New bank roll in radio-tv: Jacobs Co. buys Mutual | Page 27
Tales of two buyers: Pepsi's radio, Manhattan's tv | Pages 28, 30
Latest fever readings on broadcast editorials | Page 56
Ch. 10's back—and this time the judge is challenged | Page 68

anytime is listening time... and radio goes everywhere!

However they go, Americans on the go depend on Radio for news, sports, weather and entertainment. Only Radio can keep up with them and only Radio can do a consistent job of selling them. That's one reason so many major advertisers are putting major portions of their budgets in Spot Radio.

Radio Division
EDWARD PETRY & CO., INC.
the original station representative
New York - Chicago - Atlanta - Boston - Dallas - Detroit - Los Angeles - San Francisco - St. Louis
to present one of the brightest names in all the incandescent world of showbusiness: a man whose nimble tongue and wit have entertained three generations; a man proclaimed by one of our nation's Presidents as "Toastmaster General of the United States"... probably the most sought-after Master of Ceremonies in the world today...Mister George Jessel!

This month on KCOP, Mr. Jessel brings to Southern California television a program that permits his doing the thing he does best: talk. Talk of his 50 years as an international entertainer. Talk with his famous guests...Burns, Benny, Cantor, et al. And talk, in retrospect, of the people and events—political and theatrical—that few men know so well as George Jessel.

George Jessel's Show - Tuesdays & Thursdays - 8:30 to 10 pm

Coverage that Counts!

WJIM-TV

Strategically located to exclusively serve
LANSING....FLINT....JACKSON

Basic

CBS

NBC...ABC

Covering the nation's 38th Market

Represented by the P.G.W. Colonel
OUTSTANDING

The America's Cup race is outstanding as a sailing classic. Equally outstanding in its field is WGAL-TV's unique multi-city coverage which costs you less by far than single-city coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown.

WGAL-TV

CHANNEL 8—Lancaster, Pa.

NBC and CBS

STEINMAN STATION—Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. · New York · Chicago · Los Angeles · San Francisco
closed circuit.

IKE'S SPECTRUM STUDY • President Eisenhower will name his own five-man commission to take inventory of spectrum to determine whether more equitable distribution of frequencies as between government and private users can be evolved without causing economic upheaval. Commission, which would be instructed to report to White House within six months, according to high authority, may be named within fortnight. It would be substitute for high level commission proposed in Potter Resolution, which was killed at end of last session when White House-ODCM amendments were proposed that, in judgment of many broadcasters, turned around intent and emasculated original version.

Conclusion by President to name his own commission stems from series of conferences at White House, including President-Cabinet session. Names already are under consideration and presumably await clearance. Of five, it's likely that two will represent military (in persons of retired commanding stature); other three would include at least two outstanding engineer-scientists. Chairman would be individual of commanding stature—someone like Dr. Vannevar Bush. Two former FCC commissioners—George E. Sterling and E. M. Webster, both engineers—reportedly are among those under consideration.

WHEELER-DEALER • What did Armand Hammer sell when he sold Mutual last week to Detroit-based industrial combine (story, page 27)? Here's inside story. Dr. Hammer owned 10% of Mutual stock, which he got for putting up some 10% of $550,000 with which he and two California business associates bought Mutual from RKO Teleradio year ago. His two associates, who put up rest of money, owned 40%. Other 50% had been held in escrow under option to five others—Paul Roberts, who engineered RKO deal and managed network after Hammer group bought it, A. A. Schechter, onetime Mutual news vice president; Frieda B. Hennock, ex-FCC commissioner; Bert Hauser, long time Mutual sales executive, and Harold Seligson, New York attorney. Escrow stock was voted by Dr. Hammer. For next chapter see below.

Early this year Dr. Hammer, voicing his own 10% plus 50% in escrow, voted Roberts group out of Mutual management and took personal command. He then bought options on their options, at token price, and got his two California associates to agree to sell their 40% to appropriate buyer. At week's end, five-member Roberts group had not been informed of terms of sale to new owners and didn't know what, if anything, they stood to gain from it beyond modest price Dr. Hammer had paid for options on their options. Reportedly

Dr. Hammer and his two California associates got their money back and perhaps more.

UPS AND DOWNS • Post-quix-probe multi-city network Trendexes, to be published this week, will show zig-zag pattern for some of top quiz shows in relation to their standings immediately pre-probe. Example: Among nighttime programs, depart 854,000 Challenge had risen in share of audience from 33.5 in August to 34.1 in September, and Tic-Tac-Dough's share rose from 32.9 to 37.1. But nighttime Twenty-One dropped from 34.2 to 32, Haggis Bagpiper from 41.9 to 34.5, Bid and Buy from 33.4 to 30.2, and Price is Right from 41.7 to 33.1 (though daytime Price's share rose from 61.6 to 66.4). Daytime gainers aside from Price included Treasure Hunt (37.2 to 43) and Haggis (18.9 to 27.5), while among losers were Big Payoff (32.4 to 29.1), Do-Re-Mi (40.2 to 38.7) and Tic-Tac-Dough (44.2 to 30.3).

Slippage indicated for nighttime Price is Right and boost for nighttime Tic-Tac-Dough in multi-city network Trendexes (see above) was reflected, too, in ARB's Arbitration New York local ratings Thursday night. Recorded earlier Friday that Tic-Tac's New York Arbitron was 6.9 as compared to 4.5 preceding week while Price's was 10.4 against 11.2 week before.

STOP LIGHT • Extent to which FCC is conscious of activities of House Oversight Committee is indicated in Commission's post-recess actions. Even on routine license renewals, FCC is withholding action if station had been mentioned in any manner in Oversight proceedings of last session. Presumably action will be taken only after Harris Committee hearing record has been checked out to ascertain that there are no loose ends which might make renewal untimely or embarrassing.

United Artists Television Inc., out to become one of kingpins in tv film production, is understood to be planning three more tv film series before end of year—raising its committed outlays to approximately $9 million of capitalization of independent tv film producers. Already among them: Fletcher Markle, Kirk Douglas, Denis O'Keefe, Kenan Wynn (see story, page 44). Though it has yet to sign its first sponsor, UA-TV is forging pilots and going all-out for 39 programs at time.

EARLY WARNING • With international crises warming up, some civil defense officials at state level are beginning to chafe at what they consider FCC bottleneck in achieving full implementation of Conelrad installation and widespread national test to determine areas in which government may have to install its own satellites to reach people in emergency. Radio is principal key in even CD operation and defense officials are letting it be known they will even seek government money to help broadcasters get vital job done. FCC Defense Comr. Robert E. Lee is slated for ear-burning session this week during defense meetings with state officials.

"Executive reserve" for FCC, comprising communications experts who would sit in for FCC in event of national emergency and deployment of Commission and staff to unspecified area where seat of government would be maintained, has been virtually completed. FCC Comr. Robert E. Lee, Defense Comissioner, has been recruiting group for several months and number of them participated in recent "Operation Alert."

ACQUIRER • National Telesfilm Assoc., New York, is understood to have completed transactions for acquisition of Telestudios Inc., also New York [SPECIAL REPORT, Sept. 8] and take-over probably will be announced Wednesday (Sept. 17). Timing coincides with radio & television executives society session on videocassette, which will be held at Telestudios' headquarters. Company active in production of tape commercials and programs.

New York Local 1212 of International Brotherhood of Electrical Workers, which is in throes of internal battle, involving administrative staff and many rank-and-file members (see story, page 76), may be headed for more difficulty this week. Local negotiating new contract with WINS New York and negotiators said to be "far apart" on issue of assignment of personnel. Present pact expires tonight (Sept. 15).

RADIO IN DEPTH • What are major factors in establishing strong loyalty to and "believability" for radio stations? In what ways and to what extent do stations become integral parts of daily living patterns in their communities? These are principal points understood to be covered in special depth studies, described as "radically different" approach to station research and designed to help agencies and advertisers evaluate radio more basically, that have been carried on for several months by John Blair & Co. under supervision of vice president and research director Ward Dolrey. Report and preliminary tabulations are due for unveiling this week.

Tv deintermixture and daytimer-clear channel case were given top priorities by FCC in instructions to staff at special meeting last Monday [CLOSED CIRCUIT, Sept. 8]. FCC outlined various alternatives to be considered in tv allocations problem.
CHRYSLER CORPORATION'S
Redstone Missile Assembly Line
From this point the giant missile manufactured by Chrysler Corporation is shipped by air to a test site on the Florida Coast.

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

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

Represented by THE KATZ AGENCY, Inc.
Mutual Network Sold—Detroit industrial complex that bought Hal Roach Studios three months ago buys MBS for $2 million, announces plans to acquire limit-of-radio-tv stations. Page 27.


Who's Got Bon Ami?—Two agencies both claim they service the same client, but the client only recognizes one. Page 30.

The Whole Cloth—Manhattan Shirt Co. bets bundle on $3 million TV allocations (time, talent, publicity), its first major broadcast buy of 101-year-old firm—and hopes to hit the sales jackpot. Page 30.

Marriage & Divorce—All's not quiet on the agency front as new mergers continue to unfold while other shops split up. Page 32.

Piper Plays an L&M Tune—Liggett & Myers products to showcase their varied fall program offers in special NBC-TV program, The Pied Piper. Page 32.

Spot Radio Program Buyers—Some 20% of spot radio users buy programs as well as spot announcements, RAB study finds. Top 20 program buyers and their favored program lengths are listed. Page 36.

NBC-TV Previews Fall.—Special color closed-circuit gives sampling of lineup including dozen new nighttime series, 100 specials, 600 hours of color plus increase in news and public affairs coverage. Page 40.

TV Quiz Griddle—Pan is still hot as N. Y. district attorney indicates grand jury action, P. Lorillard gets nervous over Challenge and probes continue to study Dotta and Twenty-One for irregularities. Page 40.


Tips on Selling—New York State broadcasters hear Pardoll, Silvernail, Roslow offer suggestions for better approaches, more qualitative data in convincing timebuyers on their stations' merits. Page 58.

Around the NAB Circuit—Annual series of fall meetings gets underway next Thursday at Biloxi, Miss. Eight sessions to be climax Oct. 27-28 in Washington, D. C. Page 60.

Hoosiers Spotlight Politics—Lively Indiana Broadcasters Assn. meeting includes frank discussions by station operators and public servants. Page 64.

The Effect of Current Business Trends—Michigan Assn. of Radio & TV Broadcasters Assn. devotes opening session to probe of economic and marketing problems that have arisen. Page 66.

Stern Associations Questioned—Controversial Miami ch. 10 TV case had its second run in hearing chamber last week. Judge Stern's status as presiding officer not certain. Problem: conflict of interest. Page 68.

Labor Pains at Local 1212, IBEW—New York local adopts motion, blistering the administrative staff for its "deteriorating relationship" with CBS and cites "high-handed tactics" during costly strike against CBS. Page 76.

Pay TV Girds for April—That's the date Skiatron TV's Fox says closed-circuit toll TV system—without decoder—will be programming in populated suburbs of such metropolitan centers as New York, San Francisco and Los Angeles. Page 78.

Muzak's New Automation Gear—Full eight-hour or longer segments of programming will be possible for radio stations with new service and package being readied for early 1959. Page 81.

New 'Due Bill' Plan for Stations-Advertisers—Paul Roberts, former MBS president, forms World Travelers' Club to serve advertisers and media. Reports company has completed more than $3.7 million worth of business in the past month and has signed almost 600 radio-TV stations and 200 advertisers. Page 82.

But Do They Believe It?—The basic question is put once again to copywriters and broadcasters by Joseph Katz, head of the Baltimore-New York agency bearing his name. He devotes his Monday Memo to a searching appraisal of broadcast commercials circa 1958. Page 105.

DEPARTMENTS

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MR. KATZ
Bartell Family Radio is an exciting package, enthusiastically accepted by the American consumer market. The product has wide appeal, containing a tempting basic ingredient: Family Fun. This consists in part of copyright featur-ettes, companionable music, imaginative news reporting—all presented with warm, friendly professionalism. No "formula radio" here!—but programing continuously researched toward maximum response, best results.

Each advertising message carries the prestige of more than a decade of radio leadership; reaches more buyers at lower cost.

BARTELL IT... and SELL IT!

AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.
P. LORILLARD DROPS $64,000 CHALLENGE

Cracks widened Friday in advertiser support of quiz programs as: (1) P. Lorillard Co. dropped sponsorship of The $64,000 Challenge on NBC-TV, at least partially because of unfavorable publicity in tv quiz probe (early story, page 40), and (2) report that Lorillard, set as fall co-sponsor (with Revlon) of $64,000 Question, also had been seeking to pull out of that show (CBS-TV).

Revlon is keeping ear on public reaction to Challenge demise and may re-evaluate its support of Question (since 1955) if situation worsens.

Neither Lorillard nor agency, Lennen & Newell, N.Y., would connect drop of Challenge to claim by Rev. Charles E. Jackson, of Tullahoma, Tenn., that he had received answer to question in pre-program briefing when he was contestant on program last December. Entertainment Productions Inc., producer of Challenge and Question, had denied charge made by Rev. Jackson.

Lorillard said its revision of fall programming was based on decision to reach “as varied an audience as possible” and that Question—which it will stick to for present at least—and Challenge had “similar audience appeal.” Question returns to Sunday on CBS-TV effective Sept. 21; Challenge was to move from CBS-TV to NBC-TV Sept. 18. NBC-TV said news special would be put on air sustaining Sept. 18 and indicated if Lorillard did not have new show by Sept. 25, probably would schedule another news program. CBS-TV spokesman said Challenge would not be seen in its last scheduled appearance yesterday (Sept. 14), noting it had been “pre-empted” by sustaining news special, China: War or Beast?

D.A. reported court of general sessions will begin impaneling additional grand jury for September term. Jury will hear evidence on whether “conspiracy or other crime committed.” Reasons, according to D.A. are “charges and counter-charges” affecting “integrity of individuals and commercial enterprises” and desire testimony to be received under oath.

Pharmaceuticals’ spokesman reiterated faith in Twenty-One as “good vehicle” for its products as well as honesty in format.

NAB Asks FCC to Reconsider Political Equal-Time Ruling

FCC asked Friday by NAB to reconsider ruling that extends equal-time provisions for political candidates to their spokesmen and supporters. NAB President Harold E. Fellows told Commission that ruling “is so fraught with endless problems, not susceptible of equitable solutions, that sheer chaos in the field of broadcasting must inevitably ensue.”

FCC in July 3 letter to D. L. Grace, of Fort Smith, Ark., had said candidate offered equal time to reply to an opponent “may use the facilities in any manner he sees fit,” including having a spokesman appear for him. Mr. Fellows said ruling is “diametrically opposed” to previous FCC policy and law. He asked for reconsideration and hearing.

BMI Board Change Made

Julius Brauner, CBS representative on Broadcast Music Inc. board, resigned some six months ago, it was learned Friday when E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, was elected to BMI board vacancy. There was no official reason given for Mr. Brauner’s resignation, and CBS still retains its ownership of 8.9% of outstanding BMI stock. Two years ago Frank Stanton, CBS president, promised Rep. Emanuel Celler, pro-ASCAP, anti-BMI chairman of House Antitrust Subcommittee, that CBS would give serious study to proposal it (and other networks) get out of BMI ownership.

Winchell Returning to Mutual

Elaborating upon Walter Winchell’s return to Mutual (see story, page 27), Alexander L. Guterman, new MBS president, reported Friday that commentator will begin Sunday news series next month under sponsorship of cosmetic company. Mr. Guterman said sponsor cannot be identified at present and time slot and starting date will be announced shortly.

Winter Accounts Looking

Cold wave is overtaking tv again, with at least three major firms preparing heavy fall schedules. Warner-Lambert Pharmaceutical Co. will introduce new cold remedy, Virson, via Ted Bates & Co., while Lambert & Feasley is lining up Listerine markets. Pharmaceutica, new at Cunningham & Walsh, is asking availabilities for Pertussin. Vick Chemical—via BBDO and Morse International—is working on its autumnal Vick blast. Markets are in excess of 100 in each case.

BUSINESS BRIEFLY

Carling Renews • Carling Brewing Co., Cleveland, renews Championship Bowling film series in 22 markets for 1958-59 season. Agency, Lang, Fisher & Stahower, Cleveland. Brewery now in sixth year of sponsorship of property syndicated by Walter Schwimmer Inc., Chicago, starting with eight markets and expanding to 14 this past season. Series produced by Peter Demet and sold in 101 markets for fall, according to Bernard Crost, Schwimmer vice-president-sales.

Cosmetic Series • Lanolin Plus (cosmetics, beauty aids), Chicago, plans saturation spot tv campaign in approximately 80 markets, plus local radio announcements supporting newspaper advertisements, as part of heavy fall advertising program. Agency is Erwin, Wasey, Ruthrauff & Ryan, Chicago. Tv drive described as “heaviest in history of Lanolin Plus broadcast advertising.” National magazines also to be utilized. Campaign to coincide with new limited-offer retail sales program.

WBBM-FM Names Rep. • Now independently programmed commercially, will be represented nationally by CBS Radio Spot Sales. Fact was negotiated last week by H. Leslie Atitas, CBS Radio Central Div. vice president and general manager of WBBM-AM-FM-TV stations, and Gordon F. Hayes, general manager of network-owned representative firm. CBS Radio spot sales also represents 14 other stations, seven of them CBS-owned, and two regional networks.

Bakery in West • Mother's Cake & Cookies Co., Oakland, Calif., begins 13-week radio spot saturation campaign yesterday (Sept. 14) in Los Angeles (478 one-minute spots) and San Francisco (465 one-minute spots), and moving to Phoenix on Sept. 29 for 13-week effort (430 spots). Agency, Guild, Bascom & Bondigli, San Francisco.
Ex-Comr. Mack 'Over Barrel' In Miami Case, Palmer Says

Former Comr. Richard A. Mack said he was "over a barrel" in Miami ch. 10 case because he had friends on all sides. This was testimony Friday of Perrine Palmer, Miami businessman, in rehearing on Miami ch. 10 irregularities (see earlier story, page 68). Hearing resumes tomorrow (Tuesday).

Mr. Palmer said A. Frank Katzentein (WKAT Miami), who lost bid for ch. 10 there to National Airlines, came to him early in 1956 for help in finding out how FCC stood on final decision. Mr. Palmer testified he called Mr. Mack about case; that he saw FCC commissioner twice in Washington—once with Mr. Katzentein and that he continued to call Mr. Mack frequently to determine status of decision. He also admitted he urged grant to WKAT or that Mr. Mack disqualify himself. Mr. Perrine is boyhood friend of former FCC commissioner. Mr. Palmer also stated Thurman A. Whiteside, Miami attorney, told him he had been asked to help by Judge Robert W. Anderson, then Miami attorney in firm representing National Airlines. Final witness for first week stated that Comr. Mack listened to importunities but remained "evasive," that Mr. Mack never did tell what was in his mind. Mr. Palmer admitted he suggested name of Ben H. Fuqua to Sen. Estes Kefauver (D-Tenn) when Senator called McGregory Smith, chairman of Florida Power & Light Co., in behalf of Mr. Katzentein.

In his last call to Mr. Mack on Miami ch. 10 subject in January 1957, Mr. Palmer said Mr. Mack told him decision would be out "shortly," and that "it didn't look good for your friend." When Palmer asked why, Mr. Palmer said Mr. Mack responded, "Too much Kefauver."

Judge Anderson is witness Tuesday, followed by Charles Shelden, Miami insurance executive on Wednesday; George T. Baker, National Airlines president, Thursday, and Paul R. Scott, associate of Judge Anderson, Friday.

JCET Asks Philadelphia VHF

Joint Council for Educational Tv Friday asked FCC to institute rulesmaking to reserve ch. 12 Wilmington, Del.—scheduled to go dark last Saturday (Sept. 13) (see pages 74, 75)—for educational use. JCET said there is no vhf educational tv station between Boston, Pittsburgh and Chapel Hill, N.C. (encompassing New York-northem New Jersey metropolitan area, Philadelphia, Trenton, Camden, Wilmington, Baltimore and Washington). JCET noted that educational WHYY-TV Philadelphia (ch. 35) is having same troubles as other uhfs.

Editorializing Will Expand Radio's Growth, Says Bartell

Radio will develop creative editorializing leadership, acquiring increased audience response and respect, Gerald A. Bartell, president of Bartell Family Radio, said Friday night in dinner address to Michigan Assn. of Broadcasters, meeting at Gaylord (early story, page 66).

Noting that newspapers were abdicating editorializing function, Mr. Bartell said exercise of editorial responsibility by broadcasters "is democracy in action" and requires courage as well as initiative. He said "inevitable retirement" of American Bar Assn. Canon 35, with its radio-tv courtroom ban, will eliminate "radio's last restraint in news inquiry."

Don't belittle teenage market, he warned, explaining young married women retain listening habits. About 3 million teenagers are married each year, he reminded, and the average American reaches lifetime discernment level at age of 20.

New officers elected Friday: James Quello, WRJ Detroit, president; Willard Schroeder, WOOD-TV Grand Rapids, vice president; Wilmer Knopf, WDFD Flint, sec.-treas. Name changed to Michigan Assn. of Broadcasters.

KMCB, WTVN Join Mutual

Mutual announced Friday (Sept. 12) that KMCB Kansas City and WTVN Columbus, Ohio, have joined network as affiliates effective Oct. 14. KMCB was to begin receiving Mutual service Sept. 14 and WTVN on Oct. 13 (see Mutual story, page 27).

WDSU EDITORIALES

Daily editorials will be carried starting today (Sept. 15) by WDSU-AM-TV New Orleans, according to Robert D. Swezy, executive vice president-general manager of stations and chairman of NAB Freedom of Information Committee. Tv editorials will be scheduled at 11:10 p.m. Monday-Friday, radio 11-11:30 p.m. and 8-8:30 a.m.

Copies of all editorials will be made available to public, Mr. Swezy said. He called step "expression of our conviction that if radio and tv are to achieve full meaningful roles in news media, they must assume editorial responsibilities." He added demise of New Orleans Item, leaving city with only one newspaper organization, was factor in decision, WDSU news staff is headed by Bill Monroe.

PEOPLE

LINDSEY SPIGHT, vice president and manager of Blair-Tv offices in San Francisco and prominent in advertising field on Pacific Coast, has resigned posts but continues to serve both Blair-Tv and Blair Television Assoc. in advisory capacity, while devoting additional time to personal interests. EDWARD (Ned) SMITH, general manager of KOVR-TV Stockton, Calif., appointed to head Blair's tv operations in S. F. area. Mr. Spight's retirement comes after 25 years with Blair. Mr. Smith at one time was in charge of tv sales in S. F. office of Edward Petry & Co.

MAXWELL SAFAN, formerly vice president and creative director, Sekeliam & North (recently absorbed by Calkins & Holden), appointed vice president and creative director of Bryan Houston, N. Y., where he will supervise agency's creative services including copy, radio-tv and art departments. Past agency associations include J. Walter Thompson, Emil Mogul, Grey Adv. and Dowd, Redfield & Johnstone.

ALAN SIMMS, formerly of Chilton Publications and WIP Philadelphia, named promotion-information services director of WCAU-TV Philadelphia. BUR SENKIE-WICZ, formerly of Mel Adams & Assoc., New York public relations firm, named press information supervisor of WCAU-TV.

CHARLES M. KINSOLVING JR., associate media research manager, McCann-Erickson, N. Y., to NBC plans development manager; BARRY T. RUMPLE, plans manager, promoted to NBC rates and affiliations manager.

ALAN FREED, disc jockey at WABC New York, signed by Hal Roach Studios, new Mutual owner, for two motion pictures.

Multiplex Extension Denied

FCC has refused to extend time for filing comments—on its inquiry to consider broadening its rules to permit more types of fm multiplexing service—beyond present Oct. 2 deadline. FCC denied extension requests by Crosby Labs, Sossett, N. Y., and Multiplex Development Corp., New York City, noting time has been extended 30 days already and that Commission desires to minimize delay in proceeding. FCC pointed out it will still consider petitions for late filings.

New Music Society Formed

Formation of Society of Music Authors & Composers by group of BMI and some ASCAP songwriters—who are retaining memberships in these organizations—was to be announced yesterday (Sept. 14). Spokesmen said SOMAC would not compete with BMI and ASCAP, would have nothing to do with performing rights but rather would work to advance interests of composers and lyricists and abolish unfair practices in use and reproduction of songs. Larry Coleman, whose credits include "Ricochet," heads SOMAC.
Every advertising plan needs a solid foundation-medium. On any product for Home or Family, that medium is PURSE-SUASION. With 20 sales-messages every week—rotated week-after-week to reach a station's entire daytime audience—PURSE-SUASION combines the persistence of saturation with the triple impact of *sight* plus *sound* plus *motion*, the impact only television can deliver. And you can buy it at an economy-figure comparable to the time-and-talent cost of a single daytime network quarter-hour. Get the complete, market-by-market details from Blair-TV.

**Blair-TV represents:**
- W-TEN — Albany-Schenectady-Troy
- WFBG-TV — Altoona
- WJZ-TV — Baltimore
- WNBF-TV — Binghamton
- WMDH-TV — Boston
- WKBK — Chicago
- WCPG-TV — Cincinnati
- WEWS — Cleveland
- WBN5-TV — Columbus
- KFJZ-TV — Dallas-Ft. Worth
- WXYZ-TV — Detroit
- KFRE-TV — Fresno
- WNHC-TV — Hartford-New Haven
- KTTV — Los Angeles
- WMCT — Memphis
- WDSU-TV — New Orleans
- WABC-TV — New York
- WOW-TV — Omaha
- WFIIL-TV — Philadelphia
- WIC — Pittsburgh
- KGW-TV — Portland
- WPRO-TV — Providence
- KGO-TV — San Francisco
- KING-TV — Seattle-Tacoma
- KTVI — St. Louis
- WFLA-TV — Tampa-St. Petersburg

**Are women your target?**

**Purse-Suasion**

*is the basic medium for your advertising*

**BLAIR-TV**

*Television's First Exclusive National Representative*
"RESCUE 8" TOPS SYNDICATED

Tests almost 2 1/2 times better

As certified by George Fry & Associates,

"RESCUE 8" was Preferred by
50%-600% Over Nine Currently
Top-Rated Syndicated Shows!

50% OVER SHOW A
67% OVER SHOW B
78% OVER SHOW C

JIM DAVIS as Wes Cameron and LANG JEFFRIES
as Skip Johnson star as the intrepid "Rescue 8" squad in the action-packed human-drama series.

"RESCUE 8" PACKS A PUNCH UNLIKE ANY OTHER
BY DETAILED WRITTEN QUESTIONNAIRE FINDS:

ALL LEADING PROGRAMS!

than average TV programming!

well-known market research firm

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NOTE! The full "RESCUE 8" study is available upon request from:

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

TV SERIES FILMED BEFORE! 39 high-excitement half-hours unprecedented in realism and tenseness and human interest!
NORTHWEST PASSAGE

America's first commandos, the forest rangers led by Major Robert Rogers in the French and Indian War of the 1750's, are the heroes of Northwest Passage, which started last night (Sept. 14) on NBC-TV. In "Fight at the River," opening installment of the new series, a badly-wounded ranger stumbled into Rogers' headquarters at Fort Crown Point to report that the French are using the Snake River to transport men and munitions to a new camp which a group of captured rangers are being forced to build. "So our scouts were wrong. The Snake River is navigable. Well, it won't be when we get through," says Rogers. How he and a half-dozen rangers carry a 600-pound cannon across country, rescue the captured rangers and blow up an overhanging cliff, destroying the French camp and blocking the river, is related in the half-hour drama.

Packed with action, Northwest Passage is sure-fire stuff for every red-blooded American boy and probably for most older male members of the family. Romance is lacking, at least in the first installment, but if the household boasts a color set, Mother and Sister will be entranced with the gorgeous and gold beauty of the forest scenes and the gorgeous red coats of the British troops and blue coats of their French opposites.

A note of realism has been injected into Northwest Passage to distinguish it from most other tv action series: bullets are impalpable; men on "our" side as well as "theirs" get wounded and killed. "Fight on the River" ends unexpectedly with the death of the young ranger who had been hero of the episode's subplot.

Production costs: Approximately $47,000. Sponsored by RCA Whirlpool through Grey Adv. on CBS-TV, Monday, Sept. 8, 10-11 p.m. EDT, pre-empting regular Housewife Studio One in Hollywood.

Executive producer: Robert Sparks; producer: Eva Wolas; writer: Cy Howard.

VOICE OF FIRESTONE

ABC-TV's The Voice of Firestone, a stronghold of culture and classicism in a medium otherwise bounded by "shoot-em-ups", isolation booths and variety show cold-wars, was swallowed up into tv mundanity last Monday (Sept. 8, 9-9:30 p.m.), when its "new" format took effect. Narrator John Daly did his best to smoothly tie in the wide variety of musical offerings consisting of some arias from Bizet's "Carmen," sung by Rie Stevens, a flamenco guitar selection by Carlos Montoya, a duet by Broadway's Doretta Morrow and Ray Middleton, and a lavish, noisy and upbeat version of "St. Louis Blues," sung by Jo Stafford and friends.

The premiere half-hour seemed to serve more as a preview of what the viewer is to expect in future weeks, then as a relaxed presentation of musical numbers. Following each number narrator Daly expounded on the other great names that would grace the screen this season, turning the show into a glorified "coming attractions" montage.

However, from indications of coming talent, and if The Voice of Firestone settles down to the half-hour at hand in a more relaxed fashion, the series should offer some rewarding and enjoyable live music.

Production costs: Approximately $37,500. Sponsored by Firestone Tire & Rubber Co., Akron, through Sweeney & James Co., Cleveland, on ABC-TV Monday, 9-9:30 p.m. EDT. Resumed Sept. 8.

Producer: Frederick Heider; writer: David Gregory, Harold Flender; director: Richard Donovan, Dunlap.
REMENDOUS TEST! TREMENDOUS SALES!

“RESCUE 8” SOLD IN 75 MARKETS

To start on the air prior to October 15th!

SOLD TO THESE REGIONAL ADVERTISERS:

ALKA SELTZER (West Coast)
PRINCE MACARONI (New England)
PURITY BISCUIT CO. (Southwest)
UTICA CLUB BEER (New York State)
MILLER HIGH LIFE BEER (Florida)
WEINGARTEN STORES (Southeast Texas)

AND TO...

HOUSEHOLD FINANCE CORP. (Buffalo)
DIXIE FOOD STORES (Louisville)
I.G.A. FOOD DISTRIBUTORS (St. Louis)
“BIG 8” STORES (El Paso)
MILLERS MARKETS (Denver)
PRODUCERS DAIRY (Fresno)
SUPER DUPER MARKETS (Columbus, O.)
SALT LAKE MATTRESS CO. (Salt Lake City)
SAN ANTONIO SAVINGS & LOAN ASS’N.
PAN AMERICAN BANK (Miami) (San Antonio)
BOYNTON BROS. TIRES (Bakersfield)
P-R MACARONI PRODUCTS (Albany)
CARTER PETROLEUM PRODUCTS (Denver)
CRESCENT CREAMERY (Reno)

SOLD TO THESE STATIONS:

PITTSBURGH ........................................... WTAE
NEW ORLEANS ...................................... WWL
TULSA ................................................... KVOO
CHARLOTTE .......................................... WBTU
NASHVILLE ........................................... WSM
SHREVEPORT ........................................ KSLA
BATON ROUGE ....................................... WBRZ
COLORADO SPRINGS ............................... KRDQ
LAS VEGAS ........................................... KLAS
ALBUQUERQUE ...................................... KOAT
EUREKA ............................................... KIEM
MEDFORD ............................................. KBES
BILLINGS ............................................. KGHL
SANTA BARBARA .................................... KEY-T
PUEBLO ............................................... KCSJ
CHICO .................................................... KHSI
IDAHO FALLS ....................................... KID
LITTLE ROCK ........................................ KATV
GREAT FALLS ....................................... KRTV
TWIN FALLS .......................................... KLIK

Don’t delay! Some choice markets still available! Contact: SCREEN GEMS INC. TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
OPEN MIKE

Diminishing Returns
EDITOR:
I was quite interested in your lead editorial of the Sept. 1 issue. It does seem stupid to me for three television networks to carry the same long-winded coverage of the United Nations session as happened recently in the Lebanon case. By duplicating coverage they are reducing the effectiveness of their medium. Reminds me of the time when all the network stations were carrying FDR’s Fireside Chats. Perhaps it is because we are in a strong Republican area, but we’ve found that some people still would rather listen to good music than a politician orate. I think continued duplication of program content by the three networks will do much to strengthen the audience building efforts of independent stations. Whether this will rebound to the benefit of the television industry is questionable.

Robert T. Mason
General Manager
WMRN Marion, Ohio

Drops in the Bucket
EDITOR:
Your editorial “Little Drops of Water” [Sept. 1] makes a lot of sense. Your conclusions are most accurate. I am circulating copies of that editorial to the uhf stations. An all-out effort by the majority of uhf stations is the key to the very thing you discuss.

Wallace M. Bradley
Executive Director
Committee for Competitive Tv

[EDITOR’S NOTE: The editorial commended the movie industry’s success in getting rid of the admission tax on $1 and cheaper tickets as a lesson in legislative liaison for the effort to have the 10% excise removed from all-channel tv receivers.]

Independent Media
EDITOR:
In Broadcasting for Sept. 1 [At Deadline], the item regarding Mr. Whitney’s purchase of control of the New York Herald-Tribune states that, as a result of this acquisition: “Corinthian group of radio-tv stations becomes newspaper-owned.” This statement is not correct. Although Mr. Whitney is senior partner of J. H. Whitney & Co. (which is the owner of the Corinthian stations referred to), his interests in both the Herald-Tribune and Parade magazine are completely outside the firm, being held by Plymouth Rock Publications Inc., of which he personally is the sole stockholder.

C. Wrede Petersmeyer
Corinthian Broadcasting Corp.
New York, N. Y.

Mary to the Contrary
EDITOR:
The article about the Arkansas Broadcasters Assn. on page 70 of the Sept 1 issue stated, “Mary Fritchett, Little Rock, continues as executive secretary of ABA.” She has not been with us since December 1956.

June S. Spann
KWAK Stuttgart, Ark.
Executive Secretary, ABA.

NO TRIANGULATION PROBLEMS TO BUY TIME ON KJEO-TV! KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your Branham man NOW for the HOTTEST avail.

Meet…
“Big Johnny Reb”

540 on the DIAL
CLEAR CHANNEL
POWER . . . 5000 Watts
AREA . . . 22,700 Sq. miles
1,440,600 Confederates

WDAK covers MORE than the OTHER FOUR.

Columbia, Ga.

WDAK covers MORE than the OTHER FOUR.

Airdate: October, 1958
Circles denote 0.5 MWA coverage

Page 16 • September 15, 1958

Broadcasting
KFDM-TV

Dominates

BEAUMONT
PORT ARTHUR
ORANGE

Latest

Proof of
Performance

NCS-3

Most Counties
... Most TV Homes
... Most Audience
... Daytime... Nighttime... Sign-On to Sign-Off

KFDM-TV
Beaumont-Port Arthur-Orange

C. B. Locke, Executive Vice President & General Manager
Mott Johnson, Sales & Operations Manager

Peters-Griffin-Woodward, Inc.
Last Tuesday, Frank Burke began the day by working on his editorial comment on the news for broadcast at noon on KPOP Los Angeles, just as he has each morning for the past 20 years. The only thing that made last Tuesday different is that it was his 85th birthday, a date that finds most men more concerned with their own ailments than with the troubles of the world.

But Mr. Burke is not like most men. A lifelong worker for social and political reforms, a crusading lawyer, publisher and broadcaster, he is more interested in the future than the past and much more interested in the state of the nation than in his own health.

Born Sept. 9, 1873, in Bay City, Mich., John Frank Burke (the John was shortened to J., then discarded entirely) lost his father when he was four and at 16 was working at the Brush Electrical Works in Cleveland, earning 10 cents an hour, 10 hours a day, six days a week. This didn't seem to offer much future, so Frank enrolled at Oberlin College, earning his way by reporting news and selling space for out-of-town papers.

The publisher of one of those papers also owned a magazine he wanted to sell. Frank looked at the books, found uncollected debts of more than the sum asked as down payment, collected them and was himself a publisher. To get out the magazine he bought a print shop in Elyria, Ohio, and to keep the print shop busy when the magazine failed, he started a daily newspaper, the Elyria Chronicle. Meanwhile, he had begun studying for the ministry, but his youthful liberalism soon conflicted with the fundamentalism of the Methodist Church at that time and he switched his studies to the law. His views also conflicted with those of the businessmen backers of the Chronicle, so he left the paper and completed his law studies at the U. of Northern Ohio.

Mr. Burke entered private law practice in Elyria but soon became an attorney for the Anti-Saloon League and took up the fight against the "liquor traffic." He helped draft the act which became the prohibition amendment. He entered politics and was elected to the Ohio State Senate. He repurchased his old newspaper, and bought the town's other daily, merging them as the Chronicle-Telegram, then acquired a third daily, in Bucyrus, Ohio. In 1927 he sold the lot and moved to California as publisher of the Santa Ana Record.

In Santa Ana he soon became part of a group that was working for world peace.

They secured a permit to erect a 500 kw station, the first ever issued, figuring that with that much power they could push their words around the world. But the money to build the station was harder to come by and while they were trying to raise it, the group purchased KVOE (now KWIZ) Santa Ana so they'd know something about broadcasting when their international station came into being.

That time never arrived. The organization dissolved and KVOE was sold. But Mr. Burke had learned something about the power of radio to sell goods and services locally, regardless of its efficiency as a messenger of world peace. The deepening depression and the competition of a new Scripps daily in Santa Ana were making things tough for the Record, so he sold the paper and purchased a 250 w Los Angeles radio station, KFVD (now KPOP), a daytimer sharing 1020 kc with KDKA Pittsburgh.

Mr. Burke soon got his power boosted to 1 kw and later to 10 kw, with an application for 50 kw now before the Commission. But a long hard fight failed to upset KDKA's dominance of the 1020 kc channel, so he got a grant for a fulltime operation on 1110 kc where he started KPAS (now KXLA) Pasadena. This was in 1942, he recalls, "just in time for me to be ordered to sell one of my stations under the new duopoly rule." He sold KPAS to his son-in-law, Loyal L. King, who had previously managed his newspaper in Bucyrus.

About the time Mr. Burke bought KFVD, Frank Jr. was graduated from Pomona College and he soon took over the operation of the station, giving his father more time for his social, civic and political activities. But through the years, Frank Burke Sr. has continued as editor of the air on KPOP, although this past summer he has left the actual broadcasting to his editorial assistant, Clay Osborne, with whom he confers each morning by telephone from his summer home at Newport Beach, Calif.

