First detailed nose count: 86,348 on station, network payrolls
Buick tabs millions for tv; inter-media sparks fly at report
FCC's going to dig back into those tv cases mentioned on Hill
Quarterly report card: complete list of network programming

IT'S FULL SPEED AHEAD FOR THE '59 MODELS!

THE NEW '59 CAR MODELS are rolling off the line. In Detroit, in Flint, in Saginaw, in Jackson, automotive and supplier plants are humming night and day . . . turning out America's No. 1 product. These are all cities served by the Knorr network. To help you tap the wealth of this rich Michigan market, the KNORR network offers advertisers a unique package. WKMH, Radio Hub of the Motor City— with its four affiliate stations— offers complete coverage and Big rewards at the lowest cost per thousand.

KNORR Broadcasting Corp.
Represented by Headley-Reed

Geared to Michigan on the Move!

WKMF WKHM WCMH WSAM WELL
FLINT, MICHIGAN JACKSON, MICHIGAN SAGINAW, MICHIGAN BATTLE CREEK, MICHIGAN
**WHEELING: 37TH TV MARKET**

*Television Magazine 8/1/57*

One Station Reaching The Booming Upper Ohio Valley

**NO. 8 IN A SERIES:**

**NATURAL GAS**

An outstanding contributor to the prosperous progress and the far-reaching future of the WTRF-TV area is the Manufacturers Light & Heat Company of the Columbia Gas System. Since 1945 Manufacturers has expended more than $165 million to improve its distribution of vital natural gas to the industrial giants which make the WTRF-TV area the Ruhr of America . . . gas, too, for heating, cooking and cooling to the 425,196 TV homes which comprise the WTRF-TV market, where 2 million people spend $23½ billion annually. Manufacturers $6 million annual payroll (estimated for the WTRF-TV area) helps make this a super market for alert advertisers.

Typical of Manufacturers progress is this new $4 million compressor station at the Majorsville, W.Va., storage field, a vital link in Manufacturers' natural gas distribution system. More than 30 billion cubic feet of gas are in underground storage at Majorsville.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Nedham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

WHEELING 7, WEST VIRGINIA

reaching a market that's reaching new importance!

316,000 watts NBC network color

WTRF TV
86%* of CBS Commercial Time is ordered on WTHI-TV TERRE HAUTE INDIANA

*Basis: 1958 Fall Schedule
If You Buy Any Other Television Station in the Dallas-Fort Worth Market....
WE BOTH LOSE MONEY

For these reasons....

KRLD-TV covers more total homes and more television homes than any other station in Texas or the Southwest ... and with an intensity of circulation both daytime and nighttime, weekly and daily, unapproached by any other Dallas-Fort Worth TV channel.

NCS No. 3, SPRING, 1958

KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON  CLYDE W. REMBERT
Chairman of the Board  President

KRLD-TV
CHANNEL 4
CBS TV FOR DALLAS - FORT WORTH
WHY IT'S LATE • FCC will announce this week availability of updated version of its guide to political broadcasting which was first issued during 1956 campaigns. It's doubtful that new guide will contain lively story of intra-Commission wrangle that delayed revision. Certain staff members put pressure on FCC members to accept as policy staff-written letter to Fort Smith, Ark., candidate saying he could use equal time any way he chose. If FCC members had gone along, whole concept of its political guide—that equal time and other provisions of law pertain only to candidates—would have gone out window (see story page 9).

Triumvirate of FCC staff officials assigned to end-all tv allocations study, with report due at year-end, comprises Harold Cowgill, Broadcast Bureau chief; Hart Cowperthwait, chief, Rules & Standards Div., and H. H. Goldin, chief, Economics Div. Group has visited RCA and GE labs seeking information on uhf and vhf developments, plans further visits to other key broadcasting equipment manufacturers such as Sylvania, Motorola, Zenith. Working on specifics of varying allocations problems is Broadcast Bureau engineering team of Louis R. Rein, Melvor L. Parker, and, from Chief Engineer's office, Arthur Skrivaev.

UP THE LADDER • Paul M. McDonough, who succeeds Joseph M. Sitrick as chief assistant to FCC Chairman John C. Doerfer, has been in line for promotion for some time. He was considered for chief of Opinions & Review office, in which he has worked for last 18 months, after John L. FitzGerald had been appointed general counsel last month. Appointee was given to Donald J. Bempe- meyer, whose longer service in division and at FCC weighed in his favor.

SUPER SATURATION • Pepsi-Cola's four-network radio push is heavy [ADVERTISERS & AGENCIES, Sept. 15] but technique is not new. Some 25 Allied Stores, for example, currently use multi-station method, which Allied took up year ago after long testing. To demonstrate: North Shore Shopping Center, Peabody, Mass., is using nine stations simultaneously—with same commercial on all stations within same five-minute period. Theory: If they're listening to radio, they can't miss this commercial.

What will American Oil Co. do at end of pre-football season? Former network advertiser (CBS-TV's Person to Person) will decide this week what film property to toss into its area of about 60 markets. Leading contender seems to be CBS Film Sales' U. S. Border Patrol, with other properties under consideration being ITCH-TAP's Cannibal and MCA TV Lid.'s Secret Agent 7. Deal, if consummated, would probably cost Amoco excess of $1 million. Joseph Katz Co., New York-Balti- more, is agency.

READY TO DEAL • With retention of Emanuel Dannett, New York attorney, as counsel, All-Industry Radio Music License Committee is prepared to enter prompt negotiations with ASCAP on licenses prior to expiration Dec. 31 (see story page 76). Since its formation in Los Angeles last April, radio negotiating committee has attracted some 450 station members and reportedly has in excess of $50,000 in assets.

Conflict might arise because of FCC's rigid application of multiple ownership rules. Hearty properties include three radio and three tv stations (WBAL-AM-TV Baltimore, WCAE and WTAE-TV Pitts-burgh, and WISN-AM-TV Milwaukee). Multiple ownership rules specify that single entity may not hold licenses for more than seven am and fm stations and five vhf tv stations, plus two uhfs. Most minute stock ownership has in the past been held to constitute unit in multiple ownership cases and even directorships of companies whose licenses exceed ownership limits have been questioned. Mr. Hearst does not now own any MBS stock.

MADE IN CANADA • Canadian Broadcasting Corp. is not adverse to admitting it is under virtual mandate from govern- ment which subsidizes it to get into ex- port market with much bigger splash than initial exposure of Toronto-produced Encounter, which was to premiere in U.S. Sept. 5 in Sunday 9:30-10:30 p.m. period on ABC-TV. Canada wants CBC to pay its own way, if possible. Both CBC and ABC-TV are pacing Madison Ave. to sell show, set for four-week trial. CBC's ace-in-hole: subsidized quality productions at lower cost than U. S., which at flick of Bell System switch and U. S. network participation can become single origina- tion two-country vehicle for major advertiser, or regional splits.

New decisions on plans for its future tv activity can be expected from Loew's Inc. MGM-TV division, MGM-TV has two of its films on network tv—The Thin Man and Northwest Passage—awaits green light for production of new tv shows, especially mystery series long in works and bearing working title of Jeopardy. For some time, MGM-TV has been looking into possible tv syndication.

ADVICE OF COUNSEL • FCC's action last week, announcing inquiry into allega- tions of ex parte representations in grant of ch. 9 to WLOF-TV Orlando, Fla. (story page 52) was to be expected. Before FCC General Counsel Warren Baker resigned last month, he left official mem- orandum strongly urging that reference to alleged improprieties mentioned before House Legislative Oversight Committee be fully investigated. He insisted no other course remained for Commission—for its own protection.

Application for purchase of what is now KPRC-FM (ch. 275-102.9 mc.) from Houston Post Co. by Paul E. Taft, former president and general manager of KGUL-TV Houston, being filed with FCC this week. Purchase price understood to be about $20,000 for physical assets which include 29.5 kw transmitter. Mr. Taft is no longer identified with management of KGUL-TV but continues at 10% stockholder. He also owns minority interest in KJIM Fort Worth.

BROADCASTING

October 6, 1958 • Page 5
THE BIG MOVIES ARE ON WJW-TV

THE GREATEST NUMBER OF THE HOTTEST TITLES WITH THE MOST FAMOUS STARS IN THE BEST PACKAGES ARE THE BIG MOVIES!

WARNER BROS, 20th CENTURY FOX, UNITED ARTISTS

Storer Television

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

CBS - CLEVELAND, OHIO
Represented Nationally by The Katz Agency, Inc.

Page 6  October 6, 1958
First Count on Radio-TV Employees—Broadcasting Yearbook tabulations show 86,348 persons working for stations and networks. Radio station staffs range from 1 to 175, while TV's go from 3 to 220. Page 33.

Buick Blockbuster—Auto maker pours millions into television (one half of its entire ad budget) through its agency, McCann-Erickson; circulates report to dealers depicting TV as having greater "efficiency" than newspapers (or any other medium); becomes embroiled with newspaper advertising people. Meeting held by Bureau of Advertising with M-E's Marion Harper. Page 34.

Tea Council Tees Up—Trade association revamps copy approach, abandoning subtle appeal for direct messages to beverage drinkers who suffer from sleeplessness. Page 34.

Tests That Prove and Improve—Case histories showing how TV demonstrated its ability to sell premium-priced products during the recession, and how pre-testing took the kinks out of another commercial, are reviewed at Advertising Research Foundation's fourth annual conference. Page 36.


Experts on SP—Too little is known about the effectiveness of phantom selling in the first place, notes ARF motivation research committee. Certain technical problems are aired. Page 38.

More Agency Margers—Doner and Peck go together; Lenens & Newell absorb Buchanan, and Benton & Bowles purchases Lambe & Robinson. Pages 41, 42.

NTA Network Breaks Fast at the Barrier—Reports it's 90% sold out as full season gets underway. Page 46.

Another Look at Grants—FCC plans to investigate all TV cases where improprieties have been mentioned in Hill testimony; announces investigation of Orlando, Fla., ch. 9 grant; indicates investigation of Miami ch. 7 grant; reports it is investigating Boston ch. 5. Miami ch. 10 hearing virtually concluded. Page 52.

Politics Rears Its Head—It happens again in Legislative Oversight investigation of Pittsburgh ch. 4 last week as Republican Alcorn accuses Democrat Harris of halting hearings after top party leaders become involved. Harris tells FTC's Gwynne he wants explanation of Gwynne blast against subcommittee. Page 60.

Fm's Favor New Multiplex Uses—Fm stations and Westinghouse favor new non-broadcast uses of multiplex by fm operators. Common carriers oppose, along with GE unit. Page 64.

Chicago AFTRA Charges NBC—Union local asks FCC to hold "hearing" on license renewal of network's owned WMAQ and WNBQ (TV) in wake of network personnel cutbacks at those stations. Page 66.

Four Down, Four to Go—NAB executives return to Washington desks for week as San Francisco regional completes first half of eight fall conferences. Second round starts Oct. 13 in Milwaukee. Page 68.

Music License Dickering—All-Industry Radio Committee names Emanuel Dannett as counsel for negotiations with ASCAP and BMI for new music license agreements to replace those expiring this year and next. SESAC licenses also to be "considered," committee reveals. Page 76.

Billings Sweepstakes—The tv networks chalk up gains for August. Eight month gross total reaches $365.6 million, 11.4% ahead of last year's pace. Page 85.


The Payoff on Editorials—A university study concludes that broadcast editorials do not displese the audience. On the contrary, they enhance the station's reputation, build its news audience and inspire the public. Page 92.

Programming at the Networks—Broadcasting quarterly reports show how the shows are slated for both radio and television. Page 104.

The Facts, Please—Awareness of local market facts is a must for radio and TV station executives when the marketing man comes calling, says Patrick H. Gorman, vice president and director of marketing, Bryan Houston. A well-informed local medium does a better job selling its time to national and large regional advertisers suggests Mr. Gorman in Monday Memo. Page 119.

DEPARTMENTS

<table>
<thead>
<tr>
<th>ADVERTISERS &amp; AGENCIES</th>
<th>34</th>
<th>NETWORKS</th>
<th>85</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT DEADLINE</td>
<td>9</td>
<td>OPEN MIKE</td>
<td>26</td>
</tr>
<tr>
<td>AWARDS</td>
<td>86</td>
<td>OUR RESPECTS</td>
<td>101</td>
</tr>
<tr>
<td>BUSINESS BRIEFLY</td>
<td>41</td>
<td>PEOPLE</td>
<td>83</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>96</td>
<td>PERSONNEL RELATIONS</td>
<td>83</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
<td>PROFESSIONAL SERVICES</td>
<td>82</td>
</tr>
<tr>
<td>COLORCASTING</td>
<td>41</td>
<td>PROGRAM SERVICES</td>
<td>76</td>
</tr>
<tr>
<td>EDITORIAL</td>
<td>120</td>
<td>PROGRAMS &amp; PROMOTIONS</td>
<td>99</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>98</td>
<td>STATIONS</td>
<td>92</td>
</tr>
<tr>
<td>FILM</td>
<td>46</td>
<td>TRADE ASSNS.</td>
<td>68</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>108</td>
<td>UPCOMING</td>
<td>74</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>52</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IN REVIEW</td>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IN PUBLIC INTEREST</td>
<td>84</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MANUFACTURING</td>
<td>79</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MILESTONES</td>
<td>84</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>119</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Regular quarterly Telestatus, reporting on operating and planned tv stations is not being carried this issue since the 1958 Broadcasting Yearbook, carrying the same information and in much more detail, currently is in the mails.
C'mon downtown, in Kansas City

Exciting things are happening there. Stores open at night. Free bus rides. Free parking when you shop. Two for the price of one at the movies.

It's all the work of the Kansas City Downtown Commission. They're creating a commercial renaissance for themselves along Main, Grand and Walnut. Everyone, to borrow the slogan, is coming on downtown.

And when they do, KCMO-TV can help make sure they're in a buying frame of mind, so far as you're concerned. For more people watch KCMO-TV (according to ARB and Nielsen) than any other station.

It's not so hard to understand why. KCMO-TV means Kansas City, Missouri. And KCMO-TV broadcasts at maximum power from the world's tallest self-supported tower.

Joe Hartenbower, General Manager
Sid Tremble, Commercial Manager

KCMO-TV means business. Here's the downtown district at 8 p.m. on a Monday night. It's booming.

Photo: Randazzo and Morrison
FCC Reverses Staff On Equal Time Ruling

FCC reversed field Friday in contentious Sec. 315 interpretation of last July which seemingly would have required broadcast stations to permit political candidate to turn over microphone to "authorized spokesmen."

In letter to NAB President Harold Fellows, FCC said staff's views in July letter to D. L. Grace, Fort Smith, Ark., were not consistent with interpretations of Sec. 315 as construed by Commission. After detailing circumstances, Commission referred to question and answer No. 1 in 1954 public notice on use of broadcast facilities by candidates. This specifically states that equal time provision applies only to legally qualified candidates, not to supporters.

Clarification of July interpretation was requested last month by NAB which foresaw 'sheer chaos' for broadcasters attempting to follow ruling [At Deadline, Sept. 16].

Original ruling was made when Mr. Grace, candidate in Democratic primary for representative to Arkansas General Assemble, complained to FCC that KFPW Fort Smith refused to furnish him equal time. He stated that J. B. Garner, competitor for same nomination (who won), was employee of station as commentator, news broadcaster and special feature announcer, and that station did not see eye-to-eye with him on comparable time, equal use of facilities and restriction on use of facilities to candidate himself rather than to authorized spokesmen.

KFGO Pays $10,000 to Settle $2.4 Million Libel Action

Farmers Union $2.4 million political libel suit against KFGO Fargo, N. D., settled out of court Friday (Oct. 3) for $10,000, counsel for plaintiff announced. Suit was filed in federal court as result of campaign broadcast by congressional candidate A. C. Townley [STATIONS, Sept. 22].

In addition to cash payment, KFGO extended public retraction and statement of regret and covenant was agreed upon to dismiss suit and precluding further action.

Farmers Union suit against Mr. Townley still in courts. Union also sued Mr. Townley and WDAY-TV Fargo for statements made by candidate in 1956 campaign. North Dakota Supreme Court ruled station is not liable for candidate's statements and union has appealed to U. S. Supreme Court [GOVERNMENT, Aug. 11].

NBC Takes On Production of Barry-Enright Quizzes

NBC-TV today (Oct. 6) takes temporary but direct production supervision of TV quiz shows Twenty One, Tic Tac Dough, Concentration and Dough Re Mi, formerly handled by NBC-owned Barry & Enright Productions. Twenty-One is one of two quiz shows in New York grand jury probe and target of rigging charges by two former contestants [At Deadline, Sept. 29; NETWORKS, Sept. 1, et seq.]

NBC-TV move was made at request of Jack Barry and Dan Enright, who want time to devote to "disproving the unfounded charges against the integrity of B & E shows. Although they haven't found evidence of 'wrong-doing,' they said charges and publicity have raised questions in viewers' minds. All B & E shows will be supervised by NBC-TV program department with network program executive assigned to each.

Meanwhile, New York District Attorney Frank Hogan, whose office is investigating quiz shows, told news conference in Elmira, N. Y. (on campaign tour), that his office is getting thousands of letters daily on shows, 75% of them critical. He said mail flow was heaviest of any case in his 17 years in office.

Senator Heard from

Sen. Paul Douglas (D-III) Friday (Oct. 3) wired strongly-worded protest to NBC Board Chairman Robert Sarnoff on cancellation of several local, live shows on network's owned WNBNQ (TV) Chicago. Senator pointed out he had written Mr. Sarnoff on subject 18 months ago.

Senator said at least six local, live shows had been cancelled in favor of network originations, mostly on film, from New York and Hollywood. "I thought your company had assured me that this would not happen," Sen. Douglas wired Mr. Sarnoff, "but now it has and may I remind you that the airwaves belong to the public and that you are simply allowed to use them as long as you serve the public. . . ."

"The great Midwest . . . should not be made a tame listening post to New York and Hollywood and deprived of opportunity of expression on your network. I must protest your action and ask for a return of this time to local programs. . . ."

Three of four Chicago station managers involved on Friday condemned American Federation of Television and Radio Artists Chicago chapter's complaints to FCC and congressional committees (see early story, page 66) as "irresponsible, foolish and erroneous."

Broadcasting

BUSINESS BRIEFLY

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

UNDETERMINED • The Texas Co. (Texaco gasoline, petroleum products), N. Y., up to close of business Friday (Oct. 3) had not yet come through with expected decision to sponsor new hour-long Man of the Hour on CBS-TV. Company approval of program was believed imminent. Show would be scheduled on once-a-month basis, Texas signature ending long search for network television vehicle (last season it sponsored series of specials on NBC-TV). Cunningham & Walsh, N. Y., is Texaco's agency.

OUT AND IN • Pillsbury Mills, out of CBS-TV's Playhouse 90, signed $1 million package deal with NBC-TV that includes alternate-week sponsorship of Buckeye (effective Oct. 10) and participations in other NBC shows including Cimarron City. Alternate Buckeye shows still unsold. Order placed through Leo Bursett, Chicago.

SHORT RUN • R. J. Reynolds Tobacco (apparently for Winston cigarettes), Winston-Salem, N. C., has signed for short-term sponsorship of Northwest Passage on NBC-TV and will alternate weekly with RCA. Reynolds contract is for five shows, from Oct. 12 through Nov. 30. Reynolds agency is William Esty Co., N. Y.

K&E Gets $6.5 Million In Pabst Business From NC&K

Pabst Brewing Co. has reassigned bulk of advertising (about $6.5 million for Pabst Blue Ribbon and Anheuser Duquesne beers, Old Tankard ale), consolidating account with Blitz beer at Kenyon & Eckhardt, effective Feb. 1, 1959. Grey continues with Hoffman and Pabst sparkling beverages and Young & Rubicam for Eastside Old Tap Lager. Norman, Craig & Kummel, losing the reassigned products had serviced them since May 1957, with all Pabst business billing roughly $3 million in network and spot tv.

Theodore Rosenak, Pabst vice president in charge of advertising, attributed decision to belief it would achieve "better liaison and closer contact by consolidating Pabst and Blitz in one agency with a fully-staffed Chicago office."

H-R to Seagram House

H-R Representatives Inc. and H-R Television Inc., N. Y., relocate at House of Seagram, 375 Park Ave., effective today (Oct. 6) in double space formerly occupied on Madison Ave. Phone: Plaza 9-6800.

October 6, 1958 • Page 9
Miami Trials Likely For Mack, Whiteside

Prospect appeared Friday (Oct. 3) that criminal trial of former FCC Comr. Richard A. Mack and his lawyer friend, Thurman A. Whiteside, will be held in Miami. Both came up for arraignment Friday in federal district court in Washington on grand jury indictment of two weeks ago [LEAD STORY, Sept. 29].

Attorney for Mr. Whiteside asked for permission to file motion for change of venue. This was granted by U. S. District Judge Burnita S. Matthews. Mr. Whiteside pleaded "not guilty" to charge he conspired to influence Miami ch. 10 grant to National Airlines.

Mr. Mack was not present at arraignment proceedings. Nicholas J. Chase, Washing- ton attorney for Mr. Mack, asked Judge Matthews for 30-day postponement of former commissioner's appearance (see earlier story page 56). Mr. Chase submitted affidavits from two Miami physicians attesting that Mr. Mack is in Miami Medical Center with fractured right rib and "suffering from extreme mental stress and anxiety. . . ." Doctors also said this condition "has become worsened."

Government attorney Robert J. Rosthal, Justice Dept. lawyer who presented case to grand jury, asked that U. S. attorney in Miami be permitted to check on Mr. Mack's condition before ruling is made on postponement request. Mr. Rosthal said government has no wish "to harass or persecute an ill man" but felt Mr. Mack's condition should be investigated. Judge Matthews agreed, gave government week to report back.

Judge set Jan. 6 for trial of Mr. Whiteside. He gave his attorney 30 days to file motion for change of venue and reply to indictment. Government has 30 days additional to file replies to these pleadings. Bond for Mr. Whiteside was set at $1,000 at suggestion of government.

Richard H. Hunt, Mr. Whiteside's attorney, said that change of venue would be asked as soon as all witnesses, records and corporations involved are in Miami. He said it would be most convenient for all concerned to hold trial in Miami, and government would save money, too. Arthur J. Hilland, Washington attorney, also represented Mr. Whiteside.

N. Y. Local for SAG-AFTRA Deal

Members of New York local of Screen Actors Guild reported Friday that local has approved merger with American Federation of Television & Radio Artists "in the field of television" by a vote of 217 to 2. AFTRA repeatedly has sought consolidation with SAG but latter union has rejected proposal.

SAG officials in New York were not available for comment on balloting, since they were attending National Labor Relations Board hearing on AFTRA's petition for referendum in videotape commercial field (see page 83). New York local's resolution calls on SAG to "implement merger" with AFTRA and, failing this, suggests that matter should be "submitted to a referendum of the entire membership."

New Orleans U-V Test Hit

WJTV (TV) Jackson, Miss., Friday asked FCC to suspend ch. 12 WJTV's experimental opera- tion of WJMR-TV New Orleans (which officially operates on ch. 20) in view of mandate of U. S. Court of Appeals handed down last week. Court last May by two to one decision told FCC to give WJTV — also operating on ch. 12 — hearing on allegations that WJMR-TV "no longer proposed a bona fide experiment" with its dual operation. Early last year FCC allocated ch. 12 to New Orleans. UHF WJMR-TV asked permission to experiment with dual broadcasting from ch. 20 site. Commission granted experimental authorization last autumn. WJTV protested, claiming site was 28 miles less than required 190 mile separation for co-channel operations. FCC ordered WJMR-TV to lower ch. 12 antenna height and power, but WJTV claimed this was still in violation of minimum separation requirements. Although appeals court reversed Commission last May, mandate was held in abeyance while WJMR-TV filed unsuccessful petitions for rehearing.

Three Sales Filed at FCC

Sales filed at FCC Friday:

KFGO Fargo, N. D., sold by Northern States Broadcasting Co. (W. R. Haggart, president) to North Dakota Broadcasting Co. (John W. Boler group) for $150,000. North Dakota owns tv stations in Bismarck, Minot and Valley City, N. D., and Aberdeen, S. D. Midwest Electronics Inc., 85% owned subsidiary, will hold physical assets of KFGO. KFGO Friday settled out-of-court for $10,000 libel suit against it by Farmer's Union (see page 9). KFGO is ABC affiliate on 790 kc with 5 kw directional.

WWIL-AM-FM Fort Lauderdale, Fla., sold by Robert I. and Alton I. Horne and Richard C. Fellows to L. M. Browning Jr. and Carey H. Blackwell for $106,666. WWIL is 1,580 kc with 1 kw directional day and night.

KPRC-TV Houston sold by Houston Post (KPRC-AM-FM) to Paul E. Taft for $20,000. Mr. Taft owns 10% of KGUL TV Houston and 20% of KJIM Fort Worth. KPRC-FM is on 102.9 mc with 29.5 kw.

PEOPLE

ROGER O. VAN Duzer, general man-ager of KNTV (TV) San Jose, Calif., joins KIVA-TV Yuma, Ariz., as general manager, Nov. 1.

DAVID P. CRANE, vice president in charge of media, Benton & Bowles, N. Y., joins Ogilvy, Benson & Mather, N. Y., effective Oct. 15, as vice president and account super- visor. Mr. Crane has been prominently asso- ciated with General Foods account. General Foods is in process of selecting fourth agency to handle Maxwell House vacuum packed ground coffee and perhaps other as- signments [AT DEADLINE, Aug. 18]. Ogilvy spokesmen denied that Mr. Crane's appoint- ment is connected with this consideration.

JEROME M. WECHSLER, associated for nearly 20 years as film salesman for Warner Bros., appointed to Associated Artists Pro- ductions sales staff covering Midwest as account executive in Gold Mine Div.

RUSSEL F. STEPHENS, 53, assistant treasurer of Tribune Co. and assistant secret- ary of WGN Inc. (WGN-AM-TV), Chi- cago, died after heart attack in Tribune Tower office late Thursday. Services were held Saturday in Hinsdale, Ill. Survivors include his widow, Evelyn, and two sons, Russel Jr. and C. Hugh.

SANDY CUMMINGS, manager of tv net- work program department, ABC-TV West- coast Div., for 20 years, promoted to director of depart- ment. ROBERT ADAMS, executive pro- ducer, will report to Mr. Cummings under realignment of assignments by Thomas W. Moore, vice president in charge of program- ming and talent for ABC-TV. Mr. Adams previously reported to Mr. Moore.

LEONARD HUDYE, in agency media work for 15 years and formerly with Foote, Cone & Belding, J. Walter Thompson and Ken- yon & Eckhardt, to Detroit office of Leo Burnett as media manager. Office services Chrysler account.

DR. ALFRED N. COLDSDMITH, consulting engineer in electronics and motion pic- tures, elected to board of RCA Communi- cations Inc. He was with RCA from 1919 to 1931, first as research director, then as vice president and general engineer, and has been technical consultant to RCA since 1931. He is past president of Institute of Radio Engineers and of Society of Motion Picture & Television Engineers.

ALBERT SHULMAN, director of Columbia transcriptions at Columbia Records, N. Y., named general manager of Epic Okeh records, Columbia Records product.

New Boston, Ohio, Am Granted

FCC Hearing Examiner Millard F. French Friday (Oct. 3) issued initial deci- sion favoring grant of new am on 1010 kc, 500 w day, in New Boston, Ohio, to Grady M. Sinyard. Mr. Sinyard was appli- cant for facility following dismissal Sept. 8 of States Broadcasting System applica- tion.

Broadcasting
Looks easy, but...

takes plenty of know-how

No matter how simple it looks, keeping atop a bongo board is no cinch. And keeping a radio station at the top-spot in a major market is a hundred times more difficult. The many complex elements which give radio its tremendous selling power are mostly local in nature. To blend these elements into an overall program structure that can hold commanding leadership in audience and in sales-influence, calls for great creative skill on the part of station management. Yes, Local Radio Programming is a difficult, exacting job — but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by

JOHN BLAIR & COMPANY

Exclusive National Representative for:

Fabulous in 7-Station New York

37.5

WINNING #2 POSITION
AMONG ALL SHOWS, ALL STATIONS, ALL WEEK!
ARB JULY '58

*1 SYNDICATED SHOW IN NEW YORK for 8 consecutive months!

Look at these SENSATIONAL

<table>
<thead>
<tr>
<th>CITY</th>
<th>WBAL-TV</th>
<th>WTVJ-TV</th>
<th>WGR-TV</th>
<th>WISH-TV</th>
<th>WDSU-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALTIMORE</td>
<td>25.6</td>
<td>25.7</td>
<td>21.5</td>
<td>21.4</td>
<td>27.5</td>
</tr>
<tr>
<td>MIAMI</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUFFALO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INDIANAPOLIS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ARB JULY '58 ARB JULY '58 PULSE JULY '58 ARB JULY '58 PULSE JULY '58
HUNT
LLOYD BRIDGES

RATINGS in city after city!

PENSACOLA 29.7  ARB JULY '58
BIRMINGHAM 26.8  PULSE JULY '58
CHARLOTTE 22.1  PULSE JULY '58
LOUISVILLE 34.8  ARB JUNE '58
QUAD CITY 31.7  ARB JUNE '58
YOURS: EXTRA CARE AT NO EXTRA FARE!

Fly United Air Lines for Red Carpet* Service on the luxurious Douglas DC-7, nonstop coast to coast, along the West Coast and to Hawaii. It's extra care for you all the way—the finest service, with luxuries that will delight you. Memorable meals and tempting delicacies, smart lounge, pleasant, thoughtful stewardesses—add up to extra care at the regular First Class fare!

YOU GET EXTRA CARE AT THE REGULAR FARE ON UNITED, THE RADAR AIRLINE

*Red Carpet is a service mark owned and used by United Airlines, Inc.
THE TEXAN

It's too early in the TV western season to snap-judge the new batch of horse operas for the duration. But CBS-TV's the Texan, on the basis of the first show "Law of the Gun," is a tough hombre played by Rory Calhoun with rakish hat and smoking six-shooter and a substantial dose of the unbelievable.

Mr. Calhoun plays Bill Longley the Texan, a deadly gunman whose gun shoots on the side of justice. In the Monday premiere, the Texan was called in by a rancher who is involved in a range war and is jailed by his enemies on a rigged murder charge. There is full standard fare: the horse chase, the jail wall pulled down by a wagon team, an unsuccessful lynching attempt and much man-to-man, eye-level stares. At the hotel bar, drinks are tossed off in the old western tradition.

Also on the program: a couple of Viceroy commercials—boasting of a "thinking man's filter" and a "smoking man's taste," another for the cigarette delivered by a smiling Rory Calhoun—an upsetting contrast to the grim and silent Calhoun who is the Texan. A typical Kool commercial featuring the antics of the penguin was on the program, too, relieving some of the smoke generated by hot gun barrels.

Production costs: Approximately $37,000. Sponsored by Brown & Williamson Tobacco Corp., through Ted Bates on CBS-TV, Mon. 8-8:30 p.m. EDT. Started Sept. 29. Executive producers: Rory Calhoun & Victor Orsatti; producer: Jerry Stagg; director: Jerry Thorpe; writer: Frank Morse (from a story by Frank Gruber).

FURTHER ADVENTURES OF ELLERY QUEEN

Because sequels are often flops, it is a pleasure to report that NBC-TV's The Further Adventures of Ellery Queen made a fine debut Sept. 26 with "The Glass Town." If the same levels of acting, writing and particularly imaginative camera work are maintained, the live mystery series (in color) should win a considerable following.

As the gentleman-detective, George Nader was properly analytical and sardonic although Ellery Queen purists may dispute the opening and closing shots of the intellectual supreme warmly embracing a vaceous blonde. No one else could. But it was the supporting players as citizens of the dying, yet terribly proud, New England town who made the hour tingle. When an elderly woman painter of Shinn's Corners was beaten to death, the insular townsfolk were quick to accuse a passing vagrant played with compelling fear by David Opatoshu.

As Judge Shinn, veteran Vaughan Taylor provided a welcome restraint to the un-disciplined emotions of his fellow citizens. In addition, there were flashes of humor, the comic relief necessary in the starkest tragedy, which was further proof of the excellent writing.

Truly outstanding was the camera work by the director, who realized the promise of live television with his superb use of the "cameo" technique. Executive producer

EVER SINCE WE WERE THE EARLY BIRD

Over the long 5-year haul, since we were first on the air, the "Program Dominance" of 6 has been an established fact — established by every single survey taken in our service area. This marked viewer preference, most recently confirmed by NCS #3, provides a billion dollar plus market with 286,600 TV Homes.

Remember what they say about early birds and check current avails. with your Weed man.

A RINES STATION

A matching schedule on ch. 2 in Bangor saves an extra 5%
WMGM'S audience really listens. WMGM is now the third most popular radio station of twenty-two radio stations in the New York Metropolitan Area (Nielsen, July-Aug., 1958).

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any radio station in the New York Metropolitan Area.

NOW AVAILABLE: NEW MERCHANDISING PLAN. DETAILS ON REQUEST.
"All I hear is MGM"
Albert Mc Cleery (who produced the late and lamented Malinee Theatre) has been quoted as saying "We're going to spend more money for scripts and actors, not costly props and sets." Mr. Mc Cleery's philosophy was tellingly applied in "The Glass Town," whose budget was half the normal amount for a live hour show.

There is increasing evidence that the mystery is making a strong comeback and may eventually supersede the western as the "smart thing to produce." The Further Adventures of Ellery Queen would be an excellent (if not the) criterion for anyone with a series in mind.

Production costs: Approximately $55,000 weekly.

Sponsored by RCA, through Kenyon & Eckhardt, on NBC-TV, Fri., 8-9 p.m. EDT. Started Sept. 26.

Producer in charge of operations: Darrell Ross; producer in charge of literary properties: Ethel Frank; directors: Walter Grauman, Alan Cooke, Livia Granito, Alan Hanson, and Lamont Johnson; musical director: Edward Truman.

THE RIFLEMAN

Odds are that The Rifleman will be just another bright face to mill in the crowd of westerns. With television already over-saturated with this fare, ABC-TV's new offering comes at a time when only exceptional scripting, acting and production could save a horse opera from anonymity. While good by western standards, The Rifleman doesn't rate these superlatives.

The particular gimmick in this series is star Chuck Connors' prowess with the rifle. As a widower, he disdains the familiar six shooters in teaching his 12-year-old son the proper use of firearms. If the theme of the first program is a criterion, the series will have its quota of showdowns on the main street, in the saloon, etc.

In casting Mr. Connors in the lead, the producers have fallen back on the clean-shaven, handsome features too typical of western tv leading men. This stereotype selection only tends to make The Rifleman just one of the crowd. Whatever happened to the scraggly-chinned, bowlegged waddles of Clarence Muldoon's writings; the heroes who lent believable qualities to early western fiction?

Production costs: Approximately $35,000.

Sponsored by Procter & Gamble Co. through Benton & Bowles, Miles Labs through Geoffrey Wade and Ralston Purina through Gardner on ABC-TV, Tuesday, 9-9:30 p.m. Started Sept. 30.

Star: Chuck Connors as rancher Lucas McCain; featured: Johnny Crawford; cast for premiere: Dennis Hopper, Leif Erickson, Sidney Blackmer (guest stars) and Charles Arnt, B. G. Armstrong, Mickey Simpson, Kathleen Mulqueen, Virginia Aldridge.

Only publications which have qualified as members in good standing of the Audit Bureau of Circulations can display this symbol.

*BROADCASTING is the only news magazine specializing in radio-TV coverage whose circulation—PAID* circulation—is certified by ABC

*20,258—June 30, 1958
otter take to the air in Los Angeles...where KMPC, and
ly KMPC, puts its advertisers' messages into as much as
% of all metropolitan radio homes in a single day...where
MPC is ahead, too, in the number of listeners reached in
ch radio home. / KMPC's clear edge over the competition
es nothing to teenage razzle dazzle. Instead, KMPC gives
itens such solid fare as the area's fastest, most versatile
ws service (3 mobile units and 24-hour monitoring of over-
s radio stations), such sports features as the games of the
mighty Los Angeles Rams and Dodgers. / The advertiser who
want thorough coverage of the sprawling Los Angeles mar-
et will make 50,000 watt KMPC his first choice. Give us, or
AM Radio Sales, a call and we'll show you exactly why.

KMPC
GOLDEN WEST BROADCASTERS, LOS ANGELES

Sources: Pulse, July-August 1968; Pulse Cumulative Audience, June 1968; Pulse Audience Composition Supplement, Summer 1968—or, if you like, Hooper, August 1968.
Who's ahead? In San Francisco the answer is as plain as can be. KSFO leads every other station—morning, afternoon and evening...both weekdays and weekends. Besides, KSFO reaches more people per quarter hour in each listening home. The facts beyond the decimal points are impressive, too. KSFO gives its listeners action, not the synthetic excitement of gimmicks and give-aways but the sure impact of such attractions as live coverage of the games of pro-football's 49ers and baseball's Giants, weather reports from the station's own airplanes, traffic information from dozens of established check points on the ground. But it all adds up to this: in the big Bay Area more and more people are paying attention to KSFO. If you sell something they should hear about, call us or AM Radio Sales.

Sources: Pulse, July-August 1968; Pulse Audience Composition Supplement, Summer 1968.
THE ED WYNN SHOW

Ed Wynn's entrance in the role of John Beamer, an elderly widower raising two granddaughters in a small college town, is a welcome addition to television's family of situation comedies. Starring in NBC-TV's filmed series (Thursday, 8-8:30 p.m.) Ed Wynn should attract and entertain a large following this season with his enthusiastic portrayal of the wily widower. Mr. Wynn's infectious humor will delight viewers who remember him from the "baggy pants" era and will appeal equally well to the younger generation with his current format. The show is designed especially to acquaint a new generation with the genial Mr. Wynn. Although the plot for the premiere show Sept. 25 was overly contrived in the attempt to introduce cast members, who already seem to be happily employed under Mr. Wynn's magic spell, the ingredients are at hand for some very lively evenings ahead.

Production costs: $42,000.
Sponsored by Liggett & Myers for Chesterfield cigarettes and Bulova Watch Co., on alternate weeks, both through McCann-Erickson, on NBC-TV Thursday, 8-8:30 p.m. EDT. Started Sept. 25.
Starring Ed Wynn and featuring Jacklyn O'Donnell, Sherry Alberoni, Herb Vigran and Jestsly Fax.
Producer: Ben Feiner Jr., for Screen Gems.
Produced by: Thalia-Keethwyn Productions in association with Screen Gems Inc.
Directors and writers: various.
Premiere show director: William Russell.
Premiere show writer: Devery Freeman.

DONNA REED SHOW

This is a situation comedy with a vengeance. Not content to deal with one major complication each week, the Donna Reed Show takes on a half-dozen at a crack.
Miss Reed is the wife of a pediatrician and the mother of two children (a fairly standard TV family size: one boy, one girl). She is the standout star, due not so much to her own talent as to the lack of it in the others of her cast.

In the opener the major plot was to get her too-busy husband off for a weekend with the family. In the doing Miss Reed (1) talks a bachelor obstetrician into subbing for husband, (2) persuades a banker friend out of a Saturday court case in which husband would have to be a witness, (3) discovers that a young patient isn't sick after all and thereby gets husband over that obstacle, (4) gets a neighbor to take over a party which she was supposed to give but which husband forgot to tell her about, and (5) in the end, when young son comes down with chicken pox, saves the day by converting the outing to a home affair. There were others, but the adding machine lost count.

If both cast and viewers aren't completely worn out in the first episodes, the series probably will settle into an unspectacular but comfortable niche for the season.

Production costs: Approximately $45,000.
Sponsored by Campbell Soup through BBDO and Shulton through Wesley Assoc. on
"What do you think of when I say 'Iowa'?'"
IN REVIEW CONTINUED

ABC-TV Wednesday 9-9:30 p.m. EDT. Started Sept. 29.
Starring Donna Reed and featuring Carl Betz, Paul Petersen, and Shelly Fabares. Production by Todom-Britkin Productions; presented by Screen Gems; producer: Tony Owen; associate producer: William Roberts; director: Andrew McCullough; writer: Phil Leslie; art director: Paul Palmentola.

THE OLDSMOBILE SHOW

Girl singer-type shows can’t be made better than the girl singers they employ, but they can be made worse. The latter was the fate of Patti Page in the 1957-58 season of her The Big Record on CBS-TV. She is getting a better break on her new ABC series.

Production on her opening show was slick if at times a trifle too busy; at one point it threatened to explode into the kind of complicated montage to which movie musicals should be given exclusive rights. But on the whole, it was a pleasant half-hour—the sort that builds faithful audiences.

Miss Page is likeable and professional in her approach to a song. Most of the time, on the opening show, those qualities were enhanced instead of overcome by the production she was given. As long as that remains the case, she is practically guaranteed a successful season.

Production costs: Approximately $35,000. Sponsored by Oldsmobile Div. of General Motors Corps. through D. P. Brother, Detroit, on ABC-TV Wednesday, 9:30-10 p.m. EDT. Started Sept. 24.

BROADCASTING

The Broadcasterman of Television and Radio
1735 DeSales St., N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE—
☐ 8 weekly issues of BROADCASTING $7.00
☐ 8 weekly issues and Yearbook Number $11.00
☐ New subscriber
☐ Bill

name

title/position (occupation required)

company name

city

state

city

date

Please send to home address—

Broadcasting Publications Inc.
Sol Taishoff Maury Long Edwin H. James
H. M. Tash B. T. Taishoff Irving C. Miller
Secretary Treasurer

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
Published every Monday by Broadcasting Publications Inc.

EXECUTIVE AND PUBLICATION HEADQUARTERS
Broadcasting + Telecasting Bldgs. 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITOR: Harold Hopkins
ASSISTANT EDITOR: Dawson Nall, Jacqueline Eagle

STAFF WRITERS: Lee Edwards, Richard Erickson, Myron Scholnick, Benjamin Seid, Jim Thomas, Edwin Beatty, Earl B. Abrams

NEWS EDITOR: Donald V. West

EDITORIAL ASSISTANTS: Rita Cournoyer, George Darling, Angelica Barba

SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANT: Marilyn Bean, John Bennet, Ada Michael

COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Bruce Stricker

SECRETARY TO GENERAL MANAGER: Eleanor Schadl

CIRCULATION & READER’S SERVICE

MANAGER: John P. Coagrove

SUBSCRIPTION MANAGER: Frank N. Gentle

CIRCULATION ASSISTANTS: Gerry Clover, Christine Harageones, Charles Harpold, Dwight Nicholas, Marilyn Pitzer

BUREAUS

HOLLYWOOD 6255 Hollywood Blvd., Zone 28, Hollywood 3-3148

SALES MANAGER: Bruce Robertson

WASHINGTON SALES MANAGER: Bill Merritt, Virginia Strickler

444 Madison Ave., Zone 22, Plaza 5-6355

EDITORIAL

SPECIAL PROJECTS EDITOR: David Glickman

ASSISTANT MANAGER: Rufus Crater

BUREAU NEWS MANAGERS: Lawrence Christopher

ASSISTANT NEW YORK EDITOR: David W. Berlyn

NEW YORK FEATURES EDITOR: Roberto Famiglietti

ASSISTANT EDITOR: Frank P. Model

STAFF WRITER: Diane Schwartz

BUSINESS

SALES MANAGER: Winfield R. Levi

SALES SERVICE MANAGER: Eleanor R. Manning

EASTERN SALES MANAGER: Kenneth Cowan

ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO

360 N. Michigan Ave., Zone 1, Central 6-4115

MIDWEST NEWS EDITOR: John Osborn

MIDWEST SALES MANAGER: Warren W. Middleton; Barbara Kolar

HOLLYWOOD

6255 Hollywood Blvd., Zone 28, Hollywood 3-3148

SALES MANAGER: Bruce Robertson

WESTERN SALES MANAGER: Bill Merritt; Virginia Strickler

52

ADDRESSES: John P. Coagrove

SUBSCRIPTION PRICES: Annual subscription $5.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber’s occupation required. Regular issues 35c per copy. Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.
a special invitation to media representatives:

COME SEE THE HOUSE WE LIVE IN

See the house you helped us build. See it any day starting at 2:30 during our Media Week, October 20 to 24. See how all of us at Campbell-Ewald are working closely with you to build more and better advertising, better publications, better broadcasts and better outdoor advertising.

