TODAY’S TOLD.. . .
OCTOBER 13, 1958
THIRTY-FIVE CENTS

BROADCASTING
THE BUSINESS OF
AN D RADIO

TvB flips open the record in inter-media fight for share. Page 33
Why Reynolds Metals plunked down $6 million plus for radio-tv Page 36
Interview: the paradox of high price for low cost-per-thousand Page 58
FTC gets tough, lays down rigid rules for price advertising Page 106

KANSAS CITY ... WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex. Hooper: Area Nielsen, 96-county Area Pulse. All-day averages as high as 48.5%. Note too: 50.2% of men and women who listen to top 4 K.C. radio stations listen to WHB. You get coverage, audience, men and women—on WHB. See Blair or General Manager George W. Armstrong.

MINNEAPOLIS-ST. PAUL ... WDGY is first morning ... first afternoon ... first all-day with a 32.8% average Hooper. First on Pulse, too ... and first 175 of 240 daytime Pulse ½ hours. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

NEW ORLEANS ... WTIX is first all-day—metro and area. BULLETIN: New 52-County Area Pulse (Texas to Florida) shows WTIX way out front morning, afternoon, evening. That's what 5,000 watts and 690 kc. have done! Other data: Hooper: 32.8%. Pulse: 360 of 360 daytime ½ hours; 499 of 504 overall ½ hours. Talk to Adam Young ... or WTIX General Manager Fred Berthelson.

MIAMI ... WQAM is first ... all-day. Proof: Hooper (40.5%) ... and first in 264 of 264 quarter hours; Pulse ... 432 of 432 quarter hours; South & Central Florida Area Pulse ... also Trendex. Next time you’re in Miami, hear for yourself the sounds that make it so. See Blair ... or General Manager Jack Sandler.

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB, Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.

COMING SOON:
KOMA
50,000 WATTS
OKLAHOMA CITY
This gallery of famous faces points up a pet theory of ours. Way we see it, most television stations today are up to their transmitters in half-hour run-of-the-reel dramas, and long-long, late-late movies. A good deal of it pap.

As most of the popular magazines have discovered, there's been a wide swing in readers' tastes from fiction to feature. The same, we think, holds true for viewers.

They're looking for what could be called Realism . . . articulate people discussing current subjects without the stranglehold of network censorship . . . and great artists performing LIVE with the electric immediacy of the theater.

Some three years ago, KCOP originated Live Personality Shows in Los Angeles, and we've gone strong for them since. Currently, Tom Duggan and George Jessel, and their starspangled guests spin our 13 night-hours of delightful entertainment each week. And more cooking.

As a Hollywood station, we've been fortunate in having our studios graced by the most illustrious guests in showbusiness . . . as these pictures verify. We'd need several more pages to show them all.

There's more to come in our Fall picture and we think it's sharp and entertaining.
Strategically located to exclusively serve
LANSING....FLINT....JACKSON

WJIM-TV

Basic

Covering the Nation's 38th Market

Represented by the P.G.W. Colonel
Every fall, football rivalry is foremost in its appeal to American sports enthusiasts. Equally outstanding in its field is WGAL-TV's unique *multi-city* coverage which costs you less by far than *single-city* coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin.

$6 2/3 billion annual income  
$3 3/4 billion retail sales  
942,661 TV sets

**WGAL-TV**  
CHANNEL 8—Lancaster, Pa.  
**NBC** and **CBS**

**STEINMAN STATION** · Clair McCollough, Pres.

*Representative: The MEEKER Company, Inc. · New York · Chicago · Los Angeles · San Francisco*
CARRYING THE WORD • Decision of CBS to drop one of its two uhf stations (ch. 18 WHCT-TV) and affiliate with ch. 3 WTIC-TV Hartford (story page 120) received with mixed feelings at FCC. Members of FCC were personally told of move last Thursday by William B. Lodge, CBS vice president of affiliate relations and engineering, and Joseph H. Ream, Washington vice president. Concern was expressed over effect of another uhf station demise upon mixed allocations structure and in light of FCC's current consideration of both Network Study Report and current but unrelated reappraisal of uhf-vhf allocations.

By dropping Hartford uhf, CBS events count with NBC, which on Oct. 1 went dark with its ch. 17 WBUF-TV Buffalo and affiliated with ch. 2 WGR-TV. Each network now is operating one uhf—NBC's ch. 30 WNBC TV Hartford-New Britain and CBS' ch. 18 WJIX-TV Milwaukee. Since 1952 lifting of freeze, 144 uhf stations and 33 vhf have been deleted, excluding CBS Hartford station.

STRATEGIC RETREAT • It's considered virtual certainty that before general meeting of affiliates in New York Oct. 22-24 NBC-TV will come out with fresh statement on 1959 Daylight Saving Time plans, at least compromising its proposal to have Standard Time stations pay line charges for delayed programs in DST months [At Deadline, Aug. 18]. Original proposal, it was estimated, would have cost NBC-TV's approximately 115 Standard Time affiliates 5 1/4% of their network revenues. Since then, CBS-TV has taken position that delivery of programs is "basic responsibility" of networks and announced it will spend over $1 million for extra circuits and videotape operation in 1959 DST period without asking affiliates to defray any part of cost [At Deadline, Sept. 8]. ABC-TV officials have said that they too will stick to no-charge policy. In move to beef up its sales department, CBS-TV network is expected shortly to move Ed Bunker, now vice president and director of affiliate relations (see Our Reports, page 28), into new, important sales post, working with sales vice president Tom Dawson. When move comes—about middle of this month—Carl Ward is slated to move up from national manager of affiliate relations to take over Mr. Bunker's job.

TV TARGET DATE • To expedite new evaluation of tv allocations, FCC will meet periodically with its special staff in hope of action by year end. First such session probably will be held this week, at which staff will give status report. Final action, however, can not be taken until return of FCC Chairman John C. Doerfer from European telecommunications conference in Geneva, expected in mid or late November. To be determined is future course of allocations, i.e., whether there should be mixed uhf-vhf assignments in specific markets, whether uhf should be abandoned, which inevitably would mean shorter vhf separations and use of directional antennas, or whether, to provide freer competition everywhere, there should be full transition ultimately to uhf.