He plans to be back at the microphone this fall, when he and Mrs. Burke, who was Mabel Shanafelt before their marriage in 1897, return to their winter residence, an apartment in Pasadena. "We took it to be near Frank and Mary (Mrs. King) and our five grandchildren," Mr. Burke said.
The bold panorama and sweep of the Spanish Main and the days of Blackbeard... actual galleons, real sea battles and slice-of-history stories. All this gives the full-scale production of "THE BUCANEERS" its salty authenticity.

ROBERT SHAW stars as the daring captain of the Buccaneers, searching the pirate-infested seas of the Caribbean for adventure and lost treasure. Now after two years on networks — where it established top ratings and new sales records for sponsors... "THE BUCANEERS" is available for syndication. Its proven appeal for every member of the family makes it a prestige showcase for any product. 39 half-hour adventures.

Look at the markets... large and small... and see that The Buccaneers gets the major share of the audience.

### CITY SHARE

<table>
<thead>
<tr>
<th>City</th>
<th>Share</th>
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<tbody>
<tr>
<td>Baltimore</td>
<td>68.7%</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>75.6%</td>
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<tr>
<td>Buffalo</td>
<td>59.8%</td>
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<tr>
<td>Charleston</td>
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<tr>
<td>Chicago</td>
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<tr>
<td>Detroit</td>
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<tr>
<td>El Paso</td>
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<tr>
<td>Honolulu</td>
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<tr>
<td>Los Angeles</td>
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<td>Louisville</td>
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<td>39.8%</td>
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<tr>
<td>New York City</td>
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<td>Norfolk</td>
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<td>Portland, Ore.</td>
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<tr>
<td>Pueblo-Colorado</td>
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<td>Salt Lake City</td>
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<td>Seattle-Tacoma</td>
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<td>Spokane</td>
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<tr>
<td>Washington</td>
<td>41.9%</td>
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<tr>
<td>Winston-Salem</td>
<td>64.0%</td>
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New York 36, N. Y.
Plaza 7-0100

REPRESENTATIVES:

- Atlanta/Jackson 2-4878
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- Dallas/Emerson 8-7467
- Ft. Lauderdale/Lagom 6-1981
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- San Francisco/Juniper 5-4112
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HIT A "GRAND-SLAM" HOMER with your every television schedule in the BILLION-DOLLAR PLUS Mid-Gulf Area. Shows or spots, WKRG-TV is your best Mid-Gulf buy. Three recent surveys show WKRG-TV is "way out in front in all departments. Now the new Nielsen (≠3) increases WKRG-TV's lead... by the day and by the week... day or night. Here are the circulation figures:

<table>
<thead>
<tr>
<th>STATION</th>
<th>Weekly Daytime</th>
<th>Weekly Nighttime</th>
<th>TOTAL BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKRG-TV</td>
<td>157,730</td>
<td>179,950</td>
<td>37,220</td>
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<tr>
<td>Station &quot;A&quot;</td>
<td>130,390</td>
<td>146,500</td>
<td>16,110</td>
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<tr>
<td>Station &quot;B&quot;</td>
<td>84,610</td>
<td>104,050</td>
<td>19,440</td>
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<tr>
<td>WKRG-TV</td>
<td>109,600</td>
<td>139,860</td>
<td>30,260</td>
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<tr>
<td>Station &quot;A&quot;</td>
<td>93,060</td>
<td>133,230</td>
<td>40,170</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>48,670</td>
<td>61,220</td>
<td>12,550</td>
</tr>
</tbody>
</table>

For availabilities, call your Avery-Knodel man, or C. P. Persons, Jr., V-P & Gen'l Mgr. of WKRG-TV.

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**IN PUBLIC INTEREST**

**HIGHWAY PATROL** • WGAN Portland. Me., used a special telephone hookup to allow state highway patrolmen to broadcast traffic reports direct from their radio patrol cars during the Labor Day weekend. On the air around the clock during the weekend, KGAN turned over all its facilities to the State Police and received 468 direct phone call bulletins from state troopers during the 78-hour period.

**INFORMATION PLEASE** • WMAR-TV Baltimore brought the public's attention to the campaign of the Arthritis and Rheumatism Foundation, with a full hour "tv clinic." Leading medical and surgical authorities answered questions from the public about specific aspects of the diseases. A bank of studio telephones was manned by members of a Baltimore nurses association.

**THE BELLS TOLLED** • WWRI West Warick, R.I., had church bells tolling over its airwaves, during the Labor Day weekend, to place emphasis on the mounting highway traffic fatality list. Each traffic bulletin was accompanied by tolling bells and the announcement "Don't let the church bells toll for you... drive carefully during this Labor Day weekend."

**WHITEFACE ROUNDPUP** • KREM Spokane came to the aid of a local rancher who had become separated from three of his whiteface steers. After three days of unrewarding searching, on foot and in pick-up track, and unsuccessful newspaper ads, rancher John Roberts turned to radio, and KREM brought home the beef. After one 7 a.m. announcement, Mr. Roberts received a phone call from neighbors 15 miles to the south. And the meat on the hoof was back in the barn that afternoon. Today, the three wanderers are gone again; but this time rancher Roberts knows their whereabouts: his freezer contains 500 pounds of frozen beef. And though gone, the steers are not forgotten. People are still asking Mr. Roberts if he ever found them.

---

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title/position (occupation required)

Company name

date

City Zone State

Please send to home address —
UNITED AIR LINES ADDS TWO MORE CARGOLINERS

Here's how you can use them!

They'll help you speed shipments of urgently needed parts, keep promises on sales commitments, receive on-time delivery of critical material, and improve customer relations.

Of course, exclusive United Reserved Air Freight service will be available on these new 30,000 lb. capacity DC-6A Cargoliners, just as it is on every United flight—passenger or cargo—serving 80 U.S. cities coast-to-coast and to Hawaii.

Radar on every United plane assures a smoother ride for fragile shipments and insures on-time dependability.

New schedules effective August 11 and September 8.

IT COSTS NO MORE FOR EXTRA DEPENDABILITY—ON UNITED, THE RADAR AIRLINE
Share of audience up 5 months in a row. Dominant in many rating periods. On a cost-per-proof-of-purchase, or actual sales, or any other basis of measurable results, WMGM produces action at the lowest cost of any radio station in the New York metropolitan area.


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RADIO
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the liveliest station in town • 50,000 watts
THE ONE IN BANGOR IS TWO!

The station that reaches Eastern Maine's 500,000 people.

EARN AN EXTRA 5%

A 5% Discount Is Allowed When WLBZ-TV Is Bought In Matched Schedules With WCSH-TV Portland.

National Representatives
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WLBZ-TV
Bangor, Maine
CBS-TV Affiliate
A RINES STATION
It's constant attention to little details that makes RCA-833-A's last longer.

Inside the envelope of this famous power triode are incorporated many modern techniques of power tube manufacture. Some were basic to the "original" design. Many others have been adopted over the years—in line with RCA's never-ending effort to increase tube reliability and operating life.

But whether these techniques are old or new, this fact is sure: every one pays off for you in lower tube cost per hour of transmitter operation. A typical example, this, where constant attention to tube engineering details makes the better tube!

Your RCA Industrial Tube Distributor handles RCA Power Tubes for every broadcast and TV station application. He's standing by to serve you.

RADIO CORPORATION OF AMERICA
Electron Tube Division
Harrison, N. J.
what's first in the morning?

In Washington radio, it's WRC. From 7 to 9 a.m., weekdays, WRC is first in total homes, first in total listeners, first in adult listeners, and first in average quarter-hour rating. To reach the cream of Washington's huge new spending power, in the morning and throughout the day, call WRC... first! NBC RADIO LEADERSHIP STATION IN WASHINGTON D.C. SOLD BY NBC SPOT SALES

WRC - 980
NEW GIANT GROWING IN RADIO-TV?

- Detroit auto parts manufacturer buys Mutual Broadcasting System
- It’s same company that bought Hal Roach Studios three months ago
- It states plans to acquire limit of radio and television stations

A Detroit-based industrial complex bought the Mutual Broadcasting System last week and announced its intention to build an empire in radio and television.

The F. L. Jacobs Co. bought Mutual for an announced $2 million-plus from the California syndicate which bought the network a year ago from RKO Teleradio Pictures for $550,000.

The Jacobs company, an automobile parts manufacturer which has been buying up companies in other fields, made the Mutual deal through a complicated structure of subsidiaries. Jacobs is the majority stockholder in the Scranton Corp., Scranton, Pa., a lace manufacturer. Scranton Corp. last May bought Hal Roach Studios, Culver City, Calif. It was Hal Roach Studios that became the owner of Mutual.

At a news conference in Los Angeles last Thursday Alexander L. Guterma, board chairman of the Jacobs company, said Mutual intended to acquire a full quota of seven radio and seven television stations. The network now owns none. It was spun out of the RKO Teleradio operation, without stations, when bought last year by the syndicate which resold it last week.

Mr. Guterma said that Mutual was already negotiating for both radio and television stations in five of the nation’s top markets and holds options on some. He would not identify the stations.

Mutual also intends to beef up its network operation, according to Mr. Guterma. Its long-range objective is to acquire 1,000 affiliates. Financial support is assured by the diversion of advertising budgets from the Jacobs complex into Mutual billings.

Jacobs and its subsidiaries manufacture consumer products ranging from lace to plastic shower curtains to hi-fi phonographs (the last manufactured by Symphonic Electronics Corp., New Brunswick, N. J., which Jacobs bought early this year). “Naturally our radio advertising will be placed on Mutual,” said Mr. Guterma.

He figured that Mutual would receive advertising billings of about 2½% of the Jacobs companies’ gross sales, which will amount to some $75 million for the fiscal year ending July 31, 1959. If his estimates prove correct, Mutual stands to take in roughly $1.8 million a year from associated companies.

Mutual’s expansion program fits in with sweeping plans announced last month by Hal Roach Jr., president of Hal Roach Studios, after their acquisition by Scranton Corp. At that time Mr. Roach said the studios had set a $15 million production schedule of six television series and 20 feature films and were planning the formation of a national releasing organization for both tv and theatrical films, the financing of outside productions and entry “into any phase of the entertainment business in which we feel we can be successful” [Film, Aug. 25].

Mr. Roach, whose studios were bought for a reported $15.5 million by the Scranton Corp., was named board chairman of Mutual upon its acquisition by Hal Roach Studios last week. Mr. Guterma became Mutual’s president.

Dr. Armand Hammer, principal of the syndicate which sold the network last week, will serve on the Mutual board under the new ownership and, in addition, has a five-year contract to act as a consultant.

His associates in the syndicate, H. M. Halper, president of Halper Construction Co., Los Angeles, and Roy Roberts, independent oil operator of Ojai, Calif., divested themselves of all their Mutual interests upon the sale.

Several members of the management team which has operated Mutual under Dr. Hammer (who was president and board chairman) will stay on, according to Dr. Hammer. He listed them as Blair Walliser,
executive vice president and general manager; Robert Hurleigh, head of the network's news operation and its Washington operations; and Robert F. Jacobs, director of sales; William Ballard, in charge of marketing and research, and James Gladstone, assistant treasurer and comptroller.

Mr. Gutema confirmed the new owners' intentions to keep some key mutual personnel. He added that the network's present network, its main strength, will be expanded. Walter Winchell will appear on the network's news schedule, and other newsmen will be brought in.

Other plans include the development of programs aimed at the motoring audience and at teen-agers, Mr. Gutema said. Mutual is now negotiating with a star popular among teen-agers for a radio series and two motion pictures. Mr. Gutema denied that Mutual had any plans to go heavily into rock and roll musical programming.

The new owners are putting one of their own men into Mutual as a specialist in business management. He is Garland L. Culpepper, vice president of the Scranton Corp. and business associate of Mr. Gutema. He was elected a vice president of the network.

Elected to the Mutual board were three other Gutema associates: Murray D. Van-Wagonner, of Detroit, who is also on the boards of the F. L. Jacobs Co., several Detroit banks, Avis-Ford Inc. and Avis Rent-A-Car; Joseph Gordon, of Detroit, who is on the boards of the Jacobs company and Scranton Corp., and Robert J. Evel Leigh, of New York, who is on the boards of Jacobs and Scranton.

Mr. Gutema declined last week to discuss the terms of the Mutual purchase beyond saying the price was over $2 million. Reportedly part of it was cash and part stock. Conceivably some of it was in the form of Dr. Hammer's five-year consultant's contract. The buyers acquired "100% of the stock of Mutual and all outstanding bonds," Mr. Gutema said.

He added that his organization had bought the network because it was a "money making investment."

Dr. Hammer, at the same news conference last week, reported that when he and his associates bought Mutual last year [NETWORKS, July 29, 1957], the books showed a loss of $700,000 for the first seven months of that year.

"But for the previous 10 years, Mutual's earnings had averaged better than $1 million a year," Dr. Hammer said, "and we felt we could put it back on the road to recovery."

The network broke even in the last five months of 1957, Dr. Hammer reported, was hit by the business recession in the early part of 1958, but "four months ago, when I took over active management, Mutual went back into the black and today it is in as good financial shape as any time in its history."

Dr. Hammer said he decided to withdraw as president, board chairman and stockholder of Mutual because of his desire to live in Southern California and attend to the business of the Occidental Petroleum Co., of California, of which he is president.

**Market Note:** F. I. Jacobs Co., parent of the string of subsidiaries which wound up with Mutual on the end last week, is listed on the New York Stock Exchange. Last Thursday, the day the acquisition of Mutual was announced, Jacobs stock opened at 8 3/4 and closed at 8 1/4—the high for the year. The lowest price at which Jacobs shares have been listed in 1958 was 4 3/4.

**CHANGING HANDS**

Last week's sale of the 24-year-old Mutual Broadcasting System marks the third change of control since October 1951.

Established in October 1934 on a new principle—mutual program exchanges among independent stations—Mutual grew from four stations into the "world's largest network" with 574 affiliates at its peak in 1954.

The original MBS was owned by its member stations: WOR New York, WLW Cincinnati, WGN Chicago, and WXYZ Detroit. The list of stockholders grew steadily until 1941, when nine stockholding stations and networks, including WOR, WGN, CKLW-Detroit-Windsor, WFBR Baltimore, WIP Philadelphia, WCAE Pittsburgh, the Don Lee Network, and the Yankee and Colonial Networks, participated equally in underwriting and management of MBS.

In 1943, a tire manufacturer began a nine-year march toward gaining control. In 1950 it was shown that General Tire & Rubber Co. purchased the Yankee and Colonial networks and thereby became owner of 13 1/2 shares of Mutual stock. In 1950, the Don Lee Network and 38% of Mutual became General Tire property when General acquired control of the West Coast network for more than $12 million. MBS itself became a General Tire property in 1951 when WOR New York was purchased and combined with Don Lee and Yankee networks into General Teleradio, giving the company 58% of Mutual stock, General Teleradio gradually acquired all Mutual stock.

With the purchase of RKO Radio Pictures in 1955, General Teleradio became RKO Teleradio.

Two years later, in July 1957, for $550,000, the name, goodwill, assets, affiliations, sponsors and program contracts of Mutual became the property of Armand Hammer and Roy Roberts, California oil men, and H. M. Halper, a Los Angeles construction executive. At that time Paul Roberts, manager of a Los Angeles radio station, became president and head of the company and had no ownership at the time of its sale last week.

**ADVERTISERS & AGENCIES**

**Pepsi peels half-million off bank roll for network radio saturation campaign**

Pepsi-Cola Co., New York, wherever it may go from here, will have radio along, as many as 498 million commercial "minutes" through Christmas.

It is the soft drink company's expectation that its use of all four radio networks in a "saturation" buy that begins Wednesday (Sept. 17) should "reach and influence" more than 100 million people [At Deadlines: Pepsi-Cola].

Pepsi, it was learned, is earmarking approximately $500,000 for the short-term network purchase, has ordered full station lineups on all networks and expects "regular network guarantees." Just what this will mean in clearances: "We hope to receive at least 80 to 85% on all the networks" say the Pepsi people.

For Pepsi-Cola this is another and extensive media phase in its continuing campaign to establish the soft drink as a family beverage. Pepsi people, he to the new era, speak in terms of "prestige," of being "sociable" of "refreshing Pepsi."

This new era of "upgrading" the image of Pepsi-Cola in the public eye was ushered in by Alfred N. Steele, who left competitor Coca-Cola as vice president in charge of marketing seven years ago to head Pepsi. In July of 1955, Mr. Steele was elected chairman of the board and remained as the company's chief executive officer while Herbert L. Barnet was moved up to president.

The two executives run the company in a team operation.

Mr. Steele's marketing concept was to kick Pepsi "upstairs" into the prestige-class, make it a family drink and have it poured in the living room not just in the kitchen. Struck from Pepsi-Cola's "image" were the cost and economy of the beverage (a hold-over from leaner days), particularly as expressed in the "twice as much for a nickle, too" jingle.

Visual symbols were recreated. The new look was extended to its vending machines, its logo and to its cartons. After a vain attempt to erase the economy binge—lyrics were changed but the "heritage" of the Pepsi hits the spot and twice for a nickel—lingered—the company developed a full-fledged prestige approach.

Premiered on radio and tv early this spring: The Pepsi "Refreshment Song." A
lyric ballad, the commercial has 25 words, runs like this:

"Be sociable, look smart
Keep up to date with Pepsi
Drink light, refreshing Pepsi
Stay young and fair and debonair
Be sociable, have a Pepsi!"

It is with this song that Pepsi will drench the network radio airwaves. The network schedule includes substantial participation on Monitor on NBC Radio on weekends; a 20 per week newscast participation on Mutual (Wednesday-Saturday); participations in a selection of CBS Radio programs Friday-Sunday, including such shows as Galen Drake, Robert Q. Lewis, Gunsmoke, City Hospital and still others; participations on ABC Radio newscasts Wednesday through Saturday.

A minimum of 1,000 stations will carry the Pepsi messages and some estimates place the number much higher, closer to 1,100.

Why network radio? Why this type of buy, which Pepsi itself characterized as "the highest frequency 'spot' coverage ever undertaken by a single product in the history of radio?"

From Pepsi's advertising vice president John L. Soughan: "Radio, as a medium of entertainment and information, is undergoing an exciting, vital renaissance. People everywhere are rediscovering the pleasure of just relaxing and listening...[where] Pepsi belongs.

Pepsi-Cola's purpose, he says, is to expose the American people to the Pepsi "refreshment song." All four networks are being used, Mr. Soughan declares, because: "We want this campaign to benefit all of our bottlers in the country and that's all the networks there are."

Pepsi owns 17 metropolitan bottling companies and another 540 bottlers are franchised throughout the country. The company, with the assistance of stations and the networks, is urging the bottlers to keep up the radio campaign by placing schedules on their local stations. Pepsi is prepared, through field representatives, to "provide every assistance to local Pepsi bottlers in order to help them reinforce the national campaign."

To generate excitement in this Pepsi four-network venture, Messrs. Steele, Barnet and Soughan and Vice President Richard H. Burgess appeared with network executives, comedians Bob and Ray and composer Hank Silvern (who wrote the new song) in a special closed-circuit broadcast which originated in New York last Wednesday (Sept. 10). The program was aired to network affiliates with special meetings attended by bottlers.

The generating impulse for the special broadcast came from Kenyon & Eckardt, New York. Pepsi's agency that has worked very closely with its client on the radio network campaign.

K&E and client also are responsible for at least two outstanding "promotions" and media usage in recent years. These were (1) highly-touted "Pepsi Please" campaign in local radio and local tv, and (2) the sponsorship and promotional support of two specials in 1957, "Cinderella" (with Shulton) on CBS-TV in the spring and on Thanksgiving Eve, "Annie Get Your Gun" (with Pontiac) on NBC-TV. Pepsi-Cola claims it captured 73 million viewers with "Cinderella" and 66 million with "Annie."

Pepsi apparently hasn't forgotten its "successes" with spectacles and in fact, currently is considering at least one "family-type" spectacular that it will invest in this tv season. Of its CBS-TV and NBC-TV buys, Pepsi states: "In size, these two audiences equalled the combined audiences for nine weeks of a good half-hour network show. In prestige, they had no rivals."

The "Pepsi Please" promotion was extensively aired in radio and tv contests pioneered in San Diego, Calif., and Muncie, Ind., two years ago and since turned over to local bottlers for promotion in individual areas. It still is gaining popularity and friends, according to the soft drink firm.

Coca-Cola Co. some seven years ago when Mr. Steele strode to P-C's helm was entrenched leader of the soft drink field, leading Pepsi in sales by an estimated 5 to 1. That edge has been filed down so that today, the ratio has been reduced to about 2 to 1 (it was a little more than 2 to 1 a year ago). Still in sight--believe the Pepsi people--the day when the two colas will compete as equals.

Pepsi, which only has limited funds for advertising (though K & E will recommend a boosted budget for 1959) places great reliance on co-op funds. It feels that a relatively moderate expenditure of a half million dollars it can make a big splash in network radio, stimulate and point the way ahead for bottlers--"We hope to get 2 for our 1."

Others in the Pepsi organization are more specific about the choice of network radio

---and so much of it bought in one batch. Pepsi-Cola corporately is vigorous. Its gross profit on sales last year went up to more than $85.5 million, more than $15 million above the year before. It spent an estimated $13 million-plus in advertising newspapers and spot tv each getting the greatest share--about $3 million apiece. Network tv got less than $500,000.

Coca-Cola Co., which had some $300 million in sales last year, had a net profit in 1957 of close to $30 million, and spends more in advertising than Pepsi-Cola.

Billings Outlook Stays Strong. Agencies Say in AAAA Survey

An optimistic picture was painted last week by the American Assn. of Advertising Agencies on the billing health of U. S. agencies handling three-fourths of all national advertising.

A final report on a questionnaire sent out by the association to 335 members and returned by 225 agencies corroborates the findings of an AAAA preliminary report released last month [Advertisers & Agencies, Aug. 11]. The final report shows that in comparison with the corresponding period of 1957, 118 agencies were ahead for the first six months of 1958 (ranging from 0.5% to 131%) 81 agencies were down (from 1% to 60%); 30 agencies were "the same" and one did not answer.

Asked for a projection of business for the second half of 1958 as compared with the corresponding period of 1957, 100 agencies replied that volume would increase from 1% to 125%; 61 estimated it would decrease from 1% to 50%; 61 indicated it would remain "the same" and three did not answer.

AAAA reported that by size groups there were "no significant differences" from the general pattern.

Geographically, all regions showed more
"ups" than "downs" for both six months' periods, except the east central region, which includes Detroit, Cleveland, Cincinnati, Dayton, Pittsburgh and other Michigan and Ohio cities. There the "downs" exceeded the "ups" in both periods, whereas in the preliminary report a "standoff" was indicated for the second half.

The western region, AAAA said, continues to be "the most optimistic about the future, predicting by more than three to one that billing will be up during the second half year.

Peripatetic Bon Ami

Flees Weiss & Geller

Bon Ami Co., New York, last week found Rogow wouldn't "play" by two advertising agencies, but claimed only one. The household cleanser firm—which claims 99% of its expenditures are in broadcast media—has had a multi-agency track record over the past decade, starting with McCann-Erickson, switching to BBDO, thence to N.W. Ayer, Craig Kulongoski, and then from there to Erwin Wurmser, Rothsrauff & Ryan. In January this year, it picked Kastor, Farrell, Chesley & Clifford as agency for seven new products, none of which have reached the market; in February, it left both EWRK and KF&C for Weiss & Geller. On Wednesday, it confirmed that it had yanked its business from WAG the day before, handing the account to Cole, Fisher & Rogow, New York and Beverly Hills.

But Weiss & Geller would not give up easily. Its executives insisted that the 15-month long service contract signed in February did not contain any cancellation clause, and that as far as it was concerned, it would continue to service Bon Ami until next May. Bon Ami advertising manager John J. Shaw had "no comment."

Compounding the confusion was the fact that Bon Ami's principal advertising lies the way of barter and that certain commitments made with Weiss & Geller were not due to expire for some time to come. The new agency indicated they would honor these commitments but would not specify. Nor would the agency discuss the matter of commissions.

Arthur A. Fischer, president of the new agency, said Thursday that Cole, Fischer & Geller was being "authorized cash buying" Sept. 29, but admitted he had already purchased $4,000 worth of time on WRCA-TV New York. He indicated that cash purchasing would take a more prominent role in Bon Ami's TV buying than before, but decided to spell out the amount that would be involved for the next year. Weiss & Geller, it was reported, has been spending only $20,000 in cash purchases, the rest in barter.

Bon Ami's entry into barter dates back to June 20, 1957, when Chatnan Corp.—an organization said to have been set up by the cleanser firm—paid Guild Films Co., New York, an additional $1 million in exchange for TV time spots aggregating $1.25 million; on Aug. 21 that year, Bon Ami paid $1.15 million to Ichthayaan Assoc. Inc., S. A., Panama City, promising an additional $173,000, for distribution-exhibition rights to 170 re-issued theatrical films. The films would not be shown in the U. S. or Canada. A week later, Bon Ami agreed to buy from Guild spots aggregating $6 million in value at end card rates over a five-year term for $3.6 million, and concurrently signed over to the Guild its "rights, title and interest" in Ichthayaan. In its first report, the company points out that the consideration was to credit the $1.15 million against the Guild contract. The remainder of $2.45 million was to be paid in monthly installments of $40,000, effective that Oct. 1.

Manhattan counting on Kaye downbeat for fast crescendo in new shirt sales

Can a downbeat bring an upbeat?

Manhattan Shirt Co., New York, hopes it will. So does the broadcasting business which may see in Manhattan's strategy a means to break down traditional soft-goods industry resistance to big scale broadcast sponsorship.

The downbeat—of Sammy Kaye's theme "Sunday Serenade"—will introduce Music From Manhattan on 95 ABC-TV affiliates this Saturday (Sept. 29) at 10 p.m. EDT.

The upbeat, hopes the sponsor, will be in shirt sales.

Manhattan has been in business for 101 years. Traditionally a magazine advertiser, it's used broadcasting only once before, and that was for three weeks last December on WFAX-TV Dallas to test a total of 60 spots. So convinced of tv's impact that it's willing to jump into network tv untired, Manhattan is curtailting magazine expenditures "by a considerable margin" after doubling its established fiscal year ad budget of $1.5 million. About $2.5 million will be spent on the ABC-TV show and another $500,000 for point-of-sale exploitation.

Manhattan wants to sell a brand-new concept in men's furnishings—a guaranteed wrinkle-resistant shirt that can be machine-washed-and-dried and still outlast regular shirts. Manhattan also seeks to shatter a long-cherished soft-goods industry feeling that tv's okay, but only in small, low-budget doses. "This may be true if all you're selling is style and quality," says Manhattan advertising director John M. Weller, "but when you're selling style plus quality plus a demonstrable feature, tv is the only medium."

Manhattan has wanted to get on tv now "for several years." But up to this time, it's never had a product with that "demonstrable quality." Nor did it have a product "priced right" for mass audience appeal. Now it has the "Mansmooth" line of shirts—100% cotton, laboratory-tested and granted a seal of approval by Food Housekeeping, U. S. Testing Co. and American Institute of Laundering. It sells for $5-$5.95. It's been proved "machine resistant" by the Maytag Co. and Maytag is telling its customers just that in a series of print media ads prepared jointly by Leo Burnett Co. (Maytag) and Peck Adv. (Manhattan).

Why did Manhattan bet the shirt on its back by committing itself for 52 weeks in network tv [ADVERTISERS & AGENCIES, July 28]? What does it hope to get out of it? How?

Back in 1895 Manhattan "revolutionized" men's furnishings by introducing madras sports shirt. For the past five years it has been working on wrinkle-free products. Its big seller in wash-and-wear has been the $6.95 "Docoma" shirt ($6.95, 35% cotton) which was too high priced for tv mass consumption, so Manhattan stuck to selected consumer publications such as Time.

Finally, it perfected Mansmooth which has more than its share of features for tv to demonstrate: (a) A secret "molecular memory" process eliminates the need for ironing, makes shirt wrinkle-resistant (see storyboard); (b) It has convertible cuffs, one may wear them either French or barrel style; (c) Its permanent "Manstay" collar stays do not have to be removed, will survive the roughest tumble washes; it comes individually sealed, laundry-fresh, in a specially lined, insulated, clean merchandise; (d) Each shirt comes with a plastic hanger to discourage use of rust-prone metal hangers. The stress will be on point (a).

While Mansmooth through Peck Adv. will be pushed hardest, a second agency—Daniel & Charles Adv., New York, will participate on behalf of the "Lady Manhattan" line but is not expected to share with Peck in talent commitments. Still uncertain as of last week: whether Manhattan will also use the series to promote its full complement of shirts, shorts, T-shirts, neckties, swim trunks, knapsacks, hosiery, etc.

The idea for selling shirts with what some call "schmaltz" originated—strangely enough—with the agency that perfected the tv jazz show as a sales medium for Timex watches. Peck board chairman Sidney Garfield, who conceived the series with radio tv vice president Sylvan Taplinger, further believed that the ABC-TV 9-10 p.m. "lead-in" by Lawrence Welk would be of enormous help to Manhattan in securing a large audience.

On paper, Manhattan will be spending about $55,000 per show ($40,000 time and talent, the balance in "marginal costs" such as advertising and exploitation). These figures, supplied by unofficial ABC sources, do not account for network frequency discounts. While Manhattan won't allocate cop-op department store funds, it hopes the deal...
ers will take advantage of the free minute and 20-second spot films and 8-second ID’s and slides its agency has prepared and slot them locally adjacent to the Kaye programs. Says Mr. Weiler: “If they do, it might very well set a trend for others to follow.”

But Manhattan knows that actual sponsorship is only half the battle. “You can buy a Coke or a pack of Camels anywhere without having to walk a mile,” says Mr. Weiler, “but finding Manhattan shirts isn’t that easy a proposition. We have to tell our viewers where to find them.” Helping the sponsor: Western Union Operator 25, who will be invoked at the end of each show.

“This still isn’t enough,” points out Manhattan’s Mr. Weiler. He acknowledges “the tremendous prestige factor of network TV” to a field salesman, “but we can’t rest secure on the assurance that he knows we’re giving him ‘moral support.’ We’ve got to make them sell harder than ever before.”

MANHATTAN’S ‘MOLECULAR MEMORY’ COMMERCIAL FOR TV

Now, ladies and gentlemen, we asked Joe to wear this ordinary cotton shirt all during rehearsal and for this performance. In the same length of time I have been wearing a Manhattan Mansmooth, the famous 100% cotton shirt that needs no ironing.

Just look at how wrinkled Joe’s shirt is and note how smooth and neat my Manhattan Mansmooth is. Well, the difference is due to MOLECULAR MEMORY. Yes, only Manhattan Mansmooth has Molecular Memory and here’s how it works.

This yarn from a Manhattan Mansmooth No-Iron cotton shirt has exclusive Molecular Memory...building “come-back” or memory into the molecules.

When twisted, these molecules are displaced only temporarily. With Molecular Memory they smooth back quickly. The shirt itself resists wrinkles.

As a result, Manhattan Mansmooth not only needs no ironing after washing, but stays fresh and unwrinkled all day...thanks to Molecular Memory.

To do so, the sponsor, the agency, the network and the sponsor’s public relations counsel—Milton Maybruck Assoc.—got together early in the summer and assembled a promotion arsenal. This is how it worked:

- Manhattan Shirt Co.: Provided its salespeople with a complete list of station executives with whom they are to work out local advertising tie-ins, preferably paid-for tv spots; sold to dealers and merchants at cost a big self-contained wash-and-wear display unit manufactured by Stensgaard Assoc. (designer) which it suggested be installed in stores as W & K “departments.”
- President Sylvan Geismar telegraphed a pep talk to every salesman and closed with this twist, “DON’T STOP”
- Peck Adv. Agency: Prepared all the tv commercials and other promotional material including the suggestion to “get further mileage out of this promotion by turning your [store] window into a gigantic tv set...to show off your Manhattan wash-and-wear merchandise”; took out trade ads in apparel and soft goods journals alerting the trade to “the biggest tv project ever attempted by a branded men’s wear manufacturer.”
- ABC-TV: Advertising-Promotion Manager Dean D. Linger, coordinating with Sales Vice President William P. Mullen, contacted affiliate station managers, cross-filing the Manhattan list of station people with a similar list—this one containing Manhattan sales people on the dealer level. It prepared a special kit containing a letter from Mr. Weiler asking for “any and all promotional ideas,” live tv promotion copy, d. j. “fact sheets,” newspaper mats, biographies and the routine publicity handouts—which after having been mailed to affiliates also was sent to Manhattan dealers by the sponsor; likewise, the Manhattan kit went to ABC-TV station executives. This contained sample rough commercial story-boards and other “booster” material. ABC-TV also set up a number of regional meetings with station executives to elicit their cooperation.
- Maybruck Assoc.: Worked over the “prestige angle” for Sammy Kaye, sent out personally autographed pictures plus “personally signed” letters by Mr. Kaye to men’s wear buyers in which the bandleader said he hoped he could meet the buyer in person at such time he and the band were touring that city.

Other promotions are in the works to perpetuate the impact beyond initial ballyhoo. One of them, now under discussion, would team Manhattan (on a cash basis) with CBS Inc.’s Columbia Records Div., for whom Mr. Kaye records.

Manhattan today is one of the Big Three in shirt manufacturing. With average annual sales of $35 million, Manhattan is nipping at the heels of Cluett, Peabody & Co. (Arrow brand) and is leading Phillips-Jones Corp. (Van Heusen brand). Both Arrow and Van Heusen have tried network tv, but only for short periods. Arrow at one time participated on NBC-TV’s Today, Van Heusen in NBC-TV’s Suspicion. But neither has made half as impressive a buy as Manhattan. Manhattan knows this and is banking on just this vacuum in which to edge up—and fast”—to Cluett, Peabody. In fact, Manhattan thinks networking will put some teeth into its slogan: “For the man of the world—the world over.”

BROADCASTING

September 15, 1958 • Page 31
TWO DRAFT MERGER, ONE SPLITS

- Calkins & Holden, Burke Dowling Adams due to combine with broadcast accounts
- Sackheim executives leave

Agency mergers are on the rise—and so are estrangements.

Latest box-score on grey flannel marriages and divorces:
- Engagement into merge between the $16 million Calkins & Holden agency of New York-Chicago-Seattle-Los Angeles, and the $8.5 million Burke Dowling Adams Inc. of New York-Atlanta-Los Angeles.
- Separation of key officials at Maxwell B. Sackheim Co., New York, and subsequent formation of two new advertising agencies.

The Calkins & Holden-Burke Dowling Adams gangs were posted last week with the confirmation by officials that the marriage, creating an agency billing in excess of $24 million, would take place just "as soon as several details are worked out." Understood to be one detail: how to solve an apparent conflict of interest between such key officials as Burke Dowling Adams' principal client is Curtis-Wright Corp., Wood-Ridge, N.J., manufacturer of airplane components. At the Sackheim agency, the exit of five key officials has left that shop practically without any radio-TV billing. Joe Gans, vice president of radio-TV at Sackheim, has resigned to set up his own radio-TV agency, Joe Gans & Co., with offices at 551 Fifth Ave. (Murray Hill 7-8240). He is joined by timebuyer Dolores Rosenblatt, also a Sackheim veteran.

At the same time, formation of a new agency was announced by Lester Wunderman, former executive vice president of the Sackheim company. Mr. Wunderman and three associates have set up Wunderman, Ricotta & Kline Inc., with offices at 345 Madison Ave. (Oregon 9-5522). Mr. Wunderman is joined by his brother Irving, former Sackheim vice president and copy chief, named vice president, copy chief and secretary of W&R&K; Edwin Ricotta, former vice president-art director at Sackheim, who keeps these titles and adds the duties of treasurer, and Harry Kline, former Sackheim vice president-account supervisor, who continues in similar post at W&R&K.

It's reported (but unconfirmed) that Mr. Gans has taken with him the Time Inc. circulation-building account for Time magazine. Broadcast media-using clients following the Merxus, Wunderman, Ricotta and Kline: CBS Inc.'s Columbia Records Chrib, Jackson & Perkins (rose grower), Alexander Hamilton Institute and Facts On File Inc.

While W&R&K has not yet set up a radio-TV department, it was understood that it will retain Mr. Gans' organization on an "outside basis." Mr. Gans is a specialist in "mail order broadcasting." [ADVERTISERS & AGENCIES, June 30]. Initial billings at WR&K are estimated at about $1.5 million, although the agency would not discuss its present billing structure.

Max Sackheim, president of the agency bearing his name, would not comment on the time being, Philip Lane, a recent addition to Sackheim and formerly with the New York office of North Adv., would take over the Sackheim firm's activity in radio and television.

The pending C&H-BDA tie-up involves agencies that have experienced set-backs over the past 18 months, the principal loss being felt at C&H early in 1957 with the walk-out of then-president Harold L. (Hay) McClinton and with him, business amounting to $10 million. Mr. McClinton, joined by a phalanx of C&H executives and the $9 million Prudential Insurance Co. of America and $1 million Berlitz Schools of Languages accounts, teamed up with Charles Dallas Reach to form Reach, McClinton & Co. (the outgrowth of Reach, Yates & Mattison, whose principal account was, and still is, International Latex Corp.). But C&H bolstered its billing this past summer when it absorbed the $4 million Sekleman & North agency. The BDA merger would put it ahead of the billing point reached during its Prudential heyday.

Burke Dowling Adams Inc., which experienced a bull market last year by inheriting the $5 million Studebaker-Packard Corp. from Benton & Bowles (as well as a brace of clients from the now-defunct Robert W. Orr & Assoc.), this summer surrendered the auto account to D'Arcy Adv. after the car maker terminated its management contract with Curtiss-Wright Corp. [ADVERTISERS & AGENCIES, Aug. 4].

In other precincts, there still was no word on the status of the expected Lennen & Newell and Buchanan & Co. merger [AT DEADLINE, Aug. 25]. L&N, which will be billing $40 million in tv-radio next year as a result of its recent marriage with C. L. Miller Co. and the broadcast-heavy Corn Products Refining Co. account, would not comment, nor would Buchanan executives amplify their "we still have nothing to say."

L&M Using 'Piper' To Plug All Products

All the Liggett & Myers products and all the tv shows which the tobacco company will use this fall/winter season to advertise them will be promoted in a special tv program, The Pied Piper, to be televised in color (and black-and-white) on NBC-TV tomorrow evening (Sept. 16) at 7:30-9 p.m. EDT.