Come to our Detroit office on the Media Week day best for you. Meet the members of our board. See the 44 people who write the words that move people and products in mass ... the 58 who visualize those appeals ... the 70 who live in the new world of broadcast advertising. See the 26 who research everything from your business to our clients' businesses. See the 16 who do nothing other than make sure you get printing and broadcast materials the way you want them. See the hundreds who handle everything from contacting to accounting. In short, see the 723 people who make up the complete Campbell-Ewald, including many you perhaps never dreamed existed.

Just drop a line to Jerry Moynihan at Campbell-Ewald, General Motors Building, Detroit 2, Michigan, or call him at TR 2-0223. Jerry will be glad to make your reservation or give you further details. And meanwhile, we'll look forward to seeing you and showing you around, in person and in presentation. Come to Campbell-Ewald. See the house we live in ... where media men are always honored guests.

CAMPBELL-EWALD advertising
The greatest BRIDGE
in Metropolitan New York
is 570 kc
THE VOICE OF NEW YORK

- Entertains
- Informs
- Stimulates
23 hours and 59 minutes
every day!

We even bridge Staten Island...

wmca 570—First on 14,028,147 radio dials

When you want us call collect
Milray Hill 8-1500
or contact AM Radio Sales

Page 26 • October 6, 1958

OPEN MIKE
Transfer of Title
EDITOR:

In nearly 30 years of constant reading of the "bible" of the broadcasting industry, this is the first time I have asked the editor to note a correction of fact for future reference.

The headline ("AFM Allocates $6.2 Million for Free Trust Fund Concerts," Personnel Relations, Sept. 22) is one that causes me to grieve, but not to the point of tears. I spend a certain proportion of my waking hours trying with small success to explain the premises, my friends and to many in the public who perhaps cannot be so described, that I am not a union representative, but was named by the industry, whom, in fact, I represent. The fund is the Recording Industry Fund, not the AFM fund. It is not AFM which "allocates" the expenditure. I do it, as required by the indenture.

Samuel R. Rosenbaum
Trustee
Music Performance Trust Funds
of the Recording Industries
New York

Add One FM
EDITOR:

I read with great interest your article "Three-Way Spotlight Focuses on Trend to Air Editorials" [Trade Assns., Sept. 15]. You state that an all-station survey revealed that 36% of radio stations editorialize. However, further down you indicate your information comes from questionnaires from am and tv stations only.

I don't know about other markets, but here in Tacoma if you leave the "fm only" station (KTWR) out of a survey on the question of radio editorials, you have a distorted picture. KTWR is the only station here that airs editorials on two 15-minute programs each week by the general manager. This indicates why fm stations must be included in any all-station survey to provide a high degree of accuracy.

Thomas Wilmot Read
General Manager
KTWR (FM) Tacoma, Wash.

[EDITOR'S NOTE: A pilot survey preceding the general survey indicated no independently-programmed fm stations editorializing regularly. Mr. Read's situation would seem to be fairly unique, and would not affect the results of the overall survey.]

Read It EWR&R
EDITOR:

Our release concerning White King Soap Co.'s Sun detergent [Business Briefly, Sept. 13] described the advertising program for this product. This advertising and all White King advertising is handled by Erwin Wasey, Ruthrauff & Ryan. In forwarding this release we were simply identifying our public relations firm as the source of the news release, not as the agency.

William J. Boylhart
Boylhart, Lovett & Dean Inc.
Los Angeles

Broadcasting
Read what WBRE-TV's Chief Engineer Charles Sakoski, Sr. says about the RCA-6806 high-power beam tube.

"It is my candid opinion that you have something big in the 6806. One of our 6806 final amplifiers has passed its 11,000th hour of highly satisfactory transmission at full output power and the other 6806 is approaching its 10,000th hour of useful life. The drive power required and output efficiency of these tubes are the same as the day they were installed.

"I wish to point out that we are not squeezing out the last few hours of life from these tubes. All applied voltages including filament remain the same as the day the tubes were installed. Considering the initial cost of the 11,000 plus hour tube, the cost per hour to us is approximately 56 cents and is still going down each hour it is used. Consider the fact that UHF frequencies, one megawatt of power, and color transmission are involved."

Authorized to operate with a visual power of 1000 kw, ERP, and an aural power of 515 kw, ERP, WBRE-TV is not only making TV station history on Channel 28—WBRE-TV also is setting a record for long tube life in high-power UHF.

WBRE-TV's enthusiastic report on low tube cost per hour of transmitter operation is just one instance among many in which broadcast and television stations are getting "high mileage" on RCA power tubes.

Where lower transmitter tube cost is the goal, RCA power tubes are the answer. You: RCA Electron Tube Distributor stands ready to serve your needs promptly. Just call him.
Something new is rolling
The most exciting new vehicles in television — ABC's fall line-up of shows — will be barreling into Flint, Michigan, October 12! That's when we take the wraps off our newest primary affiliate, WJRT!

WJRT will carry ABC-TV's advertisers into Michigan's second-largest city and second-largest market. It boosts ABC-TV's roster of major affiliates to 84... brings our coverage of U.S. television homes up to a whopping 85.1% – 94.9% counting delayed broadcasts.

Another reason why advertisers who go places travel with ABC.

You get them at the GET AGE on abc-tv
O UR RESPECTS

to George Richard Comte

BEING No. 2 man to a No. 1 man can be both demanding and rewarding. Take the case of George Comte, who just stepped out of the No. 2 spot to take over the reins of WTMJ-AM-TV Milwaukee, succeeding now-retired Walter J. Damm.

Mr. Comte’s colleagues recall the day in the early ’50s when Gen. Douglas MacArthur returned and WTMJ-TV prepared to televise his arrival in Milwaukee. Mr. Comte, then assistant to the manager, encountered his superior in the corridor and thoughtfully suggested the special event be offered for sponsorship. With a characteristic snort, Mr. Damm bellowed: “Damn it, George Comte, haven’t you ever heard of public service?” Unperturbed, Mr. Comte lined up the First Wisconsin National Bank and Milwaukee Journal as institutional co-sponsors.

Mr. Damm retired Sept. 27 after 42 years with the Journal organization—but not before he was honored that week with a “master key” to WTMJ-AM-TV’s building.

In the background was George Comte, balding, mild-mannered new chieftain, himself succeeded as manager by Robert J. Heiss.

Inheriting the mantle from a distinguished industry figure, Mr. Comte is likely to find that Mr. Damm wore especially big shoes. Mr. Comte appears highly qualified to fill them for size—and fashion his own pair. His ascendancy the past decade to general manager of WTMJ-AM-TV, from a modest beginning as an announcer, has been steady if not meteoric.

Actually, George Richard Comte (the “c” is silent) wanted more than anything else to be a diplomat in the U. S. State Dept. He majored in political science at the U. of Wisconsin and while there was told he had a good voice for radio. So he took a fling as a student announcer in the summer of 1933 at $10 per week for WHA and, later, WIBA, both Madison, logging as many as 30 hours per week. When it became evident in his senior year (1935) that the State Dept. wasn’t hiring anyone, he joined WTMJ. He’s now a 23-year veteran of the Journal Co. at 45 (he was born in Marinette, Wis., June 1, 1913).

YOUNG Mr. Comte started handling such programs as The Barnstorming Badger, Today’s Events, Marching Through Wisconsin, Rhythm and Rhyme (which he wrote and emceed), Know Your Milwaukee, Down a Country Road and Designs for Dreaming, three poetry and music shows. (He composed “I Went for A Walk in Oconomowoc” and collaborated on “Forward Wisconsin,” a hastily devised substitute for “On Wisconsin,” caught up in the broadcast ban). Later, his credits included the Jane Jarvis Open House, Background of the News, the syndicated Wayne King Show and Songs and Stories. After Mr. Damm guided WTMJ-TV to fruition (Dec. 3, 1947), Mr. Comte announced a television news program and had his own George Comte Show, an afternoon variety series.

His staff career was interrupted by World War II. Mr. Comte, who had completed ROTC service at Fort Custer, Mich., after graduation from U. of Wisconsin, served in public relations and with the 793d Military Police Battalion in England and northern France. He also commanded the 785th Military Police Battalion in Okinawa from August 1945 to February 1946. He was discharged as a major (and now is a lieutenant colonel in the Army Reserves). Earlier, before going overseas, he handled recruiting promotion for the air office of the 6th Service Command.

After returning to WTMJ as an announcer, he launched his executive career in 1950 as assistant to the manager, the late R. G. Winwie. He moved up to stations manager two years later and manager of radio and television in 1956, also being elected a director of the Journal Co.

Observers who regard Mr. Comte as a “protege” of Walter Damm are apt to be surprised. Colleagues will tell you he is “George Comte’s man” but with a strong desire and intent to continue the aggressive, independent, profitable policies of his predecessor. In Mr. Comte’s own words, this means a “clean operation” designed to keep the Journal stations in the forefront in Milwaukee. Such an operation, “in meeting public service requirements,” he believes, “prescribes any chain of events that can react to your disadvantage.”

The new general manager (unlike his former superior) has his strongest roots in the community rather than in the industry as a whole. Aside from being a member of Radio Advertising Bureau’s plans committee (his lone industry affiliation), he is a member of Milwaukee Kiwanis Club’s board of directors and the Milwaukee Advertising Club’s board of governors.

Mr. Comte lives in Milwaukee and also maintains a residence in Northern Wisconsin. In his spare time he is an avid hunting enthusiast, cribbage player and amateur forester and holds a fervent interest in Wisconsin history, past, present and future.
it's the fashion to buy

**Kluge Radio**

More and more every day, time buyers are being charmed by Kluge Radio. It's more than just a matter of style—it's simply that each Kluge Radio station has a special flair for producing more results per dollar in its own market. It's fashionable to be smart. And your smart buy across the nation is a Kluge Radio Station:

- **WGAY** Greater Washington, D.C. area
- **WEED** Pittsburgh, Pennsylvania
- **WKDA** Nashville, Tennessee
- **WINE** Greater Buffalo, New York area

At home tunic of Scotch tweed to wear with sleek tights by Vera Maxwell. Interlining of non-woven crease resistant PELLON.
NOW YOU CAN CAPITALIZE WITH GEORGE AND GRACIE ON WRC-TV!

Make the most of your Washington dollars with the great GEORGE BURNS AND GRACIE ALLEN SHOW, first-run-off-the-network, available now for program or participation sponsorship on WRC-TV! Here's a proven all-family attraction with a fantastic network record—30.1 average Nielsen rating, 45.6% share-of-audience. And WRC-TV spots it at just the right time to catch the big all-family audience—5:30-6:00 p.m., Monday through Friday! For this and many other splendid sales-building availabilities, contact WRC-TV or NBC Spot Sales, right now!

NBC LEADERSHIP STATION IN WASHINGTON, D.C. SOLD BY NBC SPOT SALES WRC-TV • 4

"Yes, Gracie, now you're a Washington landmark!"
HEADCOUNT ON RADIO-TV EMPLOYEES

- Broadcasting finds 71,728 at stations, 14,620 at networks
- Individual operations range from 1 in radio to 220 in television

There are 86,348—count 'em—86,348 fulltime employees working for U.S. broadcasting stations and networks. Their earnings are at least $530 million a year.

This total, the first precision measurement of employment in the broadcasting industry, is published in the 1958 Broadcasting Yearbook, now on the way to subscribers. It is based on an industry-wide survey conducted this past summer.

This is how the 86,348 breaks down:
- 71,728 work for radio and tv stations.
- 42,523 work for radio stations.
- 29,205 work for tv stations.
- 14,620 work for radio-tv networks.

While there are more than six times as many am radio stations (3,271) as tv stations (495), 40% of the total station employees are working in the newer video medium.

The typical or median tv station employs more than five times as many fulltime executives and staff people as the typical am station. The fulltime staff of the typical station: tv station, 51 employees; radio station, 10 employees (all figures include executives).

The survey is based on figures obtained from station questionnaire used in compiling the Yearbook station directories. Of the 495 commercial tv stations, 300 answered the employment questionnaire. Of the 3,271 am stations, 2,427 answered the employment questions. The results were projected to total operating stations.

A wide range of staff size is shown at both radio and tv stations (see table). Four radio stations list only one fulltime employee, with the maximum employment found at one station that had a staff of 175. Seven radio stations said they had two fulltime employees, 32 listed three and 46 stations had four fulltimers.

The first major group of radio stations in the Yearbook compilation is found in the list of those having five fulltime employees. A total of 198 stations said they had a staff of five, with 186 listing six employees. Over three-fourths of all radio stations have from 5 to 15 fulltime employees. The survey shows 115 am stations have 15 employees; 758 have 16 or more; 223 have 25 or more.

Only five radio stations have a fulltime staff of 100 or more. Two stations have 100, one has 108 employees, one has 125 and one has 175.

In television the station employment level moves sharply upward. While the typical or median tv station has a staff of 51 fulltime employees, two stations are operating with a staff of three. One station has five employees, one has seven, one has eight and one has 10 on the staff.

At that point the staff size begins to increase. Five tv stations have 13 employees, six have 15, 12 have 17, and 12 have 20 fulltime staff members. Thirteen stations employ 25 persons on a fulltime basis; 24 have 30 on the staff, the largest single tv station category in the employment survey. Only 80 of the responding tv stations have fewer than 25 employees.

Just behind the 30-employee staff is the 55-employee organization, 22 stations belonging to this group. Thirty-six stations report 100 or more employees. The largest tv station staff includes 220 workers, with two stations employing 200 and one having 190.

The Yearbook figures do not take into account the overlap in radio and television stations under common operation where employees work on both stations. Each radio station questionnaire sought the number of fulltime employees; each tv questionnaire asked the same question.

Figures showing the number of fulltime executives and employees at the four major radio and tv networks were supplied by the networks themselves. Here are their figures (radio and tv combined for those having both): ABC, 2,525 employees; CBS, 6,327; MBS, 168, and NBC 5,600.

The Dept. of Commerce has estimated that there were 78,000 fulltime employees in radio and television in 1957, and they earned a total pay of $527 million. These employees had average annual earnings of $6,756 in 1957.

An annual analysis by the department shows that broadcasting ranks second among all American industries in average pay, being exceeded only by the earnings of those in the brokerage and securities industry.

The 1958 Broadcasting Yearbook, all 628 pages of it, went into the mails last week. It is the biggest and most complete in the history of the publication, and the first in which both radio and tv information have been combined since 1951.

Among its major features:
- County-by-county breakdowns of radio and tv homes, retail sales, food sales, drug sales and passenger cars; complete directories of all U.S. radio and tv stations including information on facilities, affiliations and executives; newspaper and group ownership; station representatives and their station lists.
- Radio and tv networks including their affiliated stations and gross; Class A one-hour rate for each; FCC rules and regulations; the radio and tv codes; equipment manufacturers; radio and tv program services; advertising agencies; talent agents; broadcasting attorneys and engineers; associations; Nielsen figures on the radio and tv audiences; radio and tv time sales; Negro and foreign language programming.
- Aside from subscriber copies, limited numbers of the Broadcasting Yearbook are available at four dollars per copy.

### TELEVISION STATION EMPLOYEES

| 1-5 | 6-10 | 11-15 | 16-20 | 21-25 | 26-30 | 31-35 | 36-40 | 41-45 | 46-50 | 51-60 | 61-70 | 71-80 | 81-90 | 91-100 | Over 100 | Percent of stations which employ these respective numbers of fulltime employees |
|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|---------|----------|----------------------------------|
| 1.0% | 1.0% | 2.0% | 8.0% | 4.3% | 10.0% | 4.7% | 8.0% | 4.3% | 4.7% | 13.3% | 12.0% | 9.3% | 2.7% | 3.0% | 11.7% |

### RADIO STATION EMPLOYEES

| 1-5 | 6-10 | 11-15 | 16-20 | 21-25 | 26-30 | 31-35 | 36-40 | 41-45 | 46-50 | 51-60 | 61-70 | 71-80 | 81-90 | 91-100 | Over 100 | Percent of stations which employ these respective numbers of fulltime employees |
|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|---------|----------|----------------------------------|
| 11.8% | 40.2% | 24.9% | 10.9% | 5.4% | 1.9% | 2.0% | 1.0% | 0.7% | 0.5% | 0.2% | 0.2% | 0.1% | 0.1% | 0.1% |
HAS 'THE CAR STARTED 'THE WAR?'

Buick sticks with television against massive newspaper resistance

Buick's history-making allocation of more than half of its total advertising budget to the broadcast media provoked newspapers last week to open what could become the bitterest inter-media war since the beginning of television. The agency, McCann-Erickson, was caught in the firing zone.

What caused newspapers to bring up their biggest guns was Buick's decision to allocate $1.7 million to tv and another $1 million to radio out of a total 1959 model year budget of $25 million. The loss of their historic lion's share of a major automaker's advertising was a painful blow to newspapers. The hurt was aggravated by the research which McCann-Erickson used to prove that the Buick media allocation made sense in contemporary advertising.

The powerful American Newspaper Publishers Assn.'s Bureau of Advertising demanded and got a meeting with Marion Harper Jr., McCann-Erickson president. The significance with which newspapers regarded the meeting was indicated by their representation. Twenty-five newspaper publishers and executives were present, along with officers of the Bureau of Advertising.

A say-nothing statement was issued afterward by the bureau. The agency issued no statement at all.

But what was discussed, in detail, was a McCann-Erickson report which was circulated to Buick dealers just before the introduction of the new line. That report contained research results showing that tv made a stronger impression among Buick shoppers than newspapers and that both tv and radio cost less per thousand than newspapers.

What was certain to be discussed, if future meetings were held by the Bureau of Advertising and McCann-Erickson, was still another and newer survey, made by Television Bureau of Advertising. That survey showed that the Buick commercials on the Bob Hope show Sept. 19 hit people harder than any of Buick's introductory print advertising.

The McCann-Erickson report which came under newspaper attack was labeled "Merchandising Report No. 2" and was dated Aug. 23, 1958. The report was sent to Buick dealers for promotion and merchandising purposes.

In discussing Buick's announcement plans for its new car, the report noted that newspapers, tv magazines, outdoor and radio were among the media to be used. (Buick's introductory advertising started with the Sept. 19 debut of its new car.) But the crux of the report were Advertiser Research figures showing that 59% of "Buick Shoppers" during the 1958 model year said tv advertising (Buick tv advertising) stood out "most strongly in their minds" compared to 12% newspapers and 29% magazines, and that "54% said tv did most to interest them in looking at a Buick, compared with 18% for newspapers and 38% for magazines."

To clear up any dealers' doubts which may have greeted these figures, the report charted a "cost comparison among major media 1958," based on the advertising cost of reaching 1,000 adult "noters." This set of figures found five-minute participation "plan" on radio reaching 1,000 adult listeners at a cost of $1.09; half-hour tv program costing $4.28 for that number of viewers; a four-color magazine page at $5.11 but a 1,000-line newspaper ad costing $10 for 1,000 "noters."

With these "facts," namely the "effectiveness of television with Buick prospects and its low relative cost of reaching people, you can see why television will play a big part in advertising The Car," the report asserted.

The report detailed for the first time the actual extent of the radio spot campaign by Buick. Radio is getting $1 million of the budget, giving radio and tv combined about 52 or 53% of the total budget. Known to be a heavy spot campaign [ADVERTISERS & AGENCIES, Aug. 18], the Buick drive is spelled out in the report as "the biggest we've ever had . . . radio spot coverage in 283 markets on 403 stations beginning Sept. 15 . . . [and] up to 10 Bob Hope five-minute radio shows each weekend on NBC's Monitor for 13 weekends beginning Sept. 12." Buick's formidable network tv use includes eight specials on NBC-TV, the half-hour Action Theatre August 22-Oct. 10 on ABC TV, alternate weeks of Wells Fargo on NBC-TV, Monday nights.

The TVB study of the effects of commercials on Bob Hope's "Roberta" Sept. 19 was released last week. Conducted for TVB by Qualitative Research Inc., the study revealed that 53% of persons who had been exposed to the Buick commercials said they liked the car "very much," while only 16% reported they had "no opinion" of the car. Of those who had not seen the tv commercials, 62% said they had no opin-

Night Sheep-Counters Target of Tea Council

Tea Council of the U.S.A. Inc., which last year used "the voice of conscience" to convert coffee drinkers to tea, this year is abandoning subtiley in favor of a hard-hitting, mine-no-words tv spot campaign that says, in effect, "if you're one of those people [who can't sleep at night] switch to tea!"

Last Tuesday (Sept. 30) at the 13th annual convention of the Tea Assn. of U.S.A. Inc. at Whiteface, N. Y., Charles M. Der- ing, Leo Burnett Co. account executive, explained how the campaign will look on tv and what it's going to take to put it over.

The council has allocated $1.2 million to slot a barrage of announcements between 6-11 p.m. Part of the allocations comes from the balance of the 1958 air budget of $1.7 million, the rest from the 1959 budget. The 20-week campaign kicks off Oct. 19 and will deliver to 18 markets 40 hot tea commercials each—or predicated on an average viewership tally—a total of 1 billion "impressions."

Explained Mr. Dering last week: Bur-nett seeks the largest possible audience, thinks that it can be reached during the hours when 64% of total U. S. set count is in use. The markets are Chicago, New York, Los Angeles, Baltimore, Boston, Detroit, Philadelphia, Pittsburgh, Washington, Cleveland, Providence, San Francisco, Portland, Seattle, Buffalo, Syracuse, New Haven and Schenectady—representing "over 50% of the total tv homes.""Thinks Burnett: during a four week pe- riod, hot tea commercials will reach 94% of the total homes at least once in these mar- kets, 35% of the homes 11 or more times. "This means," Mr. Dering said, "26 million people will be exposed . . . 11 or more times in a four-week period, but almost three times that number—approximately 71 million will be exposed to our commerci- als one or more times in a four-week period."

What is the purpose of the campaign, other than to win new tea drinkers? Says Mr. Dering: "We realize that our market for hot tea is not the universe . . . not all people have been reached . . . only 2% of people use beverage habits . . . so our selling messages are di- rected to a segment of this universe. First to those who recognize distressing elements in their hot beverage habits but do nothing about it; and second to those who have already made the change to hot tea. We want to reinforce their decision."


U. S. Steel Sets Radio-TV Plans For Fifth 'Operation Snowflake'

The fifth annual U. S. Steel "Operation Snowflake" promotion — through BBDO, New York—will get under way Nov. 17 with network radio and television. It was an- nounced Friday (Oct. 3) by the agency, Supplemen ting the steel firm's U. S. Steel
ion one way or the other concerning the
new Buick, while 18% said they liked the
1959 Buick “very much.”

Respondents also were asked to name
the three new Buick lines (Le Sabre, In-
victa and Electra). Despite all other ad-
vertising, the study showed, more than 68%
of non-viewers had seen or heard nothing
about the new Buick and 86% could not re-
call any of the three models. In contrast,
at least half the viewers could name a
specific Buick line and the average who
could recall any, recalled two of them.
Interviews were conducted in nine cities,
asking persons their opinion of the 1959
Buick line. It was pointed out that both
viewers and non-viewers had had the op-
portunity to be exposed to Buick’s introduc-
tory advertising in full-page newspaper ads,
magazine advertisements and radio an-
nouncements. TVB nevertheless felt the im-
pact of “even a single television show still
would be measurable.”

Said George Huntingdon, assistant to
the president at TVB: “In the light of the cur-
cent cries and after-the-fact expressions of
opinion by newspaper spokesmen concerning
the Buick endorsement of television, we be-
lieve TVB’s policy of relying upon re-
searched facts instead of someone’s opinion
has again been vindicated.”

It was learned that McCann-Erickson,
meanwhile, had prepared a newspaper ad-
vertisement for release last Friday (Oct. 3)
that was to announce that in the first 10
days in Buick’s introduction “x” number of
cars were sold. The number was ex-
pected to somewhere between 30-35,000
which McCann feels is the best model intro-
duction in any year including peak year 1955.

M-E media people privately expressed an
opinion that even more Buick funds would
be channeled into television, feeling that re-
results so far were buttressing the Buick-
agency strategy of shifting emphasis from
newspapers to television.

If that prediction came true, it would be
despite an unremitting assault on the Buick
strategy by newspapers.

The assault started soon after the McC-
ann-Erickson “Merchandising Report No.
2” was circulated. The Newspaper Advertis-
ing Executives Assn. prepared and sent to
newspapers an open letter citing the Buick
report and suggesting that newspapers give
Buick dealers the letter and an accompan-
ying “memo” outlining reasons why newspa-
pers could do a better selling job than tv.

Meanwhile, the newspapers’ Bureau of
Advertising went directly to Buick manage-
ment and after conferences asked newspa-
pers to postpone their missionary work among
dealers until more conferences were held.

The conference of bureau officials, pub-
lishe and Mr. Harper was held last
Wednesday. Two days later (Oct. 5) Louis
A. Weil Jr., chairman of the bureau’s board,
issued the following statement:

“We feel that there was a refreshing and
candid attempt to do the right thing by all
parties concerned. There was a joint in-
terest wholeheartedly shared by everyone
to work in closer understanding . . .

“We have the sincere feeling that today’s
meeting will lead to better understanding on
the part of everyone concerned.”

It was revealed that a committee of new-
paper executives which would include the
bureau’s president, Charles T. Lipscomb Jr.,
and Dr. Howard D. Hadley, its research
vice president, would be formed to “work
closely with McCann-Erickson.”

Hour (alt. Wednesdays, 10-11 p.m.) will be
continued participations in CBS-TV’s Arthur
Godfrey Show and eight network radio pro-
grams. Additionally, U. S. Steel, which again
seeks to stimulate Christmas gift sales of
“hard goods”—major steel appliances—will
provide dealers and distributors with free
radio kits containing transcribed commer-
cials and spot scripts. Kits are to be used for
local spot campaigns.

Earlier this spring, U. S. Steel bought a
weekday 5-minute network newscast with
Richard C. Hottelet, but switched onto God-
frey’s summer replacement series shortly
thereafter. The newest Godfrey cycle began
Friday (Oct. 3) with a quarter-hour honor-
sponsorship on alternate Fridays for the next 20
alternate weeks. As such, it represents little
additional cash outlay, Steel being a 52-week
a year CBS-TV client. However, the radio
allocations are new. For a 2-week pre-
Christmas period, Steel will have 2-5 par-
icipations a program in the following shows:
ABC Radio’s Breakfast Club, NBC
Radio’s Bandstand and Five Star Matinee,
CBS Radio’s Couple Next Door, Galen
Drake, Robert Q. Lewis Show, Amos ’n
Andy Music Hall and Mitch Miller Show.

Bergmann Tells Druggists
About TV’s Sales Potency

Television has made substantial contribu-
tions to growing sales in the drug field large-
ly because it is the only advertising medium
can deliver the full story of drug pro-
ducts, Ted Bergmann, president of Parkinson
Adv., New York, told a session of the Na-
tional Assn. of Retail Druggists’ convention
in Philadelphia last week.

Mr. Bergmann supported his contention by
pointing out that tv is the only medium
accompanied with both sound and sight, thereby
offering a new dimension in effective selling:
“The picture of misery; eyes that cry for
help; brows wrinkled in worried thought.
Tv offers the visual sell which doesn’t ver-
ably describe; it demonstrates.”

He reminded retail druggists that man-
ufacturers of toiletries, drugs and remedies
and smoking materials are well acquainted
with tv’s selling prowess, and added:

“Last year, of the $660 million which
advertisers spent in network television,
approximately $200 million was spent by man-
ufacturers of toiletries, drugs and remedies
and smoking materials. Think of it, almost
one-third of the total national program ex-
penditure was directed specifically at help-
ing you sell your customers. No other in-
dustry can make that statement.

Mr. Bergmann indicated that television
should be credited with helping to boost
drug store sales over the past 10 years. He
pointed out that annual average sales per
store increased from $600,000 in 1947 to
$1,040,000 in 1957, whereas the population
increased only by about 20% in that period.

“Is it just coincidence that during the
same period television swept the country
and increased its coverage from less than
50,000 to 43 million homes?” Mr. Berg-
mann asked. “And advertisers spent nearly
$6 billion in the medium to sell their goods?
You be the judge.”

As evidence of television’s power in help-
ing to move products in retail stores, Mr.
Bergmann cited, among others, Revlon’s
“phenomenal” success with the $64,000
Question and Pharmaceutical Inc.’s Geritol,
which has become “America’s No. 1 tonic
through tv” (90% of its budget is in the
medium). Mr. Bergmann noted that Phar-
maceutical Inc.’s outlay for tv advertising
in 1957 exceeded total sales in 1953.
A test that proved television can sell a premium-priced product even in a recession, a pre-test that helped improve another commercial and a professor's viewpoint on advertising were outlined to leading advertiser, agency and media authorities last week.

The tv case histories were presented during the course of Advertising Research Foundation's fourth annual conference, held Thursday (Oct. 2) in New York and devoted to the subject of better evaluation of advertising in today's economy.

**Success for Cigar** • President Albert J. Wood of A. J. Wood & Co., marketing research agency, told how officials of Dutch Masters cigars, a premium brand, learned by testing that tv could sell their product even when they feared smokers would switch to lower priced cigars.

They undertook a 13-week test in a three-station market of approximately 400,000 population, using spot announcements on a station in a second market. The results were compared to see if the test would work in other cities if a full campaign were put into effect. Three surveys were made: one wave just before the test started, one nine weeks later and one 26 weeks later. The results:

1. The techniques employed showed that the television campaign did increase brand awareness. Spontaneously, unaided remembering of Dutch Masters went up from 54% in the first wave to 70% in the second—an increase of about 30%. The third wave showed no further increase after 17 additional weeks of advertising.

2. There was an increase in overall buying of Dutch Masters 'in the last seven days' from 20% in the first wave to 30% in the second—an increase of 50%.

3. The proportion of Dutch Masters favorers increased from 15 to 19 to 21%—increases of 27 and 11%, respectively.

4. The proportion of Dutch Masters triers (those who bought Dutch Masters during the week but do not consider it their favorite brand) more than doubled, going from 5 to 11%. By the third wave, however, it dropped half-way back to its old level.

Mr. Wood noted that "by the time the option came up for renewal, in effect three weeks before the end of the 13-week coverage, there was evidence of a significant increase in brand awareness—an increase of 35% for Dutch Masters. The proportion of triers doubled and the proportion of favorers increased by 25%, which means that some of these triers had been converted into regular buyers."

All this, Mr. Wood said, led the company to conclude that (1) the tv spots were successful; (2) tv could stimulate sales of a premium-priced cigar even in the recession; (3) the evidence was good enough to prompt renewal of the campaign but the second 13 weeks were "not nearly as effective as the first period," leading to the conclusion that (4) "the advertising dollars spent on this particular promotion would travel further if used extensively over a large number of markets for a short period of time, rather than intensively for a longer period in a limited number of markets."

**Pre-testing Johnson's Bee** • A technique for pre-testing commercials was detailed by Perham. N. Nahl, associate director of research for Needham, Louis & Brophy. The product was Johnson's Pride wax, and the storyboard for one of the commercials had a new cartoon character, the Johnson Bee, who served as spokesman for Johnson's wax. NL&B and the client wanted to make sure the new character didn't do more harm than good.

For the test, the storyboard drawings were filmed and the audio portion put on tape, and people were asked to look and listen and then give their reactions.

"We picked up some adverse reactions on the first test," Mr. Nahl reported. "From 30 to 50% of the women reported that the Bee talked too fast or that his voice was too harsh. The women were able to recall most of the essential copy points. It was decided that we would put the Bee into the commercials but that he would talk more slowly and clearly. Although he remained a pitchman, his voice was less of a buzz."

Mr. Nahl said "this method of pre-testing has been highly successful for accomplishing certain single results" but should not be expected to accomplish certain other things—for example, foretelling which of several commercials will, when completed, sell the most products. Commercials whose success depends on the finished version of the video are questionable candidates for storyboard testing, he asserted, as are those which depend heavily on creating mood.

The ARF conference, held at the Waldorf-Astoria, covered a wide range of subjects dealing with advertising evaluation, including case histories and progress reports on techniques for measuring advertising's sales effectiveness, determining advertising budgets and strategy and prediction of the results of an advertising budget.

**Academician on Advertising** • The luncheon meeting was the stage for analysis of advertising and advertising research through the academic eyes of Jay W. Forrester, professor of industrial management, Massachusetts Institute of Technology. He contended, in part, that the advertising industry has a very narrow viewpoint. This narrowness exists in two dimensions, one in time ("advertising policies and measurements do not adequately recognize some of the very long delayed responses and after-effects that exist") and the other in space ("advertising is not advertently integrated with product design or production").

Professor Forrester noted advertising is "a powerful and important influence in our present-day economy," but held advertising is "not an end in itself. Its goal is not merely to generate impact or consumer

---

**ACTIVITY**

How People Spend Their Time

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching television</td>
<td>87.8%</td>
</tr>
<tr>
<td>Listening to radio</td>
<td>60.5%</td>
</tr>
<tr>
<td>Reading newspapers</td>
<td>83.3%</td>
</tr>
<tr>
<td>Reading magazines</td>
<td>74.4%</td>
</tr>
<tr>
<td>Attending movies</td>
<td>24.6%</td>
</tr>
<tr>
<td>Attending luncheons</td>
<td>10.6%</td>
</tr>
</tbody>
</table>

**NOTE:** The Sindlinger interviewing week has been changed to Saturday through Friday, with questions on the basis of "yesterday." Thus, the Activity week now runs Friday through Thursday.

There were 125,601,000 people in the U. S. over 12 years of age during the week Sept. 19-25. This is how they spent their time:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching television</td>
<td>87.8%</td>
</tr>
<tr>
<td>Listening to radio</td>
<td>60.5%</td>
</tr>
<tr>
<td>Reading newspapers</td>
<td>83.3%</td>
</tr>
<tr>
<td>Reading magazines</td>
<td>74.4%</td>
</tr>
<tr>
<td>Attending movies</td>
<td>24.6%</td>
</tr>
<tr>
<td>Attending luncheons</td>
<td>10.6%</td>
</tr>
</tbody>
</table>

**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) 42,847,000 households with tv; (3) 47,179,000 tv sets in use in U. S.
awareness. Its primary purpose is not even merely to sell. It should operate as part of a team for creating a long-range profitable company success.”

In citing poor corporate planning, Professor Forrester said advertising can produce “peaks and valleys in the sales pattern which do nothing but increase factory and distribution costs.” Again, “too often, advertising creates a product-image which is not supported by the product itself; or it builds a picture of a company personality which is not reflected by company sales and service men.”

As for advertising research, the professor held it “woefully inadequate,” adding that most of what does exist is not research in the scientific sense but “much of so-called advertising research is itself merely advertising.” He called for a long-range program of several years to work up to the point where 5% of the total U. S. advertising expenditure, or $500 million, would flow into “advertising development,” with research focused on pure basic research of a scientific nature.

“The challenge and new frontier in our capitalist society during the next three decades is not space flight,” the MIT educator said, “but the science of management and economics. It is in management and economics, not on the moon or Mars, that the current international competition will be won.”

**Pontiac Bypasses Mary Martin To Put $400,000 in Tv Spots**

An irresistible force—the need to unveil the 1959 Pontiac line on tv; an immovable object—Miss Mary Martin who has asked for a postponement of her Dec. 12 Songbook [ADVERTISERS & AGENCIES, Sept. 29], met last week.

CBS-TV told Pontiac’s agency, MacManus, John & Adams, N. Y., that it would be unable to deliver Miss Martin, hoping that Pontiac would would still stick with the network in December. The answer was no. Instead, M&J&A will take the $400,000 allocated to the show and jump the official Oct. 15 unveiling (on the CBS-TV Ginger Rogers-Ray Bolger spectacular) with a five-day saturation tv spot campaign on 130-160 stations in 50 markets. Starting Thursday (Oct. 9), M&J&A intends to blitz these areas with six spots a night. The agency is working overtime the next few days to get commercials printed and mailed to stations.

**Nationwide Insurance on CBS For $200,000 in Documentaries**

The nation’s fourth largest automobile insurance company, Nationwide Insurance Co. (formerly Farm Bureau Insurance Co.), Columbus, Ohio, has signed with CBS Radio for six special documentary programs this season. Produced for Nationwide by CBS News Unit One (public affairs department), the $200,000 contract was negotiated through Ben Sackheim Inc., New York, and represents the largest single sponsor order in the department’s history.

The documentary series, The Hidden Revolution, was inspired by Nationwide’s public service-conscious president, Murray D. Lincoln, who also heads Private-Charity Care Inc. Reasons Mr. Lincoln: Nationwide policyholders represent a major share in the U. S. economy, and the economy will dictate the future. The series, said an agency spokes-

man, “will be thought-provoking and controversial.”

The programs, narrated by Edward R. Murrow and featuring such outspoken figures as Vice Admiral Hyman G. Rickover, economist John Kenneth Galbraith, historian Oscar Handlin and Joint Chiefs of Staff Chairman Gen. Nathan F. Twining, will premiere Oct. 22 at 8:99 p.m. Subsequent half-hour programs are tentatively set for Nov. 19, Dec. 17, Jan. 21, Feb. 18 and March 18.

**Agency Kills Employee Bonus**

McCann-Erickson notified its employees last week that the holiday bonus usually distributed in December would be passed up this year, but that management hoped it would be only a one-year hiatus.

Chairman H. K. McCann and President Marion Harper Jr. said that “our business, like many others, has felt the effect of the recession” and operating figures “indicate that the profit for the current year will not provide the margin required for the...”

**LITTLE TYKES FOR A BIG SALES JOB**

Heublein Inc., Hartford, Conn., via its agency, Bryan Houston Inc., New York, is moving ahead in spot tv this fall at an accelerated pace and featuring animation in its commercials.

For its Maypo maple-flavored oat cereal, the advertiser has just kicked off a spot tv campaign on more than 100 stations throughout the northern U. S. southernmost points being San Francisco in the West and Baltimore in the East. All one-minute announcements in or near children shows, the campaign runs for 26 weeks. The new set of commercials feature Marky, an impish, animated child who has sparked Maypo expansion and encouraged the advertiser to invest $1 million in this spot tv effort alone [ADVERTISERS & AGENCIES, July 14].

For Maltex, minute tv spots will run on more than 25 stations throughout the North, also in or adjacent to kiddie shows and running 26 weeks. A new set of commercials has developed Grover, an animated baby which Heublein hopes will capture the viewer’s imagination, as has Marky. Both Maltex and Maypo commercials were prepared by Storyboard Inc.

Heublein now is getting ready to break today (Oct. 6) with still another tv effort, the first for its Andersen soups. This is a seven-week test campaign to run on 14 stations in California (five in Los Angeles; two in San Francisco; three in Fresno and one in Santa Barbara, and others scattered in other markets in the state). Used but not pictured above will be newly-developed characters of the Anderson identical twins Pea-Wee and Ha-Pea, and Robert Pea-Sour Andersen.

Goulding-Elliott has produced the soup commercials using the voices of Bob and Ray.

**General Baking’s $1.5 Million Switches From BBDO to Compton**

General Baking Co. (Bond bread and other Bond products), New York, a large regional advertiser is said to have signed the Dragons, a local agency, to handle the account for the $1.5 million major advertising effort. For the first quarter, previous advertising was handled by the agency of record, BBDO.

Charles H. Brower, BBDO president, said the switch came as a surprise, the changeover to be effective Jan. 1. The account had been at BBDO (and predecessor companies) since 1919, left in 1941 but returned the following year.

The baking organization’s anticipated budget for the next year, according to Compton, is “in excess of $1.5 million.”
WHAT ARF DOESN'T KNOW ABOUT SP

Where does the advertiser stand—aside from moral or ethical considerations—in relationship to subliminal perception? Does it work?

The answers are not quite given by the Advertising Research Foundation in releasing a report of its committee on motivation research which took a careful reading on SP. Reason: the committee found there's not enough evidence available on the subject in the first place.

The ARF-initiated report—appropriately reviewed and approved by the ARF board—actually is an "explanatory statement" and, as such, circulated to its agency-advertiser subscribers for their benefit.

The ARF paper on SP is very brief but prepared, according to Dr. Wallace H. Wulfeck, executive vice president at William Esty and ARF’s chairman of the board, "because of widespread public and business interest in the new technique and the controversy about its effectiveness."

It summarizes the opinions of the experts on the committee—13 of the 18 in the group hold doctorate degrees—ARF points out.

The ARF motivation research committee decided it would describe "the phenomenon of subliminal perception" and outline some technical problems in applying it to the idea of subliminal perception in advertising. In addition to independent study, the committee drew on memoranda made available to it by agency ARF subscribers Kenyon & Eckhardt; Norat; Louis & Brorby and J. Walter Thompson Co.

The committee also "acknowledged the existence of ethical considerations in using subliminal advertising but decided that a discussion of these questions should not be included . . . ."

Aside from the detailed explanations given by ARF’s paper on SP, the technique is generally seen as one which evokes stimuli below the threshold of conscious awareness and having some definite effect on behavior.

But the researchers are unsure just where the threshold is, finding it to be a statistical one, that is, a "threshold of conscious awareness" that the observer on the part of the observer in at least half the trials. But the value varies with the person, and changes within each person from moment to moment and day to day.

Noted the ARF paper: "Information on the practical application of subliminal perception to advertising is almost non-existent." But taking into account known psychological facts on SP, it was obvious to the researchers that commercial use—applying it to the movies, to television or to radio while music is playing—would require much research on technical problems and economic evaluation.

It's known, the ARF paper pointed out, that there are differences in the threshold for individuals (these would be accentuated in TV by variances in light levels during programs, distances viewers sit from the screen and by the fact that individual TV sets are tuned for various degrees of brightness and contrast).

Another technical problem: strong stimulus competition that would surround SP in its commercial application. Unlike laboratory experiments where conditions are more controlled, interruptions and distractions are at a maximum, and in fact the SP message may be offered quite close to advertising messages seen and heard and about other products.

It was indicated that the committee felt there has not been enough data to show the extent to which SP is effective in influencing behavior (noted in particular are tests made in movie theatres on advertising on behalf of popcorn and Coca-Cola sold within the theatre).

Chairman of the ARF committee on motivation research is Herta Herzog, vice president and director in charge of research, McCann-Erickson. The group is made up of several executives in research at some of the larger advertising companies (General Mills, Continental Oil, E. I. du Pont, Wildroot, Chrysler) and a number of agency experts in research. Thomas E. Coffin, NBC's director of research, and several researchers with consumer magazines are on the 18-man committee. Among the agency executives with the group: BBDO's
NOTHING APPROACHES THE SOUND:
WVNJ originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.

