any investigation by the Commission into the actions of the owners of the Boston Globe or of principals in any of the applicants other than WHDH in attempting to improperly influence the FCC in connection with the ch. 5 case. Proceedings of the House Legislative Oversight Subcommittee, which were not before the court, contain my sworn testimony that I did not discuss the ch. 5 case with any member of the Commission."

Rep. Oren Harris (D-Ark.), chairman of the Oversight committee, declined comment, but smiled broadly when told about the court's action.

Former Comr. Mack, reached at Fort Lauderdale, Fla., where he is now living, said that the Boston Globe was not a party in the proceedings. "Other than that," Mr. Mack said, "I have no comment."

The court related that in the transcript of the Legislative Oversight committee submitted in the Miami ch. 10 case, another commissioner testified that "various individuals connected with some of the parties to the instant appeals had conferred with him with reference to the pending case while the matter was under consideration by the Commission and before the issuance of its final decision."

That transcript mentioned such names, the court said, as Forrester Clark of Massachusetts Bay, Mr. Choate of WHDH and "certain representatives" of the Boston Globe.

The court went on:

"Whether or not others, to us unknown, may have acted similarly, or whether or not any such individual named or unnamed, approached any other commissioner, and if so with what result, if any, we cannot know from the present record. Nor does it appear that any such persons actually represented or purported to speak for any of the parties here, or whether such parties had knowledge of such actions as may have been taken."

In a footnote to this observation, the court quoted the testimony of former Chairman McConnaghey that: "They came in my office with two brothers or cousins and they read the riot act to me about ever granting this, about ever considering voting for the Boston Traveler or whatever it is. They were not even parties."

The court then directed that an evidentiary hearing be held, covering the following issues:

- Whether or not any member of the Commission should have disqualified himself.
- Whether any person or persons influenced or attempted to influence any member of the Commission in any manner except by recognized processes of adjudication.
- Whether any party directly or indirectly "secured, aided, confirmed, ratified, or knew" of any misconduct which may be found by the Commission to have occurred.
- Whether the conduct of any applicant, if not of the grant, itself was void originally and if not whether it is voidable.
- Whether the conduct of any applicant has been such to reflect adversely if not disqualifying from a comparative standpoint.

All parties to the case must be admitted to this new hearing, the court said (except CBS and Boston Post). It also stated that any person or persons about whom evidence is received may be permitted to cross-examine and submit rebuttal testimony. It also ordered that the attorney general be notified so that he may participate as amicus curiae.

The court said that the status quo shall be maintained, indicating that Boston's ch. 5 WHDH-TV continues to be operated by the Herald-Traveler. It also retained jurisdiction and ordered the Commission to report within 60 days on the progress of the new proceedings.

The court also specifically stated that it is up to the Commission to determine which of its members should or should not have participated in the Boston case, but it emphasized that these findings would, of course, be subject to the court's review.
"My Monday mornings wouldn't be complete without Ad Age."

says BERNARD J. WIERNIK
Vice-President/Sales and Advertising
Mogen David Wine Corporation

"Advertising Age is, in my opinion, the outstanding trade publication in America today. As the leading advertisers in the wine industry, Mogen David must be aware of all the latest selling and merchandising programs being developed. My Monday mornings wouldn't be complete without Ad Age."

Wherever markets and media are being selected and schedules planned, there, too, you'll find Advertising Age. For over the years (28 so far), Ad Age's thorough reporting of the news and penetrating analyses of trends have made it a rewarding "professional consultant" for those who influence as well as those who activate marketing decisions. That's why you'll find that most of the executives of importance to you are among the thousands for whom Monday mornings wouldn't be complete without Ad Age.

The Mogen David Wine Corp., for example, whose sales jumped 425% between 1948 and 1957, puts its major advertising emphasis on broadcast media. This Chicago winery—production capacity: millions of gallons annually—spent more than $1,545,000 on network television time alone last year. Spot broadcasting also is coming in for special consideration in the company's 1958-59 plans to promote its Mogen David and Key wines.

Every Monday, market-interested executives at Mogen David turn to Ad Age to keep posted on developments affecting them. Further, Ad Age reaches decision-makers at the wine concern's agency, Edward H. Weiss and Company—covering this important advertiser and its agency with a total of 42 paid-subscription copies every week.

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.

BERNARD J. WIERNIK

Before joining the Mogen David Wine Corp. in 1950, Mr. Wiernik had gained both retail and wholesale selling experience, in addition to spending four years in the Army Air Corps, where he rose to the rank of captain. Starting as a chemist, he became assistant winemaker a few months later. In 1952, however, he was named sales manager, advancing to vice-president in charge of sales and advertising within three years. Since switching to the sales side, he has helped formulate many of the advertising and merchandising plans which propelled Mogen David to the front ranks of its field.

Mr. Wiernik is active in a number of civic projects, and serves on the board of directors of the Oak Park (III.) Temple. Some of his leisure time also is devoted to such diverse hobbies as electrical engineering, hunting, golf and bowling.
WATCH ON THE POTOMAC

So that it will be prepared to handle whatever business may arise during the Aug. 1-Sept. 10 vacation period, FCC Thursday adopted an order delegating authority to a board of Commissioners to institute investigations in the absence of a quorum. A board is constituted of those Commissioners who may be present at any given time and does not necessarily represent a quorum.

FCC Proposes Appeal Curb

To curb excessive procedural delays in hearings on new stations and expanded facilities, FCC Thursday (July 31) proposed to forbid the appeal of a ruling by a motions commissioner, the chief hearing examiner or a hearing examiner until the Commission considers the entire record of the proceeding. However, in extraordinary circumstances an appeal could be made with the consent of the ruling officer prior to this time. FCC asked for comments by Sept. 30.

Under the present rule, any party to a hearing may petition the Commission to review an adverse ruling by a motions commissioner, the chief hearing examiner or the hearing examiner at any time during the proceeding. The Commission noted that this has resulted in "an excessive number of such appeals" which have imposed "an extra burden on the Commission" and often have delayed completion of hearings and "the furnishing of new or expanded services to the public."

WBAI-FM Sideband Test Approved

FCC last week approved an experimental grant to WBAI-FM New York City to use a side-carrier under its multiplexing operation to experiment with "compatible" stereophonic programming. The station, on 99.5 mc with 18 kw, proposes to repeat one hour of music each night on its main carrier and on one of its sidebands—so that any listener may receive stereophonic reception through his regular fm receiver and with a special receiver capable of picking up the station's sideband carrier. The test is being run in conjunction with equipment developed by Crosby Labs, Inc., Hicksville, N. Y. The experimental grant runs through October and was conditioned on no commercial sale of this hour of stereophonic programming.

FCC Denies Eastern's Plea

The FCC last week denied a request by Eastern Airlines that it be permitted to participate in the reopened Miami ch. 10 hearing on all issues—instead of the single issue of whether Comr. Mack should or should not have voted in the grant to National Airlines. The next prehearing conference in the case is scheduled for Aug. 25.

FINIAL BURST

FCC's final July meeting—which took one and a half days beginning Wednesday morning—covered over 250 individual items. The papers on these agenda cases amounted to more than 1,500 sheets, according to statistically-minded staffmen. This was one of the largest agendas in FCC annals, it is believed.

Anti-Switchblade WMGM Lauded

Judge John E. Cone of the New York State Supreme Court July 23 praised the campaign of WMGM New York to ban teenage weapons [IN PUBLIC INTEREST, March 17]. The endorsement came as Judge Cone testified before the Senate Interstate & Foreign Commerce Committee in support of a House-passed bill to make illegal the interstate shipment of "gravity" and "switchblade" knives.

WMGM helped the Committee to Ban Teenage Weapons obtain a petition of 80,000 signatures that was presented to Gov. Averell Harriman at the start of the campaign.

Class B Fm Plan Dropped

The FCC last week dropped its tentative allocation plan for Class B fm stations, effective Aug. 30, declaring the "plan has outlived its usefulness." It was originated in 1945 as a "temporary guide" for the allocation of Class B fm channels, which serve metropolitan and rural areas. Low power Class A fm stations, serving small communities, have never had a geographic allocation plan. According to the Commission, the increasing number of fm applications can be more efficiently processed through the elimination of the necessity for rule-making proceedings to make changes in the fm allocation table, as in the past.

FCC Takes on Call Letter Dispute

KBOY San Francisco last week was given a chance to prove its claims that listeners and others are confusing its call letters and those of KOFY San Mateo. The FCC acted on KBOY’s petition for reconsideration of the April 22 grant of the KOFY call letters by ordering an evidentiary hearing. KBOY made its original complaint last April, repeating the complaint last month [GOVERNMENT, July 21] and enclosing three mis-addressed envelopes to support its earlier suspicions.

Translator Hike Comments Asked

The FCC last week invited comments to a proposed change of rules which would increase the maximum output for tv translators stations from 10 w to 100 w. According to the Commission, such a power increase would "improve service and extend it to new areas in which there is little or no tv reception at present." The tv translator service was established in 1956 to enable small, outlying communities to have television.
DYNAMIC PATTERNS OF FAMILIES AND BUYING

All network programs will be individually classified by principal categories-intensive, concentrated each month. Meaning—you can see which programs have most interest for your own product category!! Tremendous aid here in holding to your present or buying a new approach. For example: if you're an auto sponsor, but find cigarette or beer programs have more auto families, maybe you should act fast!

The Pulse Network Monthly Reports—U. S. PULSE TV and the RADIO-PULSE—will both report these new data IN ADDITION TO THE PRESENT COMPLETE REPORT . . . vital qualitative information.

INDUSTRY'S LARGEST SCIENTIFIC SAMPLING

From major markets throughout the U. S. Pulse interviewers will gather these vital added facts. Blue-ribbon advertiser and agency subscribers tell us this one-category-per-month is most adequate. Should greater frequency be necessary, Pulse's 3,900 interviewers can deliver it.

At no extra cost for present agency full subscribers, this information is added to Pulse Network reports—network, both TV and radio.

If you are a non-subscriber, you can get New York, Chicago, Los Angeles and both network reports for only $200 per month.

Positively not available for individual network report purchasers.

ORDER NOW!

Any questions? Wire, write, or phone JUdson 6-3316

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

730 FIFTH AVENUE • NEW YORK 19, NEW YORK

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Eight Daytimers, One Unlimited Included in FCC New Am Grants

The FCC last week granted the following construction permits for am stations:

- J. C. Henderson, Dadeville, Ala., to operate on 910 kc with 500 w, day.
- Horsetooth Broadcasting Co., Fort Collins, Colo., to operate on 600 kc with 1 kw, directional antenna, day, engineering conditions.
- George S. Walker Jr., Lake City, Fla., to operate on 960 kc with 500 w, day.
- Emerson W. Browne, Tallahassee, Fla., to operate on 1580 kc with 5 kw, day, remote control permitted.
- Radio Owinett, Lawrenceville, Ga., to operate on 1360 kc with 1 kw, day.
- Clearwater Broadcasting Co., Orofino, Idaho, to operate on 950 kc with 500 w, day.
- Franklin County Broadcasting Co., Potosi, Mo., to operate on 1280 kc with 500 w, day.
- Copper Basin Broadcasting Co., Copper Hill, Tenn., to operate on 1400 kc with 250 w.
- Lafayette Broadcasting Co., Lafayette, Tenn., to operate on 1460 kc with 1 kw, day.
- Joseph E. Young, Crane, Tex., to operate on 1380 kc with 1 kw, day.

For other broadcast actions of last week, see For The Record, p. 94.

FCC Approves Tv Repeater For WINR-Tv Experiment

WINR-TV Binghamton, N. Y. (ch. 40), last week received FCC approval on its applications:

For an experimental tv repeater station on ch. 40 to determine over a year's time whether this type of station, carrying WINR-TV programs, can fill in a "shadow" in a uhf (WINR-TV's) service area.

For two new tv translators to carry WINR-TV programs: one on ch. 78 to serve Johnson City and Vestal and the other on ch. 81 to serve Hillcrest and Chenango Bridge.

The 10-w uhf repeater will radiate vertical polarized signals from a hill overlooking Chenango River Valley at Dickinson, north of Binghamton. WINR-TV said installation will cost less than $5,000 and that RCA is supplying the equipment free, with WINR-TV installing the gear and furnishing the land and commercial power. The uhf repeater is the second part of an experiment by WINR-TV in filling in shadow areas, the first being broadcast of continuous wave (unmodulated) signals on ch. 42. WINR-TV's new experiment will enable it to compare the uhf repeater station and the uhf translators.

The FCC also last week granted California Oregon TV Co. permits for two translators: chs. 71 and 73 to translate programs of its KBES-TV Medford (ch. 5) and KOTT-TV Klamath Falls (ch. 2) in Oregon's Cow Creek area.

Fla. ETV Group Asks V Switch

The Florida Educational Television Commission has asked the FCC to switch educational ch. 30 for commercial ch. 13 at Panama City because there is increasing public interest in organizing for an educational tv station there. The commission said ch. 13 was assigned to Panama City four months ago on request of commercial interests in Mobile, Ala., but that no application has been filed for ch. 13. Gulf Coast Community Junior College and Chipola Junior College were mentioned as institutions which would participate in an educational tv outlet there.

AT&T Threatens TWX Rate Boost If FCC Enforces Decrease Order

American Telephone & Telegraph Co. has asked the FCC to rescind its June 25 order directing a reduction of 15% in private-line telephone rates. AT&T asked permission to file tariffs immediately to increase private line teletypewriter (TWX) rates if the FCC turns down its petition [Program Services, July 7].

United Press International, a heavy user of AT&T facilities, almost immediately filed a protest to the proposed rate increase.UPI charged the increase would be "patently discriminatory" against users of the news wires. The news service said it was intervening on behalf of newspapers and radio and tv stations. Several stock exchanges, users of ticker service, also protested the proposed rate boost.

AT&T said combined telephone and tele- type rates earned only 6.4% on investment in 1955 and that the FCC order would cut current earnings to 4.5%, which AT&T termed "confiscatory." TWX services alone are earning only about 1.5% and it would be inequitable to reduce telephone rates and not increase TWX rates, AT&T said. AT&T is expected to ask an overall increase of about 35% for TWX and Western Union is expected to ask about a 41% boost.

WU Asked to Submit Schematic For Dropping Foreign Operations

The FCC has ordered Western Union Telegraph Co. to submit by Dec. 31 a plan to divest itself of its international telegraph operations, with divestiture to take place six months after FCC approval. WU also was directed to make monthly reports on its progress on this schedule.

The divestment is required by Sec. 222 (c) (2) of the Communications Act as a result of WU's 1943 merger with Postal Telegraph. An FCC hearing examiner first proposed divestment in 1954, but recommended FCC ask Congress for amendment of Sec. 222 to permit international merger. FCC decided against such a request to Congress but asked WU to propose any method permissible under statutes existing on Dec. 31. Comrs. Frederick W. Ford and John S. Cross did not participate.

FCC to License Wireless Mikes

The FCC last week provided for the licensing of low-power auxiliary stations for the cueing, direction and transmission of program material over distances not exceeding a few hundred feet. This program material would be sent by means of small, portable, wireless microphones. The lowpower stations would be limited to one watt.
Try the new Turner 220A Lavalier for 30 days free

We say it's the world's finest lavalier microphone ... on-the-job performance will prove it!

If you don't agree, simply return it. It will cost you nothing. We're willing to make this free trial offer because we're convinced this new lavalier has no equal.

Superior performance
This new microphone has great sensitivity and range, especially for a lavalier. Frequency response is 60 to 20,000 cps. And Turner's exclusive DynaFlex Diaphragm picks up the slightest shadings of sound, transmits them faithfully. Omni-directional polar pattern levels out volume variations caused by head movements.

Classic, inconspicuous design
The new 220A is designed to feature the performer, not the microphone. It's slim, trim, aluminum case is neutral grey, non-reflecting enamel.

An excellent value
When you decide to keep the Turner 220A you'll be convinced the $75.00 Radio/TV station net cost represents real value. The microphone can be adapted to stand use to do double duty. The price includes 25 feet of attached plastic-covered, 3-conductor, shielded cable plus lavalier accessory. But the outstanding performance characteristics you get from this attractive studio lavalier are the important benefits.

Prove it for yourself. Try it in your studio, subject to your own work conditions, your own habits, your own performance standards. You'll see why no other lavalier microphone can match it.

Mail this coupon for the no-obligation, 30-day free use of the Turner 220A.
RAB RADIO COUNT: 142.6 MILLION

Radio sets in working order in the U.S. on July 1 stood at an all-time high of 142.6 million, the Radio Advertising Bureau estimated last Friday.

The figure compares with 139.5 million estimated earlier this year as the total on Jan. 1, 1958 [TRADE ASSNS., April 7].

The latest "box car" estimate, RAB said, puts the number of radio homes at 47.1 million as against 46.6 million six months earlier. During the same span the number of secondary sets rose 4.1% to a total of 48.3 million, bringing total household sets to 95.4 million, according to RAB.

The announcement said that "despite an automobile sales slump, the radio-in-auto count rose to 37.2 million, more than three times the number in 1948—and more than the number of total radio homes in that year. In addition, many radios are aboard the nation's 7 million-plus pleasure boats while an estimated 10 million radios exist in public listening places."

RAB said the current total represents "an 82.8% increase in the number of radios during the last 10 years (the period of television's birth and growth)."

In another dig at its broadcast competitor, RAB observed that semiannual sales estimates for the first six months of 1958 indicate "2.4 times as many radios bought as tv sets, with the current total set count running 3½ times greater for radio than tv."

RAB President Kevin B. Sweeney cited the mid-year estimates as evidence that radio continues to grow even in a recession and even when the number of radio homes is already near saturation. He continued:

"The 142.6 million mark means 2.8 radios for each of America's 50 million homes. That's almost twice as many radios as wage earners . . . three times as many radios as housewives . . . nine times as many radios as teen-agers."

"If evidence of radio's vitality were ever needed, these figures are it. The steady growth of secondary sets in the last six months alone proves that multiple-set ownership will continue to create millions of new listening places where other media do not exist."

RAB emphasized that its estimates do not include radio sets not in working order. The number of these was placed at 22 million.

Here, by location, is how RAB's midyear estimates compare with those released earlier for Jan. 1, 1958:

<table>
<thead>
<tr>
<th>Location</th>
<th>July 1 (Millions)</th>
<th>Jan. 1 (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In homes</td>
<td>95.4</td>
<td>93.0</td>
</tr>
<tr>
<td>In cars</td>
<td>37.2</td>
<td>36.5</td>
</tr>
<tr>
<td>In public places</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>142.6</td>
<td>139.5</td>
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</table>

LOCAL GOOD WILL NEED CITED BY HAYES

• Addresses South Carolinians

• Urges public relations stress

Broadcasters must establish "a new public relations climate" by meeting their local responsibilities, John S. Hayes, president of the Washington Post Broadcast Division, said Tuesday in an address to the South Carolina Radio & Television Broadcasters Assn.

Mr. Hayes told the association at its Myrtle Beach meeting "At no time in the past 30 years have we faced a more vexing situation than that which confronts us now in Washington."

He posed this warning: "In a way, the very existence of our free system of American broadcasting is threatened."

Among Washington "problems" he listed: network investigation by House committee; Senate committee probe of music practices and audience rating; FCC's Barrow study of networks; Dept. of Justice probes; FCC and Defense Dept. allocation studies.

W. Randall Davidson, WAKN Aiken, association president, presided at the three-day meeting. H. Moody McElveen, WNOK-TV Columbia, vice president, was program chairman. W. Frank Harden, WJS Colum-

bria, and Bruce Buchanan, WFBC Greenville, were co-chairman of arrangements.

The industry's defensive position in Washington is paradoxical in view of its public acceptance, Mr. Hayes told the South Carolina group. Citing industry growth and policies, he chided broadcasters "who at one moment talk about our free American system and the very next moment rush to the FCC pleading for assistance and for what is, in effect, more governmental interference."

What is needed, he said, is "a climate of goodwill between the public, the broadcasting industry and the government; and we must reach some mutual understanding with the federal establishment so that it recognizes that it represents us as much as the public we serve."