FCC staffers working on tv allocations problems are wearing broad smiles these days. Reason is that Commission has authorized them to spend $10,000 to buy nation-wide, comparative Satellite Coverage Study No. 3 (Lead Story, August 25). For first time, FCC staff feels, it will have tool giving them hard and fast figures on people's viewing habits by area and particularly how uhf stacks up with vhf both in viewing and in set distribution.

ACTION • It looks as though FCC, at long last, is going to act on revision of archaic license renewal forms which require stations to give accounting of programs by categories and commercial vs. sustaining, public service, etc. Revision of forms has been kicking around for several years [Editorial, Oct. 6]. Staff has contended it has been preoccupied with higher priority assignments and could not complete its recommendations after conferences with Budget Bureau and Advisory Council on Federal Reports, but FCC last week told staff to get busy.

Look for early assignment of Charles H. Colledge, NBC vice president in charge of tv network facilities operations, to important post in RCA Industrial Electronic Products Div., headed by Ted Smith. Move is expected about Nov. 1. Mr. Colledge's successor at NBC site yet designated.

COX REPORT • While no deadline has been set, Senate Commerce Committee staff report of Kenneth Cox, Seattle attorney, and Nicholas Zapple, committee communications expert, should be completed within next few weeks. Mr. Zapple conferred with Chairman Warren G. Magnuson (D-Wash.) and Mr. Cox in Seattle during past fortnight. Mr. Cox bore brunt of interrogation of witnesses in all phases of television during proceeding, which ran intermittently for three years. He was given carte blanche by committee before adjournment last August to issue report as staff document.

Plough Inc., drug-proprietary firm, which owns four radio stations (WMPS Memphis, WJJD Chicago, WCAO Balti-

more, W COP Boston) is shifting from network to selective spot radio effective this month. Through Lake-Spiro-Sharman Inc. it plans to spend roughly $500,000 in radio spots during the next two years on news sponsorship of NBC's weekend Monitor.

SECOND LOOK • More than cursory attention is being given by FCC to Storer Broadcasting Co.'s $4.4 million-plus purchase of ch. 6 WITI-TV Milwaukee and related plan to sell or abandon ch. 12 WVUE (TV) Wilmington-Philadelphia, which went dark Sept. 13. FCC considered WITI-TV transfer last Wednesday and, after animated discussion, decided to defer action until this week. Comr. Robert T. Bartley apparently is winning support for his long-held view that city owner seeks to buy additional facilities, hearing ought to be held to develop full information.

While not much has been said about it, RCA has embarked in astronomical field with plans for vast expansion. It has established new Astro-Electronics Div. at Heistown, N. J., about five miles from its Princeton laboratory. While it now is utilizing plant on about five acre site, housing staff of 120, it has acquired 70-acre area in anticipation of expansion in newest of scientific industrial fields.

DID ROOSTER LAY EGG? • Not if impact was what WJZ-TV Baltimore had in mind when it distributed live roosters to agency people and others last week to promote its fall program schedule as "something to crow about." Some recipients, chicken-hearted, protested such treatment of fowls; others thought it "drastic promotion." But nobody questioned that arrival of chickens created attention (and no little consternation in some cases). Disposition varied. In New York one agency called humane society pick-up service, was told that at $1 per call society had already picked up 21 roosters.

Color television set owners constitute elite and influential market, better paid, better educated and more civic-minded than average citizen. This tentative finding from preliminary report on NBC-BBDO "Colorama, USA" project, issued two years ago [Advertisers & Agencies, Oct. 15, 1956], is understood to be confirmed and documented in first formal "Colorama" report, due for release today (Monday). Findings will be promoted to show sponsors that by using color they get something extra while at same time increased use of color should help build color tv audiences. At present, cost of color on NBC is basically same as black-and-white.
October 24th, 1945, was the day of the first telecast on WJHK-TV. Since that date, WJHK-TV's history has been one of steady advancement and performance in the Detroit Market, consistently Detroit's No. 1 audience rated station, just as it is in the latest ARB (August, 1958). Today WJHK-TV is Michigan's only fully-equipped color station and Michigan's only television operation with video-tape facilities. This progressive leadership will continue to give the finest and most advanced television to 1,900,000 TV homes—and sales results for WJHK-TV advertisers in the nation's fifth market. Represented by the KATZ AGENCY.

"Famous on the local scene"

WJBK-TV

National Sales Offices: 625 Madison Ave., New York 22, Plaza 1-3840 - 230 N. Michigan Ave., Chicago 1, Franklin 2-6498
THE WEEK IN BRIEF

It's War for Auto Dollar—New tv guns are rolled out in battle over Buick media allocations as TVB distributes files of case histories demonstrating television's power to move cars and its increasing share of the dealer dollar. Page 33.

Reynolds' Mettle—Nation's second largest aluminum company bare its broadcast teeth, explains why it spends over $6 million in tv and radio to promote not only aluminum usage, but also Eskimo Pies and "community goodwill." Page 36.

Commissionable Confusion—Weiss & Geller sues former client Bon Ami Co. to recover commissions past, present and future; Bon Ami hints counterclaim is in works. Star of pending court battle is barter tv. Page 41.

From Smokes to Mouthwash, Cosmetics and Fizzies—R. J. Reynolds Tobacco merger with Warner-Lambert pending. Both are leading national advertisers in the broadcast media. Page 42.

Sportsman and Lion Head—They team up in national spot tv spurt aimed at Christmas shoppers. A preview of a men's toiletries tv commercial. Page 42.

Carlock Quits—Leaves Calkins & Holden because of "differences" with his partners. It's reported that climax was failure of C&H to merge with Burke Dowling Adams. Page 46.

What Price Competition?—Red Quinlan, American Broadcasting-Paramount Theatres vice president in charge of WBKB (TV) Chicago, is a man who knows his corporate pressures and lives to tell the tale. As his novel, The Merger, is readied for publication, Mr. Quinlan elaborates in a BROADCASTING interview on new tv pressure-builders as competitive pricing and the network-owned station's bread-and-butter assignment. Page 58. The Merger reviewed. Page 25.

MGM-TV's Financial Boost—Company has some $750,000 allocated for new production of tv pilots, considers tape and is hoping for syndication to stations. Lurking over its shoulder: parent Loew's corporate troubles. Page 85.

Part II of NAB Conferences—Second half of autumn membership meetings opens today (Oct. 13) in Milwaukee, moving Thursday to Minneapolis, then to Boston and finally to Washington for windup of eight-meeting series. Page 88.

