For the first time: Who's who among the bu
Trend's still up in agency billings, AAAA me
Nielsen charts how uhf is making out in audi
Congress deals death blow to hurry-up spectr

Radio will tell them!

Rarely are people out of range of Radio. They enjoy it, yes. But they use it, too, as these sailors do. News, weather, traffic reports, hunting and fishing information—these and other services command active listening! That's why you know what you've got when you buy Spot.

Radio Division

EDWARD PETRY & CO., INC.

the original station representative
WHEELING: 37th TV MARKET

One Station Reaching The Booming Upper Ohio Valley

NO. 7 IN A SERIES

GLASS

The Fostoria Glass Company of Moundsville, W. Va., and the Imperial Glass Corporation of Bellaire, Ohio, are two prominent contributors to the economic life of the WTRF-TV area. The 4 million dollar payroll of the 1100 employees of these two producers of hand-made glassware help make the WTRF-TV area a super market...with 425,196 TV homes, where 2 million people spend 2½ billion dollars annually.

For availability, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at Cedar 2-7777.
National Rep., George P. Hollingbery Company.
Serving more Advertisers than any other Indiana* TV STATION

WTHI-TV Ch. 10
CBS
ABC
NBC
(251,970 TV HOMES)
TERRE HAUTE, INDIANA

*Except, of course, Indianapolis.
From sign-on Monday to sign-off Sunday

MORE PEOPLE WATCH KRLD-TV than any other DALLAS-FORT WORTH STATION
— ARB FOUR-WEEK DALLAS-FORT WORTH METROPOLITAN REPORT — APRIL 28-MAY 25, 1958

And this is only in Dallas and Tarrant Counties. Remember, in addition, KRLD-TV Channel 4 covers more area, more people, more income and more retail sales than any other station in the southern United States between the Atlantic Seaboard and the Rocky Mountains because — KRLD-TV telecasts from Texas’ tallest tower — KRLD-TV telecasts with maximum power — KRLD-TV operates on the lowest Dallas-Fort Worth Channel.

KRLD-TV Channel 4 is the television station of The Dallas Times Herald, owners and operators of KRLD Radio. KRLD is the only full-time 50,000 watt radio station in Dallas-Fort Worth.
SPECTRUM SCRAMBLE • Sharp conflict has developed in relation to revised Potter resolution to create high-level commission to study frequency allocations. FCC Chairman John C. Doerfer and Electronic Industries Assn. feel that organized broadcaster opposition to amended resolution [GOVERNMENT, EDITORIAL, Aug. 4] was ill-conceived and could place broad vhf allocations for tv and fm in greater jeopardy than ever. Broadcasters, operating through NAB, AMST and networks, effectively blocked House consideration of amended resolution (after Senate had passed original Potter bill) last week.

Doerfer view, in all important aspects backed by EIA, is that investigating body, made up of five highly placed policy experts, could forestall any moves toward preemption of existing spectrum space used by broadcasting services until its study had been completed. But broadcasters took position, after Potter bill had been amended to shift burden to study “management and control of radio and television frequencies,” that it would be better to have no study than that one that might be oriented against current broadcaster use of vhf as opposed to military. At weekend dispute was not resolved, with indications that Congress will adjourn without action.

TOOTHPASTE PUBLICITY • Pepsodent Div. of Lever Bros., which shifted multimillion budget from spot radio to spot tv last winter [ADVERTISERS & AGENCIES, March 3], has revived its radio interest—but only in hopes of free ride. Brand manager of new Stripe toothpaste (marketed by Pepsodent) has been asking radio stations to broadcast free plugs for Stripe at same time Stripe is running paid tv commercials in product’s introductory areas. Interesting note: J. Walter Thompson, agency for Stripe, has been unaware of brand man’s attempts to get radio publicity.

George Zachary has resigned as radio-tv program manager of Lever Bros., New York, is taking two-month combined “business and pleasure” trip to Europe with his family. Reportedly Mr. Zachary, whose background includes agency work, will be involved with package production firm upon his return. Lever apparently is not replacing him.

HEATS ON • Though bill to exempt them from antitrust laws was buried in committee [AT DEADLINE, Aug. 4], professional sports interests haven’t abandoned hope of getting bill to Senate floor this session. Lobbyists for baseball and professional football were putting pressure on senators last week to force another vote by Senate Antitrust Subcommittee, which tabled bill by 4-2 vote Aug. 1. If bill ever gets to floor, it stands good chance of passage. House passed it last June.

As of Friday (Aug. 8) there were two radio-vice presidents at Doherty, Clifton, Sievers & Slayfield, following announcement of appointment of William D. Fisher to top broadcast post. Mr. Fisher resigned in June as radio-tv chief at Gardner Adv., St. Louis, DCSS& Officials, asked about status of Hal James, who joined agency last year as radio-tv vice president from Ellington & Co., declined comment except to suggest that “maybe Mr. Fisher will take over some of Mr. James’ duties and maybe Mr. James will get new assignments here.”

MORE OF SAME • Ruling hierarchy of American Bar Assn., its House of Delegates, will continue to maintain official bans against broadcast coverage of court trials, judging by advance look at Los Angeles ABA meeting Aug. 25-29 [Story page 71]. Behind-scenes effort is underway to persuade ABA it should conduct serious study of electronic journalism instead of sticking to we-don’t-like-it prejudices and hacked argument that courtroom becomes stage for ham lawyers when microphone and camera pickups are operating.

While older heads within ABA still think of broadcast coverage in terms of theatrical lights and cigar-sucking camera wielders, their concepts may be influenced by demonstration to be staged at Los Angeles convention by National Press Photographers Assn. Newest equipment and techniques will be shown lawyers in effort to show that press-photo coverage of trials can be unobtrusive. NPPA has been quietly making progress in effort to get names into courtrooms and now has coverage rights in courts of 30 states. NAB and NPPA both staged court demonstrations at ABA meeting two years ago.

WASHINGTON FRONT • NAB President Harold E. Fellows will keynote regional meetings of trade association, beginning Sept. 18-19 in Biloxi, with exhaustive treatment of legislative and regulatory scene in Washington and need for intensive scrutiny of government operations affecting broadcasting. Another innovation at regional sessions will be introduction of panels on station editorializing.

It’s no secret that new tensions have been precipitated within NAB because of rugged nature of Washington developments during past year. NAB headquarters executives now talk in terms of “young Turks,” alluding to new board members who do not see eye-to-eye with President Fellows and headquarters staff.

RATING WEEK • Further proof that on-the-air promotion pays off better than gimmickery giveaways or heavy newspaper lineage during rating week is claimed by WTVJ (TV) Miami based on new (July) ARB ratings. Station reports that its new ARB average is two points higher than preceding month and that it used no newspaper promotion but did buy spot schedules on two Miami radio stations to supplement its own consistent on-the-air schedules.

Although FCC Chairman John C. Doerfer had planned to remain in Washington during August recess, along with Comr. Robert E. Lee, chairman suddenly was called to Milwaukee last Tuesday because of sudden and serious illness of his mother. Comr. Lee has been spending his mornings at FCC, with afternoons held “open.”

BOTTOM UP • Larger bill (S-582) to prohibit advertising of alcoholic beverages in interstate commerce, thought to be dead in rush for congressional adjournment, has cropped up on agenda for today’s (Aug. 11) Senate Commerce Committee executive meeting. Bill itself is not scheduled directly for consideration—but amendment by Sen. Strom Thurmond (D-S. C.) to take up bill is. If amendment passes, liquor proposal then will be put to vote. Same committee several years ago failed to report out measure by only one vote.

What’s taking Justice Dept. so long to turn over to FCC its file of allegations that some networks require program producers to give them stock interest in shows before clearing prime time for program? This was subject of meeting last April between top level FCC and Justice officials [LEAD STORY, June 9]. FCC has received no data yet. Justice sources are mum or reticent, but it can be surmised that some complainants aren’t too eager to be identified, or to submit themselves to publicly-held cross examination by Commission staff.

DUFFY’S RETURN • One of advertising’s favorite figures, Ben Duffy, may be back in action this fall. President of BBDO before he suffered stroke some two years ago, now vice chairman of board and of executive committee, he reportedly is making such progress in recovery that agency expects he’ll reactivate himself in September.
LOOKING NORTH
you see how things are
looking up in Kansas City.
This is part of the $250 mil-
lion reclamation project hon-
ored by Look last spring.

Kansas City: groundwork for better living

This is not where a bomb or tornado struck.
It's part of the area cleared of slums and
tenements in Kansas City during the past
year. It's a typical face-lifting project which
won for Kansas City one of Look magazine's
Community Home Achievement Awards
for 1958.

Such a $250 million project goes to show
what we've been saying. Kansas City's a
look-alive town. Eyes on the future. Plans
for the future. Money to spend right now
to make life better right now.

More than a million people live here. And
more of this million watch KCMO-TV at
more times of day (say ARB and Nielsen)
than any other station.

Why so popular, KCMO-TV? We talk Kansas
City's language. And we get to Kansas City
loud and clear. We broadcast at maxi-
mum power from the world's tallest self-
supported tower.

KCMO-TV
Basic CBS-TV
Channel 5

Joe Hartenbower,
General Manager
Sid Tremble,
Commercial Manager

Represented nationally by Katz agency.
Meredith Stations are affiliated with BETTER
HOMES and GARDENS and SUCCESSFUL
FARMING Magazines.
Radio Buying Tied for Second Quarter—RAB issues breakdown on activity in spot as well as network; reports 2 million announcements and 90,000 programs used by 1,304 brands in three-month period. Top 30 spot advertisers listed. Page 31.

Bulls on Madison Ave.—American Assn. of Advertising Agencies finds six-month billing is up for a number of its member agencies. Outlook for second half of the year also is optimistic. Page 33.

Two for One in Research—Market research firm, Advertest Research Inc. dissolved by its two principal stockholders—Smith and Bruskin—who immediately announced plans to strike forth on their own. Page 34.

New Program Evaluation Service—How much, not how many, is the key question in TV Q-Ratings service, designed to analyze likes and dislikes for specific programs. spotting trends and forecasting hits and flops. Page 34.

Slowdown in Rate Increases?—Katz agency takes a look at trends in spot rates, predicts no big increases, sees only "moderate" hikes in nighttime spot tv and "nominal" ones in daytime spot radio, otherwise anticipates status quo. Page 35.

UhF Dwindlings—Special analysis by Nielsen shows that while some areas gain, total homes using uhf are down 8% since 1956. Page 40.

Tutu to Flannels—Betty Luster steps across the footlights, turning from ballerina to network representative for tv stations. The Luster firm is out to earn the applause of smallmarket and new tv stations, as it plies Madison Avenue in their behalf. Page 46.

Spectrum Proposal Fades—Congressional leaders kill, stomp on and bury resolution setting up special commission for all-encompassing investigation of spectrum allocations. Placed on House calendar, bill never comes to vote as opposition arises on innumerable fronts. Page 54.

More Probe Dollars—Legislative Oversight gets extra $60,000 to conduct a "heavy schedule of hearings" during adjournment of Congress. Several more FCC cases ready for public hearings. Page 57.

Rebuttals in CATV Inquiry—National Community TV Assn. and group of microwave operators submit "reply comments" to FCC answering charges by tv broadcasters. Page 60.

Big Plans for FM—WQXR New York, which 20-odd years ago pioneered commercial fm radio on local basis, spearheads statewide fm network that gets under way next week; if proved successful, network may expand beyond state boundaries. Page 64.

NBC Executives Shuffled—Jules Herujeaux becomes vice president for network's central division, with Lloyd Yoder moving to Chicago as vice president and general manager of WMAQ and WNBQ (TV). Raymond Welpott named general manager in Philadelphia. Page 67.

Musicians, Movie Makers Negotiate—Talks get underway in Hollywood between Music Guild of America and Assn. of Motion Picture Producers. Page 68.

Canon 35 Up Again—American Bar Assn. to consider proposal to revise broadcast-photo ban slightly while retaining prohibition against electronic and visual coverage of courtroom proceedings. Page 71.

Television's Public Service—NAB tv Code subscribers donate large amounts of time to highway safety, government, Red Cross and many other causes; survey by Code Board shows. Page 74.

RKO in Slimming Exercise—Show Corp. of America formed by Robert Manby, former head of RKO Television, and five other key executives to take over film product, while sale of RKO Unique Records and music interests is reported in works. Wholesale reorganization of old stations denied. Page 76.

Ingles for Breakfast—WRCA-TV New York, in effort to speed assimilation of Puerto Rican immigrants in New York's melting pot, kicks off early-morning English language series to tv-watching P.R. population; move is watched by national advertisers who've had to funnel their ad dollars into foreign language radio and who'd rather reach the consumer through English-language tv. Page 91.

Fable of the Fabulous Medium—Once there was a wonderful frame hanging on Mr. and Mrs. Thuse's living room wall. They could turn a button and all sorts of wonders took place in color and three dimensions. But one day the Thuses lost all enthusiasm for what they saw. Ken McAllister, vice president of Benton & Bowles, New York, tells what became of the wonderful frame in Monday Memo. Page 102.

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AMAZING RISE!!

PULSE* ¼ Hour Ratings
6 a.m. to 6 p.m.
Monday through Friday

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*HOOPER tells the same story —
Pick your survey!

Don't Buy Blind . . .
There's been a change in Pittsburgh
Check with your Adam Young representative, or with Ralph Beaudin,
General Manager of KQV
5,000 Watts — On the Air 24 Hours

ADAM YOUNG INC.
3 East 54th Street, New York 22, New York, PLaza 1-4848
STORER BUYS WITI-TV MILWAUKEE, TO SELL WVUE (TV) WILMINGTON

Storer Broadcasting Co. announced Friday it had bought independent ch. 6 WITI-TV Milwaukee and was selling ch. 12 WVUE (TV) Wilmington, Del., to remain within FCC limit of five vhf stations under common ownership.

Storer is paying $4,462,500 for 100% of WITI-TV license Independent Television Inc. stock ($425 per share for 10,500 shares).

George B. Storer, president of company bearing his name, declined to name buyer of WVUE, or to confirm there is one.

"The decision to sell WVUE," he said, "has been arrived at with great reluctance." He explained company had spent large sum to upgrade unaffiliated ch. 12 outlet and had succeeded in tripling audience, doubling business. WVUE continuance could be accomplished, he explained, only at "great expense which company's board was not prepared to undertake."

New Protective Methods Cited By ABC in Answer to AMST

ABC charged Friday opposition to its vhf drop-in plan by Asso., of Maximum Service Telecasters [GOVERNMENT, July 8] is based on major misconception. In slashing reply to AMST objection, ABC said misconception is that mileage separations are only safeguard against interference to tv stations.

Network maintained present stations can be protected through use of directiona antennas, precision offset as well as lower power and/or antenna heights. Current knowledge of directionals and offset sufficient for use now, ABC said, and there is no reason to delay action pending report of Television Allocations Study Organization. When TASO report becomes available, network added, it will supply only "sharper tools," which can be taken into account in making specific grants.

House to Debate ETV

House Commerce Committee tomorrow (Aug. 12) will take up in closed session S 2119, which would appropriate up to $1 million to each state and territory for educational tv. Bill sailed through Senate six weeks ago [AT DEADLINE, June 2] without dissent and with strong bipartisan backing. Considerable opposition reportedly has arisen against measure in House committee and bill's author, Sen. Warren Magnuson (D-Wash.), has been actively pushing House leadership for favorable action [CLOSED CIRCUIT, Aug. 4].

Storer bought Wilmington ch. 12 in 1957, paying $5.6 million for tv property plus WIBG-AM-FM Philadelphia. Stations were bought from Paul F. Harron, who had purchased ch. 12 outlet from Steinman group in 1955 for $3.7 million. WVUE sale will not include WIBG stations, which Storer is retaining. When Storer bought Wilmington tv, he had to sell WBRC-AM-TV Birmingham to remain within five-vhf limit. Birmingham stations were sold to Radio Cincinnati Inc. (Taft family-WKRC) for $6,350,000. Storer had bought Birmingham stations in 1953 from Mrs. Eloise Hanna for $2.4 million.

Ch. 6 Milwaukee outlet (actually it is assigned to Milwaukee suburb Whitefish Bay) was granted in 1955 to present owners after comparative hearing with WMIL Milwaukee. WITI-TV owners include Sol and Jack Kahn, Arthur and Lawrence Fleishman, Robert K. Strauss, Max Onos and others.

NTA Gets $2 Million Payment In United Artists Damage Suit

National Telefilm Associates $18 million damage suit pending in New York courts, against United Artists Corp. and others, settled out of court Friday for payment of $2 million to NTA from United Artists Associated Inc., subsidiary of U.A.

Suit centered on NTA's contention that two former principal stockholders of Associated Artists Productions (distributes Warner Bros. features and cartoons, Popeyes and other films) had entered into contract with NTA to sell estimated 820,000 shares but contract allegedly breached by Louis Chesler, former AAP board chairman, and Maxwell Goldhar, former AAP director and vice president.


READY FOR SCHOOL • Scripto Inc. (pen and pencils), Atlanta, launching annual "back-to-school" campaign next Monday (Aug. 18) with 8-week tv spot campaign in approximately 30 markets. Donahue & Coe, N. Y., is agency.

NATIONAL DAIRY PEAK • New peak in sales—$722.4 million—for first six months of 1958, announced Friday by National Dairy Products Corp. (Sealtest, Kraft, Breakstone), N. Y. Last year's first six-month report listed sales of $709 million. Net earnings for first six months of 1958 rose from $22.4 million (1957) to $22.5 million. Radio-tv advertiser also declared quarterly dividend of 45 cents a share payable Sept. 10 to stockholders of record Aug. 18.

Zenith Radio Corp. Profits Show Second Quarter Increase

Zenith Radio Corp., Chicago, Friday (Aug. 8) reported net consolidated profits for three months ended June 30 totaled $952,925, after depreciation and taxes, amounting to 97¢ per share ($1.94 on old stock). This represents 27% increase over same period of 1957 ($747,547 profits at 76¢ per share). Net consolidated profits for first six months of 1958 were $2,989,684 ($3.04 per share) up 24% over $2,398,137 ($2.43 per share) for comparable period of 1957, Zenith stated.

Consolidated sales for April-June 1958 totaled $32,296,774, up 8% over $29,827,712 sales reported for middle three months of 1957. Zenith sales for first six months of current year totaled $74,470,506, 12% increase over $66,486,222 figure for comparable portion of 1957. Factory shipments so far in 1958 represent largest first six month dollar sales of civilian products in Zenith's 40-year history, firm reported.

TV UNDERSEAS

Television will play important role in undersea navigation, Comdr, W. R. Anderson USN indicated Friday in describing historic North West Passage voyage of submarine Nautilus under Arctic ice.

Nautilus used tv camera during trip under North Pole to observe ice overhead, Comdr. Anderson said. "A fascinating sight," he added. Undersea route was lighted by 24-hour day-light, which penetrated ice cover, he said. Submarine's voyage points way for use of route by nuclear powered cargo submarines.
at deadline

Clears Breakdown Lauded, Opposed in Comments to FCC

Early comments on FCC's clear-channel proposals have been filed as deadline this Friday (Aug. 15) approaches.

Commission last April proposed rulemaking to duplicate half of 24 Class I-A clear-channel frequencies, assigned second 50 kw to 5 of channels in specified western areas and opening all 12 Class I-A frequencies for fulltime Class I1 stations [LEAD STORY, April 21].

Ed Crane am stations (KXLF Butte, KXL1 Helena, KXLQ Bozeman, KXLI Missoula and KXLL Great Falls, all Montana) called proposal "most courageous attempt" to make channels of greater use to people. Charging clear-channel broadcasters are "vested interests," Crane group enclosed trade advertisement by WSM Nashville which claimed it covered more than 38 other stations combined in Tennessee, Alabama, and Kentucky (or more than 80 counties) at little more than fourth cost of other stations.

WHLI Hempstead, Long Island, N. Y., said FCC should allow fulltime operations on Class II outlets such as WHLI if public interest in major market is better thus served, and that Class I1 stations in special instances be made fulltime outlets, with Class I and I1 stations directionalizing antennas for mutual protection, instead of Class IIs accepting interference from Class I as at present. WHLI noted it served Long Island area of 1,750,000 population.

WMBO to Protest Citation

Protest was being readied last week by WMBO-AM-FM Auburn, N. Y., against FCC action which called station up for renewal of license in comparative hearing with Herbert P.Michels, who received new Auburn am grant May 22. FCC put WMBO on renewal notice after station filed petition for reconsideration on economic injury grounds [GOVERNMENT, Aug. 4]. Split Commission (4-3) held that recent court decision in Carroll Broadcasting Co. case [LEAD Story, July 14] requires that if it's found public interest is best served by only one station in Auburn, FCC should choose between two.

Gill Heads Standards Group

Cliff Gill, KBIG Avalon, Calif., appointed chairman of NAB Standards of Good Practice Committee. Other members of group, which directs adherence to radio code, are Carleton D. Brown, WTVL (TV) Waterville, Me.; G. Glover DeLaney, WHEC Rochester, N. Y.; Ralph Evans, WOC Davenport, Iowa; Paul R. Fry, KBOV Omaha, Neb.; Frank Gaither, WSB Atlanta; James L. Howe, WIRA Fort Pierce, Fla.; William B. McGrath, WHDH Boston; Cecil Woodland, WEJL Scranton, Pa.

Harding Leaves General Mills For Hooper Vice-Presidency

Appointment of A. W. Harding, director of marketing research for General Mills, as vice president and research director of C. E. Hooper Inc., is being announced today (Aug. 11), effective Oct. 1. President Frank Steiner and executive vice president W. Bruce McEwen said Mr. Harding "will represent a valuable addition at a time of rapid expansion of all Hooper services" and his "long experience in research will prove invaluable" to Hooper and clients.

He will be research director for firm's telephone coincidental radio audience measurement business and also its telephone marketing research division. Resigning from General Mills after more than 20 years with company, Mr. Harding is a vice president-elect of American Marketing Assn. and member of National Industrial Conference Board.

RCA Claims Loudest Noise

RCA has come up with new device it believes can produce world's loudest controlled noise. Called compressed air loudspeaker with strength to generate noise of 160 decibels (10,000 times intense as heaviest street traffic noise or 20,000 times that of typical tv set at maximum volume), device will be used to test sensitive electronic gear for jet planes, missiles and rocket ships. Loudspeaker is in development at RCA's industrial electronic products unit in Camden, N. J.

Two New RCA Tubes Produced

RCA Electron Tube Div. announced Friday introduction of two new high-performance krm waver tubes for vertical-deflection amplifier service in tv receivers using 110-degree systems. They are RCA's 6EM5 and 8EM5 with maximum peak positive-pulse plate voltages of 2,200 volts and maximum peak cathode currents of 210 milliamperes.

REVERSE PITCH

Spoken bridges—rather than traditional musical tones, are employed in new radio spot campaign being placed in northeastern U.S., starting next week, by Emil Mogul Co. for client National Shoes Inc. on 50 stations. Listeners will hear four different musical themes interspersed with connecting hard-sell pitches. Author of reverse-technique radio commercials is Myron A. Mahler, agency vice president and air media creative director. Latter created client's first jingle, "National shoes rings the bell," 14 years ago.

PEOPLE

STEPHEN STRASSBERG, ABC assistant director of press information, promoted to director succeeding HANK WARNER, who resigned to become general manager of press information in New York for CBS-TV. LARRY LOWENSTEIN, CBS-TV press information director in New York, named to new post, director of special services for network. He will handle special liaison assignments. Mr. Warner, with ABC two years, had been with CBS previously 13 years. LEONARD SPINRAD, recently with CBS-TV, named executive editor, press information and acting director of information, CBS Labs.

ROBERT F. OILEYER, WISH-AM-TV Indianapolis manager of local sales, named manager of radio, WISH, by ROBERT B. MCCONNELL, vice president-general manager of stations. JOSEPH E. LAKE, commercial manager of WFMY-TV Greensboro, N. C., appointed commercial manager of WISH-TV and RADIO REISINGER promotion and merchandising manager of WCKT (TV) Miami, named director of programs and merchandising for WISH-AM-TV.

CARL W. PLEHATY JR., formerly product manager, Chase & Sanborn coffee, and associated with Standard Brands, N. Y., for past 12 years, to account executive, and ROBERT WATKINS, former account executive on Warner-Lambert Pharmaceutical at Norman, Craig & Kummel, N. Y., to associate marketing director, both at Bryan Houston, N. Y.

FRANK WESTBROOK, vice president-creative director, and ANNE COYLE, vice-president-client relations, elected directors at Lillienfeld & Co., Chicago agency.

GORDON KOHLER, with A. C. Nielsen Co. 13 years, to assistant to division manager, Broadcast Div.

FTC Issues Muntz Order

Federal Trade Commission approved consent order Friday prohibiting Earl W. Muntz, Chicago, from exaggerating size of picture tubes in tv receivers sold by him. FTC claimed in complaint filed in 1957 that horizontal measurements of viewable area of cathode ray tubes in Muntz tv sets were substantially less than sizes claimed in newspaper advertising and on set markings themselves. Consent order recommends that exact diagonal measurement or actual viewing area in square inches must be disclosed conspicuously. Mr. Muntz, formerly president of Muntz TV Inc., has not been officer of company for last 18 months.

Mutual List Rises to 441

Mutual now claims total station lineup of 441. Network reports 18 stations joined network and 43 renewed affiliations within past 90 days.

Page 10 * August 11, 1958
1st in Delaware Valley, USA, for 9 consecutive months.

Sources: ARB, Nov. 1957—July 1958

WFIL-TV
PHILADELPHIA, PENNSYLVANIA

ABC-TV CHANNEL 6 BLAIR-TV

WFBO-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York
NATURALLY FROM ZIV...

THE UNQUESTIONED

No.1

SYNDICATED SHOW
IN THE U.S.A.!
"HIGHWAY PATROL"

HISTORY MAKING

4th YEAR OF PRODUCTION!

VOTED #1 in all-industry balloting
- Best Syndicated Series On The Air!
- Best Syndicated Adventure Series!
- Broderick Crawford... Best Actor in Any Syndicated Series!
4th Annual TV Awards

RATED #1
- No. 1 Nationally 16 Consecutive Times!
  Pulse Multi-Market Avg.
  Feb. '57-May '58
- ARB AVERAGE RATING 30.3
  In 110 Markets for 6 Consecutive Months!
  ARB Nov. '57-Apr. '58

Winner of
NATIONAL SAFETY
COUNCIL AWARD
1958
for Outstanding Promotion of
HIGHWAY SAFETY

Starring Academy Award Winner
BRODERICK CRAWFORD
as Head of the Highway Patrol
as basic as the alphabet

EGYPTIAN
The ancient people of the Nile believed that a bird-god named Thoth invented writing, including a sacred sign which meant support. This, scholars think, was the beginning of our letter F.

PHOENICIAN
When traveling merchants from Asia Minor did business in Egypt, they saw the sign, liked it, and made it part of their alphabet. Slightly changed in form, it was called Faw.

GREEK
According to legend, the Greek hero, Cadmus, carried a sixteen-letter alphabet including wau from Phoenicia to his homeland. Later, the variants shown here disappeared from Greek writing.

ROMAN
While the Greeks were still using the antique F, the Etruscans borrowed the letter and passed it along to the Romans who shaped it in the form we know today.

First on your Michigan station list should be WWJ—where thirty-eight years of leadership experience coupled with modern radio concepts deliver exceptional results in the great Detroit-Southeastern Michigan market.

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

WWJ RADIO
Detroit's Basic Radio Station
Owned and operated by The Detroit News
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.
Whose Week Comes When?

EDITOR:

Television sponsorship isn't as easy to keep track of these days, with alternate-week clients, crossplugs, major and minor weeks, etc. In fact, alternate-week sponsorship is becoming the rule rather than the exception—50% of WFIE-TV's current program schedule in AA time is sold on that basis.

There are several ways of determining which advertiser has which week:

1. Consult the original service order and calculate from the starting date. If the starting date was in 1957, this can take time.
2. Consult last week's log, if it's handy. But an error in the log may thus be perpetuated for weeks.
3. Color-code your advertisers.

This latter system, which we call our "red and blue week" system, has been in use at WFIE-TV for more than a year and has served specifically to clarify alternate-week sponsorship. It works like this:

A calendar is marked for alternate red and blue weeks. By checking the flex file in which alternate-week advertisers have also been marked in red and blue, one can easily match the sponsor with the week. One may also check months in advance, if necessary, to determine which a-w sponsor is scheduled on a specific date. For The Californians, "Singer red and Lever blue" is all we need to know.

The red and blue week system has reduced errors in a-w scheduling, it has simplified making up a-w service orders, and it has clarified the interpretation of a-w service orders. This applies also to spots. The station may receive a spot order to run "Sept. 2, 11, 16, 25, 30, Oct. 9, 14, and 23." How much easier to express it this way: "Tuesday blue, Thursday red, Sept. 2 thru Oct. 23."

We feel the system could be of even greater value if the synchronization of red and blue weeks were standardized throughout the industry. Then a network or agency could specify "red week sponsorship" and every advertiser would know exactly which dates were being designated. With more alternate week schedules coming up this fall, it's something to think about.

Chester T. Behrman
Program Manager
WFIE-TV Evansville, Ind.

Sub-Teen Pollsters

EDITOR:

My sales manager's wife recently answered her doorbell and found two boys, ages about 12 and 7. The older announced that he represented a nationally known and respected survey company and questioned her on her radio habits. Their visit was preceded by a local campaign by an out-of-town station consisting of three sound trucks and a crew of youngsters plastering impers with this station's call letters. We had to chase a couple of kids out of our third floor studios where they were pasting to paste stickers.

His survey is released with the basis for spending thousands of dollars advertising money? The little boy

Strong by name

Backstage, with Jerry Strong (7:00-7:05, Monday-Friday) reporting entertainment news and interviewing celebrities, is also strong by nature, matching its mc's name by consistently producing top ratings for the past year. Available five nights a week, it's a powerful segment of

Seven O'Clock Final, Washington's top-rated early evening newscast.

wmal-tv

WASHINGTON, D. C.

an Evening Star station represented by H-R Television, Inc.
OPEN MIKE CONTINUED

taking the survey was polite and clean but are his findings qualified to influence the judgment of experienced timebuyers and possibly even negate the efforts of radio stations sincerely attempting to provide a stable, adult buying audience through thoughtful, long term service to their communities?

How about an affidavit from the station ordering the survey, as well as any others invited to join and therefore aware of the dates, stating they used no special gimmicks? Refusal to do so could be so noted.

Walter Kearsey
General Manager
WBRK Pittsfield, Mass.

Ending the Silence
EDITOR:

In the June 16 issue there appeared a story, "How Sunday Can Be a Working Day For Radio." It explained how WJQS Jackson, Miss., increased monthly billing in one year from $280 to $9,000 through a policy of selling program units in "fringe" time. By normal criteria, this story should have created a mild sensation in radio circles. I have searched vainly through your editorial pages, and especially OPEN MIKE, for even one word of comment.

On the other hand, I have found numerous arguments over a controversy which has been partly, though inadvertently, responsible for maintaining many medium- and small-market stations at a mere survival level, as well as jeopardizing their licenses. As opposed to this, the experiment of the Jackson station could substantially increase local revenue, as well as operating standards, for stations in most of these markets.

On the one hand, we are proud that local radio revenue has doubled in the past 10 years, with substantial increase in national spot revenue. On the other, we are proud that the number of radio stations has more than doubled in the same period. But we don't combine the two. If we did, we wouldn't find so much to be proud of. If we added a third fact, that approximately 30% of all stations have been operating at a loss in recent years, we would have even less to be proud of.

Prevailing methods of operation are calculated to cause revenue and audience ratings to fluctuate radically and sporadically, with little chance for sound and progressive expansion-—without even dependable stability. True, super-aggressive operators sometimes play for all it's worth, but they must sooner or later run into a bottle-neck and the dead end to further progress. Is it worth an FCC citation for purported program imbalance and over-commercialization?

It is no secret among veteran authorities (those still in radio) that few stations are even approaching their potential in revenue volume. RAB made this declaration sometime back, and in the same release it was further stated that program selling is the key to cost-cutting and profitable operation, and that too many stations are concentrating on spot saturation campaigns.

I have just completed a comparative

Radio Writes a Moving Case History for Dean

MOVING AND STORAGE is a major industry in Southern California, where 30% of all families change residence in an average year.

THAT'S WHY DEAN VAN LINES, with general offices in Long Beach, relies on the all-pervasive medium, RADIO, to build the brand image which will make these modern nomads think first of DEAN when it's time to move. In the past twelve months DEAN has used 1500 announcements on KBIG, has just renewed for another year.

"We put a substantial portion of our ad budget in radio," reports owner A. E. DEAN, "because an evaluation of our advertising program proves that radio produces more business than any other medium, over all. Our business has increased steadily without a dip, and so has our use of radio."

CHRIS CHRISTIAN, DEAN'S National Advertising Manager, adds, "We put a great portion of our advertising budget on KBIG because it delivers 234 cities and towns in all eight Southern California counties at lowest cost per thousand . . . Its audience is responsive . . . and its adult programming gives us a no-waste circulation."

YOUR KBIG OR WEED CONTACT will gladly provide other case histories to help you evaluate Southern California radio in your own marketing situation.
In 1795 the United States Mint in Philadelphia produced the first Silver Dollar. Today MORE advertisers spend MORE dollars with WIBG-RADIO 99 — First in Philadelphia!

WIBG commands first place with Philadelphia audiences for total rated time periods, 7 days a week!*

Cash in with WIBG-RADIO 99... where your advertising dollar goes farther naturally... and where big audiences mean big listening — and big results! Call Joe Conway or your Katz man today.

*C. E. Hooper — April, May, June—1958
Leads the TV IN RATINGS AND

Latest 1958 ratings in 30 typical cities

<table>
<thead>
<tr>
<th>City</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Duluth, Minn.</td>
<td>15.9</td>
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<tr>
<td>WDSM-TV—18.4</td>
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<tr>
<td>Kansas City, Mo.</td>
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<td>Knoxville, Tenn.</td>
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<td>Dayton, Ohio</td>
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<td>Pittsburgh, Pa.</td>
<td>11.0</td>
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<td>WIIC—11.0</td>
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<tr>
<td>Wichita, Kansas</td>
<td>16.4</td>
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<tr>
<td>KARE-TV—16.4</td>
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<td>19.8</td>
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<td>WOOD-TV—19.8</td>
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<td>18.3</td>
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<tr>
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<tr>
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<td>Boston, Mass.</td>
<td>9.0</td>
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<tr>
<td>WNAC-TV—9.0</td>
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<tr>
<td>Portland, Ore.</td>
<td>12.3</td>
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<tr>
<td>KPTV—12.3</td>
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...and remember, the show is mostly slotted in fringe time periods!