Eddie Fisher, whose program for Chesterfield (and RCA and RCA-Whirlpool) alternates with George Gobel's show for L&M on NBC-TV, Tuesday, 8-9 p.m. (starting Sept. 23 for Gobel and Sept. 30 for Fisher), will open the Pied Piper telecast. He will get in plug for these programs, as well as for Barbra Streisand, for L&M and Oasis, which started on NBC-TV Saturday (Sept. 13) 10:30-11 p.m.

Ed Winn, whose Ed Winn Show for Chesterfield (and Bulova) starts on NBC-TV Thursday, Sept. 25, 8-8:30 p.m.; Dean Fredericks, who plays Steve Canyon on that NBC-TV series (also for Chesterfield, which began Sunday 9-9:30 p.m.), and James Arness, Matt Dillon of Gunsmoke (which began a new season Saturday on CBS-TV for L&M and Remington Rand), 10-10:30 p.m., will appear for their programs and products via commercials especially filmed for the special kick-off telecast.

Behind Closed Doors, on NBC-TV, Thurs., 9-9:30 p.m. starting Oct. 2 for L&M (and Whitehall Pharmaceutical), was not in pro-

EXECUTIVES of Reynolds Metals Co. throughout the country were oriented on 1958-59 advertising plans via ABC-TV closed circuit Sept. 9. They witnessed a demonstration by golf pro Tom Bolt (shown with company sales vice president David P. Reynolds) who will appear on the Reynolds-sponsored ABC-TV series, All Star Golf (Sat., 5-6 p.m.). They also were addressed by (to r) J. Louis Reynolds, executive vice president, David P. Reynolds and President Richard S. Reynolds Jr. The show originated principally from Reynolds' Richmond, Va., headquarters, with inserts from New York and Hollywood.
Announcing

RADIO'S FIRST COMPLETE
FULLY AUTOMATIC BROADCASTING SERVICE

Just a push of the GOLDEN button
operates your station automatically up to 24 hours
for round-the-clock savings and profits

AUTOMATION COMES TO RADIO! Now, for the first time you can broadcast up to 24 hours a day of unique musical programming automatically - including automatic interjection of your own pre-recorded commercials, public service announcements, and local programs. This electronic miracle is PROGRAMATIC, the first complete fully automatic radio broadcasting service. It makes available - to one broadcaster only in each radio market - music programming of the widest possible adult appeal, plus revolutionary opportunities for savings in manpower and operating costs.

AN IMPORTANT NEW SOURCE OF REVENUE FOR BROADCASTERS. For top-rated AM stations with established disc-jockey shows, PROGRAMATIC furnishes adult music at low cost during hours when teen-age tune-ins are slight. Other AM stations who can't compete with the big disc-jockey or network shows can capture the big adult potential the competition isn't "reaching." AM/FM stations can reach two markets by broadcasting entirely separate FM programming at little extra cost. Any station can increase profits by switching to self-operating PROGRAMATIC during marginal or unused all-night hours.

MUSIC BASED ON 27 YEARS OF PROGRAMMING. PROGRAMATIC has obtained the exclusive services of one of the pioneers in music programming and automatic equipment, with a reservoir of 10,000 recorded musical favorites. PROGRAMATIC music is based on extensive surveys of the likes and dislikes of radio's "biggest untapped audience." No rock and roll, no "screaming" vocals. No spoken words. Just smooth orchestral arrangements, with occasional tasteful vocals.

COMPLETELY AUTOMATIC. Each 8-hour program unit is divided into quarter-hours containing exactly 13 minutes of music and 2 minutes for commercial time. Accurate to within 2 seconds per 8-hour run. PROGRAMATIC switches back and forth between commercial playback and program playback mechanisms automatically. Completely flexible - change at any time to manual override.

in order to give more and better service to the stations we represent and the agencies we service.

The unprecedented growth and success of H-R is based only on the increases in national spot income of these stations. This record has been so outstanding that, for the third time in the eight years of its existence, H-R must move to larger quarters—more than twice as much room as our present space—to the 21st floor of the Seagram Building, 375 Park Avenue, (Plaza 9-0600).

We are looking forward to welcoming you there beginning October 1, 1958. We pledge that from these spacious new quarters, with room for more people and more services, we "Working Partners" will continue to "Send a Man to Do a Man's Job."

H-R—a decade of SALESMA SHIP and GROWTH

H-R Representatives, Inc.
Television, Inc.

Frank M. Headley, President
Dwight S. Reed, Vice President
Frank E. Pellegrin, Vice President
Paul R. Weeks, Vice President
duction when the special commercials were made and so will get no film promotion on tomorrow's show. Finally, there will be a plug for Velvet pipe tobacco, although this product is not regularly advertised on television.

Tomorrow's telecast marks the second time The Pied Piper has been shown on tv, its second time in color on NBC-TV and its second appearance for Liggett & Myers. The first time was Nov. 24, 1957, the Tuesday of Thanksgiving week, when the musical version of the classic folk legend first presented the Christmas gift packages of the sponsor's various cigarettes. At that time, in addition to the $300,000 which was paid to Hal Stanley, who produced the 90-minute color film program at California National Studios, for that telecast, Liggett & Myers also rented an option for a second telecast at a cost of $100,000.

McCann-Erickson, agency for Chesterfield and Oasis, in charge of both showings of The Pied Piper, estimates that the second 90-minute telecast will cost the sponsor about $125,000 more than one of its regular Tuesday night Gobel or Fisher programs, including the cost of the extra half-hour on the network, the $100,000 for rerun rights and the making and editing of the special commercials by the various stars of the other Liggett & Myers tv shows. Dancer-Fitzgerald-Sample, agency for L&M, handled production of the special commercials for the programs advertising this brand of cigarettes.

Following tomorrow's telecast, all rights to the film revert to Mr. Stanley. He puts the cost of its production at $650,000. The $250,000 he still has tied up in the production after receiving $400,000 from Liggett & Myers for the two NBC-TV telecasts, he hopes to recoup through exhibition in Europe, either in motion picture theatres or on tv.

The Next 10 Days of Network Color Shows

(all times EDT)

CBS-TV
Colorcasting schedule suspended for summer.

NBC-TV
Sept. 15-19, 22-24 (12:30-1 p.m.) It Could Be You, participating sponsors.
Sept. 15-19, 22-24 (2:30-3 p.m.) Haggis Baggis, participating sponsors.
Sept. 15, 22 (7:30-8 p.m.) Haggis Baggis, sustaining.
Sept. 16 (7:30-9 p.m.) The Pied Piper of Hamelin, Liggett & Myers through McCann-Erickson.
Sept. 17, 24 (9-10 p.m.) Kraft Mystery Theatre, Kraft Foods Co. through J. Walter Thompson.
Sept. 18 (7:30-8 p.m.) Tie Tac Dough, Warner-Lambert through Lennen & Newell and RCA-Victor through Kenyon & Eckhardt.
Sept. 18 (10-10:30 p.m.) The Price Is Right, Lever Bros. through J. Walter Thompson.
Sept. 20 (8-9 p.m.) The Perry Como Show, participating sponsors.
Sept. 21 (7:30-8 p.m.) Northwest Passage, sustaining.
Sept. 21 (8-9 p.m.) The Steve Allen Show, Greyhound through Grey, DuPont through BBDO and Polaroid through Doyle Dane Bernbach.
Sept. 21 (9-10 p.m.) The Chevy Show, through Campbell-Ewald.
Sept. 23 (8-9 p.m.) The George Gobel Show, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.
Sept. 24 (8:30-9 p.m.) The Price Is Right, Lever through J. Walter Thompson and Spedel through Norman, Craig & Kummel.

BANK MOVE PROMOTED • Mark Schreiber Adv. Inc., Denver, Colo., spent approximately $17,500 within three weeks for The First National Bank of Denver to promote the opening of its First National Bank Bldg. there. More than 1,200 radio and nearly 300 tv spots were bought on 16 local radio and the four commercial tv stations to announce the Aug. 3 open house at the new 28-story building. On that day about 12,000 people toured the bank.

A dedication show, that gave a visual history of the bank back to 1860, was telecast over the Denver tv outlets, Colorado Springs, Pueblo, Cheyenne (Wyo.) and Scottsbluff ( Neb.). It also was heard on two Denver radio stations.

MONOPOLY PAYS OFF • Mushoka Monopoly, an audience participation game on CKAR Huntsville, Ontario, has elicited many letters of gratitude from satisfied sponsors of the game. The Huntsville Trading Co., for instance wrote in to say it sold $750 worth of women's sweaters after two CKAR broadcasts; 27 boys sport shirts after only one mention.

GRACIAS RADIO • A special two-hour sale at the J. J. Newberry store in downtown Los Angeles attracted more than 1,500 Spanish speaking shoppers as a result of three 60-second spot announcements on the Angel Lerma Show, a fifteen-minute drama heard daily on KWKW Pasadena, Calif. Newberry's store manager told KWWK "the promotion was an outstanding success." KWKW programs 21 hours daily in Spanish.

HUGH MOVES SHOES • A 50-year record for shoes sold was set at Carton's shoe store Coshocton, Ohio, through the marathon effort of d.j. Hugh Smith there. Mr. Williams set up a Mike in the window of the downtown store and threatened to stay on-air until every pair of shoes was purchased. The d.j. broadcast for 371/2 consecutive hours.

Mary Ellen's Puts All Into Tv, Orders 5-City, 52 Weeks Series

Mary Ellen's Distributors (jams and jellies), Berkeley, Calif., is placing its entire 1958-59 advertising budget in television, sponsoring the Treasury half-hour program series for 52 weeks in five major western markets, starting Sept. 30. The budget is estimated at $300,000. The agency is Guild, Bascom & Bonfigli, San Francisco.

In announcing the sponsorship today (Sept. 15), Robert Whitehead, GB&B account supervisor, commented that the advertiser's investment marks "the first year-round advertising and promotion campaign devoted exclusively to the sales of jams and jellies on tv." He pointed out that the company previously has used various media, such as newspapers, radio and direct mail. Late in 1957, he continued, Mary Ellen's tested tv with sponsorship of a half-hour program, Wonders of the World, over KCOP-TV Los Angeles. The company attributed a 27.9% increase in sales in the Los Angeles area over the next several months to tv, Mr. Whitehead said, and decided to use the medium exclusively.

Mary Ellen's will sponsor Treasury, an adventure-documentary series, over KRON-TV Los Angeles, KCOP-TV Los Angeles, KSL-TV Salt Lake City, KLZ-TV Denver
and KOLL-TV Phoenix. Copy for the Mary Ellen's commercials, created by GB&B projects an "English Image" of these products, based on the American public's high regard of English jams and jellies (Mary Ellen's beat the bushes for the best bloomin' berries they can find ... Mary Ellen's black raspberry jam is made with the juiciest, jazziest, razziest black raspberries ever bloomed on a bloomin' berry bush ...)

**Snyder Stresses Simplicity**

For *Tv Film Commercials*

Simplicity is the key to "more economical production as well as more efficient communication" in *tv film commercials*, Kenneth C. T. Snyder, vice president and director of *tv-radio commercial production* for Needham, Louis & Broby Inc., told the Chicago Copywriters Club earlier this month.

Mr. Snyder pointed out that live-action film commercials with people are generally higher-priced than those without, particularly in dramatic situation spots. "If you design live-action commercials in which on-camera acting is kept to a minimum, you will be helping, generally, to lower average, per-film-foot production costs," he reasoned. Mr. Snyder spoke Tuesday evening on "how to produce an exciting film commercial for peanuts."

Among other ways of achieving economy, Mr. Snyder noted, are process shots and matting techniques, model shots and miniatures and film-photographic stock backgrounds. He mentioned several sources where music tracks could be obtained at low cost. Writers and producers were urged by Mr. Snyder to look to "film experimentalists" for fresh techniques for effective and economical expression of ideas in film."

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**ACTIVITY**

<table>
<thead>
<tr>
<th>HOW PEOPLE SPEND THEIR TIME</th>
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<tbody>
<tr>
<td>There were 125,601,000 people in the U.S. over 12 years of age during the week Aug. 31-Sept. 6. This is how they spent their time:</td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>Time Spent</th>
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<tbody>
<tr>
<td>Watching television</td>
<td>64.8% (81,389,000) spent 1,433.4 million hours*</td>
</tr>
<tr>
<td>Listening to radio</td>
<td>38.7% (73,728,000) spent 1,764.6 million hours</td>
</tr>
<tr>
<td>Reading newspapers</td>
<td>8.3% (103,370,000) spent 417.1 million hours</td>
</tr>
<tr>
<td>Reading magazines</td>
<td>37.3% (46,849,000) spent 220.3 million hours</td>
</tr>
<tr>
<td>Watching movies on TV</td>
<td>23.9% (30,019,000) spent 319.8 million hours</td>
</tr>
<tr>
<td>Attending movies*</td>
<td>45.8% (57,522,000) spent 242.6 million hours</td>
</tr>
</tbody>
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These totals, compiled by Sindlinger & 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). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* 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. Sindlinger tabulations are available within 2-3 days of the interviewing week.

**SINDLINGER'S SET COUNT:** As of Sept. 1, Sindlinger data shows: (1) 110,650,000 people over 12 years of age see TV (88.1% of the people in that age group); (2) 42,717,000 households with TV; (3) 47,179,000 TV sets in use in U.S.
of the Durstine agency, also becomes vice president and general manager of Heintz in San Francisco. All key personnel of both agencies are being retained. Address of the combined operation is 240 Stockton St. Each agency is keeping its own telephone number: Exbrook 7-2850 for Heintz, Exbrook 7-0456 for Durstine. The consolidation does not affect Roy S. Durstine Inc. of New York.

Filbert's From SSC&B to Y&R

A substantial user of spot radio and tv, Mrs. Filbert's margarine (J. R. Filbert Inc., Baltimore), will move from Sullivan, Stauffer, Colwell & Bayles, New York, to Young & Rubicam, New York, effective Jan. 1.

The switch, effected after more than 11 years' association of Filbert with SSC&B, will represent a $1.5 million gain in billing for Y&R in 1959.

The change was prompted by disagreement over "advertising philosophy" and Filbert's "new marketing management," said SSC&B.

WALDO (in the checkered vest) tells Ralph (checkered hat) how goo-od Instant Ralston is for children and grownups. The power behind the screen is Stan Freberg (picture at right), shown manipulating the puppets during a warm-up session.

PREVIEW

Puppets & checkered career

The Ralston Purina Co., St. Louis, has hired two unusual salesmen—Ralph and Waldo—to sell tv viewers on the merits of the company's cold and hot cereal products. Ralph and Waldo are puppet characters and star in the company's commercials to be spotlighted each week on Bold Journey (ABC-TV, Monday, 8:30-9 p.m.), starting Sept. 29.

The characters are the creation of comic Stan Freberg, who manipulates the puppets for the commercials. The commercial copy is in the zany vein so often utilized by Ralston Purina's agency, Guild, Bascom & Bonfigli, San Francisco. During one sequence in the commercial, announcer Lee Goodman interrupts and Waldo asks him:

"Who are you?"
Mr. Goodman: "Admiral George Dewey, sir."
Waldo (whispers): "Is that really Admiral Dewey?"

Ralph: "It's Lee Goodman. He's a great kidder."
Mr. Goodman: "Yeah, but I never kid about Instant Ralston, men. Because this is the cereal that's serious when it comes to giving you and your family plenty of stuff and steam to start off a cold morning the right way . . . Right?"
Waldo (salutes): "Aye-aye Admiral."

The campaign on television is part of an overall fall advertising effort by Ralston Purina, including a spot radio saturation schedule in 10 major markets and advertisements in newspapers and consumer and grocery trade publications.

The commercial copy was written by various GB&B copywriters, based on concepts created by Courtenay Moon, vice president and director of the tv and copy departments, and Bud Arnold, copy chief. GB&B producer was Karl Gruener. The film producer was Wayne Steffner Productions, Hollywood.

NEW SUN SPOT • White King Soap Co. will use saturation schedule of radio and tv announcements to introduce its newest home cleaning agent, liquid concentrated called Sun, throughout West. Boylhart, Lovett & Deane, L. A., is agency.

JET PROPELLANT • American Airlines, which kicks off its jet service with Boeing 707 on or about Jan. 1, will be seeking additional radio spot time in San Francisco and Washington later this year to supplement its Music 'Til Dawn broadcasts on CBS Radio-owned-and-operated stations. American also used spot in Chicago, New York and Los Angeles. Lennen & Newell, N. Y., is American's agency.

ONE-MEDIUM MIX • General Foods Corp., White Plains, N. Y., will allocate "nearly 100%" of its budget for new low-calorie dessert topping powder mix Dream Whip in broadcast media. Product has been tested in tv spot and newspapers since late 1956 in Cincinnati, Philadelphia, Pittsburgh, Detroit and Boston, will be introduced nationally Oct. 1 via nine minutes weekly on ABC-TV's "Operation Daybreak" plus "supplementary tv spot." Agency is Young & Rubicam, N. Y. Initial six-month allocation is in excess of $1 million.


THREE-TIMING TEAM • U. S. Time Corp. (Timex watches), N. Y., through Peck Adv., same city, will sponsor half of three special comedy colorcasts featuring Martin & Lewis, but not united. The Jerry Lewis programs sponsored 50% by Timex will be seen on NBC-TV on Oct. 18 (9-10 p.m.) and Dec. 10 (9-10 p.m.); single Dean Martin show will be on NBC-TV Nov. 22 (9-10 p.m.).

BACK IN STANCHION • American Dairy Assn. through Campbell-Milburn Inc. is co-sponsoring NBC-TV's Perry Como Show for second consecutive season starting last Saturday (Sept. 13). Association's current overall advertising merchandising budget runs about $5.6 million, with about 60% in broadcast media (mostly tv). Aside from Como series, it also carried schedule of daytime spots and station breaks on NBC Radio and Casey Jones film series in select market [ADVERTISERS & AGENCIES, Jan. 6, 1958].

BRITISH TESTS • Two British advertisers this month testing U. S. air media. Edward Sharp Sales Co. (Sharp's English Toffee) and Castrol Oils Ltd. (British-made Castrol motor oil) are being steered into radio-tv by Wesley Assoc., N. Y. Sharp is testing radio-tv spot (Cleveland) against participation (Detroit); Castrol is using selected California radio markets.

Q-TIP KICKOFF • Q-Tips Inc., N. Y., last week kicked off second phase of its 1958 broadcast campaign by placing 10 weekly participations in various NBC Radio programs including Bert Parks Show and Morgan Beauty and the News [ADVERTISERS & AGENCIES, Aug. 4]. Network campaign will be supplemented by radio spot in 18 markets through end of year. All told, Q-Tips, through Lawrence C. Gumbiner Adv., N. Y., is spending $250,000 gross in network; its first network phase was heard this past winter-spring.

IN CBS CUP • Jaguar Cars Inc., importer of Jaguar automobiles, has signed to sponsor CBS Radio coverage of America's Cup Races, beginning Sept. 20. Account is part of $650,000 worth of new business and renewals which were announced by network last week. Other advertisers involved were Hartz Mountain Products, American Motors Corp., Kelvinator, Campbell Soup Co., and Plough Inc. Agencies are Cuning-
ham & Walsh for Jaguar; George H. Hartman Co. for Hartz; Geyer Adv. for American Motors-Kelvinator; BBDO for Campbell, and Lake-Spiro-Shurman Inc. for Plough.

SILENCE BROKEN • Philco Corp., Philadelphia, has signed for half sponsorship of Mutual's Saturday football schedule of 11 college games, starting Sept. 27, marking Philco's return to network radio after absence of five years. Philco dealers and distributors have first refusal rights on remaining half of sponsorship, which is being made available for local sale. Philco commercial copy will be institutional, dealing with "electronics of the company has assumed in national military defense effort." Agency: BBDO, N. Y.

CRUSADE SERIES • Billy Graham Evangelistic Assn., through Walter F. Bennett & Co., will sponsor series of telescasts on ABC-TV during "Billy Graham Charlotte (N. C.) Crusade," starting Sept. 27 (8-9 p.m.).

PLAYSKOOL ON TV • Playskool Mfg. Co., Chicago, manufacturer of educational toys, last week launched its first tv spot campaign in 10 cities, using one station in each market. New 13-week drive will cover major U. S. markets, including New York, Chicago, Los Angeles, Philadelphia, Milwaukee and Boston.


JUBILEE GARB • Williamson-Dickie Mfg. Co. (work clothes), Fort Worth, Tex., has signed for sponsorship of ABC-TV's Jubilee, U.S.A. (Sat., 8-9 p.m.) for 1958-59 season, through its agency Evans & Assocs., same city.

VOLKSWAGEN VARSITY CARD • Volkswagen Dealers of Southern California are using extensive schedule of sports broadcasts on radio and tv this fall, sponsoring broadcasts of 10 U. of Arizona games over five-station special hookup of KOLD Tucson, KOOL Phoenix, KVNA Flagstaff, KWJB Globe and KVNC Winslow, all Arizona, and co-sponsoring with Marlboro nine professional and college football games, including bowl games of Los Angeles Rams, on KNXT (TV) Los Angeles. Compton Adv., L. A., is agency.

BACK ON BALL • American Machine & Foundry Co., through Cunningham & Walsh, has renewed ABC-TV's Bowling Stars, effective Sunday, Oct. 5, 4:30-5 p.m.; Paul Winchell Show which was previously scheduled for that time period, will be telecast Sundays, 5-5:30 p.m., effective Oct. 12. Under co-sponsorship of General Mills, through Dancer-Fitzgerald-Semple, and Hartz Home Products, through George H. Hartman Co.

**NETWORKS**

**NBC-TV Details Ban On Network 'Clipping'**

NBC-TV moved formally against triple-spotting last week, sending to its affiliates contract amendments spelling out the prohibition against "clipping" network program material.

The action was anticipated last month when network officials explained the plan to members of the NBC-TV board of delegates [Aug. 11, 1958]. NBC said the affiliates board "unanimously" supported the move.

Officials said current affiliation contract provisions prohibiting deletion of network material have been revised, "covering the matter more clearly and precisely." A certificate also has been added to the traffic report, so that stations will certify that they have not cut off any network material or will identify the exact timing of anything deleted.

The amendment says, in part, that the station "will not delete any NBC television program identical in nature, format, or production credit announcement at the conclusion of an NBC... program, except for announcements promoting a network program which is not to be broadcast by the station." In the latter case, "only other NBC television network or station program promotions or service announcements" may be substituted.

NBC noted that in August 1957 it had called affiliates' attention to "the serious problem" created when a station clips network program material in order to triple-spot in station breaks. Again, last May, NBC re-emphasized its opposition and that of the affiliates board, reporting then that the practice had been reduced to relatively few cases and that "all efforts are being made to have it terminated in these cases."

CBS -TV instituted similar contract amendments a few months ago [Lead Story, June 23; At Deadline, Aug. 18]. The Asso. of National Advertisers and a number of advertisers and agencies individually have strongly criticized triple-spotting on a number of occasions.

Two Virginia Outlets Join NBC

WINA Charlottesville, Va., and WJMA Orange, Va., will become affiliates of NBC Radio Oct. 1, Harry Bannister, vice president in charge of NBC station relations, said. The total number of NBC Radio affiliates will be raised to 197. Both stations are owned by Charlottesville Bество. Co. Donald G. Harrison, general manager of WINA (1400 kc 250 w). Bob C. Wagner is general manager of WJMA (1340 kc 250 w).

**WBKM-TV On Dec. 1 With ABC**

WBKW-TV Buffalo, which is slated to go on the air December 1 on ch. 7, has been signed as a primary affiliate of ABC-TV, it was announced last week by Dr. Clinton H. Churchill, president of WBKW-TV Inc., and Alfred R. Beckman, ABC vice president in charge of tv station relations.

ABC-TV switches from WGR-TV Buffalo, which becomes an ABC-TV primary affiliate when NBC drops its uhf ch. 17 WBUF-TV there next month. ABC-TV now includes a minimum of 88 primary stations covering nearly 87 percent of all U. S. tv homes on a "live" basis with the full network covering nearly 99 percent. Mr. Beckman said. Between the time WBKF-TV ceases operation and WKBW-TV commences, WGR-TV will carry both NBC-TV and ABC-TV programs, ABC-TV said.

**NBC Affiliate Sessions Slated For Oct. 22-24 in New York City**

Annual meeting of NBC affiliates, radio and television, will be held Oct. 22-24 at New York's Plaza Hotel, officials said last week.

On the morning of Oct. 22 the affiliates will see and hear NBC's television presentation, then will visit the David Sarnoff Research Center at Princeton in the afternoon.

The second day will start with the NBC Radio presentation, followed by a television discussion in the afternoon. Annual banquet is set for that night, Oct. 23, also at the Plaza.

Three-day meeting will wind up after closed sessions of the tv and radio affiliates the morning of Oct. 24. Walter Damm, retiring head of WTMJ-TV Milwaukee, heads the television affiliates and George Harvey, WFLA Tampa, heads the radio group.

**CBS Announces Cancellation Of All Christmas Bonuses**

CBS Inc. is discontinuing Christmas bonuses for staff employees at all its divisions, it has been reported. Notice distributed by division heads explained that cash bonuses were started years ago as "special recognition" of employee contributions. Now, the memo continued, after study "in connection with a comprehensive review over the last year of our wage and personnel policies"—management has concluded that "more substantial and less spasmodic incentives work out best for all concerned" and "we will permanently discontinue the one-week Christmas bonus."

The memo said that in the last several years management has established many new employee programs including "substantially increased" wage and salary scales, liberalized vacation and sick leave policies and improved pension and insurance programs—all of which cost "many millions of dollars each year"—and CBS Inc. feels "continuance and evolution" of this benefit program "will, in the long run, accrue to the greater benefit" of both employees and CBS. The memo added, "We are proud of the fact that CBS has one of the most liberal and well-balanced personnel programs in the industry—ahead of other progressive companies in many respects and way ahead of the average for American industry."
Say what you will about Washington, D.C., there's no denying that it's wonderfully different. But turban or snap-brim, trench coat or sari, everyone knows Washington's most-listened-to station:

**WTOP RADIO**

*An Affiliate of the CBS Radio Network
Operated by The Washington Post Broadcast Division
Represented by CBS Radio Spot Sales*
DIRECT HIT! Smack on target from the mark again and again with astute advertising agencies. Among those who have are J. Walter Thompson, BBDO, Young & Rubicam and Campbell-Mithun.
This microphone creates the nation’s 24th largest radio market — 312,830 families who listen weekly during daytime. WBT’s total audience exceeds by 711% that of Charlotte’s second station. WBT wins every Pulse time segment but one in the 25 counties surrounding Charlotte.
Quiz Furor Heading for N.Y. Grand Jury

The tv quiz programs’ troubles were far from over last week.
As of last Thursday (Sept. 11), the district attorney in New York, who for the past few weeks has been continuing an investigation into at least two network tv quiz programs, expected that by this week grand jury action would be instituted in the Doito and Twenty-One cases.

But just how sure the D. A. was could be seen in this statement from his office: “Things are very hectic around here... they may change quickly.”

The long-expected advertiser uncertainty over quiz programs suddenly loomed late in the week.

P. Lorillard Co., sole sponsor of The $64,000 Challenge (now on CBS-TV and slated to go on NBC-TV this fall), was getting nervous.

Reason: Unfavorable publicity for the program caused by the Rev. Charles E. Jackson of Tullahoma, Tenn., who claimed he had received an answer to a question in a pre-program briefing. (He was a contestant on the show last December.) Entertainment Productions, producer of the show, denied the charge.

The show is now on CBS-TV in the Sunday 10:30-11 p.m. slot, and Lorillard, through its agency, Lennen & Newell, New York, plans to switch it to NBC-TV in the Thursday 10:30-11 p.m. period to make room for the return Sunday nights on CBS-TV of The $64,000 Question which Lorillard and Revlon will co-sponsor.

Agency officials said they did not know what action, if any, the advertiser might take, but there was evidence of discussion last week.

Jack Barry (Barry & Enright Productions), m.c. of Twenty-One, opened last Monday night’s program on NBC-TV with a statement on the probe, saying in part: “The stories [attacking partners Dan Enright and Mr. Barry] are wholly untrue. I repeat, wholly untrue. At no time has any contest ever been given advance information about any question ever used on this program.

“It’s been a terrible experience to have to combat the unfounded charges that have been flying at us. But we consider ourselves lucky in one respect: so many of you have expressed your faith in us and in our program.

“A wise man once said the truth will out. I know it will, for we have not betrayed your trust in us. We never would.”

ABC Using New Vidicon Tubes

Further refinement of recorded program reproduction on ABC-TV, attained by the use of new vidicon film camera tubes developed by Machlett Labs, has been announced by Frank Marx, network vice president in charge of engineering. He said the new tube “offers a more uniformly shaded picture, better contrast and less electrical picture noise than vidicon tubes in current use.”

Mr. Marx explained that as the result of improved manufacturing techniques, the new tubes “make ABC-TV network film programs the technical equal of live pickups.” ABC-TV eliminated the use of iconoscope film cameras in 1957. It now has 30 vidicon cameras at its owned-stations.

NBC-TV Closed-Circuit Showcases Fall Season

A preview of NBC-TV’s 1958-59 program lineup—which includes a dozen new nighttime series, 100 specials, 600 hours of color and a 20% increase in news specials and public affairs programming—was presented in a 90-minute color closed circuit last Thursday.

NBC officials reported that more than 10,000 newsmen and agency, advertiser, affiliated station and civic organization representatives gathered at the stations in 140 cities across the country to watch the preview.

Board Chairman Robert W. Sarnoff, introducing the special show, said “it will be a season of greater variety, higher quality and more color than ever before.” He felt NBC had “made our program combination even stronger” this fall than last.

President Robert E. Kintner said the schedule was designed to achieve a balance of "all types of programs ... to fit all the entertainment needs of our growing audience.” He broke down the schedule thus: variety shows, 20%; dramatic, ad-
instant of release, FLIGHT is hitting the already ordered FLIGHT for their clients. They know an aerodynamic when they see it.
venture or mystery series, 30%; westerns, 15%; comedies 15%; sports, quizzes, news or special events, 20%.

Some 50 NBC personalities, said to be the largest number of stars ever to perform before NBC cameras on a single program, participated in the preview to discuss or give samplings of their fall shows.

The 600 hours of colorcasting planned for the new season were said by NBC authorities to represent an average of about one hour of color per night more this year than last.

Announcing the color plans earlier in the week, Mr. Sarnoff said: "We have devised our schedule so that color programming will reach the greatest possible number of viewers at the most convenient hours. There will be color every night and during weekday afternoons and a solid two-and-a-half hours of it on Sunday evening alone."

In addition to the 14 regularly scheduled color programs slated for fall showing, the network plans to colorcast a number of "specials," all World Series baseball games played in the park of the American League pennant winner, and four Saturday afternoon college football telecasts—Big Ten games on Oct. 11 and Nov. 1, Notre Dame-Oregon State Nov. 22 and the Oregon-Miami game Dec. 6.

Among the new nighttime shows to be shown in color are Northwest Passage (Sun. 7:30-8 p.m.); The Arthur Murray Party (Mon., 10-10:30 p.m.); Milton Berle Starring the Kraft Music Hall (Wed. 9-9:30 p.m.); The $64,000 Challenge (Thurs. 10:30-11 p.m.) and The Further Adventures of Ellery Queen (Fri. 8-9 p.m.).

Eight specials set for colorcasting from now until Dec. 31 also were announced. These include The Pied Piper tomorrow (Sept. 16, 7:30-9 p.m.); three Hallmark Hall of Fame presentations, one Fred Astaire show (Oct. 17, 9-10 p.m.) and two of the Bell Telephone series and one Shirley Temple Storybook program, "Mother Goose" (Dec. 21, 8-9 p.m.).

Remainder of regular color lineup as follows: Sunday—Northwest Passage, Steve Allen Show, Dinah Shore Chevy Show; Monday—Tie Tac Dough and Arthur Murray Party; Tuesday—George Gobel Show all with Eddie Fisher Show; Wednesday—The Price Is Right and Milton Berle; Thursday—The Ford Show and $64,000 Challenge; Friday—Ellery Queen; Saturday—Perry Como Show; Monday-Friday daytime shows—Truth or Consequences and Haggis Baggis.

NETWORK SHORTS

ABC-TV has moved its Pacific coast sales office from San Francisco to Los Angeles. Move arises from increasing importance of Hollywood as tv production and programming center, according to ABC-TV spokes-

man.

CBS-TV has announced secondary affiliation of WJXT-AM-TV, Mont., with network. WJXT-AM-TV is owned and operated by Television Montana.

Independent Television Corp.

Sales Reins Taken by Hal James

Hal James radio-tv vice president of Doherty Clifford, Steers & Shenfield is joining Independent Television Corp., new television firm distributing company, as director of national sales.

The appointment is being announced today (Sept. 15) by Walt Kingsley, ITC president.

Before moving to DCS&S about a year ago, Mr. James was radio-tv vice president of Ellington & Co. He also has been associated with Compton Adv., J. Walter Thompson Co. and Needham, Louis & Brorby, and was a co-founder of Veterans Broadcasting Co., owner of WNET-AM-TV Rochester, N. Y.

"We feel," Mr. Kingsley said, "that Hal James' experience at the agency and sponsor level will enable ITC to do a better job of translating its program plans to agencies and advertisers who use network television."

UA Announces Fourth Tv Series

A fourth tv film series was announced last week by United Artists Television Inc. UA-TV has signed with Northstar Pictures Ltd. for production of The Troubleshooters, starring Keenan Wynn. Filming on the series—involving the construction industry—will begin in November. UA-TV executives again will produce 39 films in advance of selling the property to advertisers, instead of shooting one pilot film. It has done so on previous properties including Bryna Productions' The Vikings and Cypress Productions' Dennis O'Keefe Show. UA-TV Executive Vice President Bruce G. Eells explains that this system gives the film distributor wide flexibility. Should it fail to effect an immediate network sale, it can toss the series directly into syndication. UA-TV's fourth video entry is Aries Productions' The Young in Heart with Mercedes McCambridge. None has yet been sold.

Paramount '58 Earnings Improve

Paramount Pictures Corp. reports its consolidated net earnings for both the second quarter and the first half of the year were above comparable periods in 1957. The earnings for the second quarter were $1,160,000 or 63 cents per share compared to $1,060,000 or 53 cents per share reported for the period last year. For the six months: consolidated net earnings at $2,565,000 compared to $2,359,000 in 1957's half. Paramount's board voted a quarterly dividend of 50 cents per share on common stock payable Sept. 12.

Florida Film Firm Reorganizes

Nationwide Pictures, Coral Gables, Fla., has announced its reorganization and name change to Nationwide Pictures Corp. with principal offices at 146 Almeria Ave. in Coral Gables. Robert J. Crocher, former radio-tv executive, was elected president of the new company.

H. K. (Hal) Carrington, who headed the film firm for 20 years, was elected to the post of vice president and general man-
Everybody watches NIGHT COURT U.S.A. because everything happens on Night Court U.S.A.

NIGHT COURT U.S.A. has Humor, Pathos, Drama.

NIGHT COURT U.S.A. presents actual cases. No two alike.

NIGHT COURT U.S.A. has all the human interest that captures the viewing public.

NIGHT COURT U.S.A. is the hottest property in syndication today. 78 half hours available.

Wire or call Charles McGregor, BANNER FILMS INC.
333 West 56th Street, New York, N.Y. Telephone Circle 5-0065
This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television.
"Hit the line hard!" says Mr. Hammerharder— and he does! Day after day and night after night his Spot TV announcements drive through the middle of the big markets and bowl over his opposition in the smaller ones.

Then, his whole budget takes a rest between halves.

Mr. Hammerharder's advertising scores heavily, because Spot Television enables him to apply it with great power — and no waste.

Your PGW Colonel would like to send you "A Local Affair", a booklet that will show you how powerful Spot Television is on the local scene where your sales are made — or lost. Just write to PGW Spot Television, 250 Park Avenue, N. Y. C.
agrer in charge of production. Mrs. Marian Kley, formerly executive director of foreign production, Metro-Goldwyn-Mayer, was named to head the new commercial-industrial division.

Nationwide has started production of a series of one-hour sports shows for network release in 1959-60, and a series of 26 half-hour shows entitled The Big Break. The company offers facilities for commercial and television film production to agencies and producers wanting a Florida locale.

NTA Forms License Division

National Telefilm Assoc., New York, has organized a new division to handle the licensing of manufacturers and the merchandising of products in conjunction with all its properties to be presented nationally this fall, it has been announced by Oliver A. Unger, NTA president. Irving Lichtenstein, who joined NTA several months ago, will be in charge of this division at NTA's New York headquarters. Al Stern will be the representative in Los Angeles. Screenings for manufacturers now are being held in NTA's New York and Los Angeles offices.

Marx to Produce 'Jan Clayton'

Samuel Marx, formerly executive producer of The Thin Man and Northwest Passage programs at MGM-TV, will produce The Jan Clayton Show in conjunction with Woodmere Productions, it has been announced. Mr. Marx plans to film a pilot this fall, with 25 more episodes to be made early next year for network sale or syndication in the fall of 1959.

Summer Long and Kitty Buhler have already completed several scripts for the series, which is based on the Bess Streeter Aldrich novel, Miss Bishop. Woodmere, with headquarters at MGM studios, 10202 West Washington Blvd., Culver City, Calif., will be active in both television and motion pictures, Mr. Marx said. The Jan Clayton Show is the firm's initial production. Miss Clayton has freelanced for the past year after giving up the role of Jeff's mother in Lassie.

FILM SALES

Associated Artists Productions, New York, has sold Gold Mine Library of Warner Bros. features and shorts to Triangle Stations (WFIL-TV Philadelphia, WSNH-TV New Haven, WNBF-TV Binghamton, N. Y., WFBG-TV Altoona, Pa., and WLBV-TV Lebanon, Pa.). Also KMTV (TV) Omaha, WESH-TV Daytona Beach and WGEM-TV Quincy, Ill., bought segments of Gold Mine feature library; WSO-C-TV and Kincaid & Chandelle agency, both Charlotte, North Carolina; purchased part of Johnny Jupiter syndicated series, while WJRT (TV) Flint and WZKO-TV Kalamazoo, both Michigan, bought half of Warner Bros. feature library.

California National Productions, N. Y., reports its filmed documentary series, Danger Is My Business, has been sold in 85 cities, with multiple-market sales completed with Crosby stations, Kroger Co. and Boise Cascade Lumber Co.

Fremantle International Inc., N. Y., reports sale of five CBS-TV programs to XHGC-TV Mexico City for presentation in English, starting shortly. Package, totaling 210 half hours consists of The Honeymooners, Life With Father, Gene Autry, Sergeant Bilko and Our Miss Brooks.