NOTHING APPROACHES THE AUDIENCE:
The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the wealthiest counties of America (Essex—with its million plus population) WVNJ is first in 27 out of 34 rated periods from 7 AM till midnight. It is tied for first in three more. According to Pulse it has more listeners here than any station in New Jersey and New York as well.

NOTHING APPROACHES ITS VALUE:
WVNJ delivers its adult, able-to-buy greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.

RADIO STATION OF The Newark News national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ Newark, N. J.—covering New York and New Jersey
Mr. Richard A. Harper  
General Sales Manager  
MGM-TV  
1540 Broadway  
New York, New York

September 5, 1958

Dear Dick:

Just thought you'd like to know that the OUR GANG Series is producing tremendous results here! Our ratings, according to ARB, climbed about 500% to give us clear command over the 9:00 A.M. to 10:00 A.M. time slot.

The month prior to the programming of the OUR GANGS, the rating in this time slot ran from about 0.6 to 1.9. In the short time that the OUR GANGS have been on, our ratings for the same time slot have risen to a high of 7.4 giving us first place in this three station market.

OUR GANG at WRCV-TV really wishes that your GANG had more OUR GANGS available.

Best regards,

[Signature]

John P. Wiley  
Manager, TV Advertising and Promotion

Take a Tip From Leo...  
And Call MGM-TV Today!

Write...wire or phone...  
Richard A. Harper,  
General Sales Mgr.  
1540 Broadway,  
New York 36, New York  
JUdson 2-2000
Buchanan Now Part Of Lennen & Newell

The long-awaited merger of Buchanan & Co. into Lennen & Newell Inc. [Advertisers & Agencies, June 30, et seq.] became a fact last week. Absorption of the Buchanan agency—which becomes the Buchanan Div. of Lennen & Newell—raises LAN's billing to $83 million, of which about 52% will be in the broadcast media.

John Hertz Jr., Buchanan president, becomes senior vice president in charge of the Buchanan Div.; Executive Vice President William Dasheff becomes senior vice president and management account supervisor, while Vice President Fred Keith becomes vice president and management account supervisor on Convair Div. (General Dynamics Corp.) operating out of the Los Angeles offices.

Buchanan officials said last week that, with the exception of a few accounting and media personnel, the entire Buchanan staff will be kept intact. So will the account roster which includes Reynolds Metals Co., Warner Bros. Co., American Broadcasting-Paramount Theatres.

B & B Adds $6.5 Million Billing
In Purchase of Lambe & Robinson

Benton & Bowles has moved into the international field, purchasing an overseas agency for the first time. Effective Oct. 31, B & B becomes the parent company of subsidiary Lambe & Robinson of London with which it had a working agreement for about two years.

B & B's acquisition represents an added billing of an estimated $6.5 million, making its total billing about $100 million. The London branch will be known as Lambe & Robinson-Benton & Bowles Ltd. Present management of the overseas agency remains intact: Kenneth Robinson, chairman; John Cuff, managing director, and George B. Beaumont of B & B as a director.

Lambe & Robinson is one of the 10 largest agencies in Great Britain and includes these clients: Thomas Hedley & Co. Ltd. (Procter & Gamble's British subsidiary) for Tide, Camay and other brands; Ballantyne Sportswear Co. Ltd.; Scottish Mutual Assurance Society; Ex-Lax Ltd.; Quaker Oats Ltd. (animal and pet foods division) and Universal Labs Ltd. (subsidiary of Pfizer Inc.).

Koret Chooses Television

Key advertising medium to introduce Koret of California's 1959 spring line of women's sportswear will be television, Merwin N. Brown, the firm's advertising sales promotion manager, has announced. An expanding schedule of spots featuring "Korle," Koret's cartoon character, has been set in 11 key markets.

BUSINESS BRIEFLY

STICKLESS STICKY APPLE • Eat-A-Treat Inc. (caramel apples), Cincinnati, is formulating tv spot campaign to encompass 23 stations. Satisfied with market test results in western Michigan, confectionery company is now moving into Indiana, Illinois, Ohio, Wisconsin, Oklahoma and Texas. Apples are packed in cellophane, minus usual "dangerous sharp stick." Agency: Bruce M. Radder, Grand Rapids, Mich.

MORE SWEETS • James O. Welch Candy Co. (Sugar Daddies, Pom Poms, etc.) western division, L. A., is increasing its tv advertising budget from about $30,000 a year ago to $45,000 this year, reaching five markets. Beginning Oct. 1, Welch will use one-minute participation in Popeye telecasts twice weekly on KFPS-TV San Diego, KRON-TV San Francisco, KTLA (TV) Los Angeles and KNTV-TV Seattle; twice weekly on Caron Carousel on KTLA and three times a week on Pioneer Club on KGW-TV Portland, Ore. Contracts, placed through Honig-Cooper, Harrington & Miner, Los Angeles, are for 26 weeks.

NOVEMBER BLITZ • Studebaker-Packard Corp., South Bend, Ind., has ordered saddened campaign on MBS on behalf of its new Lark car and its 1959 line of Studebakers on weekends of Nov. 8-9, 15-16 and 22-23. Campaign involves 109 participations on Mutual's news and news commentary programs. Agency: D'Arcy Adv., St. Louis.

NIGHT AND DAY • Renewal by Philip Morris Co. (Marlboro cigarettes) for 104 participations, plus seven new participation dates in NBC-TV's Today and The Jack Paar Show were announced last week by network. PM agency is Leo Burnett Co. New orders were placed by Alliance Mfg., Co., through Dancer-Fitzgerald-Sample; Northam Warren Corp., (Cutex), through Doyle Dane Bernbach; Doremeyr Corp., (power tools) through John W. Shaw Adv.; Louis Marx & Co., through Al Paul Lefton Co.; Studebaker-Packard, through D'Arcy Adv.; Mennen Co., through Warwick & Legler, and Beltone Hearing Aid Co., through Olian & Bronner.

FIGHT NIGHT • Confirmation of new sponsorship lineup of the ABC-TV Wednesday Night Fights was issued last week by network. Joining Miles Labs, Elkhart, Ind., as co-sponsor is Brown & Williamson Tobacco Co. (Viceroy's, Kool) out of Ted Bates & Co. [Business Briefly, Sept. 29]. Miles agency is Geoffrey Wade Adv., Chicago.

ARRID PARTICIPATION • Carter Products Inc. (Arrid cream deodorant, Arrid Whirl-In and other products), N. Y., has signed for participating sponsorship of ABC-TV's American Bandstand (Mon.-Fri., 4-5 p.m.) Sullivan, Stauffeur, Colwell & Bayles Inc., N. Y., is Carter agency.

Regional Dodge Drive Set

The formation of an association by New York and New Jersey Dodge dealers to implement a regional advertising program with annual billing of almost $1 million was announced last week by C. P. Noonan, area director for Chrysler Motor Corp. The campaign will begin immediately in all media, primarily spot radio and newspapers. The budget will be spent in the greater New York-New Jersey metropolitan area. The program was developed with the aid of Grant Adv., New York agency for the Dodge Div., Chrysler Corp.
on radio —

Today let’s get down to brass tacks and talk in explicit terms of how Radio KMA delivers sales — real cash sales, without give-aways or gimmicks.

EXAMPLE: On August 30, May Seed Company started advertising Minn-hafer oats, a new variety that is rust and disease resistant. The kick-off talk on KMA coincided with the Nebraska State Fair opening in Lincoln, where the company operated an exhibit booth.

In one week 5,000 bushels were sold at the Fair exhibit alone. 12,649 bushels were sold during one week, and a supply of 22,000 bushels will be gone by the time this is printed. Mind you, selling oats in September for spring planting is pretty much unheard of.

EXAMPLE: The distributor for Magic Thread, a miracle fabric mending liquid, ($1 postpaid) over a steady 9-month period on KMA received almost 8,500 orders. He advises KMA topped 8 Midwest stations advertising the same offer.

EXAMPLE: Tidy House Products Company tested two $1 premium and box top offers during two weeks in August (supposed to be dog days). KMA produced 2,634 orders in 14 days.

EXAMPLE: Joe Zweibaek, owner of Vitamin Industries, Omaha, believes KMA land is a healthy market. He’s been a 32-week advertiser for 15 consecutive years.

EXAMPLE: Joe Gans at Maxwell-Seekheim, New York, says, “You’re only as good as yesterday’s mail count.” Joe is understandably cagey about releasing figures, but he might tell you about the thousands of silicone ironing board covers KMA sold for him.

Others who can testify first-hand to KMA’s sales power are Sam Margulis in St. Louis for McCALL’S; Wally Glacier in Lincoln, Nebraska, for Goecho flour; Dix Harper at Aubrey, Finlay, Marley and Hodgson in Chicago for International Harvester; Adam Reinemund in Omaha for numerous products; and, of course, any Petry man.

Donald Peck Merge 
Into $20 Million Shop

Another agency merger was announced Friday (3). The result: Doner & Peck Inc., with billing of $20 million, a considerable amount of which is in the broadcast media. Components of the new combine are W. B. Doner Co., Detroit-Chicago-Milwaukee-Philadelphia-Baltimore, with estimated billing of $14 million, and Peck Adv., New York, doing about $6 million. Both agencies service accounts that are active broadcast users. At Doner, radio-tv is mainly regional on behalf of such accounts as National Brewing Co. (National Bohemian beer), Speedway petroleum and Hygrade food products. Peck’s radio-tv activities are more national in scope, particularly for network-using clients U. S. Time Corp. (Timex) and Manhattan Shirt Co. [ADVERTISERS & AGENCIES, Sept. 15].

Under the merger agreement, Harry Peck, chairman of Peck’s executive committee, becomes board chairman of Doner & Peck; Doner’s chief executive officer,成为 president and chief executive officer of the new agency; Sanford L. Hirschberg, Peck executive vice president, takes over as D&P executive vice president; Wilfred B. Doner, Doner president, becomes treasurer, and Marvin H. Frank, president of Doner’s Chicago and Milwaukee operations, becomes secretary.

No change in personnel or account conflicts is expected, since “in effect all this means is that Doner now will have a New York office for its clients and that Peck will have the advantage of a broad, national marketing service,” according to one agency executive. More national scope will be opened on the West Coast and in the South and Southwest. A possible product conflict between two radio-tv using brewers — Bohemian and Heineken’s (Van Munching & Co.)— has been averted, the agency noted. Bohemian is a regional beer, Heineken’s a premium export beer that has achieved national distribution.

Doner & Peck’s offices are as follows: 505 Washington Blvd., Bldg., Detroit 26 (Woodward 5-7400); 400 Madison Ave., New York 17 (Plaza 3-0900); 35 E. Wacker Dr., Chicago (Andover 3-7800); 1324 W. Wisconsin St., Milwaukee 3 (West 3-9315); 2225 N. Charles St., Baltimore (Belmont 5-1212).

ADVERTISERS & AGENCIES CONTINUED

Metzger to Head Central Div. Of EWR&R; Wachter to New York

Additional duties as active head of the central division of Erwin Wasey, Ruthrauff & Ryan Inc., including its Chicago office, were assigned Wednesday to Roswell W. Metzger, chairman of the agency’s executive committee. At the same time, Frederick J. Wachter, vice president and general manager of the Chicago office, is being transferred to New York, with his duties to be announced shortly, according to David B. Williams, EWR&R president.

Mr. Metzger will direct all central division operations, continuing as chairman of the executive committee. Starting with the former Ruthrauff & Ryan agency in 1933, he was elected to its board in 1948 and to the executive group in 1950. After the merger with Erwin Wasey, Mr. Metzger was elected to the board and made chairman of the executive committee.

Hennessy, Norcott in K&E Switch

Appointments were made known last week at Kenyon & Eckhardt, New York, apparently connected with the executive changes announced a few weeks ago [ADVERTISERS & AGENCIES, Sept. 22]. Franklin J. Hennessy, financial vice president, has been placed in charge of the agency’s corporate services, and Alfred A. Norcott, assistant secretary and assistant treasurer, has been elected secretary. Mr. Norcott will assist Mr. Hennessy in corporate services. In the past series of executive changes, David C. Stewart’s election as executive vice president was announced. Mr. Stewart was treasurer and senior vice president.

Mennen in Pursuit of Prestige

Mennen Co. (toiletries), Morristown, N. J., which had sponsored Wednesday night boxing on ABC-TV for more than three years, last week shifted its approach and signed as a full-hour alternate week sponsor of CBS-TV’s new drama series Pursuit (Wed., 8-9 p.m.), starting Oct. 22. Cost in time and talent is estimated at more than $3 million. Mennen will advertise its line of men’s and baby toiletries on the new show. It was reported that Mennen and its agency, Gray Adv., felt that Pursuit would be ‘more of a prestige vehicle’ than the boxing bouts. The fights on ABC-TV will be co-sponsored by Miles Labs and Brown & Williamson Tobacco Corp., Louisville.

Mr. Hennessy, Mr. Norcott

Broadcasting
If you’re hunting for sales in the 17-county metropolitan New York area, there’s an enormous potential in the great Negro Community that resides in it.

Its growth speaks volumes — over 40% since 1951 alone. Its per capita income level, too, has risen almost 40% in that time. Today this community represents approximately a million and a half persons in New York, New Jersey and the Connecticut area—427,054 families yearning for the better things in life and, more than ever, able to buy them.

Programming 11½ hours a day to the interests of this vital community, WOV is the only radio station in New York that reaches this market in its entirety — and reaches it MORE on every survey made.

A complete factual booklet — “Maximum Sales in the Negro Market of New York” — just completed — is well worth your study. It’s yours for the asking.

Wherever they be, it’s WOV in N.Y.C. and VICINITY.

First in the Negro Community.
The Good Years

Grandparents in Central Ohio are at least twice-blessed. With the good years come irresistible grandchildren and well-earned leisure time to share with them.

You see a cheerful example in the photograph above. While Mom and Dad enjoy an evening out, grandparenthood is in flower. All three generations approve the evening's agenda—WBNS-TV, and then off to bed.

As bedtime story-teller to thousands of children and their grandparents, WBNS-TV recognizes its responsibilities. To spin yarns that enchant the young, yet hold the rapt attention of adults, calls for a deft sense of showmanship and uncompromising standards. High adventure and tense drama must be reserved for those hours when the little grandchildren have long since been tucked into bed.

An indication of WBNS-TV's programming savvy is our remarkable record of telecasting 147 of 180 most
popular family shows last year. Our local newscasters, weatherman, farm reporter and sports authority are held in equally high esteem. This is the happy outcome of a deep understanding of the Central Ohio character. When you were born and raised in Central Ohio like WBNS-TV, it just comes naturally.

We're not story-telling when we quote advertising agency time-buyers who have researched the situation. They say with conviction: "If you want to be seen in Central Ohio—WBNS-TV."

---

**WBNS-TV**

CBS TELEVISION IN COLUMBUS, OHIO

Edwin Clemans, RR #2, Mt. Sterling, was one of 14,000 Central Ohioans mentioned on newscasts last year by WBNS-TV reporters Chet Long, Bill Pepper and Tom Gleba.
AGENT APPOINTMENTS

Felters Co., Boston, manufacturers of "Wool suede" and other felt products, names Anderson & Cairns, N. Y., to service consumer advertising. Felters retains Sutherland-Abbott, Boston, as agency for trade advertising and industrial products.

Takashimaya Inc., Tokyo, appoints Wexton Adv., N. Y., as agency in U. S. Japan's leading department store chain opens New York City branch Oct. 15, and will use radio-television "before long," according to agency president Larry Schwartz, former resident of Japan. Mr. Schwartz will supervise account; George Gilbert, Wexton v.p. and former Sears, Roebuck & Co. official, is account executive.


Two-week Vacations for two were won by Roy Terzi (1), Dancer-Fitzgerald-Sample, and Kay Shanahan (c), Morey, Humm & Warwick, at presentation luncheon given by KOLN-TV Lincoln, Neb., for 357 agency and advertiser executives at Roosevelt Hotel in New York Sept. 12. Lester C. Rau (c), KOLN-TV general sales manager, and vice president and general manager A. James Ebel were hosts. Guests also included members of Avery-Knodel, station representative, and of CBS-TV and ABC-TV. Mr. Terzi won vacation in Miami; Miss Shanahan in Colorado Springs.

1006 Stereo changer and Wigo high-fidelity speakers.


Winpower Manufacturing Co. (farm appliances), Newton, Iowa, names Trappe, LaGrave & Reynolds, Des Moines, Iowa.

Mission Industries (tie racks), appoints Reach, McClintock & Co., L. A. William L. Banning is account executive.

Executive House (hotel), Chicago, appoints Olian & Bronner Inc., Chicago.

General Instrument Corp., Newark, N. J., has appointed Martin Mann Assoc., L. A., as sales representative for entire GI product line (including rectifiers, transformers, diodes and tv components) on West Coast, and has set up west coast field engineering office in Los Angeles, with former NTT executive Gerard V. Smith in charge.


NTA STARTS FALL WITH 90% SOLD

The NTA Film Network will begin the fall season this week with more than 90% sponsorship of six-and-one-half hours weekly of programming, it is being announced today (Oct. 6) by Ely A. Landau, NTA board chairman.

The programs include three weekly half-hour series, How to Marry a Millionaire, This is Alice and Man Without a Gun, plus the five-times-a-week, hour long 12 Hours of Stars. The programs are carried on 115 stations.

Latest sponsor to sign is American Tobacco, New York (Pall Mail cigarettes), which last week arranged for full sponsorship of How to Marry a Millionaire. The agency is Sullivan, Stauffer, Colwell & Bayles, New York. Other sponsors are the Great Atlantic & Pacific Tea Co. (Paris & Pearl Adv.), Perma Starch (Gordon Best Inc.), Philco (BBDO), Vick Chemical (BBDO and Morse International) and White King Soap (Erwin Wasey, Ruthrauff & Ryan).

An unusual sidelight is that in New York the four programs will be carried on WNTA-TV, owned by NTA, plus two additional stations—WPIX (TV) and WOR-TV. NTA bought time on the other stations as a concession to the advertisers. It is believed to be the first time that a program has had triple exposure in the same market, although in the past a syndicated film program has played on two outlets in the same market.

New Unit at Screen Gems To Create 3 Series Yearly

Screen Gems Inc., New York, announced last week it has expanded its Hollywood production organization to include a special unit responsible for the creation of at least three new series for first-run syndication per year.

The unit has been organized with Tom Gries, tv producer-director-writer, as director of syndicated program production, and Wallace MacDonald as director of syndicated program development. Mr. MacDonald has been a producer for Columbia Pictures, parent organization of SG, for the past 20 years. Mr. Gries has been a freelance writer-producer-director of motion pictures since 1954. He earlier had been a director-producer for various independent film producers.

First project will be a new half-hour tv film Stakeout. Produced for Screen Gems by Sam Katzman, it will be based on investigations of the Florida Sheriff's Bureau. As with SG's network program operations, the new unit will be responsible for developing wholly-owned SG properties, as well as those created by independent producers.

Niles' Syndicated Tv Spot Div. Moved From Hollywood to Chicago

Fred A. Niles Productions Inc. has transferred its syndicated tv spot division from Hollywood to Chicago headquarters as part of a "centralization program."

Mr. Niles also announced availability of his firm's first live action package, syndicated beer commercials, for market-by-market sale. He indicated he plans to produce several other syndicated spot packages in Chicago.

Henceforth, all sales, service and billing of syndicated tv spots will be handled at Niles' Chicago office, because most syndicated sales are made to midwestern companies in a 10-state area, Mr. Niles explained. Hollywood division recently moved from the Culver City RKO Lot to 5539 Sunset Blvd., with Dan Norton named west coast sales manager and Lionel Grover production chief.

PILOT ECONOMY

There are two ways to skin a pilot. The first is to shoot all 39 installations in one swoop, banking on immediate syndication should the series find no network taker. So says United Artists Television Inc., which has four series in the works of which only one relies on a pilot film, the other three being rolled at once. But Warner Bros. Television prefers method No. 2. This entails shooting a theatrical film of some 90 minutes duration, showing this around at the networks and agencies. Then, should it fail to connect, the "pilot" could always be tamed around the theatrical circuit, thus amortizing cost of shooting the initial film. However, WB-TV was lucky. It found a couple of takers for 77 Sunset Strip on ABC-TV (American Chicle, Carter Products, etc.). What to do with the 90-minute film? WB-TV, ABC-TV and the sponsors got together and decided to extend the premiere show by 30 minutes so as to accommodate the "pilot." On Oct. 10, 77 Sunset Strip will be seen 9:30-11 p.m., thereafter at 9:30-10:30 p.m.

BROADCASTING
WHEN it comes to livin' high off the hog, mighty few places in the U.S.A. can hold a candle to the Red River Valley!

That's because our hayseeds make big money! And they buy the same things you city slickers go for — aspirins and artichokes... beer and baby foods... cookies and Cadillacs!

To sell more goods in this high-income market, smart advertisers use WDAY-TV. No other Red River Valley media can even touch it — for impact, economy and efficiency!

Ask your PGW Colonel for all the facts.

(P.S. If you're a stickler for facts-and-figures, we've got STACKS of surveys to prove WDAY-TV's dominance. And we mean prove it!)

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC
PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
Sillerman Leaves TPA Post
As Firm Is Acquired by ITC

Coincidental with the purchase of Televisions Program of America, New York, by Independent Television Corp. for $11.35 million (Lead Story, Sept. 22), Michael M. Sillerman, executive vice president of TPA, last week resigned from the new company. Mr. Sillerman’s future plans were not divulged.

A joint statement, by Walter Kingsley, president of ITC-TPA, and Mr. Sillerman, said the contract was terminated at Mr. Sillerman’s request: They said the move was “co-incidental” with the purchase. Mr. Sillerman’s contract with TPA still had more than a year to run, it was pointed out.

In papers under which ITC took over the assets of TPA were signed on Sept. 26. The purchase price of $11.35 million was said to represent “the largest transaction of its kind in the tv film industry.”

UA-TV Signs New Series

United Artists Television Inc. last week announced the signing of its fourth full 39-installment tv series. UA-TV and producer Himan Brown will jointly finance, produce and distribute International Airport, starring Lee Bowman. The series will begin shooting “shortly” in New York. UA-TV indicates two more series will be announced before the end of the year (Closed Circuit, Sept. 15). Its other “full-39” series now in production include The Vikings (Bryna Productions), Dennis O’Keefe Show (Cypress Productions) and Troubleshooters (Northstar Ltd.). A fifth proposed series, The Young Doctors, will be the only one to be shot after sale to an advertiser or network based upon one pilot film. All the others will be shot in series of 39 before presentations are made.

United Film to Open Branches

Plans for opening branch offices in two major cities and the purchase of certain German electronic equipment for $30,000 is planned by United Film & Recording Studios, Chicago. United has completed a modern interlock studio for film transfer work in which the specially-designed German equipment will be utilized. The firm started operations in 1930.

Pathé Promotes Murray, Melamed

O. W. Murray, executive vice president and director of Pathé Labs Inc. (3-motion picture film processor), Hollywood-New York, has been elected president, succeeding Kenneth M. Young, who has retired. David J. Melamed, director-treasurer, is appointed executive vice president and will head the sales and finance departments. Gerald F. Rackett, supervising executive of Columbia Pictures Labs, is named vice president in charge of Pathé’s west coast operations. Messrs. Murray and Melamed will head quarter in Los Angeles and New York, respectively.

‘Matinee’ Snapped Up

Eight days after WWJ-TV Detroit bought 26 Matinee Theatre films from NBC’s film division, its station representative, Peters, Griffin, Woodward, was able to report the series sold out to eight national advertisers for its 26-week play—starting on the station today (Oct. 6). This was the initial sale of Matinee Theatre, a standard day-time hour on NBC-TV. (Although Matinee went live, some of the original programs were filmed). In placing the films on the air at 10-11 p.m. Mondays, the station pre-empted a half hour (10-10:30 p.m.) of the network feed, titled the film series NBC Playhouse. Advertisers included Procter & Gamble, Schick, Instant Chase & Sanborn and Helene Curtis, among others.

CBS Newsfilm Adds Six Stations

Six new subscribers to CBS newsfilm service were registered last week as the division marked its fifth anniversary of providing news footage for locally produced news programs. Stations are WWL-TV New Orleans, WEHT-TV Evansville, Ind.; KRCA-TV Sacramento; WLAS-TV Asheville, N. C.; KPIX-TV San Francisco, and YVKA-TV Caracas, Venezuela.

FILM SALES

Prudential Insurance Co. of America, through Reach, McClintion & Co., buys Big Ten Hi-Lites, syndicated film series on WGN-TV Chicago.

Heart-Metrotone announces sales of its syndicated telenews film programs to WTCP-TV Minneapolis, which contracted for This Week in Sports; and The Weekly News Review; WCKT (TV) Miami, for Telenews Daily Newsfilm; KTBS-TV Shreveport, which contracted for daily service, to be sponsored by Arkansas Louisiana Gas; Nippon TV Tokyo, Japan, which renewed full telenews services, and agricultural division of American Cyanamid, which resumes sponsorship of Farm Newsreel, in 22 markets.

ABC Films Inc., N. Y., reports new sales on The People’s Choice half-hour tv film series, starring Jackie Cooper, to WTMJ-TV Milwaukee, WRCV-TV Philadelphia, WTVM-TV Columbus, WPRO-TV Providence, WDSU-TV New Orleans, KNXT (TV) Los Angeles, KCTV-TV Nampa, Idaho, KPIX (TV) San Francisco, WFEI-TV Evansville, Ind., and Park Bank, Knoxville, for WATE-TV Knoxville.

CBS Television Films Sales Inc., N. Y., re- ports sale of its Colonel Flack half-hour tv film series in 20 new markets, raising total markets sold to 80. Sales included two regional transactions, covering seven Californi a markets bought by Pacific Gas & Electric Co. and nine northwestern markets by Heidelberg Brewing Co., Tacoma, Wash.

MCA-TV Film Syndication’s package of Paramount features has been purchased by KMOX-TV St. Louis.


FILM DISTRIBUTION

Bert Dunnc Productions, S. F., has packaged for tv 5-minute unit, Science Capsule, featuring Dr. Tom Groody. Format consists of science question and answer, demonstrated through simple visual experiments, plus opening and closing billboards, with integrated commercial. First sponsor to sign for Capsule is Bay View Federal Savings & Loan Assn., S. F., which will launch show on KTVU (TV) San Francisco.

National Cotton Council, N. Y., in cooperation with Denim Council of Assn. of Cotton Textile Merchants of New York, has produced Blue Jeans, a six-minute documentary about “the most famous pants in the USA.” Prints are to be distributed to tv stations for public service programming, and subsequently offered to schools and colleges as educational film feature.

Flamingo Teletel Film Sales Inc., N. Y., offers its Stars of the Grand Ole Opry half-hour tv film series to stations either for five-day-a-week presentation or as one and one half weekly program (Flamingo is combining three episodes).

Trans-Lux Television Corp. announces addi- tion of 21 new film releases to its Encyclopaedia Britannica film library including Chaucer’s England, and The World of the Invisible covering microscopic animals invisible to naked eye.

ON CAMERA

Interstate Television Corp. has begun film- ing of 30-minute tv series, Divorce Hearing. Harry Spears is director and Al Blake, researcher for show. Set as moderator is Dr. Paul Popeneo, general director of American Institute of Family Relations.

United Artists TV’s new series, The Vikings, has been set for January 1959 at Munich, Germany. Named to produce and direct Vikings is George M. Cahin, who joins UA-TV on special assignment from California National Productions. NBC film subsidiary.

AFL-CIO has begun production of weekly 15-minute tv series called Americans at Work. Series is designed to show contribu- tions of “people” to such American industries as paper, steel, glass, etc. Each segment will run 13 minutes with 30-second closing announcing film as public service presenta- tion of AFL-CIO. Series will be offered around Nov. 1, for programming starting first week of January 1959.

Hal Hudson, producer of Zane Grey Theatre and executive v.p. of Zane Grey Productions, is readying second series to be pro- duced in partnership with Four Star Films by Zane Grey Productions. Series, titled Lawgun, was created by Mr. Hudson and writer John McGreevy and will star Chris Alcaide. January shooting start is scheduled.
she's listening
to radio....
-or is she?

After all, hers is a busy day...washing, cooking, cleaning house, grocery shopping. It takes real programming to make this gal sit down and bend an "attentive ear" to radio. And remember, it takes the attentive ear for an advertiser's message to ring cash registers. Could this be the reason more and more advertisers are turning to "variety programming" stations...like powerful, popular WFAA?

One thing's for sure — more and more of your customers have!

**WFAA**

820 · 570
DALLAS
NBC · ABC

the stations with "variety programming"

Radio Services of The Dallas Morning News
Edward Petry & Co., National Representatives
THE BEAUTY
OF TELEVISION

Practically nobody will be amazed to learn that some 51 million more people watched a tearful young woman become the new Miss America than witnessed the original ceremonies in 1921.

Television's capacity to pinpoint the attention of the largest audiences of any medium of communication has long been an accepted fact of life.

But what is indeed impressive is that 14 million more people saw the event on the CBS Television Network this year than the year before . . . that even after a decade of phenomenal growth, television continues its increasing penetration of American life.

It still seems something of a miracle that an obscure but appealing young girl from Brandon, Mississippi could become a nationwide celebrity overnight.

It is also a modern miracle of merchandising that the Philco Corporation, sponsor of the program, was able to introduce its new line of products to so many people at a cost per thousand homes of only $1.71.

A clue to the effectiveness of the broadcast was provided by an astonished Philco dealer who sold a television set or record player every three minutes throughout the next business day.

To an advertiser, this is the real beauty of television.

And as the nation's leading advertisers know, it is still further enhanced when their messages are broadcast on the network that has delivered the largest audiences in television for 3 consecutive years.
FCC WILL TAKE ANOTHER LOOK AT GRANTS IN OVERSIGHT CLOUD

- Further scrutiny planned in Orlando, Miami, Boston cases
- FCC investigators may also delve into other questioned grants

The FCC has decided to investigate every one of the tv grants which have been clouded with allegations of improprieties before the House Legislative Oversight Committee.

First move came last week when the Commission announced that on its own motion it was investigating charges of ex parte representations in the Orlando, Fla., ch. 9 case.

Even earlier, it was learned last week, the Commission tipped its hand when it informed Biscayne Television Corp. and Sun Ray Drug Co. that it would not act on an application seeking FCC approval of the $800,000 sale of Biscayne's WCKR Miami to Sun Ray (WPEN Philadelphia). The Commission said that it was looking into assertions that Biscayne had used undue influences in furthering its ch. 7 application.

Last week, also, the Commission told the U. S. Court of Appeals that it was unable to set the Boston ch. 5 case for re-hearing, as directed by the court last July, because it was necessary for it to conduct pre-hearing investigation of allegations of improper influences.

These actions came in the same week that the first rehearing, that of ch. 10 Miami, virtually came to a close. The only possibility is that testimony may be required from Sen. George A. Smathers (D-Fla.).

An FCC spokesman said last week that the Commission feels it has the responsibility of looking into all allegations of impropriety that have been mentioned in testimony on Capitol Hill. He refused to elaborate, but it is known that the Commission is convinced it must look into all such instances—for its own protection. It was also pointed out that an investigation does not mean in each instance that a hearing will be held. It is felt that in some instances an investigation will show that the charges are false or of no significance.

The Indianapolis ch. 13 case has already been remanded to the FCC by the appeals court—but on the question of Comr. T. A. M. Craven's participation in the final vote. Boston ch. 5 was remanded by the appeals court on its own motion because of allegations in the House committee's record. Miami ch. 7 was remanded by the same court at the request of the FCC.

PROBE REQUIRED BEFORE HEARING, FCC TELLS COURT OF APPEALS

The FCC last week publicly announced a formal inquiry into the 1957 grant of Orlando ch. 9 to WLOF that city.

The Commission's notice said that the record of hearings by the House Legislative Oversight Committee "makes reference to an alleged ex parte representation regarding the qualifications of an applicant for a contested television channel in Orlando, Fla., while the matter was in an adjudicatory status."

The FCC said it had instructed its staff to institute an inquiry into this. It also stated that it will take such further action as "in its judgment appears appropriate at that time" [when the staff reports the results of its investigation].

WLOF won the ch. 9 grant in Orlando on June 7, 1957, when the Commission, in a 5-0 vote, reversed the hearing examiner and granted WLOF the channel and denied the competing applicant, WKIS Orlando. The U. S. Court of Appeals upheld the FCC last May. WKIS has a petition for a writ of certiorari pending before the U. S. Supreme Court.

During the House committee's hearings, one of its investigators said that he had found a letter in former Comr. Richard A. Mack's files from Miami attorney William Dial raising questions as to the suitability of a WKIS principal.

ALLEGED IRREGULARITIES IN BISCAYNE PROMPT RED LIGHT ON WCKR SALE

The FCC is investigating alleged irregularities in the grant of ch. 7 to Biscayne Television Corp.—raised during hearings on Capitol Hill last June by the House Committee on Legislative Oversight.

The investigation became known when it was found that the FCC has written both Biscayne Television and Sun Ray Drug Co. that no action would be taken on the former's sale of WCKR Miami to the latter for $800,000 [CHANGING HANDS, May 26] because of information alleging improprieties in the record of the House committee. These allegations, the Commission said in its Sept. 24 letter to both principals, are "under active consideration" by the FCC.

The Commission said that the Hill testimony "raised questions as to the propriety of certain means employed on behalf of Biscayne Television Corp. to advance its interests as an applicant for authorization to construct and operate a television station on ch. 7 in Miami."

Biscayne won Miami ch. 7 in 1956. It comprises a combination of John S. Knight and James M. Cox interests plus Niles Trammell, former NBC president. WCKR is the former WIOD, owned by the Cox interests.

Sun Ray owns WPEN-AM-FM Philadelphia. WCKT (TV), the ch. 7 Miami station, is not involved in the sale transaction.

During the Harris Committee hearings, there were reports that various individuals interceded with FCC commissioners in behalf of Biscayne and other applicants in the case [GOVERNMENT, July 9].

PRE-HEARING ORDERED BY FCC FOLLOWING APPEALS COURT UKASE

The FCC has informed the U. S. Court of Appeals for the District of Columbia that the Commission will have to conduct a "pre-hearing investigation" into the Boston ch. 5 case before setting a re-hearing as directed by the court last July 31 [GOVERNMENT, Aug. 4].

Under order to make a progress report on the action it is taking for a re-hearing, the Commission told the court that the Boston ch. 5 case—unlike the Miami ch. 10 case—was treated "equally" in hearings by the House Legislative Oversight Committee and "sheds no light on a number of pertinent questions."

The court remanded the Boston case for an investigation of whether any commissioner—other than the one who originally voted on the case—should act as the hearing examiner. The court did not set a date for the hearings, however, although the FCC notified the court it would begin its pre-hearing investigation only after it was notified by the court that it could proceed to that point. The court also pointed out that the FCC was scheduled to make its report to the court before Oct. 1.

The investigation is being conducted by the same FCC team which handled the Miami ch. 10 hearings—Associate General Counsel Edgar W. Holtz, Assistant General Counsel Richard A. Solomon and Trial Attorney James T. Brennan.

DECISION STILL PENDS ON TESTIMONY OF SMATHERS IN MIAMI CH. 10 CASE

The FCC rehearing of the Miami ch. 10 case virtually wound up last Wednesday, only a month after its start.

Still to be decided is whether Sen. George A. Smathers (D-Fla.) will be called to testify. This depends on whether all counsel will accept as a stipulation the testimony of National Airlines Vice President Alexander G. Hardy before the House Legislative Oversight Committee. The testimony relates to Mr. Hardy's visits with Sen. Smathers, and Sen. Smathers' alleged conversations with former Comr. Richard A. Mack, Norman A. Jorgensen, attorney for National Airlines, said he would have to call for Sen. Smathers unless the stipulation was accepted.

Agreed by all parties was a tentative

Broadcasting
Seasoned traveler, KOMO. Its remote coverage of news and sports events of vital interest to Seattle and western Washington viewers makes two simple points: The busy buying audience of western Washington knows from experience that it can look to KOMO Radio and TV for top entertainment and accurate information—be it news, weather, music or sports... And to advertisers, such audience influence plays sweet music at cash registers—in a market with a lot of them. Do as most important advertisers do—look to KOMO & KOMO-TV Seattle NBC affiliates — Sold by NBC Spot Sales

Royal Henley Regatta at Henley, England; University of Washington—Russian crew race at Moscow, Russia; hydroplane races
Peters, Griffin,
Spotra

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

ATLANTA
Glenn Bldg.
Murray 8-5667

DALLAS
335 Merchandise Mart
Riverside 7-2398

FT. WORTH
406 W. Seventh St.
Edison 6-3349

SAN FRANCISCO
Russ Building
Yukon 2-9188

Pioneer Station Representatives Since 1932
Take your **SALES TEMPERATURE FAST** with **SPOT RADIO**

There’s no need to wait until an advertising campaign has been completed before judging its sales success. **SPOT RADIO** alone, gives advertisers the opportunity to get started in a market quickly, and to judge sales progress while the campaign is running.

**PGW** Colonels are always ready to assist with individual market information, and then follow through with local progress reports that help judge copy effectiveness, coverage patterns, and audiences reached—information that permits strategy adjustments before a campaign has “run its full course.”

---

**THE CALL LETTERS OF THE SALES GETTERS**

**Midwest**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO</td>
<td>Des Moines</td>
<td>50,000</td>
</tr>
<tr>
<td>WOC</td>
<td>Davenport</td>
<td>5,000</td>
</tr>
<tr>
<td>WDZ</td>
<td>Decatur</td>
<td>1,000</td>
</tr>
<tr>
<td>WDSM</td>
<td>Duluth Superior</td>
<td>5,000</td>
</tr>
<tr>
<td>WDAY</td>
<td>Fargo</td>
<td>5,000</td>
</tr>
<tr>
<td>WQWO</td>
<td>Fort Wayne</td>
<td>50,000</td>
</tr>
<tr>
<td>WABC</td>
<td>Indianapolis</td>
<td>5,000</td>
</tr>
<tr>
<td>KMBC</td>
<td>Kansas City</td>
<td>5,000</td>
</tr>
<tr>
<td>WISE</td>
<td>Madison, Wis.</td>
<td>1,000</td>
</tr>
<tr>
<td>WMBD</td>
<td>Peoria</td>
<td>5,000</td>
</tr>
</tbody>
</table>

**East**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ+WBZA-Boston and Springfield</td>
<td>51,000</td>
<td></td>
</tr>
<tr>
<td>WGR-Buffalo</td>
<td></td>
<td>5,000</td>
</tr>
<tr>
<td>KYW-Cleveland</td>
<td></td>
<td>50,000</td>
</tr>
<tr>
<td>WWJ-Detroit</td>
<td></td>
<td>5,000</td>
</tr>
<tr>
<td>WJIM-Lansing</td>
<td></td>
<td>250</td>
</tr>
<tr>
<td>KDRA-Pittsburgh</td>
<td></td>
<td>50,000</td>
</tr>
</tbody>
</table>

**West**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBOI</td>
<td>Boise</td>
<td>5,000</td>
</tr>
<tr>
<td>KGMB-KHBC-Honolulu-Milo</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>KEX</td>
<td>Portland</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>50,000</td>
</tr>
</tbody>
</table>

**Southwest**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFDM</td>
<td>Beaumont</td>
<td>5,000</td>
</tr>
<tr>
<td>KRYS</td>
<td>Corpus Christi</td>
<td>1,000</td>
</tr>
<tr>
<td>WBAP</td>
<td>Fort Worth-Dallas</td>
<td>50,000</td>
</tr>
<tr>
<td>KTRM</td>
<td>Houston</td>
<td>50,000</td>
</tr>
<tr>
<td>KENS</td>
<td>San Antonio</td>
<td>50,000</td>
</tr>
</tbody>
</table>

**Southeast**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCSC</td>
<td>Charleston, S. C.</td>
<td>5,000</td>
</tr>
<tr>
<td>WIST</td>
<td>Charlotte</td>
<td>5,000</td>
</tr>
<tr>
<td>WIS</td>
<td>Columbia, S. C.</td>
<td>5,000</td>
</tr>
<tr>
<td>WSVA</td>
<td>Harrisonburg, Va.</td>
<td>5,000</td>
</tr>
<tr>
<td>WPTF</td>
<td>Raleigh-Durham</td>
<td>50,000</td>
</tr>
<tr>
<td>WDBJ</td>
<td>Roanoke</td>
<td>5,000</td>
</tr>
</tbody>
</table>
THE NOT UNEXPECTED

It wasn't long before the indictment of former FCC Comr. Richard A. Mack was picked up for partisan political purposes. GOP chairman Meade Alcorn, called attention to the fact that Mr. Mack is a Democrat, that he was appointed to a position which by law was required to be filled by a Democrat and that his appointment was made "in response to the wishes of Congressional Democrats." Mr. Alcorn made these observations in a "Chairman's Fact Memo" to GOP leaders, dated Sept. 29.

naughty, John C. Doerfer and Robert E. Lee voted for the grant to National Airlines; Rosel H. Hyde for L. B. Wilson and Robert T. Bartley and Edward M. Webster, for WKAT. The fourth applicant, North Dade Video Inc., received no votes. Mr. Porter's attempt to develop this point through questioning of FCC General Counsel John L. Fitzgerald was stymied by the strenuous objections of FCC Associate General Counsel Edgar W. Holtz. Mr. Fitzgerald was, until recently, chief of the Commission's review office. Judge Stern upheld Mr. Holtz's objections that this was denying into the judicial processes of the commissioners.

Earlier Mr. Porter called FCC Hearing

Examiner Herbert Sharfman to the stand, asking him only one question. This was whether anyone had attempted to influence him regarding the ch. 10 case while it was before him. Mr. Sharfman, who presided over the original comparative hearing, answered in the negative. Mr. Sharfman had recommended that the grant go to WKAT Inc. in his initial decision issued in March 1955.

At one point in the proceedings last week, A. Harry Becker, counsel for North Dade Video Inc., stated that he intended asking for the appearance of Mr. Hardy and Mill Dean Hill, former public relations counsel for National Airlines. Later in the day, he withdrew this request.

Coincidentally, Eastern Airlines last week petitioned the FCC to revoke the license of National Airlines' ch. 10 WPST-TV Miami.

It based its petition on the stock transfer transaction whereby Pan American World Airways will acquire 26% of National Airlines stock—with option to increase this to 50%. Eastern said that the stock transfer is effective Nov. 12. Since FCC regulations require applications for transfers of control of broadcast stations to be filed 60 days before the effective date of the transfer, Eastern said, the Pan American-National Airlines exchange violates this rule.

Eastern also contended that the ownership of a TV station by an airline is contrary to national air policy. Eastern previously had attempted to intervene in the comparative hearing on Miami ch. 10, but was unsuccessful. Later it was given permission to be a party in the Miami ch. 10 rehearing, but only on the first issue (whether former Comr. Mack should have voted). It withdrew when the Commission denied its request for permission to participate on all the issues.

Mack Attorney Says He'll Ask For 30-Day Arraignment Delay

An attorney for former Comr. Richard A. Mack announced last Thursday that he was preparing to ask for a 30-day postponement of the arraignment of the former FCC commissioner.