News Directors to Huddle—Radio-Television News Directors Assn. convenes this week in Chicago with a full agenda that includes further exploration of canon 35. Page 92.

Making Progress—Depth study of fm by Indiana U. shows medium is making progress in state, with 14 commercial stations in operation. Operating methods surveyed. Page 100.

Space Tv Relays—Scientists see transoceanic television via passive reflectors orbiting around earth. Space seminar in Washington hears predictions that a number of satellites spinning around the earth may be answer to getting tv across the seas. Page 104.

Price Must Be Right—Trade Commission orders "get tough" policy in policing facetious pricing practices in all forms of advertising. Staff is sent nine-point guide to follow in cracking down on violators. Page 106.


ABC-TV Cranks Up VTR—All of its "Operation Daybreak" programming, which gets underway today (Monday), and most existing daytime shows will be taped to permit delivery to stations at same clock hours across country. Page 112.

'Plot' Aftermath—CBS Moscow bureau ordered shuttered as Russkies show pique at "The Plot to Kill Stalin." Kremlin gives Paul Niven walking papers, says in view of anti-Soviet CBS programs, network's Moscow bureau "unnecessary." CBS' Michelson views move as violation of principles of mutual understanding. Page 113.

Papal Recognition—Pope Pius XII was first pontiff to recognize electronic media as important factors in world welfare. Besides his use of radio and tv, pontiff felt deep concern over maintenance of decency standards. Television records for history the final hours in Rome. Page 116.

CBS Drops Hartford Uhf—Network to affiliate with ch. 3 WITC-TV Hartford, only available vhf affiliate in market. Stanton says not to do so would risk "serious competitive disadvantage for the indefinite future." NBC-owned uhf station is left competing with two v's in area, similar to situation NBC found untenable in Buffalo. Page 120.

Everyman's Medium—Something about television brings out the artist in everybody and his brother, says Robert Jay Misch of Al Paul Leighton agency. To reduce the overcrowded field of experts, he suggests stern measures in MONDAY MEMO. Page 147.

DEPARTMENTS

ADVERTISERS & AGENCIES 30
AT DEADLINE 9
AWARDS 127
CHANGING HANDS 121
CLOSED CIRCUIT 5
COLORCASTING 50
EDITORIAL 148
EDUCATION 128
FILM 85
FOR THE RECORD 137
GOVERNMENT IN REVIEW 15
INTERNATIONAL 114
LEAD STORY 23
MANUFACTURING 117
MONDAY MEMO 147
NETWORKS 72

OPEN MIKE 30
OUR RESPECTS 28
PEOPLE 134
PERSONNEL RELATIONS 123
PLAYBACK 102
PROFESSIONAL SERVICES 126
PROGRAMS & PROMOTIONS 129
STATIONS 170
TRADE ASSNS. 88
UPCOMING 136

BROADCASTING  October 13, 1958 • Page 7
Products sell on Bartell Family Radio because programing is pointed toward results. Audiences are kept alert and responsive by the wonderful games for family fun—a built-in results producer! No passive listening here. But a constant panorama of excitement, companionship, intelligence—packaged with showmanship, scholarship, scholarship salesmanship.

Biggest audiences, richest audience composition are by-products of researched radio.

Bartell Family Radio is your must-buy for BUYERSHIP, for sales results.

Bartell It... and Sell It!
Gerity Joins NBC Protest Of Court's Philco Ruling

Michigan broadcaster joined NBC in asking U. S. Supreme Court to review lower court ruling that Philco Corp. has right to protest license renewals of WRCV-AM-TV Philadelphia.

Gerity Broadcasting Co., owner of WNEM-TV Bay City and WABJ Adrian, both Mich., told court Friday if ruling is allowed to stand "doors will be opened wide to an indiscriminate number of persons who will be given an opportunity to harass the broadcast operations of Gerity Broadcasting Co.—and of other companies similarly situated—in order to protect competitive positions in industries having no relation to broadcasting.”

Brief stated principal owner James Gerity Jr. also was engaged in other businesses, among them clean-up backtracking and commercial banking. Both advertise on Gerity stations. If appeals court ruling stands, Gerity said, competitors in these fields would have right to challenge renewal of Gerity stations’ licenses.

Appeals court last June, by split vote, ruled that since Philco was competitor of RCA in appliance field it had standing to protest. Philco protested license renewals of NBC stations in 1957, charging that RCA's ownership of Philadelphia outlets constituted unfair competition.

Philco reply to petitions to Supreme Court by RCA-NBC and also Gerity are scheduled to be filed by Oct. 17.

Bon Ami Starts Its Defense

First Bon Ami counteraction in Weiss & Geller breach of contract suit (see page 41) was taken Friday (Oct. 10) when cleanser firm's counsel asked New York Supreme Court to vacate warrant of attachment freezing Bon Ami bank assets. Bon Ami claims that while it is chartered Delaware (or "foreign") corporation, fact that it maintains New York headquarters and conducts principal business in New York makes it resident of state, thus can not be subject to such attachment.

Hankins Heads N. C. Broadcasters

Jack P. Hankins, WELS Kinston, was elected president of North Carolina Assn. of Broadcasters at Friday (Oct. 10) election. Association met Thursday-Friday at Sedgefield Inn, Greensboro. Mr. Hankins succeeds E. Z. Jones, WBBB Burlington, retiring president. Other officers elected were T. H. Patterson, WITN (TV) Washington, tv vice president; Robert H. Hiller, WCCG Belmont, radio vice president, and Cecil B. Hoskins, WNWN Asheville, re-elected secretary-treasurer for fifth term. Next NCAB meeting will be held June 18-19 at Morehead Biltmore Hotel, Morehead City, N. C.

Mack Illness Verified; Arraignment Set Nov. 7

Arraignment of former FCC Comr. Richard A. Mack was set for Nov. 7 in Washington after Dept. of Justice attorneys told U. S. District Court Judge John J. Sirica Friday they had no objection to 30-day postponement request [AT DEADLINE, Oct. 6].

Mr. Mack was indicted by grand jury for allegedly selling his vote in Miami ch. 10 case.