California National Production's syndicated, Flight, film series has been sold regionally to Schlitz Brewing Co., through J. Walter Thompson Co., for over 20 markets in South and Southeast; F&M Schaefer Brewing, through BBDO, for Philadelphia, New Haven and Albany; Kroger Co., in Southeast, and Northern Power in Minneapolis, St. Paul and Seattle. Screenings for, and General Electric, through Young & Rubicam, in Louisville. Series was also purchased for Triangle Publications stations, consisting of WFIL-TV Philadelphia; WFBG-TV Altoona, Pa.; WLBV-TV Lebanon, Pa.; WHGB (TV) Harrisburg; WNBV-TV Binghamton, N. Y., and WSNH-TV New Haven, Conn.

Ziv Television Programs Inc., N. Y., reports that total sales on Mackenzie's Raiders half-hour adventures have reached 91, with latest sales to Bunker Hill Meat Packing Co. for showing in Bluefield, W. Va.; Washington, N. C.; Columbia, S. C., and Bristol, Va. Recent station sales were made to WHDH-TV Boston, WSB-TV Atlanta, KFSD-TV San Diego, WBRZ-TV Baton Rouge, WMCT (TV) Memphis and KTVH (TV) Wichita, Kan.

Screen Gems Inc., N. Y., announces that Rescue 8, its new half-hour series about exploits of Los Angeles Rescue Squad, has been sold to 75 markets, with regional sales completed to West End Brewing Co. (Utica Club beer) for eight upstate New
Always Remember:
the BIG GAME
In Radio
Is the
ADULT
AUDIENCE . . .

If you want to bag the folks who can buy in the rich Rochester territory, keep your sales message on the track of the ADULT audience, the folks who tune to station WHEC!

*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data — March, 1958

91%
OF WHEC
LISTENERS ARE
ADULTS

BASIC CBS
AM-TV
ROCHESTER

REPRESENTATIVES: EVERETT MCKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
BACK FOR MORE

Sterling Television Co., New York, has racked up a sterling sales record for its "Cliffhanger" cartoon package. The 24 major-market stations—among them WMAI-TV Washington, KTTV (TV) Los Angeles, WGN-TV Chicago—that originally bought Sterling's grouping of 65 kiddie show cartoons now have signed up for the supplementary packet of 39. Sterling officials say all 104 "Cliffhangers" now in distribution will shortly account for sales in excess of $500,000. Adds a Sterling official: "This is a real figure—cash, not barter."

York markets; Prince Macaroni Co. for eight New England cities and Weingarten Markets of Texas (supermarkets) for eight Texas markets.

Walter Schwimmer Inc., Chicago, reports sale of its fifth Championship Bowling 26-week series in 85 markets, with target date of Sept. 15, including following renewals for 1958-59 season: WOR-TV New York, KHJ-TV Los Angeles, WXIA-TV Detroit, WCCO-TV Minneapolis, WKRC-TV Cincinnati, KTVU-TV San Francisco, KONO-TV San Antonio, KREM-TV Spokane, WSOC-TV Charlotte, KCMO-TV Kansas City and KSL-TV Salt Lake City. Bowling series is syndicated by Schwimmer, produced by Peter Demet and directed by Sidney C. Goltz.

Cinema-Vue Corp., N. Y., reports sale of "Musical Parade of Stars" library to WGN-TV Chicago, WFLY-TV Lafayette, La., and WHBF-TV Rock Island, Ill. Library includes such stars as Lawrence Welk, Nat King Cole and Peggy Lee.

Allied Artists Pictures Corp. reports sale of Divorce Hearing, new tv documentary series, to WNEW-TV (formerly WABD [TV]) New York. Programs, distributed by subsidiary Home Entertainment Corp., present actual hearings filmed at American Institute of Family Relations. WNEW-TV sale is distributor's first.

ON CAMERA

Screen Gems has acquired tv rights to "Ensign O'Toole and Me," humorous account of adventures of Navy ensign attached to Pacific fleet, and is planning to produce story as half-hour tv series for 1959-60 season. Capt. William Lederer, author of book recently published by W. W. Norton & Co., will write script for pilot film.


CBS-TV and Tarafilm Productions will co-produce filmed dramatic series for 1959 season called Woman in the Case, starring film star Maureen O'Hara. Series will star Miss O'Hara in approximately one-third of programs, and she will present top women guests in remaining episodes.

RANDOM SHOTS

United Artists Corp., N. Y., has reported net earnings for first half of 1958 rose to $1,319,000, equal to $1.23 per share, from $1,196,000, equal to $1.11 per share in first half of 1957. Company will hold its annual field promotion convention in Los Angeles from Sept. 7-10, which will include discussion of tv and radio advertising and exploitation of UA film product. United Artists television will be represented by Bruce Eell, executive v.p. and Ben Halpern, tv promotion department.

Larry Harmon-Ted Ticktin Productions Inc., Hollywood, and Jayark Films Corp., N. Y., have entered into agreement whereby by Harmon-Ticktin will produce 312 animated cartoons for tv distribution by Jayark. Production and executive headquarters of H-T are California Studios, 649 N. Bronson Ave., Hollywood 28. by Peter Demet and directed by Sidney C. Goltz.

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AWARDS

KNX-KNXT (TV), KSCO Get California Medals

The two CBS-owned stations in Los Angeles, KNX and KNXT (TV), received the gold medals for metropolitan stations in this year's competition conducted by the California State Fair & Exposition. The award to a non-metropolitan radio station went to KSCO Santa Cruz.

All three awards were given for public service programs: KNX's Judgment, a taped interview with a convicted murderer broadcast the night of the day he was executed; KSCO's on-the-scene coverage of an April flood, and KNXT's Focus on Sanity, dramatic production on mental health.

In addition to the gold medal awards, KCBS (CBS-owned radio station) San Francisco received a silver medal for its broadcast of a police chase via shortwave radio. A second silver medal went to KPIX (TV) San Francisco for The Road Back, series of programs surveying the area's position in education, civil defense and economics. KPIX also won a special merit recognition award for its telecast of a heart operation.

KMPC Los Angeles was awarded an honorable mention certificate for its series of editorials which resulted in a change in the California law to require regular inspection of all school buses, private as well as public. Vic Reed & Co., production agency, won an honorable mention for Farm Tours, for outstanding coverage of agricultural news. A third honorable mention was given for an interview with Edmond G. (Pat) Brown, state attorney general, in which he revealed his intention to run for governor, telecast on Shell News by KRON-TV San Francisco.

In a second California State Fair competition, Hugh Douglas, announcer for KNX and CRPN, was chosen the 1958 Voice of California, as best announcer in the state. Lee Jason, KJEO-TV Fresno, was named the best tv announcer; William A. Zimlich, KHSLS Chico, was picked as best at a non-metropolitan radio station within the state. Each winning announcer won a cash award and a plaque. In addition, Mr. Douglas was official announcer for the fair during its run, Aug. 27-Sept. 7.

The awards were presented Aug. 30 by California Gov. Goodwin J. Knight at the annual press-radio-television dinner at the fairgrounds in Sacramento, Calif.

Chaffee Awarded IRE Medal For Research, Leader Training

The Institute of Radio Engineers' 1959 Medal of Honor, considered the highest technical award in the radio-electronics field, is to be presented to E. Leon Chaffee, formerly director of the Crufit Laboratory, Harvard U., "for his outstanding research contributions and his dedication to training for leadership in radio engineering."

Other IRE awards, to be presented at the 1959 IRE national convention banquet in New York next March, include the Morris Liebmann Memorial Prize, to go jointly to Charles H. Townes, professor of physics, Columbia U., and Nicolaas Bloembergen.
ANOTHER FABLE OF PROFITS*

(Smart fo’c’sle kno’ this)

Once upon a time there was a station manager who kept missing the tide. Slight miscalculations frequently left him stranded.

Then one day he met the friendly Bolling man who taught him the neap trick of shoving off early. He also showed him how to steer through the warm summer climbs* and cross the finish line ahead of the fleet.

Today, with his new pilot, he’s charted a straight course and is riding the crest of sunny seas.

The moral of this story is... many are cold but a few are frozen.

* A Bolling ship gathers no loss — head up — hail us.

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N.Y.

CHICAGO - BOSTON - LOS ANGELES - SAN FRANCISCO - DALLAS
WIP/610 PHILADELPHIA offers to thinking broadcasters everywhere its distinguished public service series

SEARCH FOR PEACE

Radio programs of unusual appeal on the world’s most crucial problem

TO FURTHER INTEREST IN WORLD PEACE
in the words of
Benedict Gimbel, Jr.
President, WIP

"In the belief that finding peace is
the noblest of all purposes, Radio
Station WIP has opened its micro-
phones not only to the world's dis-
tinguished citizens but to those
people who have earnest thoughts
on peace and who have not, until
now, had a medium of expression.
If only one idea in our Search for
Peace is heard by one thinking per-
son who acts upon it, our purpose
will be accomplished."

SEND NOW for this series
of 30 programs for your station.
Full kit of working materials
available without cost.
Write on your station letterhead
to:
SEARCH FOR PEACE
Radio Station WIP, Philadelphia 7, Pa.

Some of the informed people who have been heard on "SEARCH FOR PEACE"

HARRY SCHWARTZ
Russian Authority, New York Times

SIR LESLIE PLUMMER
Member English Parliament

ARNOLD J. TOYNBEE
Leading Contemporary Historian

BERTRAND RUSSELL
Philosopher

PEARL BUCK
Nobel Prize Winning Authoress

EUGENE LYONS
Senior Editor, Reader's Digest

MARTIN NIEMOELLE
Anti-Nazi Religious Leader

THOMAS FINLETTER
Former Secretary of Air Force

WALTER LIPPMANN
Political Analyst

REX STOUT
Author

NORMAN COUSINS
Editor, Saturday Review

CLIFFORD CASE
Senator from New Jersey

PEARL BUCK
"Our real problem is the different
levels of the achievements of peo-
ple. I believe that there has to be a
large organized effort, which not
only includes nuclear weapons, but
includes world trade, and world
food, and world health, on a scale
such as we have not imagined yet,
before we can talk about peace as
a possibility."

ARNOLD J. TOYNBEE
"... After all, our western world
has been in a privileged position. We
are a small minority in the world
and we have been much richer
and more powerful than the major-
ity of the human race. I think if
we really mean to be the free world,
we have got to come off that and
get back to a position of equality
with other people."

MARTIN NIEMOELLE
"Man is different from other crea-
tures because he is responsible for
his doings. He is free to choose and
free to decide. If his choices and
decisions are no longer his, he be-
comes less than human. Freedom
is part of the human essence. In the
perfect society of Communism,
there would be no space left for
this kind of freedom."

THOMAS FINLETTER
Former Secretary of Air Force
Talk about BUYING POWER...

"$50 Million MORE than the year before"

— that's the forecast for just one part of the family groups you reach when your products are advertised on this most-seen screen

These are great days for the tobacco farmers of eastern North Carolina ... and for the varied industries, tourist businesses, educational institutions and other segments of the WRAL-TV coverage zone. They will be great days for you, too, if you make good use of your selling opportunities on this TOP station, with a consistently superior rating record in the Raleigh-Durham area ... first in every ARB survey. Get all the facts—fast!

4-CAMERA MOBILE UNIT • VIDEO TAPE RECORDER • LARGE NEW STUDIOS

WRAL-TV

RALEIGH NORTH CAROLINA

FULL POWER CHANNEL 5 • NBC AND LOCAL COLOR

Carolina's Colorful Capital Station

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line— a total of more than 2 million population.

REPRESENTED BY H-R, INC.

AWARDS CONTINUED

Gordon McKay professor of applied physics, Harvard U., for "fundamental and original contributions to the maser" (microwave molecular oscillator and amplifier), the Harry Diamond Memorial Award, to Jack W. Herbstreit, chief of the tropospheric propagation research section, National Bureau of Standards, "for original research and leadership in radio-wave propagation," and the Vladimir K. Zwoykin Television Prize to Paul Weimer, group leader of pick-up tube research, RCA Labs, for "contributions to photoconductive-type pickup tubes."

Mich. Broadcasters Assemble,
AP News Awards Distributed

The Michigan Broadcasters' Assn. and the Michigan Assn. of Radio and Television Broadcasters held a joint meeting last Wednesday (Sept. 10) at Hidden Valley (also see page 66). Oliver S. Gramling, AP assistant general manager, addressed the group.

Awards were made in the state AP Broadcasters' first annual news competition. WMTE Manistee was named broadcasting "member of the year." The other winners (in each category the first-named station is the metropolitan division winner, the second non-metropolitan):

RADIO

Best local regularly scheduled news show: WWJ Detroit and WHFS Port Huron. Special mention: WPON Pontiac.

Best local regularly scheduled farm show: WJR Detroit and WHFB Benton Harbor.

Best local regularly scheduled sports show: WJR Detroit.

Best local special events coverage: WCBY Cheboygan. Special mention: WMTE Manistee.


Best editorial or commentary program: WJBK Detroit and WHLS Port Huron.

General excellence of news presentation: WWJ Detroit and WCBY Cheboygan.

TELEVISION

Best regularly scheduled news show: WJBK-TV Detroit.

Best local special events coverage: WWJ-TV Detroit.

Best documentary: WWJ-TV Detroit, and WKZO-TV Kalamazoo.

Best editorial or commentary: WWJ-TV Detroit, and WKZO-TV Kalamazoo.


AWARD SHORTS

Paul Coates, KTTV (TV) Los Angeles personality, lauded in Los Angeles City Council resolution for his investigation and expose of deplorable conditions in some L.A. homes for the aged. Expose was reported on Mr. Coates' KTTV evening show and in his L. A. Mirror-News column.

Lee Rothman, program director of WRIT Milwaukee, honored with Milwaukee Music Industry Award's "Millie" citation for outstanding public service work by air personality past year.
An outstanding collection of traditional religious music and popular gospel favorites...

SESAC's Devotional Series

A low-cost answer to your religious programming needs.

RISE UP, OH MEN OF GOD
A superb series of 52 five-minute religious featurettes, integrated into a simple easy-to-program format. A short inter-faith devotional coupled with a three- or four-minute traditional non-denominational selection. Ideal for sign-on and sign-off, noon offering, or for any part of the day all year long. Complete series including scripts and over 75 selections on high-fidelity 16-inch ET's containing anthems, chorales, carols, etc.

Only $29.50

SING BROTHER SING
A soul-lifting gospel series with 26 quarter-hour shows. Sung by a wide variety of gospel performers featuring quartets, solos with vocal accompaniment and choral renditions on high-fidelity 16-inch ET's from the SESAC Transcribed Library. Outstanding program material for use throughout the year. Complete series including scripts and well over 100 popular gospel favorites.

Only $49.50

Special Combination Offer
$75.00 for both series
To receive sample show(s) or to order now . . .

USE THIS HANDY COUPON

SESAC INC.
The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

Gentlemen:
Kindly enter my order (check enclosed) for SESAC's
Devotional Series Combination including both shows at $75.00 complete.

"Sing Brother Sing" at $49.50.

"Rise Up, Oh Men of God" at $29.50.

Kindly send free script(s) and disc(s) from SESAC's:

Devotional Series.

"Sing Brother Sing"

"Rise Up, Oh Men of God"

Name & Title

Call Letters
Address
City
State
THREE-WAY SPOTLIGHT FOCUSES ON TREND TO AIR EDITORIALS

- Growing practice to be mulled at NAB meetings
- Survey findings: more stations broadcasting opinion

Radio and tv editorializing, practiced by a growing minority of stations, will become a topic of intense industry study this week as the NAB Fall Conferences opening Sept. 18 in Biloxi, Miss. (see page 60).

New information on the extent of editorializing became available on the eve of the NAB meetings:

- An all-station survey conducted for the 1958 BROADCASTING YEARBOOK, to be in the mails late in September, revealed that 36% of radio stations and 25.8% of tv stations editorialize daily, weekly or occasionally (see box).
- Using a different formula, Radio Advertising Bureau found that 26.2% of radio stations surveyed reported they now editorialize on a regular basis.

The first of a series of eight broadcast discussions of editorializing will be held Thursday morning at the NAB's Biloxi meeting, with Dan Kops, WAVZ New Haven, Conn., and Vincent T. Wasilewski, NAB government relations manager, leading the session. Mr. Kops has been active in development of new programming and editorializing. He is a member of the NAB Radio Board.

NAB's Committee on Editorializing decided to make a fact-finding study of editorializing at a meeting held Sept. 10 in Chicago. Going into the field, the committee will try to determine how and why stations editorialize, or why they do not. The material, along with an analysis of FCC policy, will be submitted to the NAB Board of Directors at its winter meeting.

NAB's study was originally conceived by the board at its June meeting [TRADE ASSNS., June 23]. A member of the special editorializing committee will take part in each fall conference. Members who attended the Chicago meeting were Alex Keese, WFAB Dallas and Joseph E. Baudino, Westinghouse Broadcasting Co., co-chairmen; Mr. Kops; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Robert L. Pratt, KGOF Coffeyville, Kan.; G. Richard Shafto, WIST-TV Columbus, S. C., and Willard E. Walbridge, KTRK-TV Houston. All are NAB directors.

More than one-fourth of radio stations now editorialize on a regular basis, the Radio Advertising Bureau survey indicated.

Highlights of the study, which was released by RAB Vice President and General Manager John F. Hardesty at the RAB Regional Manager's Conference held Thursday and Friday at Sequoyah State Park, Okla., were summarized by RAB as these:

- A total of 26.2% of radio stations surveyed now editorialize.
- Most editorials fall in the one-minute length, carried at an average rate of 10 a day.
- The topics 90% of the time are local.
- Topics are selected by management and the editorials usually are delivered by management, but most often they are prepared by the news department.
- Editorializing is more prevalent among independents (32.5%) than network affiliates (23.1%). It is most apt to occur in small markets (29% of these stations editorialize), but is done more often in large markets (25% of stations) than in medium-size markets (23.5%).
- Of the editorializing stations 37% started the practice in 1956 or before; 42% started in 1957 and 21% started this year (the survey was made in July and August 1958).

RAB's presentation on the editorializing study listed a number of examples, by size of market and station, to indicate the range of subjects covered in broadcasting the editorials.

In a market of 6,000 population, for example, a 250-w independent tackled a school bond issue while in a town of 15,000 another 250-w independent took to the air about lack of police cooperation with radio. In a town of 41,000 a 5-kw independent editorialized on a telephone rate increase. A 1-kw independent in a market of 123,000 endorsed a specific political candidate. A 50-kw network affiliate editorialized on juvenile delinquency, a 5-kw affiliate attacked a newspaper feature it didn't like, and a 1-kw independent in a market of 685,000 solicited support for the local baseball team.

The presentation offered profiles of the editorializing policies of several specific stations:

WMCA New York, 5-kw independent, has a quarter-hour editorial program, broadcast Friday and Sunday nights, which has been on the air since 1954. Topics, selected by an editorial board headed by the owner Nathan Straus, have included such questions as housing, education, patronage, Adam-Goldfine and park use and abuse. The public service department prepares the editorials in cooperation with owner Straus, who delivers them. Ground rules, in addition to an offer of equal time to reply, include sending copies of the script to everyone mentioned. WMCA estimates that it gets requests for equal time in one case out of three.

In addition to the weekly program, WMCA runs announcement editorials periodically. An example is a campaign for fluoridation, when the station ran 10 one-to-two-minute editorials a day over a period of 10 months. The copy included beep phone interviews and jingles submitted by listeners in a contest. Overall, WMCA has had scripts of six editorials entered in the Congressional Record, and reports "tremendous listener response."

KVFD Fort Dodge, Iowa, a 250-w independent, has been editorializing since 1955. It carries four editorials a day, each from three to five minutes in length and each broadcast twice. The manager writes

How They Reported on Editorializing

Radio stations do more editorializing on the air than television stations according to an industrywide survey conducted for the new BROADCASTING YEARBOOK.

Based on answered questionnaires supplied by over three-fifths of all the am and tv stations on the air, the survey showed:

- 1,181 am stations, 36% of those on the air, are editorializing daily, weekly or occasionally.
- 131 tv stations reported they are editorializing, 25.8% of those on the air.

The editorializing survey will be one of hundreds of features appearing in the first combined radio-tv YEARBOOK published by BROADCASTING and scheduled for distribution soon.

An earlier survey conducted last winter by BROADCASTING showed that roughly a third of all radio stations and slightly lower proportion of tv stations editorialize daily or occasionally [PERSPECTIVE '58, Feb. 24]. That survey, broken down by types of markets and network-independent status, showed that about one out of six editorializing radio stations do so on a daily basis. The tv daily figure was a little below this proportion.

While the winter survey is not directly comparable to the YEARBOOK compilation, station comments and a scanning of the questionnaires indicate the practice of taking editorial positions on issues of the day is growing.

A summary of the YEARBOOK tabulation, based on an editorializing query appearing on questionnaires used in compiling station directory listings, is broken down by type of station (am radio and tv) and by frequency (daily, weekly, occasionally). The question read: "Does station editorialize? Yes—; No—. If Yes, how often? Daily—; Weekly —; Occasionally—."

The am radio results follow:

<table>
<thead>
<tr>
<th>Stations reporting they editorialize</th>
<th>1,181</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total am stations on the air</td>
<td>3,281</td>
</tr>
<tr>
<td>Percent editorializing</td>
<td>36.0%</td>
</tr>
<tr>
<td>Of stations editorializing 17.9% do so daily, 9.4% weekly, 72.7% occasionally.</td>
<td></td>
</tr>
</tbody>
</table>

Tv results:

<table>
<thead>
<tr>
<th>Stations reporting they editorialize 131</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tv stations on the air</td>
</tr>
<tr>
<td>Percent editorializing</td>
</tr>
<tr>
<td>Of stations editorializing 8.4% do so daily, 9.2% weekly, 82.4% occasionally.</td>
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</tbody>
</table>
THREE MEN IN A TUB... is a pretty outmoded way of getting anywhere in our estimation. And the same holds true for three spots on a break. While some TV stations are still at sea about the situation, we have a firm policy that we will not sell more than two spots on any station break.

KSLA-TV is also a strict subscriber to the NAB Television Code of Good Practice. No pitches... no PI's... and equally as important to the TV industry as a whole, no rate cutting.

So please don't ask us to triple spot. Our Captain's a stickler for keeping his log up-to-date.
and delivers one, members of the news staff three. Each writer selects his own topic, but all “write as taxpayers and citizens, not as political partisans.” One strip of editorials has been sold to a bank and a savings and loan association.

WWDC Washington, 5 kw and also an independent, carries 10 one-minute editorials a day, plus four on WWDC-FM. The 14 consist of seven a day, each used twice. WWDC has been editorializing regularly since last March, has tackled such subjects as sex degenerates, housing code, sewage disposal, Pentagon reorganization, school segregation and flag day. Ben Strouse, president and general manager, picks the topics and delivers the editorials, written by the news editor.

KMOX St. Louis, 50 kw CBS station, started in June, to take an editorial stand “when subject matter dictates.” It does so in half-hour panel discussions, scheduled Monday at 6 p.m., with two panelists on each side and the station manager stating the station’s position. Station manager and news department select the topics and the editorial is written by the news department. Topics have included fluoridation (“for it”) and fireworks (“against ‘em”). Station reports “much listener reaction” and “excellent” newspaper and trade press coverage.

KFAB Omaha, 50 kw NBC affiliate, carries one-minute editorials eight-to-ten times daily, every day. It started the practice this year. A newsman delivers the editorials, which are selected and written by a committee including the manager, news editor, two newsmen and the program director. They cover such subjects as local taxes, state highway traffic, and national and international issues. Though equal time is offered when an opposition group exists, “only one accepted and [it] chickened by airtime.” Results: “Generally good, including bouquet from president of city council.”

N. Y. Assn. Gets Tips On Securing Clients

Two agency experts and a ratings service executive told members of the New York State Assn. of Radio & TV Broadcasters, meeting in New York last Wednesday, how best to sell their stations to potential clients.

Arthur Pardoll, group media director of Foote, Cone & Belding, and Frank Silvernail, retired station relations manager of BBDO and now a consultant to Broadcasting, were in general agreement on a wide range of “how-to” suggestions. Dr. Sydney Roslow, director of the Pulse Inc., told the group that the importance of being No. 1 in ratings has diminished with the increasing amount of other data, qualitative as well as quantitative, that has become available on the type of audience delivered.

The association’s retiring president, William Doerr, WEBR Buffalo, presided at the sessions (for new officers, see box).

Mr. Pardoll sounded a warning that agencies will become progressively more “sensitive” to overcrowding of commercials. He noted a trend among radio stations to place more than 20 commercials within an hour, declaring that this obviously dilutes an advertiser’s message.

In discussing so-called “formula” stations, Mr. Pardoll said he doubted if there is such a thing as a “set formula” and indicated the knowledgeable buyer would look for “balanced programming.” He warned also of too frequent emphasis on station’s call letters—setting them to music and in jingles, etc.—as competing with the advertiser for the listener’s attention.

His “tips” for stations to present to a buyer included: program compatibility with a message, customers reached by a program, personality influence, retailers’ local acceptability, amount and type of public service programming, integrity of station, extent of interest in advertiser’s problems, voluntary improvements in previous schedules and merchandising cooperation.

Mr. Silvernail stressed the importance of station owners and managers making time-buyers aware, personally whenever possible, of the “intangibles” and other factors of station audience and station standing, apart from rates.

“I mean,” he said, “such factors as the character and experience of your station personnel, your local position in the community, the details of your special programs broadcast for local interest and convenience as well as local necessity, and the type of local merchandising and publicity you are equipped to give to make the client’s campaign sell outstandingly.”

He noted that ratings, although they “do have an important place, of course,” originally were intended exclusively for use of station and program managers. Now, he said, they have become in too many cases “a substitute for real knowledge of the kind of audience each station really has, or the unique programs you have designed, that could be used with accuracy to reach just the right age, occupation, income, sex, personal interests or hobbies... in order to sell our clients’ particular products most efficiently.”

He wondered “whether all of you have made [buyers] conscious that a list of your local accounts can be very illuminating information to buyers for national accounts. Do they realize that local advertisers know you a lot better than we do, or perhaps ever can?”

Mr. Silvernail said “it is a relief to note that the sounder stations, under more experienced management, are announcing firm policies against taking orders that would involve... triple spotting which “could perhaps” be blamed on advertisers who would accept any availability when one station markets were prevalent.

Dr. Roslow stressed the amount of audience information that is available aside from ratings—effective reach, ratings, type of home audiences, cumulative audiences, audience composition data, studies showing differences between newspaper and television audiences, “station image” studies going into the factors important in determining the audience, and similar qualitative material.

He said a study in one city with two leading independent radio stations and one network affiliated showed that, measured in terms of “exciting vs. dull,” “interesting vs. boring,” etc., the affiliate was at least slightly and sometimes substantially ahead of the independents. Yet, when investigated separately by sex of listeners, one independent was “far ahead in terms of male respond-

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NEW YORKERS ELECT

Election of new officers was held Wednesday (Sept. 10) at the New York State Assn. of Radio and Television Broadcasters with Robert J. Leder, vice president-general manager of WOR-AM-TV division of General Teleradio Corp., New York, picked as president of the group for the new year. Other new officers elected last week were Paul Adanti, WHEN-TV Syracuse (first vice president); H. Stilwell Brown, Rural Radio Network, Ithaca (second vice president); George Dunham, WNBF Binghamton (treasurer); Elliott Stewart, WIBX Utica (secretary). Association directors are: Sam Slate, WCBS New York; Bill Davidson, WRCA-AM-TV New York; Charles Henderson, WLEA Hornell; Tom Murphy, WTEN Albany, and E. R. Videboncorre, WSYR-AM-TV Syracuse. Retiring officers are President William Doerr Jr., WEBS Buffalo, and First Vice President Gordon Gray, WOR-TV New York.
from the heart of Pittsburgh to the entire tri-state area!

WIIC

CHANNEL 11

REPRESENTED BY BLAIR-TV

BASIC NBC AFFILIATE

WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700

TWX: PG 16
ents and considerably behind in terms of the women," he stated.

Studies of people who tune in only for entertainment, he reported, "show a significant plus for the network stations over the independent stations."

Dr. Roslow concluded: "We feel that these station image studies will enable the station operator to define his audience in terms of program preferences, audience composition, in-home vs. out-of-homes audience, listener concepts of the station, etc. These can then be compared with the overall market characteristics and competitive station characteristics. A determination can then be made of the direction the station management wishes to go and programming and promotion can be planned to accomplish this."

Career Talk for N. Y. Ad Women
Advertising Women of New York Foundation, Inc. will hold its second annual career conference for women college students on Nov. 15 at Fordham U. in New York.

College women from the New York metropolitan area will be invited to participate in round-table discussions on opportunities in the advertising field and listen to a panel of speakers, including author Martin Mayer (Madison Avenue, U. S. A.), free-lance writer Charlotte Montgomery and Margot Sherman, vice president on the creative plans board of McCann-Erickson and 1958 Advertising Woman of the year.

Blair Veddar
Needham, Louis & Brorby, Inc.
Chicago

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

NAB FALL SLATE OPENS THURSDAY

NAB will open its annual autumn round of regional conferences Thursday (Sept. 18) at the Buena Vista Hotel, Biloxi, Miss. Eight meetings will be held around the nation, concluding Oct. 7-28 in Washington.

A new type of convention format has been devised for the Fall Conferences, as they are now termed by NAB. Programming will be concentrated in a 1¼-day period, winding up with an advertiser-agency guest speaker at the second day's luncheon.

The name "Regional" is no longer used for the fall meetings because NAB members had felt obligated to attend the meeting held in the geographic boundaries of their particular region. While some of the 1958 conferences are being held at remote resort sites, future conferences will be held in major cities enjoying convenient transportation facilities.

NAB President Harold E. Fellows will head the NAB flying squadron of staff executives who will take part in conference programming. The meetings are being held in two groups, the second group of four sessions opening Oct. 13 in Milwaukee. Only station personnel of NAB members are allowed to attend.

A new feature of the 1958 conferences will be a panel on editorializing, to be moderated by Vincent T. Wasilewski, NAB government relations manager. This discussion will be held on the opening morning. Others speaking at the first session are Charles H. Tower, manager of NAB's broadcast personnel-economics department, discussing "Profit or Loss"; Donald N. Martin, assistant to the president for public relations, "Public Relations Pays"; and Mr. Wasilewski in a discussion of Washington developments.

President Fellows will be the speaker at the opening luncheon. The first afternoon will be divided into radio and television groups.

Dr. Meagher, NAB vice president, and Thad H. Brown Jr., tv vice president, will direct the respective sessions [TRADE ASSNS., Sept. 8]. A broadcast promotion film, "Hear and Now" will be shown at the radio meeting.

Second-day luncheon speakers for six of the fall conferences have been announced by President Fellows. William H. Thomas, radio-tv director of Fitzgerald Adv. Agency, New Orleans, will speak Friday at Biloxi. Other luncheon speakers are: Oklahoma City, Sept. 23, Dr. Melvin S. Hattwick, advertising director, Continental Oil Co., Houston; Sun Valley, Idaho, Sept. 26, William Niscannon, general manager, Pacific Trailways Co., Bend, Ore.; San Francisco, Sept. 30, Charles Stuart Jr., advertising manager, Bank of America, San Francisco; Minneapolis, Oct. 17, J. Cameron Thompson, board chairman, Northwest Bankcorporation, Minneapolis; Washington, Oct. 22, Felix W. Coste, vice president and marketing director, Coca Cola Co., New York.

Only one equipment exhibitor will show at the conferences. Ed Hochhauser, of Muzak Corp., will display the company's new Programmatic broadcast service at Oklahoma City, San Francisco, Milwaukee, and Washington. As customary, many NAB associate members will have entertainment suites at the conference hotels.

NAB Will Employ Animated Spots To Publicize Television Role

Promotion of television's role in American life by use of a series of 10-second animated spots was approved Sept. 10 by the NAB TV Public Relations Committee at a Chicago meeting.

C. Howard Lane, KOIN-TV Portland, Ore., chairman of the committee and of the NAB TV Board, said the campaign calls for a $25,000 appropriation. Production will start in a few days, with a test series of 12 10-second spots to be produced by Pinotoff Productions, New York.

The spots will be released in National Television Week, Nov. 16-22, and will continue during December and January. Results will be reviewed by the TV Board at its winter meeting. The spots will be correlated with promotional efforts of Television Bureau of Advertising. NAB's public relations service, headed by Donald N. Martin, public relations assistant to President Harold E. Fellows, drew up plans for the campaign. The project was explained by Thad H. Brown Jr., NAB tv vice president. Committee members attending besides Chairman Lane and NAB executives were G. Richard Shafto, WIS-TV Columbus, S. C.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., and Ward L. Quaal, WGN-TV Chicago.
to sell the **most** Hoosiers
be sure your product
is cooking in the hottest pot!

every minute is a selling minute on WFBM

- **First all day** . . . "most listened to" and
  hottest of any as indicated by recent audience
  studies!*

**Why?** Because WFBM sounds *good* to Hoosiers
— fresh, exciting and neighborly. It’s the "go-
ingest and growingest" station in the market!
City's biggest news staff of 12 men and 3
mobile units keep WFBM's audience best in-
formed. Hot local news gets on-the-spot priority
handling . . . fast-moving world-wide coverage
by exclusive WFBM-TIME Washington News
Bureau.
Top personalities are warmly human, strongly
appealing. Their audiences grow week after week
. . . and remain attracted to WFBM's popular,
more diversified programming.
You have every reason to place saturation spot
campaigns here, where you reach an even larger
cumulative audience. Check WFBM first—where
every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m. - 6 p.m.) June, 1958

Represented Nationally by the KATZ Agency
William Thomas
Fitzgerald Advertising Agency, Inc.
New Orleans

Look to Print Media
For What to Play—RAB

RAB President Kevin Sweeney, who ordi-
narily encourages stations to fight news-
papers and magazines for the advertiser's dollar, last week advised them to take a les-
son from the print media.

Speaking at the RAB regional manage-
ment conference at Palo Alto, Calif., on
Monday and Tuesday, he released analyses
of newspaper and magazine editorial formats
and noted that they show "an amazing
agreement by print media as to what inter-
est people." He said the analyses thus offer
"a huge opportunity for radio to extend its
audience by covering these fields of editorial
interests."

The report, described as one of more than
90 presented to the 60 station owners and
general managers at the Palo Alto session,
said that "people want more news, informa-
tion and features in (1) health and medicine,
(2) personalities, (3) local happenings, (4)
science—in approximately that order. This
should be a guide to program and news di-
crovers of both affiliations for stations in
developing additional non-musical program-
ming."

The report cited findings of the 1958
Survey Research Center study of newspaper
reader preferences and, for the magazine
industry, officials said RAB was able to find
those with strongest newsstand sales and extracted
on a page-order basis the amount of attention
devoted to subject categories.

"The most important trend in the strong-
est magazines," the report said, "is clearly
a continuation of the five-year-old practice of
telling the story of people—both those peo-
ple involved in sensational news. Some-
where between one-third and one-quarter
of the largest-selling, non-specialized per-
dials are devoted to biographical stories of
the prominent. They range this week from
Hyman Rickover to Brigitte Bardot.

"Marriage and children, and the problems
thereof; science; the stories of people—un-
able and prominent—and how they live, and
crime constitute about 80% of the total
non-fiction coverage of the most success-
ful magazines. . . . All of these areas of
interest, plus those spotlighted by the 1957
Gallup report on what people are interested
in, should be guides to expanding radio's in-
terest base." The Gallup report found high
interest in heart-rending personalities and
all local events. And in each of these areas
stations will find much to exploit."

Other reports at the meeting covered a
range of subjects including policies on disc-
jockey talk, salesmen's compensation, pro-
gram gimmicks, automatic logging and bill-
ing, and collection policies. The Palo Alto
meeting was one of two RAB management
conferences held last week out of seven
scheduled this month.

Tv Code Board to Meet in S.F.

NAB's Television Code Review Board
will hold its quarterly meeting in San Fran-
cisco Oct. 1-2. Representatives of Alliance
of Film Producers will join the code
board members in a review of film industry
participation in the code structure.

Poll of Members to Decide
1959 NAB Convention Topics

NAB members will decide what topics
they want to discuss at the 1959 industry
convention, to be held March 15-19 in the
Conrad Hilton Hotel, Chicago.

The association's Convention Committee,
meeting Sept. 11 in Chicago, drew up a
list of suggested topics to be covered at the
convention. The list will be circulated
among members to find their preferences.

Convention exhibits will be limited to
associate members who manufacture techni-
cal equipment used in operating stations
and networks.

Ideas for the annual Broadcast Engineer-
ing Conference, to be held concurrently with
the convention, are being submitted to A.
Prose Walker, NAB engineering manager.

The conference program committee
will meet Oct. 8 in Washington.

Attending the convention committee
meeting were Robert T. Mason, WMRN
Marion, Ohio, and G. Richard Shafro,
WIS-AM-TV Columbus, S. C., co-chairmen;
John H. DeWitt, WSM Nashville, Tenn.;
William Holm, WLPO LaSalle, Ill.; Frank
Jarman, WDNS-Durham, N. C.; Radio
Board chairman; C. Howard Lane, KONI-
TV Portland, Ore., TV Board chairman;
C. Wrede Petersheimer, Corinthian Broad-
casting Corp., and James D. Russell, KKTU
(TV) Colorado Springs, Colo., all NAB
directors.

Representing NAB were President Harold
E. Fellows: Everett E. Revercomb, secre-
tary-treasurer and convention manager;
John F. Meagher, radio vice president;
Thad H. Brown Jr., tv vice president;
Howard H. Bell, assistant to the president
for joint affairs, and Donald N. Martin,
public relations assistant to the president.

ANPA Statistics Slug Tv,
Plug 'Advantages of Print

A "study" released last week by the Re-
search Department of The Bureau of Ad-
vertising, American Newspaper Publishers
Assoc., claims that newspaper advertising,
on the basis of cost-per-thousand on its own
uniquely devised comparison, has a "clear-
cut advantage over television—daytime or
nighttime."

Different sets of "calculations" in the Bu-
reau's study, "Valuable Data About News-
papers," give newspapers "a superiority ranging from 38% to 79% over network
tv," according to Bureau officials. The study
presents the following "comparisons":

- A 600-line newspaper ad (quarter-page)
produces 1,000 "noters" for $5.52 against
$7.63 per 300 commercial viewers for a
"typical" 30-minute television network show
(a difference of 38%).

- The comparison of a 200-line ad with
a commercial on a half-hour evening
program produces a cost differential of 79% in
favor of newspapers, with cost per thou-
sand for newspapers of $.74 and for tv
for $.91.

- A 600-line grocery ad in newspapers de-
dures 141 "confirmed women noters" for
every 100 women noters of commercial
messages on a quarter-hour daytime show
(a difference of 41%).

- A 200-line grocery ad produces an
advantage for newspapers of 60%, as com-
pared with a single commercial on a quar-
ter-hour daytime tv program.