PRODUCED BY PETER DEMET
DIRECTED BY SID GOLTZ
...the people who do “All-Star Golf”

The only TV Bowling Show sanctioned by American Bowling Congress
Average cost per 1,000 homes $1.70 per commercial minute
Average cost per 1,000 viewers 74c per commercial minute

*Based on 30 typical markets presented on the left.

Championship Bowling now available for Fall release...

26 brand-new hour shows! featuring the World's Greatest Bowling Stars, and Fred Wolf, America's leading Bowling Sportscaster.

WALTER SCHWIMMER, INC.

CHICAGO
MAIN OFFICE • 75 E. Wacker Drive
FRanklin 2-4392
NEW YORK
d27 Madison Ave.
Eldorado 5-4615

FREE FOR ASKING

Comprehensive new study on the TV sports picture, plus all the facts on bowling.
study of seventy-eight radio markets which
confirms the RAB release. No more than 15%
have achieved revenue volume above
what might be reasonably considered normal
expectancy. In half of the markets stations
have developed less than 50% of their local
potential, with some stations being as low as
5% in the worst markets when gross revenue
figures are used.
Even I have some doubts about the
invariable success of every experiment to sell
programs. There are some essential method-
ologies and techniques which are for some
reason forgotten since the days before television.
The Jackson story had its amusing aspects.
The Sunday schedule of commercial pro-
gram units provides 50% more revenue than
any other day, but the station will continue
to restrict program sales to fringe time not
in demand for spots. But such a tongue-in-
cheek attitude as this is far more liberal than
the arbitrary opposition usually en-
countered.
The "wave" of spot saturation was born
of desperation when much of the revenue
and executive experience were being drawn
into television. All stations were forced to
adjust to this trend to share in national
business, but the wave has fanned to sweep
everything in its path. Stations continuing
to enjoy the most favorable local sales con-
ditions were lured into the trap. Few me-
dium- or small-market stations could have
been hurt by spot saturation from national
accounts, but the great mass of local vol-
ume was also needlessly converted to satu-
ration.

Present conditions seem to have effected
a complete reversal of basic operating phi-
losophy. All too often, the ultimate goal is
a record-breaking current monthly billing.
Selling long-term contracts for local ac-
counts does require special techniques; but
far more vital are management policies and
philosophy which provide and implement
these methods. Designs for effective policies
demand much serious study and planning.
It cannot be done by ignoring the future.
When eyes remain glued to current billing,
al efforts are directed at this one immediate
and almighty objective. But concentration
on present affairs provides little hope for
substantial progressive and healthy expan-
sion.

Julian Skinnell
(Ex-WLBR-TV) Lebanon, Pa.
Lancaster, Pa.

Circulation Booster

EDITOR:

For years my best intentions to file back
copies of Broadcasting have come to
naught. So now I have started "planting"
them in waiting rooms, barber shops, etc.
Although some of our dirty linen is aired, as
it is in any trade magazine, each edition con-
tains much more positive selling for the
industry. Is there anything wrong with this?
Nels Rupard
General Manager
KIND Independence, Kan.

[EDITOR'S NOTE: Nothing wrong. Broadcasting,
whose current press run is 25,100, is delighted to
have this bonus circulation.]

OPEN MIKE CONTINUED

OUTLOOK

It was worth waiting nearly three weeks
after Bastille Day to get a look at Chet
Huntley's film of the Paris parade. It may
have been a monochrome show Aug 3 but
this was some of the year's most colorful
footage—successfully communicating the
emotions aroused by the DeGaulle-pro-
duced extravaganza. Mounted Arabs, tough
legionnaires, African troops—and shots of
Huntley mingling with the Champs-Elysees
crowd—combined to pro-
vide an irresistible bridge into the substance
of the program—a thoughtful discussion
of French politics with a leftist leader.
This was a typical edition of Outlook,
which Sunday in and Sunday out offers some
of the most palatable news-public affairs
commentary on the dial. It is the product
of an astute editor backed up by first class
writers, cameramen and production people.

Production costs: Approximately $8,000.
Sustaining on NBC-TV Sunday (Aug. 3)
6:30-7 p.m. EDT.

Editor-commentator: Chet Huntley; pro-
ducer: Reuven Frank; directors: Jack
Sughrue, Jim Kitchell; writers: William
Hill; Piers Anderson.

BOOKS

YEAR ONE—The Story of the First Year
of Granada TV Network. Published by
Granada, printed in London by Shenvai
Press, 118 pages.

Granada TV Network Ltd., now in its
third year of existence has put together an
amusing (if only as a museum-piece, the
preface says) account of its early days in
supplying weekday programming to a large
area in the north of Great Britain.

The story of a late-starting commercial
programmer (May 3, 1956) in a country
where non-governmental tv was a late-comer
and unprecedented, this delightful book
should be interesting at least to tv ac-
counts to tv colleagues on this side of the
Atlantic: (1) the book bears a light touch
along with an intensely serious outlook, and
(2) "Year One" is informative as to how
the "other fellow does it" (or did it) in tv
programming.

The little volume opens with a descrip-
tion of Granada as a theatre chain which enters
independent tv programming. From then on
the reader participates in the building of the
service (based at Manchester), its debut in
1956, and continues to share the new
experiences and attitudes toward creative
programming (drama, journalism and light en-
tertainment).

A fascinating treatment is the book's
"picture section"—a dramatic portrayal of
people, action and broadcast facilities
through a sequence of revealing photographs.
Also included: A reference section
which includes lists of advertisers and net-
work people, charts, data on size and more
of the tv audience in Britain and even re-
prints the Television Act, 1954, the White
Paper that set up England's independent tv.

The wry British touch: After a meticu-
ulous listing of every advertiser and product
using Granada since it went on the air—a

Paper that

August 11, 1958
Nothing else like it
in Greater New York

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

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

IN VALUE: It delivers the greater New York audience for less than 3¢ per thousand homes — by far the lowest cost of any radio station in the market. We can prove it with Nielsen and Pulse. Get the facts and figures today.

RADIO STATION OF The Newark News

WVNJ
Newark, N.J. — covering New York and New Jersey
portrait on the last page of the book of one P. T. Barnum.


The reader might be reminded of a cast member in the flapper musical, "The Boy Friend," who assured the audience, "We had the twenties in Britain, too." It turns out that they have MR in Britain as well, and presumably there's no escaping it anywhere.

Mr. Henry, director of research for McCann-Erickson Adv. Ltd., London, and chairman of the agency's European research committee, seems well qualified to speak for the advertising phenomenon of the fifties. His book on MR, "its practice and uses for advertising, marketing and other business purposes," is a conscientious explanation of the infant depth technique, the why, what and how in production, packaging, marketing and advertising—all indexed and bibliography. He treats his subject good humorously, even sprinkling in a Goldwynism from time to time (do they have him there too?). Henry Harry also covers the great names of MR. All are introduced and Vance Packard comes in for a spirited rebuttal of what Mr. Henry believes are conclusions unfairly drawn by The Hidden Persuaders.

RADIO FREE EUROPE by Robert T. Holt, U. of Minnesota Press, Minneapolis 14, Minn. 249 pages. $5.

Dr. Holt, an assistant professor of political science at the U. of Minnesota and a veteran of Army psychological warfare, went to Munich to study the nine-year-old service operated by political exiles. He has put an exhaustive story of RFE on the record, covering people, methods and policy. The story of the private propaganda enterprise is a distinct documentary contribution, complete with scholarly appendix, notes and index but without pedantry. Notes are thoughtfully put at the end instead of at the bottom of pages. One interesting chapter deals with the role of RFE in Polish and Hungarian uprisings and subsequent charges that the radio service influenced the revolts.


No. 166-23 in the Rider Electronic Technology Series covers a subject about which editor Schure says, "Few topics must be given as close attention in the design and construction of electronic equipment as must impedance matching." He thoughtfully defines the function of impedance matching in the transfer of energy from the output of one circuit to the input of another. The book was written for design engineers, students, radio amateurs and electronic hobbyists. It doesn't stint on schematic illustration and includes review questions at each chapter's end.
Summer Stock

Nature is hard at work in Iowa these hot August days. Seeds have finished dancing in the fat dirt; their progeny shoot towards the hard sky, bearing corn ears listening to inch-a-day growth, wheat kernels maturing to the marital music of the wind. Pigs dine on meals planned as carefully as a baby’s, become obese hogs with slabs of bacon glinting in the X-ray eyes of their owners. Guernseys turn vegetation into butter-fat; Black Angus build beef as they ruminate, perhaps about imminent fulfillment of their destiny. Chickens cluck stupidly, bragging about their egg production; geese gaggle and turkeys start their inexorable road to momentary glory.

Each year Iowa’s black soil produces more wealth (we’ve said this before, but maybe you weren’t listening) than all the gold mines in the world. Yet agricultural Iowa is only half the story. Industrial Iowa contributes an annual value of manufactured products which exceeds the $2.5 plus billion farming provides annually.

Midst all this husbandry and industry Eastern Iowans find time to listen to WMT. WMT averages—5 a.m. to midnight—more audience than the combined total of all other radio stations located in our Pulse area.

WMT
CBS Radio for Eastern Iowa
Mail Address: Cedar Rapids
National Representatives: The Katz Agency
HOSPITAL RADIOTHON • KIDD Monterey, Calif., raised pledges totaling $104,000 in a one-day drive for funds to build a new hospital. Local civic leaders handled station newscasts and d.j. shows, while station personnel manned telephones, accepting pledges. KIDD reports a total of $260,000 was raised in one day by four radio stations, one TV station and two newspapers. Broadcasters accounted for $180,000.

FIRE RELIEF • WKBW Buffalo, N. Y., collected clothing, household goods and cash for a family, including 10 children, whose home was destroyed by fire. Mobile news cruisers were dispatched to make pickups of donations which included mattresses, rugs and a stove. Two listeners offered their summer homes as temporary shelter for the homeless family.

SPORTS CHALLENGE • Local sales manager Jack Sholar of WALB-TV Albany, Ga., has challenged Columbia, S. C., radio-ty sportscasters and newspaper sportswriters to a sports competition to stimulate interest in and raise money for the 1959-60 United States Olympic Team Fund. Mr. Sholar’s challenge includes flycasting, putting, base running, and baseball, football and basketball throwing for distance and accuracy. If he wins, Mr. Sholar guarantees $250 to the Olympic Fund. If he loses, the money goes to charity of the winners’ choice. So far, only Columbia Record sportswriter Sonny Gray has accepted the bait.

FLOOD RELIEF • WBT Charlotte, N. C., came to the relief of local flood victims by bringing their plight to the governor’s attention. After surveying a neighborhood which had been plagued several times this summer by flood waters, which residents said were due to a highway construction project, veteran announcer Grady Cole took the situation straight to Gov. Luther Hodges. The governor flew to Charlotte the next day, mapped out a plan of action, and the following day, the N. C. Highway Commission began work to correct the situation.

GROUNDBREAKING COMMENDATION • KOOL-TV Phoenix, Ariz., received a note of appreciation from Mayor Jack Williams for its “indefatigable" coverage of groundbreaking exercises for civic projects resulting from a recent $70-million bond expansion program. Expressing concern that the citizenry would not be aware of how the money was being spent, the mayor called the station’s newfilm coverage of the groundbreakings “public service at its highest level.”

BLOOD DONORS • WMIX Mt. Vernon, Ill., promoting donation of blood to the local Red Cross, doubled the original quota. Listeners donated 629 pints in two afternoons.

FOOTBALL BENEFIT • WICC Bridgeport will broadcast the Connecticut All-Star east-west high school football game August 22. Gate receipts, as well as proceeds from the broadcast to be sponsored by Baldwin Motors Inc., Bridgeport, will go to the local Boys’ Club.
Another thinly disguised WJR success story

Recession, Reschmession!

Folks in Michigan are still on the go and they're still spending money. A vacation is one of the first places where recession-minded people tighten the old belt. But hear this! The Michigan Tourist Council got close to one thousand replies from one WJR broadcast which included an offer of a vacation guide! That isn't all. This broadcast was made at 8 A.M. on a Sunday morning!

This indicates two things. First, Michiganders are spenders. Second, they depend on WJR as a guide in their spending. An Alfred Politz survey proved this when it disclosed that... in the age group that controls 80% of the purchasing power, WJR has more listeners than the next six Detroit stations combined!

The best way to chase those recession blues is to contact your nearest Henry I. Christal representative. He's the man with all the facts that prove WJR can move products in the Detroit-Great Lakes area—the fifth richest market in the country.

Recession, my eye!

WJR DETROIT
50,000 WATTS CBS
Radio Programs with Adult Appeal
Edward Welch May was born into the broadcasting business. His father, Earl May, operated KMA Shenandoah, Iowa, until his death in 1946. Young May assumed the twofold responsibility of KMA and the associated Earl E. May Seed Co., a dual role for which he had been carefully trained.

As a boy of seven—he was born July 28, 1919—Edward May started selling May garden seeds on the May Broadcasting Co. station, joining his father in a warm, neighborly program that had a wide audience around the Midwest. Eventually, the son acquired the friendly approach that had given KMA the label, "The Heartbeat of the Corn Country." This tag was applied by Homer Croy in his famed book, *Corn Country.*

Death of the elder May was a shock to the midwestern area but Ed May continued his father's daily 12:15 p.m. and 6:45 p.m. discussions of weather, markets and crops—especially weather. As midwesterners know, anyone who talks about the weather is sure of an audience since the whole economy depends on today's elements and what it's going to do tomorrow. The tradition of careful weather reporting was continued.

When complaints were made that tornado tracing and predicting was frightening some listeners, Ed May decided to find out what the public really wanted. A thorough survey was conducted. It showed that over 99% of the people wanted KMA to continue tornado warnings. The U. S. Weather Bureau sent copies of the survey to its stations around the country.

Another survey project was undertaken in 1954 when Mr. May revived his father's straw vote, once a nationally recognized reflection of grassroots election trends. The straw vote in 1936 and 1940 had been described by politicians as the most accurate in the nation.

While Ed May's broadcasting career started shortly after he entered public school, he didn't become a staff announcer until his senior year in Shenandoah High School. After classes he reported to KMA and worked as a commercial announcer. He obtained his higher education at U. of Nebraska where he met the future Mrs. May—Eleanor Jean Petty—and did graduate work at Iowa State College plus summer sessions at Tarkio College, Mo., and the U. of Mexico. He served for a time as junior agricultural economist in the office of foreign agricultural relations, stationed in Lima, Peru, and later Mexico City.

Besides succeeding his father as a broadcast voice, Ed May assumed the executive responsibilities. These soon included entry into television in Omaha, where the May Company owns 75% of KMTV (TV) and 25% of Central Broadcasting Co. (WHO-AM-TV Des Moines, WOC-AM-TV Davenport). He is president of KMA and KMTV and vice president of KPAS Omaha. As president of Earl E. May Seed Co. he directs a firm with wide distribution (2,100 stores) plus operation of a regional store group (37 stores). He is a board member of the seed and broadcast corporations as well as Mount Arbor Nurseries and State Savings Bank of Bedford, Iowa.

Having broken into broadcasting as a child, Ed May is continuing the family tradition with his three children—Annette, 13, Karen, 10, and Edward Jr., 4. Eddie Jr., in the juvenile role formerly handled by his sisters, draws fan mail from children of four states. The three often sing "Happy Birthday" on the noon program in answer to listeners' requests. Mrs. May isn't interested in air appearances.

The seed and nursery business fits nicely into the broadcast enterprises. Ed May has instilled pride in home gardening and regularly reads reports on listeners' flower and vegetable gardens. He is active in civic projects, including Children's Memorial Hospital, Southwest Iowa Theatre Group and the Shenandoah Congregational Church. Other interests include the Elks and Masonic Lodges, Kiwanis and Chamber of Commerce.

Ed May is strictly informal around the office and enjoys chatting with visitors who come to KMA and the seed company. He greets large numbers of visitors who come to see the grounds and inspect the company operations with a spontaneous friendliness reflected throughout the May organization. He is of medium stature, blondish and on the quiet side. Around the Midwest he is universally known as "Ed," which he prefers to "Mr. May."

Hobbies, besides his family, include a male quartet he started several years ago. The group appears all over the Iowa area. He has encouraged square dancing and helped organize the Shenandoah Pairs and Squares. At home he plays on a Wurlitzer electric organ and indulges his horticultural bent in a greenhouse that features his company's products.
Bright New Show in the Morning... GEARED TO DETROIT ON THE MOVE!

Sparkling Wake-Up Music... plus Interviews with Famous Stars of the Entertainment World

"MARTY'S MORNING BEAT"

MONDAY THRU SATURDAY 6 TO 10 A.M.

MARTY McNEELEY HELPS YOU GET MAXIMUM RESULTS IN MICHIGAN'S RICHEST MARKET AT LOWEST COST PER THOUSAND ON WKMH

MARTY McNEELEY is one of Detroit's most popular radio personalities. And now Marty's brand new morning show on WKMH commands a big listening audience at the start of the day... catches Detroit at the breakfast table... entertains them driving to work (81% of the Motor City families own cars and 65% use them morning and evening). Advertisers who KNOW use the KNORR network. It's your best buy in the rich Detroit market.

Save up to 15% by using 2 or more of these powerful stations

WKMH WKF  WELL  WSAM  WKHM


USE 1 OR 5 STATIONS...SAVE 15%  USE ANY 3 STATIONS...SAVE 10%  USE ANY 2 STATIONS...SAVE 5%

KNORR BROADCASTING CORP.

Fred A. Knorr, Pres. Represented by Headley-Reed
It takes just one BIG one . . .

There are Plenty of Fish in the Sea . . . but the One Big One gets you the money. It's that way in television in Mobile. WKRG-TV (Channel 5, CBS) is the One Big One that gets you the money in this BILLION-DOLLAR, Mid-Gulf Area. Check any rating service in the market (Nielsen, ARF, Pulse). You'll find WKRG-TV is an outstanding Big One!

New Taller Tower Adds Greater Mid-Gulf Coverage

Now, something new has been added . . . a new maximum-height tower that sends WKRG-TV's better programming booming into tens of thousands of additional Mid-Gulf homes . . . as the map below clearly shows. Even before the new tower, Nielsen gave WKRG-TV 46,000 extra families in the Mobile market. For full details of WKRG-TV's lead, call your Avery-Knodel man . . . or C. P. Persons, Jr., V.P. and Gen'l Mgr. of WKRG-TV.

WKRG-TV's old 40 DBU area

Extra 40 DBU area added by WKRG-TV's new tower

Fast and Artistically 40 DBU area of Station "B"
Best insurance you can buy against long periods of interrupted service. With an elevator, it's possible to get a technician up on the tower fast... and in almost any kind of weather... to locate and correct trouble. This kind of fast action is just not possible without an elevator, especially at night or during icy winter weather.

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

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

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

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

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

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

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

Dresser-Ideco Company
One of the Dresser Industries
TOWER DIVISION, DEPT. T-82
875 MICHIGAN AVE., COLUMBUS 8, OHIO

(right) Rated for a load of 750 pounds, will comfortably accommodate two people. Car stops automatically if door is opened, will not start until it is closed. Supported by a double set of cables, either one of which will hold the car and its full load.

U. S. Patents Pending Nos. 711703 and 711692

(above) A toggle switch controls elevator car movements. The standby system switch is located to the right of the battery meter.

(right) Car is fitted with spring-loaded nylon rollers which engage the guide rails, prevent car sway and insure smooth operation.
The Peacock and the Magpie
(Aesop updated)

In days of old the birds decided to set up a king.
The Peacock valued himself for his gay feathers and put in for office. The eyes of the silly multitude were caught by his rich feathers and the majority declared for him. Just as they were going to proclaim him, the Magpie stepped forth and asked: “Your majesty, we have chosen you king and have put our lives and fortunes in your hands. Therefore, if the Eagle or the Vulture should make a descent upon us, how do you intend to defend us against them?” This brief question drew the audience into just reflection, and they resolved to make a new choice.

So it goes with many radio stations. They preen their feathers in the hope of catching the eyes of advertisers and agencies. But that’s just feathers, friends, just feathers—

Moral: pick a Plough Station

Radio Baltimore  Radio Boston
WCAO  WCOP
Radio Chicago  Radio Memphis
WJJD  WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.
AT LAST: WHO'S WHO IN SPOT RADIO

- New RAB report gauges dimensions of network, spot buying
- Sold: 2 million spots, 90,000 programs in second quarter '58

Identified: Top 30 advertisers in spot radio
Category breakdown on network, spot buys

National and regional advertisers bought an estimated two million radio announcements and 90,000 radio programs in pushing sales of 1,304 different brands during the second quarter of 1958.

This picture of the magnitude of national spot and network radio advertising emerges from a comprehensive study being announced by Radio Advertising Bureau today (Aug. 11).

RAB said the 80-page report, to be ready for distribution late this week, for the first time. "The report will reveal a big addition to network sponsorship data: the complete list of spot radio's clients...the number of announcements they buy, on a giant cross-section of the medium...the length of announcements used (and) the number and length of programs purchased."

The network phase of the report, RAB said, shows who network radio's advertisers are (by company and brand), which networks they use and how many stations they order for their lineups.

Altho unhed the compilations are in terms of time bought rather than dollars spent, they are expected to attract eager interest. Radio's large and wide-ranging spot activity has traditionally and especially been a difficult one to measure in detail.

By having both spot and network data available, RAB noted, "brand managers in companies of every description" will be able to "see for the first time just what the competition is doing in radio—and probably, be stimulated to step up their own radio use."

The study also was seen as "confirming and dramatizing" the "return to radio" that had been indicated in earlier studies.

The figures are substantially ahead of those in RAB's first-quarter "pilot study." But officials pointed out that this increase is not in itself proof of sharply stepped-up radio activity because the two studies are not comparable. When the first was issued RAB made clear it was a pilot study and not complete. But other RAB studies, authorities said, have demonstrated that radio's billings gain "has continued throughout recession 1958 after a spectacular 1957."

RAB's latest estimate, as of last week, is that spot billings through July this year were running 5% ahead of the same period last year.

The study shows that in the three months ended June 30 a total of 1,043 brands used spot radio, 183 used network radio, and 78 used both network and spot, for a total of 1,304.

The earlier study — incomplete — listed 760 brand advertisers in spot, 183 in network and 97 in both network and spot, for a total of 1,040 during the first quarter of the year.

On the basis of the latest report RAB estimated that 76% of the "eligible" advertisers among the top 100 (all media) are using radio. The "eligible" are all but the hard-liquor advertisers.

Reynolds Tobacco was pegged by RAB as the No. 1 spot radio user in the second quarter, with its heaviest weight behind its Camel and Winston cigarette brands. Ford Motor Co. and its divisions placed second, with the Ford car getting heaviest backing but with the new Edsel getting approximately one-fourth as many announcements as the Ford. (For complete list of the top 30 spot advertisers see page 32.)

In network radio, RAB said it had not yet had time to put the leading advertisers in rank order. The top five were listed alphabetically as Bristol-Myers, Brown & Williamson Tobacco Co., Ford Motor Co., General Motors and Reynolds Tobacco.

RAB said the brands pushed hardest by these companies in their second-quarter network activity were Ford, Chevrolet and Edsel cars, Winston, Camel, Viceroy and Kool cigarettes; Bufferin headache remedy; Vitalis hair preparation, and Ipana dentifrice.

Others in the network top 20 (actually 21, because of a tie) were listed — again alphabetically — as AFL-CIO, American Motors, American Optical, California Pack- ing. Carter Products, Colgate-Palmolive, Ex-Lax, General Electric, General Mills, Hertz Corp., Lever Bros., Lewis-Howe, Liggett & Myers, Pabst Brewing, Plough Inc. and Wm. Wrigley.

The food and grocery category topped the spot list, representing twice as much activity as gasoline and lubricants, which placed second (see table, spot spending by categories, which is reproduced on page 33).

In network radio, drug advertisers formed the heaviest category, followed by automotive and then food and grocery products (see network table, also page 33).

Officials said RAB planned to issue these reports quarterly, with the next due "late in the July-September period. The second-quarter report, it was noted, was produced in less than six weeks after the end of the quarter.

RAB President Kevin B. Sweeney said "obviously the availability of this information will stimulate increased use of radio."

"Aside from this straightforward, practical motive, radio will continue expanding the data it makes available because it is in the best interests of its clients to do so and because they have asked for the information repeatedly.

"RAB has spearheaded the effort to put radio's sponsors on record but many in the radio industry have worked long and hard in cooperation with us in order to make this report possible. It's the infinitely flex-

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
Vol. 55, No. 6  AUGUST 11, 1958
**THE TOP 30 ADVERTISERS IN SPOT RADIO**

Here's how RAB ranked the top 30 spot radio spenders for the second quarter of 1958. Ranking is based on the total number of announcements and programs purchased. One-minute announcements, the most popular buy, were the index, with announcements of other lengths and programs all converted to one-minute terms (example: 30-second spots were counted as 75% of one-minute spots, in line with prevailing ratios on most rate cards). RAB based its list on a sampling of one-third of the spot radio medium and said it is roughly equivalent to a ranking based on dollar expenditures. However, it also noted that "where companies are close together in the number of announcements and/or programs they use, rankings may not be exact, as is the case in any measurement based on a sample." Figures below are not projections but are exact sample findings.

<table>
<thead>
<tr>
<th>ADVERTISERS</th>
<th>ANNOUNCEMENTS (by length in seconds)</th>
<th>PROGRAMS (by length in minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10 sec.</td>
<td>20 sec.</td>
</tr>
<tr>
<td>R. J. REYNOLDS TOBACCO</td>
<td>1</td>
<td>156</td>
</tr>
<tr>
<td>FORD MOTOR</td>
<td>373</td>
<td>199</td>
</tr>
<tr>
<td>AMERICAN TOBACCO</td>
<td>2,168</td>
<td>17,305</td>
</tr>
<tr>
<td>LEVER BROS.</td>
<td>1,923</td>
<td>560</td>
</tr>
<tr>
<td>BEST FOODS</td>
<td>274</td>
<td>50</td>
</tr>
<tr>
<td>GENERAL MOTORS</td>
<td>162</td>
<td>375</td>
</tr>
<tr>
<td>STERLING DRUG</td>
<td>176</td>
<td>88</td>
</tr>
<tr>
<td>COLGATE-PALMOLIVE</td>
<td>288</td>
<td>11,999</td>
</tr>
<tr>
<td>TEXAS CO.</td>
<td>18</td>
<td>282</td>
</tr>
<tr>
<td>LIGGETT &amp; MYERS TOBACCO</td>
<td>172</td>
<td>392</td>
</tr>
<tr>
<td>SINCLAIR REFINING</td>
<td>32,954*</td>
<td></td>
</tr>
<tr>
<td>ANHEUSER-BUSCH</td>
<td>2,146</td>
<td>1,620</td>
</tr>
<tr>
<td>PENVICK &amp; FORD</td>
<td>6,828</td>
<td></td>
</tr>
<tr>
<td>AMERICAN HOME PRODUCTS</td>
<td>2,134</td>
<td>5,602</td>
</tr>
<tr>
<td>FOSTER-MILBURN</td>
<td>5,316</td>
<td>338</td>
</tr>
<tr>
<td>BRISTOL-MYERS</td>
<td>6,557</td>
<td></td>
</tr>
<tr>
<td>SHELL OIL</td>
<td>67</td>
<td>2,876</td>
</tr>
<tr>
<td>CONTINENTAL BAKING</td>
<td>5,381</td>
<td>280</td>
</tr>
<tr>
<td>GENERAL FOODS</td>
<td>49</td>
<td>36</td>
</tr>
<tr>
<td>BEECH-NUT LIFE SAVERS</td>
<td>400</td>
<td>1,688</td>
</tr>
<tr>
<td>STANDARD BRANDS</td>
<td>41</td>
<td>4,978</td>
</tr>
<tr>
<td>SUN OIL</td>
<td>4,967</td>
<td></td>
</tr>
<tr>
<td>CITIES SERVICE</td>
<td>4,934</td>
<td></td>
</tr>
<tr>
<td>CARLING BREWING</td>
<td>216</td>
<td>952</td>
</tr>
<tr>
<td>CONTINENTAL OIL</td>
<td>4,007</td>
<td>394</td>
</tr>
<tr>
<td>PLOUGH INC.</td>
<td>4,584</td>
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<tr>
<td>PROCTOR &amp; GAMBLE</td>
<td>4,559</td>
<td></td>
</tr>
<tr>
<td>ESKIMO PIE</td>
<td>2,313</td>
<td>144</td>
</tr>
<tr>
<td>RALSTON-PURINA</td>
<td>3,834</td>
<td>99</td>
</tr>
<tr>
<td>TETLEY TEA</td>
<td>7</td>
<td>4,381</td>
</tr>
</tbody>
</table>

*Announcements shorter than 10 seconds

activity in their own distribution areas."

He pointed out that "for other major national media, competitive facts like these have been on the record for some time. Progressively RAB anticipates making more facts available."

He also had a barb for the tv competition.

"In getting up its quarterly reports," he said, "radio has one advantage over at least one of its major competitors: there is no barter activity in spot radio, hence campaigns reported in the RAB report are bona fide, full-impact use of the medium, rather than reflecting as leaders accounts which are widely known to be buying fringe time and bulk trade-out prices."

RAB said its report was based on information from networks and the sellers of radio time. Its objective, officials said, was to get as large a sample as possible "within limits of clerical accuracy and timeliness," and its hope at the outset was to get reports from all networks and at least 20% of radio's sellers. Actually, they said, they sampled more than 30% of spot activity and received reports from all four networks.

The spot totals in the report are projections based on the sample of approximately 30%.

"The large spot radio sample assures that virtually every brand using the medium is put on record," the announcement said.

"And in the case of most relatively active brands, information is complete enough to show the full pattern of the brand's strategy. That is, whether it is a heavy or a light radio user; whether a single-length or multiple-length commercial user, etc."
AAA FINDS BILLINGS ON RISE

- Most agencies surveyed report six-month increases
- Respondents expect trend to last through second half

An optimistic note was struck last week on the billing health of U. S. agencies handling a substantial segment of national advertising.

The American Assn. of Advertising Agencies polled its member agencies asking the direction of billing (up or down and what percentage) for the first six months and estimates for the second half of the year.

Results showed the majority of the responding agencies with billing gains for the first six months, and more respondents estimating increases for the second six months than the number anticipating decreases in their gross volume.

The association polled its 335 member agencies (they place more than three-fourths of all national advertising) and received answers from 188, or 55% of the total membership. The queries were mailed July 18 with replies received by July 30.

In the report on individual agency billing for the first six months of the year compared with that period of a year ago, 96 agencies were ahead. The gains varied from 0.5% to 131%. Sixty-four agencies reported their business volume down (the range was 1% to 60%); 27 agencies said billing was the same for the two periods and one agency did not answer this particular question.

The trend was similar for the second six-month estimate. Eighty-four member agencies thought their individual billing would be up (comparing the second half of this year to the same time last year).

The range of increase: 1% to 125%. Fifty member agencies expected a decline, from 1% to 50%. Three agencies did not answer this part of the questionnaire.

Agencies were classified in these billing size groups: over $40 million, $20-40 million, $10-20 million, $1-5 million and up to $1 million.

In the over $40 million category, the ratio was 3 to 1 reporting gains for the first half and nearly 3 to 1 expecting increases for the second half of the year. In the next highest category, five agencies reported a better first half and only one a poorer six months. A "standoff" of ups and downs in that category was reported for the second half.

While numerically the bulls among all size agencies outnumber the bears, a number of agencies in most categories (particularly those billing less than $20 million) indicated a weakening in billing structure.

The AAAA did not attempt to relate any of the figures to the current softness in the economy. Agencies were not identified, which, of course, does not permit the observer to sift out these agencies either benefiting or suffering in their billing from account switches.

Geographically, all regions show more "ups" than "downs" for both six-month periods except the east central region, which includes Detroit, Cleveland, Cincinnati, and Pittsburgh, and other Michigan and Ohio cities.

There the "downs" exceeded the "ups" 11 to 8 for the first six months; estimates for the second half are a standoff 9 to 9 with 5 the same.

The western region is most optimistic about the future, predicting 3 to 1 that their billing will be up during the second half year.

First six months, 1958 vs. 1957

<table>
<thead>
<tr>
<th>AGENCY SIZE</th>
<th>No. of agencies</th>
<th>% Increase, Range</th>
<th>No. of agencies</th>
<th>% Decrease, Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $40 million</td>
<td>9</td>
<td>3 to 25</td>
<td>3</td>
<td>4 to 5</td>
</tr>
<tr>
<td>$20-40 million</td>
<td>5</td>
<td>0.5 to 20</td>
<td>1</td>
<td>1.5 to 25</td>
</tr>
<tr>
<td>$5-20 million</td>
<td>15</td>
<td>1 to 58</td>
<td>13</td>
<td>2 to 30</td>
</tr>
<tr>
<td>$1-5 million</td>
<td>31</td>
<td>2 to 69</td>
<td>19</td>
<td>4 to 60</td>
</tr>
<tr>
<td>Up to $1 million</td>
<td>36</td>
<td>1 to 131</td>
<td>28</td>
<td>1 to 55</td>
</tr>
<tr>
<td>96</td>
<td>64</td>
<td>77</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Estimated second six months, 1958 vs. 1957

<table>
<thead>
<tr>
<th>AGENCY SIZE</th>
<th>No. of agencies</th>
<th>% Increase, Range</th>
<th>No. of agencies</th>
<th>% Decrease, Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $40 million</td>
<td>8</td>
<td>3 to 16</td>
<td>3</td>
<td>1 to 10</td>
</tr>
<tr>
<td>$20-40 million</td>
<td>2</td>
<td>5 to 6</td>
<td>2</td>
<td>1.5 to 4.7</td>
</tr>
<tr>
<td>$5-20 million</td>
<td>12</td>
<td>1 to 38</td>
<td>12</td>
<td>3 to 25</td>
</tr>
<tr>
<td>$1-5 million</td>
<td>26</td>
<td>5 to 75</td>
<td>13</td>
<td>5 to 25</td>
</tr>
<tr>
<td>Up to $1 million</td>
<td>36</td>
<td>5 to 125</td>
<td>20</td>
<td>1 to 50</td>
</tr>
<tr>
<td>84</td>
<td>50</td>
<td>77</td>
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</table>

August 11, 1958  •  Page 33
NEW FIRM RATES TV ‘QUALITY’

A new research service designed to probe the qualitative depths of audience reaction to television programs is being announced today (Monday).

It’s called TV Q-Ratings and is being offered to advertisers, agencies and television and other entertainment people by Entertainment Research Assoc., an affiliate of Home Testing Institute, Port Washington, Long Island.

Basically, in TV Q-Ratings individuals from the age of six on up rate specific programs according to this scale: “one of my favorites,” “very good,” “good,” “fair,” “poor” or “have never seen.”