At arraignment of Mr. Mack's friend and benefactor, Thurman A. Whiteside, Oct. 3, Mr. Mack's attorneys told court former commissioner was in hospital and unable to appear for 30 days. Physicians' affidavits described Mr. Mack as suffering from cracked rib and "emotional stress and anxiety." Government lawyer asked court's permission to have Miami U. S. attorney check illness. This was granted and government attorney was told to report back in week. Trial of Mr. Whiteside was set for Jan. 6, with bail set at $1,000.

Yoder Denies Program Changes

Protests against programming changes on NBC's WNBRQ (TV) Chicago prompted vice president and general manager Lloyd Yoder to issue statement Friday that "the changes were made with only one thought in mind: to offer programs of more appeal to more members of the Chicago viewing audience.”

He said with extension of Paar program into 10:15-10:30 p.m. (CST) period station planned not to curtail but to double amount of newscast time for Clifton Uhlly but that this was stymied temporarily by salary disagreement which he said was resolved Friday (Oct. 10). Other programs replaced, he said, had little viewer interest.

CBS Was Right After All

Eighteen months after Local 1212, International Brotherhood of Electrical Workers, caused cancellation of WCBS-TV New York remote telecast of Antoinette Perry awards, National Labor Relations Board ruled finally in favor of CBS. NLRB posted cease and desist order with IBEW, informing union that CBS Inc. has right to give remote lighting assignments to Local 1, International Alliance of Theatrical Stage Employees, and that any action by Local 1212 to coerce or harass CBS-TV into altering assignments was unlawful.

Case has been in and out of court as well as before NLRB since spring 1957 [PERSONNEL RELATIONS, April 29, 1957, et seq.].

WNRC-AM-FM Sold; $225,000

Station sale announced Friday, subject to usual FCC approval:

WNRC-AM-FM New Rochelle, N. Y.

'BICOYS' FOR P&G • Procter & Gamble Co. signs to co-sponsor The Real McCoy's on ABC-TV Thursday 8:30-9 p.m. starting Jan. 1 through Compton Adv., N. Y. Co-sponsor of show since premiere has been Sylvanias Electric Products Inc. through J. Walter Thompson, N. Y.

4 WEEKS FOR 5-DAY • Associated Products Inc. (5-day deodorant), West New York, N. J., said to be launching four-week spot tv campaign in about 30 markets on Oct. 20, using station breaks and ID's during day and evening. Agency: Grey Adv., N. Y.

DATES SET • National Biscuit Co. (Dromedary dates), N. Y., will break in early November with extensive spot television campaign using minute announcements that will run through Christmas season. Number of markets not revealed. Ted Bates, N. Y., is Dromedary's agency.

BABY BUSINESS • Beech-Nut Food (strained baby foods), Canajoharie, N. Y., division of Beech-Nut Life Savers Inc., same city, this week is breaking 26-week spot tv campaign with "fair frequency" in small scattered markets throughout its marketing area. Young & Rubicam, N. Y., is agency.

CEREALS ON TV • Best Foods (H-O quick and instant oat cereals), N. Y., is readying new flight of moderate schedule of minute tv spots in limited markets (seven markets on both East and West Coasts), breaking at end of this month and running through first week of December. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

FIRST TIMER • Parson's Ammonia Co., N. Y., in its first regular use of spot tv, will launch campaign in four scattered markets late this month and continuing through early December. Agency: Hedrick & Johnson, N. Y.

Sold by Donald and Frances Daniels to Radio Westchester Inc. for $225,000. Radio Westchester is 100% owned by Martin Stone, radio-tv producer and 50% owner of WVIP Mt. Kisco, N.Y. WNRC is 1460 kc with 500 w., daytime; WNRC-FM operates on 93.5 mc with 1 kw. Plan is for WNRC and WVIP to "network" certain programs to link upper and lower Westchester County.
FCC Asks Court Take Second Look at Biloxi Case

FCC Friday asked U. S. Court of Appeals for District of Columbia for partial rehearing and modification of court's Sept. 18 order remanding Commission grant of ch. 13 at Biloxi, Miss., to Radio Associates Inc. and mandating FCC to make basic findings of fact (order comparative hearings) on financial qualifications of applicants [GOVERNMENT, Sept. 22].

FCC, which made affirmative pre-hearing findings on financial qualifications in contest, said since financial issue was not brought up by either Radio Associates or contestant which appealed FCC grant, WLOX Biloxi, that (1) court lacks jurisdiction to decide issue "not properly presented to it by the parties" and (2) court's holding is misinterpretation of Communications Act since Act, as amended by McFarland Act in 1952, gives FCC leeway to decide on whether holdings on financial, technical and other qualifications.

FCC said court might order basic findings despite lack of legal or constitutional sanction "if no unreasonable burden incurred to the governing public interest were created thereby. But this is far from being the case," FCC said, noting that such rendering of basic finds would require "many man-hours" of FCC time and increase cost of processing radio-tv applications. Commission said not only financial, but legal and technical qualifications would require basic findings under court's interpretation.

Commission noted it used to let basic qualifications be decided in comparative hearing but abandoned this "eight or ten years ago" for present policy, which it felt was in keeping with "spirit" of McFarland Amendment if not "in fact required" by Act.

NAB Fall Conference Windup Scheduled in D.C. Oct. 27-28

Industry speakers will join NAB staff executives in discussions of radio and tv operating problems at final meeting of association's Fall Conference series, to be held Oct. 27-28 at Statler-Hilton Hotel, Washington (early conference story, page 88).

Radio programming will include sales department panel. Participating will be J. Robert Gullick, Steinman Stations; Fred Hague, George P. Hollingbery Co.; W. Frank Harden, WIS Columbus, S. C., and J. Leo Hoarty, WBOF Virginia Beach, Va. Carl Burkland, WAVY Norfolk, Va., will speak on news broadcasts and Richard M. Pack, Westinghouse Broadcasting Co., will discuss music programming. Ben Strouse, WWDC Washington, will report for All-Industry Radio Music License Committee.

Discussion of radio staff organization will be led by A. William German, WTBO Cumberland, Md.; Robert B. Jones, WFBR Baltimore, and G. P. Richards, WCEM Cambridge, Md.

Tv cost methods will be reviewed by Freeman Cardall, WDBL-TV Baltimore, and Richard Stokes, WMAL-TV Washington. Discussion of tv station programming will include talks by Kenneth Tredwell, WBTV (TV) Charlotte, N. C.; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and Jerome Reeves, KDKA-TV Pittsburgh.