The comparisons drew initial "Why digni-
fy this jury-built research with comment?" responses from network quarters
Thursday, while Television Bureau of Ad-
vertising noted that the ANPA "study" neg-
eglects 61.5 million people who comprise
audiences under 19 years of age and totally
fails to substantiate the basis of its tv basic
statistics, aside from stating a few were taken
from a trade magazine. How ANPA can so
blandly assume a 600-line ad measures com-
parably to a half-hour tv show seemed to be
the question asked by tv spokesmen.

VFW Supplants Junior C of C
In Voice of Democracy Contest

Veterans of Foreign Wars will replace
the U.S. Junior Chamber of Commerce in
handling local competition for the annual
Voice of Democracy broadcast essay con-
test. NAB and Electronic Industries Assn.,
co-sponsors, announced the VFW coopera-
tion Sept. 13. The junior chapter dropped
out of the contest last February after a dis-
pute over operating details.

In joining NAB and EIA, John W.
Mahan, VFW commander-in-chief, said the
contest over the past 11 years has done
much "to encourage young people to dis-
cover for themselves the personal meaning
of democracy in their own lives."

Please note that WMBR-TV
in Jacksonville, Florida has
changed its call letters to
WJXT. A new name—but still
the same old habit of leader-
ship, with the largest audience
in all of Northern Florida and
Southern Georgia. WJXT,
operated by the Washington
Post Broadcast Division, rep-
resented by CBS Television
Spot Sales.

WJXT
channel 4, Jacksonville
SAN DIEGO, America's newest boomtown, ranked FIFTH nationally in building construction for the first four months of 1958, according to figures released by Dun & Bradstreet. (And, for a brief period of glory, San Diego actually ranked FOURTH nationally for the first two months of the year.) Only New York, Los Angeles, Chicago and Houston topped the bustling San Diego market. San Diego is building more and more homes for more and more people with more and more money to spend. Furthermore, all these people own more and more television sets and see more and more of your messages on KFMB-TV. (29 of the top 30 television shows seen in San Diego are seen on KFMB-TV.)
**POLITICS SPICES HOOSIER MEET**

The Indiana Broadcasters Assn.'s "Conference on Hoosier Politics"—billed as the first of its kind organized among state radio-tv groups—lived up to advance billing in Indianapolis Sept. 5-6.

Broadcasters and politicians got better acquainted with each other's problems and mutual objectives during the two-day meeting. So successful was the political project that IBA plans to continue it every two years during each off-year election.

Meeting under Joseph Higgins, WTHI-AM-TV Terre Haute, IBA exchanged views of industry and state problems and imported three network executives to talk political turkey.

Key talks were delivered by Sig Mickelson, vice president of CBS Inc. and general manager of CBS News; Sam Sharkey Jr., news director of NBC Radio-TV, and John Secondari, ABC Washington bureau chief. Other speakers included Vincent Tulley, IBA general counsel; Robert Matthews, Republican state chairman; Vincent Higgins, manager, Needham, Louis & Brorby. All spoke at political sessions.

Political atmosphere of the delegations was whetted by the upcoming fight for a U. S. Senate seat between Indiana Gov. Harold Handley (R) and Mayor R. Vance Hartke (D) of Evansville, Ind. They're fighting for the seat to be vacated by Sen. William E. Jenner (R-Ind.).

Political spotlight was turned on Saturday afternoon (Sept. 6). Mr. Sharkey noted that with an off-year election and the prospect of less extensive network coverage, "this is an opportunity for local radio-tv stations" to do a job on political news developments.

Mr. Secondari cited "the alarming lack of political imagination in recent years" and urged "more creative thinking and action which will capture the imagination of the public." He posed "diminishing numbers at the voting booth" as a problem to be faced by broadcasters and politicians alike. Broadcasters must consider material supplied by politicos "in terms of timely events and competition," he told the political gathering.

Mr. Mickelson said that covering politics is a "two-way street" for broadcasters and politicians—viz., radio-tv news can do "much more for officeholders" and, in turn, they "can do much to help to lift restrictions" now on broadcasters [TRADE ASSNS., Sept. 8].

A highlight of the Saturday conference, following the three network talks, was the filming and recording of two actual news conferences for later use by tv and radio stations in the state. Appearing with Mr. Higgins as moderator in 71/2-minute sequences were Indiana Gov. Harold Handley (R) and Robert Matthews, Republican state committee chairman. Appearing in one, and Evans-Ind. Mayor R. Vance Hartke (D) and Charles E. Skollen, Indiana Democratic committee chairman. The Handley-Hartke 15-minute sequence was played back by WLW (TV) Indianapolis at 10:15 that evening and was scheduled for use last week by 15 other Indiana tv outlets.

Banquet talks were given by Mayor Hartke (Gov. Handley was unable to attend), the respective state committee chairmen, and Mr. Wasilewski, who spoke on advertising's contributions to the nation's economy.

Mayor Hartke lauded the IBA Hoosier political project as "something new in political life" and acknowledged that "it's high time we wake up politically. ... I sincerely believe you people (IBA) are leading the way to a better understanding on the part of politicians and broadcasters."

Earlier, at lunch, NL&B's Mr. Smith suggested station owners and managers might have "newer and greater opportunities ahead through the development of more state hookups—putting your facilities together more often into a Indiana-only network for various specific advertising campaigns."

He cited the case involving NL&B's newest client—Oklahoma Oil Co.—which invaded Indiana Aug. 1-2 with a one-hour Herb Shriner variety show on 29 radio-tv stations. During the 36-hour campaign, Oklahoma dealers sold three times more gasoline in the area than they had the previous weekend, and the weekly average hit new highs.

Committee and sectional meeting reports dominated the general business meeting Saturday morning. Members also heard a progress report on their support of National station personnel. IBA also proposes to issue periodic summaries on the track record of bills submitted and/or approved by the Indiana State legislature.

One of the thornier problems before the IBA is that of telephone service provided by the General Telephone Co. One station manager complained of as many as 137 line interruptions since this past June, and others suggested "inferior service." It's conceivable that IBA might start compiling a dossier on service inadequacies and perhaps carry the issue to the public service commission.

Among other subjects taken up at the business meeting were an exchange of information program for general and commercial managers and program directors; an employment placement bureau for announcers, engineers, etc. and IBA's "Living History" project. The last-named proposal consisted of stations of tape recordings and other memorabilia to be an archives center to be set up at Purdue U.—material dealing with memorable state events covered by broadcast stations.

IBA members were given copies of the association-sponsored preliminary study on Indiana fm and apprised of the athletic fees picture in that state and throughout the Big Ten. They were told Indiana U. would continue to do everything it can to reduce radio football fees in the Big Ten for next year and that half of the athletic directors of its schools favored a reciprocity program approach for state network setups embracing road game fees. This past year such a plan was rejected, chiefly by Michigan State U. and Michigan U. (The former was claiming to have made $40,000 out of its football network last year). Indiana U., working cooperatively with the IBA, has dropped its fees from $100 to $10 and announced plans for a new sports radio network.

Glenn Van Horn, general manager of WTTS Bloomington, described his station's policy of charging political candidates the local rate, non-commissionable, but with same frequency discounts as for other time purchases. He pointed out that, in some instances, the difference between national and local rates is substantial.

Mr. Wasilewski told the am session that there's not enough distinction between national and local rates to warrant ill will over higher charges, and that nine out of
YOU MAY NEVER COLLECT 3,000 HITS*

But... WKZO Radio Touches All the Bases for You in Kalamazoo-Battle Creek and Greater Western Michigan!

It takes just one big swing, the swing to WKZO Radio, to make many thousands of hits, every day, in Kalamazoo-Battle Creek and Greater Western Michigan.

In fact, WKZO averages over 32% of the total audience “hits” each day (Mon.-Fri.) from 6:00 a.m. to 12 noon or a tremendous 48% more than the second-place station!

Let Avery-Knodel tell you more about WKZO Radio.

*Only eight major leaguers have ever accomplished 3000 hits in a career. The most recent to reach the goal was Stan Musial (on May 13, 1958).
ten will charge the local rate unless it's clear-cut where the candidate is attempting to get votes. What's more, most political budgets are inflexible, it was claimed.

Mr. Wasilewski also pointed out that advertising has helped cut the cost of distribution, has created markets and has been a great public servant. He told how broadcasters cooperate with the Advertising Council and other worthy causes in promoting public welfare.

The tv session, under Mr. Campbell, was devoted to discussions of tower heights, possibility of the exchange of newsmfilm among Indiana tv stations, editorializing, uniform time standards and restrictions on access to news. Last session of the Indiana State legislature passed a law restricting tower heights to 1,000 feet (500 in some cases). One broadcaster suggested the law is not quite clear on this issue. Another station manager wanted to challenge Canon 35, claiming the courts hold a "loaded gun" on broadcasters. It was recommended that stations form an IBA with any instances where they were denied equal access to judicial, legislative or other kinds of proceedings.

The two-day meeting opened Friday (Sept 5) with a membership luncheon. Mr. Higgins reported that both parties were "extremely enthused" about the "conference on Hoosier politics" and asserted "this typifies the fair play of broadcasting—it's way of doing reporting." He noted that a CBS Television Affiliates Assn. meeting with legislators in Washington last January did much to "clear the political climate."

Mr. Campbell reminded that "broadcasting is a business—not just a license" and pointed out Congressmen don't understand it. He felt such a "positive" conference was in order and that more stations ought to think more seriously about this "grassroots approach."

Mich. Assn. Features Economics Discussion

Economic and marketing problems created by current business trends were reviewed Thursday (Sept 11) at the opening sessions of Michigan Assn. of Radio & TV Broadcasters, meeting at Hidden Valley, Gaylord. Agency, research and advertiser executives joined broadcasters in the discussions.

Tom Wright Jr., media supervisor of Leo Burnett Co., Chicago agency, analyzed market factors at a tv research panel moderated by Art Swift, WOOD-TV Grand Rapids. "When we compare the purchasing rate of youth with childrens, the youngest under six—with older households also having children, and in the $4,300 income bracket, we find younger households buy twice as many homes and ranges, 50% more furniture and 65% more used automobiles," he said. "Thus the critical difference is not income or presence of children under six."

Daniel Denenholz, vice president of The Katz Agency, cited the variables in market ranking formulas and called for common sense in the use of ratings, audience cost material. William R. Wyatt, vice president of A. C. Nielsen Co., Chicago, said that data must be accumulated over a representative period of time to get a true reflection of program preference. Roger Cooper, American Research Bureau, described audience measurement techniques, including the new Arbitron instant audience reports.

Sol Taishoff, editor and publisher of Broadcasting, addressed the Thursday luncheon session. A panel on current radio problems was moderated by James Sumbler, WMPE Manistee. Les Biederman, Paul Bunyan Network, led a discussion of Michigan business conditions.

Clyde Vortman, media director of Zimmer-Calvert, Detroit, called on stations to develop "their corporate image" in the same way advertisers strive to improve consumer acceptance. Arch Madison, executive assistant to Glenn Snyder, general manager of WLS Chicago, urged stations to meet their responsibility in dispelling current economic crisis, with automotive underemployment a special challenge in Michigan.

At a meeting of Michigan Associated Press Broadcasters Assn., Mr. Sumbler was elected chairman and Monroe MacPherson Jr., WION Ionia, Mich., vice chairman.

Cash Commands Tv to Utilitymen

Gas and electric utility advertisers, who supply the cooking power to millions of Americans, should put more of their budgets in tv—so says Television Bureau of Advertising President Norman E. Cash. Speaking in Atlanta Thursday before the Region 5 meeting of the Public Utilities Assn., Mr. Cash pointed out that the local utilities are losing out by not using more tv. He said that some $80 million was spent in advertising last year by RCA, General Electric, AT&T, American Gas Assn., Westinghouse, Sylvania etc.—"Almost $26 million in tv." Said Mr. Cash; "You people, whose companies literally pay more in taxes than for anything else, who have to pay this heavy overhead just for the right to do business, have not only got to use advertising effectively but use advertising that will reflect credit back to you."

FCBA Outing Set for Oct. 13

The annual outing of the Federal Communications Bar Assn. will be held Oct. 13 at the Manor Country Club, Norbeck, Md., Robert G. Seaks, outgoing committee chairman, announced last week. Activities, including golf, tennis, horseshoes, badminton, and the annual softball game between FCC employees and practitioners, begins in the early afternoon.

UPCOMING

September

Sept. 15-16: RAB, regional management confer,
Sept. 15-17: Electronic Industries Assn., fall confere,
San Francisco, Calif.
Sept. 16-17: Electronic Industries Assn., fall confere,
San Francisco, Calif.

October

Oct. 22-24: NBC Radio and Television affiliates annual meeting, National Hotel, Washington, D. C.

NAB FALL CONFERENCES

Sept. 15-19: Buena Vista Hotel, Biloxi, Miss.
Sept. 22-25: Challenger Inn, Sun Valley, Idaho.
Oct. 20-21: Radisson Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D. C.

Full broadcast rights to cover a Superior Court trial involving four deaths have been asked by a radio-tv-newspaper press committee in Macon, Ga. The request submitted to Judges Oscar Long and A. M. Anderson includes newspaper, photographic coverage of the case, which has aroused widespread interest.

The media committee proposed to work from balcony room, with no equipment in courtroom aside from a p. a. system. Many stations (WBML and WMAZ-AM-TV) could pick up sound from the p. a. system. Two judges indicated they would rule on the request by Sept. 15.

The trial starts Oct. 6.
NEWS, all of it. Crop prices and hurricane reports. A downtown holdup and an eighty-yard runback. From the blaze of a local fire to sudden revolt in the Mideast; listeners hear more news—and better news—on the 14 stations represented by CBS Radio Spot Sales. More, because we carry more programs. Better, because in addition to our roster of distinguished local news personalities, we offer the unparalleled coverage of the CBS Radio Network. A recent study shows that as a result of our authoritative News programs, listeners believe more in our sponsors. If you have a product to sell, sell it with the authority of stations represented by...

CBS RADIO SPOT SALES
Representing: WCBS New York WBBM Chicago KNX Los Angeles
WCAU Philadelphia WCOS Minneapolis-St. Paul WYDP Washington
KMOX St. Louis KCBS San Francisco WBT Charlotte WFAA Dallas
WEEI Boston KSL Salt Lake City WMBR Jacksonville KOIN Portland
CBS Radio Pacific Network and CBS Radio New England Network
GOVERNMENT

STERN ASSOCIATIONS QUESTIONED

- Jurist's tie-ins create doubt on future in ch. 10 hearing
- Katzentine, others testify in first week of Miami tv case

The curtain went up last week on the second run of the controversial Miami ch. 10 case—and at the end of the week there was a question whether one of the leading figures would retain his role.

Even before the hearing was one week old, the continuance of Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court, as special hearing examiner presiding at the re-hearing came into question. A potential conflict of interest loomed for the eminent jurist.

It was brought out Thursday that Henry J. Friendly, vice president and general counsel of Pan American World Airways, is Judge Stern's son-in-law. On the same day announcement was made of a stock transaction negotiated between Pan American and National Airlines.

National Airlines was awarded the challenged ch. 10 in Miami in February 1957.

Judge Stern stated that he had discussed the potential conflict with some FCC members that day, that he intended to discuss it with the full Commission at the earliest opportunity, and that he would ask counsel if there was any objection when the hearings resumed tomorrow (Tuesday).

Earlier, during pre-hearing conferences, Judge Stern's association with a Philadelphia law firm which represented a radio station there which was represented in Washington by counsel for National Airlines was raised.

The parade of witnesses which began last Monday included most of those whose testimony stirred the Congressional hearings earlier this year.

They included:
- A. Frank Katzentine, owner of WKAT Miami, whose affidavit charging political pressures on the FCC in behalf of National Airlines sparked the Congressional probe.
- Ben H. Fuqua, vice president of Florida Power & Light Co., who served as an emissary to Comr. Mack with a message from Sen. Estes Kefauver (D-Tenn.).
- Joseph M. Fitzgerald, Miami attorney, who served with Mr. Katzentine as counsel in the Foster Trust private litigation.
- Jerry W. Carter, official of the Florida Railroad and Public Utilities Commission, self-styled "small-town politician"—whose irreverent observations at the Congressional hearings made him a national two-day, front-page personality.
- Scheduled for Friday was Perrine Palmer, Miami businessman, friend of Comr. Mack and ally of Mr. Katzentine.

The testimony of the witnesses in the first four days was a repeat of their statements before the Congressional committee earlier this year.

The hearing was ordered to determine whether Comr. Mack should have disqualified himself in the final decision. Other issues are whether the grant to National Airlines should be voided, and whether any of the other applicants engaged in improper activities in behalf of their applications.

The case was remanded back to the FCC by the U. S. Court of Appeals in Washington. The action was taken after Congressional disclosures that Mr. Mack had received financial assistance from Thurman A. Whiteside, Miami attorney and long-time friend of Mr. Mack. It was alleged that Mr. Whiteside was interested in helping National Airlines win the ch. 10 grant.

As a result of the hearings on Capitol Hill, Comr. Mack resigned from the FCC.

There is no present plan to call Mr. Mack as a witness in the reopened hearings. His testimony before the House Legislative Oversight Committee was stipulated last week as part of the record in the hearing on the challenged grant.

The Miami ch. 10 hearing had four applicants. Besides WKAT and National Airlines, other applicants were North Dade Video Inc. and L. B. Wilson Inc. FCC Hearing Examiner Herbert Shifman recommended that the grant be made to WKAT, but on Feb. 7, 1957, the Commission reversed the examiner and issued a final decision in favor of National Airlines.


The hearings were opened Monday by Edgar W. Holtz, associate FCC general counsel, who heads a five-man FCC team. He stated that Commission counsel saw its role as that of bringing out the facts in the case, not that of prosecuting any individual or applicant. He said that Commission attorneys do not conceive it their function of "exposure for exposure's sake."

The first witness was Mr. Katzentine who told of his efforts to get Comr. Mack "unpledged."

He said he was "and still is" convinced that Mr. Mack was pledged to National Airlines. He said that he became concerned about his winning the final decision following the favorable examiner's report and that he enlisted the support of Sens. George A. Smathers (D-Fla.), Spessard Holland (D-Fla.) and Estes Kefauver (D-Tenn.) to help overcome what he termed unfavorable influences favoring National Airlines.

Mr. Katzentine said that he received a call from Sen. Smathers suggesting that Mr. Mack's position be ascertained. The Miami broadcaster said Sen. Smathers suggested several names to serve as intermediaries. Mr. Katzentine said that he contacted Perrine Palmer, then a Miami public relations executive, and that Mr. Palmer agreed to try to help him.

Mr. Katzentine said that Mr. Whiteside told him that he (Whiteside) had been approached by Robert W. Anderson, now a Florida judge, to help National Airlines, which Judge Anderson's firm was representing. Mr. Katzentine said that Mr. Whiteside
A very moving picture, indeed!
Now is the time to put your accounts that sell their products throughout

KERO-TV BAKERSFIELD SERVING MORE THAN ONE MILLION PROSPEROUS PEOPLE
California’s “five-county-city”
on KERO-TV. It’s the only way to cover California’s SUPER-market.

10 out of 10
top rated
half-hour syndicated film series are seen week after week on KERO-TV.

CHANNEL 11
IS TELEVISION IN THE SAN JOAQUIN VALLEY
NBC FOR CALIF.'S SUPER-MARKET

REPRESENTED BY EDWARD PETRY & CO., INC.
said he would give his shirt off his back for Judge Anderson.

Mr. Katzentine said he came to Washington twice and saw Comr. Mack on both instances. He said he urged Mr. Mack to vote on the merits.

He also said he asked Sen. Kefauver to express his esteem for Mr. Katzentine in order to counter allegations he was a “rascal” and “gambling car of Miami.”

Questioned why he did not bring information on alleged pressures before the FCC, Mr. Katzentine said he was advised by counsel that he did not have sufficient proof.

Mr. Katzentine said that the first word he had that the FCC was considering an award to National Airlines was when Harry Plotkin called him with the information that the Commission had instructed the staff to write a decision for National Airlines; that Mr. Plotkin said his information came from an FCC staff man who said he was so nauseated by the decision that he was ready to resign.

Mr. Plotkin, a former FCC assistant general counsel, was associated with Paul A. Porter, attorney for Mr. Katzentine. Mr. Porter is a former FCC chairman.

Mr. Plotkin denied before the Congressional committee that this information came from anyone on the Commission.

Mr. Katzentine was also taxed with other denials by those he quoted in his affidavit as having told him that National Airlines was promised the channel.

Mr. Fuqua described his role as that of a “messenger boy” in relaying to Mr. Mack the regard of Sen. Kefauver for Mr. Katzentine (Mr. Katzentine is a political ally of the Senator), and his hope that Mr. Mack would give Mr. Katzentine “every fair consideration on the merits of the case.”

Mr. Fuqua said he had been called in by McGregorth Smith, chairman, Florida Power and Light Co., and a friend of Sen. Ke-

fauver, who asked him to undertake the mission. Mr. Fuqua said he was a close personal friend of Mr. Mack.

He termed his intercession as “all very low pressure.”

Mr. Fuqua said he once had talked to Mr. Mack about the Miami ch. 7 case also. This was in response to a question on cross-examination.

Mr. Fitzgerald appeared to tell what he knew of allegations that Mr. Katzentine entered the private Foster litigation in order to pressure Mr. Whiteside into releasing Mr. Mack from his alleged commitment. The Miami attorney testified that Mr. Whiteside told him that he was a close friend of Mr. Mack, that Mr. Anderson had asked him to “intercede” with the then commissioner in behalf of National Airlines. He added that Mr. Whiteside told him he was getting no fee from National Airlines.

Mr. Fitzgerald stated that as far as he could see Mr. Katzentine did not permit the ch. 10 matter to influence his dealings with Mr. Whiteside in the Foster Trust case. However, he explained, at the meeting for the final settlement in that litigation. Mr. Whiteside said he would release Mr. Mack from whatever pledge Mr. Mack thought he was under to Mr. Whiteside.

It was a subdued Jerry Carter at last week’s hearing. Facing a run-off election in his campaign for re-election to the Florida utilities commission, Mr. Carter testified that he talked to Mr. Mack twice on the ch. 10 matter. The first time, Mr. Carter said, he told Mr. Mack that he would be justified in disqualifying himself since he had been chairman of the Florida commission written to the FCC in behalf of Mr. Katzentine. The second time, Mr. Carter said, he urged Mr. Mack to go along with the examiner’s report favoring Mr. Katzentine.

Five File Comments with FCC
Backing 100 w Translator Power

Five comments have been submitted, all favoring the FCC’s rule-making to permit an increase in the maximum output of tv translator stations from the present 10 w to 100 w [Government, Aug. 4]. Deadline for comments was Sept. 5.

WWLP (TV) Springfield and WRLP (TV) Greenfield, both Massachusetts, which operate translators in Claremont and Leba-

non, both New Hampshire, said there is no record of any interference by any of the 10 w translators authorized by the FCC two years ago and apparently there will be none if their powers are increased to 100 w. The higher power will help “shadow” problems and offers latitude in antenna design so “pie-shaped” service areas may be avoided.

Both NBC and the Joint Council on Edu-

cation Television supported the FCC pro-

posal as a help to tv broadcasting. Richard Reed Hayes, who operates the Texan Translator & TV Network, favored the increase, but asked that the FCC define standards of measurement more clearly.

Adler Electronics Inc., which claims it has supplied equipment for about 150 translator stations now in “successful operation,” noted that it not only favors the increase, but has developed a 100-w tv translator amplifier which can be put into production for $5,200 a few weeks after FCC approval. Adler asked, however, that the FCC lower its interference standards for equipment slightly so “costly filters” will not have to be added.

Hale, Payne Defeated
By Democrats in Maine

Two Maine Republicans, members of the House and Senate Commerce Committees, were defeated last Monday (Sept. 8) by their Democratic opponents in Maine’s final September general election.


James C. Oliver, a former Republican congressman running on the Democratic ticket, defeated Rep. Robert Hale by approximately 4,500 votes in Maine’s 1st Congressional District. Rep. Hale, also a member of the House Legislative Oversight Subcommittee, won the 1956 election over Mr. Oliver by less than 100 votes. This disputed race was finally decided by the House itself shortly before adjournment last month.

Also in Maine, Democrat Clinton A. Clauson defeated former two-time Republican Governor Horace A. Hildreth in a close race for the governor’s seat vacated by Gov. Muskie. Mr. Hildreth, favored in pre-election reports, has interests in WABI-AM-TV Bangor, WAGM-AM-TV Presque Isle, WABM Houlton, WPOR Portland and WMWT (TV) Poland Spring, all Maine.

In a Tuesday primary, Arizona Demo-

crats selected Gov. Ernest McFarland, a U. S. senator from 1941-53, to oppose in-
cumbent Sen. Barry Goldwater (R) in the November election. Sen. Goldwater de-
conducted hearings on proposed changes of the Senate Commerce Committee. He

Several other states held Tuesday or Wednesday primaries but no members of

either the Senate or House Commerce Committees faced opposition for renomination.

All members of the House are elected every two years, while members of the Senate Commerce Committee up for re-election in November are Sens. John W. Bricker (R-

Ohio), John O. Pastore (D-R. I), Charles E. Potter (R-Mich.), William A. Purcell (R-

Conn.) and Ralph W. Yarbrough (D-Tex.).

The defeat of Rep. Hale, a member of the House since January 1943, means that

that four ranking minority members of both the Commerce Committee and its Legis-

lative Oversight Subcommittee will not be back for the 86th Congress. Republican

Rep. Charles Wolverton (N.J.), former chairman Joseph P. O’Hara (Minn.) and

John Heselton (Mass.) already have announced their retirement. Rep. John Bennett

(R-Mich.) will become the ranking minority member when Congress reconvenes

in January.

RASO Calls for Opposition

To Power Boosts Above 50 Kw

A call for Class 1-B and regional broadcasters to file oppositions to any considera-

tion by the FCC to boost present clear channel 50 kw power limitations was made

last week by F. C. Sowell, WLAC Nashville, temporary chairman of the Radio

Allocations Study Organization.

RASO was formed last June by a group of Class 1-Bs and regionals to oppose any

increase beyond 50 kw in maximum power by clear channel radio station (Gover-

nment, June 23).

In a Sept. 5 letter to broadcasters, Mr. Sowell stated that RASO had determined

not to participate in the current clear channel proceeding, but that in view of

comments filed urging that the Commission permit superpower, it was his view

that reply comments should be filed at the Sept. 29 deadline.

He enclosed a copy of WLAC’s comments which oppose higher power for

Class 1-As on the ground that it would degrade standard broadcast service and be

contrary to the public interest.

The Commission last April issued a notice of further proposed rulemaking proposing

to duplicate 12 Class 1-A clear channels and expressing the thought that higher

power for the remaining 12 Class 1-A channels might be considered later (Gov-

ernment, April 21). When the comments on this proposal were filed, many Class

1-A stations urged that higher power be considered at the same time as the duplica-

tion proposal.
KELO Charges TV Trafficking
By KSOO TV Inc., Asks Hearing

KELO-AM-TV Sioux Falls, S.D., last week asked the FCC to set a hearing on an application filed Aug. 18 by KSOO TV Inc. for modification of its construction permit. KSOO TV Inc. holds a permit for ch. 13 at Sioux Falls which is due to expire this Thursday (Sept. 18).

KELO charged that Morton H. Henkin, president of KSOO Sioux Falls and majority stockholder in KSOO TV Inc., is guilty of trafficking: that he made an agreement last June 17 with a group of four men (Tom Barnes, Julius Hetland, Harold Baergt and Earl Reinike, described by KELO as the "Fargo group") which amounts to surrender of control to that group of the job of construction, financing and operation of the proposed ch. 13 station.

The June 18 agreement "must shock the conscience" of the FCC, KELO said, and the Commission cannot do otherwise than conclude that Mr. Henkin is trafficking.

FCC Allocations Changes

Allocations changes and proposals announced by the FCC:

- Lenkurt Electric Co., San Carlos, Calif., requests reallocation of 840-890 mc from television service to common carrier fixed service. This portion of uhf band is used mainly for translator stations.
- TOT Industries Inc., proposal to amend tv table of assignments to add ch. 10 to Medford, Ore., issued as proposed notice of rule-making by FCC, with comment invited by Oct. 10.
- FCC finalized rule-making to change uhf non-commercial educational tv reservation in Pittsburgh, Pa., from ch. 22 to ch. 16, effective Oct. 16. Pittsburgh educational authority, now operating ch. 13 WQED there, also holds educational grant for uhf ch. 22 (now ch. 16). In July FCC moved ch. 22 into Pittsburgh from Youngstown in response to request for second educational channel by WQED (GOVERNMENT, July 21). Commission also changed off-air WENS (TV) Pittsburgh from ch. 16 to ch. 22.

Sarkes Tarzian Favored for V; Arkansas Am Tactics Questioned

Initial decisions were issued last week favoring Sarkes Tarzian Inc., licensee of WITV (TV) Bloomington, Ind., over George A. Brown Jr. for grant of ch. 13 in Bowling Green, Ky., and recommending a grant of the uncontested application of Jefferson County Broadcasting Co. for 1270 kc., 5 kw day, in Pine Bluff, Ark.

Hearing Examiner Millard French recommended Tarzian for ch. 13 at Bowling Green, although Mr. Brown was given preferences on the factors of local residence, integration of ownership and operation, civic participation and diversification of media of mass communications. Preferences given Tarzian in programming, broadcast experience and effectuation of proposal "clearly outweigh" the comparative advantage of Mr. Brown because of the latter's lack of other radio and tv interests, Examiner French concluded.

Hearing Examiner Thomas H. Donahue recommended a grant of the Pine Bluff facility, but only after expressing strong reservations. He questioned the circumstances under which Kermit F. Tracy withdrew his mutually exclusive application for a 1-kw facility on the same frequency at Fortyde, Ark.

It was explained in a hearing that Mr. Tracy withdrew after being given a construction permit which Jefferson County had obtained on another frequency at Fortyde subsequent to its application at Pine Bluff. Jefferson County made no effort to build at the small city of Fortyde and Mr. Tracy has obtained an extension of time for construction, the examiner said. A hearing was held last July on this agreement between Jefferson County and Mr. Tracy.

Examiner French opined that the activities of Jefferson County and Mr. Tracy skirt perilously close to the pitfalls of "strike applications" and "abuse of Commission process," but said his findings in the matter are based largely on inferences. Since each step calling for FCC approval has received such approval and because what the applicants have done in this case differs in "slight degree only" from what has been done in other proceedings that did not create a bar to granting the consideration of a new service to Pine Bluff appears to outweigh his reservations, Examiner French said.

The Pine Bluff am case received publicity last summer when Congressman Oren Harris (D-Ark.) queried the FCC by letter on whether grants should be limited on economic grounds in cities the size of Pine Bluff. Rep. Harris wrote at the request of KOTN Pine Bluff, which opposed the new facility.

Flint Ch. 12 Grant Stands, FCC Says in Three Actions

In three actions last week, the FCC refused to reconsider or stay its July 9 decision (GOVERNMENT, July 14) affirming a May 1954 grant to WJR Detroit for a new tv station on ch. 12 Flint, Mich.

The Commission (1) denied petitions for rehearing by losing applicants Trebit Corp. and W. S. Butterfield Inc. and for a stay by Butterfield; (2) dismissed a WKNX-TV (ch. 57) Saginaw, Mich., petition directed against the July 9 decision, and (3) denied a WKNX-TV request for a rehearing.

Soon after receiving its grant, the proposed Flint station—WJRT (TV)—asked for and was granted a shift in transmitter site. The court returned the approved modification to the Commission and the grant was stayed. In turning down Trebit and Butterfield, the FCC stated: "The passage of time incident to the adjudication of a proceeding of this type creates a likelihood that changes will be required . . . and for the Commission to reopen a record to consider all such changes . . . would completely defeat the Commission's basic function. There must be a point at which administrative decisions may be regarded as final.

"Trebit and Butterfield had protested on the ground WJRT would not be able to
"Our BTA-50G is a money-saver!"
Says Paul Von Kunits, WINS, New York

"We save $1,000 per month on power alone with the RCA 50 KW Ampliphase Transmitter!"

The RCA BTA-50G replaced an old composite 50 KW transmitter at WINS which was spread out all over the transmitter building. Major benefits reported are: operating savings . . . space savings . . . labor savings.

The power savings amount to approximately $1,000 a month to which can be added a substantial savings on tube costs estimated at $200 per month.

The space savings total approximately 600 square feet. By replacing the bulky equipment they have gained space in the room behind the transmitter, and have provided a convenient workshop, a tube storage room (formerly occupied by blowers alone), and a utility shed (formerly the power vault for the old transmitter).

The labor savings are considerable, too. According to Al Jorgenson, transmitter engineer, the equipment needs very little attention.

For operating savings, added room . . . more program coverage . . . and high quality sound . . . the RCA BTA-50G is the answer. Now in daily operation at five stations, it has proved itself to be highly reliable. And KDAY, Los Angeles, affiliated with WINS, has ordered a BTA-50G . . . soon to go on-air.

Your RCA Broadcast representative has the whole story. In Canada: Write to RCA VICTOR Company Limited, Montreal.
offer CBS programming as proposed in its application. WKNX-TV's petitions were dismissed as raising "no relevant arguments which have not been previously presented to the Commission." Just as in the July decision, Comrs. Robert E. Lee and Albert Comrs. T. A. M. Craven, Frederick Ford and John Cross did not participate.

U.S. Court of Appeals Hears Charlotte Case

The U.S. Court of Appeals in Washington last Thursday (Sept. 11) heard oral argument on an FCC comparative tv case in which ex parte contacts on behalf of a losing applicant for ch. 9 in Charlotte, N. C., appellant Piedmont Electronics & Fixtures Inc., have been admitted.

The ch. 9 case, which ultimately resulted in a grant to WSOC in Charlotte, was aired briefly in Congress last winter when a witness before the House Legislative Oversight Subcommittee stated that he contacted then FCC Commr. Richard A. Mack on behalf of the Piedmont application [Lead Story, March 3].

In a brief filed with the court Sept. 5, the FCC pointed out that the congressional witness, Miami attorney Thurman Whiteside, "may have made ex parte representations on behalf of Piedmont." However, the Commission said, it did not believe a remand of the case was necessary on this ground. In comments last Tuesday (Sept. 9), Piedmont pointed out the FCC had considered the ex parte question in approving the purchase of majority control of WLOS-AM-TV Asheville, N. C., by WTJV (TV) Miami, Fla. [Stillwagon, July 21].

Mitchell Wolfson, principal in the ownership of WTVJ, told theWJXT court that Whiteside testified that it was on Mr. Wolfson's behalf that he contacted Comr. Mack regarding the Charlotte contest.

Only mention of the Whiteside-Mack contact in last week's argument came when Circuit Judge Charles Faby asked the FCC counsel, Charles McCarter, about the ex parte contacts. Mr. McCarter said the Commission had information that Mr. Wolfson "sanctioned" the Whiteside contacts and that all ex parte representations made were on behalf of the losing applicant rather than WSOC-TV. Judge Faby commented that if any other contacts were made, the court had no way of knowing.

A second FCC decision in which ex parte contacts with commissioners was disclosed by the House investigators now is before the Supreme Court. This case has to do with the exchange of ch. 2 Springfield, Ill., for ch. 36 for St. Louis. The subsequent assignment of ch. 2 to KTIV (TV) St. Louis. The Court of Appeals refused to upset the Commission action and Sangamon Valley TV Corp., losing applicant for ch. 2 in Springfield, appealed to the Supreme Court.

The FCC has filed a brief with the higher court pointing out the disclosure of ex parte representations which, the Commission said, were not presented to the appeals court.

Piedmont, winner of a hearing examiner's initial decision based its appeal of the grant to WSOC-TV on the grounds Piedmont proposed a higher integration of control and operation of the proposed station. The grant was made in December 1956 and WSOC-TV went on the air the following March.

Two of Eight Applicants Quit Contest for Ch. 12 at Moline

Two applicants withdrew from the contest for ch. 12 at Moline, Ill., at a pre-hearing conference Thursday (Sept. 11). This leaves six remaining applicants.

Applications dismissed were those of KSIT Telecasting Co. (Frederick Epstein, president of KSIT Davenport, Iowa; Marvin Borman, and Burt H., Milton H. and Roy B. Cohen) and Public Service Broadcasting Co. (WMIT-TV Cedar Rapids, 40% and others). Both submitted statements that no consideration is involved in their withdrawal.

It was understood one reason prompting Public Service's withdrawal is the question of possible overlap between the proposed station and WMIT-TV.

Remaining applicants include Community Telecasting Corp., Tele-View News Co., WJXT, Broadcasting Co., Illwy TV Inc., Moline TV Corp. and Iowa-Illinois TV Co.

WJXT channel 4, Jacksonville

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

George Bolas Tatham-Laird, Inc. Chicago

FCC Accedes to Storer Request, WVUE (TV) Wilmington Goes Dark

The FCC last week granted the request of ch. 12 WVUE (TV) Wilmington, Del., to go dark last Saturday (Sept. 13)

The independent, Storer-owned station—which has been operating on program test authority since it moved its transmitter location to Pittman, N. J.—asked the FCC for permission to go dark last month. [At Deadline, Sept. 1]. The Commission has acceded by withdrawing program test authority. This leaves the station in a cap status.

Storer plans to sell the ch. 12 outlet—if
it can find a buyer—in order to comply with FCC rules forbidding one owner from owning more than five VHF stations. Storer has bought Ch. 6 WTTI-TV Milwaukee for $44 million and this purchase is awaiting FCC approval [GOVERNMENT, Sept. 8]. Storer also owns, in addition to WVUE, VHF outlets in Detroit, Toledo, Atlanta and Cleveland.

Rollins Files Its Application For Channel Storer Will Vacate

Rollins Broadcasting Inc. last week followed through on its expressed intentions and filed for Ch. 12 in Wilmington, Del. [GOVERNMENT, Sept. 8].

WVUE (TV) Wilmington, licensed to Storer Broadcasting Co., occupies Ch. 12 at present, but has received FCC permission to go off the air pending sale of the station. No proposed buyer has been mentioned publicly to date. Storer said it intends to surrender Ch. 12 if no buyer is found. The Rollins application cannot be accepted at the FCC until WVUE is deleted.

Rollins, of which O. Wayne Rollins is president and which is licensee of WAMS Wilmington, specified construction and other initial costs of $629,825, plus $660,000 for first year's operation and anticipated first year's revenue of $600,000.

Power of the Rollins TV station would be the maximum 316 kW visual and 158 kW aural, with antenna 884.8 feet above average terrain and located at the site of the WAMS antenna-transmitter 6.5 miles northwest of Wilmington at Mt. Cuba and Owls Nest Roads.