Henry Brenner, president of ERA and HTI, said the ratings are based on the opinions of more than 2,100 members of 750 tv families. A report will be issued each month, each based on a different sample “reasonably representative of the national tv audience.”

Mr. Brenner said his service is not a substitute for an existing service where audience ratings are influenced by such real-life factors as lead-in programs and competitive lineups.” He said “TV Q-Ratings measure the basic appeal of the program on an absolute basis. Where audience ratings are a quantitative measure of tv homes or sets, TV Q-Ratings measure a program’s appeal to individuals. Thus it is clear that the ratings are supplementary to one another and not competitive.”

“Our new tool makes possible prediction of program performance, measurement of a program’s basic strength or weakness and detailed definition of the kinds of people to whom a program appeals most. You can, in many cases, actually predict the success or failure of new shows after only a few telecasts.”

Mr. Brenner, a former director of marketing research for Standard Brands, noted that TV Q-Ratings have been field-tested for two years and in many cases have right-ly forecast the fate of specific shows.

For instance, it was reported, of the 10 new shows with the highest TV Q-Ratings in November 1957, eight became established hits and the other two survived this year and will be on the air again next season; and of the 10 with the lowest TV Q-Ratings, all flopped and are off the air.

With this sort of yardstick, Mr. Brenner said, sponsors should be able to predict whether a new show will stand or fall—long before option time. Trends also should be discernible in advance, he added.

NBC officials, who said they had used this same technique in the past to evaluate performers and in some cases had Mr. Brenner do the job, agreed that it supplied helpful trend information, showed which family members prefer which shows and generally helped the network in scheduling programs and to some extent in selling them.

The formula for a tv Q-Rating is: number voting “one of my favorites,” divided by all votes minus those who “never have seen.” The average Q-Rating for all shows measured in January of this year, according to ERA, was 26; highest was 52 (Gun-smoke) and lowest was 6 (Club Oasis).

In a series of “case histories,” ERA said Q-Ratings last summer, fall and winter anticipated a drop in audience ratings of $64,000 Question “by several months”; that Q-Ratings correctly predicted Leave It to Beaver would be a close third to Disneyland on Wednesday night; that the comeback Sid Caesar Presents would be a poor third in its time period; that Tic Tac Dough would have a “moderate” nighttime audience and that Price Is Right would be a nighttime hit.

Mr. Brenner said Q-Rating service was started to subscribers with the report for June and that monthly reports will be delivered within 10 days after the end of the month being measured.

Oklahoma Stations Get Coffee Spots After Dropping Intrastate Rates

Tracy- Locke Co., Houston, agency, will restore Oklahoma tv stations to its Maryland Club coffee schedule when they cease granting lower rates to advertisers located within the state.

Clay Stephenson, executive vice president, said KTUL-TV Tulsa had been put back on the list following its disclosure that the special rate for Oklahoma advertisers had been discontinued. He said KOCO-TV Enid would be restored when the station’s new rate card becomes effective in October.

Most of the Maryland Club (Duncan Coffee Co., Houston) budget of $150,000 is going to print and outdoor media, Mr. Stephenson told Broadcasting. He said the rate prejudice had been discussed with tv stations and station representatives. He said he expects other stations “will get their rates in line.”

He added that many of the state’s radio stations have preference to Oklahoma advertisers. “This situation needs cleaning up,” he argued, adding, “We’ve made progress.”

Similar rate situations exist in Arkansas, New Mexico and other states, according to Mr. Stephenson. He said Oklahoma City advertisers are not being used because they offer intrastate rate concessions.

‘Cotton Test’ Case Reopening Is Denied by Court to Schick

Federal District Judge J. Cullen Ganey last week denied a motion offered by Schick Inc. to reopen the Warwick & Locke dispute with Schick over the right of a company’s former agency to retain title to unused advertising ideas. The litigation began in New York last fall when W & L sought to prevent its former client from using its unused ideas [ADVERTISERS & AGENCIES, Oct. 28, 1957, et seq].

Earlier this year, Judge Ganey granted the agency its permanent injunction and the effect prohibited Schick from using a “cotton test” shaver illustrated idea that had set off the controversy. In July, Schick’s attorney petitioned Judge Ganey to reopen the case to admit “new testimony which they claimed "might shed an entirely new light in the case.”

Denying the motion August 4, the judge noted that witnesses which Schick now wanted to present had been available at both the hearing on the preliminary injunction and at the final hearing. He hinted that to call them now would make further evaluation “extremely difficult.”

Advertest Partners Break Up, Form Separate Research Units

The two principal stockholders of Advertest Research Inc., New Brunswick, N. J., last week started their own market research companies and dissolved the 10-year-old Advertest.

The two are Richard Bruskin, who was Advertest’s president, and Seymour Smith, its executive director. Mr. Bruskin set up R. H. Bruskin Assoc., 96 Bayard St., New Brunswick, and Mr. Smith formed Seymour Smith Assoc., with offices at 205 E. 42nd St., New York.

That much was clear-cut. But the remainder of the Smith- Bruskin planning was not in sync. Mr. Smith claimed that nearly all projects underway, at Advertest left with him. Mr. Bruskin and his associates expressed doubt and indicated the Advertest projects were being split between the two new firms with profits to be funneled as assets of the defunct Advertest.

In any event, the Bruskin firm reported it would retain nearly all of Advertest’s executive and general office staffs, thus continuing with Howard Grossman and Jerome Medford, Advertest senior project directors, who continue in these posts as well as taking on junior partnerships.

Said Bruskin Assoc.: “(We) will conduct research in the media, consumer, marketing and industrial fields... will stress the complete research approach.” As for Smith Assoc.: “We... intend to carry on considerable activity in the application of ‘tachistoscopic’ techniques of pre-evaluation and post-evaluation of advertising, such as the work personally directed at
Advertest under the aegis of the QU Meter Corp.

Advertest, with 20 people exclusive of field forces working fulltime and additional people brought in to help handle individual projects, conducted several top broadcast advertising projects, among them NBC-BBDO's joint "Colorotown," a continuing study of color TV's impact on a specific community, NBC's automotive studies, and individual assignments for radio and TV stations. Advertest also has had a number of top advertiser and agency clients.

Westinghouse Electric Boosts Autumn Advertising Budget 65%

Westinghouse Electric Corp., Metuchen, N. J., has allocated a 65% budget increase for the fall months over the same period last year, combining network television, local newspaper and spot radio to promote the television, high-fidelity, radio and phonograph models.

Edward Kelly, general manager of the Television-Radio Div., said the campaign is "an all-out effort to reach and hold the consumer, then lead him to his Westinghouse dealer."

Network TV will be based on Desilu Playhouse, CBS-TV, throughout the fall, with an additional buy in November through December of 63 markets sponsoring the six 90-minute Shirley Temple Film Festival programs packaged by National Telefilm Associates. Additionally, a four-week spot radio schedule will be used before Christmas in about 70 markets. Grey Adv., New York, is agency.

Compton, Nehi Part Over Policy

Compton Adv., New York, announced last week that it has resigned the $2.5 million Nehi Corp., soft drink account because of a disagreement on basic policy decisions. Nehi Corp., Columbus, Ga., products include Royal Crown cola, Nehi Flavor beverages and Par-T-Pak. Compton has serviced the account since Aug. 15, 1955.

Nehi currently is considering four major agencies but a decision is not expected for another ten days.

Hazel Bishop Appoints Urban To Top Post; Announces TV Drive

Robert G. Urban, executive vice president of the Family Products Div. of Warner-Lambert Pharmaceutical Co., has joined Hazel Bishop Inc., New York, as president and chief executive officer, it was announced last week by Raymond Storch, chairman of the board of Hazel Bishop.

Prior to joining Warner-Lambert three years ago, Mr. Urban was vice president in charge of marketing for J. Walter Thompson Co. Mr. Spector said that Mr. Urban will direct every phase of a new and aggressive marketing and advertising program spearheaded by an intensive television campaign using 5,000 spots per week on a total of 211 stations.

Dreyfus, Gardner Merge

Dreyfus Co., Los Angeles, merged Aug. 1 with H. M. Gardner & Assoc., Beverly Hills, Calif., president Harold Dreyfus has announced. Mr. Gardner, owner of Gardner & Assoc., has been named executive merchandising-marketing vice president of Dreyfus. Additional offices are being opened at Dreyfus' present location at 511 N. La Cienega Blvd., Los Angeles.

Katz Surveys Trends In Spot Rate Cards

What are the trends in spot TV and spot radio rates?

- In spot TV, the trend is to a "modest increase" in nighttime rates, with little or no increase in daytime base rates.

- For spot radio, the reverse applies: a possible "nominal decrease" for daytime of about 3-5%, practically no change in nighttime.

- Overall, the rate of increase in TV spot rates is slowing down.

These in brief are the findings released by the Katz Agency, a leading radio-TV station representative, based on its midsummer look at rate trends.

The Katz Agency maintains an index of spot TV and spot radio rate trends based on a tv sample of 50 network affiliated stations in basic network markets (including affiliates of all three networks) and a radio sample of stations represented by the firm and deemed fairly representative of the country. The tv rate index is based on rates on July 1 each year and the radio index on rates as of Jan. 1.

The Katz analysis, as disclosed by Daniel Denenholtz, vice president in charge of research-promotion, pays specific attention to package plans.

In spot TV, he notes, "when weekly package plans are taken into account, daytime rates are found to be decreasing. There is an even greater decrease in daytime rates when you get into plans calling for more than six announcements a week. On a basis of a schedule of 25 daytime announcements for 52 weeks, using all applicable plans and discounts, The Katz Agency finds that daytime rates have decreased 8.7% for 1958 over 1957."

Trends seen in package plans, which Katz considers "will tend to decrease the average rate for announcements that qualify for plans": (1) Plan rates will apply to more hours of the station's schedule and, (2) plans are likely to be extended to provide rates for a greater number of announcements per week.

In radio, Mr. Denenholtz notes that in recent years package plans have been set by most stations, providing for rates depending upon the number of announcements used weekly. He found stations in many cases extending their package plans to provide rates for a greater number of announcements per week.

As tabulated by Katz, the findings showing in the past two years the percentage increases (or decreases) of each year compared with the previous year follow:

**TELEVISION**

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<thead>
<tr>
<th>Year</th>
<th>Nighttime Base Rate</th>
<th>Daytime Base Rate</th>
<th>Six-A-Week For 13 Weeks</th>
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<tbody>
<tr>
<td>1957 over 1956</td>
<td>+9.8</td>
<td>+9.7</td>
<td>+6.7</td>
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<td>1958 over 1957</td>
<td>+5.0</td>
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**RADIO**

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<td>+3.2</td>
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<tr>
<td>1958 over 1957</td>
<td>-0.5</td>
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</table>
D&C TO SPEND MILLION • End-of-summer campaign is now being prepared for Pepsi-Cola Bottling Co. of Los Angeles by its new agency, Donahue & Coe, Los Angeles, which expects to announce media plans within week. This will be first advertising for bottler originated by D&C which took over close to $1 million account from Kenyon & Eckhardt end of July.

MILES RENEWS NEWS • Miles Labs, Elkhart, Ind., last week signed with CBS Radio for more than $1 million gross billing, representing 52-week renewal for noon five-minute weekday news with Larry LeSeuer and additional news strip at 2 p.m. for 39 weeks. Both renewal and news signing take effect Sept. 1. Geoffrey Wade, Chicago, is Miles' agency. Arndt, Preston, Chapin, Lamb & Kean, Philadelphia, meanwhile, ordered weekly 7½ minute segment of "House Party" for 12 weeks beginning next Jan. 28, on behalf of Renuzit Home Products.


GOLF CO-SPONSORED • Reynolds Metals Co., Richmond, Va., has signed as co-sponsor of ABC-TV's All Star Golf series this fall (Saturdays, 5-6 p.m. EDT) it was announced last week. Contract for 26-week series was placed through Buchanan & Co., New York. Miller Brewing Co. (Miller High Life) and Mathis & Assoc., previously signed to sponsor series for second consecutive year. Sports program is packaged and distributed by Walter Schimmer Inc., Chicago, with Peter de Met as producer. Starting date not announced.

CUMMINGS AGAIN • R. J. Reynolds Tobacco Co. has renewed sponsorship of NBC-TV's Bob Cummings Show (Tues. 9:30-10 p.m.) for the 1958-59 season. Agency: William Esty Co., New York.

ANTI-FREEZE PRO 'MONITOR' • Commercial Solvents Corp. (Peak and Nor Way anti-freezes), New York, outlines its fall advertising campaign in NBC Radio via closed-circuit to sales meetings in 90 key cities across country during this week (Aug. 11). Company plans 246 announcements in Mr. Monitor or Weekend News of Sep-tember and October. Agency: Fuller & Smith & Ross, New York.

BIG COUNTRY—BIG CAMPAIGN • United Artists Corp., New York, this week will kick off what it describes as "the biggest radio spot saturation campaign in our history"—$100,000 worth of time in these 12 major markets: Atlantic City, Baltimore, Boston, Philadelphia, Washington, Chicago, Detroit, Dallas, Los Angeles, San Francisco, Seattle and Denver. Tandem-style push will be "total saturation"; will spot one announcement every hour for 16-hour broad-cast day on total of 75 stations. Object: to whet audience interest for upcoming "The Big Country," 2-hour-45-minute western epic starring Gregory Peck, Carroll Baker, Jean Simmons, Charlton Heston, Burl Ives and Charles Bickford. Availability is being bought either through Monroe Greenthal Co., UA ad agency, or direct by local exhibitor-distributors. Size of campaign is illustrated by Philadelphia pattern where UA is spending $6,000 for one-week run on five stations.

PAYOFF

MAKING HAY • Proof that farmers arise early and turn on their radios for the first weather forecast of the day was uncovered by the Silent Glow Oil Burner Corp. of Hartford, Conn., through its schedule on WTIC Hartford. After its first four broad-casts as sponsor of a farm weathercast following station sign-on, Silent Glow reported that the cost of a nine-week contract had been recovered from added sales of a portable oil-burning heater for drying hay. With humid weather and frequent showers, farmers are keenly interested in a method of curing their hay under cover with artificially heated air, says Ross Sherman, president of Silent Glow, who bought a five-minute forecast three times a week.

THEATRE SIGNS • After a six-month trial of motion picture advertising on KMTV (TV) Omaha, Neb., the Cooper Foundation theatre chain, which owns seven theatres in Omaha and Council Bluffs, Iowa, has ordered a 52-week saturation campaign on KMTV. The Cooper theatres report a 75% greater gross than anticipated after test advertising such films as "Proud Rebel" and "Tarzan's Fight for Life" on KMTV. Cooper's new advertising schedule, formerly confined to newspaper ads, includes 800 10-minute announcements, 200 ten-second spots and 52 ten-minute programs.

SURPRISE SALE • A mistake proved embarrassing—but remunerative—to Kilpat-rick's Dept. Store, Omaha, Neb. On July 24 the store was scheduled to cooperate in an area-wide clearance sale conducted by the Omaha Retailers Assn. Inadvertently, Kilpatrick's delivered advertising copy to KFAB Omaha, marked for July 23. The copy covering two commercials, was read during a KFAB news program sponsored by Kilpatrick's from 8-8:10 a.m. As the day progressed patrons thronged to the store and bought all of the sale items. Store officials, though delighted with the results were chagrined on two counts: The store was out of advertised stock on the planned sale day and second, an adequate explanation had to be composed for the association because of the one-day jump on sales.

"TALL TALE" • Through a series of "tall tales" radio commercials created by W. B. Doner & Co., Chicago, Ruby Chevrolet of Milwaukee, reports it has doubled its sales over the same months of 1957. All of Ruby's commercials end with the catch phrase, "Nobody's walkin' in Milwaukee ... they're all driving Ruby Chevrolets." Copy leading up to the punch line presents such conflicts as "a worried grandfather who can't understand why his nine-year-old grandson still isn't walkin', until he's told that 'nobody's walkin.' . . ."

DOOR OPENER • "Nearly every day some-one tells me that they heard our radio an-nouncement," says Irene Davis of the Davis
A sight for your eyes

HAS TWICE AS MANY ADVERTISERS AS ANY OTHER RADIO STATION IN BALTIMORE!

And the reasons are easy to see:

★ Lowest cost per thousand listeners—by far. ★ Complete, no-waste coverage of the constantly growing Baltimore market. ★ Imaginative programming for the whole family—24 hours every day. ★ Powerful merchandising of your product no other station can come close to.

Get the complete, happy facts from:

Tom Tinsley  
President

R. C. Embry  
Vice Pres.

or from your nearest “rep.”:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Simmons Associates in Pittsburgh, New England and Midwest
Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans
McGavren-Quinn in Seattle, San Francisco, Los Angeles
Thaddeus sees Red

and covers the 11th largest TV market with one station!

Rhode Island Red impresses on time buyer Thaddeus O. Thistlethwaite the fact that WJAR-TV's primary coverage area includes, not just Providence but all southeastern New England, including Boston, Fall River, New Bedford, Worcester! Call your Petry man and let him show you just how much extra coverage you get with WJAR-TV in the Providence market!

In the Providence market... WJAR-TV is cock-of-the-walk in station coverage!
ADVERTISERS & AGENCIES CONTINUED

Insurance Agency in Elkin, N.C. "We have a natural 'door opener' for an application." Irene and Tat Davis felt that the radio medium was best for them because Occidental insurance, handled by their agency, was not well known in their part of the state. The Davises use one-minute daily spot announcements on WIFM Elkin to build prestige and to plug specific company plans. The campaign is supplemented by participation in football and basketball broadcasts. A typical case in the agency's radio-results file: When Irene Davis happened one day to be in another place of business, the owner said he wanted "a policy like the one they were talking about over the radio this morning." The application was made, policy written and delivered and "he is very happy with it," she reports.

AGENCY APPOINTMENTS

Universal Spray Can Corp. (Speed Shine aerosol shoe polish), N.Y., appoints Rose-Martin Inc., N.Y.

Max Factor & Co., Hollywood, has appointed Carson/Roberts, L.A., to handle advertising for Factor line of men's toiletries. This is third agency for cosmetics firm, others being Anderson-McConnell and Kenyon & Eckhardt, both Hollywood.

Trans-Texas Airways, Houston, names Rogers & Smith Adv., Dallas, replacing Tracy-Locke Co., Houston. Dave McConnell, R&S senior v.p., named account supervisor.

Metropolitan Oakland Area Committee (Calif.) names Reinhardt Adv. Inc., Oakland.

Facciola's Frozen Foods, Daly City, Calif., and Royal Blue Reprographics, San Francisco, appoint Smith & Dorian, New York-San Francisco, as their agency.


Warner Brothers Records, Hollywood, subsidiary of Warner Brothers Studios, names Carson/Roberts Inc., L.A., to handle advertising and sales promotion for new line of LP and stereo records. scheduled to be released Sept. 5.

Mullins Food Products Co. (Prairie Chef Barbecue Sauce), Chicago, appoints Olian & Bronner Inc., Chicago.


Sophie Mae Candy Corp., Atlanta, Ga., names Liller, Neal, Battle & Lindsey, Atlanta.

A & A SHORTS


Erwin Wasey, Ruthrauff & Ryan today (Aug. 11) announced opening of its new office in Pittsburgh. It will be in Porter Bldg. with Frederick C. Adams as manager. Office, EWR & R's 11th in U. S., primarily will serve H. K. Porter account.

Reach, McClinton & Co., N.Y., opened Boston office Aug. 1 and announced enlargement of N.Y. headquarters at 505 Park Ave. Douglass Coady, formerly with agency's Chicago office, will manage Boston office, located at 80 Federal St.


g

AC TIVITY HOW PEOPLE SPEND THEIR TIME

There were 125,435,000 people in the U. S. over 12 years of age during the week July 27-Aug. 2. This is how they spent their time.

63.3% (79,400,000) spent 1,397.6 million hours† . . . . WATCHING TELEVISION
58.3% (73,129,000) spent 1,097.6 million hours . . . . LISTENING TO RADIO
82.6% (103,609,000) spent 421.7 million hours . . . . READING NEWSPAPERS
35.1% (44,028,000) spent 183.7 million hours . . . . READING MAGAZINES
22.7% (28,505,000) spent 305.3 million hours . . . . WATCHING MOVIES ON TV
44.4% (55,703,000) spent 236.7 million hours . . . . ATTENDING MOVIES*

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

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

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindingler tabulations are available within 5-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Aug. 1, Sindingler data shows: (1) 110,071,000 people over 12 years of age see tv (87.8% of the people in that age group); (2) 42,656,000 U. S. households with tv; (3) 46,965,000 tv sets in use in U. S.
NIELSEN CHARTS UHF UPS, DOWNS

- FCC decisions 'obvious' in changing dimensions
- Despite area spurs upward, overall trend is off

In some areas uhf is getting bigger, but as a whole it is shrinking.

This appears to be the basic conclusion to be drawn from a special study released by A. C. Nielsen Co. last week. The material compares audience findings in the new Nielsen Coverage Service No. 3 with those in NCS No. 2 two years ago. There is little room to expect that under current circumstances the overall uhf market is apt to do more than stand still—or dwindle further. For the growth in some areas has been more than offset by losses in others, with the result that the number of active uhf viewer homes today is 8% less than it was two years ago.

John K. Churchill, special assistant to President A. C. Nielsen Jr., observed that "in tracing uhf across two years, competition of existing uhf stations, the problems of set conversion and limited coverage area and, most important, FCC decisions are obvious in changing uhf audience dimensions."

The principal areas of growth in terms of "active uhf viewer homes"—homes that watch uhf at least once a month—are New England, middle Atlantic, east north central and east south central states. All other major regions have lost (although some states within them have gained).

For the U. S. as a whole, the drop in active viewer homes was from 3,864,560 in 1956 to 3,563,960 in 1958.

Other principal findings:
- Number of uhf stations viewed “in the last month” by at least 10% of all homes in one or more counties: down 13.5% since 1956.
- Total tv homes in “active” uhf areas: down 24%.
- Counties in which at least 10% of all homes watch uhf “in the last month”: down 21%.

The report did note that in counties served by "reportable" uhf stations—which dropped from 389 counties in 1956 to 306 in 1958—increased from six in ten in 1956 to seven in ten this year.

The extent to which this percentage increase was affected by the dropping out of "weaker" uhf counties since 1956 was not spelled out and could not be determined without a study of county-by-county figures, to be released in mid-September. But Nielsen officials did say that many counties had shown gains in terms of homes as well as percentages.

The Nielsen analysis also pointed out that "if the total number of homes in uhf serviced areas are disregarded (they have decreased by over 1.5 million since 1956), it becomes apparent that uhf viewing within uhf service areas has increased. Sixty-four of the 306 uhf-serviced counties report tv home use of uhf facilities at "90% or better in any county."

The decline in number of "reportable" uhf stations from 89 in 1956 to 77 in 1958 takes on added significance when it is considered that at about the time when NCS No. 3 measurements were made last spring, a total of 93 uhf stations were on the air (85 commercial, 7 noncommercial). Thus it would appear, using Nielsen data as a guide, that 16 stations, or more than 17% of those on the air at that time, were not watched once a month by as many as 10% of the homes.

By the first of this month the number of operating uhf stations had dropped to 90, compared to last spring’s 93.

The individual state and regional gains in active uhf viewer homes did not appear to follow any particular pattern in relation to gains and losses in number of reportable stations.

New England had a 29% gain in active uhf homes or an increase of two stations (from 5 to 7). But the middle Atlantic region picked up 10% in homes while losing four stations (from 19 to 15). The north central area added 4% in homes with no change in number of stations (31 each year), while the east south central region picked up 30% while increasing stations from four to six.

Among the regions losing reportable uhf homes the pattern is clearer. In all cases the decline in homes was accompanied by a decline in stations.

Active uhf homes in the west north central area dropped 84% while the num-

HOW TWO YEARS CHANGED UHF PICTURE

<table>
<thead>
<tr>
<th>UHF STATIONS REPORTABLE*</th>
<th>NCS #2</th>
<th>NCS #3</th>
<th>% Change</th>
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<tr>
<td>TOTAL U. S.</td>
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<td>77</td>
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<tr>
<td>NORTHEAST</td>
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<td>Wyoming</td>
<td>0</td>
<td>0</td>
<td>-100</td>
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<tr>
<td>PACIFIC</td>
<td>8</td>
<td>6</td>
<td>+33</td>
</tr>
<tr>
<td>California</td>
<td>5</td>
<td>3</td>
<td>+66</td>
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<tr>
<td>Oregon</td>
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</tr>
<tr>
<td>Washington</td>
<td>2</td>
<td>3</td>
<td>+50</td>
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</table>

* Number of stations reportable based upon service to at least 10% of homes in county.
Great things are happening in the Negro community of Greater New York. Its growth, for one thing, has been enormous—41% in the past 7 years alone. The income level has risen substantially. And with this rise has come the possibility to satisfy the natural urge to buy better things, to achieve a better way of life.

Breaking away from traditional neighborhoods, the new Negro community of Greater New York is a vital economic force of 427,054 able-to-buy families in the 17-county New York, New Jersey, and Connecticut area.

With 11 1/2 hours a day of Negro community programming, WOV is the only New York station that reaches this market in its entirety.

And WOV is reaching more of it on every survey made. Ask us for the new brochure, "Maximum Sales in the Negro Market of New York." You'll find it full of the solid, factual material you need before you buy.

WOV NEW YORK
Representatives: John E. Pearson Co.
LIKE A PUNCH ON THE NOSE!

That's the kind of impact you get in Fort Worth when you sell on KFJZ-RADIO ... with far more pleasant results!

Here is a billion dollar market, where results make cash-register music! And here is one radio station that year after year slams home with the highest ratings — KFJZ.

KFJZ's surefire format lies in its appeal to the whole family.

Whatever you sell in Fort Worth, your customers are listening to KFJZ — which serves both its advertisers and listeners best!

Ring up sales. Ring up KFJZ for further information — today!

KFJZ- Radio

FORT WORTH, TEXAS

Sold in combination with KLIP-RADIO, DALLAS.

Represented by John Blair Company.
THE GROUND FLOOR of a new office building at N. Third Ave. and 32nd St., Billings, Mont., will house operations of KOOK-AM-TV there. The $750,000 construction is scheduled for completion Dec. 20. KOOK-TV's main 50x40-ft. studio will be accessible to cars and trucks, and provision has been made for rear-screen projection and an outdoor setting. Audition and screening rooms will be available for distributor sales meetings.

Uniform Availability Chart Issued to Hollingerby Clients

The George P. Hollingerby Co., station representative firm, is seeking uniformity in the listings of availabilities by its client stations. As a means of making timebuying easier and to simplify communications between representative and advertising agency, the Chicago headquarters representative— which maintains its largest office in New York—has devised a uniform chart that will allow buyers to get up-to-date information at a glance.

Last week—after six months of studying the "best features" of numerous availabilities forms—Hollingerby offices in New York, Chicago, Atlanta, Los Angeles, San Francisco, Detroit and Seattle began distribution of the new GPH "master form." Client stations are asked to make up their own copies and submit revised availabilities forms at the end of each business week according to specified style.

WKRC Stations Plan to Move

WKRC-AM-FM-TV Cincinnati will relocate, it has been announced, in a new $800,000 building to be completed next year on a nine-acre tract within the city limits—assuming the Cincinnati City Council approves a zoning change. The recommendation to change from residential to business zoning would allow the stations to move out of the downtown Cincinnati Times Star Bldg. On July 19, E. W. Scripps Co. (Cincinnati Post) bought the Taft-owned Times Star but the purchase did not affect the stations, still property of the Times Star Co.

CHANGING HANDS

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

WCHV CHARLOTTESVILLE, VA. • Sold to Nash L. Tatum Jr. by Charles Barham and wife for $200,000. Mr. Tatum is an announcer at the station. The sale was handled by Blackburn & Co. WCHV is on 1260 kc with 5 kw day, 1 kw night, and is affiliated with ABC.

WPAL CHARLESTON, WOIC COLUMBIA, BOTH S. C. • 50% sold to present Mont Broadcasting Corp.) was suffering con- tinual financial losses (the corporation still is not providing for federal income taxes because of tax losses carried forward) until it began to strengthen its operations and to build its properties, first with acquisition of the revenue-making radio independent, WNEW, and more recently WHK (it took over management on June 1 of this year.

Mr. Goodwin cautioned that the report is subject to adjustments in the yearly auditing of a final determination of income taxes and special nonrecurring write-offs caused by certain talent contract cancellations made this year at WNEW. He estimated write-offs at $600,000 for the year.

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TRACK RECORD ON STATION SALES, APPROVAL

50% owner Joe Speidel III for $105,000 by Albert T. Fisher Jr. The Speidel-Fisher group also owns 50% of WWBD Bamberg, S. C. The sale was handled by Blackburn & Co. WPAL is on 730 kc with 1 kw, day; WOIC is on 1470 kc with 5 kw, day.

WICO SALISBURY, MD. • Sold to Sheldon Smerling for $48,000 by Courtney and Elizabeth Evans. Mr. Smerling is executive vice president of Eastern Management Corp., which operates drive-in theatres in New York and New Jersey. The sale was handled by Paul H. Chapman Co. WICO is on 1320 kc with 500 w, day.

August 11, 1958 • Page 43
Shooting...the picture that has everything
Brand-new: "Colonel Flack" makes it possible for local and regional advertisers to sponsor 39 bright 'n' breezy half-hours never before seen on television.

Different: "Colonel Flack" is "the only fresh comedy series to be put in syndication," according to Variety.

Audience-proven: "Colonel Flack" features the same combination of comedy and suspense that delighted millions of Saturday Evening Post readers for ten years, and stars the same team (Alan Mowbray and Frank Jenks) who won critical acclaim on the live network series, such as this John Crosby rave: "The suavest, funniest and most adult Robin Hood around. Alan Mowbray may just have been born for this role. And the film series is even better! The Billboard sums up the pilot as "Topflight... all the earmarks of a hit."

For change of pace programming that's both new and tested, become part of this profit-developing picture.

CBS TELEVISION FILM SALES, INC.
From ballet to broadcasting—an improvisation

Betty Luster, pretty, young ex-ballerina, is all set to expand her activities in television's business side—for which she traded the performing side some two years ago.

Miss Luster is almost unique in a field where little uniqueness is left. She is a network television representative. Her clients are smaller market stations, and her basic job is to persuade network advertisers to add them to their network lineups. There are only one or two others performing this function on a national scale.

Now incorporated as Betty Luster Assoc., she plans to begin shortly a drive to expand both her client list and the range of services she offers. The services will include, in addition to regular sales calls on buyers and other agency people, special presentations to agency research departments; regular liaison with network station relations, sales traffic and research departments; liaison with major film companies, and, where desired, promotion, publicity and special advertising assistance.

Miss Luster feels she can be especially helpful to new stations, not only getting them network business but also giving them an idea of definite turnarounds and thus permitting more intelligent advance scheduling of local programming. But for both new and established stations her objective is “complete service,” based on a solid knowledge and understanding of markets she represents. To prospects, the firm offers a record of doubling network business for client stations.

There is one point which Miss Luster makes especially plain: “Our efforts in no way conflict with your national spot sales representative. The more network programs, the more opportunities for spot sales.”

Miss Luster almost literally backed into the tv sales business. An accomplished ballerina, she had made personal appearances in the plush night spots of New York, London, Paris, Miami Beach, and Chicago. She appeared as prima ballerina at Milan's La Scala and at the Metropolitan Opera in New York. She was on Broadway in “Louisiana Purchase,” “Kiss and Tell” and a number of others, as well as in summer stock.

She was on television for 130 consecutive weeks, appearing on more than 300 shows as dancer and/or choreographer. She appeared in commercials, too, for such advertisers as Gold Medal Flour, Bulick, RCA Victor and Oldsmobile.

Slowly she began to realize that while all this was great, it was awfully peripatetic. She was forever on the go. Then suddenly, in Chicago during an engagement at the Palmer House, she decided to chuck this whole career, go back to New York and find herself a new, steady job. Less well paid, no doubt, but steady.

Her first job was stirring up contestants for Name That Tune. This came off well and, as she still had a few show dates to wind up, she combined the work, appearing on television to boost Name That Tune in the cities where she was performing. But the song on the program picked up sharply, often doubling, whenever she made one of these appearances, and so a producer wanted her to go on the road regularly. This was what she was giving up show business to avoid, so she declined with thanks.

She did, however, go to the 1957 NAB convention in Chicago and made it a point to thank station managers for carrying Name That Tune. To her surprise she learned that many whom she thanked did not carry the program—and on investigation she learned they didn't carry it because they had not been ordered by the sponsors, Whitehall and Kellogg. This seemed an oversight that ought to be corrected, so she went to the sponsors and succeeded in getting several stations added to the lineup.

This gave her the bigger idea—doing this sort of thing for clients—and she's been in the business for the past year and a half. Just moved into new quarters, Betty Luster Assoc. is at 150 West 55th St., New York 19, telephone: Circle 6-1952.

WJMX Signs Over 100 Stations To Carry 'Southern 500' Car Race

The “Southern 500” late model stock car race, being originated Sept. 1 by WJMX Florence, S. C. [Programs & Promotions, May 12], will be carried this year by more than 106 outlets in 12 states.

The network WJMX organizes to broadcast the event at Darlington (S. C.) International Raceway reportedly is the largest network in the south to carry a single sporting event. The station also originates the “Relief 300” on South Carolina's Confederate Day: This race was aired last May by 86 stations in 10 states.

WJMX started covering the Southern 500 six years ago for two other stations, using one microphone. Now WJMX calls the race with one mike atop the grandstand, another commentator in a two-story structure and two mobile cruisers. During the race only two staffers remain in the Florence studio; the rest are on duty at the track.

WDAF-AM-TV Increase Reported

In June, the first full month of operation of WDAF-AM-TV Kansas City under ownership of National Theatres, the gross revenue of these stations showed an 8% increase over June 1957, E. C. Rhoden, president, said in his quarterly report to stockholders. The theatre chain's subsidiary, National Film Investments, assumed operation of the WDAF stations May 28, with the $7.6 million price reduced to $7,325,000 through a credit of $275,000 on the purchase price "by reason of the adjustment provisions in the contract of acquisition," Mr. Rhoden said. Net income for the quarter ended June 24 (third quarter of the NT fiscal year) was $160,301, or 6 cents per share, compared with $178,054, or 7 cents per share, for the same period of the preceding year.

Ex-Owners of KART Sue To Block Station Resale

Suit to recover $23,600 plus interest at 5% since Feb. 5, 1958, and a request for a restraining order to stop the sale of KART Jerome, Idaho, have been filed in the U. S. District Court in Boise. The suit was brought against Frederick M. Parry, owner and general manager of KART, by the station's former owners, Herbert E. Everitt and Karl L. Metzenberg. Mr. Everett is now owner and general manager of KOFE Pullman, Wash.