Va. AP's Freeman Awards Presented to WDBJ, WBOF

Virginia Associated Press Broadcasters will present 1958 Douglas Southall Freeman Awards for public service through radio journalism to radio stations WDBJ Roanoke and WBOF Virginia Beach today (Oct. 13).

Dr. Walter S. Newman, president of Virginia Polytechnic Institute, will present the awards at the association's fall meeting in Roanoke. It is second time in four years that WDBJ and WBOF have won.

WDBJ, winner in metropolitan classification for multi-station cities, was cited for presentation of segregation problems. In non-metropolitan classification, WBOF was awarded for taking part in and reporting the successful efforts of area cities to build an open air amphitheatre and produce Paul Green's symphonic drama, "The Confederacy."

PEOPLE

L. MARVIN KRAUTER, formerly vice president-general manager, Chicago office of Maxon Inc., appointed executive vice president of Klau-Van Pietersen-Dunlap Inc., same city.

RUDY EITCHEN, formerly public relations director of Browning Arms Co., St. Louis, named vice president in charge of new business development for Erwin Wasey, Ruthrauff & Ryan, Pittsburgh.

JULIAN P. BRODIE, Lewin, Williams & Saylor Inc., to Lawrence C. Gumbinner Adv., N. Y., as vice president.

SAM SEROTA, formerly WIP Philadelphia executive for 18 years, named WPEN Philadelphia director of public service and community relations.

KERMIT BLOOMGARDEN, Broadway producer, signed by NBC-TV to create and produce two live specials during next 24 months. Making his tv debut, Mr. Bloomgarden has had some two dozen hits in past 13 years, current credits being "The Music Man" and "Look Homeward Angel." He also produced others such as "Most Happy Fella," "Diary of Anne Frank" and "Death of a Salesman."

DON WATERBURY, eastern sales manager for Broadcast Time Sales, station representative, N. Y., to Rambeau, Vance, Hopple, N. Y., as national sales manager. With Broadcast Time Sales past two years, Mr. Waterbury formerly was with WABD (TV) (now WNEW-TV) New York as account executive and before that was with WOR New York.

BILL GARGAN JR., formerly department head in charge of program development, NBC, joins Kenyon & Eckhardt, N. Y., as producer in radio-tv commercial production department.

ELEANOR LANIGAN, administrative assistant to Edward Bronson, director of NAB Ty Code Affairs, resigned to join WMAL Washington as sales service supervisor, effective Oct. 13.

MILTON WESTERMAN, formerly sales manager of KMGM-TV Minneapolis-St. Paul (now KMSP-TV), appointed vice president-sales for Midwest of Jaymark Films Corp., N. Y.


IRWIN S. LAMM, formerly with sales promotion department of Forjoe Inc., N. Y., station representative, to research department of ABC Films Inc., N. Y., replacing ALAN J. LEVINE, resigned to freelance in producing field.

WILLIAM H. MAYNARD JR., formerly copy chief, Grant Adv., and prior to that with BBDO, joins Ted Bates, N. Y., as copywriter.
WHAS TELETHONS HAVE RAISED $1,000,110 FOR HANDICAPPED CHILDREN

$1,000,110 has been contributed to six WHAS Telethons. Professional production, ability to demonstrate the need, good talent, much of it from WHAS-TV’s own staff, and viewers’ confidence that their money would be spent wisely prompted the overwhelming response.

Their money has built classrooms and playgrounds, trained instructors, performed operations, purchased artificial limbs and a muscular dystrophy bus... tested the hearing of 95,000 children, established Kentucky’s first cancer clinic for children and first cleft palate and harelip clinic, and much, much more.

When BIG, IMPORTANT things are accomplished in Louisville television, they’re accomplished on WHAS-TV.

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

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV
CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.

October 13, 1958 • Page 11
DIRECT FROM FABULOUS FIRST RUNS!
ECONOMEE OFFERS YOU...

ECONOMEE'S NEW STAR-SPANGLED RATING WINNER

"WEST POINT"

SCORING FIRST RATINGS LIKE THESE:

<table>
<thead>
<tr>
<th>City</th>
<th>Rating</th>
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<tr>
<td>Boston</td>
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<tr>
<td>Providence</td>
<td>37.5</td>
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</tbody>
</table>

SOURCE: ARB AND PULSE

ACTION! GALLANTRY! EXCITEMENT! Individually or together, these two series with proved audience appeal pack a selling wallop that will top your competition, help increase your sales fast!

2 POWER-PACKED PRESTIGE SHOW

SENSATIONAL "ANNAPOlis" RE-RUN RATINGS:

<table>
<thead>
<tr>
<th>City</th>
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<td>Norfolk</td>
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<td>Re-Run</td>
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SOURCE: ARB AND PULSE

GLORIOUS AS OUR COUNTRY'S HISTORY. COMPELLING AS THE CALL TO COLORS!

Ratings!

Economee TV
Economee Television Programs
488 Madison Avenue, New York 22, N.Y.

Look at these TERRIFIC West Point Ratings:

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<th>City</th>
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<tr>
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<td>Dayton</td>
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<td>Buffalo</td>
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<tr>
<td>Altoona</td>
<td>26.5</td>
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SOURCE: ARB AND PULSE

With Unlimited Rating Opportunities!

All the impact of a 21 Gun Salute

"Men of Annapolis"

Scoring First Ratings Like These:

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<th>City</th>
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<td>Peoria</td>
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<td>Dayton</td>
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<td>Baton Rouge</td>
<td>29.1</td>
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</tbody>
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SOURCE: ARB AND PULSE

Timely! Vital! Win community praise for outstanding public service. Both series available for full or alternate sponsorship or as spot carriers to fit your sales and programming needs.
Always Remember:
the BIG GAME
In Radio
Is the
ADULT
AUDIENCE . . .

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

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

WHEC BASIC CBS AM-TV ROCHESTER

REPRESENTATIVES: EVERETT MCKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
THE BING CROSBY SHOW

Ordinary criticism cannot be applied to such an extraordinary personality as Bing Crosby. This star has done so much and been so much that the image of what he was constantly obscures the fact of what he is. On Oct. 1, Der Bingle was not the Crosby of 1928—bubbling, buoyant—nor the one of 1938—romantic, quixotic—nor even the insouciant Crosby of 1948, when it first became evident that America's number one pop singer was losing his voice.