The answer in the last analysis must lie at the local level and it must rest on the foundation of local responsibility in broadcasting. Each broadcaster at each station, radio or television, must so serve his community, must so mend his own public relations fences, must so become a parcel of the area he serves that there begins at the very grass roots a groundswell of public favor to roll into Washington and dissipates our opposition by the very force of its overwhelming strength."

Mr. Hayes emphasized newscasts in his plea for local responsibility. Reminding of the new concerns brought on by international developments and the space age, he said: "The people have a right to know what is happening throughout the world. Yet, even among the members of this association there may be one whose broadcast news is ripped from a ticker at the last moment and rushed to the air, unedited and unchecked. Perhaps it is even read between two phonograph records or two reels of film by a disc jockey or a master of ceremonies who has neither the opportunity to pre-digest it nor an inclination to understand it. The public can have no confidence in this type of local news presentation and must think lightly of our industry because of it."

While world and national news are important, Mr. Hayes suggested "the fire around the corner to some people is as important an item of news as the landing in Lebanon. An area station must cover area news and even the smallest operation in our midst must cover the news in its own area. If we do not, the burden of this responsibility falls upon our competing media and they will gain by default what should be ours if we would but work for it."

Good news reporting need not be expensive, he said, explaining the expense may only become severe when a station doesn't exploit its news opportunity. "Who can evaluate how much of the reputation which a station rightfully should have, has been lost?" he asked. The inspiration, he added, must come from management.

"The audience of each station must come to feel that its favorite call letters are the source of information, education and community service of a high order," Mr. Hayes said. "If we fail to build this impression among our audience, they will come to think of us as simply purveyors of music or a new form of motion picture house or, at the most, a casual companion to be abandoned at will."

In calling for stronger public service pro-

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programming, he suggested that businessmen who turn to radio and TV stations for aid in civic effort "might become interested in purchasing other types of public service programming under their own individual sponsorship." He said reputations are built through public service broadcasting and lost through the lack of it. "Good public service is good business," he said. "Without it, a station lacks a necessary part of its personality."

The broadcasting position will be better understood in Washington, according to Mr. Hayes, "when we deal with men who have come to depend upon us for our opinions and who know us as productive leaders in our respective communities.

"We must squarely face the fact that we have grown far beyond the day when we were thought of as members of the entertainment industry. Today we are publishers, newsmen, educators, explorers, merchandisers, sociologists and purveyors of entertainment all rolled into one. If we exercise our responsibilities locally, then all of us can be proud to number ourselves in the industry. If we shirk our responsibilities, we lose not only our business, but we toss away the free system of broadcasting. Our survival depends in large part upon a realization of our obligations."

Ernest W. Jennes, of the law firm of Covington & Burling, Washington, also addressed the South Carolina group. He said the FCC's attitude on the trend away from over-all program balance and emphasis on news-music and other formats has not yet become clear. While the Commission appears to be relaxing its attitude so the failure to program in one or more of the conventional categories is not necessarily serious, he said no green light has been given to a 90% music-10% news type of format. Even if such programming survives renewal procedure, there are other complications to watch for, he said, pointing to possible comparative or protest proceedings involving a new or improved facility.

"The bare minimum that may get you your renewal is not enough to give you the status which a record of well-balanced programming, fully responsible to the needs of your community, could achieve," he said. "A broadcaster is hardly in a position to wrap the mantle of public interest around his operations if he is not prepared to undertake his fair share of the responsibility of serving that public interest."

Mr. Jennes said the FCC is giving closer attention to spot commercials, mentioning a station that obtained a renewal only after promising to cut the number sharply. He advised keeping spots within one minute.

Lotteries present a vexing problem, he said, offering this way of appraising a possible lottery: "A chance for a prize at a price." All three elements must be present to constitute a federal lottery violation, he said.

Judge Van Allen Dead at 81

Judge John W. Van Allen, 81, general counsel emeritus of Electronic Industries Assn., died July 28 in Buffalo after a brief illness. Judge Van Allen was named legal counsel of the then Radio Mfrs. Assn. (now...
EIA) in 1927 and two years later was named general counsel, a post he held until 1952. He was a prominent figure behind enactment of the Radio Act of 1927 and participated in many legislative and governmental developments during a quarter-century of electronic expansion. He is survived by his wife, Mrs. Gertrude Van Allen and three daughters. Services were held Wednesday in Buffalo.

Advertising Research Foundation Presidency Relinquished by Hart

William A. Hart has resigned the Advertising Research Foundation presidency to which he was elected in December 1955. Wallace H. Wulfeck, ARF board chairman, announced last week that the board had accepted Mr. Hart's resignation with regret. Mr. Hart, who asked to be relieved from office as early as a date convenient to the board, originally had agreed to serve as president for two years. He had been elected a director of ARF in December 1953.

Dr. Wulfeck said the board had authorized the appointment of a committee "to study staff organizational needs and make recommendations to the board at an early date." ARF did not indicate who would succeed Mr. Hart.

Mr. Hart's background includes 31 years with E. I. duPont de Nemours Inc. which he left as director of advertising; service as vice president and a director of the Assn. of National Advertisers; vice president of the National Better Business Bureau as well as the Advertising Federation of America; a director (1927-55) and chairman (1952-54) of the Audit Bureau of Circulations.

Nine in Advertising Appointed to AFA's Executive Committee

Nine advertising leaders were appointed to the executive committee of the Advertising Federation of America, it was announced last week by AFA Board Chairman Robert M. Feemster, chairman of the executive committee of the Wall Street Journal, who was himself appointed to the committee for a one-year term. In addition to Mr. Feemster those appointed included Mary E. Busch, executive vice president, Emery Adv. Corp., Baltimore; John P. Cunningham, president, Cunningham & Walsh, New York; Ben R. Donaldson, advertising consultant, Ford Motor Co., Dearborn, Mich.; James S. Fish, vice president and director of advertising, General Mills Inc., Minneapolis; Melvin S. Hattwick, director of advertising, Continental Oil Co., Houston; George W. Head, advertising and sales promotion manager, National Cash Register Co., Dayton; David H. Kutner, merchandising manager, Motorola Inc., Chicago, and C. James Proud, president of AFA.

TRADE ASSOCIATION SHORTS

NAB announces formation of FM Radio Committee, first of new standing committees, and names Ben Stone, WWDC-FM Washington and fm director-at-large for NAB, as chairman [At Deadline, July 28]. Other members are William B. Caskie, WPEN-FM Philadelphia; Everett L. Dillard, WASH (FM) Washington; Raymond S. Green, WFLN-FM Philadelphia; Michael R. Hanna, WHCU-FM Philadelphia; Merrill Lindsay, WSOY-FM Decatur, Ill.; and C. Frederick Rabell, KITT-FM San Diego.

Catholic Apostolate of Radio, Television & Advertising (CAR TA) will sponsor its annual boat ride up the Hudson River on Aug. 20, starting at 7 p.m. Tickets are priced at $2.75 and are obtainable through CARTA representatives at networks, stations, agencies and station representatives.

UPCOMING

August

Aug. 4-23: Summer TV Workshop, College of Communications Arts and WKAR-TV, Michigan State University, East Lansing.


Aug. 23: New Mexico Assn. of Broadcasters, Chief Vech Hotel, Santa Fe.


September

Sept. 4-5: RAB Regional Management Conference, Ponte Vedra Inn, Ponte Vedra Beach, Fla.

Sept. 4-7: West Virginia Broadcasters Assn., Shenandoah Hotel, Wheeling, W. Va.

Sept. 5-8: Texas AP Broadcasters Assn., Houston.

Sept. 5-6: Indiana Assn. of Broadcasters, Hotel Marriott, Indianapolis.


Sept. 11-12: RAB Regional Management Conference, Western Hills Lodge, Sequoyah State Park, Okla.


Sept. 22-23: Louisiana Assn. of Broadcasters, Courtyard Hotel, Shreveport, La.


Sept. 29-30: RAB Regional Management Conference, Princeton Inn, Princeton, N. J.

October


Oct. 3-4: AWRT national board meeting, Wards-Astoria Hotel, New York City.

Oct. 5-6: Texas Association of Broadcasters, fall conference, Texas Hotel, Fort Worth.

NAB FALL CONFERENCES

Sept. 18-19: Buena Vista Hotel, Biloxi, Miss.


Sept. 25-26: Challenger Inn, Sun Valley, Idaho.

Sept. 30-Oct. 3: Mark Hopkins Hotel, San Francisco.

Oct. 13-14: Schroetel Hotel, Milwaukee.

Oct. 16-17: Radisson Hotel, Minneapolis.

Oct. 21-22: Somerset Hotel, Boston.


In the Syracuse Market

WSYR COVERS

*80% MORE RADIO HOMES

Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds $2½ billion annually.

WSYR attracts the adult, able-to-buy audience by maintaining a high standard of quality performance, by professional performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

WSYR

5 KW • SYRACUSE, N. Y. • 570 KC

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WNEM-TV uses

one film for all light conditions...Du Pont 931

Charles Ray, Director of Photography for station WNEM-TV, Bay City, Mich., says that he and his six cameramen keep their cameras loaded with Du Pont Type 931 Rapid Reversal film for all newsreel photography.

"931 has the high speed and latitude we need for news shots anywhere, any time," says Mr. Ray. "We can shoot indoors or out, rain or shine, and be sure we'll get good, usable pictures."

WNEM has built up a large "morgue" of filmed background material on local activities, so that when a story breaks, they'll have films immediately available to help round out the news coverage. When a cameraman comes in with footage on a hot local story, WNEM can go on the air with a complete, edited news show. Du Pont 931 helps here, too—its wide processing latitude and extra short drying time mean it can be force processed at high temperatures, dried, spliced and on the air in a matter of minutes.

"We don't see how you can beat 931," concludes Mr. Ray, "for this combination of speed, latitude and processing ease."

For more information on 931 and other hard-to-beat Du Pont Motion Picture Films for TV use, contact the nearest Du Pont Sales Office. Or write Du Pont, Photo Products Department, 2420-2 Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.
AM STATIONS YIELD 10%, TV 15%

The profit margin of radio and tv stations is becoming stabilized—around 10% for radio and 15% for tv.

With both radio and tv revenues increasing in 1958 [STATIONS, June 9], an analysis of industry economics in 1957 by NAB shows little change in operating ratio (expenditures vs. revenues) in 1956 and 1957.

Radio stations showed a profit (before taxes) of 11.8% in 1955, 11.3% in 1956 and 9.1% in 1957.

Tv stations, which had a profit of only 9.4% in 1955, showed 15.9% profit in 1956 and 15.1% in 1957.

Charles H. Tower, director of NAB's broadcast personnel and economics department, said the typical tv station had $925,-500 in total revenue last year whereas typical radio station revenue was $99,700. In his June forecast of 1958 revenue Mr. Tower had estimated tv would show a 3.5% gain over 1957 and radio a 2.0% gain. These estimates were based on an analysis of station first-quarter income.

The time-sales dollar of the typical tv station in 1957 was broken down this way—national and regional advertisers 47 cents, networks 28 cents and local 25 cents. In 1956 the national-regional figure was the same, but local advertisers accounted for 30 cents, and networks for 23 cents.

The 1957 radio time-sales dollar was broken down as follows—national and regional advertisers 15 cents, local advertisers 85 cents. Taking radio stations as a whole, network income was negligible, but the typical network income of a network affiliate was $4,000,000 the year.

Analyzing tv expenses, NAB found the dollar broken down like this—38 cents for programming, 32 cents for general administrative, 18 cents for technical and 12 cents for selling. This closely followed the 1956 pattern.

The radio station expense dollar was broken down as follows—38 cents for general and administrative, 33 cents for programming, 17 cents for selling and 12 cents for technical.

Highest profit margins for tv stations were found in markets over a million population with income over $2 million, NAB found. Conversely, tv stations in markets under 100,000 population had narrow profit margins and the typical station with less than $300,000 a year income lost money in 1957.

In the case of radio stations, highest profit margins were found in markets over 2/4 million population for stations having total revenue of more than $1 million. Stations in markets of a million or less population had uniformly even profit margins ranging between 7% and 11%.

NAB's analysis of tv stations was based on returns from 204 of the 404 possible stations, a 50% sample. A 26% sample—754 of the 2,916 stations that operated during 1957, provided the basis for the radio computations. The typical station figures in both radio and tv analyses are medians or the middle figure in a particular revenue or expense item.

### 1957's tv station

<table>
<thead>
<tr>
<th>Category</th>
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<th>Time Sales</th>
<th>Expenses</th>
<th>Profit</th>
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<td>$925,500</td>
<td>$892,700</td>
<td>$785,700</td>
<td>$139,800</td>
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<td><strong>1957's radio station</strong></td>
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### Expenses went into

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<th>Category</th>
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<td>National</td>
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<tr>
<td>Regional</td>
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<td>Programs</td>
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<tr>
<td>Selling</td>
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<td>General</td>
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### News is Good News for WWCA; Anti-Recession Idea Pays Off

A promotion to "combat the recession mood" is being conducted by WWCA Gary, Ind., in which for the first time it sells spots in newscasts and airs "Good News" items. The 12-week promotion will gross $1,000, the station books show.

In each five-minute newscast WWCA programs two non-competitive advertisers. In addition to a mention at the open and close, both advertisers get a 75-word commercial. Each commercial is preceded by a 10-20-word story on a local business up-selling supplied by WWCA's news department. Clues to a "Mystery Personality" contest, in which the station promises to give away $12,000 in savings bonds, also are presented during the newscast.

The "Good News" package is sold in groups of 25, 20, or 10 weekly announcements. An advertiser who buys 20 spots a week, for instance, gets 10 in Class A time, five Class B and five in Class C time. To promote the "Good News" campaign WWCA placed bus cards in 88 Gary buses, painted an announcement on the outside of one bus and aired 10 daily promotional spots.

WWCA reports it realized 20% more income by selling the package to the 18 advertisers than selling newscasts to individual sponsors. Plans are underway to renew the promotion.

### WTOL-TV to Be on Air by 1959

Community Broadcasting Co., operator of WTOL Toledo, reports its ch. 11 WTOL-TV there is expected to be operating by end of 1958. Work has begun on a tower and construction of a building for the new tv station's studios and offices will follow, Frazier Reams, Community president said. WTOL's officers will serve WTOL-TV. With Mr. Reams as president will be Thomas S. Bretherton, secretary-manager, and Morton Neipp, vice president.

### WSAU Shifts After 22 Years

Call letters of WOSA Wausau, Wis., were muted Thursday night (July 31) and in its place Wausau citizens heard "the new" WSAU which moved over to 550 kc from its old spot at 1400 kc where it had operated for 22 years with 250 w. It now will operate with 5 kw. Station was purchased earlier this year from Alvin E. O'Konski Enterprises by Wisconsin Valley Television Corp. [STATIONS, March 17] along with the O'Konski-owned WLIN (FM) Merrill. Latter will continue as is.
Anything you can do on tape you can do better on the new Presto 800

THE PRESTO 800 PROFESSIONAL is one tape recorder with all the answers. Its single-action individualized controls mastermind each detail—deliver a higher rate of production at significantly lower operating costs.

For example: Separate switches provide correct playing tape tension even when reel sizes are mixed. Three rewind speeds are push-button selected. Cue switch allows hand-winding and cueing without fighting the brakes. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Five color-coded illuminated switches provide interlocked relay control of the five basic functions. Spring-loaded playback head can be adjusted for azimuth even with snap-on head cover in place. Safe tape handling with top speed is assured because interlocked relay control prevents accidental use of record circuit.

If you've done your share of editing,

S UDDENLY problems that have plagued recording engineers for years are gone! Work that usually takes costly hours can be done much more efficiently—at far less cost.


Broadcasting
CHANGING HANDS

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

WSRS-AM-FM CLEVELAND, OHIO  • Sold by Sam R. Sague and George Bickford to multiple station owner John R. Kluge for over $500,000. Mr. Kluge owns WGAY-AM-FM Silver Spring, Md. (Washington area); KNOK Fort Worth, Tex.; 77% of WILY Pittsburgh, Pa.; 73% of WKDA Nashville, Tenn.; 90% of WINE-AM-FM Buffalo, N. Y., and 37% of the Class B stock of WLOF-TV Orlando, Fla. Broker: Blackburn & Co. WSRS operates on 1490 kc with 250 w fulltime.

KCRE CRESCENT CITY, CALIF.  • Sold to Mel D. and Aldine T. Marshall, owners of KENL Arcata, Calif., by J. K. Perry and Robert E. Grey for $45,000. KCRE operates on 1240 kc with 250 w fulltime.

KLUK EVANSTON, WYO.  • Sold to Robert M. Dole of KPRK Livingston, Mont., and Dr. Wilton Franke by M. D. Buchen, general manager of KFSG, KGIA (FM) Los Angeles, and Bryant Harmon and Arthur Bartel for $25,500, plus accounts receivable. Wilton Gunzendorfer was the broker. KLUK operates on 1240 kc with 250 w.

WXKL CONCORD, N. H.  • Half interest sold by WKNE Corp. to Frank B. Estes, presently owning other 50% of WXKL, for $30,000. Mr. Estes has resigned as vice president of WKNE Keene, N. H. Sale of interest in WXKL leaves Joseph K. Close, principal stockholder of WKNE Corp. with following ownership: WKNE-AM-TV Keene, N. H.; cp for WKVT Brattleboro, Vt., and WKNY-AM-TV Kingston, N. Y. WXKL operates on 1450 kc with 250 w and is affiliated with CBS. Mr. Close said that he intended acquiring other properties.

WWOR-TV WORCESTER, MASS.  • Sold by Salisbury Broadcasting Corp. to Springfield Television Broadcasting Corp. (ch. 22 WWLP [TV] Springfield, Mass.) for 20% interest in Springfield Television. Ch. 14 WWOR-TV has been off air since 1955. Agreement contemplates resuming World network operation as partial satellite of WWLP. WWOR-TV owners are Fox Wells & Rogers, 30.4%; John Z. Buckley, 0.91%; Kenneth P. and Milton P. Higgins, 9.9%. Fox Wells & Rogers owns 42.5% of KFSD-AM-FM-TV San Diego. In addition to WWLP, Springfield Television also owns semi-satellite ch. 32, WRLP (TV) Greenfield, Mass., and translators in Claremont and Lebanon. N. H. WWLP is affiliated with NBC and ABC.

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

WMBR-AM-FM JACKSONVILLE, FLA.  • Sold to WMBR Inc. by The Washington Post Co. for $375,000. WMBR Inc. is owned by WWDC-AM-FM Washington, D. C. (Baltimore advertising executive Joseph Katz, majority owner, Ben Strouse, president and minority owner). WMBR operates on 1460 kc with 5 kw and is affiliated with CBS. WMBR-FM is on 96.1 mc with 50 kw.

KHAD-TV LAREDO, TEX.  • Sold to Southwestern Publishing Co. by Vidicon Industries of America for $190,000. Southwestern Publishing is wholly owned by Donald W. Reynolds who owns or controls KBSR Springdale and KFSAM-AM-TV Fort Smith, both Arkansas, KHBQ Orange, Okla., KLRJ-TV Henderson, KOLO-AM-TV Reno, and KORK Las Vegas, all Nevada. Comr. Robert Bartley dissented on grounds of concentration of interests. KHAD-TV is on ch. 8 and is affiliated with...
Planning a Radio Station?

Before you choose that important item—your transmitter...

here's expert help—FREE!

The purchase of a transmitter is a long-term investment making its selection very important to the station and its operation. Thus, this new brochure deals with transmitter equipment, the building, remote control, towers and antenna systems. It combines the practical know-how of experienced station and equipment engineers and provides a check-list as a guide in transmitter selection.

Answers to many vital questions about building requirements and equipment details are included. Typical systems are considered and general principles of applications discussed.


RCA... your first source of help in station planning

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.
**DATELINES**

**Newsworthy News Coverage by Radio and TV**

**TWIN CITIES**—KSTP-TV Minneapolis-St. Paul reached outer space and made television history July 26.

The occasion was the launching of the U.S. Navy strato-lab balloon from an iron ore mine at Crosby, Minn., to a height of 82,000-ft. In the process, KSTP-TV received and transmitted live pictures "from the edge of outer space."