FCC Says No to Dissenters In Onondaga Sharetime Grant

The FCC last week refused to set aside an initial decision and reopen the record to enlarge issues in its Sept. 3 decision awarding Ch. 10 at Onondaga, Mich., to TV Corp. of Michigan and the Michigan State Board of Agriculture on a share-time basis [GOVERNMENT, Sept. 8].

The FCC denied a petition to this effect by Jackson Broadcasting & TV Corp., an unsuccessful contestant for Ch. 10 along with Triad TV Corp. and Booth Radio & TV Corp. Comr. Robert E. Lee was absent and Comr. Robert S. Cross did not participate.

In making its request that the FCC set aside the examiner's decision, reopen the record and enlarge the issues, Jackson noted that the State Board of Agriculture has suspended its operation of educational WKAR-TV East Lansing (Ch. 60), that state laws disqualify the State Board of Agriculture financially and legally and that change in membership of the board affects that body's legal and other qualifications.

The FCC said the board is under no legal requirement to disclose its reasons for discontinuing WKAR-TV. Jackson fails to support the applicability of the laws it cites, the FCC said, and has made only "assertions and unreasoned conclusions." The FCC noted that the record had been reopened earlier to reflect the board's new membership.
PERSONNEL RELATIONS

N.Y. IBEW ACTS TO CURB STAFF

During a closed-door session marked by acrimonious debate members of the New York Local 1212 of the International Brotherhood of Electrical Workers last Tuesday (Sept. 9) approved a rank-and-file committee report sharply criticizing the local’s administrative staff for its “deteriorating relationship” with CBS and condemning in particular the costly 11-day strike against that network last spring [Lead Story, April 14].

Neither officials of the local’s administrative staff nor members of the evaluation committee of the union, which issued the report, would make a copy of the findings available. Nor would union officials divulge it. But from other sources broadcasting elicited these other highlights of the report:

- The administrative staff was charged with having caused a “deteriorating relationship” with other New York local unions in the broadcast field.
- The administrative staff was accused of having created and perpetuated a “deteriorating relationship” with the international headquarters of IBEW in Washington.
- CBS was termed “a most reasonable employer” which was harassed by the “high-handed tactics” of Local 1212’s staff.
- It could not be ascertained if any names were mentioned in the report, but it was believed that the main target of criticism of the evaluation committee is Charles A. Calame, business manager of Local 1212 and, in effect, the administrative head of the office. Mr. Calame could not be reached but an aide said that a statement would be forthcoming at a later date. Though an official statement could not be obtained from the administrative staff, its position is said to be that the report is “biased, inaccurate and inspired by persons unfriendly to the administration.”

The evaluation committee included seven technicians and the president of the local as an ex-officio member, who was not required to sign the report. It is understood that six of the seven members approved the findings before they were submitted to the memberships. The report was adopted by a “strong majority” of 175 members present at the meeting, it was reported.

The committee was set up to look into the relationship between the local on the one hand and CBS (its largest contractor), other broadcast unions and international headquarters on the other. Committee members conducted interviews over a three-month period with its rank-and-file members, officials of the administrative staff, and executives and members of other broadcast unions in the New York area.

Paul Hale, chairman of the evaluation committee, declined to discuss the report. He claimed that “it is a matter of ethics that a member of the committee remain quiet at this time, since this is a report solely for our membership.” Under questioning, he said the report is “detailed and well documented,” and deals with subjects other than CBS.

No one queried would comment on the consequences of the report. Before any of the administrative staff could be removed the charges with international headquarters of IBEW. There were indications last week that such a move was being considered. Mr. Calame’s four-year post will not expire until 1961.

It was reported that the major source of considerable irritation to IBEW members was the CBS strike, which cost them about $300,000 in wages. It was learned that many of the members believed the strike was unnecessary and their attitude was not modified by the final settlement, which they felt did not justify the walkout.

Copies of the evaluation committee’s report, it was learned, have been sent to other IBEW broadcast locals throughout the country for their information and guidance.

Officials of CBS said they knew of the existence of the report but declined to comment on an intra-union matter.

AFM Threatens to Expel Members Holding MGA Card

Actors have long been accustomed to belonging to two or more unions: Equity for stage work, SAG for movies or TV film, AFTRA for radio, recordings and live TV, for example. Not so musicians. They belonged to AFM and that was it for all professional employment, whether for a club dance or a network broadcast or a recording date or to score a motion picture. But since Sept. 3, when the agreement between Musicians Guild of America and the major motion producers went into effect [PERSONNEL RELATIONS, Sept. 8, 1]. musicians who want employment in motion pictures must get it under the MGA aegis. Last week, AFM said in effect that any musician who affiliates himself with MGA to get this work will lose his opportunity to work in any other field.

AFM made its statement in the strongest possible way. The union charged more than 100 members of its Hollywood Local 47 with violating AFM’s constitution and by-laws by becoming members of MGA and so guilty of dual unionism. The penalty for dual unionism is expulsion from AFM.

MGA, which has no such prohibition against membership in more than one union, is planning to combat the AFM move, but last week had not decided the best method of opposition. One possibility is to seek an injunction in the California courts that would restrain AFM from expelling the members of Local 47 that have also joined MGA. Another would be to file unfair labor charges against AFM with the National Labor Relations Board.

“We’re going to move, all right,” Cecil F. Read, MGA chairman, said. “We just want to be sure that when we do it’s the right move.”

‘Sunrise’ Dispute Settled

Radio-Television Directors Guild (AFL-CIO) has announced arbitration of a dispute with CBS Inc. over commercial synchronization of the public service educational
"I can't imagine doing without Ad Age..."

says NELSON GROSS
Director of Advertising
Max Factor & Co.

"It's a tribute to Advertising Age that it richly rewards every minute I can spend with it—and that's usually enough for 100% readership. But even when my schedule permits only a quick perusal, the Ad Age format, editing and philosophy quickly give me the essentials that keep me abreast of this break-neck business we're all in. I can't imagine doing without it—this week and every week."

Admen may not agree on the advantages of film over live television, or the cash-register results of hard sell versus soft sell—but, when it comes to naming their number one publication covering the advertising-marketing scene, you can count on most of the executives of importance to you being solidly in favor of Advertising Age. For Ad Age's unique combination of news, trends and sharp analyses "richly rewards" not only those who activate but those who influence today's broadcasting decisions.

Max Factor & Co., for example—whose sales and royalties hit a record $44,327,460 in 1957—devotes the lion's share of its ad budget to television. Among the pace-setters in cosmetics and hair preparations, the Factor concern spent more than $5,100,000 in network and spot tv time last year, and chalked up a $1,392,000 tab for network time alone during the first half of 1958.*

Every week, 4 paid-subscription copies of Ad Age help Factor executives with marketing responsibilities keep abreast of developments in their field. Further, every Monday, 141 paid-subscription copies reach decision-makers at Anderson-McConnell, Carson/Roberts and Kenyon & Eckhardt, the agencies placing most of Factor's advertising.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

*Source: Leading National Advertisers, Inc. and Television Bureau of Advertising, Inc.

important to important people

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

1 Year (52 issues) $3
SAG Board Expansion Sought To Embrace Cities Besides L. A.

Plan to enlarge the National Board of Directors of Screen Actors Guild to permit direct representation on the board by SAG branches in other cities was unanimously adopted by the union's present board, meeting last week in Hollywood. SAG membership will now vote on the matter in a mail referendum. Guild branches in such cities as New York, Chicago and San Francisco, elect their own councils and also vote in the election of national officers and board members, but have not previously elected direct branch representatives on the national board. Details of the plan were worked out by representatives of branches in other cities attending last week's national conference in Hollywood. Approximately 70% of SAG's 12,500 active representatives of branches as adopted branches to field.

Mr. Fox revealed:

- Development of a new metering system using telephone company coaxial cables direct to homes and making obsolete its former decoder system (Skiatron operates "Subscriber-Enciphered Television" system).
- Agreement with New York Telephone Co. for the phone company to conduct preliminary engineering studies "to determine the appropriate terms and conditions for furnishing "subscriber-tied coaxial distribution networks" for pay tv programs in New York state. There are indications of Skiatron agreements with Jersey Bell Telephone and Pacific Telephone & Telegraph Co. in California [CLOSED CIRCUIT. Sept. 8].

Mr. Fox said operations would begin "some time in April in New York, California and New Jersey" with specific communities to be announced as the telephone companies in the areas conduct complete surveys now being conducted.

It was reported, however, that Skiatron plans to enter "suburban areas"—within a 30-40 mile radius of the metropolitan center—in San Francisco, Los Angeles and New York City (metropolitan areas). Cables are said to exist underneath New York City and need only to be hooked up.

The new metering system would be installed alongside the tv set in the home. It would automatically record at a central location the identity of all subscribers viewing a program. The central billing unit was developed by Skiatron Electronics & Television Corp. with collaboration of Industrial Business Machines and several other unidentified electronic firms.

Skiatron will pay all costs of telephone studies made and, according to both the New York Telephone Co. and Mr. Fox, Skiatron has made a "substantial advance payment pending determination of the exact amount due."

In the new Skiatron system, subscribers would not need to use cards, coins or tokens to activate the pay tv program. The in-home unit would be installed next to the tv receiver and would not require any modification of the set, in fact simply be attached to the antenna lead-in. The dial is turned on the set to an unused channel. The metering unit's dial is turned to one of three channels and the program appears at once with the use of the subscriber's set recorded electronically at a central billing station.

The cable, it is contemplated, will carry three video and five audio channels. One video channel will be left clear to provide educational tv programming (also at a price), and one audio channel will be used to program (possibly also stereophonic) music continuously 18 hours a day. Subscribers would sign a three-year contract requiring payment of $1 per week for a total commitment of $156 over the three year period.

Skiatron authorities appeared certain that Mr. Fox has the baseball Los Angeles Dodgers and San Francisco Giants "lined up"—under contract for 15 years—for tv rights to all the teams. When the Dodgers and the San Francisco 49ers (known to be under the Skiatron wing as a program source: Sol Hurok, prominent musical impresario and show business promoter. An unconfirmed report indicated that Mr. Fox believes he has two motion picture studios committed to supplying a product. Identity of the studios was not known, but it has been pointed out, Loew's Inc. (which owns MGM studios) President Joseph Vogel is close to Mr. Fox.

Mr. Fox told newsmen that "there will be no advertising of any kind" in his pay tv system, and that direct wire (closed-circuit) operation will "greatly enhance" reception quality.

In San Francisco, Pacific Telephone & Telegraph acknowledged it had been contacted by Skiatron to conduct studies of coaxial in various communities in California, but had to date not made any move. The company is looking into the practicality of study (to be financed by Skiatron) but would not take action without prior consent of public utility authorities in that state.

According to Mr. Fox, programs offered "will be only those for which an admission is charged to view the attraction at the scene." He said that Skiatron had hoped to get started in April of this year [SPECIAL REPORT, Aug. 25, 1957] but that problems in the decoder (picture unscramble via IBM card) system had delayed its beginning.

Coaxial cable grids will be wired in selected communities in early November of this year and subscribers will be installed soon after with subscriberhaving paid in advance. Subscriptions will be at the end of each month to each subscriber. As explained by Mr. Fox, the "physical operation" of the system will be divided by the "outside plant" or phone company which will wire grids and conduits with drop off from telephone pole to a junction box on the outside of the home. From there, Reuben H. Donnelly Co. will...
And NOW! Here is the most powerpacked FOOTBALL package ever offered—ANYWHERE!

AUDIO SPORTCAP INC. each and every Saturday through the 1958 football season, will broadcast recap play of the TOP TEN games of the week—direct from the scene-of-action.

SPORTCAP'S anchor-man will be stationed in Tulsa switching you direct to each and every thrilling play for a period of 5 minutes each hour.

These reports will be broadcast to you by long-distance collect telephone either on-the-hour, 15 minutes past-the-hour 30 minutes after-the-hour or 45 minutes past-the-hour. (This is your choice.)

Starting time is 12:00 noon CST and will continue till 6:00 P.M. CST. For a total of SIX POWER-PACKED BROADCAST each Saturday, during the season BEGINNING: SEPTEMBER 27 and continuing through NOVEMBER 29.

The games to be carried each week will be determined by the UPI and AP editor poll of the Top Ten teams.

You'll agree that this is the GREATEST SPORTS PACKAGE ever offered to RADIO! And the cost: You can have this DYNAMIC package EXCLUSIVELY in your market for the low low weekly cost of your 1 time 1 hour national rate as published in s r d s. (In some markets this is subject to negotiation.)—plus your collect station-to-station telephone line charges from Tulsa.

We must urge you to immediately wire-phone-write and send in your contract signed for only one station in your market will be served. At the bottom of this page you will find SPORTCAP'S affiliation agreement.

WRITE • CALL • WIRE TODAY!

AUDIO SPORTCAP - TEL. LU 3-2990 TULSA OKLA.

A SERVICE OF AUDIO NEWSBEAT, INC.

KENNY A. GREEN, PRES.

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Station Call Letters
Beeper Telephone Number
Time of Broadcast Desired

AUDIO SPORTCAP, INC.
P. O. BOX 14
TULSA, OKLAHOMA

GENTLEMEN:

We are hereby requesting "special service" for the 1958 college football season—September 27 through November 29.

Enclosed is our check for $_________ 1 hour 1 time 1 hour national rate) for the first weeks broadcast and agree to pay at the same rate for the following 9 weeks, weekly in advance. We understand that we will receive 6 broadcasts, 5 minutes in length from 12:00 Noon CST till 6:00 P.M. CST during each of these ten (10) weeks. We also agree to accept collect telephone calls from Tulsa, for each of these broadcasts.

I understand if you have already received—one of these contracts—from a station in this city you will return my check in full without any discount whatsoever, and I agree to hold you harmless.

STATION OWNER

AUTHORIZED SIGNATURE
install the metering units, service with invoicing, collecting, and will handle advertising and "exploitation." A sales campaign—replete with brochure and house-to-house canvas—will get started in about 60 days, Mr. Fox predicted.

In Mr. Fox' view, Skiatron now has licked the problem of installation costs because the new system entails less to set up than the previous decoding devices, repair costs will be less, and the meter unit itself is about one third the cost of the previous "box." Size of this unit is about that of a telephone, though of course not the same shape.

Mr. Fox said Skiatron would not handle its individual program systems through franchised local operators, the company presumably taking responsibility for all of the programming. Intra-state programming will be handled through the local Bell companies and inter-state through ordering of lines from the Long Lines Div. of American Telephone & Telegraph.

In programming motion pictures, Mr. Fox said, Skiatron would not show pictures "in advance" of theatre exhibition but would try to put them on the air at the same time as they are being shown by exhibitors.

Asked about the recurrent reports of agreement with the San Francisco Giants, Mr. Fox replied that he paid a lot of money for "nothing to happen . . . we lost a year in getting started."

Horace C. Stoneham, president of the Giants baseball club, however, told stockholders in New Jersey last week that the club would be on pay tv next spring.

Both Messrs. Fox and Stoneham apparently are sticking close to the de arth of specifics which characterized their appearances more than a year ago before the House Antitrust Subcommittee [Lead Story, July 22, 1957]. Neither figure then would reveal exact details as to the Giants-Skiatron agreement.

A year ago, Mr. Fox had set costs at $20 per home for wiring. He apparently has scaled this average cost down. At that time, he spoke of subscribers paying $3 per month which would entitle them to 24 hours per day high fidelity music and two video channels optional. This has changed under the new system to $1 per month (but on three-year contract) entitling the subscriber to 18 hours of music daily and two video channels optional along with a third educational channel.

Audio Sportcap to Air Football

Kenny A. Green, president of Audio Newsbeat Inc., announced last week that the news organization has entered the radio sportscasting field with Audio Sportcap, which will broadcast recaps of the "Top Ten" football games of the week direct from the contests' sites.

The five minute package will be broadcast all Saturday afternoon and will sell to stations at their one-time, one-hour national rate, Mr. Green said. The broadcasts will run from Sept. 27 through Nov. 29 and the games to be carried each week will be determined by the AP and UPI editor poll of the "Top Ten" teams. Audio Sportcap's address is Box 14, Tulsa, Okla.

Fetzer Buys Music Franchise

Fetzer Music Corp., headed by station operator John E. Fetzer, has purchased Muzak Franchise from Roy Kelley for Kalamazoo, Grand Rapids, Battle Creek, Muskegon, Lansing, Cadillac and surrounding outstate Michigan areas, to be sold by fm multiplex and wire line networks. Muzak President Charles C. Cowley said Fetzer Music becomes 40th franchise holder among broadcasters. Fetzer stations include WKZO-AM-TV Kalamazoo, WIEF-AM-FM Grand Rapids, WWTV (TV) Cadillac and KOLN-TV Lincoln, Neb.

Guild Steps Up VTR Activity With Offering of 13 Tape Shows

Guild Films Co., New York, is accelerating its activity in the videotape field with plans to distribute 13 taped tv programs and to participate in a group of long-term production transactions.

This flurry in tape is a switch from the company's emphasis on low film production and distribution over the past five years, starting with the syndicated film series, The Liberace Show [Special Report, Sept. 8]. In announcing plans last week, John J. Cole, Guild president, pointed out that the company contemplates offering taped shows priced 60% less than comparable filmed programs.

Mr. Cole noted that Guild already has sold Time and Place, an on-the-scene crime series, to ABC-TV (produced by Henry Berman in conjunction with Family Films Inc.) and Divorce Court to four stations (produced by KTTV-TV Los Angeles). He added that KTTV is producing for Guild Films distribution Town Hall Party, Juvenile Court, as well as Divorce Court. Guild, according to Mr. Cole, also has made a long-term production agreement with KCOP-TV Los Angeles, under which that station will produce on tape three programs—The George Jessel Show, The Mae West Show and People's Court. He said other taped programs will be announced shortly.

Mr. Cole predicted that videotape will precipitate "a complete revolution in the operation of stations in small markets."
Muzak Automation Gear Set for Radio in 1959

A new radio program service and automation equipment package—which will permit radio stations to program fully unattended for eight-hour or longer segments starting in early 1959—was announced last week by Jack Wrather, chairman of the board of Muzak Corp.

The automation equipment was unveiled at Muzak headquarters in New York. It consists essentially of two integrated tape transports, one to play the newly-prepared music programming culled from the current popular and show tune library of the Associated Program Service Div. of Muzak, the other to contain the locally-recorded commercial announcements and local programs of the station.

Subsonic 25-cycle tones on the tapes automatically cue the segues from one tape to the other in precise timing.

Mr. Wrather concurrently announced the formation of a new firm, Programatic Broadcasting Service Inc., of which he also is chairman, to market the equipment-and-music-service package. Programatic is a subsidiary of Jack Wrather Organization Inc., as is Muzak and other broadcast interests such as KFMB-AM-TV San Diego and the Lone Ranger and Lassie program properties.

Mr. Wrather personally also has an interest in Independent Television Corp., new TV film producer-distributor.

With a bank of three Programatic machines, a station could deliver to its transmitter complete program and announcement material for a full 24-hour period, the studio being unattended. With one machine, a small market station operator could spend that period "on the street" selling or a large station could gain greater staff and program flexibility, Muzak officials said.

The complete package is being offered on an exclusive basis in each market with broadcasters currently holding Muzak background service (non-broadcast) service franchises having a first preference option. The Programatic machine will sell for "just under $2,800" with the music program service scaled from about $200 to $400 monthly depending on market and station size. The new development goes on the road for introduction to broadcasters starting with the Oklahoma City regional meeting of NAB Sept. 22.

A preview of the "push-button broadcasting service" was given the industry last spring at the NAB convention in Los Angeles. The playback device is precise to plus-or-minus two seconds per eight-hour segment.

The supply of eight-hour tapes consists of 18 reels every 36 days, completely updated each period. It is distinctly different from Muzak background music which is "unobstructive" and designed not to necessarily attract attention.

The Programatic music instead, while definitely not rock and roll or in the "Top Forty" category, will be instrumental and some smooth vocal arrangements designed to attract attention.

Each eight-hour segment in turn is divided into hours and quarter-hours, with each quarter-hour containing 13 minutes of music plus space for two minutes of commercials or announcements which can be injected at any point or in any proportion. Stations can override the music at any point to insert additional announcements, news or bulletins. A completely detailed program log is supplied, including music selection timing, so a station operator can smoothly substitute a spot at any point and increase his ratio of commercials per quarter-hour or during such times as peak traffic hours.

The Programatic device is synchronized to clock time, also starts or stops at predetermined times completely unattended.

The unit, which was field tested for four years, was designed under the supervision of E. P. Hembrooke, chief of research and development for Muzak. Construction of the machine has been contracted by Muzak to other electronic firms, which have not been disclosed.

PROGRAM SERVICE SHORTS

Ampex Corp., Redwood City, Calif., has shipped videotape recorder to WAGA-TV Atlanta, first Georgia station to receive one. Ampex also announces shipment of VTR to WJW-TV Cleveland.

JenDen Promotions, Portland, Ore., formed by Jerry Dennon, former assistant promotion manager for KOIN-AM-TV Portland. Company will specialize in representing record labels and personalities.

Community Club Services Inc., N. Y., reports increases of 11 franchised radio stations during August. Addition brings total of stations active in Community Club Awards Campaigns to 163. In company's four years, 215 radio and TV stations have been franchised to carry Community Club Awards Campaign, of which 87% have renewed their franchises.
PROFESSIONAL SERVICES

Roberts Due Bill Club On $3.7 Million Basis

The formation of World Travelers’ Club Inc., New York, to serve advertisers on the one hand, and time and space media on the other, under a “due bill” plan was announced last week by its president, Paul Roberts, formerly head of MBS. In the first four weeks of operations, the company has completed more than $3.7 million worth of business, according to Mr. Roberts.

The company has concentrated on radio and television stations as media clients thus far, Mr. Roberts said, and has signed more than 300 radio and 75 tv stations as members of the club. In addition, it has enrolled more than 200 hotels, restaurants, night clubs and other suppliers of goods and services. He indicated the plan already is in operation in some markets.

Mr. Roberts explained that the company has organized two pools, one consisting of time and space outlets, and the other of suppliers of goods and services. After joining as members, advertisers and media may ask the club for due bills in the amounts they desire. Advertisers can select the stations and publications they desire from the pool, regardless of whether the media outlets are using the advertisers’ goods and services. In turn, stations and publications are not limited to the members whose advertising they carry. They may select services and merchandise when and as they need them for a variety of reasons, such as contest prizes, gifts for sales meetings, employee incentive plans, sales staff use and others.

To facilitate its operation, WTC will issue a monthly bulletin to its media members, listing merchandise and services available to them. These will include, Mr. Roberts says, hotels, restaurants, transportation, luxury items and appliances, among others. “Our directory will include everything from automobiles to zircons,” Mr. Roberts said.

The cost of operating World Travelers’ Club, according to Mr. Roberts, will be borne by the various media, which will pay the company a 15% commission.

Mr. Roberts reported that he has assembled a staff of 15 radio-tv-advertising specialists, who will assist advertisers in preparing campaigns, including copywriting. Gene Fitts, formerly with the MBS station relations staff, will head station relations activity for the club and Maria Carayas, formerly involved in media work, has been named director of media.

The club headquarters is at 655 Madison Ave., New York, N. Y. Its telephone number is Templeton 8-4600.

Law Office of Quayle Smith Opens in Washington Today

Quayle B. Smith, a member of the Washington communications law firm of Smith & Hennessy, has opened his own office today (Sept. 15) in the Colorado Bldg., Washington (Telephone: Metropolitan 8-3838).

Mr. Smith was with the FCC for six months in 1947, and joined the former communications firm of Segal, Smith & Hennessy when he received his law degree from George Washington U., Washington, in 1947. He is a radio amateur (W3KDR). During World War II he was a paratroop officer in the OSS, serving behind enemy lines in Italy. A native of Iowa, Mr. Smith was graduated from Drake U. and attended U. of Iowa law school before entering military service. While at U. of Iowa, Mr. Smith was chief transmitter operator of WSUI Iowa City.

Blackburn Opens Coast Branch

Blackburn and Co., national media broker, has announced the opening of a west coast office to be supervised by Colin M. Selph, a new member of the firm. Located in the California Bank Building, Beverly Hills (Phone Crestview 4-2770), it is Blackburn’s fourth regional office.

Mr. Selph was president of KEYT (TV) Santa Barbara, Calif., from 1952 until the station’s sale in 1957. Previously he had been with the San Francisco Chronicle, owned a Mutak franchise and served as vice president with KPIX (TV) San Francisco. He has devoted the past year to a world-wide study of television.

C. Watts Wacker

D. P. Brother & Co.
Detroit

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT
channel 4, Jacksonville

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PROFESSIONAL SERVICE SHORTS

Knipschild-Robinson Inc., specializing in sales promotion, advertising and merchandising, has been organized in Chicago. New firm, located at 520 N. Michigan Ave., formed from 18-year-old Roy Knipschild & Co., with William A. Robinson, formerly general manager of sales promotion and sales training at King Studios, as partner. Company also will handle slide films, motion pictures, public and trade relations and point-of-purchase displays.

Arthur P. Jacobs Co., public relations firm, has opened office at 449 S. Beverly Drive, Beverly Hills, Calif. Telephone: Crestview 4-8471 and Bradshaw 2-0211. New York office is at 40 E. 49 St.; telephone: Plaza 9-6272. Organization was formerly part of Rogers & Cowan & Jacobs, whose offices at 177 S. Beverly Drive, Beverly Hills, are retained by Rogers & Cowan.

Thomas P. Swift Assoc., New York advertising-public relations firm, named exclusive North American representative for newly-formed Servicio Internacional de Relaciones Publicas (SIRP), Buenos Aires, Argentina. Public relations network—affiliate of International Advertising Service, Buenos Aires ad agency—embraces eight Latin American countries, U. S. and Canada. Mr. Swift’s firm will provide PR services for SIRP clients in U. S., Canada and Puerto Rico. Latin American nations serviced are Argentina, Brazil, Chile, Cuba, Mexico, Peru, Venezuela and Uruguay.

Institute for Motivational Research has opened west coast branch office at 6399 Wilshire Blvd., L.A. 28, Calif. Telephone: Olive 3-6029. Lottie Rocker, formerly director of Motivational Research projects at Facts Consolidated in L.A., appointed west coast research coordinator of IMR, rejoining organization which she served for six years before going to Facts Consolidated.

Robert S. Taplinger Assoc., Inc., N. Y., has opened public relations offices in London and Paris. Branches will represent clients in U. S. which have overseas interests and will service its new European accounts. Other offices in this country are in Chicago and L. A.

South Newsreel, Birmingham, Ala., has been established to produce films and live shows for political campaigns. Roy Macauto heads South Newsreel, which will film news clips for tv news shows, 15 and 30-minute films for tv and other showings and will produce radio and tv spots. Company will make live shows for candidates.

Summer & Friedkin Assoc., motion picture and tv publicity firm, has moved from 200 W. 57th St., New York, to 234 W. 44th St. Telephone: Bryant 9-5419.

Cesna Coun-Selling Service, radio consultant, announces additional service of station brokerage through Adrian Sales Co. Realtor, Adrian, Mich. Mr. Cesna and Adrian Sales Co. will concentrate on serving stations east of Mississippi.
WADC Akron Also Voices Complaint Against WAKR

A second Akron, Ohio, radio station joined in complaining to the FCC about a news story in the Akron Beacon-Journal lauding WAKR of that city [STATIONS, Sept. 8].

Allen T. Simmons, president of WADC Akron, has written the FCC that the sentiments and observations made by Mr. Tim Elliott of WCUE “very forcibly express our views . . .”

Mr. Simmons said that WADC has felt for some time that survey ratings are very “deceptive.” He pointed out that the ratings do not take into account coverage patterns of the four local stations; that WADC’s coverage “extends beyond the boundaries of Summit County or Akron”; and that “this is not done by any of the surveys advertised by WAKR.” He said he joined with Mr. Elliott in asking that competition among the four Akron stations be conducted fairly.

WCUE’s complaint was that the Akron Beacon-Journal, which is a 45% owner of WAKR, unfairly boosted WAKR’s listening audience by erroneously quoting from rating surveys. The newspaper published a correction the next day of what was termed inadvertent errors, and also reported WCUE’s complaint to the FCC. S. Bernard Berk, president of WAKR, termed the charges “unfounded” [AT DEADLINE, Sept. 8].

Carolina Court Coverage Lauded

Radio and television’s battle to gain full rights to courtroom coverage [LEAD STORY, Sept. 8] received a boost earlier this month when the Charlotte, N. C., Civil Service Commission praised the work of newsmen from WBT-WBTV (TV) Charlotte in reporting a hearing on alleged misconduct of a city police captain.

The three-man commission “highly praised the manner” in which John Jamson and Earl Wells filmed and recorded the courtroom proceedings, the Charlotte station reported. Over 2,700 feet of film were shot by WBTV during the four days of hearings for daily newscasts, and special 15-minute and hour-long reports were aired over WBT.

WJXT (TV) Becomes WMBR-TV Call

WMBR-TV Jacksonville, Fla., became WJXT (TV) yesterday (Sept. 14) according to an announcement by Glenn Marshall Jr., vice president of The Washington Post Broadcast Division and president of WJXT.


Two Join Petry Company

Martin Percival and Bob Lewis last week were named account executives in the New York office of the radio division of Edward Petry & Co., station representative.

For the past year Mr. Percival has been a salesman for McGavren-Quinn Corp., station representative. Before that he served with NBC Radio Spot Sales and with McCann-Erickson and Sullivan, Stauffer, Colwell & Bayles.

Mr. Lewis has been vice president in charge of sales of Television magazine for the past three years. Before that he was a radio-tv account executive with International News Service.

STATIONS

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The three-man commission “highly praised the manner” in which John Jamson and Earl Wells filmed and recorded the courtroom proceedings, the Charlotte station reported. Over 2,700 feet of film were shot by WBTV during the four days of hearings for daily newscasts, and special 15-minute and hour-long reports were aired over WBT.

WJXT (TV) Becomes WMBR-TV Call

WMBR-TV Jacksonville, Fla., became WJXT (TV) yesterday (Sept. 14) according to an announcement by Glenn Marshall Jr., vice president of The Washington Post Broadcast Division and president of WJXT.


Two Join Petry Company

Martin Percival and Bob Lewis last week were named account executives in the New York office of the radio division of Edward Petry & Co., station representative.

For the past year Mr. Percival has been a salesman for McGavren-Quinn Corp., station representative. Before that he served with NBC Radio Spot Sales and with McCann-Erickson and Sullivan, Stauffer, Colwell & Bayles.

Mr. Lewis has been vice president in charge of sales of Television magazine for the past three years. Before that he was a radio-tv account executive with International News Service.

We’ve read thousands of U.S. and Canadian newspapers in the past 9 years, looking for unusual local retail promotions; traffic-building stunts, giveaways, anniversary gimmicks, slogans, etc. used by local retailers. Result? We’ve assembled over 300 ideas and we challenge anyone selling local retail advertising to read them without finding at least 10 good usable ideas! 100 pages, well-illustrated, these 300 ideas are yours for only $25.


Broadcasting

September 15, 1958 • Page 83
CHANGING HANDS

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

WRRR ROCKFORD, ILL. • Sold to Radio Rockford Inc. by William E. Walker and associates for $227,900 plus the assumption of certain obligations. New owners own WKEN Kankakee, Ill., and the Kankakee Journal. They include Burrell L. Small, president; Len H. Small, chairman; Arthur L. Beckman, secretary-treasurer and Bruce Brown, assistant secretary. WRRR is 1 kw on 1330 kc. Transaction was handled by Hamilton, Stubblefield, Twining & Assoc.

APPROVED  The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see The Record, page 92.

WUST-AM-FM BETHESDA, MD. • 50.885% interest sold to WUST Inc. (Milton Deiner, president) by Carl J. Batten and others, voting trustees, for $190,000. WUST is on 1120 kc with 250 w day. WUST-FM operates on 106.3 mc with 250 w.

KQUE ALBUQUERQUE, N. M. • Sold to WPEO Peoria, Ill., by Edgar F. Pecheacek and others for $210,000. KQUE operates on 920 kc with 1 kw day and 500 w night, with directional antenna at night. W. N. Schepp, one of sellers, holds interest in WUSN St. Joseph, Mo. WPEO stockholders are Kenneth R. Greenwood, Robert Chapin, Lee Vaughan and Merritt Owens.

REPRESENTATIVE APPOINTMENTS

KJEO-TV Fresno, Calif., names H-R Television Inc. as national representative effective Oct. 1. ABC-TV affiliate, KJEO-TV is on ch. 47.

KFAL Fulton, Mo., names John E. Pearson Co., N. Y.

KITE San Antonio, Tex., names The Bolling Co., N. Y.

WKFM (FM) Chicago appoints Bob Howe public relations agency, Chicago, to handle its publicity.

WITH Baltimore, W. J. E. Richmond, WXEX-TV Richmond and WUSN-TV Charleston, S. C., name McGavren-Quinn Corp., N. Y., in all areas except New York. WITH, WUSN-TV, WLEE and WXEX-TV are represented in New York by Select Representatives, N. Y.

STATION SHORTS

KUTE (FM) Glendale, Calif., has issued Rate Card #3, doubling Class A rate (6 a.m.-12 midnight) from $3 to $6 for one minute.

500 w night, with directional antenna at night. W. N. Schepp, one of sellers, holds interest in KUSN St. Joseph, Mo. WPEO stockholders are Kenneth R. Greenwood, Robert Chapin, Lee Vaughan and Merritt Owens.

WHOOPS

A promotional gimmick by WBOY-TV Clarksburg, W. Va., got more publicity than the station bargained for—not the most favorable kind.

The gimmick: An air drop of some 3000 war surplus parachute decorated with 30-ft. aluminum foil streamers to promote a new series of feature films (see story, page 87).

The result: Power lines burned out; radio and tv sets short-circuited; a woman knocked unconscious after touching a streamer draped over a power line; a powerless bakery missed a bread-run, and one newspaper lost several minutes of its news wire service.

Added result: banner headlines in area papers.

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William B. Ryan
N. Michigan Avenue
Financial 6-6400

IT SOUNDS GOOD . . . . . but

Chances are that a moose will respond when he hears another moose call. And if that moose call is from a hunter, the world becomes poorer by one moose. On the other hand, had the moose stopped to investigate, he would still be around. In broadcast negotiations, it pays to investigate any proposed media buy, through Blackburn & Company. Experience has proved that Blackburn & Company is consistent in producing quality transactions.

from $2 to $4 for 30 seconds, with fixed positions. Class B (midnight-6 a.m.) remains at $3 per minute, $2 for 30 seconds, run of schedule. New card also offers 10-second time signals and package rates for concentrated 30-day or 13-week campaigns of two to eight announcements per day, with discounts ranging from 5% to 20% from base rate.

Meriden Publishing Co. (owners of KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N.Y., and KRMG Tulsa, Okla.) has presented deed for 50 acres of land to Des Moines Independent Community School District in northwest Des Moines. Plans call for cluster of multi-story buildings to serve between 800 and 1,000 junior high students and 1,500 to 2,000 senior high students.

KLOK San Francisco has dedicated its new international studio at 846 Clay St. (in city's famed Chinatown district) with California Gov. Goodwin Knight, San Francisco consuls general from China, Japan, Mexico, Greece, Portugal, Italy and Yugoslavia and other civic dignitaries participating in ceremonies.

WJR Detroit will broadcast selected pre-season and all league games of Detroit Lions, professional football team, for seventh consecutive season. Bob Reynolds will describe pre-season games while Van Patrick will handle regular season contests.

KSB San Francisco and KEEN San Jose have joined A-Buy of California radio group, bringing A-Buy's total to 14. Addition of new stations was announced by George P. Hollingsbery, S. F., which represents A-Buy stations collectively and individually. Additional group discounts up to 15% off base rates have been approved by member stations. Added discounts will be 12% for 10-station or more purchase and 15% for 12-station or more buy.

WDVL Vineland, N. J., announces target date of Sept. 30 for start of on-air operations. WDVL is 500 watt daytimer at 1270 kc.
CBS-TV Daytime Show Promotion To Attract 49 Woman Reporters

An investment by CBS-TV of $50,000 in a promotion titled “The CBS-TV Daytime Televisit Week,” has already netted the network about $500,000 in newspaper and television advertisement and editorial support, according to network officials. The promotional event reaches its climax this week in an eight-day visit to New York by 49 women, representing the typical viewer in each state, including Alaska.

The promotion enlisted the cooperation of 49 tv stations (one from each state) and a local newspaper. Starting on Aug. 6, the stations and newspapers jointly conducted a contest to select a woman viewer who would act as the hometown newspaper correspondent in New York during this week. The winning contestants completed the sentence, “I would like to be the reporter at the CBS-TV Daytime Televisit Week” because . . .

CBS-TV is paying all expenses for each woman, starting last Saturday (Sept. 13) through this Saturday (Sept. 20) and will escort visitors to CBS-TV daytime programs, introduce them to the personalities, and have them sit in on rehearsals and production meetings. A special communications center has been set up at the Hotel Warwick in New York from which the woman will report daily to their newspapers.

The project was conceived under the direction of Oscar Katz, CBS-TV vice president in charge of daytime programs and developed by Ed Friendly, daytime program director and Alan Brandt and David Gordon of Brandt Public Relations, New York, which handles exploitation and promotion for the network’s daytime schedule. Charles Steinberg, CBS-TV director of press information, supervised publicity on the project.

KlAC Reinstates D.J. Team After Summer Top 40 Fling

KlAC Los Angeles, which last spring dropped the “Big Five” disc jockey team that had been the core of the station’s programming and adopted a full-scale “New Sound” program format of top 40 music and staccato news features [STATIONS, April 14], yesterday (Sept. 14) reversed itself and reinstated disc jockeys as a basic part of its schedule.

New “Big Six” of KlAC are: Bob Hopkins, actor-comedian who has not previously been a disc jockey, who will handle the 6-10 a.m. programming; Nick Paul, from KRLD Dallas, 10 a.m.-1 p.m.; Jack Slattery, announcer on the Art Linkletter Show, who will continue in that capacity in addition to serving as a KLAC d.j., 1-4:30 p.m.; Claude Stroud, comedian who with his brother formed a successful team on network radio a few seasons back, 4:30-8 p.m.; Ron McCoy, from KLUB Salt Lake City, 8 p.m.-12 midnight; Biff Collie, who has been traveling with the Phillip Morris country music show and was formerly at KPBC Houston, 12-6 a.m.

Arnold Marquis, veteran radio writer-director-producer, newly appointed program director-producer, and developed by Ed Friendly, daytime program director and Alan Brandt and David Gordon of Brandt Public Relations, New York, which handles exploitation and promotion for the network’s daytime schedule. Charles Steinberg, CBS-TV director of press information, supervised publicity on the project.