Ten years later, his voice is almost gone. Bing almost whispered songs like "True Love" and "Far Away Places" on his ABC-TV special. By sheer force of personality (and superior accompaniment) the songs were made pleasurable if not exciting.

The Bing Crosby of 1958 is affable, amusing, always relaxed, never surprised and never surprising. The theme of his special revue was nostalgia. The pace was slow like a shallow stream in mid-summer. Dean Martin, so akin to his host in song, and slouch, was a faint reminder of what Bing once was. Patti Page was an excellent foil for the two crooners in two medleys. Only gospel singer Mahalia Jackson ruffled the revue's placid course with a magnificent interpretation of "Summertime," which drew even the approval of the determinedly blasé Martin.

At the end of the agreeable hour, the aura of a myth still hung about Bing Crosby, but it did not gleam as brightly. This question therefore remains: Can a man be criticized for not being now the myth that he once was? And can a viewer be disappointed because he expected more than a mortal, subject to time's erosion, can give? By normal standards, surely not. But, it must be understood, Bing Crosby has never been an ordinary man.

Production costs: Approximately $300,000.
Sponsored by Oldsmobile Div., General Motors Corp., through D. P. Brother & Co., Detroit, on ABC-TV, Oct. 1, 9:30-10:30 p.m. EDT.
Producer-director: Bill Colleran; writer: Bill Morrow; special material: Sammy Cahn; music supervisor: Buddy Cole; special effects: John Hoppe.
Featured dancers: Tom Hanson and Thelma Tadlock.

NAKED CITY

That murky realism continentals get into their movies once was explained away by Bob Hope when he said, "They just use dirty lenses." *Naked City* achieved a high degree of realism in its Sept. 30 premiere; and it got the elusive quality, not only in the slums where the action started, but also in the washed, clean-silhouetted New York streets.

Producer-narrator Bert Leonard's cameras sympathetically followed the misfortunes of Arturo, a Puerto Rican youth sensitively played by Pat De Simone. If the thoughtfully commentary seemed lente with a would-be cop-killer, it lent depth to the character and gave the viewer an empathy not usually felt toward young hoodlums.

After the tense, monosyllabic opening in

---

**WSBT-TV**

SOUTH BEND, INDIANA'S

DOMINANT STATION

**Here's How**

WSBT-TV DELIVERS

the South Bend-Elkhart TV Audience

**Top Rated 50 TV Programs in South Bend-Elkhart Market**

- The Top 7 programs
- 8 of the top 10 programs
- 17 of the top 25 programs
- 30 of the top 50 programs

ARB Ratings—June 17-23

No other station or combination of stations comes close to WSBT-TV in the number of top-rated shows carried. Further proof of this overwhelming viewer preference is the fact that WSBT-TV's 10 P.M. news broadcast is one of the highest-rated local or national newscasts in the Nation! ... You're paying for audience—get it with WSBT-TV. Ask your Raymer man for details or write to this station.

*13 counties in Northern Indiana and Southern Michigan. UHF set count, 209,050 -3.6 persons per family.*

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**Broadcasting**

October 13, 1958 • Page 15
As much as the events of the day, advertisers' products and services are news in the markets of America. Personal supervision by representatives of the fast-working, hard-selling merchandising departments of Storer stations, working with 13 food chains (approximately 750 supermarkets) and 4 drug chains (approximately 220 drug outlets), present this important news at the point of purchase.

Storer town criers

It is the vital function of the merchandising town crier to take advantage of the impact of a Storer broadcast and convert response into sales.

The Storer Broadcasting Company has a special MERCHANDISING DIVISION created to serve advertisers on all Storer stations. For full details, write the New York National Sales Office of Storer Broadcasting.
go to market...
the Puerto Rican household. Assistant Detective Halloran’s entrance was a decided let-down. The introduction of cyphers like Halloran and his family into a series, instead of characters per se, generally is calculated to let viewers identify themselves with the hero each week. Nothing new was added to the oft-seen relationship between the newly-promoted detective and his mentor, Lt. Muldoon.

High points of the opening production: a cleverly photographed chase through what appeared to be genuinely surprised crowds until the capture in the New York Coliseum. As cameras came to rest on the grief-wildered parents of the Puerto Rican boy, it became obvious that the writing-production talent behind Naked City could make it a standout series.

Production costs: Approximately $35,000. Sponsored by Brown & Williamson Tobacco Corp. through Ted Bates and Quaker Oats Co. through J. Walter Thompson on ABC-TV Tuesday 9:30-10 p.m. EDT. Started Sept. 30.

Producer: Bert Leonard; associate producer: Sam Mann. Manners: director: Jerry Hopper; assistant director: John Zane; writer: Stirling Silliphant.


THE GARRY MOORE SHOW

Garry Moore until now has had great success in television with an easy-going daytime variety show and as m.c. of a popular panel program I’ve Got A Secret. In his latest endeavor however, Mr. Moore doesn’t seem to have found the comfortable surroundings in which his particular talent and type of homespun delivery can carry an hour’s worth of nighttime entertainment.

Basically, tv variety is pretty well limited to the general ingredients of guest stars, songs, dances, production numbers, etc. Unlike the shows built around popular singers, in which there is limited dialogue and simple theme, or the shows in which acts are introduced in a vaudeville manner, Mr. Moore’s type of variety is really neither here nor there. There is no theme; there is a scattering of unrelated original musical material which up to now is worthy only of single exposure, and there is Mr. Moore floundering in song and dance. The hour lacks the spark that a weekly show of its type has needed in the past, in order to survive.

Production costs: Approximately $80,000. Sponsored by Revlon through C. J. LaRoche, Kellogg through Leo Burnett and Pittsburgh Plate Glass through BBDO on CBS-TV Tuesday, 10-11 p.m. EDT. Started Sept. 30.

Producer: Ralph Levy; associate producers: Leon Mirel, Herb Sanford; directors: Frank Biunetta, Lewis Freedman; associate director: Mack Bing; writers: Vincent Bogert, Will Glickman, Herb Finn, John Tackaberry; special material: Arnold Horwitt, Irvin Graham; feature editor: Marcia Durant; musical conductor: Howard Smith; choral director and arrangements: Buster Davis; choreographer: Paul Godkin; featured performers Durward Kirby, Marian Lorne.