The plaintiffs state that in July 1957 Mr. Parry agreed to pay them $35,000 for the capital stock of Northside Broadcasters, licensee of KART, and that he did pay them $10,400 in cash, $600 more in January and $400 in February, but nothing since then.

In July, the two plaintiffs further state, Mr. Parry entered into an agreement to sell KART to K. Clark of Burley, Idaho. Unless he is restricted from selling KART, the complaint declares, he will "transfer the assets of KART and the FCC license to operate the same, dissipate the assets of said station and deprive the plaintiffs of their right to collect any judgment they may obtain."
"It must be the people for the 400,000 television homes" they gave us in their new survey.

*Up 12% over NCS #2 in Nebraska alone! KMTV gives you widest coverage, lowest cost-per-thousand. Sales success in the Omaha market is as close as your Petryman."
Put a silver dollar on

TIDE

WTAR

and you cover more than

25%

of Virginia's
effective
buying income

You know WTAR-TV is Virginia's largest in terms of total sets covered; but did you know that it offers you a metropolitan area population surpassed only by Atlanta and Miami in the entire southeast?

- Within 25 miles of our tower there is effective buying income of $1,441,243,000! This is 25.6% of Virginia's total ($5,626,405,000).
- Within this area is more than 22% of Virginia's total population.
- And no outside station has any appreciable coverage in this area!

There is no better spot to put a dollar than on TIDEWTAR, Va.!
BONUS

Not included in these buying power figures from Sales Management's Survey (May 10): Effective June 1 there was a military pay raise adding nearly $12 million to TIDEWTR'S navy payroll alone! Estimates not yet available from major air force, army and marine corps installations in TIDEWTR.
"BETTER SEND A COUPLA DOZEN ORCHIDS, TOO!"

TAKE it from us—our Red River Valley hayseeds could show lots of you city slickers a thing or two about fancy livin'!

That's because their take-home pay is downright staggering. Lots of it goes for plain old necessities, but there's always plenty left over for loads of "luxuries", too. For big things like Volkswagens! Little things like vitamins! Medium-sized things like vacations!

To sell the Red River Valley's "Rural Rich", use WDAY-TV—the fabulous Fargo station that completely dominates the area. Let your PGW Colonel give you the whole WDAY-TV story*.

*Including facts-and-figures, if you want 'em!

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
LOS ANGELES—The end of Lomie Puckett’s 10-day armed stand on her property in the roadway of Golden State Freeway was televised Tuesday (Aug. 5) by KTTV (TV) Los Angeles. Her stand was in protest against what she termed the “unfair” price offered for her property. The station’s remote units were sent to the scene after receipt of a tip that a writ of assistance had been issued, calling on the sheriff’s department to assist the state Dept. of Highways in taking possession of the property. Bill Welsh, KTTV’s director of special events, interviewed Mrs. Puckett and her 23-year-old son, Ross, immediately after they had been disarmed and forced to abandon the tiny frame house. Mr. Welsh also interviewed deputy sheriffs who effected the eviction. Viewers then saw the home leveled and pushed away by bulldozers, which completely cleared the property in 12 minutes. The original spot newscast in the afternoon was recorded on videotape and highlights were used on the regular KTTV newscast at 6:45 and 10 p.m. that day.

Baltimore—Capture of a bandit, who had just attempted to rob a local bank and shot a policeman and bystander, was filmed by WMAR-TV Baltimore. Cameramen Ed Eisenmeier and Charles Purcell were informed of the holdup while cruising in the station’s newswagon. They dashed to the scene to find the robber had fled to another bank in the next block. Films of his capture and treatment of the wounded were shown at 1 p.m. and on subsequent newscasts the same day.

INDIANAPOLIS—The theory that drug company executive Forrest Teel was killed by one of the sides of a “love triangle,” was aired first by WFIIL Philadelphia, the station claims. Upon hearing news of the slay- ing, newscaster John Raleigh put in a beeper-call to a police sergeant on the desk at the Indianapolis precinct. Mr. Raleigh, in an on-air conversation with the policeman, elicited that “all investigations pointed to the presence of a love triangle.” WFIIL reports this was aired exclusively about 18 hours before the attempted suicide of Minnie Nicholas who police say is connected with the case.

PROVIDENCE—A reporting unit of five news directors provided spot coverage in depth for WICE Providence when tankers collided off Newport, R.I., taking 16 lives and injuring 25 Thursday (Aug. 7). Within an hour after the collision, 33 miles from Providence, WICE news director Bob Lape was getting direct reports from assistant news chief Bill Steffy, WICE newsman Jack Stewart, WADK Newport news director Jerry Neumann and Tim Elliot, WICE and Elliot stations’ president. During the day, the five reporters furnished the Providence station with 23 direct reports in a 10-hour period, and Mr. Lape fed 15 beeper reports to 10 stations in the U.S. and Canada.

Whitney Buys ‘Parade’

John Hay Whitney, U. S. Ambassador to Great Britain, has bought Parade Sunday newspaper supplement with sale effective late September, it has been reported. The price was not disclosed but Marshall Field Jr. Chicago Sun-Times publisher who heads Field Enterprises Inc., is said to have considered a $10 million offer for the supplement from Mr. Whitney. Parade, distributed in 99 newspapers, claims over 8.3 million circulation. Mr. Whitney, through J. H. Whitney & Co., has the Corinthian group of radio-tv stations—WISH-AM-TV Indianapolis; WANE-AM-TV Fort Wayne; KOTV (TV) Tulsa; KGUL-TV Houston.

REPRESENTATIVE APPOINTMENTS

A-buy of California radio station group names Gerth, Brown, Clark & Elkus, Sacramento, Calif. Stations include KROY Sacramento; KGEE Bakersfield; KPAY Chico; KHUM Eureka; KARM Fresno; KP1V Modesto; KIDD Monterey; KVIP Redding; KITO San Bernardino; KSTN Stockton; KIST Santa Barbara, all California, and XEAK Tijuana, Mex.

WLW Cincinnati names Tracy Moore & Assoc., L.A. and San Francisco, for West Coast. Tracy Moore also will represent WLBV (TV) Indianapolis, Ind., and WLWA

Broadcasting

STATIONS CONTINUED

DATELINES

Newsworthy News Coverage by Radio and TV

PRIME MINISTER of Ghana, Dr. Kwame Nkrumah, was presented with tape coverage of his visit to the U.S. by WLJB New York. Pictured (l to r) at the presentation: Kofi Baako, Ghana legislator and broadcasting-information minister; Dr. Nkrumah; Harry Novik, general manager, WLJB, and Clarence Holte, market specialist, BBDO. WLJB assigned a newsman to cover the prime minister’s visit, it carried 18 programs honoring the dignitary and broadcast all his major addresses while in the U.S.

REPRESENTATIVE SHORTS

John Blair & Co. has purchased two lots at southeast corner of Michigan Ave. and Erie St., Chicago, where it plans to erect 10-story office building. Firm previously acquired adjoining 100-150 ft. lot last February.

STATION SHORTS

WDAY-TV Fargo, N.D., has begun construction of new tv tower and transmitter expected to go into operation this fall. New antenna will be 1,206 feet above ground; new transmitter will use maximum 100 kw, Earl C. Reineke, president of WDAY Inc., reports. Mr. Reineke said station’s coverage area will be increased by nearly 100%, providing 60% viewer-increases. Estimated cost: $350,000.

KCBH-FM Los Angeles set own one-month record during July by signing nearly $11,000 in new contracts. Program buys include Burgermeister Beer’s Sunday evening full sponsorship of Boston Symphony and Boston Pops Concerts, and Stereo-Pari’s purchase of 3:30-4 p.m. Sunday segment of Stereophonic Southern California on KCBH-FM and KMLA-FM Los Angeles.

KVOO Tulsa, Okla., has signed an exclusive contract with U. of Tulsa to broadcast all university’s football and basketball games through the 1962-63 cage season.

KOL Seattle, Wash., now is on 24-hour operation.

WLBZ-TV Bangor, Me., announces rate August 11, 1958 • Page 51
About this time of year thousands of Maine’s summer visitors indulge that long-suppressed appetite for the tastiest food our cool coastal waters yield—the Maine lobster. Lobstering off these shores still is a hardy enterprise, but Maine lobstermen are a sturdy breed. Fair weather and foul, their annual haul contributes more than nine million dollars to the $1,110,896,000* effective buying income of the southern Maine-eastern New Hampshire 13-county area.

SERVED AND SOLD BEST BY WCSH-TV

To sell this valued and recognized test market, use the vital force of the station that consistently tops its competition:

APRIL 1958 TOTAL AREA ARB
Quarter hour firsts

WCSH-TV 83.3%  Station “B” 16.7%  

(*Capr. 1958 SA Survey of Buying Power, further reproduction not licensed)

NBC Affiliate

Weed-Television

WCSH-TV
PORTLAND, MAINE

CARDY'S NEW JOB

Catcher Roy Campanella won’t strike out.

The ex-Brooklyn Dodger now partially paralyzed as a result of an auto accident last winter, today (Aug. 1) gets back to work. He will conduct a Mon.-Fri., 6-6:05 p.m. sports capsule on WINS New York titled Campy’s Corner, wherein Mr. Campanella will discuss sports and chat with such old-time friends as Yogi Berra and Don Newcombe. The series will be taped at the Institute of Physical Medicine & Rehabilitation, at New York’s Bellevue Center, where the onetime baseball player is undergoing therapy.

KHY San Francisco has moved to 1 Nob Hill Circle, San Francisco 1, Calif.

XEMO Tijuana, Mex., names William D. Nietfeld & Assoc., San Diego, to handle advertising, public relations and promotion.

WTRU Muskegon, Mich., is now on 24-hour daily programming.

KWK St. Louis, Mo., has moved to 800 N. 12th, St. Louis 1. Telephone: Main 1-1380.

KSD-TV St. Louis announces new rate card No. 13 effective Sept. 1, 1958. Sample rate: one hour of class “AAA” time, one time, is $1,750.

WCLA TV Champaign, Ill., Midwest Television Inc., will institute new Rate Card #7 effective Aug. 15 as result of increased set saturation in WCLA coverage area. Schedules running as of Aug. 15 will be protected under Rate Card #6 for 26 weeks from that date if there is no interruption in schedule. Under new rate 6 minutes of Class AA time, one time, will cost $1,000.

WRAL-TV Raleigh, N.C., played host to approximately 8,000 people at Open House last month. Crowds walked through new production building from 1:30 a.m. until after 7 p.m. Featured were new $100,000 mobile unit, demonstration of videotape recorder, two large studios, seven TV cameras and various other equipment.

WJIM-TV Lansing, Mich., has declared regular quarterly dividend of 40 cents a share on common stock and 7½ cents a share on class B common stock, both payable Aug. 8, 1958, to shareholders of record at close of business July 25. Also reported 4% increase in operating revenues for six months ended June 30. Revenues increased to $1,372,000 compared with $1,325,000 last year. Increase in revenues resulted principally from additional TV income from national advertisers, it was explained.
KWTV

Oklahoma Television Corporation
CBS Television
OKLAHOMA CITY

announces

the appointment of

Edward Petry & Co., Inc.

as National Sales Representative
QUICK DEATH FOR SPECTRUM BILL

- Amended Potter measure collapses in House
- Last-minute opposition halts proposed all-out study

There will be no searching investigation of the radio spectrum authorized by Congress this session.

S J Res 106 (establishing a special commission for such a study) was killed, stumped on a day and unceremoniously buried by Congressional leaders last Monday (Aug. 4).

Leadership from both sides of the aisle in the House, and from the Democrats in the Senate, signed the measure's unofficial death certificate after strong opposition arose to the measure, as reported out Aug. 1 by the House Commerce Committee [At Deadline, Aug. 4].

As introduced in 1957 by Sen. Charles Potter (R-Mich.), S J Res 106 called for an investigation of government-assigned spectrum space only. Following Senate passage in that form and with the bill before the House, the White House two weeks ago sent a "suggested" amendment expanding the study to include all the spectrum, plus an investigation of the FCC's administration of the Communications Act [GOVERNMENT, Aug. 4]. The Executive amendment was unanimously adopted by the House committee and the measure was placed on the House calendar for consideration under suspension of the rules last Monday.

Opponents of the bill made themselves forcibly known between Aug. 1, when it was reported by the committee, and Aug. 4, when it was scheduled for House action. Its demise reportedly was generated largely by TV station licensees, networks, NAB and the Assn. of Maximum Service Telecasters. Many congressmen received calls over the weekend opposing the measure.

Following this strong showing of opposition, the House Commerce Committee, in effect, reversed its unanimous approval of the bill. At an executive session last Monday, several members of the committee were reported to have doubts that their approval was such a good idea.

And, that same afternoon, the proposed spectrum study failed to reach the House floor although it had been placed on the printed calendar. At the conclusion of the day's business, Majority Leader John McCormack (D-Mass.) announced there was no more business. Whereupon, the discussion went like this:

Rep. Joseph Martin (R-Mass.), minority leader: "If the gentleman will yield, can he tell us what happened to S J Res 106 that was on the program for today?"

Rep. McCormack: "That did not come up today."

Rep. Martin: "What was the reason, if I may inquire?"

Rep. McCormack: "That bill is very controversial and it was felt that a two-thirds vote [necessary for passage of a measure under suspension of the rules] could not be obtained."

The House leadership ordered the Potter resolution taken off the calendar and no effort will be made for a vote during the rapidly-closing current session of Congress, according to an informed spokesman. Other members from both parties made substantially the same statement.

Some members of the House reported misgiving about the proposed study because it would establish still another high-level government commission with no set timeline. While the proposed commission would be required to file a report within six months, they pointed out such a report likely would state the commission had not had sufficient time to complete its study. This could go on indefinitely, they felt.

Moreover, it has been learned that Democratic leadership in the Senate expressed misgivings about body's hasty approval of the Potter resolution [GOVERNMENT, July 14], even prior to the White House amendment. The fear was raised, according to information, that the proposed five-man commission would in all probability be "stacked" with four Republicans. This could come about through the manner in which the members would be appointed—two by the President and one each by the Vice President, House Speaker and FCC. The only sure Democrat under this alignment would be the commission member appointed by Speaker Sam Rayburn (D-Tex.).

Also last week, reports that the military had initiated the expansion amendment were denied by those close to the situation, both at the FCC and Electronic Industries Assn., supporters of the White House amendment. EIA called for an all-encompassing study of the spectrum last January in a letter to Dr. James Killian, special assistant to the President for science and technology.

Such a study should be conducted within the office of the President and lead to a unified national policy for radio spectrum allocations, EIA said. When the President, the Office of Defense Mobilization, sent his amendment of the Potter resolution to the House two weeks ago, EIA offered its full support and cooperation.

MOSS SUBCOMMITTEE CHARGES CONTINUED GOVERNMENT SECRECY

Citing 27 cases of "unjustified restrictions... removed" a House subcommittee report on secrecy in government last week lashed out at the continued smothering of the people's right to know. The Government Information Subcommittee of the Government Operations Committee, after an 18-month study, declared: "There is a persistent attitude on the part of many Government officials that it is best to do the people's business in secret."

The subcommittee is headed by Rep. John E. Moss (D-Calif.), who fathered the press secrecy bill which has passed both Senate and House [GOVERNMENT, August 4] and is awaiting Presidential action, which must come before the middle of this week.

In a letter to President Eisenhower last week, the Radio-Newsreel-Television Working Press Assn. urged that the bill be signed. "A veto of this bill," wrote the newsman, "...can eventually provide as scrupulous hands than yours, Mr. President, with a ready made tool for confounding and confusing both the working press and the public...."

Rep. Kilgore Appointed To House Committee Vacancy

A Democrat from Texas has replaced a Democrat from Texas on the House Interstate & Foreign Commerce Committee. Rep. Joe M. Kilgore, a member of Congress since January 1955, was named to fill the vacancy created by the renomination of Rep. Martin Dies. Rep. Dies is not a candidate for reelection to the House because of ill health and three weeks ago resigned from the committee.

Two members of the committee with primary opposition were renominated Tuesday (Aug. 9) by their respective parties. Rep. Morganoulder (D-Mo.), former chairman of the Legislative Oversight Sub-committee, won the 11th District nomination by nearly 5,000 votes (approximately 40,000 cast) over attorney Robert C. Smith. Republican Will E. Neal, the only West Virginia Congressman with primary opposition, led this opponent by better than two-to-one.

Vacations...

MINNESOTA'S 2ND INDUSTRY! Over 1,000,000 vacationers will eat, sleep, drive, fish, play and BUY... spending more than $55,000,000 THIS summer in KDAL-KDAL-TV land!

RADIO KDAL TELEVISION

Dominating Minnesota's Vacationland!
represented by

AVERY-KNODEL
INCORPORATED

NEW YORK  ATLANTA  DALLAS  DETROIT  SAN FRANCISCO  LOS ANGELES  CHICAGO  SEATTLE
**TV TURNS THE TRICK**

Oklahoma's Democratic candidate for governor, J. Howard Edmondson, spent $16,402.28 for tv time in a successful primary run-off campaign, according to figures filed last week with the state election board. This amounted to well over half of the $28,376.48 total Mr. Edmondson spent in a three week campaign. He also listed $2,238.40 for radio time and $4,763.29 for print advertising.

Mr. Edmondson had credited tv with making it possible for him to win. Of Edmondson's 29,482 votes, 13,624 were in the metropolitan tv market. Of the 29,482 votes, 13,624 were in the metropolitan tv market.

**Hutchinson, Car Wax Maker, Denies Duplicity in Tv Ads**

A Chicago manufacturer of an automobile wax has denied charges that his television demonstration deceives the public. Hutchinson Chemical Corp. and its predecessor, Herman S. Hutchinson, last week denied charges brought by the Federal Trade Commission in May that the firm fictitiously priced the car wax and that the tv demonstration deceives the public on the wax's capacity to protect the automobile's finish against heat and cold.

The FTC complaint charged as false, misleading and deceptive a tv commercial which showed a flammable liquid being poured on an automobile which had been finished by Hutchinson's "Waterproof Wax." The liquid is then ignited and cold water is thrown on the flame, extinguishing it. The finish is shown unmarrked.

The company said all elements in the demonstration "are fully revealed to the viewer," and no plausible man or woman knowing all these elements, is fully capable of judging for himself or herself whether the "ultimate fact" of the product's effectiveness is proved.

**Case Bill Asks Disclosure Of Assets, Agency Contacts**

Sen. Clifford P. Case (R-N.J.) August 1 introduced S 4223 requiring every member of Congress and employees of the Legislative and Executive Branches of the government earning more than $12,500 annually to list publicly their financial assets and income.

The bill also would require that all communications by members of Congress or others with regulatory agencies be made a part of the public record. The measure was referred to the Senate Committee on Rules & Administration.


**Harris Gets $60,000 To Continue Probes**

Rep. Oren Harris (D-Ark.) last week asked for, and received, from the House an additional $60,000 for his House Legislative Oversight Subcommittee to conduct investigations and hearings during the months Congress is adjourned.

In an accompanying justification of the extra money, the subcommittee stated it was needed "in connection with a heavy schedule of hearings to be held at Washington, D.C., and other points during adjournment of Congress." The subcommittee, formed to investigate the FCC and five other regulatory agencies, has now received $310,000 from the House. Its life expires, unless renewed by the House, with the beginning of the 85th Congress in January 1959.

As of July 1, the subcommittee had $69,000 remaining of its original $250,000 appropriation. It estimated over $128,000 would be needed to carry on its work between July and December. Earlier it had been reported the subcommittee had been given $100,000 by the parent Commerce Committee (CLOSED CIRCUIT, July 14).

However, this actually was the appropriation for the Commerce Committee's operation, some of which could be channeled into the subcommittee if needed.

Of the extra $60,000, the sum of $6,000 was requested for "witness fees and mileage of witnesses" for planned, but as yet unannounced, hearings during September and October. The months of November and December will be devoted to reviewing, summarizing and preparing reports on the activities and hearings, the subcommittee said.

The extra appropriation was voted last Wednesday (Aug. 6), without objection, following Rep. Harris' Monday request for the funds. Only comment during House consideration was made by Rep. Joseph Martin (R-Mass.), minority leader, who said the subcommittee should hire a minority counsel. Republican members said privately this was a good idea but no definite steps have been taken.

Also last week, the subcommittee released its report citing Bernard Goldfine for contempt of Congress for refusing to answer 22 of the investigators' questions. Mr. Goldfine's testimony did not concern broadcasting or the FCC. However, of future witnesses and efforts to secure information, the report said the subcommittee's effectiveness "will be seriously impaired if Mr. Goldfine is not proceeded against . . . . Already our subpoenas are being disregarded. Stalling and refusals to heed requests of the staff for information are increasingly evident."

The subcommittee already has aired mis-

**Music May Have Charms to Soothe the Savage Breast**

Music may have charms to soothe the savage breast and even some that are not so savage, but in a market the size of Greater Los Angeles, music can't hope to appeal to everybody.

It takes variety in programming to capture and hold the attention of all the individual minds that make up the collective market.

For 36 years, KHJ's foreground sound has had the necessary interesting, entertaining and varied programming to deliver listeners who pay close attention to the programs of their choice and to the commercials as well.

Never underestimate the variety of tastes that make up America's Second Market. Here is a medium programmed to satisfy them all.
conduct charges against individual commissioners, FCC grant of ch. 10 Miami to National Airlines (leading to the resignation of Comr. Richard A. Mack), the St. Louis-Springfield, Ill., tv situation and several station transfers. Investigations have been completed in several other FCC grants and presumably hearings on these cases will be held during congressional adjournment.

Stock Sales, Purchases Reported For Radio-Tv Firm Shareholders

Stock transactions by officers and directors of companies in the radio-tv and allied fields, as reported last week by the Securities & Exchange Commission (common stock unless indicated otherwise):

Admiral Corp.—Wallace C. Johnson in June purchased 1,880 shares, giving him a total of 4,080.

Allied Artists Pictures—Samuel Brody purchased 10,088 shares, giving him ownership of $5,226; George D. Burrows, 10,000 for 44,786 total; Sherrill C. Corwin, 10,000 for 28,000 total; Maurice Goldstein, 2,000 for 16,100 total; Edward Morey, 2,000 for 14,350 total, and Sam Wolf, 3,500 for 25,500 total. All transactions were made in June.

C & C Tv Corp.—Erwin H. Ezees in May sold the 1,500 shares he held. Matthew Fox, also in May, purchased outright 900 shares and received 20,000 shares in exchange for stock in National Phoenix Industries. Mr. Fox now owns 636,400 shares in C & C Tv of which 572,700 are pledged as collateral against loans.

Allen B. DuMont Labs Inc.—Armand G. Erpf disposed of 7,000 shares, leaving him with 1,000; Donovan H. Tyson sold 800 of his 1,000 shares, leaving him with 200. Mr. Erpf also disposed of 1,000 of the 6% convertible preferred shares he formerly held. These transactions were made in June.

General Electric Co.—William Rogers Herod sold 938 shares, leaving him with 9,076; H. A. MacKinnon purchased 900 shares, giving him 7,327 total, and Harold F. Smiddy bought 1,875 shares, raising his total-to 9,375, all in June.

Herold Radio & Electronics Corp.—Shepherd Freedland, in May, purchased 500 shares, giving him total ownership of 500.

Loew’s Inc.—Charles Braunstein purchased 200 shares in both May and June, giving him 2,000 total; Sol C. Siegel in June purchased 1,000 shares, the only stock he holds in Loew’s.

Magness Co.—Frank Freimann in June sold 2,000 shares held in trust, leaving 51,- 101 total; Richard A. O’Connor also in June, reduced his holdings to 51,917 shares by selling 6,000.

National Telefilm Assoc.—E. Jonny Graff in April exercised an option to purchase 1,000 shares and turned 600, leaving him with total of 1,900.

Paramount Pictures Corp.—Randolph C. Wood in June sold 16,200 shares, leaving him with total of 15,100.

Philco Corp.—Arthur W. Radford in June purchased 100 shares, giving him a total of 152.

Sylvania Electric Products—Matthew D. Burns in June sold 125 shares, leaving him with 1,230.

Traveler Radio Corp.—D. F. Shea in May purchased 600 shares, giving him 900 total.

Westinghouse Electric—Bruce D. Henderson in June sold 300 shares, leaving him with 500.

FCC Goes On Without Fund Bill Under Emergency Law of June 30

The FCC is operating normally despite last week’s Presidential veto of the $6 billion independent offices appropriation bill. Along with other agencies affected, the Commission is operating under a law enacted June 30 which permits agencies to continue operating at the rate specified in the Senate or House appropriation bill, whichever is lower.

The appropriation bill carried a fund of $8.9 million for the FCC. The June 30 law provided for operation until July 30. This was renewed to Aug. 31.

President Eisenhower’s veto was based on the claim the appropriation bill would add over $500 million to the deficit for 1959, containing money for the civil service retirement fund was not needed at this time.

Commenting on the Presidential veto, Chairman Warren G. Magnuson (D-Wash), of the Independent Offices Appropriations Subcommittee, said the action was regrettable and added that it “jeopardizes all independent agencies which in reality are arms of Congress.”

Judd Constituents Anti-Pay Tv

An overwhelming majority, 82.1%, of Rep. Walter H. Judd (D-Minn.), constituents are against pay tv, according to a survey released last week by the congressman. Rep. Judd, in a 23-part questionnaire asked: “Do you favor a system of pay television?”

Of more than 11,000 respondents, 82.1% were against toll tv, 7.5% for and 10.4% had no opinion. Broken down by party affiliations, 85.7% of the Democrats were against, Republicans 83.2%, Independents 83.6%, and those not falling under any of the three categories, 67.7% against.

Magnuson Submits Carrier Bill

Sen. Warren Magnuson (D-Wash.) Tuesday introduced a bill (S 4231) which would amend the Communications Act to permit the merger of American companies providing international cable and radio service. Mergers are authorized in the domestic telegraph field but now are prohibited in international telegraphic communications. Sen. Magnuson said the bill is being introduced late in the current session of Congress to give the Justice Dept. time to make recommendations by next session. If the measure becomes law, FCC approval would be required before two companies could merge.
WHAT IS A TIMEBUYER?

A timebuyer is a club-wielding sportsman who keeps ahead of the game by chipping away at his market list with verve and gusto.

WHAT DOES HE DO?
He buys WGBI radio

Scranton—Wilkes Barre

because the station has consistently increased its dominance over its combined market since 1925.

In the latest Scranton Wilkes Barre Pulse, WGBI has 45 per cent more listeners than "Station B" and 325 weekly quarter-hour wins—305 more than its closest competitor.

CBS Affiliate
Represented by H-R
Robert D. J. Leahy, a member of the FCC staff for 24 years, is retiring at the end of this month. With him will go the inside stories of a hundred-odd broadcast cases he worked on as the FCC's chief investigator and financial advisor to the Broadcast Bureau. His retirement is effective Aug. 31; at the moment he is on terminal leave.

Mr. Leahy will make his home in Clearwater, Fla., where he will engage in a consulting service on a regional basis. He will conduct station negotiations, appraisals, market analyses and research serving the four states of Florida, Alabama, Georgia and Mississippi.

The 55-year-old Mr. Leahy was born in Lebanon, Pa., and attended the Wharton School of Finance, U. of Pennsylvania; National U. and Benjamin Franklin U. in Washington, D. C. In 1927 after serving in the U. S. Navy, he joined the Post Office Dept. in Harrisburg, Pa. In 1930 he changed to the State Dept. In Washington and in 1934 was secretary to the U. S. Delegation on the North American Radio Conference in Mexico City.

In 1935, Mr. Leahy became associated with the FCC. During his years with the Commission, Mr. Leahy helped design the annual financial report required to be filed by broadcasters, was on the AT&T study in 1937, was a member of the five-man team which made the first network study in 1938 and participate in drafting the Chain Broadcasting Rules. In 1940, he was loaned to the Office of War Information where he conducted negotiations with shortwave broadcasters for the use of their facilities in America's psychological warfare efforts.

In post-war years, Mr. Leahy has been prominently identified with a number of FCC landmark cases: Lamb case, NBC-Westinghouse exchange, strike applications in tv, and the current network study. During World War II, Mr. Leahy served as a lieutenant commander in the Office of the Chief of Naval Operations in Washington.

Mr. Leahy, his wife, the former Margaret Kennedy of McLean, Texas, and their three children, will live at Taylor Ave., Fairway Estates, Dunedin Isles, Fla., outside Clearwater.

UHF-Only Television Proposed by Putnam

William L. Putnam, president of Springfield Television Co. (WWLP [TV] Springfield, WRLP [TV] Greenfield, both Massachusetts) announced last week a six-point plan to move all tv to the uhf band.

In essence, Mr. Putnam's plan calls for the Commission to (1) cease making vhf grants; (2) assign a uhf channel to all operating vhf stations; (3) renew vhf licenses for regular three-year period if renewals come up within one year—after one year, licenses will be renewed for only one year if the vhf outlet is also operating on assigned uhf channel; (4) permit use of translators so that tv can go into shadow areas.

The number of translators to be permitted each uhf station, Mr. Putnam explained, would be predicated on a zoning plan for each city. For each station in the city's Zone 1 where a difference of 500 ft. in terrain occurs within a 20-mile area, the station would be authorized one translator; in Zone II where a difference of 1,500 ft. in terrain occurs within 30 miles, two translators would be approved, and in Zone III where a difference of 2,500 ft. in terrain occurs within 40 miles, three translators would be authorized.

Mr. Putnam commented: "The FCC has done nothing but nibble at the fringes of the problem. It's about time they took a good, healthy bite. They are well aware of the fact that vhf can never provide a truly national competitive system, yet they are afraid to take the steps necessary to correct the unbelievable situation they have created."

Mr. Putnam asked: "Is the FCC, a government agency, interested in protecting the interests of private corporations or is it interested in seeing that the people of the United States, not 80% of them, but all of them, are provided with adequate television service?"

Both of Mr. Putnam's tv stations are uhf. He also is operating two translator stations in New Hampshire, and is merging with now-dark uhf WWOR-TV Worcester, Mass., with plans to resume operation there as a satellite of his Springfield outlet.

Bakersfield tv Applicants Merge

Former Northwest broadcaster Lincoln Dellar has asked FCC for withdrawal of his application for ch. 17 in Bakersfield, Calif., and competing applicant Kern County Broadcasting Co. filed modifications of its application to show a merger agreement whereby Mr. Dellar becomes 35% owner of Kern County. The move, however, does not obviate a competitive hearing for ch. 17 since there is third applicant, motel owners George King Jr. and Lloyd Hobbs (King-Hobbs Broadcasters).

Corwin Wins Decision on Default

Sherrill C. Corwin won an initial decision from FCC Hearing Examiner Basil P. Cooper last week for a construction permit for ch. 34 Los Angeles following the failure of a competing applicant to show up in person for the hearing (GOVERNMENT, July 21). This competing application of partners Frederick J. Bassett and William E. Sullivan, doing business under the firm name of K-UHF (TV), was denied in the same decision.

Mr. Corwin owns KBAY-TV San Francisco and KPAX (FM) San Bernardino, both California; 15% of KAKE-TV Wichita, Kan.; 10% of KPRO Riverside, KROP Blythe, KYGR Brawley and KREO Indio, all California.

Regulate All—if Any Say CATV Operators

If the FCC assumes regulation over community antenna tv systems on the grounds of "economic injury" to stations, it should apply the same type of regulation over all broadcasting, including tv translators and satellites, the National Community TV Assn. said last week.

NCTA and a group of 19 western microwave operators furnishing tv signals to CATV systems filed "reply comments" last week to comments made by tv broadcasters last month in the FCC's inquiry into the impact of community antenna and other "irregular" tv systems on regular tv broadcast stations (GOVERNMENT, July 14). The two statements noted that the FCC made no provision for reply comments in the inquiry, but asked the Commission to "accept and consider" their additional presentations.

The joint statement by a group of 19 western microwave operators was a legal brief rebutting tv broadcaster arguments that: (1) the FCC should consider the economic impact on tv broadcasters in deciding whether to grant common carrier facilities which furnish tv programs to CATV systems; (2) that such microwave systems do not furnish their services to all corners. The microwave group noted a microwave operator had offered his services to one station, but that this station asked for its own private microwave system instead.

NCTA said protection of tv stations from competition will bring utility-type regulation to tv stations if the FCC decides to regulate CATV systems and that the rights inherent in regulation. NCTA said it would help the FCC work out areas for regulation.

NCTA argued that broadcasters offered no concrete evidence of CATV impact on tv stations in "marginal" markets; that many tv stations are too small for profitable operation and that their losses shouldn't be blamed on CATV.

The community tv group charged that broadcasters who oppose CATV do so just to eliminate competition so they can enjoy a monopoly; that any action taken against CATV also should be taken against other competitors for audience (movies and other entertainment).

NCTA said CATV has not seriously hindered the carrying out of the No. 1 priority in the FCC's Sixth Order & Report on tv allocations (one tv service to as many people as charges that complaining tv broadcasters are afraid that their own service is not as good as the pro-
IF IT IS BIG AND IMPORTANT, IT'S ON WHAS-TV

WHAS-TV NEWS with Exclusive Daily Newsreel . . . Winner of the University of Kentucky-A.P. "Distinguished Leadership Award" and Sigma Delta Chi Award. 12:25-12:30 p.m. daily 6:15-6:30 p.m. daily 10:30-10:40 p.m. daily

WHAS-TV's nine-man news staff and 26 newsreel-reporter correspondents provide unmatched coverage of the BIG news . . . the southeastern Kentucky floods, the Prestonsburg school bus tragedy, the biggest private home robbery in U.S. history, and the $250,000 Federal Building fire.

The journalistic magazine THE QUILL devoted its May editorial, cover and three full pages to WHAS-TV's coverage of the Kentucky legislature.

When anything IMPORTANT happens in Louisville television, it happens on WHAS-TV. Viewers know it . . . and so do clients such as Shell Oil . . . and the Greater Louisville First Federal Savings and Loan Association which has sponsored the news EVERY night since WHAS-TV went on the air in March, 1950.

Your Advertising Deserves WHAS-TV Attention . . . with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV CHANNEL 11, LOUISVILLE 316,000 WATTS — CBS-TV NETWORK Victor A. Sholis, Director Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.
Farmers Ask Court To Review WDAY Case

Review of a case testing the liability of broadcasters for libelous statements made by a political candidate has been asked of the U. S. Supreme Court by Farmers Educational & Cooperative Union of America (North Dakota Div.).

The union last week asked the court to grant a writ of certiorari providing for review of a decision by the North Dakota Supreme Court in which WDAY Fargo, N. D., was held not liable for statements made by a candidate [GOVERNMENT, April 7].