The station installed a 2½-pound, transistorized Dage camera (valued at $6,000) inside the seven-ft.-wide gondola. Within 90-minutes after its 6:30 a.m. launching KSTP-TV received the balloon's first tv pictures from 60,000-ft. It followed up at 9 a.m. and 1 p.m. with live telecasts from the balloon from 70,000-ft. and viewers reported they got a clear picture of Navy Comdr. Malcolm Moss and M. L. Lewis of Winzen Research Inc. eating their lunch and of the mass of instruments within the gondola. The station kinescoped the coverage for use on its evening newscasts.

KSTP-TV started preparing 18 days before the ascent (which set a new world's endurance record) by installing special receiving equipment on its rooftop. The crew, headed by Chief Engineer Bill Salder, set up low frequency vhf and uhf antennas, designed to pick up signals sent 125 miles away. (The uhf signal on ch. 14 would, at ground level with 30 w, carry only about 15 miles.) Receiving equipment was installed with the cooperation of the Navy, Winzen Research, Dage Television Div. and Thompson Products Corp. George H. Fatihauer, Thompson research director, designed the tv camera inside the gondola.

North Dakota Broadcasting Co. stations KBMB-TV Bismarck, KJXJ-TV Fargo and KJSB Jamestown were on hand to cover the landing of the balloon about 35 miles from Jamestown July 27. As well as supplying reports to other stations and wire services, the NDB stations presented special programs featuring the footage and taped interviews compiled during their three-hour stint in Jamestown.

**BEIRUT**—AP credits KHAT Phoenix, Ariz., with the news-scoop of the first U.S. troop casualty in Lebanon. Program Director-d.j. Neil Leavitt telephoned Ed Shank, AP newsmen in Beirut, to get a taped report of the U. S. troopplandng. While Mr. Shank was giving his dispatch he received the news that an American jet fighter had crashed 15 miles away. The pilot was reported killed. Presumably because of security censorship, the news of the crash was not released through AP's regular channels for some time after KHAT had given the news service the item.

**CLEVELAND**—A taped interview with a boy who had been washed through a mile of sewers was aired by WERE Cleveland soon after he came out of a manhole. The station also alerted the Coast Guard that the youngster's three companions, who had fallen into the sewer main at the same time, were being washed toward Lake Erie. News reporter Don Bean, upon hearing that the boys had been sucked into the sewer while playing in a culvert, went with local police to a manhole a mile from the culvert of the children. Through it he saw the other three boys managed to get through manholes before they reached the lake.

**NEAR CHARLESTON**—News of a flood in Roane County, W. Va., was reportedly scooped by WCHS here. A nightwatchman telephoned Hugh McPherson, host of WCHS' 'Through the Night,' and told him of the rising water July 25. Verification and news of fatalities came from a state trooper whom Mr. McPherson contacted and put on-air via telephone. WCHS-TV news cameraman Dave Riley went to the scene (some fifty miles from Charleston) to get film footage.

**CUBA**—Raul Castro, rebel leader and brother of Fidel Castro, was interviewed by WCAU-AM-TV Philadelphia News Director Charles Shaw. Mr. Shaw shot more than 900-ft. of film while in the Cuban moun-

tain stronghold. It will be shown in his two daily tv programs and some will be used in Prospect for Cuba, one of WCAU-TV's weekly community interest shows. Mr. Shaw will give accounts of his trip over WCAU nightly.

**NEW YORK**—A direct telephone line connecting WWAB Babylon, N.Y., with the United Nations building here was used by the station for on-the-spot interviews with delegates during the Middle East crisis. News Editor Douglas Lester conducted approximately 20 interviews with UN, national and international officials within three days.

**ELYRIA**—Chief Engineer Hugh Coburn of WEOL Elyria, Ohio, became an on-air newswoman while out making field tests in the station's mobile unit. He was in the vicinity of Black River, when the Grasse River, a new $1,600,000 St. Lawrence Seaway barge, shifted its test cargo throwing 11 workers into the river. Mr. Coburn immediately broke into WEOl's program to describe the
Can you guess how many ways you put electricity to work?

One good measure of your standard of living is the number of ways electricity is working for you. The more things you let it do, the more likely you are to live well and comfortably and get the most out of life.

Many people don’t realize how many different jobs electricity does for them—all over the house. Do you?

Make a guess—how many ways do you put electricity to work? You can check your guess against the list below to figure how many appliances you really have. If you guess within 5 of the actual total, you’re very observant. What’s more, you have a good idea how outstanding a value your low-price electric service really is.

**DINING-KITCHEN JOBS**
- Refrigerator
- Refrigerator-Freezer
- Freezer
- Range
- Dishwasher
- Disposal Unit
- Toaster
- Coffee Maker
- Food Mixer
- Portable Mixer
- Blender
- Rotisseree
- Automatic Skillet
- Deep Fryer
- Automatic Sauce Pan
- Waffle Baker
- Grill
- Ice Cream Freezer
- Juicer
- Bottle Warmer
- Knife Sharpener
- Other

**ENTERTAINMENT AND BETTER LIVING**
- Television
- Radio
- Clock-Radio
- Phonograph
- Tape Recorder
- Projector
- Electric Toys
- Electric Hobby Equipment
- Wall and Ceiling Lamps
- Floor Lamps
- Table Lamps
- Electric Clocks
- Electric Bed Coverings
- Shaver
- Hair Dryer
- Heating Pad
- Heat Lamp
- Vibrator
- Vaporizer
- Ozone Lamp
- Night Light
- Other

**SERVICE JOBS**
- Clothes Washer
- Clothes Dryer
- Sewing Machine
- Ironer
- Hand Iron
- Water Heater
- Vacuum Cleaner
- Waxer-Polisher
- Power Tools
- Garage Door Opener
- Electric Lawn Mower
- Air Conditioners
- Fans
- Space Heaters
- Furnace Motor
- Heat Pump
- Other

**SCORES:** If you checked 45 items or more, your standard of electrical living is EXCELLENT
30 to 44—VERY GOOD
15 to 29—GOOD
Less than 15—YOU'RE MISSING A LOT

*Company names on request through this magazine*
disaster in which two men were drowned and five hospitalized. WEOL newsmen Tony Thomson and disc jockey Dick Conrad hired a boat and gave further reports from near where the Coast Guard vessels were dragging for bodies.

FLORENCE—The police practice of drawing a likeness of a suspected criminal from eye-witness descriptions was employed by WBTW (TV) Florence, S. C., artist Ed Wade. He contacted victims of a series of service station holdups and made a sketch from their descriptions. Following the drawing being shown on WBTW newscasts a man was apprehended by the police acting on information received from people who had seen the portrait on the station. The man later confessed to being the robber, according to the station.

OMAHA—To complement KFAB's two news wagons here, the station has equipped all its leg men with portable equipment. This allows them to plug into broadcasts from anywhere in the city. The pedestrian reporters now can broadcast from police stations, hospitals, and other beats without waiting for the station's remote units to arrive.

Two-Disaster Axton Rises Again

In getting KTOP Topeka, Kan., back on the air within 24 hours after its tower toppled in a 95 mph wind, owner-manager Bailey Axton beat his effort of 1951 when he suffered a complete loss of equipment and housing in a flood but signed on again in 24-hours.

KYW-FM Programs 'Fine Arts'

KYW-FM Cleveland started separate programming operations Aug. 1, Rolland V. Tooke, vice president in Cleveland for the Westinghouse Broadcasting Co., has announced. Initially, the outlet is programming as a "fine arts station" featuring classical music chiefly (5 p.m. to midnight seven days a week) and later increasing its schedule in other phases. Gordon Davis, general manager, KYW-AM-FM, said the fm "phase two" will begin in the fall with conversation shows, theatre and book reviews and still other types of "intellectual programs":

design language courses, classes in the classics, stereophonic broadcasts, music appreciation courses, etc.

Station personnel will include David Hawthorne, formerly with WZIP Cincinnati, who is chief announcer; Mylas Martin, KYW-AM announcer-singer, who will handle Sunday programming on the fm station; Lawson Deming, who will be executive producer, and Mark Olds, program manager.

Court Coverage by WTHH, WSTC

Court hearings have been recorded and broadcast by WTHH Port Huron, Mich., and WSTC Stamford, Conn., reportedly for the first time.

WTHH carried the arraignment of five men charged with first degree murder. Justice George Hart permitted news editor Jim Whipkey to record the entire hearing. The proceedings were aired on two subsequent newscasts.

WSTC carried live a public hearing in which four Stanford policemen were being tried for breaking and entering. The attorney for one of the accused objected to the broadcast, but after an objection, the Board of Public Safety that was trying the case, allowed the two-hour hearing to go on-air as it was regarded to be "in the public interest."

REPRESENTATIVES APPOINTMENTS

Lobster Network in Maine appoints McGavren-Quinn, Corp., N.Y., as national representative except in New York where station group will continue to be represented by Richard O'Connell Co., N.Y. Network consists of WLOB Portland, WGGY Bangor, WCOU Lewiston, WMMS Bath, WFST Carrubus, WGHM Skowhegan, WFAU Augusta, WSME Sanford and WRUM Rumford.

KRUX Phoenix, Ariz., names McGavren-Quinn Corp.

WNTA-TV Newark, N.J., names Katz Agency Inc., N.Y.

WRSN Saratoga Springs, N.Y., names Robert S. Keller Inc., N.Y.

KSON San Diego appoints Headley-Reed Co.

PERSONNEL RELATIONS

NLRB to Hear AFTRA Petition For Vote on VTR Jurisdiction

The National Labor Relations Board last week scheduled a formal hearing in New York Sept. 15 on a petition by the American Federation of Television & Radio Artists to hold an election among performers to select a single union to represent them in videotape commercials.

The decision followed a session before an NLRB trial examiner in New York June 24 (PERSONNEL RELATIONS, June 30). At that time representatives of the Screen Actors Guild and the Screen Extras Guild asked the petition be dismissed. Representatives of the three television networks and of leading advertising agencies also opposed the petition.

AFTRA's contention is that videotape is a live technique and performers working in it should be represented by the broadcasting performers' union. SAG's position is that it holds contracts with film studios for the production of film commercials and, under its latest agreement, for videotape commercials produced at film studios. SAG acknowledges that AFTRA holds jurisdiction over VTR at networks and stations.

RTDG Submits CBS Firing Of Joseph Papp to Arbitration

The Radio & Television Directors Guild announced last week that it has submitted to the arbitrator the case of Joseph Papp who was dismissed from his position of stage manager at CBS last month after declining to tell a subcommittee of the House Committee on Un-American Activities whether he formerly had been a member of the Communist Party.

In its notice of arbitration, RTDG stated that it did not regard Mr. Papp's discharge as being "for good and sufficient cause" within the meaning of its collective agreement with the network. It requested that the arbitrator direct Mr. Papp's reinstatement with back pay and with the restoration of seniority and all other rights and benefits.

The guild added that it would not agree to the arbitration rotation system obtaining between RTDG and the networks, the guild has designated Prof. Paul R. Rays of Columbia U. as the arbitrator of the controversy.

A network spokesman said the contract provides that either the network or the guild may file for arbitration in case of a dispute. He said an arbitrator's decision is considered binding.

An RTDG official revealed that the case of Charles S. Dubin had not been submitted to arbitration. Mr. Dubin, who was director of Twenty-One and The Investigator TV programs, carried on NBC-TV, was discharged by the network last month as "unacceptable" for further use on the programs. Mr. Dubin also refused to tell the subcommittee whether he had been a member of the Communist Party.

The guild official said the case of Mr. Dubin was "slightly different" from that of Mr. Papp's, pointing out that Mr. Dubin was not an employee of NBC but of several packagers, whose programs were carried on that network. He added that the issue, nevertheless, is being discussed with NBC.

NLRB survey of buying power 1958

Columbus, Ga. 8th

They buy it when it is seen and heard on . . . CHANNEL 4

WRBL-TV

COLUMBUS, GEORGIA

8th

in the Nation in per

Family Income

($7,562.00)

Source: 1958 Survey of Buying Power

WeReBa sits right on top of this rich market. Survey after survey proves that audiences prefer WRBL-TV. . . . the station that completely dominates the gold-mine market of Columbus, Georgia.

CALL HOLLINGSBOY CO.
**EDUCATION**

**Educational Tv Management Meet Expected to Draw 38 to Madison**

An educational tv management seminar sponsored by the National Assn. of Educational Broadcasters is expected to draw 38 station managers from 24 states and Puerto Rico next month.

Various areas will be covered during the seminar to be held at Madison, Wis., Aug. 24-27.

Among subjects to be explored: financial matters, implications of national legislation, relations with educators, relationship between televised instruction and general educational programming, and the role and plans of such groups as the joint council on educational television, educational television and radio center and the NAEB.

Cost of the seminar is being defrayed by a Ford Foundation grant.

Consultants at the second annual management meeting include Leonard Marks, of the Washington, D. C., law firm of Cohn & Marks, NAEB legal consultant; Ralph Steetle, executive director of JCET; Dr. Harry J. Skornia, NAEB executive director, and James W. Armsey, assistant to the president, Ford Foundation.

**Memphis to Have Literacy Meet**

A Conference on World Literacy by Television is being sponsored by the Memphis (Tenn.) Chamber of Commerce in conjunction with Dr. Frank Laubach, literacy expert, Aug. 8-9 at the Hotel Peabody there.

Dr. Laubach for the past two years has been conducting "Streamlined Reading" over WKNO-TV Memphis, non-commercial educational station, using picture-word-syllable charts. During this time 2,000 viewers have learned to read by this method, he estimates.

Information regarding the conference may be obtained from: Memphis Chamber of Commerce, P. O. Box 224, Memphis 1, Tenn.

**WEDK (FM) Joins With WGBH-FM**

Educational non-commercial WEDK (FM) Springfield today (Aug. 4) begins regular broadcasting linked with WGBH-FM Cambridge, both Massachusetts. The two stations comprise the new Educational Radio Network formed to join educational institutions at both ends of Massachusetts in cultural programming. WEDK is licensed to the Springfield School Committee, WGBH-FM to WGBH-FM Educational Foundation. WAMC (FM) Albany, N. Y. (Medical College of Union U.), is expected to join ERN this year.

**U. of Fla. Gets Fund Grant**

The U. of Florida, Gainesville, has received $40,000 from the Fund for Adult Education for its WUFT (TV) there, J. Wayne Reitz, the university's president has announced. The state's Educational Television Commission plans to install a microwave link between WUFT and educational WJCT (TV) Jacksonville.

**AWARDS**

**RTNDA Sets Sept. 1 Deadline For Award Competition Entries**

Stations must submit entries for the annual Radio Television News Directors Assn. awards competition by Sept. 1, they have been notified by Prof. Baskett Mosse of Northwestern U.'s Medill School of Journalism, RTNDA awards committee chairman.

He reminded that all material, including film, brochures and tapes, must be post-marked by midnight of that date to assure consideration. The honors will be presented at the association's annual convention in Chicago October 15-18.

Four categories have been set aside: outstanding news operations in radio and television and outstanding news story or informational series on radio and tv, all during 1958.

**AWARD SHORTS**

CKLW-AM-TV Detroit cited for "outstanding efforts to reduce traffic fatalities" in Michigan by Sponsors of Highway Safety. CKLW was only tv-radio station to be so honored in Michigan.

WOOD-TV Grand Rapids, Mich., received public service award for cooperation in televising Catholic programs from Catholic Broadcasters Assn. Award was based on amount of time, suitability of hours, sta-

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**JOBS WANTED by former CINCINNATI TIMES-STAR EMPLOYEES**

No amount of words can fill this white space and adequately express our grief at the demise of the CINCINNATI TIMES-STAR. The passing of one of America's great newspapers has made available for employment some of America's best newspaper talent. We have personnel available in all departments including:

- Editorial and News
- Advertising
- Circulation
- Promotion
- Production

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Room 1202

**TIMES-STAR BUILDING**

CINCINNATI 2, OHIO

Telephone: CHerry 1-4874 or MAin 1-7922

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tion initiative and cooperation in religious and public service broadcasting.

Warren & Litzcnberber, Davenport, Iowa, was awarded first prize in the overall marketing category of Mutual Advertising Agency's Network's annual awards competition, winners of which were announced at its quarterly meeting in Chicago In June. The agency won out for its Iowaan Farms campaign. Total of 86 entries were received from 13 agencies in the sub 3 million billings classification.

Bob Hope will receive 1958 Murray-Green Award of AFL-CIO at special banquet Nov. 16 at Beverly Hilton Hotel, Beverly Hills, Calif. Award is being given Mr. Hope—according to AFI-CIO President George Meany—for “his readiness to perform wherever our men and women are stationed ...”

Tucson Realty & Trust Co., Tucson, Ariz., received top radio award for largest premium income division at annual Insurance Advertisers Conference. Tucson Realty commercials were written and given by Fred Finney, KTUC Tucson, Ariz., news director, in course of noon 15-minute news report.

H. P. Hood & Sons, Charleston, Mass., presented with award for excellence in marketing by Boston chapter of American Marketing Assn., for “greatest competence in planning, promoting and advertising product during previous year.”

**PROGRAM SERVICES**

**WGN-TV Into VTR Syndication With First Sale of ‘Ding Dong’**

KLOR-TV Provo, Utah, is the first station to sign up for the Ding Dong School children’s series now being syndicated by WGN-TV Chicago.

Ward L. Quaal, vice president and general manager of WGN-AM-TV, announced 52-week sale of the Monday-Friday series to KLOR-TV, independent outlet scheduled to start operation by Oct. 1. Negotiations are underway for syndication to other stations beginning Aug. 25, he reported.

WGN-TV described this as “the first sale to be made in the United States of a program syndicated by an independent station through the use of the Ampex Corp.’s video-tape recorder.”

Dr. Frances Horwich’s Ding Dong School series is first in a planned stable of children’s shows to be syndicated by the Chicago Tribune station to other independent stations.

**Two More Regional ‘Tv Guides’**

Tv Guide is inaugurating Utah-Idaho and San Antonio-Corpus Christi, Tex., editions Sept. 13, the national tv weekly announced last week. At the same time the magazine is consolidating its Minneapolis-St. Paul and Minnesota editions.

The new editions, both 72-page books, raise the number of regional editions of Tv Guide to 51. The Utah-Idaho edition will cover the Salt Lake City, Ogden and Provo (Utah) areas; Boise, Idaho and Twin Falls (Idaho). The new Texas edition will make the third regional edition (Tv Guide presently publishes in Dallas-Fort Worth and Houston-Galveston) presented in that state.

**WABD (TV) Plans Syndication**

WABD (TV) New York has announced it would enter tv program syndication of a special events series—two weeks after purchasing two videotape recording machines from the Ampex Corp., Redwood City, Calif. While it is the second New York independent station to enter syndication (WPX [TV] New York earlier this year having announced plans to syndicate historical film documentaries), WABD is the first to use VTR for such a purpose. Station’s initial offering is Portrait of the USSR, a live-and-film seven-part series on Soviet Russia today. The program will be seen in a new time slot starting tonight (July 28) in New York. Its sister-station, WTTG (TV) Washington, will commence showing Portrait within the next fortnight.

‘World of the Mind’ Offered

Broadcast Music Inc. last week made available without charge a new radio series, *The World of the Mind*, written by more than 50 outstanding American scientists and teachers, and prepared by BMI in cooperation with the American Assn. for the Advancement of Science and the American Council of Learned Societies. Each of the papers, intended to be presented by local broadcasters, has been written by an American scholar or scientist and concerns either the work of a learned organization of which he is a member or the particular scientific field in which he is an expert, Carl Haverlin, BMI president said.

**TRAUDE Production Firm Set Up**

Formation of a new tv packaging company, Jacques Traubee Productions, New York, has been announced by the principals. Mr. Traubee will be executive producer and board chairman and Joseph H. Neebee, formerly an executive vice president at Campbell-Ewald, will be president. Traubee Productions indicated that ABC-TV had under option its first entry, an audience participation quiz game titled *Zig Zag*. Address: 80 Central Park West. Phone: Trafalgar 7-3636.