Peter Levathes

Young & Rubicam, Inc.
New York

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of northern Florida and southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT
channel 4, Jacksonville

HOP TO IT

H. Preston Peters, Lloyd Griffin, Russell Woodward and other top executives of Peters, Griffin, Woodward Inc., station representative, received a package from Edwin K. Wheeler, general manager, WWJ-AM-TV Detroit. In accompanying note Mr. Wheeler told the stations representative, “Hop to it. Let’s keep the WWJ stations on top.” In the package: pogo sticks.

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September 15, 1958 • Page 85
people REACT to the voice and vision of NBC in South Bend - Elkhart call Petry today!

WNDU-TV Channel 16

Len Matthews
Leo Burnett Co., Inc.
Chicago

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WJXT
channel 4, Jacksonville

director of KLAC, points to the inclusion of two comedians in the new d.j. lineup as an innovation in station programming. The comics have been scheduled for the morning and afternoon traffic hours in hopes of gaining a part of the city's sizeable highway audience. Mr. Marquis, who has been associated with Don Fedderson, program packager and long time program consultant to KLAC, succeeds George Norman, resigned. Mr. Norman, who joined KLAC as vice president of operations last April, created the disc jockeyless program format for the station.

KCUB Celebrates New Ownership

For its first promotion campaign to celebrate the acquisition of KCUB Tucson, Ariz., by the Gordon Group of stations, KCUB opened with a listener contest in which one record (“Firefly”) was played for an entire day. The listener who guessed correctly the number of times it was played was awarded a three-day, expense-paid vacation in Las Vegas, plus an additional $50 to spend, and dinners for two at a Tucson restaurant.

During its three opening days promotion, KCUB also featured a “Lucky Bear Hunt” for Tucson residents. More than 100 toy cub bears were placed with merchants. Locations were announced four times an hour for the three days. The bears were redeemable at the station for prizes. Additional contest promotion came from girls who carried the cub bears while being driven through the city in Thunderbirds. The girls distributed jars of honey with labels inviting the public to “Be Our Honey.”

WRGP-TV Puppet Flies to Europe

Children viewers of Circle 3 Ranch on WRGP-TV Chattanooga, Tenn., were asked for two weeks, “Where is Homer Duck?” “Homer” is the puppet sidekick of Tom Willette, emcee of the weekday children’s program. Several thousand postcards were received, the station reports, giving guesses to the duck’s whereabouts. With the cooperation of Eastern Airlines and the Scandinavian Airlines System, Homer was flown to Copenhagen, Denmark, where he was given a tour of the city by airline hostesses. Prizes for correct guesses included bicycles, a camera, cowboy boots and several puppies and kittens.

WEAU-TV Shows ‘Appreciation’

Approximately 35,000 persons attended the Aug. 24 celebration of “Appreciation Day” sponsored by WEAU-TV Eau Claire, Wis.

Thirty participating sponsors joined the event in the station’s “back-yard” with booths, fashion shows and product demonstrations. A midway featured pony rides, ferris wheels and boat rides, all free for children. A five-hour presentation of the day’s activities was telecast with the remote facilities of WEAU-TV. Announcers delivered live commercials from the sponsors’ booths. Entertainers who helped extend the station’s appreciation to its viewers included George Morgan, Nashville singing star, and Sonny James, Capitol recording star.

KXOK ‘Hooplas’ for Listeners

KXOK St. Louis, Mo., is giving away 16 “hula-hoops” a day in promotion campaign for listeners based on the nationwide hoop craze and the new record “Hoope Hoola.” A hoop recipient is named each time KXOK airs the record and a hoop is delivered directly to the listener’s home. KXOK’s “Hoopla” began Sept. 6 and continued through Saturday (Sept. 13).

Numbers in Popcorn Win Prizes

WBZ-TV Boston viewers entered a contest promoting the showing of the “Going My Way” movie by getting a free bag of popcorn from one of five Boston area locations. Contained in each bag was a numbered certificate. Winning numbers for a grand prize of a beaver coat and a 21-inch RCA color tv set and 40 additional prizes were announced during the debut of the stations new Sunday afternoon feature film show, Command Performance.

ABC-TV Offers Show for Teachers

ABC-TV’s Bold Journey (Mon. 8:30-9 p.m.) second teacher’s guide program will get underway today (Sept. 15) with guides distributed to over 100,000 teachers throughout the U. S. by the program’s sponsor, Ralston Purina Co., St. Louis.

The guides, which are distributed to teachers at their request only, were distributed last year to only 18,000 teachers. The guides provide a synopsis of each program and

HOOP twirling, rising fast as a national fad, and bathing beauties, always in style, were combined by KDKA-TV Pittsburgh as a reminder to downtown shoppers that the station would carry the Miss America Contest telecast from Atlantic City Sept. 6.
questions and answers to help plan classroom discussions before and after the students see the telecast, in addition to a bibliography for further reading on each subject and a glossary of words used in the program. Ralph Purina agency is Guild, Bascom & Bonfigli, San Francisco.

Queen Reigns Over WAVE Parade

A total of 2,873 postcard votes were cast by WAVE Louisville, Ky., in a contest to select a "Miss Roaring Twenties" queen to promote the station's second annual antique auto parade. Six Queen candidates competed in a "Charleston dance contest" televised by WAVE-TV. Second and third place winners, "Miss Flapper" and "Miss Charleston," also rode in the parade. Advance publicity in two Louisville newspapers and in Ty Guide helped to attract crowds along the 25-mile parade route. Parade cars included 16 vehicles from the Louisville Antique Auto Club, WAVE presented a plaque to '06 Maxwell as the best restored car in the parade.

WBOY-TV Drops Passes for Show

To climax a week-long promotion announcing the premiere of first run movies on its program Stage 12, WBOY-TV Clarksburg, W. Va., dropped 300 parachutes over central West Virginia with season passes attached for viewing the films each Saturday and Sunday evening.

WFGA-TV Helps Out School Board

The Duval County, Fla., School Board's pre-term teachers meeting was held this year with the aid of WFGA-TV Jacksonville. The station canceled 45-minute of network programming to telescast the school board's meeting that was seen by 3,500 teachers on tv sets placed in schools by local dealers. Airing the meeting accomplished in 45-minutes what previously had required several separate sessions.

WDSU Day Draws Record Crowd

WDSU-AM-TV New Orleans drew a crowd estimated at 110,000 to Pontchartrain Beach Amusement Park for the station's ninth annual WDSU Day. The attendance figure topped all records, park officials told WDSU.

A joint radio and television venture, the event this year was expanded from its previous evening program to an all-day schedule, which included a "Meet Your Favorite Personalities" feature, special prices on rides, a "see yourself on tv" feature and a fireworks display.

CJON-TV Plans Drama Festival

CJON-TV St. Johns, Nfld., is underwriting as a public service this fall a special one-act drama festival on live television in order to develop dramatic actors and actresses in the province. Invitations have been sent to drama groups in Newfoundland. CJON-TV will pay transportation costs, create scenery and stage effects and will provide each group with rehearsal facilities before the station begins its planned week-long festival.

WHDH Radio Ad Features Dulles

As a means of dramatizing the public affairs and news impact of radio, WHDH Boston placed a 660-line advertisement in the Sept. 5 issue of the Boston Herald, reprinting a Sept. 4 AP story on Secretary of State John Foster Dulles. The story reported that while Mr. Dulles was riding to the Washington airport, he had his driver slow down so that he could hear a newscast before boarding a plane. WHDf's conclusion: "Those who make the news depend on radio for the news."

D. J. Measures 'Weiner Distance'

Chuck Breece, d.j. at WFBM Indianapolis, asked listeners to his Indianapolis at Night show, to guess the number of hot dogs it would take to stretch from the

HI NEIGHBOR WEEK interviews were conducted by WOOW Washington, N. C., using its 5 w "Little Red Wagon" remote transmitter. Bill Moore (second r) wheeled the completely self-contained unit (powered with a 12 volt battery) up and down the city's Main St. some four miles from WOOW's transmitter and engaged passers-by in on-air conversations.
Arthur Pardoll

Foote, Cone & Belding
New York

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Trenton, N.J., elevated to v.p. in charge of sales.

FRED VON HOFEN, formerly part-owner and manager of KENO Las Vegas, Nev., named station manager of KGW Portland, Ore. Mr. Von Hofen was previously station manager of KING Seattle, Wash.

TOM FLYNN, formerly production manager of XMJ-TV, Fresno, Calif., appointed manager of radio station KERN in Bakersfield, Calif.

HOWARD FINCH resigns as executive v.p. of WJIM-AM-TV Lansing, Mich., and as member of board of directors of Gross Telecasting Inc., effective Oct. 1. Future plans have not been announced.

MR. BENNETT, formerly with NBC as producer, director and talent scout, appointed managing director of proposed second uhf educational channel to be operated by WQED (TV) Pittsburgh. WQED applied for second channel to Better Service Schools and to make channel available to special groups such as industry and labor.

JAMES E. CONLEY, previously account executive, CBS-TV Spot Sales, Chicago, to WCAU-TV Philadelphia as general sales manager. Other WCAU-TV appointments: ROBERT N. FRYE, v.p. in charge of public relations and promotion for WCAU stations, to director of promotion and information services; JOHN M. DULPH JR., assistant program director of WCAU-TV to program director; and MEL ELMORE, assistant manager, WCAU-TV, to administrative assistant to general manager.

MORT HENDRICKSON, formerly part owner of WKDN Camden, N.J., and WFAI Hopewell, Va., assumes duties as manager of WDIV Vineland, N.J., new station scheduled to begin operations Sept. 30. Other WDIV appointments: RICHARD FERRY, sales representative; BOB McFARLAND, sales and special events man; HENRI MOREY, librarian, account department, and WILBERT HENDRICKSON and JACK JONES, general staff members.

JOHN D. (JACK) HARVEY, commercial manager, WRRR Rockford, Ill., named general manager of WSHE Sheboygan, Wis. DON NOONER, sales manager, WRRR Kenosha, Ill., succeeds Mr. Harvey as WRRR commercial manager.

JAMES CANYON, formerly program manager, WEZL Richmond, Va., elevated to general manager. NEST THOMAS, former manager. continues at WEZL on sales staff.

RAY STARR named general manager of WGRD Lake City, Fla. Other appointments for new station, scheduled to go on air in October, are TOBY HODGDY, DON DICKERSON and ROBERT DOWEL- SIEFF, administrative staff members.

WARREN STOLT, formerly with KOMA Pittsburg, Kan., to KFAL Fulton, Mo., as national sales manager.


BANNEY OGLE, formerly with NAB in stations relations department, to KENS San Antonio as assistant general manager.

WAYNE VAUGHN moves from WYES (TV) Cleveland sales department to WGBS Miami as national sales executive.

FLOYD A. TIMBERLAKE, formerly with RCA as broadcast tv field sales representative, joins WKBW-TV Buffalo, N.Y., permittee, as chief engineer.

HAL BIARD, KCOP (TV) Los Angeles director of

“The naive Trojans would have been wise to take a sharper look at their Grecian gift-horse. Today, in television and radio, successful decisions can be made only by studying the facts. There is no more complete, accurate reporter of broadcast advertising facts than Broadcasting. More businessmen pay to get Broadcasting than for the next three publications combined. Knowing the latest answers in TV-radio is worth money to them. It can be worth many, many times more to you than the introductory price of $3.50 for the next 26 issues. Send name and address; we’ll bill later.
GREETINGS

Ted Husing, veteran sportscaster whose new weekly series, *Ted Husing Reminiscenc*, is broadcast each Saturday on KMLA (FM) Los Angeles, was officially welcomed to the city Wednesday (Sept. 10), when the Los Angeles City Council presented him with a scroll expressing the Council's pleasure that he is now a resident of the city.

Council action followed receipt of a telegram from Newport, R. I., reading: "Through Congressman Glenn P. Lipscomb [R-Calif.], I have learned of your recovery to health and your return to radio. Your fine sports reporting has been missed by many friends and admirers. It is good to have you back. Best Wishes." Message was signed Dwight D. Eisenhower. The Husing programs have been recorded by KMLA and are available for use in other markets.


Jerry Parks, former program director of KZZE Weatherford, Tex., named up program director for both KZZE and KMUS Muskogee, Okla., recently bought by Rokace Boren, Dallas airlines executive. James Kelly, named station manager. KMUS; Joe Williams, leaves KGVD Wichita Falls, Tex., to become program director. KMUS; Johnny Daniel, former d.j., at KBX Muskogee, joins KMUS as program director; and Ben Yontre returns to KZZE as d.j.

Gill Newsome, with KWK St. Louis 13 years, appointed program director. Michael Rupple, formerly with WGMX-TV Indianapolis, named KWK circulation director.

Bill Wood, formerly program director, KODY North Platte, Neb., to KNOP (TV) North Platte as p-r-m manager. Other KNOP appointments: Bill Wooton, director of programming; Don Hoff, NESTE announcer-salesmen. KODY, to similar capacities; Howard Morgan, formerly with KFAT-TV Abilene, N. M., to sales and operations director, and John Seide, formerly with KFAT-TV Kearney, Neb., named chief engineer. KNOP scheduled to go on air about Nov. 1.

Jim Manion appointed account executive on local sales for WEHT (TV) Evansville, Ind.

Gerard R. Roche, formerly with WABC-TV New York as account executive, joins WNKX-TV Sanranton, Pa., in similar capacity.

James Murray, formerly national sales director of WEIR, Weirton, W. Va., to WAMP Pittsburgh as account executive.

Lee Gaynor, formerly media supervisor at Manor-Fitzgerald-Sample, N. Y., to sales staff of WBTV-TV Steubenville, Ohio, and Friendly Group of Stations headquartered New York national sales office.

Pat Michaels, John Babcock and Alan Moll join KLAN Los Angeles news staff. Mr. Michaels was formerly with WPTF Los Angeles, Calif. Mr. Babcock, with KFNBW Los Angeles.

Ted Jackson, formerly with WHAM Rochester, N. Y., as d.j., moves to WRCV Philadelphia in similar capacity.

Millard Hansen, summer vacation announcer at WAAF Chicago, appointed to permanent staff and made weekend supervisor-d.j.

Lee Irvin, KPOL Los Angeles news director, currently touring Europe taping interviews with top political and religious leaders, signed by KABC-TV Los Angeles for 15-minute nightly telecast.

Pete Smith, formerly with KDAY Santa Monica, Calif., as d.j., news editor and program director, joins KXIZ Santa Catalina, Calif., as weekend d.j.

Nan Rednor, women's director of WBUD Trenton.

N. J., for past 10 years, resumes duties after 14 months absence due to illness.


Richard J. Muller, WHCT Hartford, Conn., editor, writer, promoted to director of news and special events.

Dan Price, previously with National Security Agency as Intelligence analyst, to WJR Detroit as announcer.

Chuck Renwick, formerly production manager and d.j., WSIR Cleveland Heights, joins WTV Cleveland, Ohio.

Edith Wilson, with KXY-TV Cleveland last three years in TV commercial activities, has inaugurated daily 5-minute program for housewives.

Bing Crosby will make his first appearance on "local" television Sept. 25 as guest on George Jessel Show on KOPC (TV) Los Angeles. He will be on camera for full 90 minutes and will receive minimum AFTRA scale ($82.50) for stint. (Mr. Crosby owns 25 per cent of KOPC.)

H. W. (Hank) Shepherd, general manager, WAMP Pittsburgh, appointed radio coordinator for upcoming United Fund Campaign. Drive will begin Oct. 8 and continue through Nov. 6. Pittsburgh goal is nearly $10 million.

Graves Taylor, 50, co-owner of WFSC Franklin and WTVY Tryon, both North Carolina, died last week at Tryon, N. C. He had moved to Tryon from Detroit and Cleveland more than decade ago because of ill health. He was once publicity-promotion director of WGAR Cleveland and later operated public relations firm.

Jaye Whitman, 68, veteran radio actor-writer-producer who for many years portrayed the role of Chudie the Magician in the radio series of that name, died Aug. 31 in Los Angeles after brief illness.

REPRESENTATIVE

Charles W. Coldwell, tv account executive. Branham Co. station representatives to Petry Co., N. Y., in similar post. Also new to Petry are: Robert C. Miller, KXY-TV Cleveland sales- man to Chicago office; Myna Price, former assistant promotion publicity director, WNIC-AM-TV New Haven, to promotion-research writer in Petry's New York office.

J. E. (Jack) Henderson, formerly account executive with KTYI (TV) St. Louis, to The Branham Co., to St. Louis office to service radio and tv properties.

SERVICES

Jay Michaels, v.p. and head of creative planning for GAC-TV, General Artists Corp. subsidiary, transfers his headquarters from New York to Hollywood effective Sept. 15. He will be in charge of western office for tv and movies.

George G. Ross, formerly manager of press relations at Broadcast Music Inc., to Federation of Independent Philanthropies of New York as director of radio and television promotion.

Roy Lamp, previously account supervisor for Harold Schor Assoc., New York industrial public relations company. to QED Productions Inc., N. Y., as sales manager of Industrial Sales Dept. Mr. Lamp will also direct all QED's sales promotions.

Mike Elliott joins Allied Record Manufacturing Co., Hollywood, sales staff and will handle western promotion sales. Mildred Wepfling put in charge of complete sales service including new Allied Label Service.

James Von Brune, former Benton & Bowles art director and McCann Erickson tv producer, to Kiefer Film Productions, N. Y., in tv sales dept.

PROFESSIONAL SERVICES


William F. Corley, advertising and institutional public relations manager, to Merrill and Atlantic
MARGEE PHILLIPS, staff writer at KBJI Avalon (Catalina Island), Calif., before leaving last year for trip around world, has joined Hollywood public relations firm of Marge Crawford.

ANDREW O. HALEY, Washington radio attorney and expert on space law problems, re-elected president of International Astronautical Federation last week. IAF completed its convention at Amsterdam, Holland, and voted to meet in 1969 in London.

MANUFACTURING

CHARLES D. MANHART resigns as director of military and government sales at Bendix Aviation Corp. to join Raytheon Manufacturers Co., Waltham, Mass., as v.p. in charge of government relations. Mr. Manhart worked 25 years for Bendix where he was connected with engineering, production and marketing of government equipment.

RADIO TELEVISION STATIONS

JOSEPH A. HAIMES, administrator, equipment promotion, RCA receiving tube marketing, to manage, merchandising entertainment tubes, Distributor Products Dept. RCA Electron Tube Division.

HENRY B. NELSON JR., Cincinnati district sales manager, General Electric Co. tubes and other components, to manager, trade relations and component distributor development. Owensboro, Ky. He succeeds GEORGE O. CROSSLAND, assigned to Chicago regional sales manager, G.E. receiving tubes.

GEORGE J. GAFNEY, formerly with Sylvania Electric Products in Huntington, W. Va., branch, to Blonder-Tongue Labs (manufactures antenna, closed-circuit systems). Newark, N. J., in newly-created post of employment manager.

KENNETH Y. CRAIG, secretary of Cory Corp. (appliances), Chicago, filed on his 80th anniversary with Cory. Mr. Craig is territory manager for greater Chicago, northern Illinois and Lake County, Ind.

GOVERNMENT

CHARLES A. WEBB, executive assistant to Sen. John W. Bricker (R-Ohio), has been appointed by President Eisenhower to be member of Interstate Commerce Commission.

DR. GUY S. COOK of Sound Section of National Bureau of Standards retired July 31, after 32 years of service, according to the Bureau. Dr. Cook’s primary interest was accurate acoustical measurements; he was particularly interested in freefield calibration of microphones.

INTERNATIONAL

JOHN MUST, recently in Canada from Australia, to CKW9-TV Kingston, Ont., as newscaster. JACK FINNEGAN to CKGB Timmins, Ont., as announcer. FRED PALMER to assistant engineer of CFFK, Kirkland Lake, Ont., succeeding ANDY ANDREWS, moved to same post at CKGB Timmins, Ont.

CARL ELEWYN, formerly sales promotion manager of CKSO Sudbury, Ont., to sales staff of Interprovincial Broadcast Sales Ltd., Toronto, Ont., station representative.

JIM CRAWFORD, formerly with commercial division of Canadian Broadcasting Corp., and S. W. Caldwell Ltd., Toronto, Ont., to sales representative of Jos. A. Hardy & Co. Ltd., Toronto, station representative.
Includes data on new stations, changes in existing stations, ownership changes, hearings, cases, rules & standards changes and rulings.

Abbreviations:
- DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aural.—visual, kw—kilowatts, w.watt—megacycles, D.—day, N.—night, LS—local sunset, mod.—modification, trans.—transmitter, un.—unlimited hours, ke.—key, loc.—location, ant.—antenna, authorize.—authorize. SBA.—special service authorization, SBA.—special temporary authorization.

New TV Stations

APPLICATION

Existing TV Stations

APPLICATION
KMNV-TV Wallau, Maui, Hawaii—Waived Section 36.4(c)(4), no rules and granting construction permit to specify mechanical ant. 3/2.5 degree in direction (NW) of Wallau, with ERP changed to 144 db (175 kw) DA, vis., and 14 db (14 kw) DA, aural.: 3,910 ft. Announced Sept. 10.

KNSF-TV Minneapolis, Minn.—Granted waiver of Section 36.5(a)(2) to permit KNSF-TV to identify itself as South Bend as well as Elkhart. Announced Sept. 10.

APPLICATION
WKLY-TV New Castle, Pa.—Cp to change frequency from ch. 7 to 6, to change location from New Castle, Pa. to Youngstown, Ohio. ERP from vis. 260 kw, aur. 107 kw to 270 kw. Estimated construction cost $57,750, first year operating cost $49,700, revenue $73,000. Owners are Harry K. Reaves (50%), furniture; Jack H. Demasten (35%), civilian Army employee, and John P. Stupar (15%), president of Radio Co. Inc. In Youngstown. Announced Sept. 4.

KFWO-TV Canton, Ohio—Granted 600 kw 250 kw, D. P. O. address 200 Wheatland Rd., New Castle, Pa. Estimated construction cost $13,075, first year operating cost $10,400, revenue $13,000. Owners are Mike J. McEwan (50%), John F. Gallagher (25%), and Bill K. Pitcher (25%). Announced Sept. 4.

Translators

ACTION BY FCC
Californa Oregon Television Inc., Butte Falls, Ore.—Granted application for new tv translator station on ch. 9 to translate programs of KDFW-TV (ch. 2), Klamath Falls. Announced Sept. 10.

New Am Stations

APPLICATION

KMKY—Meridian, Idaho—Granted 1100 kw 1 kw, D. P. O. address Box 300, Van Buren. Estimated construction cost $10,000, first year operating cost $9,750, revenue $9,700. Owners are Barry K. Reaves (100%), furniture. Jack H. Demasten (35%), civilian Army employee, and John P. Stupar (15%), president of Radio Co. Inc. In New Castle, Pa. Variable ERP, 4900 kw. Estimated construction cost $75,900, first year operating cost $54,400, revenue $52,000. Owners are John F. Gallagher (50%), John J. Rose (25%), and J. B. Taylor (25%). Anguished Sept. 4.


KZTV—Los Angeles, Calif.—Granted 40 kw 1 kw, D. P. O. address 1290 Columbia Ave. Vanguard, Pa. Estimated construction cost $10,000, first year operating cost $10,000, revenue $10,000. Owners are John F. Gallagher (50%) and others. Mr. Gallagher is in New Castle, Pa. Announced Sept. 4.

KSWB—Springfield, Ill.—Granted 630 kw 1 kw, D. P. O. address Mike Martin, Seattle, Wash. Estimated construction cost $100,000, first year operating cost $120,000, revenue $100,000. Owners are John F. Gallagher (50%), others. Mr. Gallagher is in New Castle, Pa. Announced Sept. 4.

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DeWitt (Judge) Landis . . .

. . . will be attending the NAB Management Meeting at the Buena Vista Hotel, Biloxi, Mississippi, Thursday and Friday (18-19)
**FOR THE RECORD**

$15,952, first year operating cost $6,600, revenue $10,000. Applicant is licensee of WKCX. Announced Sept. 6.


**Buffalo, N. Y.-Transcontinent. TV Corp.**—Granted 96.3 mc. 17.2 kw. P. O. address 70 Niagara St., Buffalo. Estimated construction cost $31,575, first year operating cost $20,500, revenue $21,000. Applicant has over 30 stockholders, is licensee of WGR-AM-TV Buffalo. It also owns 60% of WNEX-AM and WLK-TV Wilkes-Barre, both Pennsylvania, and 50% of WUSA-AM-TV, Harrisonburg, Va. Announced Sept. 5.

**Rochester, N. Y.-Transcontinent. TV Corp.**—Granted 97.1 mc. 18 kw. P. O. address 70 Niagara St., Buffalo. Estimated construction cost $31,575, first year operating cost $20,500, revenue $21,000. Applicant has over 30 stockholders, is licensee of WGR-AM-TV Buffalo. It also owns 60% of WNEX-AM and WLK-TV Wilkes-Barre, both Pennsylvania, and 50% of WUSA-AM-FM-TV Harrisonburg, Va. Announced Sept. 6.

**Youngstown, Ohio-Mahoning Valley Bcst. Corp.**—Granted 82.3 mc. 16.4 kw. P. O. address 360 West Federal St., Youngstown 3, Ohio. Estimated construction cost $14,620, first year operating cost and revenue: no material change from present operation of WBBW Youngstown. Applicant owns WBBW Youngstown. Stockholders are Gene Vassallo, Attorney J. elekx and Anthony N. Ross, each 31.5%, and Theodore M. Russell, president. Announced Sept. 9.

**Waynesboro, Pa.**—Richard P. Lewis Jr. Inc.—Granted 98 mc. 3.8 kw. P. O. address 9 Radio Station Wayz Waynesboro. Estimated construction cost $3,000, first year operating cost $2,500. Applicant is licensee of WAYZ. Announced Sept. 9.

**Tacoma, Wash.**—Clay Franklin Huntington—Granted 106 mc. 5 kw. P. O. address 202 S. Fifth St., Tacoma. Announced Sept. 10.

**San Bernardino, Calif.- Transcontinental Co.**—Granted 94.1 mc. 2.8 kw. P. O. address 233 W. State St., Milwaukee. Announced Sept. 10.

**APPLICANTS**

San Diego, Calif.- Marialta Investment Corp. 100 S. Pineway Dr., San Diego, California. Address 1400 14th Ave., San Diego. Estimated construction cost $33,500, first year operating cost $9,250. Applicant is licensee of WMBR-TV in July 1955 acquired complete control of Wabash-Alvareas Inc., is owned 63.71% by

**Jack Davis**

Honig-Cooper & Miner San Francisco

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT: A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

**WJXT**

channel 4, Jacksonville

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**SUMMARY OF STATUS OF AM, FM, TV**

Compiled by BROADCASTING through Sept. 10

<table>
<thead>
<tr>
<th>Class</th>
<th>AM</th>
<th>FM</th>
<th>TV (Commercial)</th>
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<tbody>
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<td>On Air</td>
<td>Not on Air</td>
<td>Total Applications</td>
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<td>1,200</td>
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</tr>
<tr>
<td>On Air</td>
<td>1,200</td>
<td>1,200</td>
<td></td>
</tr>
<tr>
<td>Off Air</td>
<td>1,200</td>
<td>1,200</td>
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</table>

**OPERATING TELEVISION STATIONS**

Compiled by BROADCASTING through Sept. 10

<table>
<thead>
<tr>
<th>Class</th>
<th>VHF</th>
<th>UHF</th>
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<td>425</td>
<td>83</td>
<td>508</td>
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<tr>
<td>Non-Commercial</td>
<td>27</td>
<td>8</td>
<td>35</td>
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</table>

**COMMERCIAL STATION BOXSCORE**

As reported by FCC through Aug. 31

- AM TV
- CPs on air (new stations) 30 24 74
- CPs not on air (new stations) 86 113
- Total applications 3,376 546 667
- Applications for new stations (not in hearing) 424 43 48
- Applications for new stations (in hearing) 107 30 8
- Total applications for new stations 531 73 106
- Applications for major changes 339 26 39
- Applications for major changes (in hearing) 41 0 16
- Total applications for major changes 400 26 55
- Licenses deleted 0 0 0
- CPs deleted 0 0 0

There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation.

There have been, in addition, 177 television cp's granted, but now deleted (32 vhf and 144 uhf)


WJLL Defiance, Ohio.— Granted assignment of control from H. C. Renemer to L. C. McCall (interest in WJLM-AM), consideration $19,000. Announced Sept. 4.

WPCB Cleveland, Ohio.—Granted assignment of license to W. H. Keller Jr. (majority stockholder of WGOV Valhalla), consideration $27,500. Announced Sept. 4.

KART Jerome, Idaho.— Granted assignment of license to Franklin R. Clark, tr/a/k R. Clark, consideration $31,000. Announced Sept. 4.

VCWS Springfield, Ill.— Granted transfer of control from Harold L. Doelling, et al., to WPPA Radio Inc. (Ernest W. Overson, president); interest in KANR Wabasha, KBL and WISO Faribault, consideration $295,000. Announced Sept. 5.

KGBT-AM, Ft. Myers, Fl. —Granted transfer of control from Richard G. LeRoy to WJTV-AM, KFLW-AM and WJTV-FM, Salt Lake City, Utah; stock owner of KOPR-AM-TV Butte, Mont., and Inter-AM TVT Salt Lake City, consideration $56,000. Announced Sept. 4.

KQUE Alhambra, Calif.—Granted assignment of license to Percy R. Crawford, tr/a/f Alpha Best, consideration $52,000. Announced Sept. 4.

WAU Indianapolis, Ind. —Granted assignment of control from W. L. Kent and John M. Mclendon to W. H. and Gertrude Landman; consideration $425,000. Announced Aug. 28.

KROM Great Falls, Mont.— Granted transfer of control to KROM Inc. (a corporation). Transferee's stock is owned by Salt Lake City Bcst. Co., with the balance held by creditors. Consideration $50,000 for 6% interest. Announced Sept. 4.

KAPA Milwaukee, Wis.—Granted assignment of license to High Point Investment Co. (C. R. Chamberlin, president); consideration $61,000. Announced Sept. 4.

WROD Daytona Beach, Fla. —Granted transfer of control to Frank E. Bassett, Jr., and Earl B. Montgomery, Jr.; consideration $61,000. Announced Sept. 4.

**KNL**

Limerick, Ohio.—Granted transfer of control from Richard B. and Alma C. Gilbert to Morris L. H. Pickett and Robert J. Pickett for consideration $61,000 for 6% interest. Announced Sept. 4.

KPDQ Portland, Or.— Granted transfer of control from Robert M. and Delores M. Lundgren to Des Moines Broadcasting Co.; with the balance held by creditors. Consideration $50,000 for 6% interest. Announced Sept. 4.

WMBN Nashua, N. H.— Granted assignment of license to George C. O'Neill; with the balance held by creditors. Consideration $74,914 plus agreement to purchase real estate for $40,000. Announced Sept. 4.

WRRT Calgary, Ab.—Granted assignment of license to F. C. M. Layford and Robert M. Kline; with the balance held by creditors. Consideration $20,000. Announced Sept. 4.

KRWC Forest Grove, Ore.— Granted assignment of license to Frank and Paul Jenkins and Anna J. Gilstrap; no monetary consideration. Announced Sept. 4.
Hearing CASES

By order, Commission adopted and made effective immediately July 28 initial decision and granted an application of Van Wert, Inc., for new station to operate on 1220 kc, 250 w, D, in Van Wert.

Ohio, Commissioneer Fred Ford disissented. Announced Sept. 10.

By order, Commission adopted and made effective immediately July 28 initial decision, as amended Aug. 4, granting applications of Oregon Radio, Inc., to increase daytime power of station KSLM Salem, Ore., from 1 kw to 5 kw, continu-
ing operation on 1390 kc with 1 kw-N and Lincoln Electronics, Inc., to change facilities of station KBICH Oceano, 0re., from 1 kw, 250 kc, 250 w, U, to 350 kc, 1 kw, Sept. 10.

By order, Commission granted petition by Virginia Beach, Va., to change station assignment for new applications on its am station and that of South Norfolk, Va., and Bennettsville, S. C., to seek licenses for new station and for new applications for some or all of the same facilities that are not filed in their applications, without prejudice to such action as Commission may take with regard to any application or for extension of time to construct those tv stations for which it now holds ops. Announced Sept. 4.

By order, Commission granted petitions by

IN CANADA: Canadian Marcom Co.

EXPORT . . . . . Ad Auresium, Inc.
93 5th St., New York 4, N. Y.
FOR THE RECORD CONTINUED

Valley Telecasting Co. (WFWY-TV, ch. 5) and Norbecke Financial, Inc. (WBUY-TV, ch. 9) in San Francisco, Calif., and to add ch. 235 in Sacramento, Calif., and substitute ch. 268 for 228 in Santa Rosa, Calif., to add chs. 230 and 235 in San Francisco, Calif.
To add ch. 272 to Sacramento, Calif., and substitute ch. 268 for 235 in Santa Rosa, Calif.
To add ch. 300 to Redlands and Lancaster, Calif. 280 to San Diego, Calif. ch. 394 to Baltimore, Md.
By report and order, Commission finalized rule making and issued its noncommercial tv reservation in Pittsburgh, Pa., from ch. 22 to ch. 16, and at the same time, modified cp of Telecasting Inc., for WENS (not operating) to specify 235 in Pittsburgh.
By notice of proposed rule making, Commission invites comments by Oct. 10 to proposal by TOT Industries Inc., to amend tv tables of assignment by adding ch. 29 to the list.
By order, Commission amended Part 6 of its statement of organization through licensing, (but not regulations) pursuant to International Broadcast Bureau's FCC jurisdiction from Chief Engineer and General Counsel to Broadcast Bureau.

PLANNING A RADIO STATION?

Suggested Installation and Maintenance Procedures for a Radio Station

This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

For your free copy of this brochure, write to RCA, Dept. 1229, Building 15-1, Camden, N. J. in Canada: RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION
of AMERICA

Profitable daytimer in single station market. Presently absent, owned station that needs an owner-operator. 29% down required.

Exclusively with
Blackburn & Company

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James W. Blackburn
Jack V. Harvey
Washington Building
Sterling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
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Jackson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460

South
$65,000.00

Good daytime facility in a major market. Low cost operation with excellent potential for profits and capital appreciation. Reasonable terms.

Florida
$125,000.00
ANNOUNCER -รายละเอียดการสมัครงานได้แก่:

1. **Deadline:** Tuesday preceding publication date.
2. **Situations Wanted:** 20¢ per word, minimum of $2.00.
3. **Display Ads:** 3¢ per word, minimum of $2.00.

**Radio Jobs**

**Help Wanted**

**ANNOUNCER** for new station. Must be experienced. Must have excellent voice. Must be capable of handling air time at home. Must be reliable and have good telephone contact. Must have a minimum of 2 years of experience in the field of radio and television. Send resume and photo to Box 7008, BROADCASTING.

**Salesman** for small town station in South Carolina. Salary dependent on output. Box 7009, BROADCASTING.

**Sales**

Ad salesman, man or woman. Must be experienced, either newspaper or radio, for successful Carolina radio station. Earning potential $6000 per month or more. Must have sales experience and willingness to travel. Send complete information with photo. Box 7010, BROADCASTING.

**Salesperson** for small town market in South Carolina. Salary depends on output. Box 7011, BROADCASTING.

**Sales manager** for successful station located in Central Missouri. Send resume and photo. Box 7012, BROADCASTING.

**Sales manager** for successful salesman interested in increasing his income. New station in rich suburban area near New York. Salaries commensurate with experience. Box 7013, BROADCASTING.

**Aggressive Florida coast station under new management looks to hire its new salesman.** Applicants must be aggressive, energetic, and have a phone number. Position may be part-time or full-time. Box 7014, BROADCASTING.

**Radio salesman** for Springfield, Illinois, radio station $1000 weekly, if you are a producer. Fine opportunity for a real salesman. Box 7015, BROADCASTING.

**California**, KCHJ, Delano. Serves 1,500,000. Increasing sales staff.

**Wonderful future for live-wire salesman.** Progress 1,000 watt station and sports. Draw against 20% commission. Southern California geography. Send resume and photo to Allen Berg, KFWO, Fontana, Calif.

**Richmond, Virginia.** Station needs A-1 experienced, full salary, complete resume to Jim Canyon, WEEZ, 301 West Grace St., Richmond, Virginia.

**Commercial managers.** An excellent opportunity for qualified individuals with<br>experience to join an existing<br>station. Excellent pay and<br>opportunities. Box 7016, BROADCASTING.

**Radio**

**Help Wanted** (Cont'd)

**ANNOUNCERS** for various markets. Send complete resume to Charlotte B. Loven, 700 W. 57th, Chicago, III.

**Radio**

**Help Wanted** (Cont'd)

**ANNOUNCERS** needed. Send complete resumes to Box 7017, BROADCASTING.

**ANNOUNCERS** for NBC station in Chicago. Send complete resume to Kenneth L. Johnson, WGN, 414 E. Washington Blvd., Chicago, Ill.

**Florida.** Needed experienced personality pop dj. Above average salary. Promotion minded station. Send background, photo. Box 7018, BROADCASTING.

**Need** with 2 years experience for managing station. Must have full knowledge of the business. Send complete resume to Box 7019, BROADCASTING.

**Central Pennsylvania 100 watt needs all-around announcer.** Send tape, background. Box 7020, BROADCASTING.

**DJ** who wants to hold adult female audience. Excellent opportunity. Send resume to Box 7021, BROADCASTING.

**WANTED: Staff Engineer for modern Boston independent.** Excellent chance of promotion. Send resume and references to WEEV, Station Manager, 70 W. 57th, Chicago, III.

**Engineer** for modern station in northwest North Carolina. Excellent climate. Send full details to Box 7022, BROADCASTING.

**Opportunity for married staff engineer.** Send resume to ABN Network, Texas Station, Box 7023, BROADCASTING.

**Reliable station in western New York needs experienced and flexible disc man. Supervisory traffic background could prove valuable.** Box 7024, BROADCASTING.

**Wanted,** an experienced radio announcer. Some work. Send tape, picture and resume to R. H. Verdon, KFBZ Radio, 709 E 12th, Springfield, Ill.

**Have opening for an experienced announcer with Stuart Stations.** Need top announcer. Have opening for afternoon. Send tape, photo & resume to KJRL, Box 7025, BROADCASTING.

**Immediate opening for announcer.** Progressive station in northwest North Carolina. Excellent climate. Send resume to Box 7026, BROADCASTING.