Three questions are raised by the union in its appeal: Does Sec. 315 of the Communications Act relieve radio-tv stations from liability for broadcasting libelous statements by candidates when the statements defame a third party or a competing candidate? Did Congress intend to abate state laws covering liability? And does Sec. 315 deprive the farmers union of its liberty and property, including reputation, without due process of law? The union points out that two state supreme court decisions—North Dakota and Nebraska—are in conflict.

WGBB Long Island to Test Single-Sideband Operation

Authority for experimental operation with single sideband equipment to next Feb. 1 was given by the FCC last week to WGBB Freeport, L. I., which believes elimination of one of the two sidebands from an am carrier will result in reduced interference and therefore in increased coverage.

WGBB (1240 kc 250 w unlimited) is the first station of less than 50 kw to experiment with single-sideband and the first to follow through on the interference-coverage factor of the new technique. The FCC, in making the grant, asked for an interim progress report by Nov. 1 and a detailed report when the experimental period ends. Initial tests will be made from 1-6 am. to insure proper functioning, and subsequent tests when desired as long as WGBB's signal is satisfactory and does not interfere with other stations.

WGBB will use equipment of Kahn Research Labs, which will share costs. Although the station applied July 29 for experimental operation, the plan was worked out in advance with the FCC. WGBB believes single-sideband could reduce interference all over North America and thus make possible additional channels. Other stations which have experimented with single-sideband, also using Kahn gear, include KDKA Pittsburgh, WNSM Nashville, and WABC and WMGM New York, all 50 kw.

FCC to Quiz Radiotelephone Men

The FCC last week scheduled hearings on applications for renewal of licenses of four radiotelephone operators. The Commission said the four had refused to answer under oath certain questions in the renewal applications. It was understood that these questions pertained to membership in communist or other subversive organizations. The radiotelephone operators involved: Morton Borrow of Airdmore, Pa.; William C. Cronan, San Francisco; Alfred Newell Johnson, Berkeley, Calif., and Howard V. Trauman of Long Island City, N. Y.

Two Jacksonville Applicants Engaged in 'Ex Parte' Row

The seriousness of ex parte representations—where one applicant sees the presiding officer without the other applicant being present—has reached a new high at the FCC in a case involving two applicants for 550 kc in Jacksonville, Fl. One of the applicants has asked the FCC to disqualify the hearing examiner because the other applicant spoke to the examiner before the hearings began.

Involved are Joseph M. Ripley Inc. and Don Richardson. Both are seeking 1 kw daytime stations on 550 kc in Jacksonville.

Mr. Richardson sought out FCC Hearing Examiner Jay A. Kyle after the hearings were designated to ask some questions. Mr. Kyle warned him that he should not be talking to him, suggested that Mr. Richardson get his own lawyer and engineer.

The fact of the request was mentioned by Mr. Richardson during the hearings, and last week attorney Will O. Murrell Jr., representing the Ripley application, asked the FCC to disqualify Mr. Kyle because of the incident and also because the examiner indicated "pre-judgment" of one of the issues and "a lack of fairness" in the case of Mr. Richardson which has resulted in "preferential" treatment for him.

The hearings were closed May 12 (they began last January), but Mr. Murrell said he would be hospitalized and therefore unable earlier to file the motion to disqualify Mr. Kyle.

FCC Refuses to Reverse Stand On Radio Grants to Government

The FCC has denied requests for reconsideration of its April decision turning over portions of the radio spectrum to the government for military use.

The pleas were filed by Aeronautical Radio Inc., Air Transport Assn., a number of other aviation organizations and companies, telephone companies, RCA and other electronics firms, American Petroleum Institute and the National Committee for Utilities Radio.

The Commission held the change in frequency status was required for the national defense and therefore it was not required to issue notices and hold hearings as it normally would for changes of this sort.

In its final order last April [AT DEADLINE, April 21], the Commission deleted the availability of 890-942 mc for other than industrial - scientific - medical assignments. This band included standard radio studio-transmitter link band 925-940 mc; tv STL link (for audio) in 890-911 mc and fm STL bands 940-942 mc. It retains 942-952 mc for this purpose. Broadcasters operating in the deleted bands are permitted to remain, subject to interference from government usage.
KRON is TV in SF

San Franciscans are sold on KRON-TV

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*ARB, May-June, 1958

Share of Sets In Use
Sign On-Sign Off, Mon.-Sun.

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD
WQXR SETS UP NEW FM NETWORK

- 11 upstate New York fm affiliates join
- Full commercial operation starts Aug. 18

After several cautious attempts, fm will "go commercial" on the largest fm network yet assembled for this purpose next Monday (August 18) and with the blessing of several large national advertisers.

Key and guiding station of this newest fm network is WQXR New York, which in the mid-1930's pioneered fm "good music" radio and which now claims it has the country's most successful fm operation.

WQXR-AM-FM—owned and operated by the New York Times—will act as the network's principal station (Closed Circuit, July 28). It will feed its regular 17½ hour daily programming to 11 upstate New York affiliates: WFLY (FM) Troy, WKOP-FM Binghamton, WRRL (FM) Wethersfield (Buffalo), WRRA (FM) Ithaca, WJTN-FM Jamestown, WRRC (FM) Cherry Valley, WHDL-FM Olean, WHLD-FM Niagara Falls, WRRE (FM) Bristol Center (Rochester), WRRD (FM) De Ruyter (Syracuse) and WRUN-FM Utica-Rome. Five of the fm-only stations (all but WFLY) are operated by Northeast Radio Corp., Ithaca.

The five stations in Binghamton, Jamestown, Niagara Falls, Olean and Utica-Rome will divorce am and fm programming on a full-time basis. WQXR will continue simultaneous transmission of programs. While WQXR is the key station, WFLY Troy is the pivotal station: serving as the main relay point, WFLY also will act as a cut-off terminal where WQXR's local commercials will be cut out of the network feed. Additionally, WFLY will serve as the origination site for regional newscasts which will supplement national and international coverage offered by the hourly New York Times bulletins aired from New York.

With the rate card and affiliation agreements still in the process of being drawn up, WQXR, not ready last week to list the national advertisers signed for the new service. The station indicated that a number—said to exceed 10—would be announced "shortly.

The WQXR Network will commence operation next Monday starting at 7:30 a.m., and concluding at 1 a.m. Monday-Sunday affiliates for the most part will carry the complete WQXR program schedule, but—subject to certain predetermined "network regulations"—will also feature local programming.

The 550-mile-long network will cover 43 New York counties, four Pennsylvania counties (reached by WJTN-FM Jamestown) and certain border regions of Canada containing an estimated audience of 5.8 million or 1.8 million families outside of metropolitan New York City, officials said.

Although operating as a "network," WQXR and affiliates will not go to the extent of implementing "network option time," though it will maintain certain "station times"—three 30-minute segments daily, plus time for local and regional newscasts to bolster the Times coverage.

James Sondheim, former national sales manager of WATF-WATV (TV) Newark (now WNTA-AM-FM-TV), who took over as the network's sales manager, said there will be no "contingency buying." National advertisers on WQXR can enlarge their coverage by paying the network rate card (slightly higher than that now in effect at WQXR), but they will not be required to do so. They may buy the network separately by "getting on" at WFLY Troy. In short, there are no "must buys." Affiliation payments are still in discussion.

The rate card may be subject to revision later in the year. Its present form is being based on the latest available Pulse fm set count made for the upstate New York region. Figures are for 1953. They show fm to have a household penetration of 30.7%, but Mr. Sondheim said that in light of the rapidly-growing fm set market, this figure is "quite conservative." The new set-count to be made later this year probably will be jointly financed by WQXR and its affiliates.

The plan marks a return by WQXR to statewide fm broadcasting. The station's executive vice president, Elliott M. Sanger, recalled that in 1950-53 WQXR fed selected fm programs and newscasts to what was then called the Rural Radio Network—comprising 22 stations, 15 of which were am only—on a noncommercial basis. Mr. Sanger called this program "merely experimental." He added that WQXR now means business, hinting that plans are underway to expand the fm network beyond the boundaries of New York State.

Seven of the 11 stations over the past six months have installed new fm transmission equipment, some with sideband and multiplexing facilities.

WQXR sales officials point out that the WQXR Network concentrates only on urban areas. The network is also expected to make much of the expanding St. Lawrence Seaway market.

Key executives involved in the eight-month-long discussions included Mr. Sanger; H. Stilwell Brown, vice president of Northeast Radio Corp. (representing all clients).
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
DALLAS
NBC · ABC

the stations with "variety programming"

Radio service of The Dallas Morning News
Look who’s advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape® Recording. For Videotape cuts production costs to ribbons—brings “live local” spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

Broadcasting
TRY, TRY AGAIN

The WQXR Network would be the first full-time intra-state commercial fm operation of its kind. Its only rival is the recently-organized Concert Network on WBCN (FM) Boston, WHCN (FM) Hartford, WNCN (FM) New York and WXCN (FM) Providence owned and operated by General Broadcasting Corp., Boston. The latter is not a full-time operation in that save for 24-hour WNCN New York, the other three stations maintain an 11 a.m.-1 a.m. schedule. The first move in fm networking came in 1947 with an east coast fm network—Continental Network—which went out of existence several years later. The upstate New York Rural Radio Network is semi-commercial in that this grouping of Grange-owned fm stations carries local advertisements surrounding news, weather and crop reports. It does not take national advertisers. The most recent move towards setting up a national fm operation on a full commercial basis was taken last December when Mutual Broadcasting System announced plans to establish a chain of fm owned-and-operated fm stations [Networks, Dec. 30, 1957]. Following the resignation in January of MBS President Paul Roberts, the plan was shelved.

11 affiliates; Norman S. McGee, WQXR sales vice president; Walter Neiman, executive assistant to Mr. Sanger and Mr. Sondheim.

ABC-TV Installs Equipment To Speed Clearance Service

New people and new equipment are being put into service in ABC-TV's station clearance department to improve service for the network's affiliates and clients, Donald S. Shaw Jr., director of tv station clearance, announced last week. He said the ABC-TV cooperative program department, headed by Theodore Grant, will be moved from program department supervision and made a part of the station clearance unit, and that John Sullivan of station clearance has been named account representative for commercial shows, responsible for clearing all Monday-Friday daytime programs up to 5 p.m.

In addition an IBM Cardtype unit has been installed to speed the flow of clearance data to other ABC-TV departments. This will be under the supervision of Harold Geary, supervisor of radio and tv station compensation, assisted by Stuart Ullman, billing control clerk. Mr. Shaw said the changes “will enable affiliates to look to one department of the network for all programming information” and should bring “increased efficiency for both clients and stations.”

ABC Radio July Sales Hit Five-Year High for July

ABC Radio sales in July topped any previous high for that month in the past five years, John M. White, director of network sales, reported last week. It was understood business in July represented $1.5 million in billing.

Mr. White disclosed eight new advertisers signing in the past two weeks, two renewals and extension of an advertiser's contract. Together with previously-announced advertisers, the total for the month hit 13.

Six new advertisers signed for segments...
NETWORKS CONTINUED

in Don McNeil's Breakfast Club (Mon.-Fri., 9-10 a.m.) including Angostura-Wupperman Corp. (aromatic bitters), through Foote, Cone & Belding; Magla Products Inc. (ironing board covers), through Edward Lieb Adv.; Mentholatum Co. (Mentholatum Smoker, Thompson & Magla, Inc., Musselman Co. (food products), through Arndt, Preston, Chapin, Lamb & Keen; Puritan Corp. (air freshener), via Maxwell Sackheim & Co., and J. A. Wright & Co. (Wright's Silver Cream), via Charles W. Hoyt Co. Two signings for news broadcasts on Daly and The News Mind strip: Cadillac Motor Div. of General Motors, through MacManus, John & Adams, and Beltone Hearing Aid Co., via Olian & Bronner. GMC Truck & Coach Div. of GM is extending its sports sponsorship on the network to newscasts (agency is Kudner).

Mr. C. Layne, general manager of KID-TV Idaho Falls, and Beltone Hearing Aid Co., via Milton Carlson Co., for its program of the same name, and Dr. Thomas Wyatt for Wings of Healing through Century Adv. Agency.

Idaho-Montana Group Form Six Station TV Network

A six-station tv network, formed to bring programs of the national tv networks to residents of Idaho and Montana, will begin operating about September 1, according to Gordon Glasmann, general manager of KLIX-TV Twin Falls, Idaho. Other members of the new network, to be known as the Skyline Network, will be: KID-TV Idaho Falls, and Montana stations KXXL-TV Butte, KXLL-TV Helena, KFBB-TV Great Falls and KOOK-TV Billings.

Three Salt Lake City stations: KSL-TV for CBS, KTVT (TV) for NBC and KUTV (TV) for ABC, will feed programs to the Skyline Network, which is already operating between Idaho Falls and Billings and between Butte and Helena and which are being installed between Salt Lake City and Twin Falls, Butte and Idaho Falls, and Helena and Great Falls.

Ed Craney, president of KXLF-TV, Arthur Craney of KID-TV, and C. N. Layne, general manager of KID-TV, are organizers of the Skyline Network with Mr. Glasmann, A. L. Glasmann of Ogden, Utah, and George C. Hatch of Salt Lake City are also active in the new organization.

A second corporation, Skyline Advertisers Sales, has been formed to handle national sales for the network. Mr. Layne is now on a sales trip to New York.

MOMMY'S HELPERS

MBS's "answer man," Bruce Chapman, has announced that a survey made by his organization in 16 cities indicated that advertising agencies should revise their slants in their broadcast commercials and printed ads for soaps and detergents. It was revealed that men and children as a group washed 28% of America's dishes and dried 39%. Mr. Chapman recommends: "Pitch dish-pan hands to men and children too.

PERSONNEL RELATIONS

MGA-AMPP Make History With Contractual Meet

Last Wednesday (Aug. 6), when representatives of the Assn. of Motion Picture Producers and the Musicians Guild of America began to negotiate a contract for motion picture musicians, it marked the first time in more than 50 years that musicians have been represented in any major bargaining matter by any organization other than the American Federation of Labor.

Allied Artists, Columbia, Walt Disney, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, Universal and Warner Bros. are the studios involved in these negotiations. The meetings begin Wednesday will continue on a daily basis until either a contract has been concluded or the negotiators agree that they cannot come to any conclusion.

Meanwhile, the National Labor Relations Board hearing on MGA's petition for an election of a bargaining agent among musicians employed by independent motion producers is scheduled to resume tomorrow (Aug. 12) [PERSONNEL RELATIONS, July 28] both AFM and MGA consented to the election among musicians employed at the major network, July 14 (June and July 16), but AFM is now opposing the MGA petition for a similar election in the independent picture production field. MGA has announced plans to petition for bargaining agent rights for musicians employed in network radio and tv and in recordings before they can sign a current AFM contract early next year.

Proposal of new contract terms submitted to the motion picture companies by MGA differ in two important respects from the traditional AFM pattern. The guild plan eliminates demands for payments into the Musicians Performance Trust Fund which for the last decade have been required by AFM. It also does away with "outmoded feather-bedding procedures," according to MGA chairman Cecil F. Read. In a letter to Charles Boren, AMPP vice president in charge of labor relations, in advance of the start of negotiations, Mr. Read said that along with the elimination of Trust Fund payments and feather-bedding, MGA also was "offering incentives to producers to eliminate practices of foreign recording and the use of library track and/or canned music in motion picture production and making live music available at a cost and under working conditions which producers will find both financially and artistically desirable."

Musicians will benefit from the MGA type of contract through increased employment and increased wages or "direct health, welfare and pension benefits, rather than the diversion of a substantial portion of their earnings to a trust fund not to their own use and benefit," Mr. Read declared. The public, he said, also will benefit through higher standards of music for theatrical and especially tv films.

Membership of Hollywood Local 47 of AFM have added phonograph recording to the quota system for working musicians, voting 303 to 146 to establish four 3-hour recording sessions a week as a quota. Musicians employed in other fields who have reached their quota may work two 3-hour record sessions a week; those not reaching their quota in other fields may work three 3-hour record sessions and a musician working exclusively in recording may work up to six 3-hour sessions a week.

Some members of the local have protested the extension of the quota system to recordings, stating that instead of dividing this work among more members of Local 47 they might use three 3-hour record sessions and a musician working exclusively in recording may work up to six 3-hour sessions a week.


Audio tape recording processes which enable "smart promoters" to circumvent U. S. labor laws regulating the use of foreign labor have "forced" the American Federation of Musicians in both the U. S. and Canada to seek means of "mutual protection" abroad, it was reported last week in New York.

At a Thursday (Aug. 7) news conference. AFM President Herman D. Kenin said the union would meet in Zurich Aug. 15-16 with union musicians of Great Britain, Sweden, Denmark, Finland, Iceland, Belgium, Italy, Austria, France, Switzerland, West Germany, Mexico and Argentina.

The purpose of the sessions is to draw up a six-point pact that will, in part, insure international cooperation in event of a strike or lockout involving any of the signatories, prevent the use of musicians in making "general purpose" recordings (for example, tapes designed for use in dubbing or background music); forbid the hiring of union personnel for recording sessions unless specifically designated that sessions were for "specific purposes," that is, consumer discs; outlaw the use of musicians employed in tv fields to work on soundtrack in cases where the major portion of such a feature was filmed outside of the country or countries in which the music scoring takes place.

Mr. Kenin said "an emergency" exists. The law, he maintained, "has failed to keep up with the swift development of electronics." Musicians everywhere, Mr. Kenin went on, "have come to realize that unlike the plumber, the carpenter or other craftsmen, they can be separated from their profession, often surreptitiously and too often permanently, by the unbridled use of mechanics."

NBC Publicists Pick Wage Plan

Publicists at NBC Hollywood, members of NABET, voted 8 to 6 to take a straight wage increase without overtime in place of a smaller increase (by about $75 a month) with overtime. In the top salary bracket, for publicists who have been with NBC four years or more, monthly wage rises from the present $687.50 to $810.31 now and to $830.94 in August 1959. Under the alternative plan, publicists would have received a 7 1/2% boost, with overtime at time and a half continuing as before.
We offer you a large share of the Northeastern Ohio buying audience

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

For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans.

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

So reach your real buying audience through WGAR.
June Set Output Up, But Below 1957

Production and sales of radio and tv receivers during June were above the May levels but below the 1957 trends, according to Electronic Industries Assn.

Half-year radio production in 1958 totaled 4,961,293 sets compared to 7,187,294 in the first six months of 1957. Auto sets fell from 2,834,676 units in the first half of 1957 to 1,464,519 in the same 1958 period.

Retail sales of radios totaled 2,964,338 sets in 1957. In 1958, sales to retailers were above the 1957 level, reaching $176,261,592, compared with $191,578,367 in 1957. It also showed earnings of $17,646,665 as against $19,692,980 for the first half of last year in its latest financial report released Tuesday (Aug. 5). Second quarter sales of $91,354,230, though slightly below these for the same period last year, exceeded the $85,207,362 recorded for the first three months in 1958. Similarly, earnings reached $9,747,291 for the quarter, surpassing the $7,899,374 for the previous three-month period.

But Herbert P. Burke, 3M president, credited improved earnings to increased volume and "continued progress in improving many phases of our operations." Part of the strong showing in the second quarter was due to increased sale from industrial and magnetic tapes and other products, he commented. Among new products introduced in the second quarter, he noted, were three new "Scotty" brand magnetic recording tapes for instrumentation applications.

New Pocket Equipment Introduced by Motorola

Pocket radio receiver and transmitter units and a new mobile radiophone were unveiled last week by Motorola Communications & Electronics (subsidiary of Motorola Inc.), Chicago electronics manufacturer.

The "Handie-Talkie" pocket receiver, weighing 10/12 ounces, utilizes 17 transistors and can be carried in a shirt or coat pocket or on a person's belt. Measuring 6 inches long, 2 1/2 inches wide and 1 1/8 inches deep, it is designed for use by military, construction, police, fire, refining and other personnel. Another model of the unit has a selection feature to pick up messages intended only for the user, even though they are fed on the same frequency. The portable transmitter weighs 46 ounces and also can be carried on the belt.

Motorola's mobile radiophone (called the Motrac) uses less than two amperes of electricity while on "standby" and can be installed behind the dashboard or in the trunk of a car. Incorporating more than 20 transistors, the unit provides completely transistorized receiver and power supply. Motrac weighs 25 pounds and measures 3 x 11 x 17 inches.

Western Union Buys Into Gray

Western Union Telegraph Co., New York, last week (Aug. 6) announced it will acquire a one-sixth stock interest in Gray Mfg. Co., Hartford, Conn., manufacturer of electronics equipment including TV op-
tical projectors, transcription turntables, tone arms and high-fidelity components. The move, whereby WU will exchange 20,000 shares for 60,000 shares of Gray, was explained jointly by WU President Warner P. Marshall and Gray President John W. Wibel. They described WU’s interest in Gray as the latest step in a program of "selective diversification" in electronics and allied fields.

Zenith-Developed Radio Tube May be Adapted to TV Receivers

A wide-band, low-noise, high-gain amplifier radio tube with possible application to vhf-uhf television was unveiled Wednesday (Aug. 6) by Zenith Radio Corp.

Immediate purpose of the device, Dr. Alexander Ellett, Zenith research vice president, said, is to extend the effective range of military defense radar and intercontinental missile guidance earth orbit tracking systems. The Zenith unit and its auxiliary components, like most radio tubes, form a "small package," he added, and can be used in connection with existing uhf and microwave receivers. If adapted to vhf-uhf television, he claimed, it would produce "substantial improvements in areas where reception is marginal. Zenith plans commercial production "as rapidly as possible" and has applied for patent protection.

The tube is four inches long and is completely unilateral and unconditionally stable, Dr. Ellett said. It utilizes a principle developed by Dr. Robert Adler, Zenith associate research director, and the company’s research physicists, in cooperation with Dr. Glen Wade, Standford U. A certain mode of motion on an electron beam (or so-called fast wave) permits interchange of input signal and beam noise in a coupler, it was explained. The fast wave, not usable in conventional amplifiers where all external power is supplied by direct current, is amplified with the help of externally applied alternating fields. The device can boost a signal without adding significant noise, according to Dr. Ellett.

Manufacturing Shorts

Amplex Corp., Redwood City, Calif., announces shipment of videotape recorders (VR-1000) which reproduce magnetically television sight as well as sound to KLZ-TV Denver and WTIC-TV Hartford, Conn.

International Film Bureau Inc., Chicago, introduces "Foster Rewind," machine designed to increase film inspection speed. It is allegedly only machine that winds to right and left under motor power. Electric powered table unit winds 16, 35 and 8 mm film of reel, core or flange as needed. Operators have both hands free to inspect film while machine is in operation as both direction and speed of film travel are governed by foot pedal pressure.

Litton Industries Inc., Beverly Hills, Calif., has announced completion of exchange of 100% of outstanding stock of Airtron Inc., Linden, N.J., for undisclosed amount of Litton common stock. Airtron (electronics parts) will take over portion of Litton’s Components Div. plant in L.A. as west coast manufacturing facility and sales headquarters. Airtron president David Ingalls, named Litton v.p., will continue as president and chief executive officer of Airtron as it becomes operating division of Litton with headquarters in Linden.


Sylvania announces addition to its distributor line of variety of PNP large signal audio power transistors, designed for use in auto radios. Each uses hermetic-sealed, welded, diamond-shaped JETEC TO3 package. Also announced were two seven-pin miniature tubes, developed for operation as RF amplifiers in automobile receivers where plate grid voltages are supplied directly from automotive storage battery.

ORRadio Industries Inc., Opelika, Ala., announces record month in July with sales of Irish Recording Tape up 89% over July 1957. Announced also that 1957-58 fiscal sales showed 49% gain over 1956-57 figures which were, in turn, 63% above previous year.

"Nonsense! It’s been dead for years!"

Many a slumbering situation can blow up like Vesuvius, burying the unwary who never knew what was coming. Things like this happen in the high-speed business of TV and radio advertising. That’s why its decision-makers count on Broadcasting as their surest seismograph to signal developments and give them the fullest, most accurate coverage of everything new. Their working partner can be yours—and for the get-acquainted pittance of $3.00 to bring Broadcasting every week for 26 weeks. Send name and address; we’ll bill later.

Trade Assns.

Canon 35 May Be Topic Before ABA Convention

The right of broadcasters to cover court trials will come before the American Bar Assn. again at its annual convention in Los Angeles late this month.

A move to retain ABA’s anti-broadcast and anti-photo rule—Canon 35—will be made when the association’s governing body, the House of Delegates, holds a four-day session starting Aug. 25. The house will meet in the Pacific Ballroom of the Statler Hotel.

Canon 35 was debated at the winter session of the house, held Feb. 24-25 at Atlanta, with media representatives appearing on the floor for the first time in history [TRADE ASSOCIATIONS, March 3]. At that time Robert D. Swezey, WDSU-AM-TV New Orleans, spoke for broadcast media. He is an ABA member and chairman of the NAB Freedom of Information Committee.

Mr. Swezey will attend the ABA Los Angeles meeting but there is no indication on the house agenda that the subject will be debated again. The matter came before the Atlanta meeting when a report was submitted by a special committee of the American Bar Foundation, which recommended minor changes in Canon 35 that did not remove the ban against broadcast or photographic reporting of court trials.

A letter from Mr. Swezey has been sent all house members in advance of the Los Angeles meeting. The letter includes a copy
of the NAB Code of Conduct governing broadcast reporting of public proceedings. Richard P. Tinkham, of Hammond, Ind., acting chairman, is expected to submit a report for the ABA’s Bar-Media Conference Committee. The former chairman of the committee, Judge Walter M. Bastian, of the U. S. Court of Appeals, District of Columbia, has resigned. The other member of the bar-media committee is Judge Shackelford Miller Jr. of Louisville.

At Atlanta this committee recommended that ABA commission an impartial agency to investigate the effect of courtroom broadcasting and photography on conduct of trials and possible influence on public opinion which in turn might affect trial participants, judges, lawyers, witnesses and juries.

The proposal for a research project failed to develop any enthusiasm at Atlanta.

LIVE TV—FROM OVER THE SEA—IS HERE

Yes—here today! Live TV is being "beamed" far over the horizon between Florida and Cuba—a clean, sharp picture with clear, faithful sound—television at its best, and at unheard-of long range.

This Miami-Havana link—using radio equipment designed by ITT—is regarded as the outstanding radio achievement of the year. It is a miraculous new method of communication—transmitting not only the TV "signal" but hundreds of telephone conversations at once. It means that worldwide live TV is fast on the way.

A revolutionary new system
Some day you'll be tuning in London—or Tokyo—or Rome—or Rio. Not on film, not on tape—but live. It's all possible now—thanks to a revolutionary new transmission system called "broadband" over-the-horizon microwave, developed by ITT engineers.

It recalls another important "first" for ITT in microwave radio. 27 years ago, ITT engineers beamed the first microwave signal across the English Channel—by line of sight—and ushered in a new age in communications. But broadband over-the-horizon microwave is something different—something new. A powerful signal is beamed far into outer space. Some of it is reflected by the troposphere. This part bounces back to earth, and is gathered in by huge, sensitive antennas.

One of many ITT contributions
Thus ITT makes another far-reaching contribution to television. There are many more. High-gain antenna systems to increase coverage. Special coaxial lead-in cables. Studio-to-transmitter and inter-city links. And, at the heart of all modern television lies a group of important basic inventions by outstanding members of the ITT technical staff here and abroad. Of importance in every phase of television, these inventions benefit the whole industry.

Watch your TV screen . . . for over-the-sea entertainment . . . news . . . history . . . live.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N.Y.

Farnsworth Electronics Company • Federal Electric Corporation • Federal Telephone and Radio Company • ITT Components Division

ITT Industrial Products Division • ITT Laboratories • Intelex Systems, Inc. • International Standard Electric Corporation

Kellogg Switchboard and Supply Company • Royal Electric Corporation • American Cable & Radio Corporation • Laboratories and Manufacturing Plants in 20 Free-World Countries

... the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 operating companies and 190,000 employees.

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Cincinnati’s Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY
CINCINNATI, OHIO

On the Air everywhere 24 hours a day—seven days a week
there's only one shortcut to sales success in WBEN-TV land

it's on channel 4... where your TV dollars count for more!

Planning a trip to the promised land of profitable promotion? Then, be sure to route your TV dollars through WBEN-TV land. Take Channel 4 all the way, for no other area station delivers so large an audience, so consistently; and routes you through every important segment of this big spending market. It's a tour de force—Channel 4's ability to reach and sell the 4,000,000 consumers in WBEN-TV land. Call HARRINGTON, RIGHTER and PARSONS, our national representatives and let them map out your itinerary.

WBEN-TV CBS in Buffalo
THE BUFFALO EVENING NEWS STATION
RKO TRIMMING TO STRESS O&O'S

- New firm to take over film
- Music interests up for sale

RKO Teleradio Pictures' intention to concentrate more heavily on its owned-and-operated stations was pointed up in two developments last week.

Formation of a new company to take over development and sale of all film properties currently owned or distributed by RKO Television was formally announced, and plans to sell RKO Unique Recor Company and music publishing interests were confirmed by knowledgeable sources.

The sale of RKO Unique Records and music publishing interests to a group headed by John Begley, a key RKO executive in this field, was reported to be in the process of negotiation.

Already completed is the formation of a new, independent firm to take over the RKO Television film properties. The company is Show Corp. of America and is composed of key executive personnel of RKO Television, headed by Robert Manby, former RKO vice president [CLOSED CIRCUIT, Aug. 4].

Others are Peter M. Robec, general sales manager of RKO Television since 1954; Nathan Keats, on the RKO Teleradio executive staff since 1956 and in charge of programming on the RKO advisory committee for two years before that; Friedrich Schneier, executive staff member of RKO Teleradio and director of marketing services for RKO Television since 1956; William Finckeldey, syndicated sales manager for RKO Television and account executive handling major New York and Chicago agencies since 1954, and Max Bradbard, eastern sales manager of RKO Teleradio since 1956 and account executive for film sales at General Teleradio before that.

Mr. O'Neill and Mr. Manby announced formation of the new firm. While they won't say so, it is understood that RKO Television will in effect cease to exist.

Mr. O'Neill said: "While outside individuals and interests, aware of our concentration on RKO's growing broadcast organization, have sought to acquire our television film assets, this move gives us the best possible assurance that the RKO Television inventory will be handled efficiently and economically.

"RKO Television's executive personnel will be moving to SCA intact. Because these men are fully familiar with the product and have lived with each property since the inception of the program idea, we are confident that their best efforts will continue in turning this inventory to account."

Mr. Manby said that "while immediate concentration [by SCA] will be on the production and sale of the balanced inventory now owned by RKO Television, long-range aims embrace development of new properties in the several related fields of entertainment for which our experience and interests give qualification." He said, "The producers who are partnered with RKO in some of the properties we will handle have approved the change-over."

The properties include "El Coyote," produced by Ken Murray; "Heidi," a combined tv and motion picture venture produced by William Cruikshank; "No Gun No One," a new animated tv series created by Al Capp; "The Abbey Players," a series of six full-length features and the "Showcase Package" of 18 new-to-tv features including 15 produced since 1948.

Mr. Manby said that "though completely independent of RKO, SCA will continue temporarily to operate from its current offices at 1270 Avenue of the Americas. For present it will also use RKO-TV's phone number: Judson 6-5050.

Authors to Script 'Naked City'

The first 16 segments of The Naked City, starting on ABC-Television Sept. 30, will be scripted by seven authors, well-known in their own fields but who have never before written for television. Herbert B. Leonard, and Sterling Silliphant, the series' producer and associate producer, respectively, chose each writer for his "ability to tell a short story and his familiarity with New York City—the locale of the series." The writers are Meyer Berger, New York Times; Robert Sylvester, novelist and New York Daily News columnist; S. Clair McKelvey, New Yorker magazine; Charles Jackson, author of The Last Weekend; Sam Ross, novelist; Tom Gallagher, Pageant magazine, and Edmund G. Love. Mr. Silliphant will write the remaining 10 or the initial 26 segments. The Naked City will be sponsored by Brown & Williamson and Quaker Oats.

Disney Up $11 Million in 9 Months

Consolidated gross profit for Walt Disney Productions, Burbank, Calif., for the nine-month period ended June 28 was $34,332,133, up $10,882,312 over the same period of last year. Net income for the period increased $7,116,020; film rentals rose $1,575,625 and Disneyland Park, not included last year, was credited with $7,243,181 of the increase. Net profit for the nine-month period was $2,900,094, or $1.89 per share of common stock, after provision for taxes, compared with a net of $2,347,745, or $1.57 per share, the previous year. Third quarter (of Disney's fiscal year) net was 85 cents a share, compared with 54 cents for the same quarter the year before.

CBS-TV Film Sales Up

CBS Television Film Sales shows a 50% sales increase for the first six months over the same period in 1957, a 44% increase in sales force and a 60% addition to service personnel, John F. Howell, general sales manager, announced last week.

"The upsurge in business for CBS Television Film Sales in the last six months reflects a sound, growing business," Mr. Howell said, noting the firm has over $3 million in production commitments for several first run series to be offered in October-November for January 1958. "When
avoid double trouble
NO SLIGHT INTENDED

Despite findings of Sindlinger & Co., Ridley Park, Pa., telling Uni-

eral-International Pictures executives that there were still a number of

ticles lying in the vaults that would get a paying theatrical audience, U-I

won’t use the report as anti-tv am-
nunition, it has declared. Sindlinger

was retained by U-I to ask exhibitors and the general public what post-1948

Universal pictures should be dusted

d off and, if re-released, would pay at the

box office. Result of the survey: up-

coming re-release of four U-I films in
two double-header programs—James

Stewart’s “Bend of the River,” Greg-

ory Peck’s “World in His Arms,” Ty-

drone Power’s “Mississippi Gambler”

and Bill Mauldin’s “Up Front.” Said

U-I spokesmen about it: “We hadn’t

the slightest intention of applying these

findings to tv; we merely wanted to

explore the possibilities of making our

film vault properties pay off.”

a company has this kind of money in-

olved, it is a strong indication that its

faith and optimism for the syndicated me-

dium are more than verbal.” Mr. Howell

added.

It now has 28 series exclusive of CBS

public affairs shows, totalling the largest
catalogue ever offered by the company.

RANDOM SHOTS

MCA-TV Ltd., in association with John

Jacob Loeb and Carmen Lombardo, has

packaged Seems Like Old Times, musical

program featuring Guy Lombardo band.

Independent Television Corp., new British-

American combine of the Jack Whater

Organization, Beverly Hills, and Associated

Television Ltd., London, reports temporary

offices in Roosevelt Hotel, N.Y. Walter

Kingsley assumes duties as president.

Screencraft Pictures Inc., N.Y., distributor of
tv film programming, named exclusive
distributor of Terry Tell Time, 15-minute

children’s show featuring Bunnin Puppets

tv personality Carol Reed.