**FAVORITE STORY**

If RCA has anything to say about it, the number of people who don’t know the history of tv is diminishing daily. According to the Institute for Visual Training Inc., New York, which produced and now is distributing for the third upcoming year RCA’s award-winning public service film, “The Story of Television.” Some 52.8 million Americans have seen the 27-minute tv program. Broken down, the film has been shown in 406 telecasts over the past two years, 23% of these in Class A time, 29% in B and 48% in C time. (Figures are based on individual station reports.)

Additionally, 1.4 million have seen the film in 7,699 showings before civic and community groups, PTA meetings and college audiences.

**PROGRAM SERVICES SHORTS**

Roncom Productions Inc., tv production firm owned and operated by singer Perry Como, will move to new quarters at 405 Park Ave., N. Y. 22, on Aug. 15. Move won’t affect Roncom Music Co., Mr. Como’s music publishing enterprise, which remains in RKO Bldg. at 1270 Sixth Ave.

Saxon Productions, N. Y., has prepared live tv quiz program, *Let Yourself Go*, which stresses keen observation by contestants rather than knowledge. Winners select place they want to visit and means of transportation. Program is being offered to networks and agencies.

Rush-Edwin Productions, tv packaging company, has been formed by Hollywood actor Johnny Edwin and KHI-TV Los Angeles engineer Al Rush with headquarters in L.A.

United Press International has recently added to its feature news reports “Tonight’s Tv Highlights,” guide to choice network shows for afternoon papers; and “Weekend Tv Highlights,” transmitted on Friday.
RCA Offers New V Transmitter

RCA last week announced a new “space-saving and economical” transmitter designed primarily for VHF stations with effective radiated power requirements ranging from 2 to 20 kw. According to E. C. Tracy, manager, broadcast and television equipment department, the transmitter, which is seven feet high and six feet long, may also be used as a standby unit for high power systems.

MANUFACTURING SHORTS

Packard-Bell Electronics Corp., L.A., reports sales increase of 12% to $26,401,343 for period ended June 30, 1958, as compared with $23,403,944 for last year. Net profits rose 37% to $633,948 as contrasted with $463,120 for like period last year. Net income per share increased from 67 cents to 92 cents.

RCA reported shipments of superturnstile antenna to KCIX-TV Nampa, Idaho, and KNOP (TV) North Platte, Neb., and 6-kw transmitter to WFBC-TV Greenville, S.C.

Tech Labs, Palisades Park, N.J., introduces new clear plastic package for Model S-3 Editall Magnetic Tape Editing Kit. Kit includes, besides Editall editing block, 66-foot roll of editing tape, marker pencil, non-magnetic razor blades and instruction booklet on how to edit tape.

Argos Products Co., Genoa, Ill., announces small-size speaker enclosure suitable for stereo use. Unit accommodates eight-inch woofer and tweeter and utilizes two ducted ports, one on each end, for improved bass response, according to agency, Klaui-Van Pietersom-Dunlap Inc., Chicago. Model (TSE-1) is designed for either table or floor use.

Sylvania Electric Products Inc., N.Y., announces RF amplifier especially designed for operations at frequencies up to 1.5 megacycles. Drift transistor is designated type 2N544.

Pacific Semiconductors Inc., L.A., announces building of composite engineering, production and administrative center for development and production of semiconductor devices. Ultimate investment in land and equipment is estimated at $10 million with eventual employment of 3,000. Pacific Semiconductors is subsidiary of Ramo Woolridge Corp. and affiliate of Thompson Products Inc. Company has been pioneer in semiconductor industry which came into prominence 10 years ago with invention of transistor and is experiencing a growth so rapid its leaders predict total industry production may reach $1 billion by 1965. PSI will begin immediate construction of first increment of 48,000 sq. ft. at Aviation and Rosecrans Blvds. on 18 acre site in L.A. county business and industrial area. When fully developed, center will comprise 300,000 sq. ft., and will augment present 43,000 sq. ft. facility of Jefferson Blvd. in Culver City, which firm will continue to operate. First unit, representing investment of $1 million with equipment, will be built at once and will be occupied in early 1959. It will employ an additional 500 people.

RCA has acquired plant of Applied Science Corp. of Princeton, N. J., located between Princeton and Hightstown, N. J., for use as long-term engineering and production facilities for RCA’s astro-electronics products division. It was announced jointly by the two companies Friday (Aug. 1). The property, covering 77,000 square feet, was obtained by RCA under a lease from an industrial pension fund after its sale to the fund by ASCOP at a reported price of about $1.4 million. The acquisition was termed by RCA as “a major step in RCA’s program of space electronics.”

Young Spring & Wire Corp., Gonset Div., Burbank, Calif., announces new model 3239 fm converter for full-fidelity reception of fm radio broadcasts in automobiles. Converter operates in conjunction with existing standard am car radio, eliminating need for separate am and fm sets. It covers standard 88-108 mc fm band, and is operable only on cars having 12 volt battery systems. Retail price is $84.50.

Dresser Ideco Co., Columbus, Ohio, has published brief bulletin to aid buyers considering advantages of tower elevators. Bulletin discusses value of elevator in terms of insurance against long periods of interrupted service, ease of giving on-the-spot supervision to work being done and simplification of routine maintenance. Then goes into some detail on Dresser-Ideco Tower Elevator’s design, operation and safety features.

RCA Electron Tube Div., Harrison, N.J., has introduced a new tube (RCA-7199), which allegedly makes possible low-hum, high-fidelity audio amplifiers at lower cost. Division also reports introduction of new twin-dolde power tetrode radio tube (RCA-12DS7), designed for use in “hybrid” automobile receivers in which tube and transistor electrode voltages are obtained directly from 12-voltage storage battery.

Television Zoomar Corp., N.Y., announces availability of two new lenses—Super Universal Zoomar, designed particularly for tv remotes, which has overall zoom range of from 2¾ to 4½ inches, and Super Studio Zoomar, which has range from 2¾ to 7½ inches. Both Zoomar lenses are color corrected.

Ceramics for Industry Corp., Mineola, N.Y., has been organized to manufacture variety of precision ceramic parts and composites for use in electronics, component, aviation, atomic energy and related industries. Headquarters and manufacturing facilities have been established on Cottage Place in Mineola. Telephone: Pioneer 6-0571.
INTERNATIONAL

Peru to Get Commercial Tv In September With OAX4-UV

OAX4U-TV Lima—Peru's first commercial tv outlet—is slated to begin operations in mid-September (the exact date contingent on completion of its Radio America building), Antonio Umbert, the station's owner-general manager reports.

An estimated 345 tv sets already are in use receiving the United Nations Educational, Scientific & Cultural Organization's experimental-educational OAD-TV Lima, on the air since January. The city's dealers have 2,500 tv sets on hand awaiting OAX4U-TV's inauguration.

Mr. Umbert has contracted, he said, with Ziv TV's international division for a Spanish-dubbed Highway Patrol, with CBS-TV for newsfilm and with Fremantle Overseas Radio for "Hopalong Cassidy."

OAX4U-TV is one of a total of six tv licensees so far in Peru.

Appointment of CBC Chairman Awaits New Regulatory Agency

The Canadian government does not plan to replace A. D. Dunton, recently resigned chairman of the board of governors of the Canadian Broadcasting Corp., until new legislation has been enacted to set up a new regulatory body for the broadcasting field. There are two other vacancies on the CBC board of governors which are not being filled at present.

Replacement of Mr. Dunton, who resigned to become president of Carleton U., Ottawa, was discussed on the floor of Canadian House of Commons. Revenue Minister George Nowlan, under whose department the CBC reports, intimated the government's plans to bring down legislation for a new regulatory body before filling vacancies on the CBC board of governors, including that of chairman.

At the same time it was announced that there would be a delay in assigning a second television station to cities where the CBC now operates the only station. These are the six major markets in Canada. The government will delay a change in its policy to allow second tv stations, private or government-owned, until the new regulatory body is set up.

Censors Can Say No With Smile, KRCA (TV) Moscow Traveler Says

Russian censors were polite and even friendly, but they could be effectively frustrating without ever giving a direct denial, Jack Latham, newscaster of KRCA (TV) Los Angeles, said on his return from a 10,000-mile trip through Russia and other Iron Curtain countries.

Mr. Latham told a news luncheon that he was able to film freely practically everything within sight during his travels, but that a suggested visit to a collective farm produced nothing but a series of delays and apologies for them until he got the idea he was not going to make that visit, although he never received a direct refusal. The one prohibition on picture-taking, he reported, was of planes or airfields. And there was no trouble at all when he left the country with some 2,000 feet of undeveloped film in his luggage.

The little tv he saw in Russia was of good technical quality, he said. Not understanding the language, he did not know whether a dramatic show was good or not, but a ballet telecast was well produced. Receivers are few; their price in actual money is about 30% above that in America and that means they are beyond the means of most Russian workers, but the tv departments in stores are crowded, Mr. Latham reported.

The Moscow tv station broadcasts daily at 7-10 a.m. and 4-10 p.m.

His hotel room was equipped with a four-band radio made-in Czechoslovakia that brought in stations from India to Belgrade, Mr. Latham reported. One broadcast in English (the only one in two hours of listening) was reporting on the Nasser visit to Tito and lambasting Nasser unmercifully, he said. American records are broadcast frequently and the Russians know and like the music of Benny Goodman and Glenn Miller and know and dislike Elvis Presley, he said.

Asked about CBS correspondent Schorr who has been denied re-entry to Russia from a visit home, Mr. Latham said that the official explanation is that on his return to America Mr. Schorr reported things about Russia which the Russians consider untrue and unfair.

Mr. Latham said that although he asked many people about Voice of America and Radio Free Europe, he found no evidence that either of these services was making any impression on the Russian public.

U. S. Grants Help Venezuela In ETV Project Now Underway

Venezuela, with the help of private U. S. grants, is adopting educational tv. This was reported last week at a New York news conference by John R. Winnie, professor of educational tv at the U. of Iowa, who spent five months in Venezuela under Broadcasting Foundation of America auspices making a study in conjunction with the Venezuelan National Commission for Educational Television.

Public reaction to a two-week demonstration of daily high school telecasts "was so overwhelmingly enthusiastic" that the Ministry of Education has appropriated funds for continuation of the program during the coming school year, Prof. Winnie said.

The Broadcasting Foundation of America made a $30,000 grant from the Creole Foundation available to the commission for technical assistance on the project. BFA recently announced an additional $41,000 grant has been received from the Creole Foundation to establish training programs in the U. S. for members of the Venezuelan Commission for Educational Television and to continue the technical advisory services initiated by BFA last February.

BFA is a group formed to facilitate an exchange of cultural and educational programs. The Creole Foundation is a non-profit organization set up by the Creole Petroleum Corp., which is active in Venezuela.

Spending Million to Raise Six

The Canadian government is expected to spend about $1 million in all media to advertise its new $6.4 billion refunding loan, which was announced on the English and French radio and television networks last month. Heavy use of radio and television is anticipated during August, with spots on all stations being placed by Spitzer & Mills Ltd., Toronto, advertising agency appointed recently to handle radio and tv advertising for the government's financial campaigns.

The largest closed-circuit tv sales conference in Canada to date was held July 16 via the recently completed microwave network. Finance Minister Donald Fleming and Bank of Canada officials addressed 10,000 bankers and investment dealers on handling the conversion loan.

Canadians to Get Local Ratings

The Bureau of Broadcast Measurement, Toronto, co-operative radio and television audience measurement service operated by stations, advertisers and agencies, has offered a new local survey service to individual stations. BBM's twice yearly surveys are made by counties, census divisions and metropolitan areas. Because some stations have asked for local surveys of a radius between 30 and 60 miles, BBM has announced that it is ready to discuss such surveys with individual stations, the surveys to be made by regular BBM methods.

Easy Tv Payments for Italians

The number of tv households in Italy is expected to increase sharply with the introduction of an invention called "taxi-vision." Per capita ownership of tv sets
Rapid growth has been the keynote of the Nigerian Broadcasting Co. since its beginning in 1951, according to radio engineer Roger Penn, who has returned from a U.S. State Dept.-sponsored position as a professional instructor to Nigerian broadcasters. Mr. Penn was sent to the British West African colony at the request of Nigerian broadcasting authorities and spent the 1957-58 school year there.

"Today there are over 800 people employed by Nigerian Broadcast," Mr. Penn said, "but growth has not stopped with the size of the staff. Broadcast facilities have spread to almost every section of the country, which is 373,250 square miles in all and has a population of more than 32 million."

Mr. Penn reported that there are four major stations and fifteen smaller studio centers which relay network shows and originate some local shows each day. The smaller stations are called Provincial Studio Centers and they feed about 60,000 wired radio boxes in most of the main cities and towns, according to Mr. Penn, who adds that these stations in Italy currently is 16 to 1,000. The invention is a coin box attachment that gives the viewer 45 minutes of viewing time after depositing a 10 lire coin (about 16 cents). By this means the user, after paying 5,000 lire ($8) for installation, buys the receiver. (This compares with the 20,000 lire ($32) down and 5,000 a month required by loan companies for tv sets.) If only one coin were put in the taxivision meter a day the buyer would own the set in approximately four years, it is estimated.

CBC Pioneers Organize Club

Canadian Broadcasting Corp. staff members at Toronto have formed the CBC Pioneers Club, for those with over 25 years or more service in broadcasting activities of the government-owned corporation. The Toronto chapter has 30 members, and it is planned to expand the CBC Pioneers Club across Canada, wherever there are CBC stations and production centers.

INTERNATIONAL SHORTS

Radio-Television-Electronics Assn. of Canada has changed name to Electronic Industries Assn. of Canada and elected as president R. M. Robinson, v.p. and general manager of electronic and tube department of Canadian General Electric Co., Toronto, Ont.

Canadian Broadcasting Corp. has sold series of 13 documentary films, The Living Sea, made last year at its Vancouver, B.C., production center, to Grenada television network of London, England, with an option for another 13 films in series. Sales were made through CBC export sales division, Toronto, Ont.

Producos Electricos De Mica Ltda., Rio de Janeiro, Brazilian affiliate of Sylvania Electric Products, is establishing tv picture tube plant in Sao Paulo to supply "the rapidly expanding Brazilian television set industry." PE has purchased 40,000 sq. ft. manufacturing plant in Sao Paulo suburb, Santo Amaro, with construction of 20,000 sq. ft. addition, as well as conversion of existing plant, to begin immediately, according to Frank J. Prime, managing partner of Sylvania affiliate.

"Think this is a good place to make a stand, son?"

IT PAYS TO KNOW THE ANSWERS

The answer to "General Custer didn't, and look what happened to him!" Today, people whose success in the broadcast advertising business depends on being well-informed find Broadcasting the most complete, authentic source of TV-radio news. More of them Pay to get Broadcasting than for the next three publications combined. When you take a stand, be sure Broadcasting is your G-2 source for the right answers.

1735 DeSales Street, N.W., Washington 6, D. C.

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succeeds JOHN BRICKER, resigned, to become ex-
ecutive v.p. of Outdoor Adv., Inc., N.Y.

JOHN HANDLY WRIGHT, formerly midwest partner of
Selvage & Lee in Chicago, elected v.p. in charge of the
media v.p. of the newly formed Midwestern Division of
American Railroads. Mr. Wright succeeds
ROBERT S. HENRY, retired after 27 years with rail-
road industry.

W. R. FOWLER, formerly senior v.p., plans board
chairman and director of Needham, Louis & Brody Inc.,

DONALD T. MARTIN appointed director of public
relations and advertising for Atlantic Coast Line Rail-
road Co., with headquarters in Wilmington, N.C.

WILLIS PLAYER, American Airlines v.p., has been
appointed head of AA public relations depart-
ment succeeding REX W. D. SMITH, retired.

JOHN F. ACKERMAN, formerly president and gen-
eral manager of Kaato Enterprises, Vernon, N.J.,
to Community Club Services Inc., Norfolk, Va., as
director of Community Club Surveys.

WALTER W. STUMPE promoted to director of mar-
keting department of Needham, Louis & Brody Inc.,
Chicago, succeeding RAYMOND E. MILLER, v.p.,
resigned.

R. W. (DICK) GEARY appointed head of media-
merchandising department for Homi-Cooper,
Harrington & Gellers Inc., will also handle service and
brand publicity.

SAXER OSTRIN, formerly with Compton Adv. and
Mott & Sisemore Adv., both of L.A., to Mac-
Manus, John & Adams Inc., L.A., as creative
director.

ARTHUR D. PHILLIPS, president of A. D. Phillips
Adv. Inc., Chicago, disbands firm to join M. M.
Fisher Assoc., Chicago, in executive capacity.

WILLIAM M. SCHMICK, manager of automotive
products, S. C. Johnson & Son, Racine, Wis., to new
products manager, household products div.,
Colgate-Palmolive Co., N.Y.

EDWARD GROETZINGER, merchandising manager
for Carling Brewing Co. in Cleveland, pro-
moted to southeast regional advertising manager.

TED ROYCE, formerly announcer at various radio
stations throughout country, appointed radio ad-
vertising manager of John's Bargain Stores,
chain in New York, New Jersey, Pennsylvania and
Connecticut.

E. FREDERICK CHARLTON, formerly with Cunning-
ham & Walsh and earlier with N. W. Ayer & Son,
Chicago, has rejoined Ayer in that city as mem-
ber of service department. EDWARD LARSON JR.,
graduate of Illinois Institute of Technology, is
layout man in Ayer's art department, Phila-
delphia.

CHARLES J. NEUGEBAUER, formerly account executive
and copywriter with Los Angeles branch of Homi-Cooper, Harrington & Miner, joins J. M.
Straus & Co., L.A., as copy chief.

GREGORY T. LINCOLN, account executive, Crosley
Broadcasting Corp., in New York office, to Col-
gate-Palmolive Co., N.Y., as assistant radio-
tv director.

JOHN ALVAREZ, sales and merchandising repre-
sentative, General Foods Corp., N.Y., to mer-
chandising department, Sullivan, Stauffer, Col-
well & Bayles, N.Y., as store panel coordinator.

NORMAN J. TRAYNOR, formerly with Brooke,
Smith, French & Dorrance Inc., Detroit, joins
Ross Roy Inc., New York, in creative department.

JOHN GALLOWAY, formerly advertising manager of
Jock Laurence's Washington news service, joins Alvin
Epstein Adv., Washington, D.C., as time buyer,
replacing TONI PEARSON.

GEORGE H. HARTMAN, president of Chicago ad-
vertising agency bearing his name, elected presi-
dent of city's Off-the-Street Club, WARD T.
QUAAK, vice president and general manager of
WGN-AM-TV Chicago, elected secretary.

on CBS for

3rd year . .
The Weather and You,
Columbia Pacific Radio
Network

2nd year . .
Weathervane, KNXT
Los Angeles

Starting 2nd year . .
Weather on 10 o'clock
Report, KNXT
Los Angeles

and thanks to . .
Bob Sutton Clark George
Maurie Webster Don Cook
Fred Ruegg Sam Zelman
Don Hine Bob Wood

Harry Geise
Media Director

IRVING P. KRICK
ASSOCIATES, INC.
J. G. FAIRTRIDGE resigns as general manager of KGO San Francisco. Formerly general manager and p.v. of KROW Oakland, Calif. Mr. Fairtridge will announce future plans at later date. ALAN W. GILMAN, assistant sales manager of KGO-TV, promoted to assistant general manager and director of sales for KGO.

DICK JOLLiffe, formerly with both executive and administrative manager of network sales service department, appointed general sales manager in charge of national and local sales for KTTLA (TV) Los Angeles

NORMAN KAY, formerly general manager for KSDO San Diego, appointed general manager of KCBS San Diego, Barrell radio station.

JAMES H. SHOEMAKER, formerly eastern sales manager of Sponsor magazine and previously membership director of Radio Advertising Bureau, appointed national sales manager of WLS Chicago.

JOE WINDSOR, formerly national and local sales manager for WTVM (TV) Columbus, Ga., to WTVG (TV) Chattanooga, Tenn., as national sales manager.

CHARLES MARTIN, with KTTV (TV) Los Angeles since 1935, named merchandising manager.