Mr. Mack and his Miami attorney friend, Thurman A. Whiteside, were due to be arraigned Friday (Oct. 3) before federal Judge Burnita S. Matthews of the U. S. District Court in Washington.

Both were indicted two weeks ago for conspiracy to defraud the U. S. Government in connection with the award of ch. 10 Miami, Fla., to National Airlines [Lead Story, Sept. 29].

Nicholas J. Chase, Washington attorney for Mr. Mack, said he will ask for a month's continuance. Mr. Mack is under treatment in a Miami hospital as a result of injuries which he is reported to have suffered in a fall several days ago. One newspaper report was that the 49-year-old ex-FCC commissioner was undergoing treatment in a private hospital suffering from both physical and emotional problems. It was reported that Mr. Mack collapsed at

---

Page 56 • October 6, 1958
KOKE

AUSTIN'S NEWEST NO. 1 RADIO STATION!

... in LESS than a MONTH!

KOKE ... the pleasure station—of Austin, Texas

NO. 1 in BOTH Morning and Afternoon according to HOOPER and TRENDEX ! ! ! September, 1958 ! ! !

KOKE

NO. 1 with Music and News!

NO. 1 with the buying public!

NO. 1 with the best radio job for you!

RADIO KOKE, Inc.

Giles E. Miller, President
J. G. (Jack) Schatz, Vice President
Joe Roddy, Executive Vice President

National Sales Representatives:
McGavren-Quinn Corporation — Offices in
New York Chicago
Detroit San Francisco
Los Angeles Seattle

Southwest Representative: Clyde Melville Co.
Eastern Airlines terminal in Miami Sept. 25, breaking a rib.

Mr. Mack has been living in Fort Lauderdale, it was reported, in a hotel managed by his father, Charles Mack.

Justice Dept. officials said they would not oppose a motion for a 30-day postponement for Mr. Mack. They indicated they might ask for the right to have an independent physical examination made of the former FCC commissioner.

Educators Win P. R. Vhf

The FCC last week directed preparation of a document which would grant commercial ch. 3 in Mayaguez, P.R., to the Dept. of Education of Puerto Rico and deny the competing application of Sucesion Luis Pirallo-Castellanos for the same facility. An initial decision a year ago favored the Dept. of Education [GOVERNMENT, Oct. 21, 1957].

SEC Reports Stock Transactions

In Broadcasting, Allied Fields

The following stock transactions by officers and directors of companies in the radio-tv and allied fields were reported last week by the Securities & Exchange Commission (based on reports filed at the SEC between Aug. 11 and Sept. 10; common stock involved unless indicated otherwise):

Allen B. DuMont Labs—Frederick H. Guterman sold the 500 shares he held in firm and Percy Stewart sold 900 shares, leaving him with 100.

Emerson Radio & Phonograph Co.—Benjamin Abrams purchased 100 shares, giving him 261,766 total.

General Electric Co.—(all purchases) John W. Belanger, 4,125 for 16,688 total; George L. Irvine, 900 for 3,348; Clarence H. Linder, 2,070 for 10,310; Ray H. Luebbe, 2,892 for 10,352; C. K. Rieger, 1,725 for 6,059; Chauncey Guy Suits, 2,481 for 6,720, and Arthur F. Vinson, 3,732 for 9,481.

Loew's Inc.—Jerome A. Newman purchased 100 shares, giving him total ownership of 5,770; Benjamin Thau disposed of 11,300 shares, leaving him with none.

Minnesota Mining & Manufacturing Co. —Bert S. Cross acquired 4,500 shares, giving him 12,931; Lyle H. Fisher purchased 1,249 for 2,042; Robert W. Mueller purchased 2,194 for 4,329, and Archibald G. Bush sold 8,000 shares, leaving him with 634,405.

National Airlines Inc.—Walter F. Johnston purchased 400 shares for total ownership of 2,619.

Raytheon Manufacturing Co.—N. B. Krim acquired 3,323 shares for total ownership of 8,048.

Twentieth Century Fox—Spyrous P. Skouras purchased 12,800 shares for 22,800 total; James A. Van Fleet disposed of 1,500 shares, leaving him with 500.

KFRE-TV Fights to Keep Ch. 12

KFRE-TV Fresno, Calif., has asked the FCC to vacate its pending show cause order proposing the move of the ch. 12 outlet to ch. 30 as a sequence of the FCC deintermixing proceeding to make Fresno all-ulhf. KFRE-TV said KMJ-TV (ch. 24) and KJE0-TV (ch. 47), both formerly advocating a KFRE-TV switch to ch. 30, now have contradicted themselves by various statements supporting their present proposals to make Fresno all-ulhf, with KJE0-TV to get ch. 2, KMJ-TV ch. 5 and KFRE-TV ch. 9. KFRE-TV also felt this proposed assignment of channels would put KFRE-TV in a disadvantageous position competitively in relation to KMJ-TV and KJE0-TV.

EIA Opposes 840-890 mc Plea

Electronic Industries Assn. has told FCC it opposes any action now seeking relocalization of 840-890 mc (in uhf television band) to common carrier fixed service. EIA urged that any move to reassign blocks of frequencies between 25 mc and 890 mc should be incorporated in general inquiry of 25-890 mc area (Docket 11997); otherwise such action would constitute piecemeal approach. Several weeks ago Lenkurt Electronics Inc. filed petition with FCC asking move in 840-890 mc assignments.

N. H. Educational Ch. 11 Granted

The FCC last week granted the U. of New Hampshire in Durham a new educational tv outlet on ch. 11. The Commission waived its rules to make the grant in less than the usual 30 days.
Now you can

see Russia for yourself

by Tom Maupin and Neil Mecaskey, managing partners of MAUPINTOURS

Last week, a TV news commentator told us: "I wouldn’t have missed seeing Moscow for a million dollars." And no wonder with all the news that comes from the Kremlin these days.

Yes, you can see Russia for yourself! And now you can do it any time of the year on MAUPINTOURS.

Our firm, MAUPINTOURS, is a unique travel service which specializes in Russian travel. We have made a specialty of taking broadcasting and telecasting executives to Russia. In the past two years, over 30 such groups have seen Russia on MAUPINTOURS.

Now you can visit all these Russian cities:

Now, many new cities and rural areas are open to Americans. The opera, the ballet, the folk festivals are on now, in wintertime. Isn’t it time you saw Moscow for yourself?

Write us today for our rates and Russian tour folder. We tailor your USSR itinerary to your specifications and needs, if you do not want to travel with a group.

The first prints of an exciting new 27 minute film, "Travel in Russia", will be available for special TV station showing November 20th. Schedule this film now by writing MAUPINTOURS. There’s no charge for its use.

Russia Tour Specialists

MAUPINTOURS

Inquiry office: 101 Park Avenue, New York 17, New York
Operations office: 1236 Massachusetts, Lawrence, Kansas
Service office: Washington, D.C.
GOP, HARRIS SWAP SWATS ON CH. 4

- Alcorn charges soft pedal in Pittsburgh investigation
- Oversight chairman wants explanation from FTC's Gwynne

An old-fashioned political controversy erupted last week in the House Legislative Oversight Subcommittee's investigation—or lack of—into the Pittsburgh ch. 4 tv case. And, on a second front, subcommittee Chairman Oren Harris stated that he wants an explanation of charges made by FTC Chairman John W. Gwynne against the subcommittee.

Republican National Chairman Meade Alcorn opened the firing Sept. 26 when he charged the subcommittee actually is not the bipartisan body it is supposed to be. "The sudden shutdown of the Harris committee [ch. 4] hearing after prominent Democrats became involved is a candid confession of the partisan, political mission of the inquiry," Mr. Alcorn said.

The two prominent Democrats referred to are Sen. George Smathers of Florida, chairman of his party's Senate campaign committee, and Pittsburgh Mayor Daniel Lawrence, candidate for governor of Pennsylvania [Lead Story, Sept. 29]. Rep. Harris (D-Ark.) sent an apology to Mayor Lawrence, saying he wished to "acknowledge and regret the error made by Mr. [Oliver] Eastland [staff investigator]. . . ."

There is nothing in the record of the subcommittee which reflects or indicates any irregular or improper contacts on your part. . . ."

In his attack on the subcommittee's action, Mr. Alcorn said the hearing was in full swing until it was discovered the two Democrats "had engaged in improper backstage timing in the Pittsburgh tv case."

He continued: "The hearing was immediately killed by Harris . . . in an attempt to avoid further embarrassment for Lawrence and Smathers and to make certain they would not have to appear on a witness stand under oath during the campaign.

"If these sub rosa pressures had been charged to Republicans, can anyone doubt that Harris would have launched full-scale hearings replete with the innuendo, smear and gossip for which he has become well known?" Mr. Alcorn also charged that Rep. Harris "made a feeble attempt to clear Lawrence and Smathers—without a hearing, without their testimony, without supporting documentation . . . and without committee authorization.

Rep. Harris said that he was "completely amazed" at Mr. Alcorn's statement. "The charge is obviously politically inspired," he countered. "In fact, it would be amusing if it were not made by a person in the responsible position which he holds to his party and to the American people."

The subcommittee has been non-partisan from its outset, Rep. Harris maintained, and has made every effort to develop the facts without partisan considerations. "The charge in connection with the Pittsburgh tv case has no foundation whatsoever," he said.

Of more than 20 tv cases which the subcommittee has looked into, all but four have been presented for the record, the chairman said. Of the remaining four, three (Indianapolis ch. 13, Miami ch. 10 and Boston ch. 9) have been returned to the FCC by the courts, leaving only the Pittsburgh case for "presentation at a public hearing," Rep. Harris said.

He said the subcommittee was aware of a grand jury investigation into the ch. 4 case and did not call several of the principals involved because they are under subpoena to the grand jury. At the close of the Pittsburgh hearings two weeks ago, Rep. Harris said the grand jury would be given a "reasonable time" to act.

Republican Rep. Joseph P. O'Hara of Minnesota, a member of the subcommittee, did not entirely agree with his chairman. He said he had not absolved anybody that has been involved in the Pittsburgh case of wrongdoing with Mayor Lawrence. He called attention to the fact that Mayor Lawrence did write Comr. Richard Bartley and did speak favorably of only one applicant. "The record speaks for itself," he said.

Rep. O'Hara stated all principals involved in the case should be called before the subcommittee to testify and that he planned to recommend such a course of action to Rep. Harris. He also said the matter of absolving Mayor Lawrence was not put to a subcommittee vote and was the action of the chairman.

Last Tuesday (Sept. 30), at the close of subcommittee hearings on proposed codes of ethics, Rep. Harris served notice on FTC Chairman John Gwynne, a Republican, that the subcommittee would want to talk to him again. In a speech the previous Friday, Comr. Gwynne lashed out at congressional investigators as being unfair and usurping the power of regulatory agencies [At Deadline, Sept. 29].

Rep. Harris, who was sitting at a speaker's rostrum beside the FTC chairman when he made the charges, said the speech was "quite enlightening." He said the subcommittee wanted the charges explained more fully and would like to find out in what way it has encroached upon the functions of the agencies. Also, Rep. Harris said, he wanted to know the reasons for Comr. Gwynne's change in attitude. He cited June letters written by Comr. Gwynne and Comr. Robert T. Secrest thanking the committee for its "absolute fairness demonstrated" to the FTC in its appearances before the subcommittee.

He said Comr. Gwynne would be recalled in November when the subcommittee resumes sessions.

In its last session before the November elections, the subcommittee last Tuesday took testimony from three bar associations on proposed codes of ethics for government officials. The American Bar Assn. filed a statement in which it said such a code has been under active study by the association since last February. Action probably will be taken at a meeting of ABA's House of Delegates next February. Washington attorney Donald G. Beelar appeared for ABA.

Theodore H. Haas, chairman of the Federal Bar Assn. professional ethics committee, told the subcommittee that "statutory sanctions are necessary and desirable" to bring about high standards for government

HARRIS AFTER

Rep. Oren Harris (D-Ark.) last week fired a new blast in his all-out campaign against any form of pay television.

The House Commerce Committee chairman pointed out that during the 85th Congress he was a strong supporter of legislation to exempt professional team sports from the antitrust laws. And, he said, Congress certainly will take into consideration the plans of football and baseball teams to televise their games on a closed-circuit subscription basis when it considers the sports legislation during the next session.

Rep. Harris served the above warning in releasing the text of letters he had written Congressmen, laying out commitments various teams had made to televise their games on closed-circuit. The letters were addressed to Skiatron TV, San Francisco baseball Giants, and football 49ers, Los Angeles baseball Dodgers and football Rams, New York Teleprompter, Telephone Co., and Pacific Telephone & Telegraph Co.

The chairman called attention to "recent press reports" that Skiatron is negotiating with the above organizations for closed-circuit rights. He pointed out that his committee held hearings last year on pay tv; and, as a result, the FCC agreed not to authorize pay tv until Congress had taken final action on the subject.

"The committee is contemplating [pay tv] hearings early in the first session of the 86th Congress and may possibly conduct hearings later this year before the opening of this session," Rep. Harris wrote. "The previous hearings have been concerned primarily with subscription television broadcasting as distinguished from closed-circuit pay television. As the two methods of operation are so interrelated they both are of equal concern to this committee.

"I shall, therefore, like to request you to submit to the committee in advance of these hearings at the earliest possible date, all relevant information with regard to any present or proposed participation in any agreements, negotiations or plans relating to the operation of subscription television broadcast operations or closed-circuit pay television operations."

CLOUD-CIRCUIT

Broadcasting
Again! the latest Area Pulse proves that:

WNOX dominates the Knoxville market

PULSE POINTS TO REMEMBER:

1. Day and night, WNOX comes within 5 percent of having MORE AUDIENCE than all other Knoxville stations combined.

2. From 6 p.m. to midnight, WNOX does have MORE LISTENERS than all other Knoxville stations combined.

3. 78 radio stations located outside Knoxville are heard in various parts of the 59-county area. From 6 a.m. to midnight during the entire three-week period covered, WNOX alone has almost two-thirds as many listeners in the 59-county area as these 78 stations combined.

4. THE AREA PULSE SHOWS WNOX IN A BIG FIRST PLACE IN EVERY QUARTER-HOUR, 6 A.M. TO MIDNIGHT.

5. The average WNOX daytime commercial has better than a 6.0 rating. The average daytime and nighttime commercial has a rating of almost 6.0. The area base is 366,800 radio families.

Let WNOX help you sell MORE to these 366,800 radio homes!

WNOX East Tennessee’s NUMBER ONE Radio Station
10,000 watts 990 Kilocycles — CBS Radio

A Scripps-Howard Station represented by
lawyers and others appearing before federal agencies. A code of ethics, he said, should apply to the conduct of all persons concerned with decisions in government proceedings and should prohibit communications by outside parties. Ruth Smalley, vice chairman of Mr. Haas' committee, also testified.

F. Cleveland Hedrick Jr. and Valentine B. Deale submitted the views of the D. C. Bar Assn. They favored creation of an independent office of federal administrative practice.

Messrs. Hedrick and Deale cited the desirability of "a greater degree of independence from agency influence" for hearing examiners.

**Court Decides For WSOC; Denies Buffalo Ch. 7 Stay**

The U. S. Court of Appeals in Washington last week issued two per curiam opinions, upholding an FCC tv grant in one case and denying a stay of a grant in another.

The court found "no error" in the FCC grant of ch. 9 Charlotte, N. C., to WSOC Inc., therefore affirming the Commission's decision, despite losing applicant Piedmont Electronics and Fixture Corp's complaint. In the other case, the court denied a request for a stay of the FCC grant of ch. 7 Buffalo, N. Y., to WKBW-TV Inc. (Govern ment, Aug. 4) brought by Great Lakes TV Inc., one of the losing applicants for that channel.

The grant of the Buffalo channel is still before the court.

**Torre Case Spurs Dorn To Plan Remedial Bill**

As an outgrowth of the criminal contempt conviction of New York Herald Tribune tv columnist Marie Torre last Tuesday (Sept. 30), Rep. Francis Dorn (R-N.Y.) announced Wednesday he plans to introduce a bill in Congress giving reporters the legal right to withhold sources of information.

Rep. Dorn told Broadcasting he would offer the proposal in January, when Congress convenes. Congressman Dorn added that two fellow Republicans—Assemblyman Harry Donnelly and George Spiros, both of Brooklyn—plan to introduce similar bills in the New York State Assembly and Senate, respectively. Mr. Spiros is a candidate for the State Senate and his sponsorship of the measure is contingent upon his election.

The contempt citation against Miss Torre was upheld by U. S. Court of Appeals in New York on Tuesday. Last Nov. 12 she had been sentenced to 10 days in jail by U. S. District Court Judge Sylvester J. Ryan for declining to supply the name of an unidentified CBS executive who reportedly was the source of information about a news item in her column regarding actress Judy Garland. The court ruled that the material sought of Miss Torre was of "obvious materiality and relevance." Miss Torre, claiming privilege, declined to name the CBS-TV executive who assertedly told her that Judy Garland "is known for a highly developed inferiority complex" and "does not want to work because something is bothering her."

The Herald Tribune announced after the court decision that it is considering the ruling "with the intention of carrying the Marie Torre case to the Supreme Court." Miss Torre has been free on her own recognizance, as she will be during the appeal to the Supreme Court.

**Aeronautical Firms Go to Court On FCC Frequency Decision**

Six aeronautical firms last week petitioned the U. S. Court of Appeals for the District of Columbia to set aside and review an FCC action reassigning certain frequency space, including 8500 to 9000 mc, from civilian use to the government [EDITORIAL, page 20].

Protesting the Commission's decision of April 16 were Aeronautical Radio Inc., Air Transport Assn. of America, Bendix Aviation Corp., Pan American World Airways, Trans World Airlines and United Airlines. The frequency space in question formerly was assigned to "radionavigation service" and the airlines had made plans to start using radar navigation equipment operating on 8800 mc.

The petitioners claimed the FCC's action (1) violates a treaty of which the U. S. is a party, under which 8500-9000 mc is allocated solely to radionavigation on a worldwide basis; (2) is invalid in that the FCC is not empowered to adopt regulations in conflict with a treaty of the U. S. or a law of Congress; (3) violates the Communications Act since the move was made without notice or public hearing, and (4) is defective in that it does not set forth an adequate basis for the action taken.

At the time of the Commission decision, the court appeal stated, plans were in progress for the early production and installation of 880 mc airborne "Doppler" radars in aircraft. The spectrum reassignment had been protested to the FCC by the air transportation interests. This protest was denied July 31 "without any opportunity to be heard," the petitioners told the court.

**Six Oppose FCC Power Hike As Well As I-A Duplication**

Six am broadcast stations, filing reply comments last week on the FCC's clear channel proposals, said they oppose increased power for Class I-A stations. They said that in original comments they gave their positions on the FCC's proposed duplication of 12 clear channels only, because the FCC did not ask for comments on higher power for Class I-A's. Other parties filing, however, gave their views on higher powers, the six stations said, and they want the FCC to know that they intend to oppose higher powers for Class I-A stations when comments are requested. They were KRIO McAllen and KFJZ Fort Worth, both Texas; WREC Memphis; WCUE Akron; WRVA Richmond, and WKOW Madison, Wis.

The FCC has extended the deadline for filing reply comments to Oct. 29.
Who could sell her anything now...except RADIO

Radio is as BIG as ever... but there's a BIGGER difference in stations!

Radio's immense strength...the opportunity to talk frequently, economically and persuasively to masses of people...can only be realized to the full by taking advantage of the difference between run-of-the-mill stations and great stations.

The difference is big. Great radio stations are the ones who invest substantial resources in top facilities and outstanding personnel. Their programming is skillfully geared to cover the whole range of listener interests...with features thoughtfully produced, professionally presented. Their responsible management permits no carnival gimmicks, shoddy giveaways, triple spots, pitchmen or questionable commercials to be associated with their call letters.

Great stations mean huge audiences. Great stations earn the confidence of the community for themselves and for their advertisers. This is the combination that produces results.

The stations listed here are the great stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of the more than 9,000 stations now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

A call to the Christal office nearest you will bring complete information, documented with data developed by Alfred Polius Research, showing how the strategy of The Nation's Voice can quickly put radio's vitality to work solving your particular sales problem.

HENRY I. CHRISTAL CO. INC.
NEW YORK  •  CHICAGO  •  DETROIT  •  BOSTON  •  SAN FRANCISCO  •  ATLANTA

 extremist

Who could sell her anything now...except RADIO

Radio is as BIG as ever... but there's a BIGGER difference in stations!

Radio's immense strength...the opportunity to talk frequently, economically and persuasively to masses of people...can only be realized to the full by taking advantage of the difference between run-of-the-mill stations and great stations.

The difference is big. Great radio stations are the ones who invest substantial resources in top facilities and outstanding personnel. Their programming is skillfully geared to cover the whole range of listener interests...with features thoughtfully produced, professionally presented. Their responsible management permits no carnival gimmicks, shoddy giveaways, triple spots, pitchmen or questionable commercials to be associated with their call letters.

Great stations mean huge audiences. Great stations earn the confidence of the community for themselves and for their advertisers. This is the combination that produces results.

The stations listed here are the great stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of the more than 9,000 stations now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

A call to the Christal office nearest you will bring complete information, documented with data developed by Alfred Polius Research, showing how the strategy of The Nation's Voice can quickly put radio's vitality to work solving your particular sales problem.

HENRY I. CHRISTAL CO. INC.
NEW YORK  •  CHICAGO  •  DETROIT  •  BOSTON  •  SAN FRANCISCO  •  ATLANTA

extremist
FM OUTLETs FAVOR NEW MULTIPLEX USE

• Comments filed with FCC


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.

15 FM'ERS TOLD ‘NO’


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.


Granted authorizations to transmit functional music on a multiplex basis are KDEN-FM Denver, WGR-FM Buffalo, WITC (FM) Rochester; Westinghouse TV Corp., Rochester, N.Y., and WMFM (FM) Madison, Wis.
NOW WORKING TOGETHER*

...to bring you the exciting story of the new force in Southeastern TV

WLOS-TV
Asheville - Greenville - Spartanburg

proudly announces the appointment of Peters, Griffin, Woodward, Inc. as its national representative. To a station already possessing formidable advantages, now add yet another: representation by one of the nation's outstanding station representatives.

* Effective September 24, 1958

PETERS, GRIFFIN, WOODWARD, INC.

is honored to represent WLOS-TV. Working with WLOS-TV's aggressive new management, we are now ready to tell you the remarkable facts about WLOS-TV's vast coverage...its 425,360 TV homes in 62 counties of 6 states...its unduplicated ABC network coverage. Watch WLOS-TV, the new force in Southeastern TV!
St. Louis Amusement Appeals To High Court in Ch. 11 Case

As its latest move in the long-fought St. Louis ch. 11 case, the St. Louis Amusement Co. last week asked the U. S. Supreme Court to review an adverse Court of Appeals decision upholding the FCC in refusing to consider a St. Louis Amusement protest against the transfer of ch. 11 to 220 Television Inc. [GOVERNMENT, Sept. 1]. St. Louis Amusement had been an applicant for ch. 11 but had dropped out prior to the completion of the comparative hearing.

Coinciding with its new court move, St. Louis Amusement also petitioned the FCC again last week. It claimed that information unearthed by the House Legislative Oversight Subcommittee shows ex parte contacts between three commissioners and "an agent of CBS" [GOVERNMENT, June 9]. CBS had originally won ch. 11, but after purchasing ch. 4 KKW-TV (now KMOX-TV) St. Louis for $4 million, had turned over ch. 11 to 220 Television, one of the losing applicants. 220 Television agreed to pay each of the other two losing applicants for ch. 11, St. Louis Telecast and Broadcast House, $200,000 each.

AFTRA Asks FCC to Rehear NBC's WMAQ, WNBQ Licenses

The Chicago local of American Federation of TV & Radio Artists last week asked the FCC to review and hold a "rehearing" on the licenses of NBC's WMAQ and WNBQ (TV) Chicago to determine if recent personnel and "program" cutbacks are in the public interest.

The petition, mailed to the FCC Tuesday, said firings of "hundreds" and cancellations of programs in Chicago by NBC and the other networks calls for "true emergency action."

AFTRA said it also has asked the Senate and House Interstate & Foreign Commerce Committees to probe network cutbacks in "local - sponsored, Chicago - originated programs" and alleged discrimination against talent.

The AFTRA local asked the FCC for a "hearing without delay" to give the union an opportunity to substantiate its charges that the alleged cutback of radio and tv programs has degraded community culture and entertainment; that NBC refuses to consider any criterion except the "greatest dollar profit" and that this philosophy is responsible for wholesale discharges of performers, technicians and "other creative and administrative personnel"; that advertisers are thus denied opportunity to and choice of programs; that NBC has "extracted" exorbitant profits amounting to millions of dollars from the Chicago market and has announced what amounts to a "public-behanded" policy; that the effect will be to "stifle" cultural benefits from the "miracles" of radio-tv.

The union called on the FCC to order discontinuance of the practices alleged by the AFTRA chapter.

The AFTRA action, regarded as highly precedential in trade circles, was taken by the Chicago chapter board without sanction of the national AFTRA organization or consultation of its membership.

All three network o&o properties in Chicago have been realigning their program schedules and personnel in recent months in line with network commitments and in gearing locally for the 1958-59 season. Some program changes involve network shows and others the insertion of film properties for live programs.

Rollins Inc. Opposes Petition For Etv Use of Wilmington Ch. 12

Rollins Broadcasting Inc., which has applied for ch. 12 in Wilmington, Del. [GOVERNMENT, Sept. 15], last week asked denial of a petition by the Joint Council for Educational TV which asks that ch. 12 be reallocated for educational non-commercial TV [AT DEADLINE, Sept. 11]. Rollins, licensee of WAMS Wilmington and other stations, said Delaware has only three commercial channels of which only ch. 12 is a vhf and that Wilmington and Delaware deserve local service—Wilmington being the 73rd largest market, with 268,387 people. An educational tv station would duplicate educational WHY- TV Philadelphia in some measure, the Rollins opposition said.

Storer Broadcasting Co. shut down WVUE (TV) Wilmington Sept. 13 but has not surrendered its permit for the ch. 12 facility.

KOMA, Being Sold to Storz, Lost $17,509 in Fiscal 1958

KOMA Oklahoma City, whose sale to Storz Broadcasting Co. was filed with the FCC Sept. 25, had a net loss of $17,509 for the fiscal year ending July 31, its balance sheet reveals. KOMA showed total assets of $320,147. Its liabilities included a mortgage of $117,500 and loans of $119,971 from partners in the station.

A profit-loss statement for the year showed gross income of $195,642 and total expenses of $181,652 before depreciation ($31,500).

The balance sheet for Storz covering the same period showed current assets of $1,937,395 and total assets of $3,995,175; liabilities total was $998,110 and surplus was $2,795,433.

The sale of the station to Storz by partners Burton Levine, Arnold Lerner, Myer Feldman, Bessie Von Zan, Raymond K. Ruff and Harold Thurman for $600,000 was announced in August [CHANGING HANDS, Aug. 25].

FCC Extends Comments Date

At the request of the Federal Communications Bar Assn., the FCC last week extended from Sept. 30 to Oct. 30 the date for filing comments on proposed rulemaking which would curb intermediate appeals to the FCC or rulings on motions before final consideration of the main proceeding by that body. Reply comments date was extended from Oct. 10 to Nov. 10.
THE WORLD'S MOST FABULOUS CLOWN...

BOZO THE CLOWN

156 CARTOONS IN MAGNIFICENT ANIMATION
BRAND-NEW—FULL COLOR—ESPECIALLY MADE FOR TELEVISION

Now—Jayark brings to TV the most successful personality ever conceived. BOZO is pre-sold to countless millions of children and adults. BOZO’s universal appeal and sales impact have never been equalled.

BOZO'S CARTOON STORYBOOK

156 CARTOONS • EACH 6 MINUTES • FULL COLOR or B/W • MAGNIFICENT ANIMATION • PACKED with ACTION • LOADED with LAUGHS

BOZO and his friends will keep your viewers in suspense and in stitches. They travel to the moon... They climb Mt. Everest... They even "run" Macy's and Gimbel's. Each thrilling cartoon is jam-packed with action and jaw-cracking laughter... No Cliff-Hangers!

AVAILABLE WITH ANIMATED COMMERCIAL LEAD-INS STARRING BOZO HIMSELF

Backed by huge merchandising and promotion, BOZO merchandise items now carried in stores, coast to coast. More than 6 million BOZO Capitol Albums already sold! BOZO is a guarantee of absolute top-rated cartoon leadership in your market. Fresh, new and pre-sold. BOZO is sure to deliver the lowest cost-per-thousand audience... sure to deliver unparalleled impact in advertising results!

ACT NOW WHILE BOZO IS STILL AVAILABLE

JAYARK FILMS CORPORATION

Broadcasting October 6, 1958 • Page 67
NAB SESSIONS REACH MID-POINT

San Francisco regional hears report on bank campaigns

The 1958 NAB fall conference series reached the half-way point Tuesday noon (Sept. 30) with the windup of the meeting in San Francisco. NAB President Harold Fellows and his team of traveling executives are now back at their Washington headquarters to get caught up with their desk-work before setting out on the second half of the tour, which commences next Monday (Oct. 13) in Milwaukee. The sessions move on Oct. 16 to Minneapolis and conclude the following week with day-and-a-half sessions in Boston and Washington.

West coast broadcasters were given results of an ASCAP music license survey conducted by Calvin J. Smith, KFAC Los Angeles, member of the All-Industry Radio Music License Committee (story page 72). In San Francisco, where registration totaled 183 at 9 a.m. Tuesday (before the beginning of the final half-day of the one-and-a-half day meeting), the same formula was followed as at earlier meetings [TRADE ASSNS. Secs. 25, 29, 22]. Reports from NAB headquarters were delivered during the general opening session Monday morning; separate but simultaneous radio and tv sessions were held Monday afternoon and Tuesday morning; Mr. Fellows addressed the Monday luncheon and a guest speaker headlined the Tuesday luncheon session. A Monday evening banquet was purely social, without speeches.

The unusual problems of bank advertising and the way that one bank has used the broadcast medium were discussed Tuesday noon by Charles Stuart Jr., advertising manager of the Bank of America. This bank, he reported, regards radio and television as "backbone" media, with major responsibility for carrying the campaign load.

"Used properly, singly or in combination," he said, "both are capable of an enormous advertising push ... capable of carrying an entire campaign. Because the advertising and television commercials are not only less expensive than individual.

"It is, of course, possible to produce good advertising for radio and television without taking chances. . . . In our advertising we try to get across the impression that money isn't such a bad thing after all . . . and we try to do it with a light touch.

"For years, the average man who asks for a personal loan regards it like going to the dentist. We try to break down that misconception by using the light touch: 'Ask for it by name, MONEY—money,' get instant money with a Timeplan Loan; 'do you need earth-money?' And so on . . .

"For this reason, most of our radio and television commercials are spot announcements. The brand of humor we have employed seems to lend itself better to animation than to live announcements—and, in a spot campaign, we can secure saturation impact concentrated into a short period of time—without becoming identified with any one particular television show or radio program.

"To compare tv broadcasters to the operators of theaters, 'who also had their news programs and their local lives shows as well as their features,' Joseph L. Floyd, KEO-TV Sioux Falls, S. D., offered the Tuesday morning tv session a four-point formula for successful station operation: Promote your station and advertise your programming to increase your audience and your advertising. Produce and schedule your attractions in a showmanlike manner. Buy programs at a price you can make a profit on. Protect your source of supply.

"Stressing his final point as the most important, Mr. Floyd warned tv broadcasters against taking any action against either networks or film producers that might result in curtailing the supply of programs, "the course of our livelihood.""

Mr. Floyd, Philip G. Lasky, KPIX (TV) San Francisco, and Richard B. Rawls, KPHO-TV Phoenix, led a discussion of programming that ranged from the need for standardization of film contracts to the economics of videotape. On the latter topic, those station operators who had installed VTR equipment reported the main savings to be in man hours. By taping weekend and "live" commercials for late evening and early morning programs, they said, they had been able to eliminate overtime and to free technicians for other duties. None had reduced the number of technical employees when adding videotape machines, however.

Henry Saroyan, ABC-TV, and Harold See, KRON (TV) San Francisco, discussed ways to keep track of costs in tv during an off-the-record session on tv station administration, held Monday afternoon.

"Discussing the subject 'Management Looks at Current Trends in Music Programming,' William D. Shaw, vice president and general manager, KSFO San Francisco, cited the opinions of four experts: Clyde Wallichs, president of Los Angeles' Music City, who reported that teenagers account for only 10% of total record sales; Sydney Goldberg, vice president of Decca, who likened radio programming to that of top-ten play records, which calls for more than just a collection of any 12 songs, but "each one must have an idea with the music pointed in that direction and a program which will hold the interest of the consumer for close to 45 minutes"; Bill Gavin, program director of Lucky Lager Dance Time (2½ hours of popular recorded music, seven nights a week on some 40 Western stations) for McCann-Erickson, who found "a growing recognition by management that new sounds and programming in pop records are not due simply to teenagers' abnormal tastes but that there are basic and continuing changes in mass preferences in music"; and Mitch Miller, who suggested that stations who let 'well-meaning amateurs and list makers' control their musical programming should be consistent and carry newspapers and magazine vendors to pick the day's top news stories.

Mr. Shaw's own observation: "The brightest and most interesting facet in the music business, regardless of their programming pattern, seems to consist in following these same few procedures. They've determined the reason for their station's existence in the market and designed a format to fit this need. They've stuck with it and improved it. They continue to try to anticipate trends, not only in music, but in all other program factors. They try to waste no time knocking their competitors; it's easier to concentrate on trying to out-think them."

Richard O. Dunning, president, KHQ Spokane, Wash., in introducing the booklet, "Broadcasting the News," produced by NAB's Freedom of Information Committee, suggested to the audience that it return home during the weekend and read what happens. "You'll find you're a bigger force in your community than perhaps you realize," he stated.

RUNNING THE SALES DEPARTMENT

"Sales department administration was discussed by a four-man panel: William J. Beaton, KWKW Pasadena, Calif.; Richard M. Brown, KPOJ Portland, Ore.; Benton Paschall, KFMM San Bernardino, Calif., and Ray Rhodes, Co-Chairman, San Francisco. Panel members agreed that simplifying rate cards would be a good idea but that it presents an almost impossible task; that merchandising services offered by stations are pretty much a waste of time and money but that the competitive situation requires stations to provide them. The 60 station men in attendance at the session agreed with the panel that it is proper to disclose the schedule of a competitor when asked to do so, but in spots, not dollars. A show of hands disclosed that about 10% of the broadcasters pay their salesmen straight salaries; the rest paying commissions divided about equally between less than 15%, about 15% and more than 15%.

"NAB President Hal Fellows, speaking at the Monday luncheon, noted the local interest in pay television "because of the expressed interest of the San Francisco Giants in selling their games to the home audience" and reiterated the NAB opposition to any form of pay tv.

"The broadcasters, in taking this position through their association, naturally are interested in the interests of their own investment," he said. "Primarily, however, they are acting in behalf of the public interest—for it is conceivable that should they use..."
IN SAN DIEGO
KFMB-TV MAKES MORE PEOPLE LEAVE HOME (TO BUY) THAN ANYTHING!

The only real way to "rate" an audience is not just by counting eyes in front of a TV set, but by counting feet at a supermarket. KFMB-TV sends more feet out to buy in the rich San Diego market because it's got more eyes glued to the screen.

(29 of the top 30 television shows in San Diego are on KFMB-TV.)
pay television, their profits would be higher.

"Nevertheless, the Federal Government in establishing a free system of broadcasting in the United States—through legislation and regulation—in effect pledged a free system for the American people, supported by advertising. Broadcasters do not believe that the government should renounce on this promising note. If there is to be some form of pay television, let it employ facilities other than those that are intended to offer a free service—the allocated broadcast channels."

Robert J. Harrold, Charles Bruning Co., spoke on "Towards Greater Internal Efficiency" at the Tuesday morning radio session. A panel of three station managers—Wendell Campbell, KFRC San Francisco; Ray Johnson, KMED Medford, Ore., and Knox LaRue, KSTN Stockton, Calif.—reported on the number and organization of staffers at these stations and answered questions about ways to secure efficient station operation.

Broadcasters who talk about editorializing are guilty of misleading semantics, Harold See, KRON-TV San Francisco, declared Monday at the opening general session. Newspapers, which can voice their views and ignore the opposing viewpoint, can editorialize, he said. Broadcasters, required to present both, or all, viewpoints on any controversial subject, have only the right of public comment. Robert H. Forward of KMPC Los Angeles, reported on his station's use of one-minute editorials to alert listeners to issues on which they can act by voting or by writing their elected representatives at city hall, the state legislature or in Washington. Philip G. Lasky, KPIX (TV) San Francisco, told how his station gives full production to its editorials, using cartoons, photographs and other visual material to illustrate the oral argument.

**ON TAP IN MILWAUKEE:**

At the opening Milwaukee general session, Robert L. Pratt, KGGF Coffeyville, Kan., member of the NAB Committee on Editorializing and NAB board member, will discuss editorializing at a panel meeting.

Radio panels will open with a sales administration discussion; John F. Meagher, NAB radio vice president, will preside. On the panel are Sterling B. Beeson, Headley-Reed Co.; Robert D. Enoch, WXLW Indianapolis; Vernon A. Noie, WJBC Bloomington, III.; M. H. Stuckwisch, WSOY Decatur, Ill.; Edward F. Baughn, WPAG Ann Arbor, Mich., will speak on news broadcasts. Harold R. Kreilstein, WMPS Memphis, will discuss music programming trends and Hugh K. Boice Jr., WEMP Milwaukee, will report for the All-Industry Radio Music License Committee.

A panel on staff organization includes Eldon Campbell, WFBR Indianapolis; Mig Figi, WAUX Waukesha, Wis., and Fred Sorenson, WKRS Waukegan, Ill. William J. Hennessey, Charles Bruning Co., will speak on internal staff efficiency.

Thad H. Brown Jr., NAB tv vice president, will preside at tv panels. Technical management problems, labor and costs will be reviewed. Station speakers will be Jack Robishaw, WBAY-TV Green Bay, Wis., and Henry W. Rogers, WWJ-TV Detroit. A programming discussion will be led by Robert B. McConnell, WISH-TV Indianapolis, and Herb Ohrt, KGLO-TV Mason City, Iowa.

Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, will speak at the Oct. 14 luncheon, final feature of the Milwaukee meeting.

At Minneapolis, Mr. Pratt again will lead an editorializing discussion. A radio sales panel includes Tom Barnes, WDAY Fargo, N. D.; Robert E. De Haven, KYSM Mankato, Minn.; John J. Perma Jr., Gill Perma, and Odin Ramsland, KDAL Duluth, Minn.

Gerald A. Bartell, president of Bartell Family Radio, will review music programming trends, and George W. Armstrong, WMAL-TV Kansas City, will report for the All-Industry Radio Music License Committee.

A panel on radio staff organization includes Earl Johnsen, KLIZ Brainerd, Minn.; Chet L. Thomas, KOKO St. Louis, and William White, KFJP Marshalltown, Iowa. Ned Haynes, of Albinson Inc., will speak on internal efficiency.

Tv panels at Minneapolis include a cost discussion by Henry W. Dorneif, WCCO-TV Minneapolis, and Owen Saddler, KMTV (TV) Omaha. Tv programming speakers will be Frederick S. Houwink, WMAT-TV Washington; Kenneth M. Hance, KSTP-TV Minneapolis, and W. Franklin of the All-Industry Radio Music License Committee.

A panel on staff organization includes Eldon Campbell, WFBR Indianapolis; Mig Figi, WAUX Waukesha, Wis., and Fred Sorenson, WKRS Waukegan, Ill. William J. Hennessey, Charles Bruning Co., will speak on internal staff efficiency.

Thad H. Brown Jr., NAB tv vice president, will preside at tv panels. Technical management problems, labor and costs will be reviewed. Station speakers will be Jack Robishaw, WBAY-TV Green Bay, Wis., and Henry W. Rogers, WWJ-TV Detroit. A programming discussion will be led by Robert B. McConnell, WISH-TV Indianapolis, and Herb Ohrt, KGLO-TV Mason City, Iowa.

Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, will speak at the Oct. 14 luncheon, final feature of the Milwaukee meeting.

At Minneapolis, Mr. Pratt again will lead an editorializing discussion. A radio sales panel includes Tom Barnes, WDAY Fargo, N. D.; Robert E. De Haven, KYSM Mankato, Minn.; John J. Perma Jr., Gill Perma, and Odin Ramsland, KDAL Duluth, Minn.

Gerald A. Bartell, president of Bartell Family Radio, will review music programming trends, and George W. Armstrong, WMAL-TV Kansas City, will report for the All-Industry Radio Music License Committee.

A panel on radio staff organization includes Earl Johnsen, KLIZ Brainerd, Minn.; Chet L. Thomas, KOKO St. Louis, and William White, KFJP Marshalltown, Iowa. Ned Haynes, of Albinson Inc., will speak on internal efficiency.

Tv panels at Minneapolis include a cost discussion by Henry W. Dorneif, WCCO-TV Minneapolis, and Owen Saddler, KMTV (TV) Omaha. Tv programming speakers will be Frederick S. Houwink, WMAT-TV Washington; Kenneth M. Hance, KSTP-TV Minneapolis, and W. Franklin of the All-Industry Radio Music License Committee.

A panel on radio staff organization includes Earl Johnsen, KLIZ Brainerd, Minn.; Chet L. Thomas, KOKO St. Louis, and William White, KFJP Marshalltown, Iowa. Ned Haynes, of Albinson Inc., will speak on internal efficiency.

Tv panels at Minneapolis include a cost discussion by Henry W. Dorneif, WCCO-TV Minneapolis, and Owen Saddler, KMTV (TV) Omaha. Tv programming speakers will be Frederick S. Houwink, WMAT-TV Washington; Kenneth M. Hance, KSTP-TV Minneapolis, and W. Franklin of the All-Industry Radio Music License Committee.

A panel on radio staff organization includes Earl Johnsen, KLIZ Brainerd, Minn.; Chet L. Thomas, KOKO St. Louis, and William White, KFJP Marshalltown, Iowa. Ned Haynes, of Albinson Inc., will speak on internal efficiency.
Quite naturally, a state blessed with the climate advantages of Florida comes in for some ribbing from the press when a few snowflakes fall. It's the unusual event that makes news.

But there is this point about last winter's freeze in Florida which didn't make headlines. Yet it is a story which merits telling.

Even while experiencing the coldest winter in 47 years, Florida offered a wide margin of climate advantage over other states.

**HERE ARE THE FACTS**

During December... the month that brought Florida its coldest single-day temperature of last winter... minimum daily readings at 123 state-wide weather stations averaged a low of only 48.4°. Average December maximum was 70.3°.

In January and in February, the average minimum was 44.2° and 41.7° respectively, while average maximum was, in the same order, 63.7° and 63.9°.

The Florida state-wide average in each of these three winter months, considerably under normal as it was, still topped every other state. But, in south Florida, where most winter tourists visit, the climate advantage was even more pronounced. For example, accumulative figures from five south Florida weather stations show a December-January-February daily average minimum of 54.1°, and an average maximum of 69.6°.

There were few days that tourists couldn't enjoy all the outdoor fun for which Florida is famed. Daytime highs were warm enough for golf, tennis, fishing; for seeing the sights or visiting the race tracks.