ENCOUNTER

It seems ironic that ABC-TV—a network that has made a forte of film shows—would score this season with the most impressive live one-hour drama to date. But from looking at the first of the Canadian Broadcasting Co.-produced shows piped into the network from CBC studios in Toronto, “that’s the way the ball bounces.”

Take this plot: an RCAF CF-105 jet—one of two models built—equipped with top-secret flying equipment, streaks alone from a classified base “somewhere in Canada.” Equipped with but two hours’ worth of gas, the plane returns five months later and its pilot is arrested for treason. At the court-martial, the prosecution narrows the possible routes the plane could have taken to an apparent destination of Soviet Russia.

The solution was “simply” that the flight officer had steered a proper course but was delayed by space creatures for five minutes their time, five months ours. Their object: to determine what made earth people tick.

The play was rather slow on the runway, but once aloft, the production sped along. It’s a pity that playwright Donald Jack had to strain viewer credulity to the breaking point by his dénouement. More so because his thesis was hardly original.

It should be suggested to ABC—which in this case is merely providing the facilities, opening the series to co-op sponsorship—that it ought to enforce considerably the playing of commercials whose quality is commensurate with that of the program itself. It was a jarring experience to have the mood shattered by ear-splitting harangues on behalf of Drustan cold pills, Raleigh cigarettes and Schaefer beer.

Whatever its shortcomings, this first entry in the Canadian series roared in like a welcome cold wind from the north, one that can only blow good into a season that already seems blotted with blandness and high-financed tripe.

Production costs: Approximately $35,000. Sponsored by co-op on ABC-TV, Sunday, 9:30-10:30 p.m. EDT. Started Oct. 5.

Supervising producer: Esse W. Liung; producer-director: Ronald Weyman; sets: Nicolai Solobiox; produced by Canadian Broadcasting Corp. Premiere play: “Breakthrough” by Donald Jack.

THE GREAT GAME OF POLITICS

These Sunday afternoons, while the other networks arequarterbacking the Quemoy crisis, CBS-TV is playing The Great Game of Politics—a series of seven studies of the men, issues and problems that make up the off-year election campaign. So far, CBS News has sketched a searing profile of a local politician at work, covered a debate between the two party heads and talked to a politer whose batting is better than average. Upcoming: a report on the high cost of campaign financing (with Washington Post-Times Herald publisher Phil Graham,
the newest things in sight and sound are coming from

SIGNAL HILL

... home of WDAF-TV and Radio, Kansas City's first and largest broadcasting center. If you know the Heartland, you know that all eyes and ears turn here because Signal Hill stands for stability, something people can depend on...whether for information or entertainment.

Under National Theatres direction, this character is being conscientiously strengthened each day, with important policy improvements.

Important to whom?

First, important to the million-plus people who watch and listen...and buy your products...people who insist on the finest possible programming in return for their time. That's what they're going to get on Channel IV and on 610...from us and from NBC.

Important, also, to you who must sell this big midland market. The kind of improvements we're talking about will make that selling job easier than it has ever been in Kansas City.

National Theatres pledges both of you new strength in programming...new appeal in personalities...new power in promotion and merchandising...new depth in market information...new vigor in sales follow-through.

These are the improvements we want to tell you more about. You'll be getting the specific details from us and our good station representatives...

In Television: Harrington, Righter & Parsons, Inc.
In Radio: Henry L. Christal Co., Inc.

WDAF

A NATIONAL THEATRES STATION
WPEN
THE FIRST STATION
IN PHILADELPHIA
TO OWN AND
OPERATE A
HELICOPTER
WPEN STRENGTHENS ITS SERVICE TO THE PHILADELPHIA COMMUNITY

Ready for daily, on-the-spot traffic reports and special events coverage, the WPEN helicopter is at the disposal of Philadelphia police for emergency purposes. Police Commissioner Thomas J. Gibbons here accepts use of the WPEN Helicopter from station officials.

Here's how the City of Philadelphia benefits from the WPEN Helicopter

WPEN's Helicopter is serving social, religious, civic, fraternal and school groups all over Philadelphia at special events and outdoor activities. During its first month, WPEN's Helicopter entertained some 65,000 Philadelphia families at community functions.

The 'copter is being used freely for on-the-scene reporting and as an aid to the Fire Department for multiple alarm fires.

Represented nationally by Gill-Perna New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
IN REVIEW CONTINUED

author of the “Pass a Buck” proposal and an analysis of smear and fraud.

The series kicked off Sept. 28 with an indictment of a local ward-heeler. Making the indictment: the ward politician himself, 43-year-old Jack P. Russell of Cleveland’s 16th ward. Only Mr. Russell seemed blissfully unaware of the damage he was inflicting upon himself. He violated Rule No. 1 in the politician’s handbook: he discussed such tricks of the trade as how to reward party loyalty, how to keep tabs on errant voters and how to win votes without committing yourself in any way. Then, heaping insult upon his own (potential) injury, Mr. Russell zoomed to the curb in a white 1958 Cadillac — this in the midst of a constituency of low-income Slaves — plopped into the proverbial backroom like a poor man’s Carmine de Sapió to talk about his sundry “business interests.”

These included an advertising agency, a contracting firm and an outfit that has a virtual monopoly in fire alarms (linked to municipal fire houses) — a fact that might compromise his status as President of the City Council.

On Oct. 5, host Eric Sevareid emceed a debate between Paul Butler and Medard Alcorn as they argued their parties’ respective positions on civil rights and foreign relations. Their comments were hardly news, but what was novel about the entire proceeding was the noticeable lack of bitterness between the two party spokesmen, both of whom addressed one another by first name. To be sure, Mr. Alcorn’s sense of humor, his sly, pixyish smile (implying “I don’t really believe this myself but after all, I’m the spokesman . . .”) is a refreshing departure from the stuffy self-righteousness one had gotten accustomed to hearing from his predecessor.

Yesterday (Oct. 12) pollior Sam Lubell discoursed on his favorite thesis: that people change votes only when they are directly affected by an issue. In this case: recession. Mr. Lubell also found that New Yorkers are glad that both gubernatorial contenders are millionaires. “They’re incorruptible,” people told him.

Production costs: Approximately $10,000 weekly.

Sustaining on CBS-TV, live and videotape, 5:50 p.m. EDT. Started Sept. 28.


THE JACKIE GLEASON SHOW

Jackie Gleason returned to live television Oct. 3 after an absence of 18 months with the same basic approach that endeared him to many millions of viewers. Unfortunately, the script for the premiere performance was ordinary, and it is a tribute to Mr. Gleason that he rose above his material.