PAUL R. LITT, previously on sales staff of Signal Hill Telecasting Corp., St. Louis, Mo., appointed sales manager in charge of local sales at KTVI (TV) St. Louis. RICHARD KIMBALL, formerly district sales manager of Amplex Corp., Redwood, Calif., to KTVI sales staff.

ROB NIMS, former regional manager of member-service department of Radio Advertising Bureau, to WNEB Worcester, Mass., as sales manager.

CLARENCE E. TONOPOLSKY, formerly with KBSI Hopkins-Estina-St. Louis Park, Minn., as account executive, to WTCN Minneapolis in similar capacity.

GEORGE E. PAMENTAL this Wednesday (Aug. 6) joins WABC-TV New York as account executive. He has been at WOR-TV New York in similar capacity and from 1952-55 served at NBC-TV Spot Sales.

GEORGE LORI, WTCN-AM-TV Minneapolis-St. Paul, assistant promotion manager, made promotion manager.

DALLAS WALES, KCRG-TV Weslaco, Tex., news-caster, named KCRG-AM-TV director of news.

JOHNNY PEASE, formerly ABN stations program executive, joins KCMO Kansas City as production director. Mr. Pearson will be spotlighted as air personality in addition to production duties.

BILL KNOWLES, formerly with Paramount Pictures in Minneapolis, to WOOD-TV Grand Rapids, Mich., as theatre manager in charge of all feature length films. JOHN LONG joins WOOD radio sales department.

JOHN LEPELLE, previously with Walter Speight Adv. Agency, Nashville, and Kodner Agency, N.Y., named WEW St. Louis program director, succeeding DON PHILLIPS, promoted to director of news and special events.

JUDY LAYTON, formerly with KTBW Shreveport, La., as assistant manager and program director, rejoins KFPL Los Angeles as assistant director of sales promotion, advertising and publicity.

FRED VANT HULL, staff announcer for KMSP-TV Minneapolis, named public service director for station.

PAT ADZUH, named film editor, WSVA-TV Harrisonburg, Va., replacing MARJORIE SWAIN, resigned to teach public school music in Dayton, Ohio.

DICK TURNER, formerly with KDBO Colorado Springs, Colo., joins KHIZ Phoenix, Ariz., sales staff.

RICHARD G. WILLIAMS, formerly international sales representative for Miller Brewing Co., Milwaukee, to WJSK-AM Detroit sales staff.

EDWIN H. HUSE, former general manager of WIRK Wheeling, W. Va., joins WXYZ-TV Detroit in tv sales, replacing BEN HOREMAN, re-elected to become general manager of WABC New York.

PAUL F. DeCHANT, former station manager of WMK Milwaukee, to WTJX Milwaukee sales staff. WILLIAM T. KUMB, former member of the Milwaukee Journal advertising department, joins WTJX sales staff.

RUSS WOONACOOK, formerly with KCNA Tucson, Ariz., as regional sales manager, to KPHO-Tucson sales staff.

OTO MENES appointed secretary of WMBR Inc., Jacksonville, Fla.

ROB CLOE, formerly with WKXK and WTRF-TV, both Wheeling, W. Va., to WSIO Stamford, Conn. Mr. Clouse also handles Sunday disc jockey show on WFID Philadelphia.

BILL WOOD joins KCUJ Ft. Worth, Tex., as newsman.

KEITH HEINER, formerly tv children's performer in Baltimore, Md., area, to WABC-TV New York children's show, Time for Fun, in role of "Johnny Jellybean."

MIKE LAURENCE, formerly with WTTI Baltimore, dividing d.j. duties between WMGM New York (Saturdays and Sundays) and WIBG Philadelphi (Monday through Friday).

LOU TERNI joins WDRC Hartford, Conn., as anouncer.

DON SHERWOOD, former personality with KGO-TV San Francisco, signed by KJLH-TV Los Angeles to do weekly 90-minute show.

HAL PARK, formerly with WKHZ Muskegon, Mich., joins WJR Detroit as staff announcer.

ED DANIELS, formerly d.j. with WKMZ Biloxi,
WANE
Fort Wayne
CBS

PEOPLE CONTINUED

Miss. joins WKAB Mobile, Ala., as announcer.

DONALD M. KELLY, Jr., 61, v.p. and general manager of WISP (TV) Augusta, Ga., died July 25 following heart attack.

SAMIUEL STEWART HAYES, 33, newscaster for KSIX San Diego, died July 25 following heart attack as he was preparing his first newscast of the day.

Mr. Hayes had been in news business for 39 years as both commentator and sports broadcaster, and was first radio reporter to broadcast over west coast network as the Richfield Reporter.

REPRESENTATIVES

LAWRENCE E. BUCK, formerly western manager, Burke-Stuart Co., radio-television representative, and before that accounted executive with NBC-TV Spot Sales, appointed account executive in Chicago office of Blair Television Assoc.

PROGRAM SERVICES

KENNARD B. CALFE, formerly with WJZ-TV Baltimore, as producer-director, joins Cluster Television Productions, Baltimore, as production executive. Mr. Calfee won John Foster Peabody Award in 1952 for production of John Hopkins File No. 7, NEAL ESKRIDGE, former sports announcer and baseball writer for Baltimore News-Post, joins Cluster staff as advertising and promotion manager.

ROBERT G. BACH, sales and advertising manager of Fairchild Recording Equipment Corp., Long Island City appointment to devote time to Bach Sales Co. 26 Mahan Rd., Old Bethpage, L.I., newly-formed promotion organization.

MEIL BOURNE, former set designer for Theatre Guild, N.Y., to Robert Lawrence Productions, N.Y., as staff scenic designer.

PROFESSIONAL SERVICES

MARVIN SCHWARTZ, associate in public relations firm of Lewin/Kaufman & Assoc., Beverly Hills, Calif., elevated to partner, and firm name changed to Lewin/Kaufman/Schwartz.

HAROLD ELLITHORPE, formerly with International News Service in Denver, Colo., to News Associates Inc. as head of news and sales division for Colorado, Utah, New Mexico and Wyoming.

EVELYN KONRAD announces formation of new firm, Evelyn Konrad, public relations, 750 Park Ave., New York, designed to specialize in advertising agency corporate public relations. Miss Konrad was editor of Spokes magazine in New York for more than six years.

SANDY SCHAFFEL, formerly on publicity staff of Gross-Krause, Hollywood producer of filmed tv programs, and later reporter for Los Angeles Herald & Express, has joined Rogers & Cowan, L.A. public relations firm.

MANUFACTURING

BRIG. GEN. BERNARD S. BARRON and LT. COL. R. ROBERT KIENDLER appointed to board of directors of Nynasone Corp. of America, Clinton, N.J. Gen. Barron, United States Marine Corps Reserve, is senior member of law firm of Barron, Rice and Rockmore, N.Y. Col. Kienkler, United States Marine Corps Reserve, is president of "21" Club Inc. and on board of Pepsi-Cola Ltd.

THOMAS E. DAVIS, with Ampex Corp., Redwood City, Calif., as national sales manager of instrumentation division, promoted to producing manager of professional products division. Other Ampex appointments in professional products division are ROBERT A. STROME, named dealer sales representative in New York division; PAUL R. ABBEY, dealer sales representative in southern California, and ROBERT MAY, dealer sales representative in Chicago district.

D. E. CLIBBIE, manager of Hammond, Ind., operations of Graybar Electric Co., promoted to general commercial sales manager with headquarters in New York. Mr. Clibbie is succeeded by L. E. WILLIAMSON, manager of outside construction sales at Hammond.

PATRICK J. MORRISLEY, formerly general sales manager of federal cable division of Royal Electric Corp., subsidiary of IT&T, to Chester Cable Corp., Chester, N.J., to manage manufacturer of electronic wire and cable division.

ALFRED S. ROSS, middle Atlantic district sales manager since 1954 for Sylvania Home Electronics, division of Sylvania Electric Products, N.Y., appointed sales manager of Newark, N.J., branch of Sylvania Sales Corp.

FRED B. AWOOD, manufacturing superintendent of Sylvania Electronic Tubes, Williamsport, Pa., plant since 1956, to newly created position of plant manager.

TRADE ASNS.


GOVERNMENT

RALPH D. JONES, 58, chief of FCC's telephone and telegraph branch, Common Carrier Bureau, died in Chicago July 17 while on field trip for Commission.

INTERNATIONAL


TERRY MCBURNIE to promotion manager of CHAB Moose Jaw, Sask.

MARVIN M. FREEMAN to promotion director of CKX-AM-TV Brandon, Man.

MARGARET FIELDER, assistant representative of Canadian Broadcasting Corp. at United Nations, New York, to program organizer in women's interests section of CBC department of talks and public affairs at Toronto, Ont. DOROTHY MCCULLUM, assistant film procurement officer of CBC at Toronto, to succeed Miss Fielder at UN.

MAX JACKSON, sports director of CKWS-TV Kingston, Ont., presented with "Gold Stick" award of Ontario Hockey Assn. for outstanding service to game other than as player.

BLANCHE HELEN MARKLE, 44, story editor of Canadian Broadcasting Corp., Toronto, Ont., died following heart attack on July 20.

TELEVISION—HELP WANTED (Technical)

Offer permanence, good climate, and reasonable salary, to chief engineer of combined television and radio stations in Western States market. fringe benefits and opportunity to progress for conscientious and dependable worker. Box 377 Pf, BROADCASTING.
PROGRAMS & PROMOTIONS

WAKE Repeats Family Buck Night

WAKE Atlanta's second "Family Buck" promotion scored again last week, this time for the Ringling Bros.-Barnum & Bailey Circus. The gimmick: a "Family Buck" given away by the station and worth $1 toward purchase of a $3 reserved seat at last Monday's (July 28) performance (designated "WAKE Family Night"). The result: 52% of the night's reserved section went to holders of WAKE Family Bucks. The performance itself drew the biggest audience in the history of the circus' stands in Atlanta.

Each Family Buck carried pictures of the station's Hit Parader d.j.'s. The station devoted an extensive on-air spot campaign to the promotion in addition to the commercial campaign placed by Ringling Bros. Listeners could receive a Family Buck for all members of their families by writing the station or by picking them up at the studios.

The first use of the Family Buck technique on WAKE was for a performance of the Holiday on Ice skating troupe last February. On that occasion 35% of a 4,300 house were Family Buck holders.

WOR Signs McCrary Interviewers

Tex and Jinx (Falkenburg) McCrary, husband-and-wife radio-TV commentators, have been signed by WOR New York to conduct Mon.-Fri. afternoon and evening celebrity interview programs. The McCrarys terminated their 12 years-plus relationship with WRCA-AM-TV New York last Friday (Aug. 1) [STATIONS, July 21]. Additionally, WOR News expects to utilize Mrs. McCrary as one of its UN correspondents during the current Middle East crisis.

Firestone Changes 'Voice' Style

Firestone Tire & Rubber Co., Akron, long-time sponsor of Voice of Firestone, has created a new program concept for the musical series. Starting Sept. 8 the program on ABC-TV (Mondays, 9-9:30 p.m.) will devote its attention each week exclusively to a single field of music—classical, semi-classical or popular.

The new format also will call for spotlighting on certain weeks individual composers or type of music (already set are a Sept. 29 Latin American show, a Puccini program on Sept. 22 to celebrate the 100th anniversary of his birth, a program featuring Fred Waring's orchestra and glee club, an all-Gershwin and an all-Tchaikovsky show). Top musical artists in each field will be selected to carry the show's theme. Reportedly John Daly, ABC vice president and panel moderator of What's My Line? on CBS-TV, was being offered the role of host and narrator. Firestone's agency is Sweeney & Jones, Cleveland.

Quiz Winner to Give Counsel

A new program series of professional counsel, titled Dr. Joyce Brothers, is being carried on WRCA-TV New York (Mon.-Fri. 1-1:30 p.m.), starting today (Aug. 4). It presents Dr. Brothers, a psychologist and large-prize winner on the $64,000 Question quiz program, in the role of counselor to viewers raising questions on love, marriage, divorce, sex, child-rearing, social obligations and community relations.

WHTN-TV Shows Nun Training

A special program depicting the training of a nun, featuring exclusive films and live presentations, was presented by WHTN-TV Huntington, W. Va., on its program Accent (Sunday 4:30-5 p.m.). WHTN-TV's Director of Public Affairs, Ray Stewart, filmed parts of the program at St. Mary's Convent and Novitiate in Huntington and presented several nuns in person on the show.

Buyers Compete in Audience Poll

Agency buyers rely heavily on surveys—but WTVP (TV) Decatur, I11., claims an industry coup in asking media directors, broadcast managers and timebuyers to conduct their own audience measurement study, for prizes.

At a buffet dinner party hosted by the ABC-TV affiliate for nearly 200 agency representatives at Chicago's Yacht Club July 22, media people were asked to place approximately 200 long distance calls "to determine whether, and to what extent (actual share of audience) WTVP's coverage is in the three station Springfield, 111., market." Another 200 calls were made by Western Union. Buyers were to guess the share

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

WGR-TV
ABC CHANNEL 1
BUFFALO
SYMBOL OF SERVICE
A TRANSCONTINENTAL STATION
WGR-TV, Rochester; WGR Radio, WGR-TV, Buffalo; WSYR Radio, WGR-TV, Harrisburg, Pa.

QUAD-CITIES
NOW THE NATION'S 47TH TV MARKET

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV

CBS FOR THE QUAD-CITIES
Represented by Avery-Knodel, Inc.

HISTORIC Jack London Square is the locale of the new $500,000 home of KTVU (TV) Oakland, Calif., which held opening ceremonies July 11 for 300 visitors. The one-story structure, built by the Port of Oakland for leasing to KTVU, houses approximately $1 million worth of equipment. The building covers 25,000 square feet of ground and contains two large live production studios, film studios, offices, engineering shops and storage space. KTVU is equipped for network and local colorcasting and plans to have videotape equipment in the fall. The station went on the air March 3 from temporary headquarters.
of audience for each station involved. After results were computed and posted for a 90-minute period average, television receivers were presented to three winners: Paul McCluer, general manager, and David S. Williams, media director, both Geoffrey Wade Adv., and Evelyn Vanderplog, chief time-buyer, Arthur Meyerhoff & Co., all Chicago.

Solons View CBS Report on Aid
CBS News' special report on the inadequacies of U.S. foreign aid—The Ruble War: The Crisis & Beyond (CBS-TV, July 21, 10-11 p.m.; CBS Radio, July 23, 8-9 p.m.)—was shown in kinescope form to members of the House Appropriations and Foreign Affairs Committees a week ago last Wednesday (July 23). The screening had been requested by Rep. J. Vaughan Gary (D-VA). At the same time, it was announced that the continuity material of The Ruble War would be published in book form by Smith, Keynes & Marshall, Buffalo, N. Y., as part of their "Economics" series. The book, bearing the same title as the broadcast, will contain the comments of the six participating CBS News correspondents in amplified form.

Friendly Presents Client Plan
A series of luncheon presentations in Chicago, held by the Friendly Group of stations, acquainted agency media representatives and food manufacturing clients with its new "shopper-topper" merchandising plan.

The service is offered automatically to food clients who meet certain requirements and involves Friendly Stations WSTV-TV Steinbeville, Ohio; WBOY-TV Clarksburg, W. Va.; and KODE-TV Joplin, Mo. It claims to be the first group ownership of stations to offer such a merchandising service free to food clients on a full-time basis. Similar presentations will be held in Cincinnati, Cleveland and Columbus, Ohio. The plan originally was unveiled in Pittsburgh April 22 and New York June 14-16.

The Friendly Group also includes KODE Joplin; WBOY Clarksburg, W. Va.; WPAR-AM-FM Parkersburg, W. Va.; WPIT Pittsburgh, and KMLB Monroe, La. Avery-Knodel Inc. represents the three Friendly tv stations.

Mobile Camera Snaps Pedestrians
For the past two months, a mobile KYW-TV Cleveland camera has been cruising around town, shooting sidewalk pictures. Back in the studio after each day's work, KYW promotion personnel encircle the head of one anonymous citizen. The still shot (with the circled person) then is flashed on the screen during the station's One O'Clock Playhouse, an afternoon film show. Should the person circled identify himself at the station by 5 p.m. the following day, he or she is given prizes, running from tv sets to sponsor products. The only headache: the number of "false alarms" flashed in by Clevelanders who erroneously thought they had spotted themselves.

KDYL Salutes 'Gal Fridays'
The boss' "Gal Friday" is honored daily in a new weekday series titled Secretary of the Day (7:45-8 a.m.) on KDYL Salt Lake City. Background information on the secretary to be saluted is submitted by letter from an area employer. After a successful initial 13-week sponsorship of the show, Salt Lake Desk Exchange renewed the contract, through Featherstone Adv. The sponsor, in addition, sends roses to the secretary.

KUTE-FM Describes City Fiesta
KUTE-FM Glendale, Calif., entered the festivities of Glendale's annual "Days of Verdugo" celebration with live coverage of the fiesta events, which honor Jose Maria Verdugo, whose ranch in 1880 included the land now occupied by the city. The station broadcast interviews with city officials, "Miss Glendale," Glendale residents and recording personalities during events staged at a local auditorium.

Mayor Proclaims Tv Movie Week
With the proclamation of the week of July 21 as "Movie Spectacular Week" by Minneapolis Mayor P. Kenneth Peterson, WTCN-TV Minneapolis and St. Paul promoted its new night programming with devices that included a caravan through downtown streets, pretty girls, newspaper ads, on-the-air promotion and bumper strips. The campaign inaugurated Movie Spectacular, featuring movies from the Warner Bros., M-G-M and United Artists packages, and the move of WTCN-TV's new program to an earlier time slot. Ten models, dressed in white blouses and shorts, distributed do-it-yourself lunch bags to town hall officials, agency and advertising people. The kits contained giant movie tickets listing Movie Spectacular as "your admission to greater sales in the Twin City area."

NBC Shapes Lincoln Telecast
NBC Special Projects unit reported last week it currently is putting together a half-hour program that will portray Abraham Lincoln as he was seen by his contemporaries. At a date yet to be announced, the telecast will feature period photographs, prints, woodcuts, lithographs, posters, engravings, drawings and sketches; a script by Richard Hanser, student of Lincoln and the Civil War period, that will be nearly entirely in Lincoln's own words, and music of the era with orchestral and vocal arrangements by composer-arranger Robert Russell Bennett. According to Donald B. Hyatt, NBC Special Projects head and director of the program titled Meet Mr. Lincoln, the show's chief innovation will be the use of historic stills rather than film footage.

WPGC Sponsors Potomac Cruise
WPGC Morningside, Md., entertained more than 2,000 persons on a moonlight cruise on the Potomac River July 17 in celebration of the station's power increase to 10,000 w. Tickets for the cruise were sold at $1.60 per person in the first event of a month-long promotion titled "Operation 10,000." Guest entertainers aboard included Toni Arden, Bobbi Daren and Tony Rendazzo and Ted Alexander's orchestra played for dancing.

Strike Questions Get Tv Hearing
In a special hour-long program Wednesday night (July 30), WHAS-TV Louisville, Ky., presented a question-and-answer session concerning the strike of 10,000 workers at General Electric's Appliance Park in Louisville. The show gave the management and labor representatives a half hour each to answer telephoned queries from viewers. WHAS-TV News Director Bill Small and News Editor Jay Crouse relayed questions from a battery of station phones which had been taking calls during the day. The audio portion of the program was repeated one hour later on WHAS.

NBC to Air NEA's School Series
NBC Radio, in cooperation with the National Education Assn., will present a series titled A Hard Look at U. S. Schools, starting Aug. 6 (Wed. 10:05-10:30 p.m.). Topic of the first broadcast will be "Are We Providing Talented Children with the Education for Leadership?" Subsequent topics planned include "Are We Preparing Our Children for Tomorrow's World?", "How Much Should A Good School Cost?" and "What is a Good Teacher?" Ben Grauer will be moderator with leading educators taking part in discussions.
INVITATIONS TO BUY

Groundwork was laid the week of July 21 for the fall program selling job of WRCA-TV New York in a series of twice-daily presentations, or "seek previews," as the station's program department and sales staff teamed up to show off a new program lineup to approximately 130 advertising agency men.