And, surprising as it might seem to one who hasn't experienced the power of subtropic sunshine, there were swim-suitied people tanning on south Florida beaches four days out of five all last winter.

There is no denying that last season's cold spell was the big news from Florida. But the best news was this: Even in a record cold year, the margin of climate comfort offered its usual advantage over other places in the land. Proving again, Florida's is one of the best climates of the world in which to enjoy a winter vacation.

Florida Development Commission
515-N Caldwell Building
Tallahassee, Florida

Florida
YEAR 'ROUND LAND OF GOOD LIVING
vice president-director of radio-tv for Ogilvy, Benson & Mather, New York, told a dinner meeting of the New York chapter of American Women in Radio & Television last week.

Mr. Booraem estimated that 75% of all tv programming is directed toward women but noted that, with few exceptions, programming is almost exclusively the responsibility of men. In contrast, he pointed out, such service magazines as Ladies Home Journal are edited almost exclusively by women. Mr. Booraem suggested that networks, stations and even agencies involved in tv programming consider the utilization of more women in programming capacities on the policy level.

Smith Cites Disparity In ASCAP Contracts

An "amazing lack of uniformity" exists in computing ASCAP fees by paid radio stations, according to a survey conducted among California stations by Calvin J. Smith, KFAC Los Angeles, California member of the All-Industry Radio Music License Committee (also see page 76).

Addressing the final radio session of the NAB Fall Conference at San Francisco (main story page 68). Mr. Smith said: "The ASCAP auditor makes up your contract when he comes into your station."

The all-industry group, set up by radio stations at a May 1 meeting held during the NAB Chicago convention, is conducting negotiations for renewal of music copyright contracts. The ASCAP contract expires next Dec. 31, the BMI contract in March. Robert T. Mason, WMNR Marion, Ohio, is chairman of the all-industry negotiating committee.

Mr. Smith said the general policy on talent fees is to allow fees to be deducted if they are billed separately to the advertiser in excess of the card rate. But he reported 14 deviations from this basic policy on the basis of his survey of stations.

"In the case of disc jockeys there is apparently no standard practice," Mr. Smith observed. "Some deduct everything, some a percentage and some pay on the full amount."

As to remote charges, sports rights, news expenses, trade deal advertising and merchandising-promotion, he said there is no definite policy, with some deducting nothing, some all and some only a portion.

Noting that radio and television broadcasters now pay ASCAP about $22 million a year—more than $200 million for a nine-year contract, assuming a static condition—he urged all stations to contribute to the support of the committee and thus help to secure a better contract with standard provisions spelled out.

Protective Air Time Lessening—Sweeney

Protective air time—the interval between radio commercials for competitive products—is being shortened, Kevin B. Sweeney, Radio Advertising Bureau President, told the bureau’s northeastern regional management conference in Princeton, N. J., last week. The conference ended RAB’s 1958 series of seven such meetings.

A nationwide survey of some 200 time-buyers, conducted by RAB last July, was said by Mr. Sweeney to show that: "Some 52.7% of agencies request only a 15-minute interval between competing announcements compared to 43% of time-buyers in 1957. While some insisted on a half-hour separation between announcements one year ago, only 31.6% expect that courtesy today. About 11.8% want a 20-minute break."

Mr. Sweeney also reported on a separate RAB survey on the amount of rate protection accorded current advertisers at the time of an increase.

"Twenty-one percent of the stations asked listed one year compared to 75% in 1957. While 25% of stations offered six months of immunity from increased time charges one year ago, about 66% offer that much time today," Mr. Sweeney told the group.

John F. Hardesty, RAB vice president and general manager, reported to the Princeton group that in more than two-thirds of the nation’s stations that disc jockeys are undercutting even the most lenient policies regarding on-air conversation: "Some 26.3% of stations have a definite time or word limit while 30.6% have a carefully policed 'talk as little as possible' d.j. policy. Another 14.2% of stations limit d.j. conversation to delivering the time, weather, temperature and commercials."

Creative Phase to Be Stressed At 4A Sessions in Chicago

Agency creativity in marketing and retailing will highlight second day sessions of American Assn. of Adv. Agencies’ central region meeting in Chicago, Oct. 10, it was announced last week.

The agenda for Friday workshops, following opening day management meetings [TRADE ASSNS., Sept. 29] will stress the creative phase of advertising functions and be open to all AAA central region member agency personnel, according to James G. Cominos, vice president in charge of radio-tv, Needham, Louis & Broby, and region chairman. The 21st annual meeting will be
It means that now America's No. 1 network, NBC, and Buffalo's No. 1 station, WGR-TV, have joined forces to offer advertisers and viewers the best in TV in the nation's 14th market.

- Top NBC-TV network programming... A huge, untapped audience will now see, for the first time, Dinah Shore, Perry Como, Bob Hope, Milton Berle, and many others. Also available are NBC color, NBC specials, NBC public service... because NBC is now VHF in Buffalo.
- Top local acceptance... because of top local shows, personalities, public service, promotion, and merchandising.
- Top choice in Buffalo of advertisers and viewers alike

Contact Peters, Griffin and Woodward for availabilities on WGR-TV—now NBC!
TRADE ASSKS. CONTINUED

held at Chicago’s Drake Hotel this Friday.

Whit Hobbs, associate copy director of BBDO, will address the luncheon Friday noon, to be introduced by Alexander H. Gunn, vice president, J. Walter Thompson Co. and secretary-treasurer, central region. An afternoon session will be devoted to a workshop, with selection of the best advertisements in the appliance, drug and grocery fields in 1958, chosen by agency creatives, men and retailers. Participating are Joseph M. Greecely, vice president, Leo Burnett Co., and AAAA Chicago council chairman; Robert L. Foreman, executive vice president and creative services head, BBDO; and Sol Polk, president of Polk Bros., Chicago appliance chain. Drug advertising will be discussed by Edward N. Robinson, vice president of J. Walter Thompson Co., and Howard Wilson, vice president-copy director, Kenyon & Eckhardt, among others.

Assn. of UPI Broadcasters Formed in South Carolina

South Carolina UPI Broadcasters Assn. was founded at a Sept. 24 meeting in Columbia represented by 15 TV stations.

Joe Wilder of WBAW Barnwell is the association’s first president. Officers elected included Dale Hawkision, WJAY Mullins, vice president; Bill Hogan, WLBG Laurens, program chairman, and Tom Price, bureau manager of South Carolina UPI, permanent secretary.

The meeting, presided over by Richard E. Fales, South Carolina UPI business representative, included talks by Rhea T. Eskew, UPI southern division manager; Charlie Newcomb, WSPA Spartanburg; Mr. Wilder, and Mr. Hawkision.

Sub Tour For Conn. UPI Group

Members of UPI Broadcasters Assn. of Connecticut attending its fall meeting tomorrow (Oct. 7) at Groton and New London will visit U.S.S. Skate, the atomic submarine that sailed under the North Pole. The Connecticut broadcasters’ activities, arranged with the cooperation of General Dynamics Corp.’s Electric Boat Div. and the U.S. Navy, will include a bus tour of submarine yards, a business meeting at the New London U. S. submarine base Officers’ Club and a talk by one of the Skate’s officers.

UPCOMING

October


Oct. 7-10: BBC, CBBC. Canadian convention. Exhibition Place, Toronto.


Oct. 7-9: CBC, Board of Governors Room 118, House of Commons, Ottawa.

Oct. 8-10: AAAA, central region’s annual meeting, Drake Hotel, Chicago.

Oct. 8-10: North Carolina Assn. of Broadcasters, Sedgfield Inn, Greensboro.

Oct. 9-11: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa.


Oct. 16-18: AWBT, Heart of America conference, Muehlebach, Kansas City, Mo.


Oct. 11-12: Missouri AP Broadcasters Assn., annual meeting, Jefferson City.

Oct. 12-14: AAAA, western region’s annual meeting, Mirador, Palm Springs, Calif.


Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Pont-nelle Hotel, Omaha, Neb.

Oct. 13-15: Canadian Assn. of Broadcasters, University Club, Boston.


Oct. 18: Women’s Advertising Clubs, Midwest inter-city conference, Sheraton-Cadillac Hotel, Detroit.


Oct. 19: Ohio Assn. of Broadcasters, annual convention, Atlantic-Cadillac Hotel, Columbus.


Oct. 25-26: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.

Oct. 25-29: AFA, 10th district convention, Lubbock, Tex.

Oct. 25-29: AFA, second district convention, Raleigh, N. C.

Oct. 27: Fall TV Broadcasters Assn., fall meeting, Van Orman Northern Hotel, Fort Wayne.


Oct. 27-30: AFA, eastern region’s annual meeting, Biltmore Hotel, New York City.

Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.


Oct. 31: AFA, second district meeting, Shoreham Hotel, Washington.


November

Nov. 5: AFA, east-central region’s annual meeting, Commodore Hotel, Toledo, Ohio.


Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.

Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.

Nov. 15: Oregon Broadcasters Assn., fall meeting, Hotel Marion, Salem.

Nov. 16-18: AAWC, Indiana conference, Indianapolis.

Nov. 16: Broadcasters’ Promotion Assn., third annual convention, Chase Hotel, St. Louis.

Nov. 17: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.

Nov. 17: ABC-TV Primary Affiliates, meeting, New York City.

Nov. 20: TVB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.


Nov. 21: TVB, annual meeting of members, Waldorf-Astoria Hotel, New York City.

NAB FALL CONFERENCES

Oct. 15-16: Schroeder Hotel, Milwaukee.

Oct. 16-17: Radisson Hotel, Minneapolis.

Oct. 29-31: Somerset Hotel, Boston.


BROADCASTING

Page 74 • October 6, 1958
American Research Bureau is proud to announce its complete NEW and EXPANDED service.

In addition to its instantaneous ARBITRON reports inaugurated commercially in New York September 1st, ARB is transforming and enlarging its service in these important respects:

1. **ONE-WEEK/FOUR-WEEK REPORTS** (to be issued regularly throughout ARB’s entire Basic 100-Market Group—excepting only those cities served by local or surveyed every single month. The One-Week/Four-Week thus becomes ARB’s standard diary report format, furnishing (1) a four-week average rating to measure those time periods where programming remains unchanged; and (2) a one-week rating to measure those periods where programming varies.

2. **MORE FREQUENT REPORTS**—a minimum of 3 One-Week/Four-Week surveys (equivalent to 6 reports) per year scheduled for smaller markets. Frequency of reporting for larger markets correspondingly increased.

3. **150 MARKETS GUARANTEED**—more than ever before, more than any other television rating service.

4. **DAYTIME AUDIENCE COMPOSITION DATA** and cumulative ratings for multi-weekly daytime and nighttime shows to be added to all diary rating reports. Also day-by-day weather information.

And, for ARB’s advertising agency subscribers—

5. **THE 100-CITY PACKAGE WILL INCLUDE** not only local market Diary reports and Total Television Area reports, but also:
   - ARBITRON Reports for New York, Los Angeles, Chicago
   - Seven-City Multi-Network ARBITRON Reports
   - The TV-National Network Reports

In keeping with its continuing efforts to improve the reliability and utility of television research, ARB is pleased to make available this complete schedule of audience measurement data—the industry’s finest and most comprehensive.

Your ARB office will be happy to furnish details.
Dannett Named as Counsel To Radio Music Negotiators

Emanuel Dannett, one of the attorneys active in the formation of Broadcast Music Inc. in 1940, last week was named counsel to the All-Industry Radio Music License Committee.

Robert T. Mason of WMRN Marion, Ohio, chairman of the committee, announced the appointment after a two-day meeting of the group and also said plans had been perfected "for the immediate negotiation of agreements with ASCAP and BMI." ASCAP radio music licenses expire Dec. 31, BMI's next March.

It also was disclosed for the first time that the committee will "consider existing agreements" with SESAC, third major music licensing organization. Committee members noted that SESAC licenses lack the general uniformity of those issued by BMI and ASCAP.

Mr. Dannett is a member of the New York law firm of McGoldrick, Dannett, Horowitz & Golub. He has been identified with broadcast music licensing for many years. He was co-counsel for Mutual from its formation in 1934 and later was general counsel for 15 years until 1954. He currently represents CBS in some legal matters, is counsel for WPAT Patterson, N. J., and is a board member of WPAT and WITI Milwaukee.

In television license negotiations of recent years the all-industry committees have been represented by former Judge Simon H. Rifkind.

Although the radio committee plans to negotiate with both ASCAP and BMI and "consider" SESAC agreements, it is expected to take these assignments one at a time, starting with ASCAP since these licenses expire first. Authorities expected their first meeting with ASCAP to be held within three or four weeks.

The committee, authorized at the NAB convention in April and elected by industry-wide vote in July [Program Services, July 21], consists of 17 members representing radio stations in all sections of the U. S.

BMI Gets Look at ASCAP Records

After some two years of trying, BMI last week got permission to examine the performance cards of the American Society of Composers, Authors & Publishers. In federal court in New York ASCAP attorneys consented to a BMI motion that the data, showing the performance records of ASCAP tunes, be made available. BMI claims it needs to study the performance data in preparing its defense against the $150 million lawsuit brought by 33 ASCAP songwriters more than four years ago. It has had a standing offer to make its own performance records available to the 33 plaintiffs and ASCAP if BMI were given access to the ASCAP data.

THOSE MUSICAL NOTES

ASCAP's income in the first eight months of 1958 totaled $19,291,984, all but $172,821 of it from licensees for the use of the music of ASCAP members, George Hoffman, comptroller, reported Tuesday (Sept. 30) at a west coast membership meeting in Los Angeles. ASCAP membership now includes 1,190 active publisher members and 4,167 active writer members, with 185 non-participating publisher and 680 non-participating writer memberships.

Broadcast News Bureau Service Will Offer Indies Capital News

Daily telephone reports from Broadcast News Bureau, Washington, is available to stations starting today. The new service has a fresh two-minute "news in depth" feature ready every five hours between 6 a.m.-9 p.m. Monday through Friday and 10 a.m.-3 p.m. on Saturday. Subscribers, limited to one a market, call BNW two or three times a day and ask "Broadcast News." The bureau personalizes the service by tagging individual call letters onto each report.

Free auditions or further information may be obtained from F. M. Randolph, managing director, Broadcast News Bureau, 605 14th St., N. W., Washington 5, D. C.

PROGRAM SERVICE SHORTS

Standard Radio Transcription Services Inc., Chicago, announces "coming attractions" in production to be offered to broadcasters during NAB regional conferences. Additions are "Super Hi-Fi Sound Effects Collection;" "Buy Lines," monthly service of commercial leads and one line gags; "Short Musical Selections," group of three Billy Mills discs comprising total of 51 standard tunes, to be made available as package; "Medal of Honor," series of 5-minute open-end narrations about acts of valor or heroism in military or civilian life, and "Something to Remember," 15-minute open-end shows with musical standards and romantic narration.

Goodson-Todman, program packager, moves from 41 E. 57th St., to House of Seagram, 375 Park Ave., New York. Phone, Plaza 1-0600, remains same.

Richard P. Doherty, tv and radio management, adds program distribution to his advisory services by offering copyrighted Dialing for Dollars, local radio-tv show over WCBM and WMAR-TV, both Baltimore.

Capitol Records Inc., Hollywood, has declared extra dividend of 15 cents per share in addition to regular quarterly rate of 25 cents. Dividends are payable Sept. 30 to stockholders of record Sept. 15. Capitol announced gross sales for year ended June 30, 1958, totaled $43,694,818 against $35,108,401 for last year. Decline in net income from $3,239,362 to $2,777,752 was attributed to start of new enterprises.
Your Salesman for More Than 700,000
CALLS ON SIGHT IN THE SOUTHEAST'S
BIGGEST, RICH MARKET

Put your salesman where he can make the most
calls at less cost. Buy WSJS-television's 713,062
TV sets in 75 Piedmont Counties in
North Carolina and Virginia.

WSJS
TELEVISION
WINSTON-SALEM

Winston-Salem
Greensboro
High Point

Call Headley-Reed
Now, you say when

And how often too! For once programs and commercials are recorded on Videotape*, scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

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

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

Ampex Corporation
Professional Products Division

Offices in Principal Cities

Page 78 • October 6, 1958

Broadcasting
CBS LABS NEW CENTER AT STAMFORD READY

Dedication ceremonies will be held tomorrow (Oct. 7) for the new research center of CBS Labs on a 23-acre site in Stamford, Conn. The principal speaker will be Roy W. Johnson, director of the Defense Dept.'s Advanced Research Projects Agency, and dignitaries invited include Gov. Abraham Ribicoff of Connecticut, Mayor Webster C. Givens of Stamford and high-ranking officers of the Army, Navy and Air Force.

CBS Labs, a division of CBS Inc., has been located up to now in the headquarters building of CBS at 485 Madison Ave., New York, N. Y. The new center is said to contain modern facilities and instrumentation for research and development in such fields as audio-video systems, solid state physics, physical chemistry, optics, vacuum tubes, data processing systems, and electronics for communications and other applications. Dr. Peter C. Goldmark is president of CBS Labs.

Ground for the center was broken in the fall of 1957. At that time, Dr. Frank Stanton, CBS president, said the program of the laboratory was expanding in three areas: improved audio and video techniques, electronics projects under government contract for military and other purposes and more comprehensive applied research for industry.

New York Meeting, Show Both Devoted to Stereo

Stereophonic blasting New York City's Eighth Ave. and 35th St. last week.

On the West Side, at the Hotel New Yorker, the Audio Engineering Society met for its tenth annual convention and exhibition and devoted itself studiously to highly technical papers on the engineering aspects of the new audio art, including multiplex fm broadcasting.

Across the street at the New York Trade Show Bldg., equipment and component manufacturers treated the public visually—and audibly—to the latest of their wares at the New York high fidelity show sponsored by the Institute of High Fidelity Manufacturers. Mayor Robert F. Wagner proclaimed the occasion "Stereo High Fidelity Week" and an estimated 50,000 persons were expected to attend. The institute estimates hi-fi component and home music system sales this year will range $250-260 million, well above last year's $225 million.

While exhibitors happily acclaimed stereo to be the hottest innovation to hit the trade since the long-playing record, many felt the public is dragging its heels on making purchases, waiting for the confusion to be cleared concerning various practical aspects of technical standards and general availability of equipment, discs and tapes. Others held it's much too early to judge trends.

RCA expects to bring out its initial stereotape cartridge musical releases within a month. Most major record labels already have initial stereo discs on the market or soon will have, while the equipment to play them was in much evidence among manufacturers' exhibits, including am-fm tuners.

On Friday (Oct. 3), at the Audio Engineering Society gathering, Murray G. Crosby, president of Crosby Labs, Hicksville, N. Y., described the performance characteristics of the "compatible" fm multiplex stereo transmission system which his firm is proposing before the FCC. The system is compatible to the mono-aural listener as well as the multiplex stereo listeners, since the two music channels are mixed and then fed to the main program channel, with the subtracted "difference" or reverse phase of the two channels fed to the subcarrier. The home multiplex receiver or adapter separates the channels again for feed to separate speakers. In stereo methods, one music channel goes on the main program channel, the second channel on to the subcarrier, so that the mono-aural listener can hear only one channel or pick-up microphone.

The Crosby system has been in test on WBAI (FM) New York since Sept. 12 and daily last week from the WBAI studios at the high fidelity show, using experimental authorization under the call KE2XXT. Other New York stations exhibiting at the fair included WQXR-AM-FM and WRFM (FM).

On the program Friday with Mr. Crosby will be William S. Halstead, Multiplex Service Corp., New York, and Richard Burden Assoc., Mt. Kisco, N. Y., who reviewed developments of multiplex stereocasting, beginning with the first experimental transmissions on fm in 1950.

Other broadcast papers were given by George H. Grenier, General Electric Co., on stability considerations in high fidelity amplifiers; W. S. Bachman, Columbia Records.
Man-Made Rubies at Michigan Promise Greater Tv Reception

Television reception over much greater distances than now possible and communication with space vehicles is promised from U. of Michigan experiments with man-made rubies.

The “ruby mazer,” a low temperature device said to be able to out perform electron tubes and transistors, has been developed at the university. The mazer harnesses the gyroscopic motion of electrons at near-zero temperatures to amplify very weak radio signals. Sensitivity is such that the instrument can detect the small natural radio emission from objects warmer than the ruby. It reportedly can discern radiation from cool matter a short distance away or from invisible stars thousands of light years distant.

The university is planning to incorporate the system into the 85-ft. radio telescope it is constructing.

MANUFACTURING SHORTS

SOS Cinema Supply Corp., N. Y., announces distribution of Studio Quik Splicer, designed for splicing both 16 mm and 35 mm as well as magnetic tape. Butt splicer may be used for all types of film bases as well as optical or magnetic sound tracks. Molnar type is applied which is permanent, reportedly will not dry out or shrink and is unaffected by common film cleaning agency. Price: $79.50. Quik-Splicer are available in dispenser containing 250 splices for $5 per package. Free samples of Quik-Splice tape and illustrated brochure upon request to SOS Cinema Supply Corp., 602 W. 52nd St., New York 19.

Mitchell Camera Corp., Glendale, Calif., announces Mitchell Varifocal Close-up Unit designed for close-up scenes often required for filmed tv commercials. Unit contains own lens, also eliminates setup time with use of flexible extension tubes. Deep draw extension bellows permits infinite focus and affords wide range of photography from normal (X1) to larger than normal (X10). Adapters permit use with 16 mm and BNC Mitchells, also NC and Standard Mitchell cameras. Write Mitchell Camera Corp., 666 W. Harvard St., Glendale 4, Calif.

Audio Devices Inc., N. Y., has reported steep rise in magnetic tape sales in first six months of 1958 amounting to increase of 31% over similar period last year. Total sales for period on all products were $3,055,000 as against $2,350,000 for first six months last year. Earnings from magnetic tape and disc sales for six-month period this year were $176,967 after taxes, equal to 22.4 cents per share on 788,457 shares of common stock outstanding, comparing with $157,762 in six-month period of 1957 or 24.3 cents per share on 650,051 shares of stock then outstanding.

Teletrosonic Corp., Long Island City, N.Y., introduces new 2-speed high fidelity portable tape recorder which takes up to seven-inch reel. New recorder, model 1970, is priced at $99.95. Total weight is 19½ lbs. and overall size is 15 inches x 8 inches x 11½ inches. It offers dual speeds of 3½ ips and 7½ ips with dual track recording which allow for up to four hours of playing time at 3½ ips. One hour of tape on seven-inch reel and seven-inch take-up reel are included in selling price as well as full frequency crystal microphone.

Allied Radio Corp., Chicago, distributors of electronic parts and equipment, announces release of 1959 general catalog. Book consists of 452 pages (208 pages in rotogravure and 4-color covers) and lists 32,000 items. Special emphasis has been placed on equipment and components for broadcasting field. For free buying guide write Allied, 100 N. Western Ave., Chicago 80, Ill.

Reeves Soundcraft Corp., manufacturer of magnetic recording products, has moved into new plant on Great Pasture Road, Danbury, Conn.; telephone: Pioneer 3-7601.

General Electric Co. has made available through distributors receiving tube interchangeability chart, listing 122 replacements for 180 popular tv and radio types.

Sylvania Electronic Tubes (division of Sylvania Electric Products Inc.) announces ten...
there's only one shortcut to sales success in WBEN-TV land

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

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

Call HARRINGTON, RIGHTER and PARSONS, our national representatives and let them map out your itinerary.

WBEN-TV CBS in Buffalo
THE BUFFALO EVENING NEWS STATION
Only Pulse delivers the 100% whole sample

Of the three major television services, Pulse alone delivers the complete sample contracted for—a predetermined sample of high accuracy.

Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack telephones—Pulse alone uses direct, face-to-face interviewing right in the home.

Since 1941 Pulse has developed accredited techniques of sampling, a tremendous operation, the largest known to the broadcast industry—in fact, the largest sampling outside the U.S. Census.

Looking at a typical example: you have a night-time Television Network program? Pulse's sample "Base 6,000" for your show means that Pulse interviewers actually talk with 6,000 different families about your show. This sample of identical size—but different families—is repeated next month, and the next, and the next, a staggeringly cumulative total. No panel bias, no inertia.

In an interesting new slide presentation, we have compressed the essential Pulse pulse. See it. Let your own judgment, not hearsay, decide whether or not your firm can use this vital assist, profitably. We reported 222 different U.S. markets last year, more this year. Please write. Or for an appointment at your own best convenience, phone Judson 6-3316.

Largest Scientific Sampling
"Only U.S. Census talks with more families"

Pulse rings doorbells...interviews families in their homes.

Trade Assns. Continued

additions to renewal line, including nine receiving tubes for tv receiver applications and one tube designed for use in auto radios.

Litton Industries Inc., Beverly Hills, Calif., has purchased Westrex Corp., thus gaining 50-nation distribution network for its electronic products. Westrex foreign offices have begun distribution of Litton communication equipment, radar antennas, instrument landing systems and medical x-ray units.

Corning Glass Works, Corning, N. Y., announces shatterproof, dustfree contoured twin panel tubes. Tube consists of second contoured glass face panel laminated permanently to original bulb, eliminating need for present front safety plate.

David Bogen Co. (division of The Siegler Corp.), N. Y., introduces wall-mounting home music system of stereophonic parts known as "Music Wall" designed by company to win lady of house to hi fi. David Bogen has also introduced two new stereophonic preamplifier-amplifier combinations and am-fm stereo tuner. For complete information write Wolcott & Associates, 420 Lexington Ave., N. Y. 17, N. Y.

Allied Radio Corp., Chicago, announces release of new Knight Stereo Ensemble consisting of KN-734 deluxe 34-watt stereo amplifier and KN-120 deluxe stereo fm-am tuner. Ensemble may be placed on tabletop, bookshelf. Price: $244. Available from Allied Radio Corp., 100 N. Western Ave., Chicago 80, Ill.

RCA reports antenna shipments of six-section superturnstile to WDAY-TV, Fargo, and uhf pylon ultra-gain to WICS (TV) Springfield, Ill., as well as 10-kw transmitter to KXAB-TV Aberdeen, S. D.

Raytheon Manufacturing Co., Waltham, Mass., reports release of two new products: L-band ferrate isolator and microwave ferrite switch. Isolator, model 1LH2, is constructed of half-height waveguide to reduce size and weight. Switch, model SKL1, provides insertion loss of 25 db with insertion loss of 0.5 db (maximum). Data are available from Raytheon Manufacturing Co., Special Microwave Device Group, Waltham 54, Mass.

Air-Way Industries Inc., Toledo, announces sale of its vacuum cleaner division to Woodruff Inc. Other divisions of Air-Way, including White Products Corp. and Alumatic Corp. of America, are not involved.

Camera Equipment Co., N. Y., announces its appointment as exclusive distributor in East for Panavision Brightness Meter. Meter provides objective analysis of screen brightness, screen brightness distribution, brightness seen from side or balcony seat and determination of screen gain. Meter is of "visual comparison" type. Uses only single 11/2 volt flashlight battery. Price: $97.50. Write to J. M. Kessinger & Assoc., 37 Saybrook Place, Newark 2, N. J.

Ampex Corp., Redwood City, Calif., has shipped videocassette recorders to WNH-C-TV New Haven, Conn.; WSYR-TV Syracuse, N. Y.; WHDH-TV Boston, Mass., and WIRT (TV) Flint, Mich.

Professional Services

Wagg Forms Subsidiary

Alfred Wagg Pictures, Washington, has announced formation of International Information Inc. to expand the publicity, research and still and motion picture services of the parent company by assisting advertising agencies, international organizations, governments and public relations firms with overseas operations.

Firm analysts, familiar with local conditions, will direct and administer market analyses, sales programs, and special reports in areas where local facilities are not available. Relationships between government and commercial firms will be coordinated through various communications media. The company is headquartered at 7801 Woodmont Ave., Washington 14, telephone Oliver 6-9406.

Professional Service Shorts

Arthur P. Jacob, public relations, New York office is at 3 E. 54th St., Templeton 8-0730. Incorrect address and phone number of 40 E. 49th St. (Plaza 9-6277) given in Broadcasting Sept. 15 are those of Rogers & Cowan Inc., formerly part of Rogers, Cowan & Jacobs Inc.

The Ritter Co. (dental and medical equipment), Rochester, N. Y., names Hershey-Rotman Inc., Rochester, for public relations counsel.

W. E. Schruff & Son (confectionaries), and Audio Fidelity Inc. (stereophonic records) appoint Robert S. Taplinger Assoc., N. Y., as public relations counsel.

Studebaker-Packard Corp., South Bend, Ind., retains Jim Moran Assoc., New York, Chicago, Miami and Hollywood, as product publicity counsel. S. A. Skillman, S-P v.p. and general sales manager, described appointment as part of "highly aggressive merchandising and marketing campaign" to support car manufacturer's 1959 program.

George Greif has opened his own personal management office at 9424 Dayton Way, Beverly Hills, Calif. Telephone: Crestview 4-7138. Mr. Greif will be joined by producer Sanford Scott as firm associate. Greif's clients include Phille Eckstine and The Kirby Stone Four.

Langworth Feature Programs announces another 17 radio stations have signed to carry its Jim Ameche Show, which is now heard in 15 states from Florida to Alaska, President John D. Langlois has announced. Station sales average 546 hours per week. Syndicated tape package features Mr. Ameche as m.c. of "middle-of-the-road" popular music program on which he does all music introductions, promotion announcements and local commercials in addition to providing music.

Buffalo (N. Y.) Evening News began 16-page weekend section called TV-Radio Topics Oct. 4. Color and large art will be featured along with complete weekly programs of more than 30 radio and tv stations in western New York, nearby Pennsylvania and Ontario. Wilbur W. Doeblin, assistant chief copy editor of News, will handle TV-Radio Topics.

Broadcasting
NLRB Starts Hearings On AFTRA VTR Plea

The National Labor Relations Board last Tuesday started to hear testimony in New York on a petition by the American Federation of Television & Radio Artists asking NLRB to hold a referendum among performers to select a single union to represent them in the videotape commercial field.

The hearing was conducted before NLRB Examiner John J. Carmody, who announced he would hear testimony and read the record to the board in Washington for a decision. Representatives of the Screen Actors Guild, the Screen Extras Guild and the three television networks made brief statements on opening day in opposition to the petition and asked that it be dismissed.

One surprising move was a statement from Guy Farmer, representing BBDO, J. Walter Thompson and Young & Rubicam, in which the agencies reserved decision on their position with respect to the petition. During a preliminary NLRB hearing on the subject early last summer, these agencies had opposed the petition.

Saul Pryor, trial counsel for AFTRA, contended that tape is a "revolutionary" concept that is new and said performers should have the right to select the unit that is to represent them. He claimed that the production of tape commercials involves "exactly the same techniques" as the production of live commercials.

AFTRA has jurisdiction over live and taped commercials produced at networks and stations, while SAG has jurisdiction over filmed commercials produced at studios. Its latest contract signed with film studios (agencies sign letters of adherence to the contract) grants SAG jurisdiction over taped commercials.

William Berger, counsel for the Screen Actors Guild and Robert Gilbert, counsel for the Screen Extras Guild, both pointed out that their unions have contracts with film producers, granting them jurisdiction over tape produced there and characterized AFTRA's petition as an attempt to "grab" control of the VTR commercial field.

The hearing is expected to continue through this week.

Union Chief Says He Will Stay At WCFL Despite Meany Edit

William A. Lee, president of the Chicago Federation of Labor and WCFL there, its independent radio outlet, plans to continue in that post indefinitely despite a dual-job edit from AFL-CIO president George Meany.

Mr. Meany had ordered Mr. Lee to resign either his CIO post or the presidency of Teamsters' Local 734 (Chicago bakery drivers union). Mr. Lee announced his decision Tuesday after a CFI executive board meeting in Chicago.

Earlier, Mr. Lee reported some CIO forces want him to quit one of his positions and there were indications that the CIO (which merges officially in Illinois with the AFL in Peoria Oct. 6) covets WCFL, regarded as one of the country's most profitable independent stations. The teamsters were expelled from the AFL and CFI last Dec. 6.

MGA, Hecht-Hill-Lancaster Sign; AFM to File 'Unfairness' Charge

Musicians Guild of America last week announced the signing of a collective bargaining agreement with Hecht-Hill-Lancaster, independent film producer, on the same terms as that between MGA and the major motion picture producers [PERSONNEL RELATIONS, Sept. 1]. AFM, accusing the guild of exercising bargaining rights it does not have, stated that it is filing unfair labor practice charges immediately and that "a sweetheater agreement of this type will not be allowed to stand."

Another twist was added to the tangled legal affairs of Hollywood musicians when Elliot Daniel, president of AFM Local 47, filed an affidavit charging prejudice that disqualified Judge Bayard Rhone of Los Angeles Superior Court from hearing the petition of five musicians for a permanent restraining order to prevent AFM from trying them on charges of dual unionism. Judge Rhone had issued a temporary restraining order and was to have heard arguments on the motion for a permanent injunction last Monday. The temporary order, still in effect, has halted a hearing of about 100 members of local 47, accused of joining MGA, by a committee of the AFM International Executive Board [PERSONNEL RELATIONS, Sept. 29 and 22].

Also last week, the Los Angeles Superior Court dissolved a restraining order preventing AFM from interfering with the work opportunities of Cecil F. Read, chairman of MGA. Mr. Read said he had voluntarily withdrawn his legal action protesting his expulsion from AFM, but is retaining his suit for damages against that union.

"Perhaps the deepest significance of the removal of the injunction is the exploding of the promises Read has been making to musicians to extend similar protection to them if they will join him in breaking AFM union conditions. We regard this defeat for Read as a great victory for the principles of unionism, protection of union conditions, defense of contracts and validation of union constitutions and bylaws."

WGAW Adds $162,000 Residuals

Residual payments of $162,000 were collected during September by Writers Guild of America, West for its tv members, bringing re-run payments to $817,000 for the first nine months of this year, as against $343,000 for the entire year of 1957. John Schallert, tv contract administrator for WGAW, noted that the current high rate of collections of residuals would average about $1 million a year from now on. It's Simply a Matter of Facts!}

WOOWO is the only single medium that effectively blankets a 56-county market.

WOOWO reaches 2,285,720 people who buy over $2.5 billion worth of goods annually.

WOOWO leads in every rating measurement in the 37th Radio Market.

If you're buying top radio markets, you must include...

WOOWO 50,000 WATTS 37th U.S. Radio Market

FORT WAYNE, IND. Represented by P.O.W.

TESTINGHOUSE BROADCASTING COMPANY, INC.

*Broadcasting, December 16, 1957

October 6, 1958 • Page 83
IN PUBLIC INTEREST

PROMOTING SCIENCE • KQV Pittsburgh has launched a month-long "crash" campaign to inform local school students of the country's need for scientific manpower. Approximately 40 hours of program time covering 450 broadcast periods are being used. The informational series is directed to teachers and parents, as well as students.

VOTE BAIT • WGAR Cleveland has enlisted the aid of the mayors of 57 Cuyahoga County municipalities in a "get out the vote" campaign for the November elections. City officials have been informed that the city with the highest percentage of eligible voters going to the polls and voting will be presented a plaque for permanent community display. The winning municipality will also be the subject of a WGAR "salute" in a series of programs about its assets, growth and importance to the area.

INDUSTRYWIDE CHARITY • George Gobel has again accepted the campaign chairmanship of the annual charity fund raising campaign of the Radio, Television, Recording Advertising Charities (RTRA), which this year has a goal of $300,000 in behalf of eight major charities. Division chairmen include: John West, NBC, corporate gifts; M. J. Rockford, MCA, manpower; Emmett McGaughey, Erwin Wasey, Ruthrauff & Ryan, campaign promotion; Cy Pearson, Calif. Bank, allied industries; Dan Jenkins, TV Guide, publicists; Don Johnson, Lillick, Geary & Myers, law firms; Karel Pearson, NBC, talent agencies; June Kirkpatrick, Honig Cooper, Harrington & Miner, station reps; John Guedel, John Guedel Productions, business managers; J. Neil Reagan, McGann-Erickson, advertising agencies; Betty O'Hara, Dancer-Fitzgerald-Sample, production companies; Randy Wood, Dot Records, recording companies; Olan Soule, AFTRA, tv and radio artists; Jess Oppenheimer, writers; and Dick Woollen, KTTV (TV), tv film distributors.

FIRE AID • KLZ-TV Denver was swamped with offers of aid after reporting the plight of a family of seven whose home and possessions were destroyed by fire. Temporary residence, furniture, and other needs were furnished by viewers within 24 hours of the fire.

FUND TRAINING • WHTN-TV Huntington, W. Va., trained more than 900 Cabell-Wayne County United Fund volunteer workers with two early morning, hour-long telecasts.

SWINDLERS BEWARE • WSAI Cincinnati has a new service to help merchants avoid being swindled. When bad checks are being passed in the area, Bad Check Alert broadcasts complete details of the checks, and police descriptions of the person passing them.

BLOOD DONORS • WINS New York reported more than 40 pints of blood pledged in 15 minutes and donated within 24 hours after an appeal for blood to enable a three-year-old Long Island girl to undergo a rare heart operation.

MILESTONES

▶ Larry Payne, news director at WPON Pontiac, Mich., celebrated 25 years in radio Sept. 1.
▶ WBAP-TV Fort Worth, Tex., has celebrated its 10th anniversary.
▶ NBC Radio's National Farm and Home Hour commemorates its 30th anniversary during October. Allis-Chalmers Mfg. Co. (farm implements), Milwaukee, has sponsored the show for the past 14 years through Compton Adv., Milwaukee.
▶ Jerry Strong, WMAL-AM-TV Washington broadcaster received a new-term contract as a 25th anniversary present.
▶ KXOK St. Louis, observed 20th anniversary Sept. 19.
▶ WBZ-TV Boston has observed 10th anniversary.
▶ KSTL St. Louis has celebrated 10th anniversary.
▶ WCRB Waltham, Mass., has observed 10th anniversary.
▶ KDNT Denton, Tex., marks 20th year of broadcasting.
▶ WMC Memphis, Tenn., celebrated 20th year and 1,000th broadcast of Young America Sings. Sears, Roebuck & Co. has sponsored show since inception.
▶ WRC Washington celebrated 35th anniversary.
▶ CFQC Saskatoon, Sask., has marked its 35th anniversary.
▶ Ivan M. Miles, program director for WGST Atlanta, has marked his 20th year with station.

QUARTER CENTURY with NBC radio was marked by WIRE Indianapolis with presentation of anniversary plaque to Eugene C. Pulliam (c) owner of Indianapolis Broadcasting Inc., by Robert W. Sarnoff (r), NBC board chairman, and Matthew J. Culligan, executive vice president in charge of NBC radio network. Ceremonies took place in Mr. Sarnoff's office last month.
TV NETWORKS SALES AHEAD OF '57

Network tv gross time charges totaled more than $41.5 million in August, a gain of 6.8% over the same period a year ago, while for the January-August period, the total was over $365.6 million, a gain of 11.4%. The totals on billings, compiled by Leading National Advertisers-Broadcast Advertisers Reports, were released last week by the Television Bureau of Advertising.

Each of the networks scored increases in gross time sales, both for August and for the eight-month period. In August, ABC-TV increased 12.9%; CBS-TV, 6.3%, and NBC-TV, 5%. In the eight months, the respective percentage boosts were 24.8, 5.4 and 13.2. CBS-TV, which in July suffered a slight setback because of several pre-emptions, was climbing upward once again in August. The network's billings had dipped into the $18 million level, lowest for the year, but in August had returned to a $19 million level. For ABC-TV and NBC-TV, however, August was the lowest billing month in the year.

<table>
<thead>
<tr>
<th>Network Television</th>
<th>Gross Time Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$6,124,380</td>
</tr>
<tr>
<td>CBS</td>
<td>18,240,823</td>
</tr>
<tr>
<td>NBC</td>
<td>14,472,677</td>
</tr>
<tr>
<td>Total</td>
<td>$38,840,880</td>
</tr>
</tbody>
</table>

Month by Month—1958

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$9,168,609</td>
<td>$22,094,015</td>
<td>$18,344,111</td>
<td>$49,606,735</td>
</tr>
<tr>
<td>February</td>
<td>8,441,988</td>
<td>19,410,741</td>
<td>16,784,597</td>
<td>44,638,226</td>
</tr>
<tr>
<td>March</td>
<td>6,902,407</td>
<td>21,211,070</td>
<td>18,240,823</td>
<td>46,354,298</td>
</tr>
<tr>
<td>April</td>
<td>6,739,456</td>
<td>20,628,511</td>
<td>18,283,379</td>
<td>45,641,346</td>
</tr>
<tr>
<td>May</td>
<td>6,177,555</td>
<td>20,970,022</td>
<td>18,470,368</td>
<td>44,618,945</td>
</tr>
<tr>
<td>June</td>
<td>7,837,586</td>
<td>19,733,057</td>
<td>16,648,462</td>
<td>44,219,085</td>
</tr>
<tr>
<td>July*</td>
<td>7,083,555</td>
<td>18,333,925</td>
<td>15,702,029</td>
<td>41,118,509</td>
</tr>
<tr>
<td>August</td>
<td>6,925,735</td>
<td>19,383,736</td>
<td>15,202,021</td>
<td>41,509,492</td>
</tr>
</tbody>
</table>

*Figures revised as of 9/29/58

Lodge Makes Date With CBS Affiliates


Mr. Lodge has accepted an invitation to speak Oct. 29 at 1 p.m. at the luncheon at the Waldorf-Astoria's Starlight Roof. Dr. Frank Stanton, CBS Inc. president, will address the luncheon meeting Oct. 30.

Agenda for the two-day meeting was announced last week. Frank P. Fogarty of WOW Omaha, chairman of the convention committee, and affiliates chairman Caley predicted the meeting will be "one of the most important andinteresting in the history of our association." It will be the association's fifth annual convention.

Mr. Hayes will greet the affiliates on opening day, and Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, will address the first afternoon session. The opening day also will include presentations by Louis Hausman, CBS Radio vice president in charge of advertising and promotion; John Karol, vice president in charge of network sales, and Howard Barnes, network programs vice president.

The annual banquet will be held the night of Oct. 29 with the network presenting an all-star entertainment program, officials reported.

The second day will consist of a closed session for affiliates, with network officials expected to be invited to answer questions.

The affiliates association's board of directors will meet on the day preceding the convention to name a chairman, vice chairman and three directors-at-large for 1958-59.

In addition to affiliates, some 40 CBS Inc. and CBS Radio executives will be on hand for the convention.

Quiz Winners Claim Honesty

The Special Grand Jury in New York investigating tv quiz shows Dotto and Twenty-One continued to hear witnesses last week. A number of past contestants were heard. Two of them who had been on Twenty-One—David Mayer, a psychologist and a $47,500 winner last November, and Robert Leicester, a school administrator and

It's Simply a Matter of Sales!

Retail sales in metropolitan Fort Wayne totaled $281,016,000 in 1957. Retail sales in the area blanketed by WOWO, the 37th Radio Market, totaled over $2.5 billion, nine times as much! If you're buying top radio markets, you must include...

WOWO 50,000 WATTS
37th U.S. Radio Market* Represented by PGW-WESTINGHOUSE BROADCASTING COMPANY, INC.