Dalton of America (woman’s sportswear),
Cleveland, offers 20-minute documentary
“The Art and Beauty of Cashmere” for free

distribution. In color and sound, film tells

how the cashmere fleece is gathered, then

processed, dyed, spun and knit into sweaters.

Loan requests should be forwarded to Dal-
ton office in New York at 1407 Broadway.

Desilu Productions, Hollywood and Culver

City, Calif., has placed its three-studio fa-
cility at disposal of its newly-expanded

Commercial Film Div. for production of in-
dustrial, commercial and documentary films.
Executive administration of Commercial

Film Div. will be handled by George Mur-

phy, v.p. in charge of public affairs.

PROGRAM SERVICES

C-C Tv Wins Heavyweight Rights;
Radio’s $180,000 Turned Down

Closed-circuit television claimed a knock-

out in radio last week when TelePromp-

Ter Corp. said it had refused to sell its
radio rights to three advertisers—report-
edly ready to offer an estimated $60,000-

$75,000 apiece to air the Aug. 18 heavy-

weight championship bout in Los Angeles
between Floyd Patterson and Roy Harris.

Reason: TelePrompTer feels that with-

out radio coverage, its closed-circuit tv
attendance can only go higher.

TelePrompTer President Irving B. Kahn
said his company already had arranged for

C-C showings in 151 theatres and arenas,

and seats set aside already outnumbered by

500,000 those available for last March’s
Sugar Ray Robinson-Carmen Basilio fight.

(TelePrompTer officials cited that middle-

weight bout as a “typical example” of what

might conceivably have happened had they
held radio rights. CBS Radio broadcast the

fight under sponsorship of Philip Morris’
Marlboro cigarettes; Nielsen figures, the

TelePrompTer spokesmen noted, showed a
tune-in audience of 20 million. “Had only

1% of this audience been deprived

access to radio and had this number then

paid to see the fight via closed-circuit

at an average of $4 a ticket,” they said,

“we could have increased our box office

by $800,000.” The Robinson-Basio fight

clered $1.4 million for TelePrompTer,

drawing 364,876 fans or “75% capacity,”

Mr. Kahn explained.

He declared that in talking to the po-
tential radio advertisers and networks,

TelePrompTer tried “to get them to relate

the price they would pay us to the size

of the audience, but they wouldn’t go

along with it.” Mr. Kahn noted that by

eliminating radio “from the picture in this

instance, we would have a better way of
evaluating values in future fights.” The

prospective advertisers were not identified.

PROGRAM SERVICE SHORTS

Ampex Corp., Redwood City, Calif., is
sending information about tv programs be-
ing syndicated via videotape to stations

equipped with Ampex VR-1000 videotape
recorders. First notice of new service lists

DOUGH IS RIGHT

The sales curve on games patterned

after television shows continues up-

ward. The latest report comes from
Charles S. Raizen, president of Transo-

gram Inc., and Robert R. Max, man-
ger of California National Production

merchandising division on a new “junior” Tic Tac Dough

game (named after the NBC-TV quiz show)

for children ages 7-10. Sales of the

original game now are approaching the

$1 million mark.

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WOR UNDAUNTED

WOR New York reported late Thursday (Aug. 7) that it would broadcast the Patterson-Harris heavyweight championship match the night of the fight not from ringside but on a recreated basis. The bout will be held in Los Angeles. The broadcast will go on at 10:15 p.m. in New York. Sportscaster Stan Lomax will handle the round-by-round re-creation.

WGN-TV Chicago’s Ding Dong School, KTTV (TV) Los Angeles’ Divorce Court and KENS-TV San Antonio’s Don Mahoney Ranch Party as currently available.


WNFC Fayetteville, N. C., has been granted Muzak Corp. franchise under name of Cape Fear Electronics Co. Operation will supply Muzak background music service to Fayetteville, Sanford, Dunn, Clinton, Lumberton, Laurinburg, Southern Pines and Pinehurst— all North Carolina.

ASCAP and Storecast Corp. of America, N.Y., have signed license agreement for performance of ASCAP music in U.S. Nearly 600 supermarkets use Storecast services via FM stations from Middle West to New England. Agreement was negotiated by J. M. Collins, ASCAP sales manager, and Stanley Joseloff, Storecast president.

Radio Recorders, Hollywood, has acquired three-story block-long building to house new stereophonic recording studios. Custom recording firm, which provides studio facilities for many phonograph, radio spot and TV sound tracks, will continue to operate present studios at 7000 Santa Monica Blvd. Present plans are to open new stereophonic facilities, expected to cost $200,000, early this fall.

Phil Davis Musical Enterprises, New York producer of radio TV jingles, announces change of address to 59 E. 54th, New York 22, effective Sept. 1.
Your salesman on sight to more than 3 million people in

THE SOUTHEAST'S BIGGEST, RICH MARKET

OVER 3,228,490 OF US

WSJS TELEVISION
WINSTON-SALEM

Put your salesman where he can reach the largest
number of potential customers, the 3 million plus people
with over 4 billion dollars to spend who live
in the 75 county WSJS market.

Winston-Salem
Greensboro
High Point

Call Headley-Redd
CANADA FALL TV NEARLY SOLD OUT

- All but 1 1/4 hours of total 19 taken on network shows
- Season 'not slow,' CBC says; bulk of sales to old sponsors

All but 1 1/4 hours of the total 19 hours of weekly evening television network time had been sold by July 31, Canadian Broadcasting Corp. officials told Broadcasting. There was a good possibility that the remainder would also be sold by the time the fall network schedules start.

"We are slightly ahead of last year this time in television network commercial sales," Peter McDonald, CBC director of English-language tv network programming explained. "It has not been a slow buying season for evening network programs here. While some of the smaller advertisers have dropped out, we have been able to sell more time to other advertisers. To date we have not tried too hard to sell new advertisers, giving preference to our former advertisers. Vacant time is now under negotiation and discussion with new advertisers."

Under CBC policy news and opinion television does not participate commercially, and some dramatic and cultural shows are not sold, except on an infrequent basis. Unlike U. S. networks, there are sustaining evening periods on the CBC network, this accounting for the total of only 19 hours of commercial time out of a possible total of 22 hours. The CBC network operates from 7:30-11 p.m. Sunday, Wednesday and Saturday, from 8-11 p.m. Monday, Tuesday, Thursday and Friday.

Out of the 17 1/2 hours sold to July 31, 11 1/2 hours are Canadian live and imported U. S. or Canadian film shows. Of the live shows, 7 1/4 hours are Canadian live.

Starting with three hours of commercial network programs on Sunday, there are 3 hours on Monday, Wednesday and Friday, 1 1/2 hours on Tuesday evening, 2 hours on Thursday evening, and 3 1/2 hours on Saturday night. They are half-hour or hour-long, one-hour alternate shows on Monday and Friday evenings, a half-hour alternate-week film show on Saturday evening, and a half-hour Saturday evening film show.

The English-language network consists of 42 connected stations, and seven non-connected and satellite stations. Canada has six time zones, and for western Canada all shows are videotaped at the new Calgary delay center, where a two-hour delay is used for programs for the Mountain time zone and three-hour delay for Pacific Time. Stations in the Atlantic Time zone receive their network programs one hour ahead of Eastern time stations. Newfoundland zone stations at present are not connected with the microwave network but will be within a few months.

CBC will start its afternoon tv network programming 1 1/4 hours earlier this fall than last year, signing on at 2:45 p.m. This adds on hour of commercial time. The network operates sustaining 4:53 p.m. and the half-hour from 5:30-6 p.m. is commercial. Between 6 p.m. and 7:30 or 8 p.m., depending on days, stations can take or drop network programs. In all, there is some 56 1/4 hours of network time each week, including sustaining shows. About 71 1/4 of this is live programming, the balance film.

Commercial sponsors this coming season on network CBC English-language network shows mostly out of Toronto, are: Sunday: Prudential Life Insurance Co. of America (Foster Adv. Co., Toronto) The Twentieth Century; Walter M. Lowney Co. Ltd. (candy) of Montreal (Foster Adv.) and Nestle Canada Ltd. (E. W. Reynolds Ltd.) Burns & Allen; Imperial Tobacco Co., Montreal (McKinn Adv. Ltd., Montreal) and Duport of Canada, Montreal (Vickers & Benson Adv. Ltd., Montreal) Father Knows Best; General Foods Ltd. (Baker Adv.) December Bride; Canadian broadcasting network; MacLaren Adv. Ltd. Showtime; Bristol-Myers Co. of Canada (Ronalds Adv. Agency) and Singer Sewing Machine Co. (Young & Rubicam Ltd.) World Stage; General Motors of Canada (MacLaren Adv.) General Motors Presents; Canadian Kodak Ltd. (Baker Adv.) and Ford Motor Co. of Canada (Vickers & Benson Adv.) Ed Sullivan Show.

Monday through Friday: Open House and Gordie Tapp, Canadian live participating; Monday-Monday-Friday: Howdy Doody, Canadian version, participating.

Monday—Colgate-Palmolive Ltd. (Spitzer & Mills Ltd.) The Millionaire; Harold F. Ritchie Co. Ltd. (proprietary) (McConnell Eastman & Co.) and General Foods Ltd. (Baker Adv.) Danny Thomas; S. C. Johnson & Son Ltd., Brantford, Ont. (Needham Louis & Brorby of Canada) and Robin Hood Flour Mills, Montreal (Young & Rubicam) Cannonball; Canadian Westinghouse Ltd., Toronto, Ont. (S. W. Caldwell Ltd.) Desilu Playhouse.

Tuesday—Lever Bros. Ltd. (Young & Rubicam) Front Page Challenge; General Motors of Canada (MacLaren Adv.) Chevy Show.

Wednesday—Disneyland sponsors not yet announced; Colgate-Palmolive Ltd. (Spitzer & Mills Ltd.) and Adams Sales Ltd. (Baker Adv.) One of a Kind; Kraft Foods Ltd., Montreal (J. Walter Thompson) Bat Masterson and Million Berle; Whitehall Pharmacal Canada Ltd. and Lever Bros. Ltd. (both through Young & Rubicam) Have Gun, Will Travel.

Thursday—Sunbeam Corp. Canada Ltd. (Vickers & Benson Adv.) and Chestereough-Ponds Canada Ltd. (J. Walter Thompson) Music Makers 59; General Foods Ltd. (Baker Adv.) The Unforeseen; Campbell Soup Co. Ltd. (Cockfield, Brown & Co.) Wyatt Earp; Procter & Gamble of Canada Ltd. (Benton & Bowles of Canada) Loretta Young.

Friday—Colgate-Palmolive Ltd. (Spitzer & Mills Ltd.) Plouffe Family; General Motors of Canada (MacLaren Adv.) Patti Page and Wells Fargo; Harold F. Ritchie Co. (MacLaren Adv.) and P & G of Canada (Young & Rubicam) Country Hoedown; Gillette Safety Razor of Canada, Montreal (Mason Inc., New York) Cavalcade of Sports; Tuckett Tobacco Ltd., Hamilton, Ont. (MacLaren Adv.) Jim Coleman.

Saturday—Big Four Football, participating on seven Ontario stations: (Vickers & Benson) Zorro; Kellogg Co. of Canada, London, Ont. (Leo Burnett of Canada) Rin Tin Tin; Mr. Fixit, Canadian live participating; Canada Packers Ltd. (James Lovick & Co.) Ivanhoe; Javex Co. Ltd. (MacLaren Adv.) Variety Show; Novaex Chemical Co. of Canada and Lever Bros. (both through Young & Rubicam), Kimberly Clark Products (Spitzer & Mille), Success Wax Co., Montreal (Sy Torobin), Gattuso Corp., Montreal (Schneider Cardon Ltd., Montreal), Canada Dry Ginger Ale Ltd., (MacLaren Adv.) Perry Como; Imperial Tobacco Co. of Canada (MacLaren Adv.) NHL Hockey; Whitehall Pharmacal of Canada (Young & Rubicam) Sports Interview; Imperial Tobacco Co., Montreal (Mckim Adv. Ltd.) Juliette; Wrestling, participating.

There will be a number of spectacular sponsored shows on the CBC TV network, starting on Tuesday evenings in October with three 90-minute pilot programs for the Bank of Canada, Ottawa, for Canada's annual savings bond drive. Wayne and Shuster, comedy team who have made a hit this spring and summer on the Ed Sullivan Show, will do five one-hour comedy-variety shows in Canada for as yet unnamed sponsors.

Advertising Up 10% in Canada; Tv Share Increases, Radio Slips

Canadian advertising agencies had record billings last year of $222,025,288, an increase of 10% in the year, according to a report of the government's Dominion Bureau of Statistics, Ottawa. A total of 113 agencies reported as compared with 110 in 1956.

Television accounted for 18.3% of the billings, compared with 16.6% the previous year. Radio billings were down slightly to 10% of total billings in 1956.

The agencies reported gross revenue of $35,758,000, equal to 15.8% of total billings, compared with 1956 gross revenue of $32,204,000 or 15.7% of total advertising billings.

Stations Set Up Ottawa Bureau

Ten of the All-Canada Mutually Operated Stations of western Canada have formed a news bureau at Ottawa, under management of Sam Ross, assistant manager of CKWX, Vancouver, B. C. The stations: CKWX; CJVI Victoria; CJAT Trail, both British Columbia; CFGP Grande Prairie; CJCA Edmonton; CFCF Calgary; CJOC Lethbridge, all Alberta; CKCK Regina, Sask.; CKRC Winnipeg, Man.; and CKOC Hamilton, Ont., will take news from the Ottawa bureau by wire, tape and telephone. Before joining CKWX as news editor in 1944, Sam Ross was manager of Press News Ltd., subsidiary of the co-operative Canadian Press, Toronto, supplying radio stations.

Broadcasting

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Would-be viewers abound in Moscow where tv set demand outruns supply

BY WHITMAN BASSOW
Moscow correspondent,UPI

Whitman Bassow, Moscow correspondent for the United Press International since 1953, has watched Muscovites' hunger for TV mount to the point where the demand for sets "is enormous and practically insatiable." Here Mr. Bassow, a specialist in Russian affairs for more than 10 years, tells about television in the two-channel U.S.S.R. capital.

Soviet television is barely 10 years old, but is fast gaining momentum.

When the first regular telecasts began in 1949, there were about 40,000 receivers in this country of almost 175 million persons. Now, there are 2 million sets in operation and production is increasing every year. The demand for new sets is enormous and practically insatiable. Long lines of patient Russians in front of the TV shops show that the supply can hardly keep up with demand. Some Russians have waited as long as a year to get a new set.

There are no commercials. The government foots the bill in the Soviet Union. A set owner is required to register it at the local post office and pay a small fee.

What does a Russian actually see and hear on his set? In Moscow, he can choose between two channels, operated by the Central Television Studio, the country's largest.

A typical Friday evening schedule on channel 1 begins at 5 p.m. with a children's program, 30 minute film lecture on electricity, followed by a 10 minute commentary on world affairs, then a 50 minute interlude with the youngsters on collective farm. A 50 minute variety show follows with the final program of the evening a documentary film: The First Soviet Spunkins. Meanwhile, channel 2 televised direct from the Conservatory, a symphony concert with a French Violinist Michel Auclere as soloist.

On Saturdays, only channel 1 is on the air, usually with a movie or a concert. Sunday is the heaviest day of the week and a Moscow viewer can watch channel 1 for eight hours or channel 2 for five. A typical Sunday program on channel 1 opened with a children's play followed by Take Up Physical Culture, 30 minutes of body building for middle-aged persons. Then viewers saw a special program for soldiers, a report on the arts, and a variety show pickup from Moscow's Variety Theatre.

Meanwhile, those tuned to channel 2 saw a full-length documentary film entitled Six P.M. on an Evening After the War and another concert.

Television viewers in other parts of the country watch similar programs broadcast by about 25 local stations. This number, incidentally, is expected to increase to 40 by the end of 1958. By 1960, the Russians plan to have 75 stations in operation—enough to cover the principal population centers of this vast country.

It is difficult to ascertain the size of live programs to film, since no figures on this are available. According to G. A. Ivanov, director of the Moscow TV Studios, more than half of all his programs are televised live. He cited recent studio productions of the ballet "Raimonda" and Moliere's "Les Fourberies de Scapin." He said the Moliere play, adapted for TV, was the first production in 25 years.

Unlike in the U.S., there are no TV networks in Russia. Each TV station presents its own programs, on film or live, independent of the others. There is some film exchange, but this is sporadic according to Ivanov. Coaxial cables do not exist, thus eliminating the possibility of nationwide hookups.

The Russians are now working on a system of radio relays to expand a station's transmitting radius and to transmit programs from one TV station to another. The Moscow station now has a relay to Ryazan, 300 kms south to the southeast, Kharkov, 750 kms south, and to Leningrad, 800 kms north. (A kilometer is slightly more than 6/10 of a mile.)

They have also successfully experimented with using aircraft as flying relay stations between large cities. Recently, this method was used to relay Moscow programs to the Leningrad station.

At the present time, there is no color television in the Soviet Union. Nor are experimental telecasts being made. The first ones are not expected earlier than next year. Even then if these successful black-and-white and color sets will go into production.

Moscow's third channel, now unused, will be the color channel. But even when regular telecasts begin, according to Ivanov, there will be only a limited schedule of seven hours a week.

"We are not too much concerned with color. We must still master the possibilities of black-and-white and we have a great deal to learn about that," Mr. Ivanov said.

Moscow's TV center is a symbol of Soviet TV—growing constantly, expanding facilities, increasing staff. Two new studios have recently been completed: one, 1,968 square feet, the other, 492 square feet. This brings Moscow's total up to 3,936 square feet.

More than 500 technicians, writers, editors, announcers and musicians work at Moscow with the number expected to rise to 650 by the end of 1958.

Moscow's programs could be received up to 62 miles from the station. A 1,640 ft. tower, now nearing completion, will increase the radius to 124 miles.

But despite the rapid increase in the number of stations and programs, Soviet viewers are far from satisfied. The press is filled with letters from fans complaining about the programs. Not long ago, Evening Moscow published a joint letter from 13 viewers complaining that Moscow's programs "have become less interesting and occasionally downright boring."

"After a strenuous day's work, we want humor, jokes, satire, good films, comedies, popular scientific films, new machinery. But we only get this in driblets."

A TV fan in far-off Baku writes that the local studio presents nothing but "dull programs" consisting mostly of ancient films.

The newspapers are not only filled with complaints about the programs, but also about the quality of the TV sets themselves. After paying 2,500 rubles for a set, sometimes representing three or four months' pay (the ruble-dollar rate of exchange officially is 4-1, for tourists, 10-1), the purchaser expects trouble free installation and operation. But this is hardly ever the case. Many sets head straight for the repair shops shortly after they are installed.

Russians now have a fairly wide choice of sets in various sizes and price ranges. Prices range from 750-2,600 rubles with screen sizes from 7x9 inches to 10x14.

Last January when the Ministry of Trade cut the prices on some of the slower moving sets, stores were jammed the following day. Soviet television is still in its infancy, but it can be expected to grow at fantastic speed, since it is such a powerful medium for education and propaganda. The government, which of course recognizes this, is pouring millions of rubles into television. Some day, not too far distant, a vast network of TV stations will bring the Kremlin's word to millions of Soviet citizens sitting in their own homes.

Lenin once called the press a superb organizer, agitator and propagandist for the communist cause. If he were alive today, what would he say about television?
creative programming for greater profits
with the sensational new

GATES

NITE-WATCH

This is the new age... the age of creativity. This is the era of the modern creative concept in broadcasting, where there is a constant alertness for new ideas, new techniques. The tempo has been stepped up in the continual search for the better way.

To meet the needs of the progressive broadcaster, Gates provides the newest idea in automatic programming — the Nite-Watch. With this new system functioning as the heart of your operation, new creative ideas will develop. New techniques in programming will be discovered. The result? Greater listener appeal — more advertising revenue — additional profits. When you look at it step by step, from the increased creativity to the profitable operation that is the end result, you know that Nite-Watch is a real investment — an investment in progress and profits.

Why not let us tell you the complete story of the sensational new Nite-Watch? Write the Gates Radio Company today for full details.
PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

FREDERICK W. ACKERMAN, president of Western Greyhound Lines, elected president of Greyhound Corp., succeeding ARTHUR S. GENET, resigned to devote himself to personal business interests. Mr. Ackerman, Greyhound operating executive since 1928, was president of Pacific Greyhound from 1948 until 1957 when Western Greyhound Lines was formed. He will reside in Chicago area.

MR. ACKERMAN


HILLY ROSE, v.p. in charge of creative and sales departments at King Film Productions, Chicago, to Knipschild-Robinson, sales promotion-training agency, as v.p. and general manager of its motion picture and allied department.

J. C. COWREY, former manager of D'Arcy Adv. Co.'s Detroit office, appointed director of advertising and sales promotion for Chrysler and Imperial cars, effective Aug. 15. Mr. Cowrey succeeds E. R. DURKEE, resigning to become executive v.p. of Botafogo, Constantine & Gardner, Portland, Ore.

BEN R. DONALDSON retires as director of institutional advertising, Ford Motor Co., Dearborn, Mich. Mr. Donaldson, who has completed 38 years of service with Ford, will be retained as advertising consultant. He has been member of Aasm of National Advertisers since 1944, became board member in 1948 and was chairman 1953-54. At one time he was editor of all Ford plant publications and also handled programs for company's former radio station and was one of nation's first commercial radio announcers.

PHIL H. WEIL, formerly manager of dealer sales for Hotpoint Co. in Baltimore, Md.-Washington, D.C. area, appointed manager of national key account sales at Norge Div. of Borg-Warner Corp., Chicago.

ROBERT S. SPATH, formerly senior account executive on Coca-Cola account at McCann-Erickson Inc., to Leo Burnett Co., Chicago, as account executive on Kellogg Co. (corn flakes).

ROBERT SODERBERG, active in motion pictures and TV in New York and Hollywood, joins Hollywood office of Benton & Bowles as agency producer. Mr. Soderberg will handle coordination of commercial and show production on The Ann Sothern Show.

HARRY LANGE, previously with Kings Film Enterprises, Chicago, joins McCann-Erickson in Chicago as tv-radio producer.


COLIN J. FAIRLIE, formerly with Zellerback Paper Co. S.F., as assistant advertising manager, joins Hoeffer, Dieterich & Brown, Inc. S.F., as copy writer. HELEN DUNNE, previously controller for Charles Johnson Adv. Div. of Chicago, appointed chief accountant at head of HD & B accounting department.

JOE GANS, radio-TV v.p., Maxwell B. Sackheim & Co. and client JOHN PHILIP SOUSA III, director of circulation advancement for time magazine (ADVERTISERS & AGENCIES, June 30), named chairman and vice-chairman, respectively, of radio-TV committee, Recording for the Blind Inc., non-profit education philanthropic organization.

FILM

GUS HAECHST, musical supervisor of former NBC-TV's program Washington Square, to Jacques Traubee Productions, N.Y., as member of board of directors and musical director.

ARTHUR MANHEIMER, Chicago branch manager for Screen Seven Service Corp. N.Y., since 1931, has been assigned to devote fulltime to expansion of company's TV commercial and special services field, headed up by Joe Soderberg. Preceding Mr. Manheimer will be MILTON FEINBERG, branch manager of Des Moines office since 1947. Both appointments are effective as of today.

PAUL WEBSTER, formerly regional manager for Republic Pictures, Indianapolis, has been named regional manager and supervisor of newly formed independent Pictures office of Paramount Televising Sales. Office is located at 4550 Central. Telephone: Artivist 4-8234. Flamingo also announced appointment of LEON KIGHT, with Ziv for past eight years, as regional supervisor for Texas.

RICHARD MAIBAUM, formerly producer-writer at Paramount Pictures who recently has freelanced as writer for theatrical pictures and t.v. films, appointed executive producer for MGM-TV. He succeeds SAM MEX, who resigned July 1 to become independent producer.

JACK W. WAlDREP, Swift & Co., Atlanta, to CBS TV Films Sales Co. as executive. Mr. Waldrup will report to JIM MCORMICK, general manager of Atlanta office, which covers Alabama, Mississippi and parts of Georgia.

JOE HYAMS, assistant publicity manager, Hecht-Hill-Lancaster, New York, to west coast publicity manager for independent film studio, now expanding into tv production (FILM, July 14). Mr. Hyams succeeds STEVE BROOKS, resigned.

FRANK L. LEAUX previously southwestern representative, Carl Birdcage Assoc., to Associated Artists Productions, southwestern sales staff.

NETWORKS

FRED HAMILTON, manager of film program operations for ABC-TV since December 1957, promoted to director of film operations for ABC-TV's Pacific Div. TOM KOCK signed as writer for network's The George Goebel Show, returning Sept. 23.

OIL RODIN, previously producer of Eddie Fisher Show for NBC-TV, will produce 1-hour daytime program, scheduled for ABC-TV, starting in October.

WILLIAM HAMMERSTEIN, NBC-TV program executive, resigned to produce CBS-TV's forthcoming half-hour Arthur Godfrey Show set for Tuesday evenings in fall.

JOHN DALY, ABC v.p. and tv panel moderator, named narrator of new Voice of Firestone on ABC-TV (Monday, Tuesday, Thursday 5-8); confirmed last week by Firestone Tire & Rubber Co., Akron, Ohio, the program's sponsor (PRO-GRAMS & PROMOTIONS, Aug. 4)."
"Think this is a good place to make a stand, son?"

Poor Gen'l Custer, alas, didn't when he picked the site for his famous last stand. People in today's television and radio business who have to be right as often as possible are a lot more fortunate. For over a quarter-century they've found up-to-date answers on virtually everything about TV-&-radio in Broadcasting Magazine, THE authoritative businessweekly in this multi-million dollar field. Edited by professionals for professionals, Broadcasting stands alone as the best way to know about TV-&-radio and to advertise to those who make its major decisions.
STATIONS

FRANK A. ESTES resigns as v.p. of WKNE Keene, N.H., and has purchased majority control of WXXL Concord, N.H. Mr. Estes has indicated that he will assume presidency of Capitol Broadcasting Corp., licensee of WXXL, early this fall.

HAROLD W. WHEELOCK, former sales manager of WKNE, appointed general manager of WKNE, effective Aug. 31.


JOSEPH KRUGER appointed v.p. in charge of Northern Div. and ALLAN ROBERTS v.p. in charge of Southern Div. of Tarlow Assoc, group station owner. Northern includes WHRL Medford and WARE Ware, both Massachusetts; and Southern includes WHYE Roanoke, Va.; WWQO Charlotte, N.C.; and, pending FCC approval of purchase, WJBB New Orleans, La.

GEORGE C. COLLINS, formerly with WOAI-TV San Antonio and KDUB-TV Lubbock, both Texas, to KGBA-TV Odessa, Tex., as national sales manager.

BOB McVAY, former co-owner and manager of KGEN Tulare, Calif., named general manager of KGK Stockton, Calif., replaced ROBERT SAMPSON, formerly with KBVM Lancaster, Calif., appointed KGK chief engineer.

EARL MOORE, with WXZY Detroit from 1934 to 1947, when it was owned by King-Trendle, joins WXZY Inc. as business manager.

ALEXANDER C. FIELD, Jr., public service programming coordinator at WGN-AM-TV Chicago, appointed program manager of WGN-AM-AM-FM-AM, after serving in acting capacity since April 19.

JOE KENNEDY, KSO Des Moines, Iowa, chief announcer for past two years promoted to program director for station. Mr. Kennedy formerly was previously with WIND Chicago and KOWH Omaha, Neb.

DON L. PIERCE, WPMT-TV Greensboro, N.C., account executive, elevated to local sales manager.

ROY L. GALLAGHER, chief engineer, WTLG Bowling Green, Ohio, to KGIF Pueblo, Colo., in similar capacity.

DON V. SHOEMAKER, promotion and merchandising manager of KFAB Omaha, Neb., named general manager of KLMS Lincoln, Neb. Mr. Shoemaker was associated with KFAB for last 14 years and with KGLO Des Moines, Iowa, two years previously.

RICHARD F. POLIREF, WFBC Syracuse, N.Y., promoted to assistant manager and director of sales. KIRK JACKSON, merchandising manager, WTRF-TV Wheeling, W. Va., adds duties of promotion director. ROBERT W. FERGUSON, executive v.p. and general manager, WTRF-TV, appointed vice chairman of the 1958 Wheeling Community Chest Campaign.

PAUL BAHDOWN, KBRT Des Moines, Iowa, personally effective Sept. 1. BETTYS BAUER, named traffic manager of K7RZ (TV), Kansas, effective Sept. 1.

TOMY TAYLOR, previously with KHOZ Harrison, Ark., and WSDK Jackson, Tenn., to KKO El Centro, Calif., as program director.

C. WILLIAM GIVENS, with Westlinghode Broadcasting Co. for past eight years, appointed music director, WZRE-WZEA Boston-Springfield, Mass.

C. GREG VAN CAMP, WTRF-TV Wheeling, W. Va., promotion director, to WTXH-TV Pittsburgh, new ABC outlet scheduled to go on air Sept. 1.

WILLIAM McGAW, KDKA-TV Pittsburgh executive producer, promoted to assistant program manager. Other KDKA promotions are ROGER WISE to operations supervisor and ERNEST MOENCK-MIER, formerly with WMT-TV Cedar Rapids, Iowa, to director of creative services.

RONALD R. WREN, program and promotion manager of KBKX-TV Bakersfield, Calif., has joined advertising, promotion and press information department of KXBI-TV San Francisco as assistant to GEORGE T. RODMAN, director of that department.

BOB LAUICH, night news editor at KWBB Wichita, Kan., joins WBBM Chicago as writer-director, joins WBBM Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director, joins WWB Chicago as writer-director.
ITALIAN MUSIC MAN

Playing the role of a popular song expert on an Italian television quiz program, Perry Como won $1,000 for the Boys' Republic of Italy.

Mr. Como, appearing on the Saturday tv show, Musichiere, (the Music Maker), stepped into the show's regular guest spot in which a celebrity contestant gives his winnings to charity.

Answering questions on song titles and singers, he won $1,000. He matched it with another $1,000 from his own pocket and asked that the total amount be given to the Boys' Republic at Civitavecchia, Italy. Throughout the program, he spoke the Italian Abruzzese dialect of his parents.

Corporation, Philadelphia, as manager of mid-Atlantic region, elevated to assistant sales manager of engineering and sales division. It was announced that mid-Atlantic organization will become part of eastern region under direction of Lee Zemnick.


ABRAHAM SCHWARTZMAN, formerly editorial director of Toby Press, N.Y., to executive secretary, Institute of High Fidelity Mfrs., N.Y.

RAY L. REID, formerly with North American Aviation, Downey, Calif., as test engineer, to Ling Electronics Inc., Culver City, Calif., as assistant chief engineer.

TRADE ASSNS.

CARLIN J. HEIJMAN, client service representative at A. C. Nielsen Co.'s Broadcast Div. and former MBS programming salesman, leaves, to Radio Advertising Bureau's member service department as regional manager.

L. S. VAN SANT, southwestern manager, Bureau of advertising, American Newspaper Publishers Assn., promoted to Pacific Coast manager.

COL. THOR M. SMITH (USAF Ret.), v.p. in charge of publishers service for American Weekly, elected commander of 821st Air Force Reserve Squadron, composed of reservists employed in mass communications, advertising and public relations fields in New York.

MAYNARD MARQUARDT, president and general manager of KFYR Radio, Bismarck, N.D. and KFEL, general manager, KYSN Ventures, MAURIE WEBSTER, sales manager, KNX Los Angeles, named chairman of sales committee of SCBA. Serving as co-chairman is MILTON KLEIN, sales manager, KFWB Los Angeles.

WANEY TISD and EVELYN BURKEY named national chairman of Awards Structure Committee of National Academy of Television Arts and Sciences. Other national chairmen and their committees are BEN GRAF and FRED de CORDOVA (Membership); LOUIS EDELMAN and JAYNE MEADOWS (Local Awards); ROYAL BLAKEMAN and JOHN RYDER (New Chapters); SHERWIN LEONARD and PAUL TRIPP (Special Projects), and JOHN GUEDEL (Activities).

INTERNATIONAL

BRUCE BUTLER, who recently formed Bruce Butler & Associates, Toronto, as representation firm, to represent & sell married couples, in Canada, with offices at Toronto. TID PEPPER and ALEX STEWART, previously with Bruce Butler & Associates, have formed Trans-Oceanic Television & Video Representatives, Toronto, and represent CHIL-TV & CKTS Sherbrooke, Que.: CHCA Red Deer, Alta.: CKOK-CKX Whitehorse, Y.T.: CKQX Saint John, N.B.: and CHAD Amos, Que.
KTTV (TV) Shows Videotape Story In New York, L.A. Presentations

A videotape sales presentation and documented progress report on the revolutionary implications of videotape will be shown to Los Angeles advertising executives, clients and the general public this week during a series of unusual sales telecasts by KTTV (TV), Los Angeles.

KTTV will teleshoot daily at 9:15 a.m. (Monday through Friday) starting today (Aug. 11) the taped presentation made recently in New York, where a total of 585 advertising executives witnessed the demonstration at the Waldorf Astoria Hotel. In addition the station will teleshoot Aug. 13 evening, 7:30-8:30 p.m., pre-empting shows usually seen then. KTTV also purchased time on WOR-TV New York to show the same presentation after receiving many requests for additional showings in New York.

Station account executives have scheduled meetings with leading Southern California agencies in their conference rooms for this week's showings. KTTV account executives will be present to answer questions following the telecasts. The presentation includes a tour of KTTV's videotape facilities and examples of videotaping, including scenes from the station's Divorce Court, which goes into tape syndication this month, and commercials produced for Barker Bros. and Squirt.

LISTENERS TELL WBAB IN ONE WORD

A "One-Word" contest was conducted by WBAB Babylon, N. Y., to celebrate its first six months on the air. More than 3,000 listeners responded to WBAB's invitation to tell in one word why they liked to listen to the station. The contest ran during the last two weeks of July, with prizes, more than 30 solar-powered radios and children's bicycles, awarded last week.

FIVE-SHOW CONTEST PLUGS SERIES

Five children's programs on KTRK (TV) Houston, Tex., are featuring a viewer contest to promote the filmed series Union Pacific. Youngsters are shown a bin filled with blocks which have all the letters of the alphabet on them and are asked to guess the total number of blocks, then how many times the blocks will spell out Union Pacific. The child who guesses correctly wins an expense-paid week's vacation for himself and family at the Bar-K Ranch, near Austin, Tex. The same prize will be awarded the grocer whose name appears most frequently on the Carnation Milk labels which contestants must enclose with their two guesses.

POSTAGE STUNT BY WBT-WBTB (TV)

The raising of the postal rates was used by WBT-WBTB (TV) Charlotte, N. C., to make local advertising executives aware of the station's call letters. A note enclosing three 1-cent stamps was sent to admen reminding that postage was going up Aug. 1. The note said that the stamps were to remind the admen of WBTB's ch 3; the three 1-cent stamps also stood for the three ones in WBTB's 1110 frequency.