In morning and afternoon sessions held at the Johnny Victor Theatre in the RCA Exhibition Hall, executives and key radio and tv personnel from Grey Adv., BBDO, McCann-Erickson, J. Walter Thompson, Benton & Bowles and Young & Rubicam heard George Heinemann, WRCA-TV program director, outline the projected schedule. New program ideas were demonstrated through the use of visual aids, kinescope recordings and talks by some of the talent concerned.

Also participating in the program discussions with agency people were William N. Davidson, general manager of WRCA-TV and originator of the unique preview idea; Max E. Buck, director of sales and marketing for WRCA-AM-TV; Jay Heit, WRCA-TV sales director, and several of the station's tv salesmen.

In the upper left picture, Mr. Davidson discusses the new schedule with Herbert D. Straus, executive vice president of Grey Adv., after breakfast.

On the right, leafing through a folder of the programs unveiled to agency representatives, are Grey Adv. vice presidents John Kuneau, Jules Singer and LeRoy B. Block.

WTVD (TV) Sends Giant Postcards

In a special promotion of its new 1,500-ft. tower, WTVD (TV) Durham, N. C., last week sent out giant-sized postcards with the message "Have wonderful time—You should buy here!" to more than 500 agency timebuyers. The 28 x 43-inch card with a four-color map of the station's new coverage area was delivered by Western Union messenger service. WTVD's tower is the tallest man-made structure east of the Mississippi River and soars 325 ft. higher than its competitor's tower, the station reports.

St. Louisans Sub for KMOX D.J.

When d.j. Jack Buck of KMOX St. Louis went on vacation the week of July 21, the station came up with a community project to replace the vacationing personality. The station arranged to have four prominent citizens of St. Louis serve as d.j.s for a day at a time, and also chat about their business and community service affiliations. Substituting d.j.s included top executives of a bank, a utility company, the St. Louis Medical Society and the local Chamber of Commerce.

WPIX (TV) Urges Antenna Checks

WPIX (TV) New York has launched a month-long promotional campaign to persuade viewers to have their antennas checked if their tv set reception of stations in the New York area is faulty. The station is using up to 25 twenty-second announcements per week, asking viewers to have their antennas checked.

Coincidentally, the station is sending letters by Otis Freeman, chief engineer of WPIX (TV), notifying tv service companies of the promotion, and asking them for an evaluation of the reception in their areas of the seven tv stations serving the community. It is Mr. Freeman's contention that the majority of antennas in New York are eight years old, or older, and faulty reception could stem from antennas no longer in satisfactory working order.

WEZL 'Weasels' for Publicity

WEZL Richmond, Va., has brainwashed Richmond with a week long promotion of its new call letters. It started with station promotions asking listeners to "watch in their neighborhood for the weasel." Following four days on the air promotion, WEZL solicited a sports car from a local dealer, decorating it with WEZL banners and hit the road. All staff announcers took part
in the promotion through the two-day trips accompanied by "Pops" the real live weasel pet of the station. The Welsey Wagon distributed thousands of weasel-shaped balloons which had "Betcha Can't Say Welsey Without Smilin" and 1590 imprinted on them; movie tickets, records and telephone pads to business firms with "Weezl While You Work" on them. "Miss Richmond" joined the Weasel Wagon on the second day to help the promotion.

KFJ D.J. Sets Broadcast Mark
Larry Jones, d.j. at KFJ Klammath Falls, Ore., July 28, claimed a new record of 169 hours and 15 minutes for marathon broadcasting. Groggy and "all but out on feet," KFJ reports, Mr. Jones closed his microphone at 8:45 a.m., and went home to bed. The try-for-record started at 7:30 a.m. July 21.

WYDE Stands High With Jaycees
The Birmingham, Ala., Junior Chamber of Commerce has found radio "High WYDE and Handsome" in terms of earning power. WYDE Birmingham offered its facilities to the Jaycees after proclaiming July 16 "Jaycee Day." The young civic promoters, wasting no time, sold 150 spots which realized $1,342 for the Jaycette kitty. Birmingham Jaycee President Bob Barnum saluted WYDE and the Bartell family for the "public service" gesture and expressed "deep appreciation." He added, "We will be looking forward to next year's Jaycee Day."

NEXT WEEK YOU'LL MEET...

FOR THE RECORD
Station Authorizations, Applications
As Compiled by Broadcasting
July 24 through July 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DAM-directional antenna, cp-construction permit, ERP-estimated radiated power, vt-variable, very high frequency, uhf-ultra-high frequency, ast-astronomical, w-watts, w-watt, me-megacycles, d-day, N-night, L-local, sus-sunset, med-modification, trans-transmitter, ultra-ultimates, kilocycles, SCA—subdivision communications authorization, VHF-very high frequency, BY-backyard, 80A-special temporary authorization, etc.

Duane A. Hatch (40%), salesman W&V Savannah, Ga., Resco Denmark (30%), oil producers Dennis Paul Higginbotham of Liberty County, Ga., will be owners. Announced July 25.

Windom, Minn.—North Star Best Co.—Granted, with engineering conditions, 1300 kc, 250 w المر. WYDW, Box 63, Fort Wayne, Ind., estimated construction cost $2300, first year operating cost $69,000. North Star owners are Richard A. and Paul C. Lund (33.3%), former station manager KGAC St. Peter, Minn., Eugene H. Fisk (27.2%), former employee KGAC and Robert D. Thompson (27.2%). Genuine, Government of Regulator Co. Minneapolis. Announced July 24.

Forest City, N.C.—Tri-City Best Co.—Granted 1300 kc, 250 w, P. O. address Box 253, Forest City. Estimated construction cost $6,800, first year operating cost $20,000. Owners are Mr. and Mrs. T. M. Davis, president and general manager of WATV Asheville, N.C., and Mr. Paul R. McGovern of Asheville, N.C. Owners are T. M. Davis (33.3%), T. M. Davis (33.3%) and Mr. Paul R. McGovern (33.3%). Owners are T. M. Davis (33.3%), T. M. Davis (33.3%) and Mr. Paul R. McGovern (33.3%). Owners are T. M. Davis (33.3%), T. M. Davis (33.3%) and Mr. Paul R. McGovern (33.3%).

Orangeburg, S.C.—Radio Orangeburg—Granted 1300 kc, 250 w, P. O. address Clarence St., Box 407, Charleston, S.C. Estimated construction cost $15,000, first year operating cost $75,000. Owners are Mr. and Mrs. E. H. Lackey, president and general manager of WOPR Orangeburg, S.C., and Mr. R. W. Baker (33.3%), Mr. R. W. Baker (33.3%) and Mr. R. W. Baker (33.3%). Owners are Mr. and Mrs. E. H. Lackey, president and general manager of WOPR Orangeburg, S.C., and Mr. R. W. Baker (33.3%), Mr. R. W. Baker (33.3%) and Mr. R. W. Baker (33.3%).

Superior, Wis.—Quality Radio Inc.—Granted 1300 kc, 250 w, P. O. address Box 312, 521 S. Superior, Superior, Wis., estimated construction cost $20,000, first year operating cost $70,000. Owners are Mr. and Mrs. T. L. Peterson, president and general manager of WATW Eau Claire, Wis., Mr. P. L. Pederson, vice-president, and Mr. and Mrs. R. T. Wartner (one-third each). Owners are Mr. and Mrs. T. L. Peterson, president and general manager of WATW Eau Claire, Wis., Mr. P. L. Pederson, vice-President, and Mr. and Mrs. R. T. Wartner (one-third each).

Jamestown, Ky.—The Lake Cumberland Best Co. 1310 kc, 5 kw D. P. O. address Road 150, W. Lebanon, Ky. Estimated construction cost $25,700, first year operating cost $75,000, new revenue $80,000. Owners are Mr. and Mrs. L. S. Shanks (33.3%), Mr. R. W. Baker (33.3%) and Mr. R. W. Baker (33.3%). Owners are Mr. and Mrs. L. S. Shanks (33.3%), Mr. R. W. Baker (33.3%) and Mr. R. W. Baker (33.3%).

Mesilla, N.M.—WWEV Best Co.—Granted 1300 kc, 250 w, P. O. address Box 126, Mesilla, N.M. Estimated construction cost $20,000, first year operating cost $75,000, new revenue $80,000. Owners are Mr. and Mrs. L. S. Shanks (33.3%), Mr. R. W. Baker (33.3%) and Mr. R. W. Baker (33.3%). Owners are Mr. and Mrs. L. S. Shanks (33.3%), Mr. R. W. Baker (33.3%) and Mr. R. W. Baker (33.3%).

New Am Stations

SANDY BEAR

SAVED ARCIXA SKALEX, INC.

SALES TRANSCRIBED LIBRARY

Page 94 • August 4, 1938

Broadcasting
Existing Am Stations

**ACTIONS BY FCC**

**KIBB Seward, Alaska**—By letter, denied request for waiver of Sec. 334 (c) of rules requiring employment of full-time first-class radiotelephone operator. Announced July 24.

**KCHC Chicago, Ill.**—Ordered to show cause why license should not be revoked for technical violations. Failure to respond to notices of violations, and leasing control of station to others, with opportunity for hearing. Announced July 24.

**KGX Snell, Mont.**—By letter, granted request for partial waiver of Sec. 320 (a) insofar as it is not required to originate more than one-half of its nonnetwork programs from Sidney. Provided that no more than one-third of such programs will originate from any other one city. Announced July 24.

New FM Stations

**ACTIONS BY FCC**

**San Francisco, Calif.—Mid-America Beasts, Inc.**—Granted assignment of license to Mid-America Beasts, Inc. (Clifford E. Ball, president); for $45,000. Announced July 24.


**KCVK Lodi, Calif.**—Granted assignment of license from Herbert W. and David A. Brown to Lloyd Burchington (interest in WHEI, Beloit, Wisc.) for $150,000. Announced July 24.

**KPEP (FM) Riverside, Calif.**—Granted assignment of cp to Parker-Lee Inc. (Leland J. Fuller, president) for $6,650 for equipment and expenses. Announced July 24.

**KYW Valley, Calif.**—Granted assignment of license from Elsworth Peck and A. J. Brik to Mary Elizabeth Gunberg for $210,000. Announced July 24.


**KULA Honolulu, Hawaii.**—Granted assignment of license to Warren Bstg. Co., Inc. (Jack A. Burnett, president) for $200,000. Announced July 24.

**KCBK Des Moines, Iowa.**—Granted assignment of license to Pierce-Mitchell Corp. (James J. Mitchell, president, has interest in KLIN Lincoln, Neb., and KPIG Cedar Rapids, Iowa) for $125,000 plus $30,000 for not competing for 5 years. Announced July 24.

**KBBZ Iowa Falls, Iowa.**—Granted assignment of license and cp to Wapello County Bstg. Co. (G. W. Verne Flaimbo, president) for $55,000. Assignee officers have interest in WCCL Eau Claire, WIS; WHA-LAM-TV Dubuque, IOWA; and WQVB Galesburg, Ill. Announced July 24.

**WIPA Annandale, Md.**—Granted transfer of control from Robert J. Kent to Max Reinick and James G. and William Calomiris for $68,000. Announced July 24.

**WWTV (TV) Cadillac, Mich.**—Granted assignment of licenses to Fetter Telic, Inc. for $1,000,000.

Ownership Changes

**ACTIONS BY FCC**

**KMAP Bakersfield, Calif.**—Granted assignment of license to KMAP Inc. (Clifford E. Ball, president); for $85,000. Announced July 24.


**KCVK Lodi, Calif.**— Granted assignment of license from Herbert W. and David A. Brown to Lloyd Burchington (interest in WHEI, Beloit, Wisc.) for $150,000. Announced July 24.

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**KBBZ Iowa Falls, Iowa.**—Granted assignment of license and cp to Wapello County Bstg. Co. (G. W. Verne Flaimbo, president) for $55,000. Assignee officers have interest in WCCL Eau Claire, WIS; WHA-LAM-TV Dubuque, IOWA; and WQVB Galesburg, Ill. Announced July 24.

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**WWTV (TV) Cadillac, Mich.**—Granted assignment of licenses to Fetter Telic, Inc. for $1,000,000.


**KJBZ Minot, N. D.**—Granted assignment of license to James M. Pryor for $275,000. Announced July 24.

**WCAU-AM-FM-TVPhiladelphia, Pa.**—Granted assignment of licenses from Bulletin Co. to CBS Inc. for $15,000,000 plus $4,600,000 for land and buildings. Grant is without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in Part B of the Network Study Staff, (2) with respect to related studies and investigations now being considered or conducted by Commission, and (3) with respect to pending anti-trust matters. Conrr. Robert Balyer dissented. This is largest pack-aged broadcast transfer on record. CBS is licensee of WCAU-AM-FM-TV New York; WBRB-AM-FM-TV Chicago; WEEI-AM-FM Boston; KXN-AM-FM and KNXY (TV) Los Angeles; KCBS-AM-FM San Francisco; KMEX, KMIX-TV (formerly KWK-TV), Los Angeles (later pending consummation of Oct. 3, 1957, assignment of license of KMEX-TV, St. Louis, Mo. CBS to KBSD Television, Inc.) WXIN (TV) Milwaukee and WHCT (TV) Hartford, Conn. Announced July 24.


**WHLP New Haven, Conn.**—Granted transfer of license and (2) transfer of positive control from Robert B. Parker and David A. Parker to Robert M. Parker for $17,000 as individual; for $7,968 for additional one-third interest. Announced July 24.

**KYCX Big Spring, Tex.**—Granted assignment of license to Ray H. Hinkle, Jr., as Ray H. Hinkle, Jr., to R. M. Alleszter, G/O as Naples-McAllister Bstg., Co. for $30,000. Announced July 24.


**Continued on P. 96**
**The Record Continued**

KTAN Sherman, Tex.—Granted assignment of licenses from William J. Sample to K. M. and J. P. Fisher and Harry O'Connor, d/b/a KTAN Best, Co., for $48,000. Announced July 25.


**Applications**

KPOK Scottsbluff, Neb.—Seeks transfer of control of licensee corp. (Scottsbluff Best, Co.) from Richard B. Gilbert and Alma Gilbert, to Gilbert Motors, Inc., for $45,000. Announced July 25.

WMMJ Daytona Beach, Fla.—Seeks renewal of its application of license for operation of control of licensee corp. (WMMJ Inc.) by Emil J. Arnold through purchase of stock from Jack Siegel for discharge of $1,000 loan. Announced July 25.

WBOD Daytona Beach, Fla.—Seeks renewal of its application of positive control of licensee corp. (WBOD Inc.) by John B. Ray through purchase of stock from Jack Siegel for discharge of $1,000 loan. Announced July 25.

**Negotiations**

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PROFESSIONAL CARDS

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GAUTNEY & JONES
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Oliver 2-8520

JOHN B. HEFFELFINGER
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Hiland 4-7010
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WILLIAM E. BENNS, JR.
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3802 Military Rd., N. W., Wash., D. C.
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Box 2468, Birmingham, Ala.
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IRL T. NEWTON, JR.
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LO 1-500

MERL SAXON
Consulting Radio Engineer
622 Hoskins Street
Lufkin, Texas
Neptune 4-4242 Neptune 4-9558

Contact

August 4, 1958 • Page 97
Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Oregon Radio Inc. to increase daytime power of KBLM Salem, Ore., from 1 kW to 5 kW, continuing operation on 1500 kc with 1 kW-N and Lincoln Electronics Inc. to change facilities of KBCH Ocean City, Md., from 1600 kc, 25 kw un., to 1380 kc, 1 kw. Announced July 28.

Examining Hearing Examiner Annie Neal Huntington issued initial decision looking toward granting application of Van Wert, Ohio, for new operation to operate on 1220 kc, 250 w D, in Van Wert, Ohio. Announced July 28.

OTHER ACTIONS

By memorandum opinion and order, Commission reversed decision of Hearing Examiner Paul R. Cowen, Jr., granting application of Oregon Radio Inc. for increase of daytime power of its station KBLM Salem, Ore., from 1 kw to 5 kw. Continuing operation on 1500 kc with 1 kw-N and Lincoln Electronics Inc. to change facilities of KBCH Ocean City, Md., from 1600 kc, 25 kw un., to 1380 kc, 1 kw.

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**CLASSIFIED ADVERTISEMENTS**

**Payable in advance. Checks and money orders only.**

- **DEADLINE:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- **SITUATIONS WANTED** 20¢ per word—$2.00 minimum  **HELP WANTED** 25¢ per word—$2.00 minimum.
- **SITUATIONS WANTED** 30¢—$2.00 minimum,  **HELP WANTED** ad $20.00.
- **No charge for blind box number.** Send replies to Box 256F, BROADCASTING.

**APPLICANTS:** If transcriptions or bulk package submitted, $1.00 charge for mailing (Forward transcriptions separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasters expressly reserves any liability or responsibility for their return.

![Image](image-url)

**RADIO**

**Wanted**

**Help Wanted—**

**Opportunity**

**Sales**

Experienced salesman, radio. If you are aggressive, interested in making top money in substantial market with solid radio-television operation, we want you. Opportunity excellent for permanent man who can produce national account and produce commission commensurate with your ability. No others need apply. Box 185F, BROADCASTING.

I want a real live wire salesman for large North Carolina market. Interested only in men now working for network. Superlatives, qualifications. Write me to make real money while living in one of south's most beautiful cities. Just call or write. Box 235F, BROADCASTING.

Unusual opening for aggressive salesman, who wants to move into important, substantial northeastern Ohio market. Guarantee of up to $600 per month increase in business and opportunity for a progressive manager. Guaranteed. Sales manager position open to you if you qualify. Best references required. Box 350F, BROADCASTING.

Successful salesman interested in increasing his income. Excellent income for qualified, ambitious worker. Permanent position near New Jersey. Write outlining qualifications, and experience. Box 354F, BROADCASTING.

Salesman, strong, aggressive for top stations in Boston, and Washington, D. C. Must have car and driver and live in those cities. Excellent opening! Write Program Director.

See display ad—Opportunity.

**Florida,** Key West. 1,500,000. Increasing sales staff.


Salesman with considerable experience for top market position in [location]. Good salary plus commission. Send details. Radio Station WHRD, New Bern, N. C.

**Announcers**


Negro dj—southerner only—religious or R&B—America's highest audience rated negro group. Picture tape, letter Box 300E, BROADCASTING.

Piedmont indie needs two experienced announcers, 40 weeks. Tape. Resume. Box 194F, BROADCASTING.

Announcer—first phone. Are you 28, married, tired of moving around, looking for a solid gold market to start at $2,000 per week. Are you a good air salesman with voice authority who want a chance to prove yourself? We need you. Send resume, references, photo to Box 195F, BROADCASTING.

Maine. Independent in one of top ten markets. Needs a top flight morning newscaster, edit and air local news. Send resume and salary requirements. Box 395F, BROADCASTING.

Newman with authoritative delivery and ability and talent set up. Six day week. Northeast Ohio metropolitan market. Good salary plus commission. Send tape and resume first letter. Box 295F, BROADCASTING.

Giri, experienced staff announcer, Pauline Fredericks, 144 W. 44th Street, New York. Apply NBC Intermountain Station. Box 315F, BROADCASTING.

Announcer—first phone—a wonderful opportunity in small market with good starting salary, plus permanent location—$2000 south Georgia station. Box 456F, BROADCASTING.

Wisconsin lakeshore daytimes desires first tape announcer. Box 351F, BROADCASTING.

![Image](image-url)

**RADIO**

**Help Wanted—**

**Technical**

Announcer—daily shift. Experienced, in news, weather, music, format. Also color man for sports. Apply by letter. Radio KCCO, P. O. Box 974, Fort Collins, Colorado.

If you want to work for a 28 year old 5 k, in a real city, in a summer community where you will never have to work in the winter! If you are interested, write today. Box 181F, BROADCASTING.

An experienced flexible announcer is wanted to join a growing network. Apply by letter to Box 395F, BROADCASTING.

Immediate opening for lively paced disc jockey in established metropolitan market. Excellent experience necessary. Send tape and complete background. Box 300F, BROADCASTING.