*Broadcasting, December 18, 1957

LINCOLN INCOME LIFE INSURANCE CO. BUYS MACKENZIE'S RAIDERS

On September 22nd we erred in the Mackenzie's Raiders ad that appeared in this magazine. In reporting the Mackenzie's sponsors, a name other than that of the sponsor, Lincoln Income Life, appeared in the Oklahoma City and Louisville markets. This is an error which we hasten to correct.
Peabody Awards Deadline Set

The U. of Georgia, administer of the George Foster Peabody annual radio-television awards, last week reminded broadcasters of the Jan. 10, 1959, deadline for entries. Competition is in the seven categories: news, entertainment, education, children's shows, international understanding promotion, public service and writing. Winners will be announced at a Radio & Television Executives Society meeting in New York next April. Entries should be submitted to the Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens.

BMI Plans Composer Awards

Broadcast Music Inc. will offer prizes totaling $9,250 to budding American and Canadian composers competing for student composer awards. BMI announced last week. The 1959 competition is the 7th annual composition race BMI has sponsored. With the 1958 awards—to be announced next June—the industry-supported music licensing organization will have granted an excess of $50,000 to develop new composing talent.

AWARD SHORTS

WNAR Norristown, Pa., honored by Gov. George M. Leader of Pennsylvania for its broadcast contribution to highway safety in state—continuous highway safety program. In making presentation to WNAR's Manager John M. Banzhoff, Gov. Leader cited safety record of Montgomery County in state which did not register single fatality over three major summer holidays.

Loyd Sigmon, v.p., KMPC Los Angeles, given Gold Mike Plaque by Southern California Broadcasters Assn. for his "exemplary leadership during two terms as chairman of the board of the SCBA."

Dinah Shore and husband George Montgomery have been named "Mr. and Mrs. American Citizen for 1958" by Los Angeles B'nai B'rith Lodge 487. NBC-TV singer and husband were chosen for "their consistent and energetic efforts in creating better understanding and tolerance among all peoples and in furthering American ideals."

Art Baker and his Art Baker's Notebook, KFI Los Angeles, given resolution by City Council of Los Angeles upon 20th anniversary of program. Council extended its congratulations for "outstanding community service" and wishes for continued performance of Notebook.

WFMT (FM) Chicago recipient of two awards—from Chicago chapter of Artists Equity Assn. for its Fine Arts Guide spot-lighting artists' work and from Commerce and Industry Div. of Henry George School of Social Sciences, as "Company of the Month" for its "distinguished service."

Bob Emery, WBZ-TV Boston personality, m.c. of station's Big Brother children's program, awarded Citation of Merit by Na-
YOU MAY NEVER "NON-STOP" THE PACIFIC*

BUT... You'll Make A Happy Landing
In Kalamazoo-Battle Creek
With WKZO Radio!

The WKZO Radio crew will navigate sales for you in Kalamazoo - Battle Creek every day and night, with an audience 43% larger than that of the next station. The WKZO morning flight (6 a.m.-noon) averages as many passengers as the next two stations combined!

Make your reservations now — with Avery-Knodel — for a happy landing in Kalamazoo-Battle Creek and Greater Western Michigan.

*Marion "Pat" Boiling did it from Manila to Pendleton, Ore, on August 1, 1958 — 6,979 miles!

The Feltzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WRES-FM — GRAND RAPIDS
WRES-Radio — GRAND RAPIDS-KALAMAZOO
WINF-TV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WIND RADIO — PEORIA, ILLINOIS
WIND-FM — PEORIA, ILLINOIS
Awards Continued

National Police Officers Assn. of America for his work to combat juvenile delinquency.

McCall's Magazine announces nominations for candidates for 1958 "McCalls awards to women in radio and television" will be open until Oct. 31. Publication's "Golden Mike" awards are given to woman broadcasters and executives in following categories: service to community, service primarily to women and service primarily to youth. In addition, award is made to "outstanding woman in radio and television" of year.

George Lewin, chief, Pictorial Engineering Office, Army Pictorial Center, L. I., N. Y., picked by Society of Motion Picture & Television Engineers to receive Samuel L. Warner Memorial Award for outstanding contributions to sound for motion pictures and Journal Award for outstanding paper published in Society's Journal during preceding year. Mr. Lewin is second man to receive two awards in one year.

Los Angeles Sigalert System (partially developed by KMPC Los Angeles) was given Chevrolet "Safety Salute" at recent National Safety Council luncheon. Sigalert is broadcast alert system that has proved "invaluable" aid in informing public of disaster areas and in diverting traffic from congested spots.

Norman Knight, president of RKO Tele-radio Pictures' Yankee Div., cited by Crevier-O'Shea (Comstock Foods) president Timothy O'Shea, with food firm's Comstock Merchandising Award. Citation was for "most outstanding promotion and merchandising of the pie filling on radio and tv in the entire country."

Charles Shaw, WCAU-TV Philadelphia news director, honored by Quaker City Lodge of B'nai Brith for "consistently accurate and brilliant news reporting even in the face of grave personal danger" following his interview with General Raul Castro, brother of Cuban rebel leader Fidel Castro, and coverage of Cuban situation.

Voice of Democracy Contest announces that New Hampshire has been added to list of states in which broadcasters are sponsoring 1958-59 broadcast writing contest. Voice of Democracy Contest is open to all 10th 11th and 12th grade students in all public, private and parochial schools throughout 49 states and District of Columbia. Awards include $1,500 college scholarship for top winner and free trip to Washington, D. C., for winner in each state. National sponsors are National Assn. of Broadcasters and Electronic Industries Assn. Veterans of Foreign Wars are cooperating in conducting contest.

WWL-TV New Orleans, La., has received citation from National Alliance of Television Service Assns. in "recognition of outstanding service and cooperation with local servicemen." Individual citations from NATSA were presented to Francis Jacob, chief of audio, Daniel F. Hynes, chief of video and Joseph E. Gros, chief of tv transmitter.
WHAT CAN A FISH BOWL TELL? The tiny plants and animals that grow in this "fish bowl" will be similar to those that grew in oceans fifty million years ago and more. The aim of this experiment is to add to man's knowledge of where to look for oil deposits. Pictured is Dr. F. G. Stehli.

Hay fever sufferers may be interested to know that pollen is helpful—in the search for oil, that is. Here Dr. A. T. Cross studies traces of pollen in rock millions of years old to interpret underground formations. A comparatively new science, this study of ancient pollen opens previously explored areas to new examination.

The search for oil goes on in some of the most inaccessible regions in the world. And expensive, specially-built equipment like this "swamp buggy" is needed to overcome the obstacles of nature and to find more new oil every year than is taken out of the ground.

TIME TURNED BACK 50 MILLION YEARS; Scientists seek new clues to oil!

Tiny marine plants and animals, very like those living when dinosaurs roamed the earth, are being grown today in a research laboratory.

In glass containers similar to fish bowls, scientists of Pan American Petroleum Corporation, a Standard Oil affiliate, have transplanted sand and sea water from an ocean shore line. Then, by controlling temperature, pressure and salt content, they have simulated the environment of plants and animals that grew 50 to 300 million years ago.

The chemical composition of the microscopic life that grows in the laboratory will offer more positive clues to the type of environment of ancient fossils; that is, whether the tiny animals lived and died in deep, shallow, or protected water.

This knowledge will help scientists to map ancient seas with greater accuracy, to pinpoint the location of prehistoric shore lines and barrier reefs where conditions were ideal for oil to form. Such knowledge will improve our ability to find oil in sufficient quantities to meet today's steadily increasing needs.

This is another example of the way research works at Standard and its affiliates to discover quicker, surer methods of finding oil, to keep the supply up and the price down.

As the result of such trail blazing research work as the fish bowl project, America's proved underground reserves have grown larger, prices have remained reasonable, and America has been assured of an adequate supply to keep its defenses strong.

What makes a company a good citizen? One measure is a company's concern for the welfare of future generations. In our business, a "let-tomorrow-take-care-of-itself" attitude would be disastrous. Through research, we at Standard are working to make life more comfortable and secure for all—today and for the future.

STANDARD OIL COMPANY  (INDIANA)  THE SIGN OF PROGRESS... THROUGH RESEARCH
CBC Board Holds First Meeting Under Newly-Established Limits

First meeting of the board of governors of the Canadian Broadcasting Corp. since legislation was passed recently establishing an independent Canadian broadcasting authority, is to be held Oct. 9 at Ottawa. The CBC board, which no longer has power to recommend new station licenses under the new legislation, will not hear any applications for new stations, but only for share transfers and power boost requests of existing radio and television stations.

Nine radio stations are requesting power boosts as follows:

- CFAC, Calgary, Alta., from 5 kw on 960 kc to 10 kw; CFJC Kamloops, B.C., from 1 kw to 10 kw day and 1 kw night on 910 kc; CJON St. John’s, Nfld., from 5 kw on 930 kc to 10 kw; CHNS Halifax, N.S., from 5 kw to 10 kw on 960 kc; CFRJ Brockville, Ont., from 250 to 1 kw day and 250 night on 1450 kc; CFPA Port Arthur, Ont., 250 to 1 kw day and 250 w night on 1230 kc; CJRH Richmond Hill, Ont., to full-time operation from its present 500 w daytime on 1300 kc, with change to 1310 kc and power 1 kw day and 250 w night; CKRM Regina, Sask., from 5 kw on 980 kc to 10 kw day and 5 kw night; CKOM Saskatoon, Sask., from 5 kw to 10 kw on 1420 kc.

In addition, CKNX-TV Wingham, Ont., wants to increase from 20 kw video and 12 kw audio on ch. 8, to 90 kw video and 55 kw audio, with a directional antenna 793 feet above average terrain, and CJBR-TV Rimouski, Que., wants to use its power from 34 kw video and 19.4 kw audio on ch. 3 to 49.3 kw video and 28 kw audio, with a directional antenna 986 feet above average terrain.

CFRA Ottawa, Ont., is applying for authority to operate a separate program service from CFRA Ottawa.

Rank Expected to Turnabout, Set Up Video Film Subsidiary

The (J. Arthur) Rank Organisation of Pinewood Studios (London, England)—which only few months ago insisted it would cut off theatrical films from tv—apparently has changed its mind. Reports from Great Britain (confirmed by Rank’s U. S. representatives) have it that the studio is close to setting up a film subsidiary.

It’s already partially in video field—owning one-third of Southern Television Ltd. (program producer and commercial station operator), Isle of Wight, along with Associated News Ltd. and Amalgamated Press Ltd.—as well as manufacturing interests (Rank Cintel Ltd. and Bush Radio Ltd.).

What made Rank change its mind? Nobody’s talking but its annual report (issued in London a fortnight ago) speaks for itself. One page statistical breakdown with figures provided by theatre owners and the Post Office shows theatre attendance to have slipped from 1.1 billion tickets (in 4,709 theatres) in 1948 to 915 million tickets (4,194 theatres) last year. Conversely, tv set licenses have shot up to 7.5 million, of which 5 million were for sets equipped to carry Independent Television Authority’s commercial telecasts. Rank tells its shareholders that at present rate of decline, theare attendance should dip further to 700 million tickets by end of 1958.

Central Canada Broadcasters To Analyze Research Problems

Research will feature business sessions of the annual meeting of the Central Canada Broadcasters’ Assn. at the Alpine Inn, Ste. Marguerite, Que., today and tomorrow (Oct. 6 and 7). Research methods have come under considerable criticism in Canada in the past year, and the largest regional association of independent stations hopes to be able to formulate standards as a result of this convention. These standards will then be brought before the annual meeting of the Canadian Assn. of Broadcasters next spring.

In addition to research, the CCBA expects to have leading U.S. broadcasters on hand for a discussion on practical operating and sales problems. Canadian Transport Minister George Hees is to be keynote speaker.

Coaxial Link In Next Decade Seen For British Commonwealth

A coaxial cable connecting the member nations of the British Commonwealth is to be built over the next 10 years, it was announced Sept. 24 at the Commonwealth Trade Conference held at Montreal, Que. The coaxial cable will be about 33,000 miles long and cost about $235 million, with bulk of it to be paid for by the United Kingdom government. Canada will underwrite further payments.

The Commonwealth coaxial cable will permit a worldwide live network of television programs throughout the Commonwealth. It is being planned because of the success of the trans-Atlantic coaxial telephone cable now in use, which has proven more successful than expected. The worldwide coaxial cable is to be financed over a 20-year period.

INTERNATIONAL SHORTS

Fremantle of Canada Ltd. has placed California National Production’s series The Life of Riley in 11 more markets; Medic in additional nine, and It’s a Great Life in eight more. Canadian Broadcasting Corp. for its tv network also purchased three CNP properties; Gumby, The Adventures of Hiram Holiday and Panic! Fremantle is CNP’s distributor in Canada.

CKSO-TV Sudbury, Ont., plans to start 19 hours of telecasting daily early in October, first Canadian station to do so. Schedules are to start at 7 a.m. Previously station began broadcasting day at 12:30 p.m., operating to 1 a.m. Manager Wilf Woodill reports that films and kinescopes will be used during morning hours with live news, weather and sportscasts every hour. Telecasting will be in both French and English languages.

Bureau of Broadcast Measurement, Toronto, Ont., will hold fall survey for all radio and television stations in Canada Nov. 3-9. BBM has asked stations to "act in good faith" and not to put on unusual listener appeals during that week to affect survey accuracy.

Grey Adv. Co., N. Y., will open offices at Montreal, Que., before end of year to service Canadian Industries Ltd., Montreal (Terylene textile), account which it has recently obtained.

CIMS Montreal, Que., appoints Stephens-Towndrow as Toronto representative.

COLORCASTS FOR WHOM?

Although Russia has indicated it will start colorcasting next year [INTERNATIONAL, Aug. 28], one U. S. broadcaster traveling in Europe notes that monochrome has not yet made very great inroads in the U.S.S.R.

John H. DeWitt Jr., president, WSM-AM-TV Nashville, who has returned from a tour of Czechoslovakia, Switzerland, Austria, France and Russia, observes that there were no tv sets in the Hotel Ucrina (Moscow’s “newest and best”) where he stayed. Had he discovered a tv receiver in the Soviet capital, Mr. DeWitt says, it would have to have been between 7-11 p.m. as “that’s the extent of their schedule—and no competition, of course.”
YOU NEED TWO TO RAKE UP
in Indiana!

In this area of tree-lined streets, where Saturday’s child sports blue jeans, alert advertisers cover two major markets—Fort Wayne and South Bend - Elkhart—with one combination buy which saves 10%. The coverage they get is inside coverage—locally loyal—vocally and visually superior. Take a tight close-up on this scene: 340,000 TV homes put it ahead of the 43rd market.* 1,688,000 people make it bigger than all Colorado or Nebraska. Nearly $3 Billion E.B.I.—and it’s yours with just one buy!

*Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.

call your H-R man now!
THE IMPACT OF EDITORIALIZING

- It can build station's audience, new study shows
- Done well, it won't antagonize public or officials

Editorializing pays.

The impact of opinion broadcasts is strong, bringing important results to stations, according to a 12-month survey conducted by the U. of Miami Radio-TV-Film Dept.

Editorials arouse public opinion, influence officials and increase the size of the news audience, the university found.

The research project produced these significant conclusions:

- WTVJ (TV) Miami has disproved fears of displeasing the public, sponsors and public officials. These fears have deterred many broadcasters from editorializing.
- The interpretation of news is inspirational to the public and lends impetus for more curiosity about events. It provides the broadcaster with a vital, new dimension of coverage.
- Editorializing enables the news operation, when backed by a solid staff and an accepted newscaster, to command the majority of news tuning for its area.
- Middle commercials are irritating.

The study was supervised by Sydney W. Head, chairman of the U. of Miami Radio-TV-Film Dept. Over 40 trained student researchers interviewed 400 persons in an effort to learn the significance and effect of TV editorials on the life and thought of the community. The project was undertaken by Alvin Snyder, television news editor of the U. of Miami Radio-TV-Film Dept., with the aid of a fellowship grant from the Kaltenborn Foundation.

Those interviewed were stratified by age, sex, education and income. The formula included content analysis of a sample of TV newscasts; structured interviews with news officials from each of the three TV stations under analysis, and observation of news operations.

WTVJ started editorializing Sept. 2, 1957. Ralph Renick, news director who later was promoted to vice president, includes the editorials in the last two or three minutes of his nightly state and local newscast.

The survey makes this observation about the impact of the editorials on tune-in: "Since initiation of the editorial the program rating, according to American Research Bureau, has doubled, giving it one of the highest ratings of any program, network or local, in town and indicating public acceptance of news with opinion." As vice president, Mr. Renick is regarded as the voice of management as well as the public voice of the station, the survey explains. He joined the station when it took the air in 1949. He writes all editorials himself.

Asked their reasons for watching the Renick program, the respondents gave these: Good newscaster, good voice, 25%; Habit, 19%; editorial, 14%; more complete program, 13%; precedes or follows popular show, 10%; convenient time, 9%; good film coverage, 4%; other, 2%; don't know, 4%.

The survey analysis showed the Renick program "has more definite appeal as respondents tune in less frequently for convenience or as a lark, which leads to a hypothesis that the editorial may perhaps lend more impetus for viewing than the respondent outwardly indicates." Only 3% of respondents voiced disfavor with the WTVJ editorials. The study adds, however, that there is "less criticism leveled at this newscast than at any other in town."

Besides arousing public opinion, according to the survey, the editorials have made local officials cognizant of popular public thought "and on numerous occasions these officials have made readjustments." Specific cases are cited.

The Ideal News Show

The survey offers "a profile of an hypothetically successful TV news operation."

First of all, this operation would emphasize local news and give more complete news coverage. Some survey respondents contended trivial local news such as criminal offenses and accidents are unduly emphasized, adding they believe there is more important news.

"Quick" items were found to leave little impression and belief was voiced that stations should cut back on lesser news, programming in "more meaningful perspective" by covering fewer items in more depth. Brief items are not understandable on TV, it was explained.

Film should be used, according to the survey results, but with good judgment "so as not to sacrifice the news value of the item just for the sake of having something visual."

Frequent and middle commercials were described as "sources of irritation for respondents." A significant drop in recall was found for news items directly following middle commercials, leading to the conclusion that commercials should be presented at the start of the program and at the conclusion. This policy, it was felt, leads to greater acceptance of sponsor and more effective communication of information.

Respondents' comments indicated a loss of prestige for the newscaster who reads his own commercials. Programs having long-term personalities showed higher ratings regardless of the length of time the station has been on the air. Respondents indicated they built up a faith in long-term personalities and refer to them more frequently as "authoritative."

ASCAP Member Sues WLDB

Leroy and Dorothy Bremmer, owners of WLDB Atlantic City, have been sued by a music publishing firm on copyright infringement charges, the American Society of Composers, Authors & Publishers announced last week. ASCAP said DeSylva, Brown & Henderson, an ASCAP member, charged the station played four of its songs without authorization and asked the U. S. District Court for New Jersey for a restraining order and damages of at least $250 for each unauthorized performance, plus court costs and attorneys' fees.
Latest styles arrive early... on low cost Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

<table>
<thead>
<tr>
<th>CITY TO CITY...DOOR TO DOOR (for a 25 lb. package)</th>
<th>AIR EXPRESS Miles</th>
<th>Cost</th>
<th>YOU SAVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>OKLA. CITY to MINNEAPOLIS</td>
<td>714</td>
<td>$7.26</td>
<td>$1.25 to $6.89</td>
</tr>
<tr>
<td>NEW YORK to CEDAR RAPIDS</td>
<td>929</td>
<td>8.85</td>
<td>1.05 to 9.21</td>
</tr>
<tr>
<td>CHICAGO to SANTA FE</td>
<td>1123</td>
<td>10.45</td>
<td>1.30 to 10.54</td>
</tr>
<tr>
<td>L. A. to CORPUS CHRISTI</td>
<td>1347</td>
<td>12.85</td>
<td>2.55 to 11.39</td>
</tr>
</tbody>
</table>

To make a big splash in the market, manufacturers rush their swim suits to stores in hours—with Air Express. Save time and dollars, too! ... Air Express, symbolized by the big "X," offers you the same high speed and low cost. Plus exclusive one carrier door-to-door delivery to thousands of U. S. cities and towns. Prove it with a 'phone call.

CALL AIR EXPRESS ...division of RAILWAY EXPRESS AGENCY
Cleveland—Repeated police reports about a killing in downtown Cleveland aired by KYW-AM-TV there were attributed by the local homicide squad chief as being responsible for a man confessing to the shooting. The killing occurred at an intersection following a heated exchange between the occupants of two cars. For three days after the shooting the KYW stations broadcast the latest police reports on every newscast. After that time, 19-year-old Alvanus Clark turned himself in to David Kerr, homicide chief. In an exclusive KYW-AM-TV interview Mr. Kerr revealed that the repeated reports convinced the confessed killer it was no use hiding any longer, according to the stations.

Phoenix—KPHO in Arizona’s capital reports its news wagon No. 4 was used by the military when communications in the area broke down due to a plane crash. An L-20 aircraft, taking off from nearby Papago Park airfield, struck a power pole and crashed with the loss of four lives. Johnny Green, KPHO’s news director aired on-the-scene reports from the newscruiser and allowed military personnel to utilize the unit for their communications.

Hurricane Area—Stations in the path of hurricanes last week again proved of inestimable help to officials and public. Many outlets stayed on-air extra hours and sent staffers into danger areas to cover weather conditions.

Among the stations reporting their public services to Broadcasting: WBTW (TV) Florence, S. C.; WNCT (TV) Greenville, WWO and WBTW (TV) Charlotte, all North Carolina.

Formosa—John Raleigh, newscruiser operations head, WFIL Philadelphia, is in Formosa to report on the crisis there for Triangle Stations WNBF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn.; WLBX-TV Lebanon, WFBO-AM-TV Altoona, and WFIL-AM-FM-TV, all Pennsylvania. His assignment is part of Triangle’s expanded news coverage policy.

Meredith’s Annual Statement Shows Broadcast Income Gains

Revenues of the broadcast properties of Meredith Publishing Co. totaled $10,514,762 for the fiscal year ended June 30, 1958 compared with $9,971,125 for the previous year, according to the company’s annual statement. Total Meredith earnings were $49,720,636 in 1958 fiscal, a drop from the $53,071,711 a year ago. Broadcast revenues comprise 21% of the 1958 total.

The statement points out that broadcast income has been gaining steadily since the company entered the field in 1948. KRMG Tulsa, Okla., was purchased in December 1957 and Muzak was acquired for KCMO Kansas City. Other Meredith properties include WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb.; KPHO-AM-TV Phoenix, Ariz.; KCMO-TV Kansas City.

KWWL-TV Asks for Two-Way ID

Two Iowa tv stations, each covering the other’s assigned city, have asked for dual-market identification.

KWWL-TV Waterloo asked FCC permission to identify itself as both a Cedar Rapids and Waterloo station. WMT-TV Cedar Rapids asked the Commission to allow it to identify itself as both a Waterloo and Cedar Rapids station.

WBPD Sets Nov. 3 as Target

Orangeburg, S. C., gets a third commercial am outlet when WBPD commences operations Nov. 3. Co-owners Clarence Jones and Gus Browning are general manager and technical director, respectively. WBPD also announced last week. The new daytimer, located at 144 Broughton S. W., is on 1580 kc with 1 kw.

Translator for Spencer, Iowa

A translator system for Spencer, Iowa, to rebroadcast the signals of Sioux City, Iowa, and Sioux Falls, S.D., is being planned by a local, non-profit corporation in Spencer, K&M Electronics Co. of Minneapolis has announced. The firm has signed a contract for Adler translator equipment to give three channel service to Spencer and Spirit Lake, Iowa.
Success assured... with Ansco

It's an awfully good feeling to inspect your footage and see clean, rich reds, fully saturated yellows and rich blues in every frame. And, as most smart cine men know, the new Ansco emulsions provide this ultimate in color quality.

Take Anscochrome Professional Camera Film Type 242 for example. Here is a film that is specifically designed to produce low contrast master reels of superb quality. Relatively fine grain and beautifully soft in rendition, Type 242 can be easily intercut with the exciting new Super Anscochrome emulsions.

Use Anscochrome Professional Camera Film Type 242 for all productions where the finest in versatility is needed. Use Super Anscochrome in available light situations (daylight or tungsten) where speeds of 100 are desirable.

YOUR SUCCESS WILL BE ASSURED. Ansco, Binghamton, N. Y. A Division of General Aniline & Film Corporation.
a salesman at NBC; John McCrory, most recently assistant to the CBS-TV Spot Sales promotion director; James Osborn, salesman at CBS-owned WXIX (TV) Milwaukee, and Stan Schloeder, most recently with WABD (TV) New York as a salesman.

Other WCBS-TV sales appointments: Walter Stein, assistant research manager at CBS-TV Spot Sales, to WCBS-TV research and sales promotion director; William Morris, Procter & Gamble timebuyer at Compton Advt., to sales promotion manager, and Marion Hampden, sales service manager at CBS-TV Spot Sales, to commercial traffic manager.

KGMB Honolulu Stations Included In Giant $8 Million Hawaiian Deal

A syndicate of Oklahoma City oilmen and financiers have arranged to buy Consolidated Amusement Corp., 75% owner of Hawaiian Broadcasting System Ltd., for in excess of $8 million, it was announced last week. This is considered the largest, single corporate transaction in the history of Hawaii.

Consolidated Amusement Corp. owns 18 movie houses in Hawaii and large tracts of real estate in addition to its broadcast holding. Hawaiian Broadcasting System Ltd. is the licensee of KGMB-AM-TV and its satellites, KHBC-AM-TV Hilo and KMAU (TV) Wailuku. The other 25% of Hawaiian Broadcasting is owned by the Honolulu Star-Bulletin.

The Oklahoma City group, under the name of Hialand Development Corp., comprises Arthur L. Wood, a certified public accountant, president; Felix Simmons, Ardmore, Okla., banker; Kenneth E. McAfee, attorney; A. C. Martin, oil; John W. Nichols, oil; Eugene Jordan and Robert B. Bowers, transportation and oil; Thomas Walsh, Shawnee, Okla., banker; Lloyd W., C. Dale and Claire M. Miller, McPherson, Kan., construction company owners.

The transaction must be approved by 75% of the present stockholders of Consolidated Amusement Corp. It is hoped that this can be accomplished by Nov. 1, it was reported, after which application will be made to the FCC for approval to the transfer of control of the television stations. It is hoped the new owners can take over by Jan. 1, it was stated.

Mr. McAfee said that no change in the management or the personnel of the broadcast stations is contemplated. J. Howard Worrall is president-general manager of Hawaiian Broadcasting System Ltd. and vice president-director and largest single stockholder (3.5%) of Consolidated Amusement.

WLS Chicago Ownership To Remain Unchanged

Some trade reports to the contrary, American Broadcasting-Paramount Theatres Inc. has no option to purchase Prairie Farmer's interest in WLS Chicago and the station is not being "dressed up" as a prelude to being sold, Glenn Snyder, station manager, emphasized last week.

Mr. Snyder expressed his views in a letter to Chicago editors, protesting trade paper stories he claimed are "entirely contrary to fact."

Said Mr. Snyder: "Let me say definitely that [AB-PT] who is our fellow stockholder in WLS, has not now, nor have they ever had, any option to buy Prairie Farmer's interest in WLS. There is the customary agreement that if either party desires to dispose of their interest, the other is given first refusal. As an officer of the corporate licensee of WLS for some 25 years, I can say most specifically that no such desire has been expressed on the part of either of the parties concerned."

Installation of KJH-TV Los Angeles' Ampex videotape recorder means more work for the station but less for one of its sponsors.

A local automobile dealer, Yeakel Bros., is putting its $350,000 annual broadcast advertising budget into KJH-TV's VTR as the brothers, who always present their own commercials, find they can tape a week's supply of spots in one day at the studio. KJH-TV has scheduled a total of 29 extra air hours weekly to air its backlog of movies in which the taped commercials are played back.
Why do diabetic doctors live longer than other diabetics?

Anyone who develops diabetes can take hope from the personal experiences of doctors who have the disease. They have proved that by strict adherence to treatment, they can live almost as long and as actively with the disease as without it.

When mild diabetes is discovered early, it can often be controlled by diet alone, or by diet and exercise. In other cases, a combination of insulin, diet and exercise may be required.

New compounds, taken by mouth, appear to be beneficial in selected cases, usually those who have mild diabetes which developed after age 40. Their use, however, requires strict medical supervision... and their true place in diabetes treatment awaits further study.

Anyone at any age can develop diabetes, but your chances of doing so are increased... if you are overweight; if diabetes has occurred in your family; if you are between the ages of 40 and 65.

Today, about one million people in our country have diabetes and are getting treatment. Another million Americans have the disease, but are completely unaware of it. This is because diabetes, early in its course, causes no noticeable symptoms, and may not until it is well advanced.

So, everyone should have periodic health examinations, including simple tests for diabetes. And no one should delay seeing the doctor if any of the following common symptoms of diabetes should occur... weight loss despite constant hunger and excessive eating, increased fatigue during normal activities, excessive thirst and frequent urination.

If diabetes is found, the usual reward for obedience to the doctor's orders is added years of comfort and of life. Doctors know this... and that is why those of them who have diabetes live longer than other diabetics.
WMMA MIAMI, FLA. • Sold to Stephan Wyszatycki, wife of Leon Wyszatycki (WWOL-AM-FM Buffalo, N. Y.) by Frieda Broadcasting Corp. for $175,000 plus agreement that assignor not compete for five years. WMMA is on 1260 kc with 5 kw, day, directional antenna.

KOPY ALICE, TEX. • Sold to Leon S. Walton by Jules J. Paglin and Stanley W. Ray Jr. for $150,000. KOPY is on 1070 kc with 1 kw, directional antenna night.

WSHE SHEBOYGAN, WIS. • Sold to Central States Broadcasting Co. by Lake Shore Broadcasting Co. for $80,000. Central States’ president, William E. Walker, has interests in WMAM-AM-TV Marinette, WBEV Beaver Dam, both Wisconsin, KCLN Clinton, Iowa, while other stockholders have interests in WBEV and KCLN. WSHS is on 1330 kc with 1 kw, day, directional antenna.

KRTV (TV) GREAT FALLS, MONT. • Sold to Snyder & Assoc. (Dan Snyder, president) by Robert R. and Francis N. Laird for $65,680. KRTV is on ch. 3.

KBYE OKLAHOMA CITY, OKLA. • Sold 54% to Mrs. Bernice L. Lynch, mother of Mike Lynch, manager of the station, by Glenn G. Griswold and RAB President Kevin B. Sweeney for $2,700. KBYE is on 890 kc, 1 kw, day, with ABC.

EDUCATION

NBC-TV Continental Classroom Commences in 300 Schools Today

More than 300 colleges and universities throughout the U. S. will carry NBC-TV’s Continental Classroom college course in atomic age physics, planned for high school science teachers for credit toward graduate degrees. The telecasts start today (Oct. 6) from 6:30-7 a.m., Monday through Friday, until next June.

Dr. James R. Killian Jr., special assistant to President Eisenhower for science and technology, is launching the project. He is guest on today’s premiere. Dr. Harvey E. White, teacher and author of physics textbooks, is principal instructor of the course.

ETV Comes to Southwest Indiana For Year’s Trial Over WTVV (TV)

The Southwestern Indiana Educational Television Council began regular eTV programming over WTVV (TV) Evansville, Ind., this month.

Half the $150,000 cost to conduct the 12-month experiment will be met by the council, composed of Southwestern Indiana Superintendents Assn. members; the other half was contributed by the Ford Foundation’s Fund for the Advancement of Education.

Apart from the 11,000 students in 16 schools who see the programs daily, the eTV sessions may be watched by viewers at home. WTVV makes studios and equipment available to the council on school days between 8 a.m.-noon on a cost basis.

WBTV (TV) Gives ETV Half-Hour

WBTV (TV) Charlotte, N. C., has begun participation in “The North Carolina In-School Tv Experiment,” a local hookup originating at WUNC-TV Chapel Hill, N. C. WBTV is contributing the Monday through Friday 9-9:30 a.m. slot for a course on American History that will be seen by students in 17 Charlotte high and junior high schools as well as home viewers. More than 1,000 students are taking the subject for high school credit.

EDUCATION SHORTS

WmCA New York, in association with New York U., presents America’s Literary Heritage, program on literature, each Tuesday (8:05-8:30 p.m.).

City College of New York (Baruch School of Business and Public Administration) offers new graduate course in advertising research this fall.

U. of Georgia has initiated use of closed circuit tv in its Henry W. Grady School of Journalism and College of Business Administration. Accounting course is offered simultaneously to both schools through use of tv.

California Western U., San Diego, and XETV (TV) Tijuana, Mex. (San Diego), have combined to present educational tv over XETV with Monday-Friday Cal Western Hour. In future curriculum it is planned that both Spanish and English will be taught on program.
THREE female “vampires” strolled the streets of New York recently to celebrate the debut of Sept. 22) of Zacherley as host of Shock Theatre on WABC-TV New York, and the premiere of its Son of Shock series which started Oct. 2. The street promotions included three models, dressed as ghouls in black leotards and opera capes, wigs and white make-up. who toured Manhattan and Queens handing out buttons which read “I Like Zacherley” - Channel 7 - “Shock Theatre.” Following each girl were men carrying signs with similar announcements, topped by a raven. Zacherley delivered gifts of gnarled monster hands to be worn as gloves to timebuyers and account executives in the city’s major agencies. WABC-TV also plans to issue membership cards for viewers who join the station’s official “Shock Club.”

CBS Films ‘Televisi’ Guests

A half-hour film was produced by CBS Newsfilms of the 49 housewives-newspaperwomen from 49 states, who visited New York City for a week from Sept. 13-20. They were guests of CBS-TV as part of “CBS Daytime Televisi Week” [Programs & Promotions, Sept. 15].

The film is being sent to the local CBS-TV affiliate, which sponsored the event in association with the hometown newspaper and CBS-TV for telecast this week. The film covers over-all shots of activities during the week and a one-minute closeup of each woman reporter, inserted in the film foot-

age intended for her local tv station. One sidelight was that KDKA-TV Pittsburgh sent out a crew to the home of Mrs. Joan C. Guldenschu of Wexford, Pa., a staff reporter in New York that week, and expected to see dishes piled up in the sink and dust under the rugs. But everything was spic and span. The footage was used on the station.

WTVH (TV) Films L. R. Report

Mobile newscast coverage of a national news story is claimed by WTVH (TV) Peoria, Ill., with a filmed report of racial integration developments in Little Rock, Ark. The station dispatched George Ray, editorial associate, and Jack Bradley, chief photographer, to Little Rock the past fortnight, together with its mobile newscast unit comprising a camera with 600 ft. of sound-on-film and a Fairchild 16mm rapid developing machine. Films were photographed, processed and flown to Peoria and carried by WTVH on the same day. Commentary by Mr. Ray was included with the film report. Harold V. Phillips, general manager of WTVH, noted that local viewers thus could “associate a local tv newswoman with the scene of a national news story” and that it was the first time a Peoria newscast unit had participated in such a story.

KFEQ-TV Extends Appreciation

KFEQ-TV St. Joseph, Mo., which started telecasting Sept. 27, 1955, last month celebrated its fifth anniversary by sponsoring a free water show and a “Night on the Town” promotion.

More than 10,000 persons attended the performance of Tommy Bartlett’s water ski group, held at a local lake. The show was promoted by on-air announcements and contests on three KFEQ-TV programs. For the station’s second birthday event, names and addresses, taken from area telephone books, were flashed on the screen at frequent intervals. Viewers who called within 30 minutes after their names appeared won dinners for two at a local restaurant and two tickets to a theatre.

Skyscraper Gets KCBS Treatment

Crown-Zellerbach is building a skyscraper in downtown San Francisco and KCBS San Francisco’s Jane Todd naturally thought it might be a good idea to broadcast right from the site of the rising building. So she did. KCBS reports that their “Jane,” a young woman “with many ‘firsts’ to her credit,” recorded one of her afternoon shows from the sixth floor of the construction last month, interviewing official of Crown-Zellerbach, the architectural firm which designed the structure, and members of the building firm erecting it.

WADK Spurs Welcome for Yachts

A last minute celebration for the America’s Cup winner, the Columbia, was spurred by WADK Newport, R. I., and its news director Gerry Nevins on his public opinion forum program (12-1:30 p.m.) Sept. 26. Mr. Nevins suggested that residents turn out to welcome the winning vessel and the vanquished Sceptre when the yachts returned later that day to their moorings in New-
port. The city of Newport offered fire apparatus for water displays, sirens and police assistance. The mayor and city manager greeted the returning yachts from aboard the harbormaster’s boat. The U.S. Navy was contacted and offered to send tugs to the harbor. An estimated 15,000 persons were on hand at 4 p.m. when the yachts returned to the harbor. WADK broadcast reports of the reception with its mobile unit.

WGN-TV Starts Color TV Series

A presentation of classic and contemporary books for children forms the basis for a new color television series sponsored by Marshall Field & Co. on WGN-TV Chicago. Entitled The Storyteller, the nightly children’s program features Val Bettin as narrator, and original illustrations to dramatize his readings. The “Storyteller” actually is a book-end figure which comes to life on tv. Jim McGinn, tv producer at DePaul U., handles production for the Chicago department store and WGN-TV.

RAB Brochure Tells How to Win

A new Radio Advertising Bureau brochure, entitled “Win the Election With Radio Advertising,” which outlines how political candidates can better their chances of winning the election through use of radio, is currently being distributed to RAB members.

35,000 CAME TO DANCE

A police-estimated crowd of 35,000 turned out Sept. 26 for WBZ Boston’s Good Neighbor Block Party, staged to help the Brockton (Mass.) Old Colony Assn. For Mental Health.

For three weeks prior to the party WBZ invited listeners to suggest how money raised by a block party could best be spent to benefit a community. More than 2,000 replies came from listeners throughout New England requesting WBZ to hold the event in their neighborhood for a local organization. Each day five listeners were awarded phonograph albums.

It was decided that the funds raised by the party would go toward the $100,000 the Old Colony Assn. is raising to construct a mental health center in nearby Brockton. On-air announcements, interviews with Brockton’s mayor and citizens and newspaper ads were used to publicize the event.

On the day of the party, declared by the mayor as “Founders Fund Day for the Child Guidance Clinic,” Legion Parkway was roped off and a bandstand constructed. Lester Lanin’s band with guest stars Jerry Vale and Joni James, services donated by WBZ, played and sang for the hundreds of dancers in the Parkway (see cut).

Welk Show Stereocasts Expanded

ABC-TV and ABC Radio stereocasts of The Plymouth Show, Starring Lawrence Welk (Wed., 7:30-8:30 p.m.), first launched Sept. 10 in five cities and later extended to seven, was expanded on Oct. 1 to 75 cities through the networks’ facilities. Stereophonic effect is through fm audio in tv transmission and am radio. Its extension is the result of critical and Plymouth dealer acclaim, ABC noted, citing good test results reported by Jack W. Minor, assistant general manager, Chrysler Corp.’s Plymouth division. On radio, the program is on entire network (190 additional cities). Grant Adv. is Plymouth’s agency.

WHTN-AM-TV Features Education

WHTN-AM-TV Huntington, W. Va., is utilizing its facilities for educational purposes on two levels, according to recent reports from the stations.

WHTN last week began a new current events series designed to “stimulate junior and senior high school student interest in contemporary affairs.” The lectures are under the supervision of Marshall College, and The Huntington Advertiser will publish background articles on the subjects to be covered.

Also last week, WHTN-TV helped to train 900 United Fund volunteers in their own homes in preparation for their October collection campaign. The program was designed for fund workers but the general public was also able to learn more about the needs of the general United Fund at the same time, according to WHTN-TV.

WHYY-TV Resumes Russian Course

Non-commercial, educational station WHYY-TV Philadelphia will launch Russian language lessons this Wednesday (Oct. 8) at 3 p.m. The weekly, half-hour series for all stations licensed jointly by the Philadelphia Board of Education and the U. of Pennsylvania. Evening language lessons were presented last summer under the same university instructor, Dr. Anna Pirsezenok. WHYY-TV will furnish study guides for viewers.

WMNI Covers Airport Dedication

The dedication of the new airport terminal building at Columbus, Ohio, was covered in a 4½-hour broadcast Sept. 21 by WMNI Columbus, the only station to broadcast the entire ceremonies, according to WMNI. In addition, WMNI described an air show following the dedication. Activity coverage was provided from three locations: Neil Collins was stationed at ground level with a mobile unit to cover the airport apron area; News Director Ken Ellis described aerial displays from the building’s 10th floor cat-walk, and John Piet served as “central control” operator on the ninth floor to coordinate switches between remote locations.

Ad Congratulates Rival Station

A newspaper ad in the Rochester (N.Y.) Democrat and Chronicle Sept. 22 was used by WVET Rochester, to congratulate another Rochester radio station, WBBF, for being rated the No. 1 Rochester station for the third straight month, according to C. E. Hooper surveys. The congratulatory announcement was signed “from WVET...now No. 2 and climbing like a rocket.” The ad included a plug for WVET, as well, by showing pictures of four of its personalities and their program time segments.

KOCO-TV Previews Doctors

KOCO-TV Enid-Oklahoma City held a dinner party and sneak preview of ABC-TV’s Donna Reed Show on Sept. 21 for Oklahoma City pediatricians and their wives in order to get their criticisms of the series in which Donna Reed stars as the wife of a pediatrician. Guests, including 20 Campbell soup (sponsor of the program) representatives and their wives, were asked to answer four questions following the showing of the pilot film. According to KOCO-TV, their comments indicated that the show would have a successful season.

WCPO D.J. Has Special Day

Bill Dawes, WCPO Cincinnati d.j., was honored by the city of Cincinnati Sept. 24 when Mayor Donald D. Clancy proclaimed the day as “Bill Dawes Day in Cincinnati” in recognition of Mr. Dawes’ 20th year of broadcasting in the city.
ROBERT RAIDT resigns as account executive with McCann-Erickson to join Montrose & Droher Inc., N.Y., as v.p. in charge of merchandising and member of plans board. Mr. Raidt was formerly director of advertising for Bayuk Cigars Inc., Philadelphia.

HUGO HAMMER, art director, Dozier-Eastman & Co., L.A., v.p. and will continue to supervise art and production departments as well as assume increasingly important role in client contact and account supervision activities. PHIL D. MCMUGH, president of McCHugh Inc., Oberlin, Ohio, as v.p., bringing with him all McHugh accounts, majority of which are in consumer field.

JOHN E. MARTIN, copy chief, BBDO Minneapolis, elected v.p.

ERNST W. EVERSZ, formerly v.p. and associate copy director at Leo Burnett Co., Chicago, rejoins Foote, Cone & Belding, Chicago, as v.p. and copy director.

ROBERT L. MOORE Jr., head of Sheraton Corp. of America's public relations division for past three years, is now television producer, named v.p. of Sheraton Central Credit Club Inc.

GERTRUDE BROOKS, previously copy group supervisor, Grey Adv., to Dancer-Fitzgerald-Sample, N.Y., in same capacity.

DONALD H. WALLACE, previously with Tatham-Laird Inc., as tv writer-producer for W9XVL E. Frank Inc. both Chicago, in newly-created post of tv and copy supervisor. JOHN S. KENNER, formerly with Waldo & Briggs, Chicago, as v.p., and Clinton E. Frank as account executive on Fort Howard Paper Co. account.

DON OSTER, former chief space buyer at Gard-Neon Inc., has joined the agency as public relations manager.

ROBERT J. GILLEN Jr., formerly with J. M. Mathes Inc., N.Y., handling Northam Warren Corp. and Economic Labs accounts, to Hazel Bishop Inc., N.Y., as station relations manager, coordinator of advertising and merchandising.