**Opportunity for married staff engineer.** Send resume to ABN Network, Texas Station, Box 7027, BROADCASTING.

**Immediate opening for morning man.** Straight announcing. Must have good voice. College town, 2 station market, excellent salary, plus security for the right man. Box 7028, BROADCASTING.

**Anouncer-1st phone.** No maintenance, two weeks vacation, health insurance, new studio and equipment. Must be able to ski and snowboard. Adult & daytime personality. Send resume, photo and references to KARZ, Box 7029, Stark, Nebraska.

**Top Hooper music operation adding announcer and copywriter or combo.** Good salary, permanency. Send resume and tape to KFRA, Box 33, Pine Bluff, Arkansas.

**Top California indie wants happy enthusiastic announcer.** Starting salary $400.00 weekly. Must be able to handle air time and have a neat appearance. Send tape, photo, background to Radio KRNL, Box 7030, Los Angeles, Calif.

**Board announce wanted by Radio KJRZ, Los Angeles, W.M. Personal interview to-day. Must you now work in west Texas, Colorado, Arizona or New Mexico only.** Send resume and photo to Box 7031, BROADCASTING.

**Need experienced top dj for central Kansas cut-stand 1000 watt independent.** Must have good voice and be able to handle air time. Send photo and resume to KARL, Box 7032, Kansas City, Mo.

**Sales**, salesman for sold NBC station in Michigan's second market. Send complete resume to Marvin Levey, WXYZ, Flint, Michigan.

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**ANNOUNCERS** for various markets. Send complete resumes to Charlotte B. Loven, 700 W. 57th, Chicago, III.

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Page 10*  September 15, 1958

**RADIO**

**Help Wanted—(Cont’d)**

**Production-Programming, Others**

News director. Must be able to take full charge of news department. Thoroughly experienced in local reporting, have a complete understanding of all phases of local and national news. Box 812F, BROADCASTING.

Radio farm director—educational and practical background in agriculture. Must be thoroughly familiar with all phases of radio and TV work, including sales. Opportunity available in larger market with unlimited future in an established farm and radio market. Box 814F, BROADCASTING.

Newman—guitar, write and edit news for near Chicago outlet. Send resume and photo at once. Box 725F, BROADCASTING.

Radio farm director—educational and practical background in agriculture. Must be thoroughly familiar with all phases of radio and TV work, including sales. Opportunity available in larger market with unlimited future in an established farm and radio market. Box 814F, BROADCASTING.

Job in magazine. Requires good voice, personality, and experience in voice work. Will travel. Box 816F, BROADCASTING.

**Newman—** Radio and television, capable leg and arm man with small market station experience. Would like to break into new phase of news work. Education background preferred; married; veteran; stable and dependable. Extensive experience. Permanent berth in a new department which has twice received its license within 45 hours. Salary commensurate with experience and qualifications. Box 817F, BROADCASTING.

Radio station, Chicago area, seeks experienced newsman. Radio and TV, sales and station relations. Only interested in qualified applicants from south and southwest. Must have sales background. Box 818F, BROADCASTING.

**Radio**

**Situations Wanted—(Cont’d)**

**Management**

Manager, opportunity invest, become part owner. 8 years all phases. Box 760F, BROADCASTING.

12 years announcer, programming, sales, now ready to manage. Reliable family man with excellent sales background. Arrogant executive type employed major eastern market tv sales. Box 761F, BROADCASTING.

Presently managing, want relocation to southwest. Experienced every phase specialize in broadcasting. Cold phone, warm heart. Box 818F, BROADCASTING.

General manager radio, tv or both, possessing nation’s top records, sales station buildup, proof available after one year. Now managing metropolitan station. Prefer southern location where ample production and growth possible if desirable. If desire results contract. Will furnish best references. Box 819F, BROADCASTING.

Highest industry sales records. Twenty years general operation management. Seeking opportunity for revenue expansion. Box 820F, BROADCASTING.

Mr. F. M. Owner—Do you want to be relieved of your programming and sales problems? I am currently doing both in a medium market. Are you willing to spend money to make money? We might be looking for each other. Box 821F, BROADCASTING.

Sales manager, suitable good sized market: local and national assignment. Box 822F, BROADCASTING.


Mature agency exec., 20 years experience selling radio, seeks position as sales or station manager. Desires upper management position. Replies proportion fully. Box 817F, BROADCASTING.

Program director, 3 years experience would like management opportunity in rural station; 1st position ever held. Must be able to handle sports a specialty. Married, vet, 2 children, Don Miller, 31. Box 825F, BROADCASTING.

Situations Wanted—(Cont’d)

**Sports**

Sports announcer football, basketball, baseball. Seven years experience—finest references. Box 826F, BROADCASTING.

Personality—dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 828F, BROADCASTING.

Giri dj-announcer. Go anywhere, Ready now. Runs own large market with 50-60 vets. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 829F, BROADCASTING.

Negro disc jay, good board man, fast patter, clean. For the one you’re looking for. Tape and resume. Box 830F, BROADCASTING.

Sports, staff announcer play-by-play, pd. college graduate, 6 years experience, married, employed. References. Box 831F, BROADCASTING.

Competent first phone newsmans/deals. Wife writes sparkling copy. Either or both. Box 832F, BROADCASTING.

Announcer, dj, vet. 25, strong personality, news, gimmicks. Former production supervisor, top k. v. station, 7 years BROADCASTING.

Topflight midwestern announcer, solid experience, available now, network work all over. Anywhere, sports minded and can do. Box 834F, BROADCASTING.

I’ve served my apprenticeship in smaller markets. If you’re be needing a good dj accordingly, let’s talk. Box 835F, BROADCASTING.

Good dj with radio-tv B.A. Am veteran—have imagination, can produce, will build and hold audience. Know music, String on commercials, production and gimmicks. Want future. Tape and resume. Box 837F, BROADCASTING.

Announcer—vacation relief, desires permanent position with future, young, single, willing to travel, run own board, have ambition, will travel. Box 838F, BROADCASTING.

First phone announcer. Fair voice, authoritative news, 6 years experience, $100. Forty hours. Box 839F, BROADCASTING.

Pennsylvania—illinois and Texas moving like that almost every day. Great for sun and home. We’ll settle anywhere for the right kind of money. Sid, 35 yo old pros in radio. Box 840F, BROADCASTING.

Going west or southwest. Good announcer—four years experience. $100 minimum. Box 841F, BROADCASTING.

Available morning-dj personality. Best back season, on commercial. 12 years radio-tv, currently morning dj, 1st class market. Desires less frantic format and more normal schedule. Looking for opportunity competing west-midwest market. Box 842F, BROADCASTING.

Experienced, smiling, air salesman, Basketball, special events, interviews, etc., family man, no kids. Minimum $115, Box 843F, BROADCASTING.

Polished announcer-newman, desires position with future, in east, direct grad. Experienced all phases, heavy on news and dj. Thorough knowledge of station. Tape, resume, references. Box 845F, BROADCASTING.

Successful, experienced, employed, desirous seeking advancement. College graduate. $125 week. Box 846F, BROADCASTING.

Need a pop music dj! Experienced, veteran, single, university graduate. $100. Box 838F, BROADCASTING.

Announcer, presently employed, one year experience, wishes to relocate. Box 849F, BROADCASTING.

Excellent sportscaster: Major conferences 10 years, Baltimore, Washington etc. Reliable family man. Box 847F, BROADCASTING.

Announcer-dj; experienced, ready for larger market. Music, news, commercials. Box 850F, BROADCASTING.

Announcer-dj; sales, copywriting. News, commercials, music. Operate board; Box 857F, BROADCASTING.

Dj—experienced, operate board. Married. Prefer to stay in New England or eastern seaboard. Box 858F, BROADCASTING.

Disc jockey-fm and college radio experience. Desires top job with station. College graduate, 21 years old. Will appeal to someone, a darn good man. 8-19 F in New York City or write Box 860F, BROADCASTING.

Dynamic dj-announcer, beginner with talent plus some organization. Kelly, college graduate, family, tapes available. Box 861F, BROADCASTING.

Step and read this. If you want a personable morning or afternoon show that sells well, call me. Box 862F, BROADCASTING. I don’t let this get away from you. 11 years experience. Prefer middle west. Will travel. Former program director, college graduate. Box 863F, BROADCASTING.

Tailor made personality, West Coast radio market. Desires change to Midwest. Box 864F, BROADCASTING.

Attention Carolina! Native son getting out of Army soon. Want to keep same organization, but experience, versatile young radiosman. Announcer, pd., music news, copy, sales, office. Married, car, age 22, 2 college years, 6 years experience, college educated. Try me. Box 865F, BROADCASTING.

Good music station announcer. Extensive classical music, fine arts, language background. Tape. Box 55, Temple City, California.

Experienced sportscaster, newsmen, salesman, address any organization. See Box 600. Announcing, salesmanship, programming, promotions. Know top 40. Good references. Box 867F, BROADCASTING.

**Attention**

**California!** Native son getting out of Army soon. Want to keep same organization, but experienced, versatile young radiosman. Announcer, pd., music news, copy, sales, office. Married, car, age 22, 2 college years, 6 years experience, college educated. Try me. Box 865F, BROADCASTING.

**Technical**

Engineer-network-experience, wants relocation within 175 mile radius of Washington, D. C. Box 781F, BROADCASTING.

Engineer-announcer, Experienced, Engineer degree 1st class license. Box 823F, BROADCASTING.

I am long on staff, brought one with me when I came. Now looking for someone in middle west with good to just turn out so, I am offering to send someone, a darn good man. Not frantic, but a mature man 31 with deep voice and nice delivery. Strong news and commercials, would like to locate close to Lipton or consider anywhere. Contact Johnson, KWEI, Midland, Texas.

**ANNOUNCERS**

Announcer-dj; also sales, copywriting. News, commercials, music. Operate board. Box 857F, BROADCASTING.

Dj—experienced, operate board. Married. Prefer to stay in New England or eastern seaboard. Box 858F, BROADCASTING.

Deep, resonant voice announcing with working knowledge of the business. Prefer news, dj, commercial. Available immediately. Box 869F, BROADCASTING.

Consistent, young, dependable, married. Four years experience announcing organization. Salesmanship, programming, promotions. Know top 40. Good references. Box 811F, BROADCASTING.

Good music station announcer. Extensive classical music, fine arts, language background. Tape. Box 55, Temple City, California.

Experienced sportscaster, newsmen, salesman, address any organization. See Box 600. Announcing, salesmanship, programming, promotions. Know top 40. Good references. Box 867F, BROADCASTING.
RADIO

Situated Wanted—(Cont'd)
Production-Programming, Others

Experienced: Experienced: Experienced all phases gathering, editing, writing, news. Now doing local and late news on Midwest market. Interested in relocating in urban area, preferably in major region. Also interested in advanced staff work. Married, one child. Available immediately. Box 841F, BROADCASTING.

Newman, excellent authoritative delivery. Two years experience all phases news reporting, gathering, writing. Will relocate for strong interest in news reporting, offering good starting salary, opportunity for advancement. College graduate, 29, married, veteran. Now employed full time. Writing. Will gladly relocate for right job. Box 841F, BROADCASTING.

Experienced newspaper desires major market. Presently earning $12,000. Reply Box 842F, BROADCASTING.

Newman, excellent copywriter. Odd enough to get. Must have experience to accommodate enough to write. New ideas into copy. Permanently. Box 842F, BROADCASTING.

Newman, collect, edit, and broadcast with authority. 5 years experience includes diversified interviews and spot news, political, civic and military coverage. Box 877F, BROADCASTING.


TELEVISION

Help Wanted

Four vacancies: Producer-performer-anouncer; news, announce; traffic and sales; supervisory transmitter engineer. Fine opportunity in midwest location. Box 862F, BROADCASTING.

Sales

Television time salesman for eastern North Carolina station. Man with tv or radio time sales experience or fresh graduate with qualifications of first requirement's first letter. Box 743F, BROADCASTING.

Experienced salesman, ample base pay plus commission, with expanding organization. Send brief resume and photo to Ray Carow, WALT-TV, Albany, Ga.

Account executive—Experienced in radio or tv locally, would like to open account on billboards. Present account executive to local sales manager. Has built list of names. Desires similar position. Great city. Appreciates new friends. Box 866F, BROADCASTING.

Wanted: Experienced tv or radio account executive for WFLD, NBC affiliated station in Florida's most beautiful city. Guarantee plus commissiion. Experience preferred. Excellent opportunity for advancement in our chain station. Only town that looks like city. Box 867F, BROADCASTING.

Announcer

TV announcer-director needed at central Pennsylvania station. Announcing experience necessary. Must have excellent background and personality for right man. Apply Box 858F, BROADCASTING.

Technical

Position open for engineer with first class ticket for full-time position for TV station in Kansas. TV experience desirable, but will consider man with good technical background. M. E. Nelson, Chief Engineer, WSNV-TV, Charleston, S. C.

Production-Programming, Others

Ann announcer and/or director for full power vhf. Excellent opportunity. References required. South. Box 972F, BROADCASTING.

TELEVISION

Sales Wanted

Industrious, personable, dependable man with record of selling in radio and tv seeks opportunity to sell time. Also capable announcer. Free to relocate. For complete resume write Box 752F, BROADCASTING.

Announcers

Available immediately, top announcer/director. West. References. Great city. Send information and references to KLHL-TV, Kearney, Nebraska.

Announcer

Need director-switcher immediately Nebraska agricultural market. Prefer director with experience in assisting for advance. Send information and references. Box 850F, BROADCASTING.

TELEVISION

Sales

Industrious, personable, dependable man with record of selling in radio and tv seeks opportunity to sell time. Also capable announcer. Free to relocate. For complete resume write Box 752F, BROADCASTING.

Announcers

Available immediately, top announcer/director. West. References. Great city. Send information and references to KLHL-TV, Kearney, Nebraska.

Announcer

Need director-switcher immediately Nebraska agricultural market. Prefer director with experience in assisting for advance. Send information and references. Box 850F, BROADCASTING.

NORTHWEST

1 kw in excellent, growing competitive market. Station now run down but had done very well. Absentee owned. Good dial position. Sales includes land and building. $130,000 with 29% down.

Small coast market. Full time. Exclusive. Gross close to $34,000. Only $10,000 down. Daytimer near one of the largest markets in the Northwest. Absentee owned. Excellent potential. Asking $65,000 with $20,000 down.

ROCKY MOUNTAIN

Exclusive covering trade area of 12,000. Land and building owned by station. Full time. Gross $34,000. Asking that with 29% down.

Number one station in competitive market. Gross will be around $130,000 a year. Full time. Excellent profits. With land and building $225,000 with 29% down. Land and building can be spun off and price reduced.

SOUTHWEST

Top facility in tremendous market. Full time. Well staffed and wonderful equipment. Usable land included in sale. Asking $100,000 down.

Daytimer. Competitive market. Management problems. Asking $60,000 with 29% down. Exclusive in town of 8,000. Fast growing market. Bad management history has kept gross down. $29,000 down.

CALIFORNIA

Powerful daytimeker in competitive market. Profit has close to $60,000 last year. Asking $300,000 with 29% down.

We have several FM stations in the greater Los Angeles market which are priced right for area.

EAST

Daytimer. Excellent frequency. Top market of the country. Priced at $325,000 with 29% down.

RADIO STATIONS FOR SALE

MIDWEST

Gross between $60,000 and $85,000. Retail sales $100,000. Competitive market. Asking $90,000 for both AM and FM. Terms. Exclusive. Full time. County population 16,000. Gross $32,000. Asking $34,000 with 29% down.

Daytimer. Exclusive. Trade area 20,000. Owner is not a radio man. All new equipment. Asking $47,500 with $15,000 down.

SOUTH

New station in competitive market. Owner does want to sell. Good staff. Asking $65,000 with 29% down.

Working partnership in a good market. $20,000 for 461 shares out of 1002. $8,000 down.

JACK L. STOLL & ASSOCIATES

A NATIONAL ORGANIZATION for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.

LOS ANGELES 28, CALIF.

Hollywood 4-7279

September 15, 1958 • Page 101
FOR SALE

Stations

Do you want to live and prosper with your own station? I have a fine money-making daytimer near the best hunting and fishing in the country for $60,000.00. Box 837F, BROADCASTING.

southeast marketans newspapers and 55% interest in radio station for $150,000. 25% development. Chapman Company, 1182 West Peachtree, Atlanta.

Florida television properties (2), $650,000. 25% interest. Chapman Company, 1182 West Peachtree, Atlanta.

Minconsin $75,000; Maine $125,000; Missouri $40,000; Michigan $350,000; Minnesota $275,000; Maryland $75,000; Florida $450,000; West Virginia $250,000; New Jersey $150,000; North Carolina $250,000; Arizona $350,000; Kentucky $250,000; New Hampshire $250,000; North Dakota $60,000; Michigan $450,000; Iowa $800,000; Idaho $800,000. Please write Mr. Wally B. Jenkins, 268 Fairmount Street, Lowell, Massachusetts.

New England small market stations (3), $50,000 to $100,000; large market station, $250,000; all with terms. Chapman Company, 1970 Avenue of Americas, New York.

Southwest markets, desirable climate, small market, 25% interest. New Mexico $150,000; Arizona $150,000; New Mexico $150,000. Large market station, $500,000. $450.00 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

California kilowatt daytimer $48,000.00 down. Call 215-729-9000, William E. Marten, Los Angeles.


WANTED TO BUY

Stations

Reliable principal wants radio station. Confiden- tial. Bold for action promptly. Box 1069F, BROADCASTING.

Experienced group seeks station in secondary market. Prefer advanced type. Call 335-2500. Box 827F, BROADCASTING.

Seasoned manager, moneymaker, desires invest with services; existing or proposed station. Prefer west; consider any market with good potential. Box 836F, BROADCASTING.

Responsible party wants to lease, with option to buy a radio station in Ark., La., Ala., Miss., Tenn., Iowa, Nebraska, Ohio, Michigan, Wisconsin, Minnesota, and Florida television properties near, the best markets. Write Mr. Wally B. Jenkins, 268 Fairmount Street, Lowell, Massachusetts.

FOR SALE—(Cont'd)

Equipment

Television monitors. The most widely accepted in broadcasting and industrial applications. Devoted to forward several grade names. Tilted front plug-in construction. 8", $150.00, 14", $250.00, 17", $350.00, 21", $550.00. Mitterlistal Inc., 1080 Dianne St., St. Paul, Minn.

STATION OWNERS

Any station... New... Old... or Sick! We can put you over the top in a very short time. We'll help with Sales... Programming... Public Relations & Promotions! No headaches left for you. We'll act immediately. We'll leave you with a COMMERCIAL station and a happy permanent crew. Write NOW! Box 876F, BROADCASTING.

RADIO

Help Wanted

Announcers

Traffic Announcer. Radio station in a major city. Full time. Write George Sprague, Chief Engineer, Radio License School, 104.3 KOKY, Box 2150, Asheville, North Carolina.


Exciter unit minus power supply from Federal. Used VX-2D field intensity meter and 3 used 155 foot antenna towers. Contact Chief Engineer, WPCR, Fairbanks, Alaska.

Complete standard library of 750 tunes—four steel cabinets, drawer type, index file, new covers. This is $1,000.00 of its best. First gross this for $500.00 less. Box 662F, BROADCASTING.

One Way Electronics remote control system, now in operation, available October 1st. Asking $2500. Box 853F, BROADCASTING.

Amplex 350 rackmount tape recorder, excellent condition, low hours, $850. Department B-1, Box 1965, Des Moines, Iowa.

Transmitter—Weinler Electric 612A-1 250 watt complete with spare tubes and blue prints. First check $500. Field presently operating and going to a 1000 watt KOJEU, Herndon, Oregon.

1 kw Gates BC-11 transmitter, like new. KOCR, Box 1956, Little Rock, Arkansas.

RCA Bl-1 FM transmitter: Hewlett-Packard model 335-2. Complete modulation and modulation mixer,全套 chambre, RCA type BA-12A program amplifier; Andrew Bl-12a type modulator and a-m to-fm converter; condensers, coils, other hardware; two metal 2000 auto-dry-units with spare parts. Everything to get on the air except transmission line. Complete $4500. St. John WHK, Talladega, Ala.


MISCELLANEOUS

Bingo Time U.S.A., printers of personalized bingo game sheets for radio and television programs. P.O. Box 1871, Hollywood, California.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, D.C. Hollywood, and Seattle. For details, write: Granshain School, Desk 2, 821—19th Street, S.W., Washington, D.C.


Since 1946, the original course for F.C.C. 1st phone license, 5 to 6 weeks. Reservations required. Enrolling for Fall beginning October 29, January 7, 1955 and March 4, 1955. For information, references, certificates, write William B. Ogden Radio Engineering School, 1120 West Olive Avenue, Burbank, California.

PHILADELPHIA'S LOSS—"YOUR GAIN"

Over 60 experienced TV men available who are now employed but are being laid off in the nation's fourth market. All have 3 to 5 years experience with net abilities. Excellent references. Lic. engineers & technicians, cameramen, film editors, newsmen, master control operators, projectionists, radio engineers, & program writers and scenic & art. Box 827F, BROADCASTING.
RADIO
Situations Wanted—(Cont’d)
Production-Programming, Others

PROGRAM DIRECTOR
In radio-television 6 years.
Conscientious and experienced,
college education. Details:
Box 404
Lake Mahopac, N. Y.

FOR SALE
Stations

FOR SALE
IOWA RADIO STATION
• 1000-watt non-directional remote
controlled 10-year old daytimer
• Profitable single station market
• New transmitting equipment
• Gross over $80,000 in recession
year
• PRICE: $85,000 CASH.
Newspaper chain owners want to expand
in newspaper field. No Brokers.
WRITE Box 834P, BROADCASTING

THE PIONEER FIRM OF TELEVISION
AND RADIO MANAGEMENT
CONSULTANTS—ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1735 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment
CLEAN, PAINT AND INSPECT
YOUR TOWER BEFORE BAD
WEATHER
Special Maintenance Prices for Next 30
Days to Enable You to Put Your Tower
in First Class Condition:
***tubular towers up to 20-inch width
—$20 a foot
***angular towers up to 20-inch width
—$1.00 a foot
Special Prices on Other Sizes Upon
Request.
All Paint, Labor and Insurance Included
in Above Prices, Call, Wire or Write for
Specific Quotations on Maintenance.
USED EQUIPMENT AVAILABLE
Collins 300G—250 Watt Transmitter
Collins 212B—7-channel Console
Collins 250 Watt Tuning Unit
Gates 250C—250 Watt Transmitter
Several Used Towers Now Available,
Various Sizes and Heights.
Write for Quotation on Both Used and
New Towers.
Place All Year Tower Details in Our
Hands for a Custom-Engineered Package
Price.
NATIONAL TOWERS
1579 MORRISTOWN
ORLANDO, FLORIDA
PHONE: GARDEN 4-9715

WANTED TO BUY
Stations

WANTED TO BUY
LEASE OR MANAGE
STATIONS
PAY OUT BASIS
STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND,
with STAFF, former Owner Radio Station in the East and Executive Manager UEF Station—is now available.
You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., New Jersey City 6,
New Jersey
Telephone Swarthmore 5-0201

INSTRUCTIONS
Want a TV or Radio Job?
To announce, write, produce?
The National Academy of Broadcasting
3238 16th St. N.W.
Washington, 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

Dave Williams
Wade, Geoffrey, Advertising
Chicago

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT
channel 4, Jacksonville

Dollar for Dollar
you can't beat a
classified ad
in getting
top-flight
personnel

ALLIED'S 1959 ELECTRONIC SUPPLY CATALOG
452 PAGES
Everything in Electronic Supplies for Broadcast Stations
SEND FOR IT

WORLD'S LARGEST STOCKS:
• Image Orthicons
• Tape Recorders
• Receiving Tubes
• Tape & Accessories
• Power Tubes
• Microphones
• PC Audio Cables
• Test Instruments
• TV Camera Cables
• Meters
• VHF, UHF

You save time and money when you order your station electronic supplies and equipment from ALLIED. We make fast, expert shipment from the world's largest stocks of everything in Electronics. Simplify and speed your buying at ALLIED. Write today for our FREE 452-page 1959 Electronic Supply Catalog.

We specialize in TUBE SUPPLY for Broadcast use
IMMEDIATE DELIVERY on all types from stock

ALLIED RADIO
100 N. Western Ave.
Chicago 8, Ill.
Phone: HAYmarket 1-6400
one complete source for Everything in Electronics
This is the kind of hold our station has on people

How do we know that such a bond exists? How does an advertiser assay it?

Well, the basis lies in the growth of mutual respect throughout the years. We see it in our mail counts—in our virtually level, far-superior ratings—in mail and word-of-mouth commenting gratefully on our commercial and public service programming, free of triple spots—in the stature of our veteran personnel in the community.

It warms the cold statistics which our advertisers must evaluate—our 747,640 TV homes in 41 counties of 3 states, with their $3,361,973,000 of annual retail purchases. Because a great portion of these figures apply especially to those who communicate with our advertisers through us.

George P. Hollingbery has other figures you can evaluate at a glance, too—our very realistic rate card.

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People
Sure, the product may be amazing, but do people believe that commercial?

I see in Look magazine that Raymond Burr, who stars as Perry Mason on tv, says he must memorize as many as 14 pages of dialogue a day. To keep up with the schedule he has to do that six days a week. That leaves him one day for leisure. But the average announcer stands like a robot, looking up in the sky as if he expects a bomb- ing, and has to look at a teleprompter to deliver a 100-word announcement. How do you expect people to believe it?

Compare the writing in the magazines with the writing for television. If these radio and tv writers tried to write fiction, they couldn't get $100 for a story! And it's time to rest up the little man with the big head and the spindly legs, and the girls who dance their way around the cigarettes and the shampoos and refrigerators. Did you ever count how many of them you see in a single day?

Let's see, there came up with the he-man—and others followed. Now the he-man is all over the place.

And please, no echo chambers—and no keyed applause after the commer- cial and no canned applause in the film shows. Every other commercial starts with YES. Doesn't it get on your nerves?

I saw an advertisement in which 40 people have testimonials for a particul- ar brand of cigarette—and I can only say that all 40 of them must have had a rehearsal, because about 90% of them say the same thing about this cigarette: "I like them because they're milder, too." The very words of the same theme—used in the cigarette's magazine advertising. All right. Pay 'em if you like. If it's your notion that an actor who smoked somebody else's brand yesterday can't live without your brand today—that's your business. It sells goods. But how do you know you wouldn't sell even more goods if your actor talked like a human being—and delivered his own opinion in his own natural style instead of the one the agency writes for him?

Some years back we ran a street- car and subway testimonial campaign for our client, Rem. We didn't pay a nickel for a single testimonial. They came from plain folks—the sort of people you'll find in any average neigh- borhood. And they didn't quote these people verbatim, even down to bad grammar when they used it. If the testimonial came from a consumer who said, "That there cough medicine is great stuff," we reported it just that way—and it sold plenty of goods.

Another thing. Every day on tv you see girls who are models, outfitted by Hattie Carnegie, daintily demonstrating a washing powder, a floor wax, or a kitchen or laundry appliance. Now wouldn't it be more convincing to use just as why really look as if they are at home in a kitchen or a laundry room—pleasant, cheerful women—even with two or three chins? How can an average housewife get excited about a down-to-earth household product that's being demonstrated by a doll whose very appearance screams to the world that she wouldn't be caught dead with a mop in her hand in real life.

And what about radio?

There isn't a better radio course in the world than a good 10-day cold. Comfortably propped up in bed, with a running nose and a running radio, you are in an excellent position to find out what the Dear Public has to listen to during the long stretch from "Wake up, you sleepy heads" to the Late, Late Show. And if you want to play a little game, I dare you to put the commer- cials on one long running tape— you are in an excellent position to find out what the Dear Public has to listen to during the long stretch from "Wake up, you sleepy heads" to the Late, Late Show. And if you want to play a little game, I dare you to put the commer- cials on one long running tape—

I don't think people mind listening to advertising on the radio. What gets on their nerves more than anything else is the dreary monotony of the droning of the same little set of words, the ear-grating, uninspired repetition of worn-out phrases: "This new, amazing way . . . wise mothers will tell you . . . now listen . . . you, too, may have . . . now do this . . . ."

Radio has forgotten that it is entering a living room with one to half a dozen persons. Radio has forgotten the "gentle persuasion" of the intimate, soft-spoken voice. Radio has forgotten that the voice of the Barker is the voice of the side show—the echo of the old medicine show—the voice that is discounted before it gets fairly started.

Listen to an average radio show and note what just there is when the star says, "And now a message of im- portance . . ." and the announcer comes in like a side-show Barker in the middle of a church sermon.

There is very little integration be- tween the program and the commercial. The "captive" value of the program is lost because the man who wrote the show and the chap who wrote the commercial don't seem to have met. There are exceptions, of course—and how welcome they are!

The art of the story teller, the skill of the fiction writer, have a rich field in radio commercials. They haven't been employed enough.

The hard-boiled school of radio com- mercial writing has been belittling style and human interest in advertising for a long time. It sees nothing in good writing, in color, in persuasion. People tune in on radio for something that entertains, that instructs, that holds the attention. The answer of the Hard- Boiled School of Advertising to its monotony is: The purpose of advertis- ing is to sell goods. Who says it isn't? But who has the proof that the art of the good writer can't get more people to listen, can't hold more people's interest, can't convince more people— and sell more people—than monotony and shrieking.

The missing ingredient in most ra- dio and tv commercials is "Do they believe it?" That's the real test! How many commercials pass the test now?

Joseph Katz, b. Zagara, Lithuania, June 24, 1888. Came to U.S., 1891, educated in Baltimore public schools. As boy discovered "that people are more important than things" and ever since then has been in selling business— selling things to people. Was advertising manager of The Hub, Baltimore, 1910-19. Has headed his own Baltimore-New York agency since 1920. Recipient of countless advertising awards and is in 100 Top Copy Writers and Their Favorite Ads. Owns controlling interest in sta- tions WWD-AM-FM Washington and WMBR-AM-FM Jacksonville, Fla. Active in civic and professional groups. Married Kate Kropman in 1912; three children.

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The Next Step

As reported in detail in last week's BROADCASTING, radio and television have been given an emancipation proclamation by the Oklahoma Criminal Court of Appeals.

The court has said that the constitutional guarantees of freedom of the press apply as well to radio and television as to the older communications media.

This was an historic decision. It was needed as a fundamental statement of principle in the future struggle of broadcasting to establish its deserved position in our free society.

There are two ways in which broadcasters can exploit the Oklahoma decision.

The first is to quote it proudly in a continuation of the vigorous campaign for radio-television admission to court trials and other public events.

The second is to make a conscious effort to deserve the recognition that the Oklahoma court has given radio-tv.

As an instrument of argument for access to public events, the Oklahoma decision should be persuasive. It was made by one of the two highest courts in the state. It was made after careful study and intelligent presentation of rival views. It is the kind of decision which no lawyer can dismiss as being either amateur or added. It should be quoted so frequently by broadcasters that no public official is unaware of its existence.

But however clear its language or compelling its conclusions, the decision will do no more for broadcasters than broadcasters do for themselves.

The television cameraman who is admitted to a trial on the strength of the decision and who fails to conduct himself with propriety will have undone for himself and for all broadcasters a good deal of what has now been done for them by the Oklahoma court.

The radio broadcaster who does not see the decision as a challenge to provide competent news coverage of significant events will have done his share to let the decision languish as just another entry in the Oklahoma case books.

As we said, the decision is a sort of emancipation proclamation. Whether broadcasters acquire the freedoms which it says they are guaranteed will be a matter for their own determination.

New Music Lesson

This week television broadcasters will receive from Broadcast Music Inc. letters advising them that their contracts for performance of BMI music expire next March. Their renewals are invited on the same terms.

The nation's TV broadcasters previously had renewed their contracts with ASCAP. The negotiations had been handled through an All-Industry Television Music License Committee, which since has been dissolved. So it would appear that the renewals with BMI would be pro forma, because we know of no complaints that BMI television rates—substantially less than half of those of ASCAP—are inordinately high.

BMI contracts with nearly 4,000 radio stations also expire in March. Those with ASCAP are scheduled to terminate on Dec. 31 of this year. An All-Industry Radio Music License Committee is functioning, and its first negotiations logically will be with ASCAP.

BMI has not sent notices to radio broadcasters regarding renewal because it presumably feels that protocol dictates that it should await an approach from the All-Industry Committee.

The last time BMI sent a renewal notice to the then 2,000 radio station licensees was 10 years ago—in 1948. That was 18 months before the then current contracts were to expire. Some 90% of the stations promptly reaffirmed their faith in BMI with renewals. Presumably the response will be the same when renewal time again is at hand.

BMI introduced competition in music. Publishers, writers and authors who theretofore could do business only with ASCAP, if they were lucky enough to break into its charmed circle, were given new opportunities. Since then, ASCAP, or its kindred groups, have unrelentingly sought to destroy BMI, the last effort having been at the session of Congress just concluded. It, like the others, proved abortive.

Broadcasters today deal in a competitive music market because their foresighted elders acted courageously nearly 20 years ago. Broadcasters today are getting music—ASCAP and BMI together—at rates far below that which would have prevailed if the ASCAP monopoly had continued.

These are facts, on the record, to be pondered when the nation's radio and television broadcasters consider the music copyright contracts about to expire. Whatever the other considerations, BMI has proved the greatest insurance policy ever underwritten by broadcasters.

The Pepsi Push

Radio, which almost 20 years ago established one Pepsi-Cola jingle so thoroughly that it persists to this day (even though Pepsi left it for dead seven years ago), now is called upon for a repeat performance, or a reasonable facsimile.

To spearhead its fall advertising push, Pepsi-Cola this time has called upon network radio. Not just one network, or even two or three, but all four national networks. The company decided on four, according to Advertising Vice President John J. Soughan, because "that's all the networks there are." In addition, Pepsi is using spot radio and spot tv, and is calling upon its 540 bottlers to buy local radio.

We doubt that Pepsi expects its new ditty—a catchy little tune associating Pepsi with the sociable life which is in key with the company's advertising theme of recent years—to catch on as wildly and as endearingly as "Pepsi-Cola Hits the Spot," which first rocked the broadcast air in 1939. We suspect, in fact, that Pepsi people would recoil a bit at the thought that the current "Refreshment Song" might turn into such a nonstop hit. Pepsi is in the business of selling soft drinks, not jingles. And it is an acknowledged fact that the old jingle outrival its advertising usefulness.

In choosing radio and tv the Pepsi people are not getting into anything new to them. They're old hands in both media. Last year they went heavy on tv specials—and the transfer of emphasis now implies no lack of confidence in television. Indeed, network television is not ruled out. Over the past two years they and Kenyon & Eckhardt, the Pepsi agency, also have had stunning sales successes with their "Pepsi, Please" contests on local radio in a number of markets. They know that the broadcast media—if we may be pardoned the expression—"hit the spot." Or to use a more favored phrase, from the new jingle, in this buy they again "look smart."
It happens every Fall on KSTP-TV

Again this year, KSTP-TV has added powerful new programming to its outstanding schedule ... a schedule which already ranks first in the ratings. 6:00 p.m. to sign-off, seven nights a week.*

New shows such as "Mackenzie's Raiders" and "U.S. Marshal," plus "Robin Hood" (five days a week at 5:00 p.m.) join the exciting KSTP-TV lineup along with "NCAA Football" and "Big Ten Football." On Saturday afternoons as well as "Big Ten Football Highlights" on Monday evenings (a natural here in the heart of the Big Ten Conference).

NOW is the time to check out the few choice availabilities in and around these shows—and other KSTP-TV shows that have proved to be winners in 770,600 TV homes in the Northwest!

Contact your nearest Petry office or a KSTP-TV representative today. That's TODAY.

"ARR Meteorological Area Report, July 1966"

Represented by Edward Petry & Co., Inc.
## Hooper Radio Audience Index

CITY: SALT LAKE CITY, UTAH

MONTHS: MAY THRU AUGUST, 1958

### Share of Radio Audience

<table>
<thead>
<tr>
<th>Time</th>
<th>Radio Sets-in-Use</th>
<th>KALL (MBS)</th>
<th>sta A</th>
<th>sta B</th>
<th>sta C</th>
<th>sta D</th>
<th>sta E</th>
<th>sta F</th>
<th>sta G</th>
<th>sta H</th>
<th>OTHER AM &amp; FM</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY thru FRIDAY 7:00 A.M. - 12:00 NOON</td>
<td>14.0</td>
<td>22.8</td>
<td>19.4</td>
<td>20.6</td>
<td>13.4</td>
<td>5.5</td>
<td>6.4</td>
<td>3.3</td>
<td>3.9</td>
<td>3.7</td>
<td>0.8</td>
<td>9,337</td>
</tr>
<tr>
<td>MONDAY thru FRIDAY 12:00 NOON - 6:00 P.M.</td>
<td>11.6</td>
<td>24.9</td>
<td>19.4</td>
<td>17.1</td>
<td>13.9</td>
<td>7.8</td>
<td>5.2</td>
<td>4.0</td>
<td>3.8</td>
<td>2.8</td>
<td>1.0</td>
<td>11,256</td>
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<tr>
<td>SUNDAY DAYTIME 10:00 A.M. - 6:00 P.M.</td>
<td>12.6</td>
<td>19.5</td>
<td>23.6</td>
<td>9.9</td>
<td>13.5</td>
<td>9.6</td>
<td>7.0</td>
<td>5.5</td>
<td>2.1</td>
<td>8.1</td>
<td>1.3</td>
<td>3,861</td>
</tr>
<tr>
<td>SATURDAY DAYTIME 10:00 A.M. - 6:00 P.M.</td>
<td>12.6</td>
<td>21.0</td>
<td>29.2</td>
<td>10.7</td>
<td>12.8</td>
<td>11.8</td>
<td>3.1</td>
<td>4.3</td>
<td>3.1</td>
<td>2.0</td>
<td>2.0</td>
<td>4,054</td>
</tr>
<tr>
<td>SUNDAY thru SATURDAY 6:00 P.M. - 11:00 P.M.</td>
<td>9.5</td>
<td>32.3</td>
<td>21.8</td>
<td>18.1</td>
<td>13.5</td>
<td>*</td>
<td>5.1</td>
<td>*</td>
<td>3.4</td>
<td>*</td>
<td>5.8</td>
<td>8,663</td>
</tr>
</tbody>
</table>

*Indicated stations sign off at local sunset.

### KALL First in Music!

**and PULSE AGREES**

**KALL is No. 1**

22% **Average Share of the Audience**

July 1958 Pulse (Salt Lake County) Mon. thru Fri., 6 A.M. to 12 P.M.

KALL — SALT LAKE CITY — 910 — 146 SOUTH MAIN

Key Station of the Intermountain Network

Ask your Avery-Knodel Representative for your Hooper-Pulse Figures