Move up. Seasoned staff announcer wanted in September. News gathering and writing ability important but not primary duty at present. No top 40 deejays, typists. Send tape to Box 354F, BROADCASTING.

Offered: experienced announcer for day shift. Experienced, in news, weather, format. Also color man for sports. Apply by letter. Box 401F, BROADCASTING.

Announcer for day shift. Experienced in news, music, format. Also color man for sports. Apply by letter. Box 401F, BROADCASTING.

Immediate opening for experienced chief engineer capable of maintaining $50 watt am plus fm and 200 watt independent station. College city. Marital status, like small city life. Ability handle limited announcing desirable but not essential. Full details, including earnings, phone, etc., to Box 306F, BROADCASTING.

First phone engineer—no announcing, technical school graduate. Prefer married man. Union scale $3800. So. Illinois. Write Box 396F, BROADCASTING.

Mr. News Director, this ad will run until we find ideal man. Opportunities exist to work behind the scene news, who knows what's going on! No announcing. Excellent background. Good salary and facilities. Write Box 175F, BROADCASTING.

Production—Programming, Others

Opportunities, top rated independent needs sharp traffic director. Ideal person. Immediate opening. Write complete details. Box 305F, BROADCASTING.


News director. Pennsylvania five kewl stations seeking experienced newsman who is familiar with all phases of radio news coverage. Excellent opening in the Florida area. Write resume, tape, salary requirements to Box 231F, BROADCASTING.

Experienced newsmen needed now for 10 kw station in northwest North Carolina. Emphasis on local news! Also some general announcing. Excellent opportunity for right man. Send tape, resume. Box 225F, BROADCASTING.

Attention RPD's. Had farm experience? Know farm accounts? Midwest high power station seeks man with farm-radio background. These farm stations, given for production of farm shows, 3 hours air time per week, good pay, good environment. Good health—will work 8 1/2 hour day. Good future. Send resume, phone, experience, picture, tape. Box 301F, BROADCASTING.

$6000 per year for news director with know how a small market station will provide the working tools, you procure the knowledge and interest. Full details to Box 301F, BROADCASTING.

Experienced girl Friday, Traffic, continuity, correspondence. Emphasis on copy. Minor air work. Start $50.60 44-hour week. KHAS Radio, Hastings, Nebraska.

Wanted for immediate opening, "Formula-Radio" program director. If you can write and produce complete spot announcements. Take complete charge of personnel. "Sparkle" on the air. Contact Joe Golden, KQSB, Sioux Falls, South Dakota, Phone 4-5871.

Have all news-gathering facilities, including studio, with plenty of "go" and respectable amount of gull. Desires experience and development. Write resume and facilities. RADIO operation, including mobile units, tapes, etc. Salary commensurate with experience and ability. Conclusive. Send full information, including when available, salary expected, etc. Phone and audition tape to G. Burke, W.VA., WAKO, Akron 26, Ohio.

Newman, Radio and television, capable leg and airman with small market station experience, who can gather, with plenty of air time, journalism education background preferred; married; veteran announcing experience. One who wants a permanent berth in a progressive station. Good position and recognition. Scale starts at $60 for 40 hour week. Good opportunity and ability. Write or phone W. P. Williamson, Executive, Youngstown, Ohio.

**August 4, 1958 * Page 99**
**GET YOUR First Class Commercial F.C.C. LICENSE IN 12 WEEKS!**

Granitham School of Electronics specializes in F.C.C. license preparation, teaching you either by correspondence or in resident classes. Correspondence training is conducted from Washington, Hollywood, and Seattle, also, resident DAY and EVENING classes are held in all three cities. Regardless of whether you enroll by correspondence or in a resident class, we train you quickly and well—NO previous training required. A beginner may qualify for his first class F.C.C. license in as little as twelve weeks.

Our FREE booklet, Careers in Electronics, gives complete details of our training—either home study or resident classes. This booklet tells how we prepare you, quickly, to pass F.C.C. examinations. For your free copy of this booklet, clip the coupon below and mail it to the Granitham School nearest you.

**WASHINGTON D.C.**
Granitham School of Electronics 821-10th Street, N.W. Washington 6, D.C.

**HOLLYWOOD CALIF.**
Granitham School of Electronics 1505 N. Western Avenue Hollywood 27, California

**SEATTLE WASH.**
Granitham School of Electronics 408 Marion Street Seattle 4, Washington

MAIL TO SCHOOL NEAREST YOU

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**To:** GRANITHAM SCHOOL OF ELECTRONICS Desk 82 M • Washington • Hollywood • Seattle

**Gentlemen:**

Please send me your free booklet telling how I can get my commercial F.C.C. license quickly. I understand there is no obligation and no salesman will call.

Name ________________________________ Age ____________

Address ________________________________

City ___________________ State ____________

I am interested in: [ ] Home Study [ ] Resident Classes

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**TO RADIO HELP WANTED (Cont'd) Production-Programming, Others**

Copywriter-scrib Friday, immediately for busy midwest-news station, 326, earn your pay! Experienced only! Paul Parker, WLAS, Jacksonville, N. C.

**TO RADIO SITUATIONS WANTED Management**

Desire permanent opportunity experienced all phases, present owner operates small station. Full confidential replies. Box 227F, BROADCASTING.

Manager: Currently managing top station in multiple station market. Prefer small to medium market station needing young, aggressive manager who will work up to a solid radio job. Box 228F, BROADCASTING.

Manager, midwest. Married, children, 25, sober. Ten years radio, TV, radio, sales, announcing, management. Employed top station in 3 station market. Best references. Box 229F, BROADCASTING.

I offer you thirteen years experience as assistant manager, program director, salesman, sales manager and announcer with proven record of top-flight management and production in 20 to 40 kw stations. Presently employed by the midwest station, but seriously interested in opportunity. Navy veteran, college, married, two children. Have been offered a job after August 15th. Salary open, midwest-east only. Top references available but desire personal interview. Box 229F, BROADCASTING.

Manager-chief engineer, 37 years old, 16 years in the business, married, 4 children. Desire position with small to medium station in coast city. Have been chief engineer, reason for leaving new position. Have 20 years' background in competitive market, the most listened to station in the area. Available two weeks. Apply Box 230F, BROADCASTING.

Executive manager—having 24 years successful in radio. Have background interested in discussing opportunity with progressive owners of stations in first tier market. Having recently sold interests in two radio stations, present with strong desire to work. Full information in first letter may result in further investigation. Box 230F, BROADCASTING.

Need a manager well-versed in management, programming, sales, promotion, announcing and personnel? I'm 29, married. Presently employed with NBC-TV outlet. Box 231F, BROADCASTING.

Successful radio manager in Florida desires new connection with Florida radio as manager. Box 232F, BROADCASTING.

Assistant manager-sales-chief engineer: Experienced, sober, reliable. Seeking position with station with bright future. Box 232F, BROADCASTING.

Management, operations, revenue expansion. Will consider special assignments. Thirty years experience. Box 233F, BROADCASTING.

Manager for small or medium market station. Twenty-five years in radio, 12 years in present job managing top medium market station. Top references and letter of recommendation. Best reason for wanting change, $10,000 plus percentage. Box 234F, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for! Box 235F, BROADCASTING.

Announcer

Available top morning and dj personality with best background, performance and proven record of making friends and revenue, 13 years experience in first tier markets. Top local assignments. Have tapes, will travel, prefer competitive markets east and midwest. Box 237F, BROADCASTING.

Announcer, experienced, Manhattan, anxious to return sm location. Excellent background in first tier locations. Has high interest in light music—news—weather programming. Current experience at Northwestern University; CBS, New York. College graduate, English major. Top references. Box 238F, BROADCASTING.

Personality-dj, imaginative, peppy, strong news, board. Boston, graduate, tape. Box 239F, BROADCASTING.

Excellent radio tv sports director with ten years experience. Desires position with top television. Will consider management, TV news and production experience. Will sell sports programs. Box 240F, BROADCASTING.

Good musical station announcer with program- ming background. Thirty years experience in this medium. Audition tape, photo and further particulars on request. Box 242F, BROADCASTING.

Announcer-newman desires relocation. Presently working in radio, 4 years newspaper experience, college, broadcasting graduate. Experienced and interested in position in the northeast. Will consider chief news position. Box 245F, BROADCASTING.

We toothbrush, will travel. Experienced announcers—news, talk, board. Tape on request. Box 303F, BROADCASTING.

Experience sportscasters, announcer. Employed. Excellent sports loving station. Box 321F, BROADCASTING.

Negro deejay, good board man, fast patter, audio. Audition tape. Box 322F, BROADCASTING.


Announcer/engineer. Emphasis morning deejay. No experience, 24 years radio, forty hard hours. Box 350F, BROADCASTING.

Announcer — professional radio man, 19 years experience, belongs to Screen and Broadcast Union. Excellent references. Experience all phases. Excellent ambition. No experience. All stations considered. Available immediately. Box 355F, BROADCASTING.

Attractive lady dj, announcer available. Experience, run own boards, good news, strong commercials. Top references. Good resumes. Box 351F, BROADCASTING.


G.M.—your sports audience deserves top flight coverage. 9 years radio-television experience, excellent ear and copywriting. Family, stable, reliable. Box 358F, BROADCASTING.

To a station offering integrity, adequate staff, recall library, mature future. Experienced announcer-engineer, 1st phone, 5 years experience. Box 359F, BROADCASTING.

Do you want all the audience all the time? Well, try the next station. Do you want a personality who is well liked by the audience. Box 360F, BROADCASTING.

Looking for new pasture! Nine years experience sportscasting, baseball, football and basketball. Five years, same station. Former professional athlete. Complete resume and tapes available. Box 361F, BROADCASTING.

Announcer, Knows hard selling, time selling and copywriting. Box 365F, BROADCASTING.

Radio-television staff. Strong news-sports, human interest. College grad, major, communications. Experienced, college station, radio, TV. Box 373F, BROADCASTING.

Announcer—play-by-play, 5 years experience, college grad, broadcast. Box 374F, BROADCASTING.

Excellent play-by-play. Currently in metropolitan area. Seeking permanent position with established station. Desires to locate manager, a city, top.$250. Box 375F, BROADCASTING.

Sports—staff announcer—play-by-play, pd, 5 years experience, college grad, broadcast. Box 376F, BROADCASTING.
RADIO

Announcers

Experienced announcer-salesman desires to be employed. Native Texan, has experience in Wisconsin, Illinois or Iowa. Box 379F, BROADCASTING.

Experienced announcer-salesman. Age, 35. Married. Experienced in all phases of radio. Excellent references. Box 379F, BROADCASTING.

Experienced sporting director, 25, married, wishes permanent home. All news phases, play-by-play all sports. Excellent references. Box 379F, BROADCASTING.

Experienced announcer, desires position with an up-and-coming station. Tape. Box 379F, BROADCASTING.

Announcer, 23-year-old. Eight years experience. Designs to move up. Box 369F, BROADCASTING.

Experienced announcer -salesman desires we from last to CASTING.


Experienced chief engineer, desires with homes. Technical and business background. Box 315F, BROADCASTING.

Experience, college, 3rd. Must have immediate opening for aggressor. Excellent opportunity in a market with solid financial status. Philippines or Japan. Must be experienced and energetic. Prefer married, experienced, top market. Complete details to Box 387F, BROADCASTING.

Experienced announcer, seeks opening in Midwest. Has 11 years experience in all phases of radio. Desires to relocate west coast. Resume. Box 370F, BROADCASTING.

Experienced announcer -salesman desires we from last to CASTING.

Production-Programming, Others

Attention Texas stations. Matured experienced grain elevator engineer. Native Texan desires to return home. Over twenty years experience in grain elevating. Good working conditions with salaries up to $100.00 per week. No offer will be returned. Box 349F, BROADCASTING.

1st stage operator, now working as chief engineer. Experienced in all line studio maintenance. Desires to move up in broadcasting. Will consider any opening. William Gabbert, Box 309F, Little Rock, Arkansas.

Copywriter-producer, 11 years experience on agency staff. Excellent sales record. Space at good rate. Desire relocate west coast. Resume. Box 370F, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Sales

Top flight sales manager, opportunity with well established network. Excellent position for a man who feels he can make $10,000 and more on a 600 per month, plus commission arrangement. Excellent opportunity in a market with established TV. Finer Picture, Spot Master ceremonies and interviews. Only top station. Will consider single or married. Excellent salaries. Box 315F, BROADCASTING.

Productive salesmen, excellent opportunity for solid man in nation's 45th market, 300,000 pop. In Texas. Write full resume and photo to Box 356F, BROADCASTING.

A! Stop stealing Promotion from promotion department rack! Box 309F, BROADCASTING.

Wanted—Experienced local tv time salesman by Midwest station. Commission, good guarantee, and choice list of local accounts. Send complete resume, recent photos, personal history and recent photo to Box 371F, BROADCASTING.

Experienced salesman wanted for New York State, NBC affiliate. On air accounts to start. Excellent base plus commission. Write full resume to Box 372F, BROADCASTING.

Television sales. Top-rated California vhf net- work affiliate has immediate opening for aggres- sive salesman interested in improving income and future. Excellent salary and commission including ex- perience, sales record, personal history and recent photo to 20th Fox, 560 N. Michigan Ave., Chicago, Illinois.

Commercial manager. Want experienced man with ability and character to assume full re- sponsibility of sales department with staff com- petent and local and national. Department well staffed. You must have good knowledge of and experience in national market over 60,000 television homes. A top quality station. Splendid working conditions. Salary in low range of $12,000. Excellent renumeration and growth possibilities. Blvd broadcasting. Desires to remain 9 years. Write detailed letter about yourself and family. Send photo and references. Interview will be arranged for most suitable applicants. Write General Man-ager, WFMV-TV, Greensboro, N. C.

Wanted—A reliable salesman with ambition to make maximum dollars in fastest expanding industry. Good experience necessary. You will like our operation, our city, and join a stable, well-established team. Let's talk it over. Write today to J. M. Pendleton, Sales Manager, WLEX-TV, Lexington, Kentucky.

Technical

URGENTLY NEEDED: Experienced equipment design engineers. Excellent Midwest location. Box 369F, BROADCASTING.

Staff opening for one first-class engineer. Prefer operating and operating experience. On Roll. Box 370F, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Engineer needed effective September 1, 1958, by medium sized vhf in markets with opening salary up to $100.00 per week, depending on experience, including photograph and references, in first letter. Box 315F, BROADCASTING.

TV transmitter engineer. Permanent job in the southwest. Would consider any one with radio or television background. Send details to Box 273F, BROADCASTING.

Engineers for studio, transmitter or remote unit. Will consider well qualified individual. Call mid-south. Box 359F, BROADCASTING.

Production-Programming, Others

We need a production man with vitality, imagination, and creative ability. Excellent working con- ditions. Good salary. A successful network affiliate in a medium sized mid-western city. This man must be able to train staff in directing, pro- duction for all phases of television stations pro- duction. If you are looking for an opportunity to grow, to give expression to your ideas, we are willing to work hard, send complete details, resume and picture to Box 177F, BROADCASTING.

If you are an experienced tv production-promo- tion man with ambition and growth possibilities, to get back into the big area, write Box 359F, BROADCASTING, giving resume, picture and expected salary.

TELEVISION

Situations Wanted

Announcer

Announcer—8 years radio, 4 years tv—all phases. Married, non-drinker, no drifter. Anywhere east coast. Box 369F, BROADCASTING.

First phone, veteran, married, steady. Will re- main in same area. Box 273F, BROADCASTING.

TELEVISION

Production-Programming, Others

Traffic-continuity director wishes to relocate in the west. Experienced with all phases of traffic-continuity. Presently employed, college, best references. Box 379F, BROADCASTING.

Producer-director. Creative, mature, stable, 4½ years commercial experience. Excellent ability in low budget, high quality operations. Excellent re- ferrences. Box 315F, BROADCASTING.

Proclaim, 25, experienced in all phases of tv. Box 273F, BROADCASTING.

Program man, 2 years experience assisting pro- ducer-director. Must be capable of working in challenging position. Willing to relocate. Box 309F, BROADCASTING.

Producer-director and public service and educa- tional director for midwest commercial tv sta- tion. Excellent salary, one year paid vacations and health insurance. Excellent references. College background, community theatre experience, talented in producing. Excellent growth and opportunity. Excellent working conditions. Box 309F, BROADCASTING.

Program manager, 25, broadcasting experience. To be director of tv station. Excellent references. Box 315F, BROADCASTING.

August 4, 1958 • Page 101
FOR SALE

Stations

Managing partner wanted for superior, med-mkt, Colorado indie, top growth area and climate. Sound investment of $250,000 down; handy to good terms. Only responsible, producing managers handling unique properties need apply. Owner expanding other radio. All replies answered. Box 232F, BROADCASTING.

Oregon, quarter-kilowatt $11,000.00. 25% down. Will Guenzendorf and Associates, 5630 W. Olympic, Los Angeles.

Waiting buyers, listings wanted. Hollingsworth C. C. Cather, 314 Hempstead Ave. W., Hempstead, N.Y.


Nevada, kilowatt full time active market. Will Guenzendorf and Associates, 5630 W. Olympic, Los Angeles.


Southern California quarter-kilowatt $50,000. Will Guenzendorf and Associates, 5630 W. Olympic, Los Angeles.

FOR SALE—(Cont'd)

Equipment

Limited quantities of the following new equipment are available from Collins Radio Company. For information, references and equip. write John G. Halsey, Collins Radio Company, Special Sales, Kansas City 1, Mo. Also, F.O.B. in your area, complete sets of F.C.C. Radio Station licenses. Partial sets of licenses are available in 92 different areas. For information, references and equipment, write John G. Halsey, Collins Radio Company, Special Sales, Kansas City 1, Mo.

RCA 250G transmitter. Equipment operating perfectly. Time and time again has required routine repairs. Make good auxiliary. Box 208F, BROADCASTING.

One each RCA 33A-33B jack panels. Never used. Bargain at $95.00. Other broadcast materials available. Box 313F, BROADCASTING.

Western Electric 2E console available September 1. Has two spare turntable pre-amps which can be sent for $250.00 each. Several additional pieces. The equipment is in good condition. Box 315F, BROADCASTING.

FM 1 kw GE amplifier, little used, good condition. GE transmitters, Heat oven. Contact Manager, WLNA, Peekskill, N.Y.


Channel 10 RCA T70A transmitter with tubes. Also 6-bay antenna. P.O. Box 451, Shreveport, La.


Western Electric 1-C frequency monitor. $150.00. Western Electric 1-C frequency monitor. $125.00. Western Electric 11-A modification monitor $50.00. Excelsior and Muncie transformers and accessories. Excellent chance for a new operation to save money. George E. Giannelli, Technical Director, KTXJ, Houston, California.

WANTED TO BUY

Stations

Want to buy small station in Houston area. Your reply confidential. Box 316F, BROADCASTING.

Experienced radio man desires to lease Florida radio station with option to buy. Write in confidence. Box 219F, BROADCASTING.

Having trouble, will lease manage your station. Ten years radio qualified experience, former manager, Sober family man. Midwest. Box 240F, BROADCASTING.

Distressed station: Two announcers will buy or lease small operation. Small down a must. Box 319F, BROADCASTING.

Established station: Owner operator Chicago area is interested in acquiring additional radio stations. tomato. On paper if interested, write—assemble, price and balance on delivery. Med-mkt. Box 250F, BROADCASTING.

WANTED TO BUY

Equipment

Wanted to buy used portable field intensity meter, must be in excellent condition. Box 342F, BROADCASTING.

Wanted: Used fm frequency and modulation monitor also 500 feet used one and five eight sizes of meters. Also or call W. H. Torrey, KGNC, Amarillo, Texas.

INSTRUCTIONS

F.C.C. first phone premission by correspondence only. First license, 1 to 5 weeks. For details write: Grant Park & 81-194th Street, N.W., Washington, D.C.