HARVEY J. COMITA, formerly with Anderson-McConnell Adv., to Kenyon & Eckhardt, both Los Angeles, as research manager.

JOHN BERGLAND, formerly with Burke Bowling Adams, in new adv. position at Los Angeles Bowes Adv., both Los Angeles, as production manager.

DON STOTTER, producer-director for past eight years at WHIO-TV Dayton, Ohio, resigns to form own advertising firm. Don Stotter Adv. Address: 322 W. First St., Dayton, Mr. Stotter was formerly announcer with WING and WONE, both Dayton.

JOHN E. MCCULLOUGH, formerly tv art director for Doovie Dane Bernbach, N.Y., John W. B. Doner & Co., Philadelphia, as art director.

JOHN F. McDaniel, formerly general manager of sales and distribution at Hotpoint Co., Chicago, appointed general sales manager of new division-wide sales department. He will be responsible for sales of all products (appliances, tv receivers, etc.) to distribution and coordination of advertising, merchandising, promotion, product service and training plans. C. C. GRANGER, formerly manager of distribution planning, named manager of market development. J. A. CARLSON appointed manager of tv sales planning.

WILLIAM M. CAMPBELL, formerly with Certified Grocers of California as assistant advertising manager, to Los Angeles office of Erwin Wasey, Rutherford & Ryan Inc. as senior merchandising executive and member of merchandising plans board.

GEORGE RONDERSMITH, formerly head art director with Joseph Katz Co., joins VanSant, Dugdale & Co., both Baltimore, as art director. GEORGE N. LUCAS, previously with S. A. Levine as v.p. and copy chief, to VanSant, Dugdale as copy supervisor.

MUNTLY BRIGGS, formerly with Lear Inc., as advertising projects supervisor, joins Harrington Miner, L.A., as account executive to Hoft- man Labs & Aeronautics Systems Inc.

WILLIAM M. GALBRAITH, formerly with Pillsbury Mills, advertising manager of food products at Armour & Co. and with Earle Latting & Co., Chicago agency, to H. W. Kastor & Sons Adv. Co., Chicago, as account executive. PAUL F. MILLER, previously with E. Hurl & McDonald and Young & Rubicam, to Kastor in similar capacity.

FRITZ HELLMAN, with Fuller & Smith & Ross copy department since 1957, to copy director, succeeding GORDON K. ZERN, appointed account executive for FSU account Cool-Ray Inc.

CONNIE BABER, estimator at Ted Bates & Co., to Hicks & Griest, N.Y., as supervisor of radio-tv estimating.

MARJORIE CAMP, formerly with Grey Adv. and Lennen & Newell, and MILTON OST, previously at Kastor, Hilton, Chesley & Clifford, to copy staff of Reach, M.Clin, N.Y. Miss Camp assigned as senior copywriter on Playtexas Brats (International) Latex and Mr. Ost as senior copywriter on Ives & Associates.

HOWARD W. COESMAN, formerly station manager of WMAQ Chicago, to public relations department of J. Walter Thompson Co., Chicago.

MISS PAYTHE VENT, formerly with Anderson-McConnell Adv., L.A., as director of media, joins American Research Bureau in Los Angeles office. In client service capacity. MRS. PAT SANDERS, member of Los Angeles ARB staff, moves into new duties in client services, primarily with tv stations on West Coast.

ARALD A. STRODEL, formerly with Alex T. Franz Inc. and Waldo & Briggs, both Chicago, to copy staff of Clinton E. Frank Inc., Chicago.


HERBERT GANDEL, space buyer in Kudner Agency, N.Y., media dept., to assume additional duties as radio-tv timebuyer. succeeding MARJORIE C. SCANLAN, resigned.

JOHN G. GARRISON, previously Central Division manager of Official Films Inc., appointed national syndication director of Guild Films Co., N.Y.

WILLIAM FISHER, director of international operations for Screen Gems, has left on three-month around-the-world, sales and survey tour.

MR. GARRISON. BRUCE D. COLEN, formerly CBS-TV as associate producer, to CBS-TV Film Sales Inc. in charge of program development.

DR. HERBERT V. KALUS, president and general manager, Technicolor Corp., named honorary member of Society of Motion Picture and Television Engineers. Membership recognizes his pioneering work in color past over 40 years.

JOHN MAY, 36, sales executive for Screen Gems Inc., New York, in southern area since 1957, was killed Sept. 23 when private plane in which he was riding crashed near Salisbury, N.C. Mr. May previously had been associated with sales staff of Ziv Television Programs, WXEX-TV Richmond and WNTW-TV Portland, Me.

ROBERT W. SABOFSKY, chairman of board of NBC, to serve on 1958 publicity committee of Muscular Dystrophy Assn. of America Inc.

DAVID W. HEARST, publisher of Los Angeles Herald Express, and BLAIR A. WALLACE, MBS ex-
executive v.p., elected to CBS board of directors.

G. E. (BUCK) HURST, formerly sales manager of WCBS New York, named Pacific Coast network sales manager for CBS Radio. Mr. Hurst's previous experience includes managing Los Angeles office of CBS Radio Spot Sales and national sales manager for KMOX St. Louis.

STATIONS

KENNETH A. FOELFLINGER, presently comptroller and assistant treasurer of Centlive Brewing Corp., Fort Wayne, Ind., appointed business manager and assistant secretary of WFBM-AM-TV Indianapolis, effective Nov. 1. Mr. Foelflinger will replace ANDREW J. MURTA, who returns to Time Inc., N.Y., owners of WFBM-AM-TV, for new executive duties.

R. S. (BUD) NIelsen, formerly with KOB-TV Albuquerque, N.M., named general sales manager of KDUB Stations (KDUB-AM-TV Lubbock, KPAR-TV Sweetwater and KEDY-TV Big Spring, all Texas), Jan. 1. Mr. Nielsen joins WEEG-TV La Salle, Ill., as general manager, appointed national sales manager of KDUB Stations.

MORTON J. WAGNER, executive v.p.-eastern division director, Bartell Family Radio, named general manager of KVI San Francisco; Mr. Wagner, with Bartell since 1952, retains supervision of WAKE Atlanta and WYDE Birmingham. LEE BARTELL, the group's managing director, who has been supervising KVI, returns to KCQK San Francisco.

GORDON MASON named sales manager for KNX Los Angeles and CBS Radio Pacific Network. He has been director of sales development for KCBS Radio, succeeding former manager TIMOTHY R. HODGSON, who has resigned.

CHARLES R. DICKOFF, general manager, WBEV Broadcasting, adds duties as station relations director of Walker Group of radio stations (WBBR Rockford, Ill.; KCCL Clinton, Iowa; WSHE Sheboygan, Wis., and WJSM St. Joseph, Mich.—latter two recently purchased and are pending approval), Jan. 1. Mr. Dickoff, vitally with manager, elevated to assistant general manager, and DICK WHITMORE, company business manager, promoted to business manager.

CLIFFORD A. FROHNHOFFER, formerly controller, WOR-AM-TV New York, named controller and assistant general manager of WAVY-AM-TV Portsmouth, Va. CARRINGTON R. MENSING, former superintendent, Southland Life Insurance Co., appointed vice president of WAVY, Jan. 1. Mr. Mensing and LEE LEONARD join WAVY as personal managers.

WILLIAM P. DIX JR., formerly assistant general manager in charge of sales, WOR-AM-TV New York, named assistant general manager of WGR-TV Buffalo, N.Y.

CLAUDE R. YOUNG, WEBS Dundalk, Md., personality since its founding, appointed assistant general manager of station. Mr. Young was former All American at U. of Illinois and professional football star with Baltimore Colts.

C. P. (CHUCK) DWYER, local sales manager of WTVY-TV Columbus, Ohio, appointed assistant general manager of WTVY, Jan. 1. Mr. Dwyer will continue to oversee local sales. Mr. Dwyer succeeds R. C. WIEGAND, resigned to become general manager of WKVT (TV) Lexington, Ky.

KEITH WEILY, formerly sales representative for WCTN Exhakt Laurel, appointed of Kalar County Broadcasters Inc., which plans to build 250-watt station in Allegan, Mich. Mr. Weilys will also serve as station manager.

JON ARDEN, WCKT (TV) Miami promotion manager, appointed to manage station's sales promotion, merchandising and marketing. SYMON COWLES, formerly with ABC Radio as assistant director of sales promotion and exploitation, appointed manager of audience promotion and publicity at WCKT.

NORMA NESBITT, formerly with KGA Spokane, Wash., and previously with KOA Denver, joins KLOK San Jose, Calif., as head of station staff.

LIE ERIECH, WTRY Troy, N.Y., local sales manager, promoted to commercial manager.

RICHARD E. SHREMAN, television sales manager of WSB-TV Milwaukee, has resigned and will announce his new association shortly.

TOM GILLIES, WTRL Bradenton, Fla., d.j., adds duties as station program director. DICK DOTY, WTRL general manager, elected to board of directors of Bradenton Chamber of Commerce.

MRS. CLARENCE JONES named program director, WBPD Orangeburg, S. C., 1 kw daytimer, scheduled to begin broadcasting Nov. 1. Other WBPD appointments: MRS. GUS BROWNING, traffic manager; MISS JO ANN BROWNING, commercial manager; MRS. BOBBIE LANCASTER, woman's director; and EMORY HUFF, local time sales.

WILLIAM E. McDOUGALL, formerly with XFBF Omaha, Neb., appointed agricultural director of station for eastern Nebraska, and as managing director of National Assn. of Radio and Television Farm Directors.

JANE STRAETER appointed assistant to merchandising director, WIL St. Louis Balaban station. Miss Straeter will coordinate Community Club Awards activities.

DOUG ROBERTSON, former member of KUSC-FM Los Angeles programming department, joins KOXA Sacramento, Calif., as copywriter and public service director.

JACK ROSENBERG, sports coordinator-writer for WGN-TV Chicago baseball telecasts, appointed sports editor for WGN-TV. He fills vacancy created by death of FRANK KORCH.

THOMAS W. CALNERS, formerly with WBBM Bedford, Ind., as staff announcer, to WFTL Fort Lauderdale, Fla., as newscaster, succeeding GEORGE, appointed to accept appointment with State Department.

THOMAS C. CURTAIN, art director and production services supervisor, WIS-TV Columbia, S.C., appointed promotion manager for station, Jan. 1. Mr. Curtain is formerly with WSBM Macon, Ga., appointed promotion manager of station. He succeeds R. C. WIEGAND, resigned to become general manager of WKVT (TV) Lexington, Ky.

KEVIN BARRY, sales manager, formerly with WJAR-TV New York, named sales manager for WGN-AM-FM Chicago, effective Jan. 1. Mr. Barry will also serve as station manager.

JON ARDEN, WCKT (TV) Miami promotion manager, appointed to manage station's sales promotion, merchandising and marketing. SYMON COWLES, formerly with ABC Radio as assistant director of sales promotion and exploitation, appointed manager of audience promotion and publicity at WCKT.

NORMA NESBITT, formerly with KGA Spokane, Wash., and previously with KOA Denver, joins KLOK San Jose, Calif., as head of station staff.

LIE ERIECH, WTRY Troy, N.Y., local sales manager, promoted to commercial manager.

RICHARD E. SHREMAN, television sales manager of WSB-TV Milwaukee, has resigned and will announce his new association shortly.

TOM GILLIES, WTRL Bradenton, Fla., d.j., adds duties as station program director. DICK DOTY, WTRL general manager, elected to board of directors of Bradenton Chamber of Commerce.

MRS. CLARENCE JONES named program director, WBPD Orangeburg, S. C., 1 kw daytimer, scheduled to begin broadcasting Nov. 1. Other WBPD appointments: MRS. GUS BROWNING, traffic manager; MISS JO ANN BROWNING, commercial manager; MRS. BOBBIE LANCASTER, woman's director; and EMORY HUFF, local time sales.

WILLIAM E. McDOUGALL, formerly with XFBF Omaha, Neb., appointed agricultural director of station for eastern Nebraska, and as managing director of National Assn. of Radio and Television Farm Directors.

JANE STRAETER appointed assistant to merchandising director, WIL St. Louis Balaban station. Miss Straeter will coordinate Community Club Awards activities.

DOUG ROBERTSON, former member of KUSC-FM Los Angeles programming department, joins KOXA Sacramento, Calif., as copywriter and public service director.

BILL PIPER, sales manager of WTVY (TV) Peoria, Ill., will join Edward Petry & Co., around Nov. 1 as midwestern radio sales manager of station. Mr. Piper was previously with representing company Audubon-Wilson, who retires first of year. Mr. Piper joined WTVY in June 1955 after previous service with CBS station. Mr. Piper will be replaced at WTVY by DAVID J. SCHUNK, assistant sales manager past three years.

ROBERT E. GALLEN, formerly director of research and promotion of RKO Television, to McGavren-Quinn Corp., as director of research and sales development.

ROBERT D. GUMA, formerly eastern sales manager...
ROBERT den Chemical, director of advertising and merchandising for Tower, chairman of the board of the company. He joined the company in 1945, appointed assistant to the chairman, and was appointed director of merchandising and Community Club awards director for all Balaban radio stations.

OLIVER DANEL, director of Broadcast Music Inc. and vice-president of the company. He is also a member of the board of directors.


L. O. TEEGARDEN, former executive v.p. of Radio Corp. of America, joined Mayfair & Dibrell & Co., Philadelphia, as managing consultant, as v.p. and member of board of directors. Mr. Teegarden joined RCA in 1950 as sales manager, working in various merchandising departments until 1953 when he was elected corporation's first president.

MARY A. KELLY, associate producer of NBC-TV's Today program for past seven years, has resigned to enter field of personal management, representing, among others, Betty Palmer, television panelist.

JAMES E. HAYES, formerly with NBC, to Phil Dean Assoc., N.Y., on special projects promotion and exploitation.

JEANNE KING, formerly assistant to radio-tv columnist Faye Emerson, joins Arbuthnott & Rheumallion Foundation as assistant radio-tv director for November campaign.

ELLERY W. STONE, president, American Cable & Radio Corp. (177 affiliate) since 1956, elected chairman of board of directors. BERTRAM B. TOWER, formerly v.p.-finance, appointed president succeeding Mr. Stone, previously president of International Standard Electric Corp. Mr. Tower was formerly with public accounting firm of Arthur Andersen & Co., N.Y.

HARRY SCHERTZ, general manager of Zenith Radio Corp. of New York, elected v.p.

WILLIS L. WOOD appointed national service manager of Admiral Corp., Chicago. Mr. Wood will direct activities of newly-formed divisions of manufacturer's national service and parts.

L. GEORGE HOTH, formerly merchandising manager of the National Theatre Department of Border Chemical Co., N.Y., appointed manager of advertising and merchandising for company.

ROBERT E. BROOKER, president, Whirlpool Corp., St. Joseph, Mich., has announced that customer services will become function of his office. ROBERT J. LEWIS, director of customer relations for past two years, will continue in that post.

GEORGE TALBERT, supervisor of quality control for semiconductor operations at the Walt Disney Research (DIV. of CBS Inc.), Danvers, Mass., elevated to manager of quality control for semiconductors. E. F. LAMM, chief quality control engineer, promoted to manager of quality control in receiving tubes.

WILLIAM H. KAISER JR., with General Electric since 1943, appointed equipment sales manager for GE receiving tubes, Chicago.

M. L. SOLOTIM, former field engineer for Texas Instruments Inc, named midwest supervising sales engineer, Semiconductor Div., Hoffman Electronics Corp., Evanston, Ill., WILLIAM E. MEGREG, newly-appointed field engineer, appointed as consultant in Ohio and Michigan areas under Mr. Soloitim.

L. D. TEEGARDEN, formerly executive v.p. of Radio Corp. of America, joined Mayfair & Dibrell & Co., Philadelphia, as managing consultant, as v.p. and member of board of directors. Mr. Teegarden joined RCA in 1950 as sales manager, working in various merchandising departments until 1953 when he was elected corporation's first president.

MRS. IRENE BUNNEL appointed director of market research and Community Club awards director for all Balaban radio stations.

OLIVER DANEL, director of Broadcast Music Inc. and vice-president of the company. He is also a member of the board of directors.


L. O. TEEGARDEN, former executive v.p. of Radio Corp. of America, joined Mayfair & Dibrell & Co., Philadelphia, as managing consultant, as v.p. and member of board of directors. Mr. Teegarden joined RCA in 1950 as sales manager, working in various merchandising departments until 1953 when he was elected corporation's first president.

MARY A. KELLY, associate producer of NBC-TV's Today program for past seven years, has resigned to enter field of personal management, representing, among others, Betty Palmer, television panelist.

JAMES E. HAYES, formerly with NBC, to Phil Dean Assoc., N.Y., on special projects promotion and exploitation.

JEANNE KING, formerly assistant to radio-tv columnist Faye Emerson, joins Arbuthnott & Rheumallion Foundation as assistant radio-tv director for November campaign.

ELLERY W. STONE, president, American Cable & Radio Corp. (177 affiliate) since 1956, elected chairman of board of directors. BERTRAM B. TOWER, formerly v.p.-finance, appointed president succeeding Mr. Stone, previously president of International Standard Electric Corp. Mr. Tower was formerly with public accounting firm of Arthur Andersen & Co., N.Y.

HARRY SCHERTZ, general manager of Zenith Radio Corp. of New York, elected v.p.

WILLIS L. WOOD appointed national service manager of Admiral Corp., Chicago. Mr. Wood will direct activities of newly-formed divisions of manufacturer's national service and parts.

L. GEORGE HOTH, formerly merchandising manager of the National Theatre Department of Border Chemical Co., N.Y., appointed manager of advertising and merchandising for company.

ROBERT E. BROOKER, president, Whirlpool Corp., St. Joseph, Mich., has announced that customer services will become function of his office. ROBERT J. LEWIS, director of customer relations for past two years, will continue in that post.

GEORGE TALBERT, supervisor of quality control for semiconductor operations at the Walt Disney Research (DIV. of CBS Inc.), Danvers, Mass., elevated to manager of quality control for semiconductors. E. F. LAMM, chief quality control engineer, promoted to manager of quality control in receiving tubes.

WILLIAM H. KAISER JR., with General Electric since 1943, appointed equipment sales manager for GE receiving tubes, Chicago.

M. L. SOLOTIM, former field engineer for Texas Instruments Inc, named midwest supervising sales engineer, Semiconductor Div., Hoffman Electronics Corp., Evanston, Ill., WILLIAM E. MEGREG, newly-appointed field engineer, appointed as consultant in Ohio and Michigan areas under Mr. Soloitim.

JOHN WILLIAM (JACK) DAVIS, media director and secretary-treasurer of Honig-Cooper-Harding & Miller, San Francisco advertising agency, elected chairman of Northern California Council of American Assn. of Advertising Executives for 1958-59. Mr. Davis has been with Honig-Cooper for 20 years.


CLYDE M. HUNT, engineering v.p. of Washington Post Broadcast Div., appointed member of board of directors of District of Columbia Society of Professional Engineers. Mr. Hunt fills unexpired term of DEAN MANLY, former dean of school of engineering at George Washington U.

THOMAS A. WRIGHT, media department manager at Leo Burnett Co., elected director on board of Chicago Broadcast Advertising Club and named program chairman of 1963 Chicago Community Club awards and the 1964 national Convention.


GUY CUNNINGHAM, previously with CBS, to Television Bureau of Advertising national division.

EDUCATION

DR. H. K. NEWBURN, former president of the University of Notre Dame, Ann Arbor, Mich., named consultant to The Ford Foundation, for which Dr. Newburn will make study of faculty personnel policies in selected state universities.

DR. ALVA C. TODD, lecturer and former consulting engineer, consultant for Farnsworth Electronics Co. and engineer at WSBFP South Bend, and WBAAT Lafayette, both Indiana, named to faculty of Illinois Institute of Technology.

INTERNATIONAL


TED KAVANAGH, 66, one of Great Britain's leading script writers and comedians died. Mr. Kavanagh was best known for his work on It's That Man again radio series during World War II.
**TV NETWORK SHOWSHEET**

The programs, the schedules, the sponsors

Published first issue in each quarter

**TV NETWORKS**

Networks are listed alphabetically with the following information: time, program title, network in italic, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; F, film; L, live. All times are NYT.

**SUNDAY MORNING**

10-11 a.m.

ABC-TV 10-11 No network service.


NBC-TV No network service.

11 a.m.-Noon

ABC-TV 11-11-30 No network service; 11-30-12 Dawn Polk, sust.; L.

CBS-TV 11-11-30 Eye on New York, sust.; L; 11-30-12 Camera Three, sust., L.

NBC-TV No network service.

**SUNDAY AFTERNOON**

 Noon-1 p.m.

ABC-TV 12-13-30 College News Conference, sust.; L; 12-30-1 John Hopkins Film, sust.; L.

CBS-TV 12-1 No network service.

NBC-TV No network service.

1-2 p.m.

ABC-TV 1-13-30 Open Hearing, sust.; L; 12-30-2 No network service.

CBS-TV 1-30 No network service.

NBC-TV 1-30 No network service; 1-30-2 Frontiers of Faith, sust., L.

2-3 p.m.

ABC-TV 2 No network service.

CBS-TV 2-3 Pro-Football, part.

Drexel Hopkins, sust.; L; 2-30-3 Pro All-Star Exhibition Basketball, Bayuk Cigars, L.

3-4 p.m.

ABC-TV 3-3 No network service; 3-30-4 Roller Derby, sust.; L.

CBS-TV 3-4 Pro-Football, cont.

4-5 p.m.

ABC-TV 4-4-30 Roller Derby, part.; (4-30-5 Bowling Stars, American Machine & Foundry, F.

CBS-TV 4-4-30 Basketball, cont.

NBC-TV 4-5 Basketball, cont.

5-6 p.m.

ABC-TV 5-5 No network service.

CBS-TV 5-5-6 Paul Winchell Shout, Hartz, General, part.; L; 5-30-6 Lone Ranger, General Mills, Cracker Jack, Smith-Rom, F.

Drexel Hopkins, sust.; L; 5-30-6 The Original Amateur Hour, L.

NBC-TV 5-5-6 Comment, sust.; F; (10/5): 5-30-6 Togo: Women Know, part.; F; (8/18, 11/1-3) 5-6 Omnibus, Aluminum Ltd., at 10/26, L.

**SUNDAY EVENING**

6-7 p.m.

ABC-TV No network service.

CBS-TV 6-5-6 Small World, Renault Motors, L; 6:30-6 CBS News, sust.; L; 6:30-1 Twentieth Century, Prudential Life Insurance, F.

NBC-TV 6-5 Meet the Press, Ten American Airways, L; 6:30-1 Outlook, sust., L.

7-8 p.m.

ABC-TV 7-30 You Asked for it, Slippery Peanut Butter, F; 7:30-8 Mourek, Kaiser, Drackett, F.

CBS-TV 7-30-8 Meet the Press, Campbell Soup, F; 7:30-8 Jack Benny Show, L&F, alternating with Bachelor Father, American Tobacco, F.

NBC-TV 7-30 Noah's Ark, sust.; F; at 10/19 Saber of theIID Drug, F; 7:30-8 Northwest Passage, RCA, F.

8-9 p.m.

ABC-TV 8-30-8 Mourek (cont.); 8:30-9 Law Men, R. J. Reynolds, General Mills.

CBS-TV 8-30-10 Ed Sullivan Show, Mercury Cars, Eastman Kodak, L.

NBC-TV 8-30-10 Steve Allen Show, Greyhound, DuPont, Polaroild, Timex, L.

9-10 p.m.

ABC-TV 9-30-8 8th Precinct, sust.; F; 9:30-10 Encounter, sust., L.

Page 104  October 6, 1938

**CURRENT REPORT ON TV'S**

**TELESTASUS**, the quarterly situation report on present and planned tv stations, will not be published this quarter. The information ordinarily produced in this report is contained in even greater detail in the current 1958 YEARBOOK now in the mails. Individual copies of Yearbook are available at $4 a copy. Telestasus will be resumed in the first issue of next quarter, Jan. 5, 1959.

1-2 p.m.

ABC-TV 1-13-30 The Liberace Show, part.; 1:30-3 No network service.

CBS-TV 1-13-30 No network service; 1:30-3-4 Network News, sust.; L; 1:30-3 As The World Turns, Aark & Gamble, Swift, American Home Products, Sterling Drug, Miles, Libby, L.

NBC-TV 1-1-30 Network service.

2-3 p.m.

ABC-TV 2-2-30 Chance for Romance; part.; 2-30-3 No network service.


NBC-TV 2-2-30 Truth or Consequences, Alberto-Culver, sust.; L; 2-30-3 Opal- goop, Mentholatum, Alberto-Culver, Britco, Lever, General Mills, Pond's, L.

3-4 p.m.

ABC-TV 3-3-30 Beat the Clock, part.; 3:30-4 Who Do You Trust, Beechut-Life Savers, General Foods, Johnson & Johnson, American Home Foods, Britco, Myrck Co., L.

CBS-TV 3-3-30 The Big Payoff, Colgate-Palmolive, & mut.; L; 3:30-4 The Verdict is Yours, General Mills, Tonic, Swift, Atlanta, Standard Brands, Britco, Myrck Co., Johnson & Johnson, Sterling, Scott, L.

NBC-TV 3-3-30 Today Is Ours, Procter & Gamble, Standard Drug, Rabco, Hazel,ур. Lewis; L; 3:30-4 From These Roots, Procter & Gamble, Alberto-Culver, Frigidaire, Miles, L.

4-5 p.m.

ABC-TV 4-4-5 American Bandstand, Estaco; General Mills, Lever, Wick, American Home Foods, 5th Ave. Candy, Welch, L.

CBS-TV 4-4-5 The Brighter Day, Procter & Gamble, part.; L; 4:30-5 Network News, sust.; L; 4:30-5 Edge of Night, Procter & Gamble, part. & part.; Liberty, Zig, Nabisco, Miles, Matel, Goodyear, Whitehall, L.

NBC-TV 4-4-5 Queen of the Desert, Pond's, Standard Brands, Mil, Commodore, H. B. Brown & Williamson, L; 4:30-5 County Fair, Sterling Drug, Lever, Frigidaire, Nabisco, Heinz, Sandaru, L.

5-6 p.m.

ABC-TV 5-5-5 (Mon. Wed. Fri.) American Bandstand, part.; (Thu.) Tales of the Texas Rangers, E. P. Bennett, 7:30-8 Mickey Mouse Club, Sweets Co., Mattel, General Mills, Britco, Myrck Co., Procter & Gamble, Mars Inc., Nabisco, F; (Tues. Thurs.) Adventure Time, Ricola, part.; M, Nabisco, General Mills, Mattel, Miles Labs, Britco, Myrck Co., F.

NBC-TV No network service.

6-7 p.m.

ABC-TV 6-5 No network service.

CBS-TV 6-4-5 No network service; 6:45-7 News, Goodyear, Whitehall, L.

NBC-TV No network service.

7-8 p.m.

ABC-TV 7-7-15 No network service; 7:15-8 News, sust.; L; 7:30-4 No network service.

CBS-TV 7-7-15 No network service; 7:15-8 News, Goodyear, Whitehall, L.

NBC-TV No network service.

11:15-12 a.m.

ABC-TV No network service.

CBS-TV No network service.

NBC-TV 11:30-1 a.m. The Jack Paw Show, Amity Leather, Block Drug, Britco, Myrck Co., F; M, Engineering, Niagara, A. N. Phillips, Pharma-Craft, Philip-Morris, Polafoit, L.

**MONDAY EVENING**

7:30-8 p.m.

ABC-TV 7:30-8 Jubilee, U. S. A., Williamson-Dickie Inc.


**BROADCASTING**
CBS-TV 7:30-8 Name That Tune, American Home Products, L.
CBS-TV 7:30-8 Tic Tac Dough, Procter & Gamble, L.

8:9 p.m.
ABC-TV 8:30-9 Jubilee, U. S. A. (cont.), 8:30-9
Bob Hope, U. S. Steel, Elkhart, F.
CBS-TV 8:30-9 The Texan, Brown, 8:30-9
Ziff, Goodby, Burt, & Jackson, F.
NBC-TV 8:30-9 All Good Things, Procter & Gamble, Tobacco, L.

9:10 p.m.
ABC-TV 9:10-8 Voice of Firestone, Firestone Tire & Rubber Co., Los Angeles, F.
CBS-TV 9:10-8 Danny Thomas Show, General Foods, F.
WB animates CBS, 9:10 Ann Sothern Show, General Foods, F.
CBS-TV 9:10-8 Peter Gunn, Bristol-Myers, F.

10:11 p.m.
ABC-TV 10:11-8 This Is Music, L.

THE EERIE QUEEN, RCA.

FRIDAY EVENING
7:30-8 p.m.
ABC-TV 7:30-8 Leave It to Beaver, Miles, Ralston, F.
CBS-TV 7:30-8 Your Hit Parade, American Tobacco, L.
NBC-TV 7:30-8 Bruce Forsythe, F.

8:9 p.m.
ABC-TV 8:30-9 Zorro, Seven-Up, A.C. Sparkplug.
"But I'm not saying anything, my friend."
"Would you like a cigarette, Mr. Zorro?"
"No, thanks."
"You're welcome."
"Bye, Mr. Zorro."
"Goodbye."

SATURDAY AFTERNOON
2:30-4 p.m.
ABC-TV 2:30-4 All Star Golf, Miller Brewing, Reynolds Foods, F.
CBS-TV 2:30-4 Whoa Joe, Pro-Jockey, L.

SATURDAY EVENING
7:30-8 p.m.
ABC-TV 7:30-8 Dick Clark Show, Beech Nut Life Savers, L.
CBS-TV 7:30-8 Perry Mason, Nat'l Carbon, Sterling Drug, and suit, F.
NBC-TV 7:30-8 People Are Funny, R. J. Reynolds, Toni, F.

8:9 p.m.
ABC-TV 8:30-9 Walt Disney Presents, Reynolds Metals, Eckel, Collins & Bigelow, F.

SATURDAY MORNING
10:11 a.m.
ABC-TV No network service.
CBS-TV 10:11-11 Mighty Mouse, General Foods, Colgate-Palmolive, F.

11 a.m.-Noon
ABC-TV No network service.

CBS-TV 11:12 Captain Kangaroo, Gerber, General Mills, L.;

NBC-TV 11:12-11 Mary Poppins, Borden, General Foods, F;
Navy 11-12 Circus Boy, Mars Inc., F.

SUNDAY EVENING
7:30-8 p.m.
ABC-TV 7:30-8 The Hollywood Palace, Beech Nut Life Savers, L.
CBS-TV 7:30-8 Perry Mason, Nat'l Carbon, Sterling Drug, and suit, F.

8:9 p.m.
ABC-TV 8:30-9 Billy Graham, Billy Graham Evangelistic Association,
CBS-TV 8:30-9 Perry Mason, (cont.), 8:30-9
Wanted—Dead or Alive, Brown, F.

SATURDAY NOON-1 p.m.
ABC-TV No network service.

CBS-TV 1-2-3 The Lone Ranger, General Mills, F.

ABC-TV No network service.

NBC-TV 1-15-17 Wheaties Sports Page, General Mills, F.


NBC-TV 11-15-17 Circus Boy, Mars Inc., F.

SPECIAL PROGRAMS

CBS-TV
Oct. 8: 8-8:30 p.m.
High Adventure With Lowell Thomas, United Motors, Div. of General Motors.
Oct. 15: 8-8:30 p.m.
The Ginger Rogers Show, Pantique Div, General Motors.
Oct. 16: 8-9:30-9:30 p.m.
Dunlop Show of the Month, Dunlop.
Dec. 8: 7:30-8:30 p.m.
High Adventure With Lowell Thomas, Delco.
Dec. 15: 8-9:30 p.m.
The Gift of the Magi, Shearer.
Dec. 22: 8-9:30 p.m.
Dunlop Show of the Month, Dunlop.

NBC-TV
Oct. 12: 7:30-8:30 p.m.
Suits Family Robinson, Rexall Drug.
Oct. 16: 7:30-8:30 p.m.
The Bob Hope Show, Buick Div, of General Motors.
Oct. 17: 7:30-8:30 p.m.
The Fred Astaire Show, Chrysler Corp.
Oct. 21: 7:30-9:30 p.m.
Duraluminum, Colgate.
Oct. 23: 8-9:30 p.m.
Dunlop Show of the Month, Dunlop.
Oct. 24: 7-8:30 p.m.
Hallmark Hall of Fame, "Miss Me Kate," Hallmark Cards.
Nov. 1: 7:30-8:30 p.m.
The Bob Hope Show, Buick Div, of General Motors.
Nov. 8: 7-8:30 p.m.
Duraluminum, Colgate.
Nov. 11: 7-8 p.m.
Dean Martin Show, Timex.
Nov. 14: 7-8 p.m.
The Strange Case of the Cosmic Ray, AT&T.
Nov. 19: 7-8 p.m.
Dec. 1: 7-8 p.m.
Jerry Lewis Show, Timex.
Dec. 14: 7-8 p.m.
Hallmark Hall of Fame, "Christmas Tree Farm," Hallmark Cards.
Dec. 21: 7-8 p.m.
Dragnet, Bulova, F.

BROADCASTING

ABC-TV 8:10-9:30 p.m.
CBS-TV 8:30-9:30 p.m.
NBC-TV 8:30-9:30 p.m.

FRIDAY NIGHT
7:30-8 p.m.
ABC-TV 7:30-8 Leave It to Beaver, Miles, Ralston, F.
CBS-TV 7:30-8 Your Hit Parade, American Tobacco, L.
NBC-TV 7:30-8 Bruce Forsythe, F.

SATURDAY MORNINGS
10:11 a.m.
ABC-TV No network service.

CBS-TV 10-11-11 Honeymoon, General Mills, Colgate-Palmolive, F.

11 a.m.-Noon
ABC-TV No network service.

CBS-TV 11-12 Captain Kangaroo, Gerber, General Mills, L.;

NBC-TV 11-12 Mary Poppins, Borden, General Foods, F;
12:30-12:30 Circus Boy, Mars Inc., F.

SUNDAY AFTERNOON

Noon-1 p.m.
ABC-TV No network service.

CBS-TV 12-1 Grocery Store, Sunbeam, American Dairy, Kimberly-Clark, RCA-Whirlpool, Norelco, Chemstrand, L.

SUNDAY EVENING
7:30-8 p.m.
ABC-TV 7:30-8 The Hollywood Palace, Beech Nut Life Savers, L.

8:9 p.m.
ABC-TV 8-9 Billy Graham, Billy Graham Evangelistic Association,
CBS-TV 8-9 Perry Mason, (cont.), 8:30-9
Wanted—Dead or Alive, Brown, F.

SATURDAY MORNING
10-11 a.m.
ABC-TV No network service.

CBS-TV 10-11-11 Lone Ranger, General Mills, F.
NBC-TV 10-11-11 The Wonderful World of Sports, L.

SATURDAY EVENING
7:30-8 p.m.
ABC-TV 7:30-8 The Steve Canyon, General Foods, F.

8:9 p.m.
ABC-TV 8-9 Dodge Dancing Party, Dodge, L.
CBS-TV 8-9-10 The Gale Storm Show, Sunset, and suite, F.

SATURDAY NIGHT
10-11 p.m.
ABC-TV 10-11-11 Frosty the Snowman, General Foods, F.

10-11 p.m.
ABC-TV 10-11-11 Frosty the Snowman, General Foods, F.

NBC-TV 10-11-11 Frosty the Snowman, General Foods, F.

SUNDAY EVENING

October 6, 1958 • Page 105
RADIO NETWORK SHOWSHEET
Published first issue in each quarter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part, participating; alt., alternate sponsor indicated. All times are NYC. The CBS Radio schedule applies only to the week Sept. 28-Oct. 4.

SUNDAY MORNING
7:45 a.m. ABC No network service. CBS No network service.

MBS 1-11-15 CBS News, co-op; 8:00-8:30 America's Top Tunes; co-op; 8:30-9:00 American Motors.

NBC No network service.

8:9 a.m. ABC 8-9:30 Radio Bible Class, Radio Bible Class; 8:30-9:00 Wings of Healing, Dr. Thomas Wyatt.


NBC 9:00-9:30 News, sust.; 9:30-10:00 of America's Top Tunes; co-op; 10:00-10:30 of Prophecy, Voice of Prophecy Inc.

RADIO BIBLE CLASS

12:05-12:30 America's Top Tunes; co-op; 12:30-12:55 Ameican Motors, sust.

NBC 12:05-12:30 of America's Top Tunes; co-op; 12:30-12:55 American Motors, sust.

SUNDAY AFTERNOON


SUNDAY EVENING

7:30-8:00 ABC 7:30-7:35 Duke Ellington and His Swing Band; 7:35-7:50 The American Symphony; 7:50-8:00 The Big Night.
FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 25 through Oct. 1

Includes data on new stations, changes in existing stations, ownership changes, hearing rules & standards changes and routine roundup.

Abbreviations:

- AM — antennas, auroral, visual, kilowatts, megacycles
- FM — frequencies, megacycles
- Network — national network
- Service — sustaining basis
- Weekdays — Monday to Saturday
- Weekends — Sunday, Monday
- Special — special authorization
- STA — special temporary authorization
- New Am Stations — New Am Stations

New TV Stations

APPLICATIONS

Walluku, Maui, Hawaii—Radio Honolulu Ltd., ch. 8 (188-192 mc): EPR 313.99 kw vis., 397 kw aud., antennas above average terrain 471 ft., above ground 524 ft. Estimated construction cost 127,000, first year operating cost 63,000, revenue 80,600. Applicant is licensee of KONA-TV Honolulu. Application is for satellite to rebroadcast KONA-TV programs in Walluku.

New Am Stations

APPLICATIONS

Anderson, Calif.—Universal Electronics Network. Granted 1380 kc, 1 kw D. P. O. address 8100 W. Washington Blvd., Los Angeles. Oct. 7, 1958. First year operating cost $42,000, revenue $50,000. Owners are Dante P. Lembi and Louis O. Kelso (each 50%). Mr. Lembi is property management expert; Mr. Kelso is attorney.

Westport, Conn.—Westport Byst. Co.—Granted 1310 kc, 1 kw D. P. O. address 301 Post Rd., Westport. Oct. 7, 1958. First year operating cost $40,000, revenue $50,000. Owners are Francis M. Thompson (50%) and James Kiernan (50%)

Advertising

1958 Monitor, part.
Washington, D. C.
Wm. T. Stubblefield
1737 DeSoto St., N.W.
EX 3-3456

Cleveland
Jackson B. (Jack) Maurer
2414 Terminal Tower
TO 1-6727

Chicago
Ray V. Hamilton
Truble Tower
DE 7-2754

Dallas
DeWitt (Judge) Landis
Fidelity Union Life Bldg.
RI 8-1175

San Francisco
W. R. (Ike) Twining
111 Sutter St.
EX 2-5671

Ray Hamilton and Jack Maurer will be attending the NAB Management Meeting at the Schroeder Hotel, Milwaukee, next Monday and Tuesday (13-14).

Jackson B. Maurer

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

October 6, 1958 • Page 109
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. 1-22 Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.

**RADIO CORPORATION of AMERICA**

![RCA Logo]

---

**FOR THE RECORD CONTINUED**


**KBYE Oklahoma City, Okla.—Transferred control of channel from David C. Newby and Kevin Brandon Sweeney to Mrs. Bernice L. Lyneh; consideration $7,500. Announcement Oct. 1.

**WRCE Chelmsford, Mass.—Granted assignment of license from E. G. Robinson Jr. and William R. Wheeler to Wes Ackerman, TV Radio Chelmsford (half owner of WSTN-St. Augustine, Fla.; consideration $50,000. Announced Oct. 1.

**KOFY Alice, Tex.—Granted transfer of control from Jules J. Puglia and Stanley W. Ray Jr. to Leon S. Walton; consideration $150,000. Announced Oct. 1.

**KCMR McCamey, Tex.—Granted assignment of license from Jim Sample and Donald Bevan to Robert E. Stuart, strs-The Stuart Corp.; consideration $25,000. Announced Oct. 1.

**KLOQ Yakima, Wash.—Granted transfer of control from Robert S. Meek and Tom Green to William E. Sheld and Warren J. Durwood; consideration $100,000. Announced Oct. 1.

**WRNE Shelby, Wis.—Granted assignment of license to Central States Bestc. Corp., (William E. Walker, president, has interest in WMAM-AM-TV Marinette, WBEB Beaver Dam, Wis., WRBE Rockford, Ill., and KROB Des Moines, low.; two other stockholders have interests in WBAL and KSL; consideration $60,000. Announced Oct. 1.

**APPLICATIONS**

**KBLF Red Bluff, Calif.—Seeks transfer of control (91%) of licensee (Tehama Bestc. Corp.) from R. H. Frey and David Coffman to Winnie Elaine Smoot for $25,000. Smoot is in real estate. Announcement Sept. 26.


**KLUE Shreveport, La.—Seeks assignment of license from Twin City Bestc. Co. to KFW DA, unil., in Mineral Wells, Texas, who will be the two-third owner; is in advertisement of Announ.

**WMRC Milford, Mass.—Seeks transfer of 100% of interests (Millford Bestc. Corp.) from David M. Myers to WSPA-Y Bestc. Co. for $25,000. Purchaser, licensed to John W. Myers, is owned by Edward L. Cettlin (50%) and Henry R. and Merrvry Cettlin Jr. (50%); Announcement Sept. 30.


**WSEN Baldwinsville, N. Y.—Seeks transfer of control of permit (41.6%) from William P. Hughes to Robert L. Stockdale to Mr. Stockdale (41.6%); to Michigan Atlantic-A. Lowery Jr. (31.6%), Mr. Mearspace is in real estate. Mr. Lowery is with WOR East Liverpool, Ohio. Announcement Sept. 30.

**KTPR Poughkeepsie, N. Y.—Seeks assignment of license from Louis Schwitzer to WBAI FM Inc. Corporate change. No control change. Announcement Sept. 20.

**WCUI Romeolake Rapids, N. C.—Sells leasing assignment of positive control to J. J. R. Zettler, through transfer of 10% from S. Ellis Crass. No cash involved. J. J. R. Zettler's ownership will thus be increased to 10%. Announcement Sept. 20.

**KURR Hillabobo, Ore.—Seeks assignment of license from Tualatin Valley Bestc. Inc. to equal partners Ronald L. Ruhl, announce 10-BFM-TV Portland, Ore.; James L. Bennet, store manager; John P. Gillis, food broker, and Donald F. Stelges, KEX Portland, assistant program director. Purchase price $250,000. Announcement Sept. 20.

**KITE San Antonio, Tex.—Seeks assignment of license and cp from Radio KITE Inc. to Connie G. Garbutt Inc. Corporate change, no control change. Announcement Sept. 20.

**KUF Thta, Tex.—Seeks assignment of license from Clinton Formby and Marshall Formby, d/b/a KTU Bestc., to KTUX Bestc. No corporate change. No control change. Announcement Sept. 20.

**KRPW Pasco, Wash.—Seeks assignment of license from Western Radio Corp. to Robin Hill for $240,000. Announcement Oct. 1.

**Hearing Cases**

**FINAL DECISIONS**

By order, Commission adopted and made effective immediately the decision, as amended by Commission, granting applications of West Shore Bestc. Inc. and The Westport Bestc. Co. for new am stations to operate on the frequencies 1,125 and 1,550 kHz, respectively. Commission not participating. Announcement Oct. 1.