KSIR DROPS 'MONEY FROM HEAVEN'

KSIR Wichita, Kan., which began on-air operations July 26 and in appreciation of its first successful week, stamped a message on all its billings to advertisers and agencies that the bills should not be paid and that advertising contracts started Aug. 1. In a promotion project for listeners, KSIR is awarding $1,000 in cash and $5,000 in gift certificates during its "Money From Heaven" operation. On Aug. 2, a plane dropped coupons for the money and certificates over Wichita and Augusta (Kan.). Coupon serial numbers are announced daily for listeners to become eligible to win.

WGR LISTENERS WIN WITH NUMBERS

A new promotion event with listener participation has been launched by WGR Buffalo, N. Y., through the distribution of 100,000 numbered cards called "Freebee" cards. Each card contains a series of nine positioned numbers, any one of which may entitle a listener to free theatre tickets, a car wash, a lunch, etc. Numbers are broadcast each day and the correct number holders are required to appear at the station for the prizes, which are donated by local merchants.

WICC CONTEST TO AWARD MEALS

Associated Restaurants of Connecticut, a sponsor of a WICC Bridgeport daily d.j. show featuring Frank Delfino, is currently sponsoring a contest open to married-women listeners who compete for eight free meals. Women must complete the sentence 1) I deserve to eat out at least once a week because . . ." to win. Associated Restaurants' agency is J. Walter Thompson.

ALOHA EXCHANGE

In an exchange of disc jockeys, Jack Lacy of WINS New York is substituting for J. Akuhead Pupel on KHYH Honolulu for two weeks, starting last Monday (Aug. 4). In return, Mr. Pupel will hold down Mr. Lacy's d.j. assignments at WINS. J. Akuhead Pupel (English translation: J. Fishhead Crazy) is a former Brooklynite, Hal Lewis, who migrated to the islands. Mr. Lacy will broadcast as Ho-Olo-He Lacy (English translation: Listen to Lacy).
WIRE Sponsors Awards Consumers

A novel approach by sponsor and station is reported from Indianapolis where John E. Smith Co. (large food broker in Indiana) signed a 13-week contract with WIRE Indianapolis for a 15-minute Mon.-Fri. program, Pantry Payoff. Featured are five nationally known food products handled by the advertiser in the Indianapolis market. After each broadcast (11:45-noon), a representative of John E. Smith Co. tours the station listening area in a special "mobile unit" calling on consumers at random. If a housewife has on hand any one or all of the products mentioned daily on the program, she receives $5 for each product (money not claimed that day is added to following day's award until a winner is found). The series was accompanied by intense on-air, newspaper and point-of-sale promotion.

CBS-TV Plans 'Televisit Week'

CBS-TV will play host to 49 women, one from each state, during CBS Daytime Televisit Week, Sept. 13-20, at which time the ladies will be given opportunities to watch production of most of the network's daytime programs including the premiere of The Jimmy Dean Show. Women will be selected, in individual state contests scheduled for Aug. 18-29, by local television stations and cooperating newspapers. Winners will serve as special New York correspondents for their newspapers, filing stories about the programs they will visit.

WHTC Finds Expensive Giveaway

The 10th anniversary promotion event at WHTC Holland, Mich., turned out more costly than originally planned. The station announced it would give $2 to anyone who brought in a $1 bill with any of the station's call letters in the serial number. WHTC expected several hundred callers and consequently was surprised when more than 3,500 persons arrived to collect over $5,000 in four hours.

NBC-TV Report to Probe Mafia

NBC News plans to explore the facts and legends behind the Mafia in a half-hour live and film report Aug. 29 (NBC-TV 8:30-9 p.m.), featuring Frank McGee as narrator. Two primary areas of thought—the Mafia as the background of all organized crime in the U. S., as opposed to the Mafia as merely a large Sicilian family affair which just happens to engage in law-breaking activities—will be explored.

WFIL Awards Scholarship Prize

WFIL-AM-FM-TV Philadelphia awarded a $2,000 college scholarship to Joseph M. Downey as the climax to its "Hitch Horse Sense to Horsepower Essay Contest." The contest, directed to teenagers, brought more than 5,000 entries from the WFIL stations' coverage area. Dr. John O. Moore, director of automotive crash injury research at Cornell U., who presented the award, said the contest demonstrated that the teenager has an important contribution to make in solving highway safety problems. The award was made on American Bandstand, originated by WFIL-TV for the ABC-TV network.

CONGRATULATIONS are offered by Roger W. Clipp (l.), vice president of the radio and television division of Triangle Publications Inc. and Dr. John O. Moore (r.), director of automotive crash injury research at Cornell U. to Joseph M. Downey (c) of Philadelphia, winner of a $2,000 scholarship in WFIL-AM-FM-TV's "Hitch Horse Sense to Horsepower" traffic safety essay contest.

KNX Swaps News With Mexicans

KNX Los Angeles, key station of the CBS Radio Pacific Network, has entered into a reciprocal news-exchange program with XEL Mexico City. XEL will provide the CRPN (fed out of KNX) with Mexican news reports in English in return for which the KNX-CRPN news bureau intends to fill in the Mexico City station with news dispatches from "Gringoland." The exchange was planned, according to CRPN officials, to step up service to Southern California's large Latin audience.

KMOX Plans Series on Medico

In a new public affairs series entitled Operation Medico, KMOX St. Louis will report the weekly activities of Dr. Thomas Dooley, a St. Louis physician, who, with his wife, will establish headquarters in Laos, Indo-China, under the auspices of MEDICO (Medical International Co-operation). Beginning in the fall, Dr. Dooley will send tape-recorded reports direct from his jungle hospital to St. Louis for immediate airing on KMOX.

WBKB (TV) Flashes Movie Titles

"SUPERliminal advertising"—that's the latest wrinkle in television as tried out by WBKB (TV) Chicago last Monday (Aug. 4). During three time segments on that day, the ABC o&o outlet flashed the title of its late movie ("Blood on the Moon") across the screen. Unlike subliminal advertising, viewers clearly saw the title, flashed
FACTS...

about Seventh-day Adventist Education

August 16 is Educational Day in your local Seventh-day Adventist churches

✓ Education for Adventist youth is stressed as one of the greatest essentials. The system reaches from elementary grades through college, graduate, and professional schools.

✓ There are three times as many college graduates, proportionately, among Seventh-day Adventists, as among the general population.

✓ Adventist education emphasizes practical skills as well as scientific and literary training. Most students earn a share of their expenses in school-sponsored employment.

✓ Adventist colleges are not “Bible colleges” but offer well balanced liberal arts and scientific programs with ministerial training but one curriculum.

✓ Adventist ministers are required to complete the Master of Arts degree to be eligible for internship, a two to four-year field training program which must precede actual ordination.

✓ Statistics: School operated—4,950; enrollment—256,334; high schools and colleges—278; schools of nursing—32; university, professional centers—2.

✓ A statement of Adventist educational philosophy: “True education means more than a preparation for the life that now is. It has to do with the whole being, and with the whole period of existence possible to man. It is the harmonious development of the physical, mental, and spiritual powers. It prepares the student for the joy of service in this world, and for the higher joy of wider service in the world to come.”—Ellen G. White.

For an attractive, bound and indexed volume of Adventist information, write:

Seventh-day Adventist Information Services

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<tbody>
<tr>
<td>Washington 12, D. C.</td>
<td>237 W. 46th Street</td>
</tr>
<tr>
<td>Randolph 3-0800 • H. B. Weeks</td>
<td>JUdson 6-2336 • Helen F. Smith</td>
</tr>
</tbody>
</table>

PROGRAMS & PROMOTIONS CONTINUED

in selected spots during WBKB’s Mr. District Attorney (2:30-3 p.m.), Cow Town Rodeo (6:30-7:30 p.m.) and Crime Club (8:30-9:30 p.m.). The station plans a survey to ascertain how many people watched the 10 p.m. feature film on its Movietime, USA, according to Sterling C. Quinlan, ABC vice president in charge of WBKB.

WZIP Makes Music Format Switch

WZIP Cincinnati has announced a programming style change that bans rock and roll and the top forty in favor of a good music formula that includes standards, million sale records, best of Broadway, Hollywood sound track and good music albums. WZIP’s Sunday schedule calls for mood music with titles, such as “music to relax to” and “music to lunch to.” Ed Weston, WZIP general manager, reports that the over-all balance is for strict catering to the adult audience because it is the buying audience.

KBIG Honors Island Visitors

KBIG Santa Catalina, Calif., has launched a daily event to draw attention to its 740 kc position on the dial. The 740th passenger boarding the S. S. Catalina each day at Los Angeles harbor for the cruise to Avalon is awarded prizes, including lunch, dancing and sightseeing for two, to make the island visit more enjoyable. KBIG d.j. Carl Bailey interviews the traveler by ship-to-shore radio-phone on weekdays, and in person on his Catalina Cruise broadcast from ship on Saturdays and Sundays.

‘TV Guide’ Sponsors Tv Tours

For the sixth successive year Philadelphia’s three television stations have cooperated with the Philadelphia edition of Tv Guide magazine in weekly tours of the stations during the spring and summer months. The tours, called “TV Guide-ed Tours,” are held each Thursday and attract approximately 1,200 people during the season.

Tv Guide handles ticket and reservation details and arranges for transportation from a central city location. The visits begin at WPIL-TV, followed by a hotel luncheon with WRCV-TV personalities, and conclude at WCAU-TV where the party attends a telecast in which some tour members participate. Tour promotion includes tv spots, ads in the magazine and card displays in the 2,300 Philadelphia Transportation Co. vehicles. Tour tickets cost $2.25 for adults and $1.75 for children.
Television will meet a stern test starting today (Aug. 11) as WRCA-TV New York launches an English instruction course designed to tear down the imposing language barrier that has hampered assimilation of the Puerto Rican settler cast adrift in Baghdad-on-the-Subway.

Station officials, working cooperatively with the Commonwealth of Puerto Rico's Dept. of Labor and the Harvard U. Language Research Center, express hope that the Monday-Friday early-morning series—beamed at the 79% of Spanish-speaking families owning TV sets—will speed integration in the nation's most densely populated market. "We are prompted by obligations of good citizenship," station officials say. But more importantly, "we recognize the realities of pure economics—unless the Puerto Rican labor force assimilates itself, many industries now coming to rely more and more on this new group of workers will leave New York."

The series, which began this morning at 6:30-7 a.m., is titled Aqui se Habla Ingles or "English Spoken Here." It is conducted by Jose L. Roman, labor editor of El Diario de Nueva York, Spanish-language newspaper, and Clara L. Barbeito, Cubanborn language instructor, now with the foreign department of McGraw-Hill Book Co. According to WRCA-TV producer Pat Farrar, the series is not just limited to use of the English language, grammar and idiom; it also will take up such topics as relocation, rentals, unemployment, police protection, etc.

WRCA-TV general manager William N. Davidson explains that the series is designed as "public service." But should the programs prove "very successful," the station would "not be averse" to opening up the 6:30-7 a.m. period to advertisers; additionally, it would "consider" videotaping the programs for evening programming.

This "experiment" will be watched by a number of national advertisers and their agencies who have been haunted by the phrase Aqui se Habla Espanol—"Spanish Spoken Here." While a number of them—such as Anheuser-Busch and Colgate-Palmolive Co.—have made a bid for the 970,000 Spanish-speaking New Yorkers by purchasing time on WWRL, WHOM and WEVD, New York radio stations which allocate a substantial amount of time to Spanish-language broadcasts, the majority have had to forfeit this growing market. According to Joseph Monserrat, assistant chief of the Puerto Rican Labor Dept.'s Migrant Division, a Puerto Rican, unfamiliar with the English language and U. S. customs, is frightened out of the supermarket and into patronizing the local "bodega" or corner grocery. More often than not, the consumer purchases imported brands rather than unfamiliar products.

The most significant factor in the Puerto Rican market is its rapid growth. By 1970, according to a municipal survey, 13.5% of Greater New York's population will be Puerto Rican born—1,160,000 potential customers of package goods.

**Production details for WRCA-TV's Puerto Rican Americanization course are discussed by (l to r) Clara L. Barbeito, English instructor; Jose Lumen Roman, program host; William N. Davidson, general manager of WRCA and WRCA-TV, and Patricia Farrar, manager of the WRCA-TV public affairs department and producer of the program.**

In the first three weeks that WNTA-TV Newark carried a post-midnight course dealing with algebra and trigonometry, almost 650 textbooks used for instruction were sold by Barnes & Noble, New York, textbook publishers, station officials have reported. The program, Midnight College, is carried over WNTA-TV in cooperation with Fairleigh Dickinson U., Rutherford, N. J. Other sales credited to the course by Barnes & Noble are 155 copies of supplementary text books and more than 90 slide rules.

**WTVJ (TV) Hosts 'Family Day'**

More than 6,000 persons visited studios of WTVJ (TV) Miami, Fla., during the station's "Family Day at WTVJ" July 26. The open house guests received free refreshments, bakery goods, movie passes, toys and buttons which noted "I spent the Day With WTVJ." Final stop on the tour was a carousel with free rides for the children. The event was the first of a five-week "Family Days" celebration, which will close Labor Day after "Heat Wave" and "Treasurer Hunt" contests.
Station Authorizations, Applications

As Compiled by BROADCASTING
July 31 through Aug. 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

FOR THE RECORD

Translators

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self
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-Granted
Existing
Y.

ACTIONS BY FCC

AM-FM Eugene
KBZY sales and KUMA
Pendleton, Oregon.
Madras, Ore.,—Jefferson County Coop, Co.
805, kw visual, 12 kw, and KTMK.

ACTIONS BY FCC

KBVS-TV Stockton, Calif.—Granted waiver of Sect. 5.852 to permit KTVU-TV to identify itself as Sacramento as well as Stockton.

KENY-TV Sacramento, Calif.—Granted waiver of Sect. 5.852 to permit WTN-C FM to identify itself as Sacramento as well as Stockton.

KTEV-TV Nacogdoches, Texas—Granted cp for private tv laundry relay system off-the-air pickup of programs of KXRE-TV (ch. 13), Houston.

KENC-TV Temple, Texas—Granted waiver of Sect. 5.852 to permit KENY-TV to identify itself as Waco as well as Temple.

Translators

Central Idaho TV Inc., Grangeville, Idaho—Granted cp for a new tv translator station on ch. 31 to translate programs of KGTV-TV Spokane, Wash., to serve Grangeville, Cottonwood, Craigmont and Nezperce.

Frostburg Community TV Inc., Frostburg, Md.—Granted cp for KTVL-C licensed to Frostburg and other on ch. 81 to serve Hillcrest and Chetco Bridge.

Blairhampton Press Co. Inc., Johnson City and West End, Tenn.—Granted cp for KTVJ-TV licensed to Johnson City and other on ch. 31 to serve Hillcrest and Chetco Bridge.

California Television Co. Inc., Arcata, Calif.—Granted cp for two new tv translators in Humboldt, Arcata and other on ch. 31 to serve Arcata and Chetco Bridge.

AWL—local smust, mod., transmission, uns.—unlimited hours, kw.
SCA—subsidary communications audio
StA—special temporary authorization.

Abbreviations:

DA—directional antenna, cp—construction permit
E—effective radiated power
KB—high
TV—very high frequency
watt—watts
mc-megacycles
D-day

New TV Stations

ACTIONS BY FCC
Sacramento, Calif.—Central California Educational Television Co. Granted 1 kw, 321.1 kw visual, 331.2 kw, visual, 341.3 kw, and 351.4 kw visual, P. O. address Box 1882, Sacramento. Announced July 31.

Dallas, Tex.—Area Educational TV Foundation—Granted ch. 31, ERP 37.5 kw visual, 38.5 kw visual, P. O. address 9 E. 801, Fort Worth, Texas. Announced July 31.

Existing TV Stations

ACTIONS BY FCC

KOVR-TV Stockton, Calif.—Granted waiver of Sect. 5.852 to permit KOKR-TV to identify itself as Sacramento as well as Stockton.

KOTV (TV) Tulsa, Okla.—By letter, is being reminded of requirements under pending Federal Laws. Letter causal reporting as result of complaint alleging unfair treatment of the subchapter is for the protection of the public interest. Announced July 31.

WNFQ-TV Scranton, Pa.—Granted waiver of Sect. 5.852 to permit WNJP-TV to identify itself as Scranton as well as Jacksonville.

KTSF-TV Nacogdoches, Texas—Granted cp for private tv laundry relay system off-the-air pickup of programs of KXRE-TV (ch. 13), Houston.

KENY-TV Temple, Texas—Granted waiver of Sect. 5.852 to permit KENY-TV to identify itself as Waco as well as Temple.

New Am Stations

ACTIONS BY FCC

Dadeville, Ala.—J. C. Henderson—Granted $10,000 kw D. P. O. address Box 392, Alexander Papers, Inc., Dadeville, Ala. Estimated construction cost $8,210, first year operating cost $20,000, revenue $27,000. Sole owner Henderson has interest in WRLD-AM-FM Lanett, Ala. Announced July 31.

Lawrenceville, Ga.—R. N. G.B.W.—Granted 10 kw, 10 kw, 10 kw, D. P. O. address 8006 Brookgreen Blvd., Atlanta, Ga. Estimated construction cost $18,706, first year operating cost $21,000, revenue $40,000. Sole owner Brown also owns WSRB Fulton and WRDQ FM station of WCLX Camilla, Ga. Announced July 31.

Lafayette, La.—Radio Basin Co. Inc.—Granted 100 kw, 25 kw, D. P. O. address Box 412, Bryant City, N. C. Estimated construction cost $12,500, first year operating cost $16,000, revenue $38,000, expenses $30,000. Owners are Blank Goss, Clint Goss and John B. Beaver (each 1/3). BLANK has motel interests; Messenger. Clint Goss and Leon Blank are restaurant managers and John B. Beaver is a restaurateur, proprietor, of grocery. Announced July 31.

Ft. Lauderdale, Fla.—C. G. F. M. Co.—Granted 1400 kw, 1 kw D. P. O. address Box 347, Fort Lauderdale, Fla. Estimated construction cost $19,873, first year operating cost $24,000, revenue $38,000, expenses $30,000. Owners are Blank Goss, Holley Holley and Denton D. Leslie (each 1/3). Messenger and Holley are businessmen; Dr. Denton is physician. Announced July 31.

Ft. Lauderdale, Fla.—Clearwater Box Co. Inc.—Granted 950 kw, 500 D. P. O. address Eugene A. Hamblin, 2000 Country Club Dr., Lewin, Ore. Estimated construction cost $4,873, first year operating cost $5,000, revenue $7,000, expenses $5,000. Owners are John H. Matlock and Eugene A. Hamblin (each 1/2). Matlock is general manager of KOZE Lewiston, Idaho. Matlock is a Lewiston-based person and managing director of station.

Lakeland, Fla.—E. S. B.—Granted 960 kw, 100 kw, 100 kw, D. P. O. address Edline, Ga. Estimated construction cost $12,000, annual operating cost $15,000, revenue $24,000, expenses $15,000. Will be sole owner. Announced July 31.

Petoskey, Mich.—F. C. B.—Granted 1350 kw, 50 kw, D. P. O. address 319 Main Street, Petoskey, Mich. Estimated construction cost $9,386, first year operating cost $10,000, revenue $15,000, expenses $10,000. Owners are F. C. B. and F. C. Petoskey. Is the first station to be licensed.

Patrick, Tex.—R. G. C.—Granted 1350 kw, 50 kw, D. P. O. address 902 Station Street, Patrick, Tex. Estimated construction cost $9,386, first year operating cost $10,000, revenue $15,000, expenses $10,000. Applicants are R. G. C. and R. G. Patrick. Is the first station to be licensed.

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PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.
Existing FM Stations

**ACTIONS BY FCC**

**WRLD-FM Laneuvel, Ala.—**Granted application to move trans. to site of WRLD (AM) and waived Sec. 330(a) of rules to change station location to Lanett, Ala., change ERP from 10 kw to 8 kw and ant. from 330 to 185 ft.; engineering conditions. Announced July 31.

**WQXT-FM Palm Beach, Fla.—**Granted SCA to enhance in functional music operation on multiple basis. Announced July 31.

Ownership Changes

**ACTIONS BY FCC**


**KVOA Tucson, Ariz.—**Granted assignment of licenses to Gordon Reste. of Tucson (Sherwood R. Gordon, who also owns WSAI-AM-FM Cincinatti, Ohio, and KBUS and KTYL-FM Mesa, Ariz.); consideration $150,150 plus lease of certain equipment for 5 years at $400 a month. Announced July 31.


**KGEN Tulare, Calif.—**Granted assignment of license to The N Street Corp. (R. C. and George T. Mahan, who control KMAX Fresno); consideration $75,000. Announced July 31.

**KJUG Longmont, Colo.—**Granted assignment of license to Judson G. Rosebush; consideration $80,000. Announced July 31.

**WATS Brooksville, Fla.—**Granted assignment of license to Albert B. Gale; consideration is rent of property at $50 per month with option to buy, to $42,500 less 80% of rent paid. Announced July 31.

**WKBX Key West, Fla.—**Granted transfer of control from J. M. Fernandez, et al., to Roth E. Hook (interest in WDOB Canton, and WMAG Forest, Miss.; WRUS Russellville, Ky., and WRAC Carrollton, Ala.); consideration $19,100. Comr. Ford absent. Announced July 31.

**WCHJ Atlantic City, N. J.—**Granted transfer of control from T. O. Marshall Jr., et al., to Charles G. Smith (present stockholder); consideration $61,511 for 86.00%. Comr. Ford absent. Announced July 31.

**WCHJ Hawkinsville, Ga.—**Granted acquisition of positive control by Dallam J. Jackson through purchase of 69% of stock from Robert T. Ralston and W. H. Griffin for $60,000. Comr. Ford absent. Announced July 31.

**WJEM Valdosta, Ga.—**Granted (1) renewal of license and (2) assignment of licenses to J. E. Massey, Jr., Sue N. Massey, et al., (2) to WDOB 92.9 Valdosta; consideration $50,000 for stock. Announced July 31.


**WBLT Huntington, Ind.—**Granted assignment of license to Radio Huntington Inc. (William J. Warren, president); consideration $8,000 for agreement by assignor not to compete for 5 years. Announced July 31.

**KAPK Minden, La.—**Granted assignment of license to Cyril Reddock and Ralph L. Hooks (interest in KDLA De Ridder, La.; KBBR Oakdale, La., and KSTV Stephenville, Tex.), d/b as Dixie Radio; consideration $37,500. Announced July 31.

**WAHL Hastings, Mich.—**Granted assignment of license to Barry Beste Co. (R. B. Greenhous, president); consideration $42,000 and lease of studio space for 5 years. Announced July 31.

**WWK Charlotte, N. C.—**Granted assignment of license to Radio Charlotte Inc. (Herbert A. Tow, president, has interest in WIVE Roanoke, Va.; WARE Warna, Mass., and WHL Medford, Mass.); consideration $180,000 plus $20,000 for 5-year agreement not to compete. Announced July 31.

**WRSA Saratoga Springs, N. Y.—**Granted transfer of license to Radio Charlotte Inc. (Herbert A. Tow); consideration $60,000. Announced July 31.

**KTVQ (TV) Oklahoma City, Okla.—**Granted assignment of of cp (not on air) to Independent Television District of Oklahoma County; no monetary consideration. Though station authorization, assignee proposed to op—
Planning a Radio Station?

Here's another aid to station planning—a brand new brochure describing transmitting equipment and building requirements for radio stations. It combines the practical knowledge of experienced station and equipment engineers and provides a check-list as a guide in transmitter selection.

For your free copy, write to RCA, Dept. JB-22, Building 15-1, Camden 2, N.J.

Radio Corporation of America

FOR THE RECORD CONTINUED

erate it on nonprofit basis for educational pur-
poses. Also operates noncommercial educational
radio station KOKK-FM in that city. Oklahoma
Educational Television Authority operates non-
commercial educational television station KRTA
on ch. 13 in Oklahoma City. Announced July 31.

KBEV Portland, Ore.—Granted assignment of
radio station to Coast Bicent? Corp. (Harold
E. Zephyr, who has interest in KBEV Bakersfield,
Calif., and KINK Phoenix, Ariz.); reimbursement of $5,000 ex-

WPFM (FM) Providence, R. I.—Granted (1)
license of and (2) assignment to Golden
Gate Corp. (Richard C. Arranz, who has interest in WIBW and WNET (TV) Providence);

WBBDO (AM) Knoxville, Tenn.—Announced
July 31.

KAKZ (FM) Austin, Tex.—Granted assignment of
radio station to Southern Educational
Corporation for payment of $100,000. Reconsideration of reas-
affirmed. Announced July 31.

KHAD-TV Laredo, Tex.—Granted assignment of
radio station to Western Educational
Corporation for payment of $100,000. Reconsideration of reas-
affirmed. Announced July 31.

KBWS Post, Tex.—Granted assignment of
radio station to Grady F. Maples and R. B. McAllister;
reimbursement of $10,000. Announced July 31.

RBST Big Spring, Tex.—Granted assignment of
licences to Allied Newspapers Inc. (R. W.
Whitney, president, has interest in KBRT-TV Big Spring);

KHFV-TV Honolulu, Hawaii—Granted assign-
ment of licence to Paul J. H. Kerwin, B. P. L. Press;
licensing authority says it owns control.

KFAA-TV Farmington, N. J.—Announced
July 31.

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for
an independent appraisal. Extensive experience and a national or-
organization enable Blackburn & Company to make accurate, author-
tative appraisals in minimum time.

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Jack V. Harvey
Washington Building
Sterling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
Jackson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460

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Healey Building
Jackson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460

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<tr>
<th>Name</th>
<th>Address/Position</th>
<th>Phone Numbers/Information</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Executive Offices: 1735 DeSales St., N. W. Washington, D. C.</td>
<td>202 6-5411, Member AFCEC</td>
</tr>
<tr>
<td>James C. McNary</td>
<td>Consulting Engineer, National Press Bldg., Wash. 4, D. C.</td>
<td>202 3-1205, Member AFCEC</td>
</tr>
<tr>
<td>—Established 1926—</td>
<td>PAUL GODLEY CO. Upper Montclair, N. J. Pilgrim 6-3000 Laboratories, Great Notch, N. J.</td>
<td>201 3-0111, Member AFCEC</td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Engineers, Radio &amp; Television</td>
<td>202 511-514, Munsey Bldg., Sterling 3-0111, Washington 4, D. C., Member AFCEC</td>
</tr>
<tr>
<td>Russell P. May</td>
<td>—Monitoring Company, O. Box 7037, Kansas City, Mo.</td>
<td>816 5-3000, Member AFCEC</td>
</tr>
<tr>
<td>Guy C. Hutcherson</td>
<td>Consulting Engineer, 1 Daiwol, A. N. Abram, A. Arlington, Texas</td>
<td>205 8-3821, A. Arlington, Texas</td>
</tr>
<tr>
<td>Walter F. Kean</td>
<td>Consulting Radio Engineers, George M. Sklom, Robert A. Jones, 1 Riverside Rd. Eastside, Ill.</td>
<td>708 8-2098, Member AFCEC</td>
</tr>
<tr>
<td>William E. Benns, Jr.</td>
<td>Consulting Radio Engineer, 3802 Military Rd., N. W., Wash., D. C.</td>
<td>202 2-8071, Box 2468, Birmingham, Al. Phone 726-01, Member AFCEC</td>
</tr>
<tr>
<td>Silliman, Moffet &amp; Rohrer</td>
<td>Consulting Radio &amp; Television Engineers, 1405 G St., N. W. Wash., D. C.</td>
<td>202 7-6666, Washington 5, D. C., Member AFCEC</td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>Consulting Radio Engineers, 8200 Snowville Rd., Brecksville, Ohio</td>
<td>216 4-4396, P. O. Box 82, Member AFCEC</td>
</tr>
<tr>
<td>John H. Mullaney</td>
<td>Consulting Radio Engineers, 2000 P. St., N. W., Washington 4, D. C.</td>
<td>202 6-4666, Member AFCEC</td>
</tr>
<tr>
<td>A. E. Towne Assocs., Inc.</td>
<td>Televison and Radio Engineering Consultants, 420 Taylor St.</td>
<td>415 3-3100, San Francisco 2, Calif. PR 5-3100</td>
</tr>
<tr>
<td>A. C. Davis</td>
<td>Consulting Engineers, Radio &amp; Television</td>
<td>202 511-514, Munsey Bldg., Sterling 3-0111, Washington 4, D. C., Member AFCEC</td>
</tr>
<tr>
<td>Ralph J. Bitzer</td>
<td>Consulting Engineer, Suite 299, Arcade Bldg., St. Louis 1, Mo.</td>
<td>314 4-0254, 3-0111, Member AFCEC</td>
</tr>
<tr>
<td>Merl Saxon</td>
<td>Consulting Radio Engineer, 622 Hoskins Street, Lufkin, Texas</td>
<td>903 4-4242, @nf 4-9558, Member AFCEC</td>
</tr>
<tr>
<td>Irl T. Newton, Jr.</td>
<td>Consulting Engineer, 422 Washington Bldg., 15th and N. Y. Ave., N. W., Washington 4, D. C.</td>
<td>202 4-0254, 4-0254, Member AFCEC</td>
</tr>
<tr>
<td>Pete Johnson</td>
<td>Consulting Engineers, Field Engineering, Suite 601, Kanawha Hotel Bldg., Charleston, W. Va.</td>
<td>304 3-0033, Member AFCEC</td>
</tr>
<tr>
<td>Merl Saxon</td>
<td>Consulting Radio Engineer, 622 Hoskins Street, Lufkin, Texas</td>
<td>903 4-4242, @nf 4-9558, Member AFCEC</td>
</tr>
</tbody>
</table>

**Service Directory**

**Commercial Radio Monitoring Company**
- Precision Frequency Measurements
- Full Time Service for AM-FM TV
- P. O. Box 7037, Kansas City, Mo.
- Phone Jackson 3-5302

**Capitol Radio Engineering Institute**
- Accredited Technical Institute Curricula
- 3224 16th St., N. W., Wash. 10, D. C.
- Practical Broadcast, TV Electronics engineering, home study and residence courses.
- Write for free catalog, specify course.

**Service Directory**

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**Broadcasting**
### SUMMARY OF STATUS OF AM, FM, TV

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compiled by BROADCASTING through Aug. 6</td>
<td>3,218</td>
<td>526</td>
</tr>
<tr>
<td>ON AIR</td>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td>CP</td>
<td>Not on air</td>
<td>112</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS</td>
<td>3,353</td>
<td>634</td>
</tr>
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### OPERATING TELEVISION STATIONS

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<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>425</td>
<td>83</td>
<td>508*</td>
</tr>
<tr>
<td>COMMERCIAL</td>
<td>Non-Commercial</td>
<td>26</td>
</tr>
<tr>
<td>33*</td>
<td></td>
<td></td>
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</table>

### COMMERCIAL STATION BOXSCORE

As Reported by FCC through June 30

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>LICENSED (all on air)</td>
<td>3,218</td>
<td>526</td>
</tr>
<tr>
<td>CP'S ON AIR (not extensions)</td>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td>CP'S FOR NEW STATIONS (not in hearing)</td>
<td>100</td>
<td>86</td>
</tr>
<tr>
<td>TOTAL AUTHORIZED STATIONS</td>
<td>3,353</td>
<td>634</td>
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<tr>
<td>APPLICATIONS FOR NEW STATIONS</td>
<td>412</td>
<td>39</td>
</tr>
<tr>
<td>APPLICATIONS FOR NEW STATIONS (in hearing)</td>
<td>124</td>
<td>18</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS FOR NEW STATIONS</td>
<td>536</td>
<td>57</td>
</tr>
<tr>
<td>APPLICATIONS FOR MAJOR CHANGES (as of Aug. 3)</td>
<td>261</td>
<td>24</td>
</tr>
<tr>
<td>APPLICATIONS FOR MAJOR CHANGES (in hearing)</td>
<td>46</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS FOR MAJOR CHANGES</td>
<td>307</td>
<td>24</td>
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<tr>
<td>LICENSES DELETED</td>
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<td>0</td>
</tr>
<tr>
<td>CP'S DELETED</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

---

**For the Record**

1. There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
2. There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
3. There have been, in addition, 1tv television cp granted, but now deleted (33 vhf and 144 uhf).
4. There has been, in addition, one uhf educational tv station granted but now deleted.

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### Routine Roundup


### LICENSED STATIONS ON MOTIONS

By Commissioner T. A. M. Craven on July 29

Granted petition by Four Corners Bestg. Co., for extension of time to Aug. 7 to file responsive pleadings in connection with parties' requests for enlargement of issues and in connection with Four Corners' petition for dismissal of application for the renewal of the license of KAPA, Kansas City, Mo.

By Hearing Examiner James D. Cunningham on dates shown

Scheduled hearing for Oct. 26 in proceeding of the proceedings of the Henderson County Bestg. Co. (KBUD), Athens, Tex., and University Broadcasting Co., Inc., and the United States of America, for the purpose of hearing the applications and retained for reconsideration of the proceeding of the Board: action on July 28.

Scheduled hearing of July 31

Continued hearing on Ch. 19 from Oct. 10 to 17, and scheduled second hearing session for Oct. 21, in proceeding on an application of Clarage Bestg. Co., and County Bcstg. Co., Clarion, Pa.

By Hearing Examiner Millard F. French on August 1

Granted petition by Raymond P. McMillian to substitute him for Raynec Inc., as party respondent in proceeding on an application of WLBH Inc. for a station at DeLand, Fla.

By Hearing Examiner Basfi P. Cooper on July 30


Scheduled further prehearing conference in proceeding of the Board on the application of WLSR, Chippewa Falls, Wis., for permission to operate a station at WLSR, Chippewa Falls, Wis., and to begin operation.

By Hearing Examiner Charles J. Frederick on July 31

Granted motion of WLCF Inc., to substitute itself as party in place of Community Bestg. Co., in proceeding on an application for a station at WLCF, Dayton, Ohio.

By Hearing Examiner H. Gifford Irion on July 29

Advanced hearing from Sept. 8 to Aug. 1 in proceeding on an application of Latin-American Bestg. Corp., Washington, D.C., for a station at WMAP, Miami, Fla., to begin operation.

By Hearing Examiner W. J. Packhagase, N. Y., on Aug. 7, granted license for fm station.

By Hearing Examiner W. J. Packhagase, N. Y., on Aug. 7, granted license for fm station.

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By Hearing Examiner W. J. Packhagase, N. Y., on Aug. 7, granted license for fm station.
Classified Advertisements

Payable in advance. Checks and money orders only.

• DEADLINE: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

• SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELP WANTED 25¢ per word—$2.00 minimum.