Since 1946. The original course for FCC 1st phone license. 3 to 6 weeks. Reservations required. Rolling now for classes starting Sep- tember 3, October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Oglet Regional Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. 1025-36 Equitable Building Hollywood and Vine. Printers of personalized Bingo game sheets for radio and television programs. We also print in colors a patented and copyrighted Bingo game called Xardo in 1950 game sheet series, which has Xardo symbols instead of just numbersang., permitting not only the playing of Bingo, but any Poker card hands etc. The announcer may call for. Prices are $3.00 per 100 game sheets imprinted with your own society. Terms: Cash in advance. Third winning letter to be written in your letterhead, balance on delivery of three winning letters. (Bingo games have I.B.M. control systems). Write W. O. Box 1871. Hollywood 28, Calif. Tel. Hollywood 4-0414.

RADIO

Help Wanted

Announcers

TOP AIR PERSONALITY— to really start living in Portland, Oregon-God's Country

Lush greenery everywhere... temperate good-to-be-alive climate. Mountains, lakes, rivers, seashore all within 100 miles. Make your life a continual vacation in Portland. Only if you are a proven success — send tape and background to:

John Eichhorn KG6 Radio Portland, Oregon

Opportunity—Are You He?

Some one under 50 (younger the better) wanting unheard of opportunity to become financially independent. Must have a proven sales record, willing to work for peanuts at start and family willing to be neglected. Suitable for commercial manager (no desk type) and later assuming all the headaches of full control of expanding midwestern radio station in 1/2 million metropolitan market. Primary coverage over 1 million, market over 5 billion. If there is such a person, will give up to 50% interest (depending upon results) after specified time. Station should net $100,000.00 per year. This is a deal where results will count. Market and frequency will surprise you. There is no reason for not becoming No. 2 in market. Owners too old for headaches, want to enjoy hunting, fishing and Florida sunshine. If there is such a man willing to gamble his ability (two children are an unbelievable oppotunity. This ad has been unique man has not been located within 30 days will accept one of many offers to sell. All replies held in strict confidence. No investigation until after personal interview and then only with consent. Send record, picture, etc., and letter from wife expressing her views. PLEASE—Drunks, women chasers, etc., don't reply, you are only wasting your time. Box 271F, BROADCASTING.
TELEVISION

Help Wanted

Sales

WE NEED A SALESMAN!

VHF station, maximum power, maximum tower, in Southeastern US. Can guarantee $9,000.00 to good local salesman. Write Box 308F, BROADCASTING

Announcers

EXPERIENCED TV-AM ANNOUNCER WANTED

With a market of over one and one-quarter million people, we can afford top pay plus profit sharing for the right man. Very limited live work. Send tape, complete information first contact to Manager, KVOS-TV, Bellingham, Washington.

Production-Programming, Others

PRODUCTION MAN WANTED

Job requires experienced man. Must be able to prepare and sell radio sales presentations, make up and execute special promotions, handle a $100,000 per year budget. Combination radio-TV Promotion Director with salary on qualifications plus share in profits. Send complete information and expected salary range to Manager, KVOS-TV, Bellingham, Washington.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

ASSOCIATIONS MANAGENTS

HOWARD S. FRAZIER, INC.

1724 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

TAPE RECORDERS

All Professional Makes

Used—Traded

Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.

4601 W. North Avenue

Milwaukee 3, Wis.

Uptown 1-8100

TWX: MT-183

America's Tape Recorder Specialists

FOR THE RECORD CONTINUED

By Chief Hearing Examiner

James D. Cunningham on dates shown:

Scheduled hearings in following proceedings on dates shown: applications for renewal of licenses for stations in locations of:


By Hearing Examiner Herbert Harman

Issued Memorandum of Ruling in proceeding on application of West Shore Bestco., Co., Beach, N. Y., and Westport, Conn., Indicating that motion for leave to amend application by The Westport Bestco., Co. was granted as will appear from the transcript of hearing held July 22.

By Hearing Examiner Annie Neal Huntingon

Scheduled prehearing conference for Sept. 15 at 2 p.m. for fm applications of Arnold J. Stanke and Patrick Henry and David L. Larsen, Calif., Calif.

By Hearing Examiner Basil P. Cooper on July 25

Granted petition by St. Anthony Television Corp., for leave to amend its application for cp for new television station to be operated in Marion, Ind., to decrease the antenna height from 1,640 ft. now specified on ground level, and 775 ft. above mean sea level.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 25

WFLR Dundee, N. Y.—Granted assignment of license to Henry Valentine, triniter owning entity of new station.

WGBF Evansville, Ind.—Granted acquisition of positive control by Henry E. Walker, et al., as a family group through acquisition of stock by Curtis Radiocasting Corp.

WPFR Wisconsin Rapids, Wis.—Granted cp to install a new trans.

KMKO-TV St. Louis—Granted mod. of cp to change type and install new ant. system and make other equipment changes.

Actions of July 24

KIFI Idaho Falls, Idaho—Granted license covering change of location of new station. License to maintain or change any items of the license.

National Bestco. Co., Inc. New York, N. Y.—Granted authority to locate, maintain or use studio and apparatus for purpose of producing television program that may be transmitted or delivered to various Canadian stations; grant is without prejudice to the Commission; may deem warranted as result of its final determinations with respect to the conclusions and recommendations set forth in Report of the Network Study Unit (2) with respect to related studies and inquiries now being considered or conducted by the Commission; (5) with respect to pending anti-trust matters against NBC and CBS.

WPEN Columbus, Ga.—Granted license covering increase in daytime power and installation of a new trans.

WBUD Trenton, N. J.—Granted license covering installation of new trans. at main trans. site as auxiliary trans. daytime and alternate main trans. nighttime.

WINE Kenmore, N. Y.—Granted license covering installation of a new trans.

KOOL Billings, Mont.—Granted license covering changes in DA pattern.

WMAS Louisville, Ky.—Granted mod. of license to change studio location; remote control permitted.

WXIX (Main trans. and ant.) Milwaukee, Wis.—Granted cp to increase ERP to 95 kw, ars. 160,000, over 50 kw. make changes in CP, CP system and overall height above ground (500 ft.).

WRCV-TV Philadelphia, Pa.—Granted cp to install auxiliary ant. near the main trans. site; grant is without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in Report of the Network Study Unit (2) with respect to related studies and inquiries now being considered or conducted by the Commission; (5) with respect to pending anti-trust matters against NBC and RCA.

KDPD Des Moines, Iowa—Granted cp to decrease ERP to 14 kw, change ant. to 24 ft., change ant.-trans. and studio location.

WHUN Huntington, Pa.—Granted cp to change ant.-trans. location and make changes in ground system.

WSJG (FM) Miami, Fla.—Granted mod. of cp to increase ERP to 5 kw and change type trans. to 600 ft.; control permitted.

KRRM (FM) Tucson, Ariz.—Granted mod. of cp to change ERP to 10 kw; ars. 125,000, and make changes in ground system and antenna height to 340 ft.

KFMI (FM) Palisades, N. Y.—Granted mod. of cp to change ERP to 315 kw, ars. 98,000, and make changes in ground system.

KTKK—Grand Forks, N. Dak.—Granted extensions of license covering increase in ERP to 31 kw and license to provide space on a dismissal tower.

The following were granted extensions of completion dates as shown:


Sales of July 21

KJY San Francisco, Calif.—Remote control permitted.

WBBF-Cleveland, Ohio—Granted license covering increase in ERP to 31 kw and westward 10 kw amplifier to Visiting Westinghouse FM.

WDHF Chicago, III.—Granted cp to replace expired permit, mod. for new fm station.

WNDR Syracuse, N. Y.—Granted cp to install transmitter as auxiliary trans. at main trans. site.

WFCY-Cayce, S. C.—Granted mod. of cp to change type trans. and make control permitted.

Sales of July 22

WPBF-FM Philibburg, Pa.—Granted request for cancellation of license (granted July 14, 1955 but not assigned) and deletion of call letters.

KIKO Miami, Ariz.—Granted license for am station and specify type trans.

KGOL Muleshoe, Texas—Granted license for am station.

WERE-Cleveland, Ohio—Granted cp to install new main trans. and cp to install new auxiliary trans. at main trans. site.

KMBW Kansas City, Mo.—Granted cp to install new main trans. and cp to install new auxiliary trans. at main trans. site.

WAXY Amarillo, Texas.—Granted cp to replace expired cp for increased ERP and for change of location; license now for kw to 5 kw, install new trans. and make changes in DA (1A to DA-3).

WWRK Murphy, N. C.—Granted mod. of cp for approval of new photographs and new ground plan.

Sales of July 21

WESR Taos, N. M.—Granted assignment of license to The Accomack-Northampton Bestco. Co., Inc.

WGNO-AM-FM Mayfield, Ky.—Granted transfer of license to WLJW, Louisville, Ky., and WSMO to Graves County Bestco. Co., Inc.

WIPJ Pittsburgh, Pa.—Granted acquisition of negative control by estate of new station (the late) Arthur Cooper on behalf of Westinghouse Foundation and John Frederick Steinman Foundation, through transfer of stock to James Hale Steinman and John Frederick Steinman.

KFEX St. Joseph, Mo.—Granted request to change location for aux. trans.

KBLQ Los Angeles, Calif.—Granted authority to remain silent for period ending Sept. 30; re-follow failure in first stage of trans.

WBRK Pittsfield, Mass.—Granted mod. of cp to change type trans.

License Renewals

Here is how WSB Radio and WSB-TV dominate their fields in Atlanta

An advertiser's choice of stations in Atlanta can make a sizable difference in his sales results. These charts show why. In few cities of the nation do you see so marked a degree of consumer preference. This massive preference for WSB Radio and WSB Television is built on a record of superior local programming, better news service and staff work of high professional quality. Certainly your advertising in Atlanta belongs on the WSB stations.

WSB RADIO/WSB-TV
Affiliated with The Atlanta Journal and Constitution. NBC
Represented by Edward Petry & Company
Creativity rides free and high in adlands ‘Somewhere West of Laramie’

Somewhere West of Laramie—the headline of Ned Jordan’s classic advertisement 30 years ago—was for a sports car. His text suggested that the Jordan Playboy properly belonged somewhere out West where there was a spirit of excitement and freedom, a wind-in-the-hair enjoyment of working and living. It might equally well be applied to advertising in the West, as it has developed today.

Those who attended the Advertising Assn. of the West convention in Vancouver this summer will testify to this after seeing the winners presented from hundreds of advertising entries in the Craft Competition. They represented the judges’ selection of the best in business publications, consumer magazines, farm papers, outdoor and transit, on radio and tv. They included black-and-white and color newspaper awards, both retail and national advertising.

All of them, whether from big cities or small, from major advertisers or local retail stores, were professionally and expertly done. They made their sales point clearly, quickly and with believability. But what characterized them all was a freshness of approach, evidence of an almost rugged determination not to imitate others, to break away from some of the old formulas, to create something genuinely new.

This observer was impressed. It seems that advertising in the West has not only rapidly come of age but is also evidence of the same fresh and creative approach to its work that has long been the distinction of western fashions, furniture, arts, architecture, distribution and entertainment.

The wide-open spaces seem to encourage less in-breeding and imitation. There is an eagerness to experiment. The results may not always be successful but, at least, the spirit is willing.

The dimensions of Western advertising are growing with the population. People in the 11 Western states are increasing at twice the national rate. Western advertising volume has been jumping ahead of national figures at an even greater pace, up some 450% in the past ten years. The number of million dollar budgets in the West has increased four time in that same period.

Recognition of the area’s present and future potential is demonstrated by the regional offices opened by the larger eastern agencies in recent years. Of the 32 largest New York and Chicago agencies, more than a third of their branches are now in the West. They are participating in this boom along with agencies whose headquarters are here. The number of western-owned agencies who have seen their billings climb over the $5 million mark is up six times over the select group of just five years ago.

However, these are figures only symptomatic of growing opportunities in a fast-growing land. More important, it would seem, is the quality of the work being turned out some 3,000 miles from Madison Avenue.

Old-timers will recall that the West has long pioneered in fresh ideas. It introduced the idea of community advertising, led by the All-Year Club of Southern California; grower cooperative marketing and advertising; new techniques in food advertising as well as the popularization of self-service and the supermarket; big shopping centers; aircraft advertising that sold seats rather than planes; modern service stations; new concepts in fashion advertising—to say nothing of the merchandising and marketing activities associated with outdoor living and leisure time.

Going back to the old days of radio, you could cite Carleton Morse’s One Man’s Family and I Love a Mystery; Calling All Cars, the grand-daddy of Dragnet and all the rest; the Shell Chateau, Hollywood Hotel, and Maxwell House Showboat; Breakfast in Hollywood (the forerunner of Queen for a Day); Crosby and Hope; and the many productions of Raymond Morgan and C. P. McGregor. You could continue for days about the shows and personalities that originated in the West.

In tv, much of the same fresh and creative thinking has been applied. Because it is of more recent times, the contributions are easier to recall. Nor is it simply a matter of entertainment. In the field of tv commercials, highly original work is going into the production of the spots that are now created and animated in abundance on the West Coast for clients all over the United States. The “Burgie Beer” ID’s, the notable Jello spots, and the Armour Chiffon commercials are typical. It was one of the last named that won top prize at the Cannes International Film Festival.

Everyone, even the local advertisers, get in on the creative act. Radio spots ordered for car dealers, discount houses and drug stores in Southern California show a lively ingenuity and are frequently copied across the country.

These are just a few of the many examples that could be racked up in support of the premise that western advertising is not only budding out in all directions but is also blooming with fresh, new ideas. It is a good thing, too, because it would seem that this industry of ours could stand a good measure of it. Because big cakes worked for Pillsbury, big heads for Marlboro, and an eye-patch for Hathaway is no guarantee that big food, big heads, and eye-patch gimmicks are a short-cut to success, as probably the many imitators have found out.

There has never been and will never be any substitute for original thinking and creative work in this business. It doesn’t come about by imitating the campaign down the street that everyone in the business is talking about; nor can it come from slavish adherence to worn-out formulas. It flourishes best in an atmosphere of freedom and enthusiasm.

Out in the West, there happens to be a considerable amount of both. Maybe that is one reason why those winning advertisements displayed at the Advertising Assn. of the West convention looked so good.
Stand-by Censorship

CENSORSHIP is an ugly practice which becomes only slightly more attractive when accepted voluntarily in time of war. Yet if, all its ugliness, censorship is an indispensable weapon in World War II it functioned, with considerable success, as a basic element of the war effort. If World War III were to come about, censorship would be invoked again—assuming there was something left to censor.

The voluntary code of censorship which is published in this issue has been designed, as much as any code of its kind can be, as an instrument of the missile age. It could and should be put into effect immediately in the event of a serious attack against the United States.

But what about the application of the code in less catastrophic circumstances? How big a war must it be, and how near, to justify the imposition of the kind of censorship described in the voluntary code? This question, we suggest, deserves serious attention. As far as we can determine, it has not been resolved.

Now that a stand-by code has been drafted and apparently approved by the White House and defense establishment, the next step must be the drafting of possible circumstances for its use. In this the government needs advice. Responsible leaders of broadcasting and publishing ought to seek agreement among themselves as to the kinds of national peril that would make censorship necessary.

The President would then have a sensible guide in considering a decision to invoke censorship. For such a decision he needs guidance, prepared in advance, by the people in the best position to equate the national safety with the suspension of constitutional liberties—the men who operate journalism in the U. S.

Your Own Backyard

THERE'S considerable to-do these days about local audience promotion. The methods used to increase share of audience may vary, but the objective is always the same.

In some markets stations have gone to extremes in their special promotions, particularly during rating weeks. Giveaways are boosted and, on tv, the best in films are shown. Usually, newspaper lineage is increased to promote audience for the shows being promoted. It has become a windfall for newspapers, who otherwise compete vigorously against radio and television for the same advertising dollar.

Two major market television stations—WTVJ Miami and KMTV Omaha—report they have found that the use of their own medium brings spectacular results. Both reported increases in their share of audience without resorting to the usual practices. WTVJ not only used its own station (without program loading) but also bought spot schedules on two Miami radio stations. KMTV has cut out all special rating week newspaper ads and stepped up on-the-air promotion.

It may not work everywhere, but here's tangible proof that merchandising on one's own medium pays off. And isn't that precisely what broadcasters peddle to their prospects?

Uplift Follows Oversight

IF legislation drafted by the House Legislative Oversight Committee is enacted (and there's little reason to believe it won't be), the FCC must adopt a code of ethics contrived to forestall future attempts to influence its decisions. The code would spell out standards of conduct by members, staff and persons doing business with the Commission. It would be a model for all other administrative agencies.

The legislation is the outgrowth of the influence-peddling inquiry conducted by the Oversight Committee which left the FCC in such bad odor—until the headlines were grabbed by the Adams-Goldfine mess. Its goal is to restore public confidence in government.

Certainly no harm can come of it. The question is whether it will do any good. Among other things, FCC members would be deprived of the right to collect honorariums for articles and speeches—a right written into the Communications Act but not applicable to other agencies. Another provision would give the President authority to remove a commissioner for neglect of duty or malfeasance in office.

The bill would thwart attempts to influence FCC decisions by requiring that all ex parte contacts, whether by members of Congress, the executive branch or applicants, be made part of the public record, for all to see. But it would not preclude Congressmen or others from checking on the status of cases. And there's the rub.

It isn't necessary for an official, whether he be a Senator, Congressman or White House secretary, to particularize, when inquiring about a case, to exert the very kind of influence the bill is designed to eradicate. The mere fact that the highly placed individual evinced an interest is enough to make an impression. If the inquiries would go to a designated staff member—the secretary or perhaps the information officer—improper inferences could be avoided.

It has always been our notion that a government agency is as good as the men who run it. Commissioners of stature and excellent qualification could not be influenced improperly, with or without a code. Political hacks, with or without a code, play the influence game as their stock in trade.

There would be no problem if extreme care were exercised in the selection of public officials by the President and, just as important, in their confirmation by the Senate.

Whose Folly Now?

A YEAR ago, Sen. George A. Smathers (D-Fla.) fronting for the Songwriters Protective Assn., introduced an amazing bill (S 2834) to kill Broadcast Music Inc. by prohibiting stations and networks from engaging in the publishing of music or in the manufacturing or selling of phonograph records. When Congress adjourns this month, the Smathers Bill will die ignominiously, deserted by its author and all but laughed out of the Senate Commerce Committee which held hearings on it.

When Sen. Smathers introduced the bill, he told us that he was “saving broadcasters from their own folly.” But he changed his tune months ago. Hearings were begun last March. He attended one session, briefly. The hearings were concluded within the fortnight with only Sen. John O. Pastore (D-R. I.) sitting. After listening to the devastating surreptitual of Samuel I. Rosenman, counsel for BMI, Sen. Pastore gave the bill the coup de grace by sending the record to the FCC and the Justice Dept. “for comments.” That killed it for this Congress—and forever.

There is still unfinished business, however. A number of members of SPA (and SPA is made up largely of ASCAP members) are plaintiffs in that $150 million suit against BMI and its broadcaster owners. Judge Rosenman charged that the proponents of the Smathers Bill are engaged in a “persecution of BMI” to aid that lawsuit.

We doubt whether SPA or its rich relative, ASCAP, will make another attempt to use Congress as its sounding board in its campaign against BMI.
Vast New Urban Complex, defined by The Ford Foundation dominated by wfmy-tv

Just what is this area...this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing.

Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

North Carolina's INTERURBIA*

At the very axis of the CRESCENT lies INTERURBIA...the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT where more than two million people are sold on WFMY-TV.

wfmy-tv
GREENSBORO, N. C.

*GREENSBORO-HIGH POINT-WINSTON-SALEM
12 Stations:
AMONG THE OUTSTANDING TELEVISION STATIONS WE ARE PROUD TO REPRESENT:

- WABD New York, N.Y.
- WTTG Washington, D.C.
- KGLO-TV Mason City, Iowa
- KMQA-TV Quincy, Illinois
- WPBC-TV Greenville, South Carolina
- WUSN-TV Charleston, South Carolina
- KTNT-TV Seattle-Tacoma, Washington
- XETV San Diego, California

WEED TELEVISION
TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • BOSTON • DETROIT
SAN FRANCISCO • ATLANTA • HOLLYWOOD • DES MOINES • DALLAS