**OTHER ACTIONS**


Commission on Oct. 1 directed preparation of documents looking toward granting applications of Pompano Beach Bestc. Corp. for new am station to operate on 750 kHz, KAMA, D. A. D., in Pompano Beach, Fla., and Louis G. Jacobso for new station on 1,560 kHz, KJHL, in Miami Beach, Fla., both with conditions. Initial decision and hearing toward these grants.

Commission on Oct. 1 directed preparation of documents looking toward granting applications of Department of Education of Puerto Rico for 1958 TV station to operate on ch. 3 in Mayaguez, P. R., and denying competing application of Suess Louis Pizarro-Castellanos. Initial deci- sion of Oct. 16, 1957, looked toward this action.


By memorandum opinion and order, Commission denied petition by KITP Inc. (KSTP), St. Paul, Minn., for reconsideration of the decision, 21 April, 1958, that granted application of KBlA-RB Rarburg, Calif., from 1,460 ke. 250 w. to WBSB, Colwell, Calif. Announcement Oct. 1.

**Washington Bestc. Co., Coosbay, Tenn.; Kach- sage Bestc. Co., Carthage, Tenn.—Designated for completion of new am stations to operate on 1500 kHz, which then to become the 1,560 and 1,850 kHz stations. Announcement Oct. 1.

Russell G. Saller, Aurora, Ill.—Designated for
SUMMARY OF STATUS OF AM, FM, TV
Compiled by BROADCASTING through Oct. 1

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>On Air</th>
<th>CP Not on air</th>
<th>TOTAL APPLICATIONS for new stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,251</td>
<td>679</td>
<td>431</td>
<td>185</td>
<td>113</td>
<td>506</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through Oct. 1

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Non-Commercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>426</td>
<td>27</td>
</tr>
<tr>
<td>85</td>
<td>8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>511</strong></td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
As reported by FCC through Aug. 31

| AM   | FM   | TV   | LICENSED (all on air) | CPS on air (new stations) | CPS not on air (new stations) | TOTAL AUTHORIZED STATIONS | APPLICATIONS FOR NEW STATIONS (not in hearing) | APPLICATIONS FOR NEW STATIONS (in hearing) | TOTAL APPLICATIONS FOR NEW STATIONS | APPLICATIONS FOR MAJOR CHANGES (not in hearing) | APPLICATIONS FOR MAJOR CHANGES (in hearing) | TOTAL APPLICATIONS FOR MAJOR CHANGES | LICENSES DELETED | CPS deleted |
|------|------|------|------------------------|--------------------------|-----------------------------|--------------------------|-----------------------------------------------|-------------------------------------------|--------------------------------------------|---------------------------------------------|---------------------------------------------|----------------|-------------|
| 3,251| 679  | 431  | 3,251                  | 30                       | 95                          | 3,376                    | 424                                          | 107                                        | 531                                         | 355                                         | 40                                         | 0             | 0           |
|      |      |      |                        |                          |                             |                          |                                               |                                            |                                             |                                             |                                             |               |             |
|      |      |      | **TOTAL**              | **406**                  | **85**                      | **511**                  |                                               |                                            |                                             |                                             |                                             |               |             |

1 There are, in addition, nine TV stations which are no longer on the air, but retain their licenses.
2 There are, in addition, 38 TV cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
3 There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
4 There has been, in addition, one uhf educational station granted but now deleted.

Intercontinental Broadcasting Corp. for its standard broadcast station at Evanston, Ill., party to proceeding. Announced Oct. 1.

Routine Roundup
By memorandum opinion and order, Commission denied requests for waiver of Sec. 3.293 of rules to permit continued functional music operation on simplex basis from fm stations KEZK, San Antonio, Tex.; WFDM New York, N. Y.; WDDF-FM Syracuse, N. Y.; WWDC-FM Washington, D. C.; WPPM Tampa, Fla.; WPTG Philadelphia, Pa.; WMCM Cincinnati, Ohio; WKBQ Pittsburgh, Pa.; KOMA and KRKD-FM Los Angeles, Calif.; KGFC Glendale, Calif.; WMWV Meriden, Conn., and KFCS St. Louis.


Following stations were granted SCA to engage in functional music operation on simplex basis: KDEN-FM, Denver, Colo.; WGR-FM, Transcontinental Television Corp., Buffalo, N. Y.; Transcontinental Television Corp., Phoenix, Ariz.; WFTK, Erie, Pa.; and WPAT, Madison, Wis.

ACTIONS ON MOTIONS
By Commissioner John S. Cross on September 29

Granted petition by Broadcast Bureau for extension of time to file exceptions to initial decision re am application of Liberty Broadcasting Co., Liberty, Ind.

Granted petition by Broadcast Bureau for extension of time to file exceptions to initial decision re am applications of Northside Broadcasting Co. and Southwestern Indiana Broadcasters, Inc., both Jeffersonville, Ind.

By Chief Hearing Examiner James D. Cunningham on September 28

Scheduled hearings for Nov. 28 in following cases: WPEN-FM, Erie, Pa.; WFTK-AM, Erie, Pa.; WGR-FM and WPAT, Madison, Wis.

By Hearing Examiner Millard F. French on September 28

Continued hearing presently scheduled for Oct. 8 to date to be set by subsequent order and scheduled a prehearing conference for Oct. 8 in matter of assignment of call letters KOFY to

FORD INC., By Madison, Wis. Operation application for new station to operate on 1580 kc, 350 W DA, D; made WNMP

Contact your Collins representative for specifications

CREATIVE LEADER IN COMMUNICATION
COLLINS RADIO COMPANY, Cedar Rapids, Iowa

NEW COLLINS 260-1 AMPLIFIER

CHECK THESE NEW COLLINS FEATURES BEFORE YOU BUY ANY OTHER LIMITING AMPLIFIER

- Capable of 30 db compression
- Silicon rectifiers and special electronic capacitors for extra years of maintenance-free service
- Illuminated 4-inch VU meter monitors five functions
- New self-balancing circuit eliminates necessity of tube selection
- Step-type input and output controls
- Hinged front panel for access to internal wiring and components
- NEW low price — only $475.00

continued...
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word; DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send inquiries to Broadcasting, 1735 DeSales St. N.W., Washington 6, D. C.
- No reply to replies for blind box numbers. No reply to replies for bulk packages submitted. $1.00 charge for mailing (Forwarding remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at sender's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Proven successful sales producer to join multi-station operation as manager, Gulf states area. Must have experience in broadcasting. Personnel and technical background desired. Home office.

Commercial manager medium size market in New England. Draw against commission. Excellent opportunity with attractive future. Please forward detailed resume, photo and references. Box 230G, BROADCASTING.

Successful manager to buy 25% of and manage 1 kw daytime station. Telephone or write W. H. Martin, Lakeland, Fla. Phone 2-4111, P. O. Box 1222.

Local sales manager for dominant, growing ELAK, Blockton, Iowa. Must have strong personal sales record. Ability to lead staff in sales and promotion, and demonstrate salesmanship and public relations ability. Please tell all in first letter with picture.

Sales

Sales position open with part-time air work. Good salary plus commission. Permanent position.

French-speaking man, farm background near metropolitan area. Box 122G, BROADCASTING.

Western Kentucky station has immediate openings for announcee—elements with emphasis on sales. Maturity and integrity a must. We'll pay you what else top stations pay in advance. Box 142G, BROADCASTING.

Boston and Washington, D. C., top rated Hooper and Bob card needs two-listed, aggressive references. Box 142G, BROADCASTING.

Sales manager for well-established station. I need a man with experience, some capital, Ex- crepttions of you, let's talk about opportunity and pull together. Box 144G, BROADCASTING.

California group needs good salesmen, permanent. Guarantee and commission base in solid market. Send full details to Box 186G, BROADCASTING.

Need two salesmen for cold CBS station in Rapid City, South Dakota. Excellent opportunity for right men, rush resume to Bill Turner, KOYQ, Rapid City, S.D.

Opportunity for successful salesman to advance to sales manager and higher in 6-station radio- tv group. Due to expansion, we are opening for sales manager at leading Wilmington, Delaware station. Must be good sales manager, experienced, and record of billing to Tim Crow, Billing department. Box 181G, BROADCASTING.

New York-Newark excellent opportunity for man with outstanding radio sales record to earn well into $5 figure income. Salary plus commis- sion. Must have experience for promotion to even bigger job. In chain of 8-radio tv stations. Send photo and history of earnings and letters to Hal Walton, WNJR, Newark, N. J.

Opportunity with growing media brokerage firm for hard working man of good character, willing and able to work on commission and travel. Paul J. Chapman Company, 112 West Peachtree, Atlanta, Georgia.

RADIO

Help Wanted

Announcers

Play-by-play and staff announcer, with experi- ence for Pennsylvania full time station. Must have experienced and reliable play-by-play baseball, football and basketball and ntu- tion. Send photo and resume to Box 188G, BROADCASTING.

Morning man with experience to handle morning show and staff work. All news for north- west Pennsylvania station. 4-hour shift. No split shifts. Send resume, photo, and references to Box 188G, BROADCASTING.

North central Illinois station needs experienced announcer, strong on talk and play week. Please send tape, references. Box 189G, BROADCASTING.

Compo combo and time salesman for Michigan power station. Prefer experience in newspaper and newsmakers. Salary and commis- sion. Fully experienced—2 to 10 years in am need apply. Audition and "tell-all" letter. Box 171G, BROADCASTING.

Negro DJ for major market. Send tape, resume and photo. Box 181G, BROADCASTING.

Wanted: Morning man! Must be capable, congenial and versatile announcer. This is an in- dependent, progressive station (no TV box operation) offering good salary. 40 hour week and opportunity to gain responsible position. Send resume and tape to Box 221G, BROADCASTING.

Announcer wanted for top music and news station. Good opportunity with young growing station. Send tape, photo, resume immediately. Box 1417, Tallahassee, Florida.

Swinging DJ for number 1 music-news station. Fluent, informal, wide music background; run board. Excellent pay. Send resume and tape immediately. Box 155G, Lakeland, Florida.

Needed immediately: Production man, exper- ienced announcer able to write and record good spots. Must have ability to STORE. Send complete information and tape to W. H. Martin, WXON, Big Spring, Texas.

Midwest metropolitan station wants top-flight personality announcer or DJ. Send air check, photo, background to Bill Frosch, WIBN, Indianapolis.

Newsmen-wanted-announcer wanted by fine station in college market of 30,000. Must have ability de- velop and write salary. Communique with ex- cellent news judgment. Send resume to Bob Ford, KRES, Burlington, Iowa.


Engineer-announcer for $100 per week daytime position at WQOR, Mt. Vernon, Illinois. Must have ability to develop feature stories. Prefer man with engineering ability. Also must have engineering knowledge. Contact Box 225G, BROADCASTING.

Fulltime newsmen to collect, write and deliver news for top rated news minded station. All talent equipment available. Box 225G, BROADCASTING.

Largest east coast station has immediate openings for experienced announcers, engineers, and music director. All your own programs and have proven record of per- formance in this market. Send resume and tape to Box 225G, BROADCASTING.

RADIO

Help Wanted

Announcers

Looking for a bright future with an 8-station radio TV chain? Openings Immediately for 4 top positions—Announcer, Radio Engineer, Small Market Manager for number one music and news station. Also Engineer for number two. Salary on experience. Box 190G, BROADCASTING.

Wanted: Announcer who has proven record of success in mid-western market. Immediate opening at good pay for staff announ- cer with experience and good taste in radio programs. Good pay. Must have photo and details of experience to WVSU, Somerset, Pa.

Technical

Southern regional needs first class operator. Must have giving present position, age, experience, educational, marital status, telephone number and references. Box 193G, BROADCASTING.

Wanted mature, intelligent man as chief engineer and assistant station manager by good music station with beautiful new building. Box 222G, BROADCASTING.

Wanted, combination first class engineer and 5000 watt independent station, full time. Reply direct, including work history and photo. Box 258, Greenville, South Carolina.

Leading Florida independent station has immedi- ate opening for first class engineer. Will accept married man or woman with excellent technical background. Contact Roy King, WMNR, 106F, Sandestie Station, Jackson- ville, Florida.

Combination man. Expanding our operation. Job with responsible position, some basic engineering knowledge. Contact WMXJ, Mt. Vernon, Illinois.

Production-Programming, Others

Newsmen for small market Pennsylvania inde- pendent. Must have ability to develop feature stories. Prefer man with engineering ability. Also must have engineering knowledge. Contact Box 225G, BROADCASTING.

RADIO

Situations Wanted

Beginner's luck. Want to learn radio or tv busi- ness. B.S. or continuing J-S experience. Will travel. Box 144G, BROADCASTING.

Management

Strong sales producer, experienced program- mers, and chief engineer. Must have good sales management. Now managing a small market. Want step up. Box 145G, BROADCASTING.
RADIO

Situations Wanted—(Cont’d)

Management

Manager, 1st phone, top salesman. Excellent announcer, 10 years experience. Box 186G, BROADCASTING.

Northwestern area. The man to step up. Sound programming and promotion—salable ideas. Box 185G, BROADCASTING.

RADIO

Situations Wanted—(Cont’d)

Announcers

Dependable early morning man. Folkly, down to earth style. Kids and parents love him. Police change knocks this guy out of job. The change was necessary because the hours this fellow was on the air were the only hours producing. He can work late nights. His family law won’t allow it. This fellow has been delivering results nearly this year. He is the perfect powerhouse announcer. A radio pioneer who proves to advertisers radio is still the best buy. He is a confidence builder. Box 212G, BROADCASTING.

Sales manager, suitable for small sized market; local and national assignment. Box 214G, BROADCASTING.

Sales


Go-getter, experienced, seeking good potential. Prefer local to regional. Will move to city. Box 215G, BROADCASTING.

Experienced, mature, dependable salesman with fourteen years of sales, management, advertising and cooperative. Box 296G, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 250F, BROADCASTING.

Available-morning-dj personality. Back- ground in production, disc jockeying. 10 years radio, 4 years major market. Desires format and personal appearance. Located in opportune area to compete east-west midwest market. Box 809G, BROADCASTING.

Announcer, third class ticket. 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Dj, first phone, news. One year experience music, new station. Ambitious, will travel, current references. Box 996F, BROADCASTING.

Experienced announcer—director, television and radio. Desires position in larger eastern market. Call 546-4596 or write Box 999F, BROADCASTING.

Ambitious, capable announcer, experienced major market radio. 5 years. Employee. No float. Desire position with good potential.References. Box 999F, BROADCASTING.

Nationally known radio and tv personality seeks opportunity of permanent nature to begin as executive and work into sales and management, with a share in the benefits of future station growth. Approximately 8 years experience includes some sales and station management. Box 148G, BROADCASTING.

Illinois or far west. Announcer 8 years am-tv. College, vet. dj, top continuity writer, newsreader. Local sales, call. Box 589F, BROADCASTING. 

Personality-dj, strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 185G, BROADCASTING.


Negro deejay, good board man, fast patter. Commercial delivery. FCC restricted ticket. Your formal my format. Have car, ready to travel. Box 185G, BROADCASTING.

Technical

Engineer. Network experience, 8 years worked within, excellent. Box 298F, BROADCASTING.

RADIO

Situations Wanted—(Cont’d)

Announcers

Engineer—network experience. Within the 1964-65 season of Washington, D. C. Box 298F, BROADCASTING.

Technician, two years, fm, tv experience, operation and maintenance, first phone technical sales. Must live in the west. West coast states preferred. Box 961G, BROADCASTING.

Electrical engineer, first class license, 6 years experience, desires responsible job—location North or South Carolina. Box 961G, BROADCASTING.

Engineer wants good job in am or tv. Some tv transmission experience. Prefer south-west or west coast. Jeff Rice, Y.M.C.A., Quinley, Illinois.

RADIO

Situations Wanted—(Cont’d)

Production-Programming, Others

Radio-tv newcomer: Experienced legman-photographer-writer wants air work, too—prefers southeast. For details, write Box 292G, BROADCASTING.


Newsmen: Former news director of east coast station. Young, alert, ambitious with good ideas for on the spot coverage of local news. Desires middle Atlantic or New England states only. Box 215G, BROADCASTING.

Sales


Young woman expert stenographer. Trained as radio and television operator, skilled in writing and public relations wants staff position or writing secretary. Address Box 198G, BROADCASTING.

TELEVISION

Help Wanted

Management

Commercial/manager/salesman television. Expanding organization. Good base pay plus commission. Experienced, Midwest market. Box 200G, BROADCASTING.

Sales

Full power vhf in south has good openings for experienced salesmen and beginners in regional and local selling. Box 186G, BROADCASTING.

Announcers

Need experienced, mature, on-camera salesman. Success in southern California. Please mail resume and include recent snapshot for audition. Box 210G, BROADCASTING.

Staff announcer NBC and afil. Must have experience in on-camera work. Must be available for shows on camera experience. Pictures, tape, kin., sales requirements first letter. Contact Heyward Studios, Program Manager, KOA-TV, Denver, Colorado.

TV staff announcer must have authoritative voice and neat appearance. Type of on-camera work including commercials and news car necessary. CBS, full power vhf. For details call Dwight Wheeler, WWTW, Cadillac, Michigan. Prospect 2-3467.

Technical

TV engineer. Experienced preferred. Please send snapshot and pertinent information to John Setider, Chief Engineer. KNOF-TV, Box 756, North Platte, Nebraska.
HELP WANTED

Sales, Sales Promotion, Others

Newman's newspaper wanted by aggressive news department. Must know news, be able to shoot guns, have air daily. Must be tall, thin, and intelligent. Send complete background and photo to Ken Wyman, News Director, KTVI, Tenth & Grand Avenue, St. Louis, Missouri. Duration: October 1958.

Continuity writer, Midwest TV station. Will join staff of three. TV experience preferred, but not essential. Must be open to move. Send complete details to Jack Kein, WTVO Television, P.O. Box 470, Rockford, Illinois.

TELEVISION

SITUATIONS WANTED

TV-radio. Experienced in public relations, promotion (moderator of own TV show), outstanding sales management (had own adv. agency), ideas man, 27 years old, family and civic minded, presently employed but will relocate anywhere for $8,000 plus bonus deal. Ed Smith, 7248 Guinan Ave., Huntington, W. Va.

Management

Sales manager, Seven years experience in local, national, and network television, representative, and network. Know N.Y. and Chicago agencies. Able to get new work out of sales staff while maintaining them both for thirty days. Best references. Presently employed. Box 17G, BROADCASTING.

Announcer

Bing at home producer-emcee. Six months experience as announcer, $9,000, KOFY, BROADCASTING.

Attractive, personable, experienced TV weather gal, Interview shows, deejay. Good on-camera top must be experienced. References. Box 18G, BROADCASTING.


Mr. Television P.D.: Need a good reliable booth and staffman? Nice voice, very good appearance. Can work part-time, full-time, on-camera, off-camera. 6 years radio, 2 television. Married. References. Box 21G, BROADCASTING.


Newman. Record of gaining lasting respect for present station through superior local news coverage. Can make your station the leader, Want opportunity -往外, Sales, sales management and build your station's prestige. Top industry references. Good appearance, seasoned delivery. Box 225G, BROADCASTING.

Radio announcer with very good background, referred and wanted. Has 10 years experience, wants job in television as announcer. Must be permanent. I do not drink. I am in excellent physical condition. I will work for $125 a week. I have a tape recording of television material which I will play on tape. I can be ready almost immediately. Write Frank Edwards, 5 Miller St., Rankin, Pennsylvania.

TECHNICAL

1st phone, car, radio-television technician. No previous station experience. Industrious, studious, mature, married. Box 115G, BROADCASTING.

Engineer-1st phone. Ten years experience. Transmitter maintenance and control room operation. Will relocate anywhere. Interested in television. Box 159G, BROADCASTING.

Production-Programming, Others

News director: New heading metropolitan TV-radio newcomer.Consistently ahead on major local, national news. Top references: authoritative airwks. KOFY, BROADCASTING.

Sports director: Currently with major net in sports. Spokesman, writer, play-by-play announcer, Desire location as sports director. Will handle administrative assignments. College, veteran, single, 29. Commercially employed since 1958. Available interview interview within month. KOFY, BROADCASTING.

Five years commercial experience in all phases of radio-to-writer, announcer, radio director, radio TV producing, production department, BA, MA degrees, Army job work. Want tv news, direction or production work. References. Complete background furnished on request. Box 179G, BROADCASTING.

FOR SALE

Stations

100 watt money maker, northeast; in growth area; $45,000. Box 150G, BROADCASTING.

Northwest large market television station, $1,000,000. Chapman Company, 33 West Michel- towa, Santa Barbara, California.


Carolina medium market stations (5), prices ranging from $250,000 to $2,500,000 with terms. Chapman Atlanta, 1153 West Peachtree, Atlanta.

West Texas single market. Profits over $5,000 monthly. Only $72,000 with 24% down and up to 15 years on payout. Matt McDonald, Box 1829, Austin, Texas, 78701.

Midwest large market stations (3), $200,000, $750,000, $1,000,000; all with terms. Chapman Company, 1183 West Peachtree, Atlanta, or 1270 Avenue of America, New York.


Middle Atlantic state large market station, $275,000 - 25% down payment; northeast states small market stations (2), $65,000; $100,000; terms. Chapman Company, 1270 Avenue of America, New York.

Equipment

Amex Automatic Programming System, new condition, and 600 service, $30,000. For details write Box 185G, BROADCASTING.

FM transmitter. $250, watt. For sale. New, operating. Going higher power. Details, write Box 195G, BROADCASTING.

Two Gates CB-11 turntable chassis condition, sell as package or separate. Contact W. C. Moss, KSET, Saint Paul, Minnesota.


FM transmitters, New, FCC approved. Immediate availability. Contact Industrial Transmitters and Antennas, 126 Fairfield Avenue, Upper Darby, Pa., Flanders 4-6555.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Billey holders; regirling, repair, etc. Also am monitor service. Nationwide unsolicited testimonials praise our products and one day service. Edson Electronic Co., P.O. 3901, Temple, Texas.


4 Crown recorders, low hours. Good condition, Light and Life Hour, Winona Lake, Indiana.

3 Magnecorders PT-33 mpm, good condition, light music, good condition, Life and Life Hour, Winona Lake, Indiana.

WEATHER RECORDERS


WANTED TO BUY

Stations

Wanted at station in Carolinas or Virginia. Prefer 25-36 thousand dollar price range in small market. Box 186G, BROADCASTING.

Reliable party wants to buy radio station in southwest, preferably southwestern Montana or Arizona. All replies strictly confidential. Box 187G, BROADCASTING.

Group of radio-television executives interested in purchasing radio property in medium major midwest market. Will move to community and make station real contender. Write Box 188G, BROADCASTING.

Responsible parties want radio station in New England. Contact, Box 189G, BROADCASTING. Will promptly. Write Box 231G, BROADCASTING.

Equipment

RCA type BQ-1A fine gauge turntable. Must be in excellent condition. Box 190G, BROADCASTING.

Console wanted. Capable of top performance, and turntable. Must be cheap. Box 195G, BROADCASTING.

Wanted. skilful cutting late peak limiting amplifier. State age and price. Box 173G, BROADCASTING.

FM, STL microwave link in the 855 mc band. Address, Engineer, P. O. Box 1968, Springfield, Mass.

Wanted 230 ft. self-supporting tower for STL. Beecher Hayard, WESH-TV, Daytona Beach, Florida.

INSTRUCTIONS


FCC first phone license in six weeks, Guaranteed instruction by master teacher, G.I. approved. Phone EW-2200. Edith Elingo Radio-Licensing School, 3600 Regent Drive, Dallas, Texas.


MISCELLANEOUS

Attention personality dec's. For only 200.00 you can increase your income 50.00 of course per month. This is a tested and proven method to make you $100 a week. This works. I know from personal experience. My record hop instructions will make you a $100 a week. By following my simple instructions of the Record Hop Success Story made up since 1946 I will be a success. I went from a $500 a month to $1,000 a month in an area of only 15,000 population. Mail your check or money order of $1.00 now. Term Age Record Hop, Box 176G, BROADCASTING.

RADIO

Help Wanted

Sales

WGM-AF-FM WASH., D. C., LOOKING FOR SALES PERSON FOR AN UNUSUALLY SATISFYING SALES OPPORTUNITY

Executive type salesman needed immediately for a GOOD MUSIC station in one of the nation's top ten markets. Knowledge and appreciation of GOOD MUSIC, plus a successful advertising sales background in a metropolitan market is essential. This is an opportunity to join an already established AM-FM 5-station operation with high acceptance in its market. Frankly, the man who wants does not “dooze”. However, the man we select will have every opportunity to prove himself. An attractive income plus the satisfaction of working with one of the top operations in the country. Send complete resume and photo to WGM, WASHINGTON, D. C.

Broadcasting

October 6, 1958 • Page 115
TELEVISION

Situations Wanted

WANTED... A NEWS DEPARTMENT
Do you want your news division to produce more revenue? If you have a problem in selling news and special events let us do it for you.

Forty years executive news experience metropolitan newspapers, national networks and 50 kw independents in major markets.

Professional background includes professor of journalism, Columbia University; assistant managing editor, Evening World; editor, national weekly; assistant director of news for CBS in New York and Washington; director of news, WOR; seasoned experience in government public relations and other related fields in news events, publicity and promotion.

Experience matched by accomplishments. For proof of results, write Box 224G, BROADCASTING.

FOR SALE

Stations

A Specialized Service For
Managers Commercial Managers
Chief Engineer
Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N.W.
Washington 7, D.C.

See
HASKELL BLOOMBERG
Station Broker At The
NAB FALL CONFERENCES
MILWAUKEE, MINNEAPOLIS
BOSTON, WASHINGTON

Equipment

CO-AXIAL TRANSMISSION LINE

WANTED TO BUY

Stations

RESPONSIBLE PRINCIPAL wants to buy or lease Radio Station. Pacific Northwest preferred. Confidential. Ready to act promptly.

Box 179G, BROADCASTING

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 UFFI Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

Page 116  October 6, 1958

RADIO

Help Wanted—(Cont'd)

Sales

UNUSUAL OPENING
For Radio Time Salesman with expanding, top-rated, independent station in large metropolitan market. Looking for a sales producer who can sell at both the agency and the local level. Must have desire to work for and earn $10,000 plus first year. Liberal commission, good guarantee and on-air accounts to start. Write Joe Haas at Radio Station WWC, Gary, Indiana.

Technical

NEEDED IMMEDIATELY
Chief engineer—announcer complete maintenance am-fm transmitters announcing schedule secondary, Permanent position for right man call or write Manager, WLRC, Williamsport, Pa., 24676.

Production-Programming, Others

Radio-TV Writer
Major Des Moines ad agency offers good pay for experienced, capable Radio-TV copy writer. Must be able to write network caliber copy, develop video ideas, head department. Send picture, state salary requirements, reason for interest in receiving.

BOX 227G, BROADCASTING

Situations Wanted

Sales

ATTENTION STATION OWNERS:
If your station needs a Pick-Up—we can do just that in a real hurry. We will help with sales—programming format, local and national promotion. We guarantee results.

Box 178G, BROADCASTING

Announcers

TOP MORNING MAN
Available for Major Market Only, 17 years experience, last two in New York City. Minimum salary $25,000.00.

Box 192G, BROADCASTING

WLW-NETWORK-TV RADIO PERSONALITY

Available November 30th
16 years DJ—Record Artist—MC—Director; Experienced Director of Talent and Promotion; Alert, 32 years age, civic leader. Have own remote broadcasting equipment, record library, recording facilities. Leaving current association voluntarily.

Seek executive possibilities in exchange for hard production, commercial results

CLAY EAGER—Springfield, Ohio
Write: 107 E. Coslany  Call FA. 3-9243

WANTED EXECUTIVE

Capable of taking “complete charge of all phases of television station operation except sales, promotion, and accounting.” Must be experienced and must have successful record of ability to operate and supervise all internal functions of a television station. Salary open. VHF, Pacific coast.

Box 211G, BROADCASTING
Bcestg, Co. and Sierra Madre Bcestg, Co., for fm facilities in Vernon and Sierra Madre, Calif. By Hearing Examiner J. Frederick on September 25.

Issued order following prehearing conference on applications of Newark Bcestg. Corp. and WCMQ, Inc., for extension of time from Sept. 26 to Oct. 6 to file proposed findings in proceeding on its am application.

By Hearing Examiner Millard F. French on September 25.

Granted petition by WBLR Inc. (WLBB), Leesburg-Eustis, Fla., for leave to amend its am application for transplantation of station, concerning its financial qualifications and method of financing proposed installation of new trans. Rescheduled hearing for 2 p.m., Oct. 6, in Heu of 10 a.m. on same date on application of WLBK Inc. (WLBB), Leesburg-Eustis, Fla.

By Hearing Examiner Elizabeth C. Smith on September 24.

Advanced time for hearing from 10 a.m. to 9 a.m. on Oct. 16, re applications of Bay Area Electronic Associates and Sonoma County Broadcasters.

By Hearing Examiner Thomas H. Donahue on September 24.

Ordered that date for filing proposed findings now scheduled for Oct. 1 is continued to date to be established by Hearing Examiner for new issue on am applications of Denbigh Bcestg. Co., DeKalb Beach Bcestg. Corp. and WSBQ, Virginia Beach, both Virginia. Contended applications filed from Sept. 25 to Oct. 23, and hearing from Oct. 2 to Nov. 3 was on am application of WSBQ, Virginia Beach, both Virginia.

By Hearing Examiner Harcourt Shartman on September 23.


By FCC.

Commission on Sept. 24 granted request by Wistin-Butchld, Inc., Chicago, Ill., for permit to move and install new trans. at present main trans. and reduction in height of antenna.

By Commissioner John S. Cross on September 24.

 Granted petition by the Broadcast Bureau for extension of time to Oct. 1 to file exceptions to initial decision in connection with application by KFM, Fort Worth, Tex., of Aug. 5 report which denied shift of ch. 12 from Hutchinson to Wichita.

By Hearing Examiner Elizabeth C. Smith on September 24.

Continued hearing from Sept. 29 to Oct. 14 in re application for transfer of control of Sioux Empire Radio Co., Sioux Falls, S. Dak.

Granted petition by Farmington Bcestg. Co., for transfer of control to by new owner, to operate on ch. 12 in Farmington, N. M., to show consent to increased ERP and installation of directional antenna.

By Hearing Examiner Harcourt Shartman on September 24.

The Spartan Radiocasting Co. (WSFA-TV), Spartanburg, S. C., for fm station.

By Hearing Examiner Elizabeth C. Smith on September 24.

Continued hearing from Sept. 29 to Oct. 14 in re application for transfer of control of Sioux Empire Radio Co., Sioux Falls, S. Dak.

By Hearing Examiner Elizabeth C. Smith on September 24.

Continued hearing from Sept. 29 to Oct. 14 in re application for transfer of control of Sioux Empire Radio Co., Sioux Falls, S. Dak.

MORTON H. HENKIN, President

Like Hundreds of Broadcasters...

KSOO
Sioux Falls, S. Dakota and
Chief Engineer

MAX PIERCE
Selected
STAINLESS TOWERS

MAX PIERCE, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for informative literature.

Stainless, Inc.
NORTH WALES • PENNSYLVANIA

October 6, 1958 • Page 117
Variety Spices
WFBM Programming
— Pulls “First
All Day” Rating!

*First all day*... “most listened to” because WFBM sounds good to Hoosiers! More entertainers, many different voices, plus a variety of music, give a daily lift to listeners. 12-man news staff and 3 mobile units handle fast-breaking local, farm and weather stories with on-the-spot priority... world-wide events get exclusive coverage by WFBM-TIME Washington News Bureau.

This *variety* assures an even larger cumulative audience. It's what you want for saturation spot campaigns!

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 KAT'Z Agency

*to sell the most* Hoosiers
*be sure your product is cooking in the hottest pot!*
What you don’t know can hurt you when the marketing man wants answers

Local media are extra eyes and ears to the marketing man—both client and agency. This has been true to a far greater extent on the part of newspapers than radio or TV stations, and truer of radio than of TV.

Although there appears to be a trend, built out of competition, for broadcasting and telecasting stations to make themselves better informed about local product and marketing situations, the marketing man seeking information in the field is still more inclined to call on the newspaper for help. Why? Because, in the main, newspaper marketing people are generally much more aware of the anatomy of their markets and up-to-date marketing data relating to their client’s products and other products in the market.

This situation is not universal. The Storer, Crosley and Westinghouse organizations, along with many others, both chains and independents, have made a studied effort to develop a complete knowledge of their markets, not only to strengthen their own selling activities, but as a real and valued service to the agencies and clients using their facilities.

This memo is not aimed at making odious comparisons. Its purpose is to set down a few observations about the practice of being “marketing aware.”

It is clearly recognized by successful national marketers today that the more complex our business society grows and the more involved our systems of communications and distribution become, the more necessary it is to regard the local market as an individual unit with its special situations and circumstances. Further, competitive forces today can make local marketing conditions change with startling rapidity. What is a fact today may be the opposite tomorrow.

It therefore has become increasingly vital for the national advertiser and its agency to maintain a close surveillance over the individual markets as well as the overall market they make up, regional or national.

Similarly, it is vital to the station operator that he have available for his sales people the same type of current information about his market which is of interest to the advertiser and agency because he is on such information that decisions to buy time are made. The advertiser’s chief aim is to sell product and his decisions to buy time are based on marketing facts rather than on the availability of a high spot or program rating. This, though important, is only a collateral aid in helping him reach his sales goal.

Although much of the marketing data on which an agency sets down its recommended plans for action comes from client sources, agency marketing people must maintain a degree of independence from clients as sources of information and develop their own views based on in-person observation of conditions in the field.

It is by no means uncommon for a salesman to secure helpful information from local media sources, particularly about competition, when which relayed to the home office has strong and sudden impact with respect to marketing strategy in that particular market.

To the marketing man, help from an informed local medium can be of great value. This is not a plea for local media to do the agency’s work. It is a two-way street. If the local medium has, or can secure, accurate, up-to-date information on marketing matters in its market, it can either equip the investigator with the information he needs, or help him get it so that the recommendations he makes for action to be taken in that market can be based on true facts.

The business of becoming “marketing aware” is not so complex as it may sound. Much of it involves the assembly of knowledge about basic constant situations within the framework of which individual product marketing changes may occur. It does require that one or more persons within the local medium be charged with the responsibility of staying on top of the day to day situation.

Here is a list of some of the major things which any well-informed local medium should know or do to effect a better job in selling its time or space — and to help its present clients in getting the necessary data to evaluate their activities in the market. Remember, the concern here is with problems of national or the large regional advertisers.

(1) Maintain a close working contact with responsible decision-making executives in local food and drug chains, large independent retailers, brokers and wholesalers.

(2) Know the answers to questions such as these:

- Where do the local chains warehouse? How do they distribute? What are their main product-handling policies? Display policies?
- What new products are being tested, or are to be tested, in the market? Where? What results?
- What are the relative positions of the major competing products in a given advertised field? Are there trends in point of change?
- Have there been major product launching failures? Why? Any outstanding promotional successes?
- What major pricing changes are taking place?
- What products are running or plan to run special store promotions?
- What are the local trends in store label versus national or regional brand products?
- What are the distribution policies of the major advertisers? Any indications of change?
- Are there any strange or unusual situations in the market?
- Not all clients nor all marketing men will ask for help. But all local media should be current with the answers for the certain value the knowledge will be to them in doing a better equipped selling job.

With every passing day, the marketing man assumes a more important role in establishing the framework and the plans in which product selling activities take place. The better informed he becomes, the more certain of success are his plans. The more successful his plans, the greater will be the exploitation dollars spent in local media to move the product in the market place.

Patrick H. Gorman, b. May 22, 1915, San Juan, Puerto Rico. Started advertising career with American Tobacco, beginning in field sales training in 1938 and becoming advertising manager for Pall Mall in 1943. Switched to Philip Morris & Co. as advertising manager on such brands as Philip Morris, Marlboro, Dunhill and Spud cigarettes and Revelation and Bond Street smoking tobacco. Joined Vick Chemical Co. in 1952, becoming president and chairman of the board of subsidiary Alfred D. McKeely Co. (Seaforth Div., Prince Matchabelli Inc.). Joined Bryan Houston Inc. in 1956, is now vice president and director of marketing.
Better Buy by Buick

Buick had little choice. If its cars don’t sell this year—well, there’ll surely be more Fords (and Chyslers) in the future. So it’s only natural that Buick’s management and agency, McCann-Erickson, elected the broadcast media their No. 1 salesman.

It is not unusual that television and radio are called in whenever a real selling job has to be done. In this particular case, as detailed elsewhere in this issue, Buick’s reliance on television amounts to one-half of a $25 million advertising budget and for radio it’s another million.

Newspapers are worried, and for good reason. For years they have fed heartily and happily on automotive advertising. Loss of a big chunk of this money could be seriously damaging to many papers and hurtful in some degree to all. They’re fighting back, hoping to get a better deal.

It is conceivable that they will get a better deal—temporarily—although we can see no justification for it. The facts are plain: tv and radio are workhorses. They go in person to places newspapers can’t reach by mail, and they hit with unique impact.

The books are full of both radio and television success stories among automobile dealers, and a fresh piece of documentation for tv was produced just last week by TVb. An independent survey, commissioned by TVb, showed among other things that most of the people who had seen new Buick advertising, but had not seen the Buick introductory commercials on the Bob Hope show last month, held no opinion one way or another about the new car. But among people who saw the commercials, 53% like the car and only 16% had no opinion.

This type of television communicates. It’s also another reason we are willing to venture that, if the car makers use television and radio heavily enough and wisely enough, the newspapers’ traditional stranglehold on the automotive dollar will be broken. It will take time, but it seems inevitable that broadcast media’s share will increase. They’re the best salesmen—and they’ll prove it.

It Did Happen Here

So far the battle of the spectrum has been mostly conversation. Only a smattering of thoughtful broadcasters have shown concern. Others are disposed to leave to the networks, the engineers and the lawyers the discussions on revamping of allocations which could dispose them from vhf and fm assignments.

This complacency stems from a “they can’t do that to us” attitude. They are smug in the notion that Congress and the people would never stand for the kind of dislocations being talked up.

If nothing to date has disturbed the composure of the entrenched vhf-tv and the blossoming fm broadcaster, let him take notice of what developed only last week out in the open. Aeronautical Radio Inc., Air Transport Assn. and five domestic and international airlines petitioned the Court of Appeals in Washington to review and set aside an order of the FCC. This order, handled as routine last April, and reaffirmed by the FCC last July, summarily pre-empted 500 megacycles of space (8,500-9,000 mc) assigned under international treaty for “radionavigation service” and reassigned it to “government” for a newly defined service called “radiopositioning.”

The action was made effective immediately. There was no public proceeding. That was in April. In July, the FCC denied a rehearing or reconsideration or a stay order.

So far, that’s all there is. No official explanation. The government needed the space. And government, in this instance, is presumed to be military. Need presumably is based upon national defense. The FCC was instructed by the executive branch to reallocate not only the 8,500-9,000 mc band but 14 bands totaling in excess of 2,817 mc of the radio spectrum in the 220-1,050 mc region.

We have said for months that space in the vhf band used by tv and fm is in jeopardy because of military demands. We have pointed out that chs. 2-6 are particularly vulnerable. This now has been substantiated from high places, despite earlier flat denials. Enough interest has been aroused to cause the President and the cabinet to consider the whole spectrum problem, and if the President does not appoint his own study group in the next few weeks, it’s a certainty Congress will early in the next session through legislation.

Because of the alarms that have been sounded, we doubt whether any summary action will be taken by the White House (which has the unequivocal authority) to pre-empt any of the vhf bands assigned to tv and fm without prior notice. But this startling fact confronts tv and fm broadcasters: If the FCC (by Presidential edict) can pre-empt 500 mc from commercial aviation overnight, it can, under the same law, pre-empt any or all of the 72 mc assigned to ch. 2-13 and the mere 20 mc assigned to fm.

Sound Advice on Renewals

A major worry of every successful broadcaster is the necessity of filing every three years an application for license renewal. To do it he must give an accounting, percentage-wise, of his programming by categories. Because this form hasn’t been changed in a dozen years, the statistical breakdown required is unrealistic.

For several years the FCC, working in conjunction with the Bureau of the Budget and the latter’s Advisory Council on Federal Reports, has sought to modernize and streamline the renewal forms. More than two years ago—at the NAB convention in Chicago—the FCC, to a man, agreed that the form should be amended.

But nothing has happened, except for uneeding conversations of the Budget Bureau group with an FCC staff group.

At long last, one new ray of hope emerges. In a hitherto unreported address before broadcasters of his home state of Idaho last month, FCC Acting Chairman Rosel H. Hyde suggested that broadcasters, in preparing renewal applications, should not rely on statistical analysis alone.

Then he gave broadcasters a million dollars worth of advice. To quote:

“Evidence of a sense of responsibility, imagination and creative interest can probably only be given by some narrative exposition, rather than a tabulation. . . . More statistical compliance with the government-conceived division of time might show lack of resourcefulness and responsibility rather than creative ability.”

Mr. Hyde added that he considered the statistical breakdown as perhaps a “useful device in the absence of a better method of evaluating overall service, but not a formula to control or regulate broadcasting.” The premise of the competitive system, Mr. Hyde concluded, is that “healthy competition” will stimulate good broad- casting. “If a broadcaster shows that he has undertaken his responsibility in this manner, the Commission would be presumptuous if it undertook to substitute its judgment for that of the licensee in its community.”

We wholeheartedly agree. We think broadcasters would be well-advised to follow his advice and not rely on cold statistical answers to outmoded questions in filing renewals.

This, however, is not the entire answer. The FCC should quit stalling. It should amend its renewal forms to correspond with today’s facts of life.
For two in love, particularly a client and an agency who are in love with sales, there's a television station in Houston, Texas to light their way until eternity . . . KPRC-TV, the starlit station that lights the way, forever.

EDWARD PETRY & CO., National Representatives

FACTS ABOUT KPRC-TV DIAMONDS Choose any one of the four basic gems in television's gamut, I.D., Chainbreak, Minute, or Program, you'll get clarity, brilliance and value on KPRC-TV. A trusted station representative is your best adviser.

KPRC-TV, HOUSTON, IS FOREVER
The WINNER!
AND STILL CHAMPION!
FOR THE 6TH TIME IN A ROW!

Look at the ARB score...

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>KUTV</td>
<td>39.9</td>
<td>44.1</td>
<td>43.0</td>
<td>44.1</td>
<td>45.4</td>
<td>43.9</td>
</tr>
<tr>
<td>STAT N</td>
<td>39.4</td>
<td>43.7</td>
<td>STAT N</td>
<td>39.5</td>
<td>44.0</td>
<td>STAT N</td>
</tr>
<tr>
<td>STAT C</td>
<td>34.1</td>
<td>28.7</td>
<td>STAT C</td>
<td>37.8</td>
<td>26.8</td>
<td>STAT C</td>
</tr>
</tbody>
</table>

BRENT EHR, Station Mgr.; and General Sales Mgr;
ROBERT SMITH, Promotions Adm.; KEITH MCNICHOL, Promotion Mgr.;
Represented Nationally by AVERY-KNODEL, INC.

DON'T GAMBLE...
Put your money on a WINNER!

KUTV2
179 First Ave.,
Salt Lake City, Utah

IN THE SALtl LAKE
INTERMOUNTAIN MARKET