• All other classifications 30¢ per word—$4.00 minimum. • DISPLAY ads $20.00 per inch.

• No rate for blind box number. Send replies to Box 3407, Broadcasting, 60 West 40th Street, New York, N. Y. 10018, Washington 6, D. C.

Applicants: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance separately, please). All translations, photos, etc., sent to box numbers are sent at owner’s risk. Classified expressly repudiates any liability or responsibility for their custody or return.

Radio

Help Wanted

Sales

Unusual opening for aggressive salesman, who wants to move up to a substantial northeastern Ohio market. Letter plus $100 per month with top account list worth $12,000 to a producer. Sales manager position open if you qualify, Best references required. Box 305F, BROADCASTING.

Salesman, strong, aggressive for top stations Boston and Washington, D. C. Must have car and interest in permanent, expanding opportunity. Box 308F, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market, ABC Texas station. Box 402F, BROADCASTING.

The man I’m looking for is located in small-medium sized market and doing an excellent job. He’s a top picture, tape salesman. Other than regular, the man is looking for top position open for him. Guaranteed salary open. Nation’s outstanding station seeking full time man to grow top music station that is easy to sell. Box 416F, BROADCASTING.


Help wanted. Positions open. New Orleans, Louisiana. Box 504F, BROADCASTING.

Immediate opening for salesman who can also call football and basketball play-by-play. $500 weekly salary plus sales commission. Single stations plus commission. Send play-by-play tape and full details. KCOA, Kigore, Texas.

State mate? Write your own salary as salesman-annoncer. Experience a must. Combination market, pay $500 plus sales fifteen percent. Rush tape, photo, background KFRM, Livingston, Montana.

Excellent opportunity for salesman-annoncer with progressive organization. Top station in market. Good salary plus commission. Send details. Radio Station WNBW, New Bern, N. C.

Wanted, salesman of proven ability, looking for hometown market. 15% interest in account with drawing account if necessary. WWIN, Baltimore, Maryland.

Announcers

Florida. Need experienced personality pop dj. Able to travel. Excellent opportunities. $600-$800 per month. Send tape, background. Box 705B, BROADCASTING.

Negro 41-southerner only—religious or R&B—America’s highest audience rated negro group. Radio station downtown. Pay plus expenses. Box 706B, BROADCASTING.

Piedmont indies needs two experienced announcers. 80 weekly. Tape, resume. Box 148F, BROADCASTING.


Newman with authoritative delivery and ability to get strong local and talent set-up. Six day, Northeastern Ohio metropo- litan market. Send photo and resume. Better letter. Box 299F, BROADCASTING.

Giri, experienced staff announcer, Pauline Fred- erick very quiet voice. Must. Apply, Longstreet, 155 South temountain station. Box 335F, BROADCASTING.

Announcer-first phone—a wonderful opportunity for a young man looking for a good starting salary, plus permanent location—5000 watt South Georgia station. Box 340F, BROADCASTING.

Immediate opening top lively paced disc jockey in established mid-western market. Experience necessary background necessary. Send tape and complete background. Box 350F, BROADCASTING.

At once: 1st ticket announcer Wisconsin day-time. Box 381F, BROADCASTING.

Radio

Help Wanted (Cont’d)

Announcers

Metropolitan midwest radio station looking for versatile radio announcers. Prefer family men who can deliver news, sports, jokes, and company benefit. No specialists. Do own board work. Send resume, tape, recent photo to Program Manager, Box 379F, BROADCASTING.

Desire football announcer plus staff duties. Tell all. Texas station. Box 402F, BROADCASTING.


Staff announcer wanted for "modern radio" network affiliate in Michigan. Immediate openings, good employment and salary conditions. Starting salary $500 weekly. Must enjoy writing copy. Must be full time. Send resume and recent tape of your work. WSOE, Saginaw, Michigan.

Top pop music station in the east wants full experienced dj. Must have solid commercial background. Send tape and background at once. Box 415F, BROADCASTING.

SOUTHWEST—announcer with first phone needed immediately. Note we said"announcer". Prefer mature nature, musical experience. Write Box 437F, BROADCASTING.

Top rated music-news station, southwestern market wants personality jockey and production man. Tape, resume. Box 440F, BROADCASTING.

Top, independent radio station seeking number one disc jockey personalities. Now accepting audition tapes, include resume and recent photo. Box 441F, BROADCASTING.

Wanted: Versatile, intelligent man with knowledge of music, other than top forty tunes. Solid personality radio man to grow with us. Box 459F, BROADCASTING.

Wanted, competent announcer with first class ticket. Good pay and working conditions, 25 miles from Hollywood, 10pm to 5am. Box 460F, BROADCASTING.

BROADCASTING.

WANTED: Male announcer to fill important position. WSTL, St. Louis. Must be alert and versatile to handle a wide variety of spots. Send resume and recent photo. Box 462F, BROADCASTING.

WGMA in beautiful Hollywood, Florida, looking for experienced aggressive, commercial personality dj. Must be able to run your own board, outstanding on-air personality, good audience. Golden opportunity awaits right man. Rush resume and recent tape to Ed Little, WGMA, Box 2399, Hollywood, Florida.

Experienced announcer-deejay wanted immediately! Top pay for right man! Music-news in- dustry. Only one opening—only one man! Paul Parker, WLAS, Jacksonville, N. C.

Near Cleveland, need versatile announcer for personal appearances adult and teen dj shows, news, local announcements. Excellent opportunity, salary open. Personal audition needed. Send recent tape with recent resume, photos and ad list if interested. WVPTL, Amherst, Ohio.

Experienced announcer wanted. None other need apply. WSTL, Eminence, Kentucky.


Radio

Help Wanted (Cont’d)

Technical

Chief engineer for brand new direction day- liner in Pittsburgh area one of growing chain. All top pay! Excellent salary and working conditions. No an- nouncing required. Personal interview necessary. Box 310F, BROADCASTING.

Chief engineer single market southern network station using remote control. Inquiries confident- dential. Box 310F, BROADCASTING.

Southwest-announcer with first phone needed immediately. Note we said "announcer". Prefer mature, musical background. Excellent salary. Write Box 437F, BROADCASTING.

Chief engineer, . . . experienced only! Must do masterful announcing helpful but not es- sential. Immediate openings. Paul Parker, WLAS, Jacksonville, N. C.

Chief announcer. Am-fm station, small middle Atlantic states market. Strong personality and sales experience. Family man. Relief announcing if able. Resume, photo to Suite 3000, 40 Wall Street, New York, N. Y.

Studio engineer, recording control room experi- ence, live music, record playing, and full- time independent. Good salary plus full benefits. Write Box 179B, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Guaranteed opportunity. Im- mediately opening. Rush complete details. Box 402E, BROADCASTING.

Production director modern radio. Top judge, top ten market, Storz, Baton Rouge, LA. No experience, or similar experience required. Fantastic oppor- tunity. No tape, Box 403F, BROADCASTING.

Attention RFP’s! Had farm experience? Know farm accounts? Midwest high power station seeks man with farm-radio background. Free reign in production department shows 3 hours air time per day—own account list for selling. Be in good health—willing to work 6 1/2 hour day. Good future in fine community. Send resume, refer- ences, etc., tape. Box 381F, BROADCASTING.

$4000 per year for news director with know how to do a complete job. Established news minded station will provide the working tools, you provide the knowledge and interest. Full details to Box 316F, BROADCASTING.

No super girl wanted here, just a talented copy- writer who likes production work. She must be smart, single and aggressive in all her work. If fun sun is your only reason for answering this ad for our station in Florida, please do not waste our time or yours. If you are interested in working, send resume, photo, and salary re- quirements in first letter to Box 459F, BROADCASTING.


News: Excellent opportunity for aggressive, experienced news director and editor. Nation- al. 1-rated station, with live, 24 hour, local news operations, uses music in dinner, etc., salary. Excellent opportunity to use experience and ability. Con- fident and send full information. We’ll contact when available, salary expected, small photo and audition tape, to Roger G. Berk, V. P., WAKR, Akron 8, Ohio.

Copywriter-girl Friday, immediately for busy music-news station. Right person can earn top pay! Only! Paul Parker, WLAS, Jacksonville, N. C.
RADIO
Help Wanted—(Cont’d)
Production-Programming, Others

Newman. Radio and television, capable leg and armnan with small hands, station experience, who can gather, write, and air news; journalism education, necessary. Experience desirable. Must be reliable and dependable with good references. Age 21-25. Send resume and rate of salary. WRBN, Youngstown, Ohio, Sterling 2-145.

RADIO
Situtions Wanted—(Cont’d)
Announcers


First phone contact. College graduate. Mature voice, news,ADER conscientious and experienced. Complete information first letter please. Box 312F, BROADCASTING.


Personalities 41. Medium market or better. Morning show. West only. Four years radio, first age, 25 references. Box 394F, BROADCASTING.

Announcer 1st phone, all around experience tv. Would like radio or combination tv-radio. Family background. Western states. Box 399F, BROADCASTING.

Wanted job as deejay for pools or hillbilly station within 300 miles of Washington, D. C. Teen-ager. H. S. graduate, good voice, no experience of any kind. I learn fast. Box 400F, BROADCASTING.

Experienced employed "pop" deejay. Newscomer. Not sooty background. No accent. Box 407F, BROADCASTING.

Yards of miles of experience. Miles of personality. Thoroughly trained, extremely versatile. You name the assignment, I’ll do the job. Box 410F, BROADCASTING.

Versatile dj employed top station, top market. Strong type operation. Family, northeast preferred. Box 414F, BROADCASTING.

Announcer-deejay with 3 years productive experience wants to build jazz/good music show for urban evening audience. Box 417F, BROADCASTING.

Have car—will travel to Florida. Recent broadcasting experience, strong local background, well equipped. Ambitious, veteran, single. Available September. Low salary acceptable. Box 421F, BROADCASTING.

Experienced, employed announcer-pd, mature, single. Interested announcer-sales, assistant pd, staff writer, weekend work. Box 422F, BROADCASTING.

Announcer, experienced, music, news commercial; sales, operate board. Tape available. Box 429F, BROAD- CASTING.

Announcer, modern sound, experienced. Styled for California, Boston, Washington, Philadelphia. Box 432F, BROADCASTING.

Third phone, second phone soon; college graduate; perfect Polish, and English language; voice and diction; disc jockey, control board operator. News and commercials. Box 435F, BROADCASTING.

Top negro dj seeks position in radio. Excellent voice, experienced, college, vet. travel. Box 436F, BROADCASTING.

DJ-sports—5 years experience, young, married, mature, 18 years, week minimum. Box 439F, BROADCASTING.

Staff announcer, versatile, energetic, experienced all phases, Box 424F, BROADCASTING.

Two serious minded experienced announcers desire to work. No offers. Box 411F, BROADCASTING.

Experienced staff announcer; 4 years personal audition only. Will travel. Box 448F, BROADCASTING.

Country music-engineer. Credit-characte-er importance, small town experience, regular, experienced. No R&R, $50.00 minimum. Box 450F, BROADCASTING.

Combo operator. Three years experience. Excellent knowledge of engineering. Station, Herb Boyer, 2925 Grandview, City of Detroit. Box 457F, BROADCASTING.

Experienced announcer, married, 2 children. Run board, good music, news, and sports play-by-play. Box 460F, BROADCASTING. Station located South Farmingdale, L. I., N. Y. CSipel, 9-2853.

2/4 years radio, tv experience. Desire radio or radio-television position. Box 464F, BROADCASTING.

Technical
Chief, 21 years experience as chief midwest to 5 kw directional. Executive ability uncommon experience. Box 360F, BROADCASTING.

Engineer-1st phone, fed up with "personality" radio. Take it or leave it. Box 415F, BROADCASTING.

First phone; technical school graduate desires position as transmitter engineer. Good habits, responsible. Willing to learn and study. Jerry Carroll 4214 Carroll Ave, San Antonio, Texas. WA 2-8691.

Production-Programming, Others
Copywriter-producer, 11 years experience agency-radio. Top man in leading eastern market. Desire relocate west coast. Resume. Box 370F, BROADCASTING.

All markets! Want solid adult audience? Contact me now. Otherwise don’t. Unconditional assurance. Full opportunity for growth. Box 395F, BROADCASTING.

Broadcast research promotion director. Headed research department for ABC Film Syndication. At RKO developed program, sales, promotion and advertiser research plus promotion and some advertising. Box 405F, BROADCASTING.

Wants a partner, not so much a partner as a best pal. With a zest for reward work hard. Age 28. Excellent references. Contact Box 411F, BROADCASTING or call Bob Galen, New York City, 4-6676.

Former program director, announcer, more recently employed as administrative assistant to United States Congressman, handling all publicity, relations, publicity, office management, desires radio as program or management-announcer. Age 37, married. Will consider geographical displacement. Send resume to Route 301, Washington Building, Washington, D. C.

TELEVISION
Help Wanted

Sales

Productive salesman, real opportunity for solid man in nation’s 4th market. 300,000 pop, in Texas. Good base and commission. Send resume and photo to Box 203F, BROADCASTING.

Experienced tv salesman wanted for New York stations. NBC affiliate. Own accounts to start. Excellent base plus commiss. Write giving full resume to Box 312F, BROADCASTING.

Sales director interested in purchasing interest in new station, suburban station. Excellent opportunity. Box 433F, BROADCASTING.

Dominant CBS station in southeastern market of country. Home has rare opening for experienced local-area salesman. Our retail-area sales people an important part of our business. Good base, plus attractive commission plan permits you to build your income. Present account list open to former turnkey man. No objection to travel. Age 45+ needed. Box 451F, BROADCASTING.

TV sales representative for station in metropolitan area. Will be working with strong established salesman who is being promoted to local sales manager. Will be working with stable, reliable, able to work hard. Box 464F, BROADCASTING.

From your sports audience deserves top flight coverage. 8 years radio-television experience, excellent play-by-play, commercial and staff, family, stable, reliable. Box 316F, BROADCASTING.

Broadcasting

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TELEVISION
Help Wanted—(Cont'd)

Sales

Commercial Manager. Want an experienced man with ability and confidence to assume full responsibility of sales department with staff composed of experienced personnel. Department is well staffed. You must have good knowledge of and experience in national market over 40,000 televisions, and years of experience in selling working and living conditions in city of 120,000. Excellent opportunity with progressive CSB basic station. Channel 2 for 9 years. Write details including photograph and references. Interview will be arranged for most suitable applicant. Mr. George General Manager, WFMF-TV, Greenboro, N.C.

Technical

Engineer needed effective September 1, 1955, by full power station. Experience in television is necessary. Must be aggressive and have creative ideas. Must have knowledge of and experience in television field. Box 3989F, BROADCASTING.

Production-Programming, Others

Promotion and publicity manager for television basic staff currently in northeast experience necessary. Must be aggressive and have creative ideas. Understanding of showmanship. Excellent opportunity. Write Box 3959F, BROADCASTING.

Technical

Engineer needed effective September 1, 1955, by full power station. Experience in television is necessary. Must be aggressive and have creative ideas. Understanding of showmanship. Excellent opportunity. Write Box 3959F, BROADCASTING.

Experience in television copywriter will be needed by WFMF-TV, CBS Channel 2 affiliate in Greenboro, N.C., September 22.Excellent writers, who need attention to two-person department. Send complete resume, samples of copy, photograph to Miss Margaret Meantz, WFMF-TV.

WANTED TO BUY

Stations

Want to buy small station in Houston area. Your radio confidential. Box 3969F, BROADCASTING.

Equipment

Western Electric 1-C frequency monitor, $75.00. J. Rowland & Son, 1532 E. 15th St., Fresno, Calif. $35.00.

Broadcasting

August 11, 1958 • Page 99
INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write 308F, broadcasting, 1103 West Olive Avenue, Burbank, California.


MICROSCOPIC

Bingo Time U.S.A. 1929-30 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 Kardo 1000 game sheet series, which has playing card symbols instead of just numbers, permitting not only playing of Bingo, but any poker, card hands etc., the announce may call for. Prices are $5.00 per 1000 game sheets imprinted with your art copy. Terms one-third order on first lettered, balance on delivery of three weeks. Shipped F.G.B. Hollywood. (Game sheets must be 10-1/2 X 15). Write for a free booklet. Y. T. Building, 1071, Hollywood 28, Calif. Tel., Hollywood 4-0471.

RADIO

Help Wanted

SALESMAN


RADIO

Situations Wanted

Management

YES—I AM HE

Dear Owners Too Old For Headaches: You can start packing for Florida. I'm 45. A few years under fifty (not too few) with plenty of fire in the boilers to make steam. My gray hairs are distinguished (they tell me) and came from being stung by too many burning offers of "peanuts to riches." I'm a sucker for a story like yours. I'd love to pan gold in the desert, ride a burro and eat peanuts again, but you'll have to persuade both me and my wife that there's gold in them there hills. You'll like her even if you don't like me. Capable commercial manager, prove sales record, civic star, references so high you'll need oxygen. Meet me in New York, Cortly, before I leave for Seattle or Philadelphia. PS: I've been to Florida, but I'm too young to die. Sincerely: DON KERR, 29 Robinson Pl., Newbury, N. J. Phone: Shady-ide 7-5690.

ANNOUNCERS

There was a young fellow named Hulme, Whose radio takeoff was a dud. A Const, he ran a full T.C.C. At announcing for Hulme... "No ticket for you" quoth the, Though you're tops in News and Deeley. Employers downhearted, relations paired with top-rated disc grooms... Hulme. No easily-discouraged Canuck. Hulme stoutly declared "I'm not stuck!" Some non-combustible in this mixture we can change this

REPLY: Box 396F, BROADCASTING

FOR SALE

Equipment

Complete 5 kw am transmitter, Western Electric model SC; phase monitor, Andrews type 799; modulation monitor. General Radio type 731A; and frequency monitor. General Radio type 475C. All in good operating condition. Contact J. V. Sanderson, WAPI, Box 2553, Birmingham, Ala.

TAPE RECORDER

All Professional Makes New—Used—Trades Supplies Parts—Accessories

STEFFEN ELECTRO ART CO.

4401 W. North Avenue Milwaukee, 8, Wis. Upton 1-6830

America's Tape Recorder Specialists

EMPLOYMENT SERVICES

A Specialised Service For Managers Commercial Managers Chief Engineer Program Managers

NATIONWIDE SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

1736 Wisconsin Ave., N. W. Washington 7, D. C.

RADIO—TV—ADVERTISING

PLACEMENT SERVICE

Many job opportunities in the Southeast. FLORIDA—GEORGIA—TENNESSEE—NORTH AND SOUTH CAROLINA—ALABAMA

- COPY writers - TV Production - Announcers - Salesmen - Artists

PROFESSIONAL PLACEMENT

458 PECHEARTH ARCADE

ATLANTA, GA. 30308

JACKSON 5-4841

INSTRUCTION

WANT A TV or Radio Job? announcement writer, script producer

The National Academy of Broadcasting

2328 16th St. N.W. Washington 9, D.C.

Trains and places men and women in

TOP JOBS

New term starts Sept. 29. Send for folder and list of positions available. Call DEcatur 2-5580

Dollar for Dollar... you can't beat a classified ad in

getting top-flight personnel.

Page 100 * August 11, 1958

Broadcasting
FOR THE RECORD

Edmitted.

equipment.

delete ERP

to change aux.

tiny.

WABT Birmingham, Ala.-Licensed grant

equipment.

WASY-TV Syracuse, N. Y.-Licensed grant

covering changes in station.

WBF Augustus, Ga.-Licensed grant

covering changes in facilities of station.

WRCV-TV Philadelphia, Pa.-Licensed grant

covering changes in station.

WFTG (TV) Washington, D. C.-Licensed li-
cense covering changes in station.

WFMA-TW Youngstown, Ohio-Grafted cp to
install aux. on interim ant. tower near main

WJHL-TV Johnson City, Tenn.-Grafted cp to
install aux. on auxiliary tower near main

WDBS-FM New York, N. Y.-Grafted cp to
install aux. tax. ant., with respect to conclu-
sions and recommendations set forth in report

WPTV-MW Watertown, N. Y.-Granted cp to
install aux. on auxiliary tower near main.

WFMY-TV Greensboro, N. C.-Grafted cp to
install aux. on auxiliary tower near main.

WBYX-TV Myrtle Beach, S. C.-Grafted cp to
install aux. on auxiliary tower near main.

KGVS Weslaco, Tex.-Granted assignment of
license from the FAM.

Licensed for following tv stations:

WJTV Mobile, Ala., and WBSA Auburn, Ala.,

location as State Mountain, near Marcelo, N. Y.;

KAYJ-TV San Antonio, Tex., ERP, vis, 18.2 kw.,

KXAS-TV Dallas, Tex., ERP, vis, 13 kw., ant.

KYW-TV Philadelphia, Pa., ERP, vis, 13 kw., ant.

KXTO-TV Twin Falls, Idaho, ERP, vis, 15 kw., ant.

WKBW-TV Buffalo, N. Y., ERP, vis, 12 kw., ant.

These entries are for initial assignment of

Approval of assignment to SAF.

PROPOSALS

New and to August 12, 1959.

WJAS-TV Atlantic City, N. J., ERP, vis, 15 kw.,

Approved for the following assigned stations

Ground discharged to Monopole tower.

Approved for the following assigned stations

AIS.

WBT-TX Dallas, Tex., ERP, vis, 15 kw., ant.

WJRC-TV St. Louis, Mo., ERP, vis, 15 kw., ant.

KBSY-TV Portland, Oreg., ERP, vis, 15 kw., ant.

KETF-TV El Paso, Tex., ERP, vis, 15 kw., ant.

KQOM-TV Oakland, Calif., ERP, vis, 15 kw., ant.

KRVV-SX Salina, Kans., ERP, vis, 15 kw., ant.

KTRX-TV Fort Worth, Tex., ERP, vis, 15 kw., ant.

WQWY-TV Buffalo, N. Y., ERP, vis, 15 kw., ant.

KZTV-TV Las Vegas, Nev., ERP, vis, 15 kw., ant.

WDLG-TV Miami, Fla., ERP, vis, 15 kw., ant.

WTMB-TV Fort Smith, Ark., ERP, vis, 15 kw., ant.

KWVQ-TV Portland, Oreg., ERP, vis, 15 kw., ant.

WDEF-TV Chattanooga, Tenn., ERP, vis, 15 kw., ant.

KCAQ-TV Wichita, Kan., ERP, vis, 15 kw., ant.

KSEE-TV Laramie, Wyo., ERP, vis, 15 kw., ant.

WQTV-TV Los Angeles, Calif., ERP, vis, 15 kw., ant.

WBNM-TV San Antonio, Tex., ERP, vis, 15 kw., ant.

WQVQ-TV Evansville, Ind., ERP, vis, 15 kw., ant.

WQYX-TV Green Bay, Wis., ERP, vis, 15 kw., ant.

WQXW-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

KQVM-TV Yakima, Wash., ERP, vis, 15 kw., ant.

WQNN-TV York, Pa., ERP, vis, 15 kw., ant.

WQWQ-TV Charleston, W. Va., ERP, vis, 15 kw., ant.

WQXQ-TV Denver, Colo., ERP, vis, 15 kw., ant.

WJAT-TV Jackson, Miss., ERP, vis, 15 kw., ant.

WQXV-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXW-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXH-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXG-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXF-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXQ-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXV-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXW-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXH-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXG-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXQ-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXV-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXW-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXH-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXG-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXQ-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXV-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXW-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXH-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXG-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXQ-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

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WQXG-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXQ-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXV-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXW-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXH-TV Montgomery, Ala., ERP, vis, 15 kw., ant.

WQXG-TV Montgomery, Ala., ERP, vis, 15 kw., ant.
THE LEADING CHILDREN'S SHOW
in Denver TV!

Meet the Pied Pipers of Denver! KLZ-TV’s "Fred 'n Fae"—undisputed champs in the Rocky Mountain area.

New fall purchase of 337 AAP cartoons including Bugs Bunny, Daffy Duck, Porky Pig and many others — ingenious settings for sponsor’s products—on-the-air sampling — these are only a few of the extras “Fred ‘n Fae” provide.

Dozens of sales success stories are at your disposal. Hundreds of personal appearances have enhanced the value of these stars. Four years of audience firsts prove their leadership.

If you’re selling the younger set in the fast-moving Denver market—“Fred ‘n Fae” are a must. Your KATZ man has the answers. Ask him.

CBS IN DENVER
KLZ TELEVISION
Channel 7

Represented by the KATZ Agency.
A fable about the fabulous medium; moral: maturity takes more than time

Mr. Thuse carefully placed the picture frame on the living room wall. It was blank where the picture should have been. And it had a small knob on the bottom.

Mr. Thuse turned the knob and Mrs. Thuse exclaimed with delight as the picture came on. It was a panel program and it was beautiful in color and three dimensions.

For a while Mr. Thuse talked about it to his friends. And Mrs. Thuse talked about it to her friends. But pretty soon they didn't talk about it any more. There didn't seem to be anything new to talk about.

Mr. and Mrs. Thuse sensed that the charm they once had for the networks was gone.

At the coffee break Mr. Thuse no longer launched an enthusiastic discussion with the question, "Did you see Peter Van Brocklin last night? Wasn't it great?"

Mrs. Thuse didn't have the satisfaction of a provocative discussion with her husband as a result of new ideas received from the picture frame. There were no new ideas. There was not even anything to be discriminating about.

Launched was the realization that the executives fretted. Advertisers and agencies were restive. The ratings were going down. The new top ratings were about as good as those that frequently brought option cancellations a few years back.

And yet the networks worked hard. They tried. They used more research than ever. And the agencies and their clients added their research. But the public didn't seem to know what it wanted. Not a single creative idea had come from the surveys. Nobody knew what to do.

But the commercials were increasingly creative and exciting. And one network presented a spectacular. It was a public service program composed entirely of commercials. Oh, it was wonderful! There was beautiful color and animation and adventure and 3D.

Mr. and Mrs. Thuse saw it. And they liked it.

But after that, less and less did they watch the picture frame. It is true the Thuses didn't like to watch many of the things they once thought were great.

Their demands were more discriminating. Not just an insatiable demand for more. But a craving for quality. Something to stimulate. Something to tear your heart out. Or make you exult. They wanted to feel what they saw.

Mr. and Mrs. Thuse knew that the networks wanted. The sense of the money and the people and the talent could provide more content than they were seeing. They sensed a loss.

More and more did Mr. and Mrs. Thuse read books, and listen to records, and go to the theatre. Even the movies. Not that printing or recording or theatre or movies was new. But somehow much of the writing and music was new. And exciting. Mr. and Mrs. Thuse discovered that you had to be selective. There was a great deal that was dull and trite. But there was also a lot that was new. And exciting. And fun. And some even made you think.

One Saturday Mrs. Thuse went shopping for a painting to put in the picture frame.

The techniques and the mechanics of research were honed to a sharpness not even visualized a few years before at the networks. Or at the agencies. But nobody seemed to know the right questions to ask. And nobody knew what to do with the facts that were gathered. But they were cherished.

Not even the writers seemed to care.

The money was easy and the formula was there. It became a triumph of mediocrity. Everything looked the same all over the dial all through the day. And night.

And then one day a producer and a writer had a brand new idea. One that nobody had ever even suggested before. And they got it on the air.

Some people saw it and talked about it. They liked it. And friends told Mr. and Mrs. Thuse. More creative ideas began to appear on the air. Some were good. Some were not. But overall, an unusual air of excitement and interest was felt. And expectancy.

It was not just art for the critics' sake. It was not talent run rampant, without direction or purpose. It became a conscious effort of a lot of people. It transcended stultifying fear of failure. Boats were rocked. Categorized monotony began to disappear. It was fun.

Mr. and Mrs. Thuse took down their painting and turned the knob on their picture frame. They were interested by what they saw. And they talked about it. It became again an active interest along with their books and their records and the theatre and the movies.

At the networks they were somewhat frightened by their daring new experiences. But they were learning to use their creativity, as well as their research. They learned to ask the right questions. They learned to soar. The networks could thrill again. And stimulate. They learned to create new patterns.

They were professional. And they used taste and judgment. And they made mistakes.

At the networks and at the agencies and at the advertisers, it became known that maturity is not something that just happens with the passage of time. It requires work. And thought. Creativity.

Mr. and Mrs. Thuse didn't always know what to expect to see in the picture frame. And they looked forward to it.
The Fifth 'A'—Air

THERE was an element of pleased surprise in a report which the American Assn. of Advertising Agencies issued last week after taking a temperature reading on the state of its members' business health.

Despite the uneasiness in the general economy, the AAAA survey found more than half of the agencies that replied said their gross volumes ran higher in the first six months of 1958 than in the first half a year ago—up to as much as 131% higher—and another 14% said their billings were at least as good.

The study, reported in detail elsewhere in this issue, also found a wide range of confidence in the immediate future. Not all of those who enjoyed first-half gains also expected the second half to be better than last year, but the number looking for business to hold up to last year's second-half level was almost double the number whose billings did stay on an even keel in the first half. And the number expecting declines in the second half was well below those who actually did experience declines in the first six months.

All in all it is a picture which, in AAAA's words, is "more optimistic... than expected."

It would be foolhardy to ascribe specific reasons for the various findings aside from the slackness in the national economy. A major account shift can alone change "up" to "down" for one agency, and "down" to "up" for another. There is no way to tell how much this factor figured in the reports gathered in this study.

The fact is well known, however, that radio and television—alone among the major media—are still enjoying gains in billings. Only a week ago reports showed tv network sales for the first half of 1958 were 12.9% above the same period in 1957, and in six-month spot figures now being compiled the question is not whether but by how much those, too, will be ahead.

With non-broadcast media all on a slide, then, is it too much to suggest that radio and television figure considerably in the encouraging outlook among agencies? If so, this is a tribute to the agencies' and their clients' judgment, as well as a billings "plus" to the agencies. We call it a "plus" because the first and main advantage of radio and television is that they sell better than other media.

Two Doses of Miltown

A U. S. district court and a state supreme court have held that broadcasters are immune from libel actions resulting from political broadcasts.

If these decisions stand up in the U. S. Supreme Court, broadcasters will have been given a comfort they have never known. They will also have been given an oplate.

Section 315 of the Communications Act, the law governing political broadcasts, prohibits broadcasters from censoring anything out of a political candidate's speech. The law, however, says nothing about the consequences of libel actions provoked by a speech. The discomfort of such an arrangement is obvious.

A U. S. district court in Nashville decided a fortnight ago [Government, Aug. 4] that section 315 implied, if it did not express, immunity from libel liability. That decision paralleled an earlier one by the state supreme court of North Dakota [Government, April 7]. A good many broadcasters, we are sure, are fervently hoping that the U. S. Supreme Court will sustain the decisions. If it does, it will be doing both a kindness and a disservice to broadcasting, for while one of the headaches of political broadcasting will have been relieved, the root problem will not have been eliminated.

Immunity from the consequences of a decision can be granted only if no power of decision exists. The reaffirmation by a high court of broadcasting's immunity from political libel will be no more than reaffirmation of broadcasting's helplessness to run its own show. It will be reaffirmation of the indefensible principle that editorial authority over political broadcasting can be exercised more wisely by the government or a government lawyer than by broadcasters.

Can anyone imagine U. S. newspaper editors and publishers yielding to the government their right to present political news and political speeches as they choose?

The presentation of political speeches by candidates and of news stories about political speeches is a basic function of journalism. To the degree that function is impaired journalism standards suffer.

Under section 315, no matter how it may be interpreted by the courts, broadcasters must substitute a set of inflexible rules for intelligent editorial judgment in the presentation of political information. It is an unfortunate fact that some broadcasters prefer it that way. It is an equally unfortunate fact that until broadcasters demand and get the right to use their own editorial judgment in such matters, they cannot claim to be competing fully with newspapers and magazines as organs of journalism.

What is needed is a relentless campaign to obtain repeal or at least satisfactory amendment of section 315 so that broadcasters—not politicians—are in command of political information.

As we say, broadcasters may take comfort in a court decision immunizing them from libel, but it will be the comfort of the eunuch who grows serene and fat for having been immunized against the reality of his surroundings.

Tabled, but Not Floored

In tabling the bill to exempt major sports from the antitrust laws, the Senate Judiciary Subcommittee killed prospects for action in the 85th Congress which expires in the next week or two. But the 86th is coming up next January and the zeal of the powerhouse baseball lobby, buttressed by those of football, basketball and hockey, has not diminished.

It was a close call. The bill had swept through the House and had what appeared to be unbeatable Senate support, with some 50 Senators as its co-authors. It was only after the effective testimony of the Antitrust Div. of the Dept. of Justice, the lucid and free-swinging opposition of Rep. Celler (D-N. Y.), who fights hard whether he's for or against, and the delayed but nevertheless effective thrusts of representative broadcasters and broadcasting organizations that the committee was dissuaded from acting this session.

Had there been time, the effort would have been made for a one-year trial exemption. Had that occurred, the battle would have been lost. Those sports entrepreneurs, envisioning life ahead with no speed limits and no cops, wouldn't have violated that probationary year by imposing even a single radio or tv blackout. They would have bided their time.

Expect the sports industry to pick up where it left off when the new Congress convenes. Until then work will be done at the grass roots. They will seek to rebut every argument made during the past few eventful weeks.

Broadcasters must not rest on their oars. Congress will be out only a few months. During that time an executive sports committee of the NAB should be activated to implement the case against the blackout of sports on free tv.

"J.P. I've decided not to cancel that Western of yours."
**NCS #3 Arithmetic**

**Station B**
- High Channel + Maximum Power + Low Tower = 0*

**Station C**
- High Channel + Maximum Power + High Tower = 1*

**WSAZ-TV**
- Low Channel + Maximum Power + Highest Tower = 21*

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**Nielsen NCS #3**

% Penetration of 68 Counties in Coverage Area

<table>
<thead>
<tr>
<th>Coverage Levels</th>
<th>WSAZ-TV</th>
<th>Sta. B</th>
<th>Sta. C</th>
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<td>100% Coverage Counties</td>
<td>21*</td>
<td>0*</td>
<td>1*</td>
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<td>43</td>
<td>50</td>
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</table>

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**Channel 3**

Huntington-Charleston, W.Va.
N.B.C. Network
Affiliated with Radio Stations
WSAZ, Huntington & WAKL, Charleston
Lawrence H. Rogers, President
C. Tom Garten, Commercial Manager
Represented by The Katz Agency
7,366 San Diegans wrote KCBQ in a five day response in January. At WAKE Atlanta, 5881 letters. Both piloting one of our ever-changing stream of copyrighted Games for Family Fun.

Bartell Family Radio keeps audience alert for constant participation . . . creates a continuing climate of response.

Result: Advertisers always reach buyers

Add rating dominance and you have the reasons why FOR-TUNE selects Bartell Family Radio as America’s most successful in the use of scientific methods for maximum audience.

Bartell It...and Sell It!

AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.