As in the past, a bevy of pretty girls introduced the show and Mr. Gleason (slightly slimmed-down) glided gracefully around the premises. In his longest sketch involving Reggie Van Gleason III, the playboy, there were some touches of humor but they were flimsy. Assisted by Buddy Hackett as a Chinese houseboy, Reggie made an appearance before a congressional investigating committee.

A prediction: before the new Gleason show gets worse, it will get better.

Production costs: Approximately $62,000. Sponsored by Pharmaceuticals Inc. through Parkson Adv. and Lever Bros. through J. Walter Thompson Co. on CBS-TV, Friday, 8:30-9 p.m. EDT. Started Oct. 3.

Producer: Stanley Pons; director: Frank Satenstein; writers: Marvin Mars, Walter Stone, Howard Tedder; announcer: Jack Lescouille; music director: Ray Bloch; associate director: Bruce Minnix.

BEHIND CLOSED DOORS

Where J. F. Dulles stops short of the brink, the intelligence agents of this latest cloak-and-dagger series keep going.

The opening installment had a seaborne agent within seconds of starting a war, depth-charging a Russian sub discovered spying on American rocket tests off the Florida coast. When the agent holds back on dropping the charges, his helmpmates, and the viewers too, immediately assume he’s working with the Reds. All ends happily when it becomes clear that the U.S. didn’t really want to sink the Russian boat, just scare it away.

Moments of suspense were few and far between, in this cliche-riddled drama. However, excellent film editing of rocket launchings and a PT boat chase of the Russian sub provided an exciting, dramatic conclusion to an otherwise dull 30 minutes.

Production costs: Approximately $38,000. Sponsored by Whitehall through Ted Bates and Liggett & Myers through Dancer-Fitzgerald-Sample on alternate weeks, on NBC-TV Thursday 9:30 p.m. EDT. Started Oct. 2.

Produced by Screen Gems and Jane Gallu Productions; producer: Sam Gallu; director (premiere): Paul Wendkos; writer (premiere): Paul Monash; narrator and star: Bruce Gordon.

YANCY DERRINGER

In launching the proud and fearless Yancy Derringer down the Mississippi and CBS-TV channels Oct. 2, writers-directors Richard Sale and Mary Loos had their dash- ing rebel rouser unload his pistols through a rapid-fire succession of adventures. However, this overloaded action series threatens to sink in the first patch of bayou quicksand.

Ex-movie stuntman Jock Mahoney, who plays the title role with the greatest of ease, could save himself and his silent Indian companion (played by X. Brands) as well, but a rescue party will have to pull out their post-Civil War vehicle.

En route to the post-Civil War mansion near New Orleans, Yancy takes up with his former delta doll, Amanda Eaton (Julie Adams), and here’s where you begin to question Yancy’s astuteness. For some unfathomable reason he is fooled by Miss Amanda’s intentions. The action reached crescendo heights when the pair entered the mansion and found a casino operating. After Yancy finished smashing gaming tables,
Saturation TV coverage of rich mid-Michigan. At last you've got it, through Flint's WJRT—and from the inside, complete with ABC primary affiliation. On the air in October, WJRT's the only television station that will reach and sell Flint, Lansing, Saginaw and Bay City, with a Grade “A” or better signal.
Bet You Can’t Name the Nation’s No. 1 Port in Total Export-Import Tonnage

CLUE: It has grown more than 100% since 1950!

The answer* is Tidewater, Va. In other words, Norfolk and Newport News... side by side on the great harbor of Hampton Roads.

If you were surprised by Tidewater’s rank as a port, you may be surprised also by its rank as a market.

Two reasons why this is likely: 1) Rapid growth—nearly 60,000 population gain in 1957 alone! 2) Its true size is obscured by the Government list of metro county areas which separates Norfolk and Newport News, though they are less than four miles apart at nearest points, and inseparable for all radio and television marketing purposes.

Combine them and you find a metro county area of over ¾ million people, topping all in the southeast except Atlanta and Miami.

Tidewater, Va., is what Virginians call it. TIDEWTAR is a better way to spell it... and the best way to sell it. For WTAR-TV is the greatest marketing force in this great and growing market!

taunting with gamblers and killing one who happened to be Amanda's husband, a clue to forthcoming chapters became apparent. Yancy accepted the offer of New Orleans civil administrator John Colton (Kevin Hagen) to be his chief trouble-shooter in curbing future havoc. Possibly as he carries out this assignment, Mr. Derringringer may be able to set his side-wheeler on an even keel.

Production costs: Approximately $35,000. Sponsored by S. C. Johnson & Son through Needham, Louis & Brokby, on CBS-TV Thursday, 8:30 p.m. EDT.


ROUGH RIDERS

When is a western not a western? The answer: never—not even when it's set in the Reconstruction days following the Civil War. Perhaps it may qualify as an "adult adventure" series. In any event, they still went thataway in ABC-TV's new Rough Riders, albeit in a costume or "period piece" against a frontier setting.

Building a new life in the West brings together three diverse ex-soldier personalities—Capt. Jim Flagg (Kent Taylor), Sgt. Buck Sinclair (Peter Whitney) and Lt. Kirby (Jan Merlin). In the premiere episode they mix it up with "The Murderous Sutton Gang," who indelicately made the mistake of making off with the farmer's daughter—a sin perhaps worse than stealing a cowboy's horse. Obviously, the outlaws headed by Wes Sutton (John Doucette) must get theirs in the end.

One of the more commendable charms of Rough Riders is the fact it is filmed on location—the Tennessee Smokies, the Louisiana bayous, etc. But even this authenticity, plus top-notch acting and production, can't compensate for the fact that here is just another western. ABC-TV ought to take a lot better audiencewise with others in its lineup of westerns. Perhaps the spirit of the Rough Riders did find, to quote a network release, "expression and lasting fame" in the Spanish-American war. But actor Kent Taylor, trying too hard and uneasily out of character, is no reincarnation of the starch-and-spirit spirit of Teddy Roosevelt.

Production costs: Approximately $23,000. Sponsored by P. Lorillard Co. (Kent, Newport, Old Gold cigarettes) through Lennen & Newell on ABC-TV Thursday, 9:30-10 p.m. EDT. Started Oct. 2.

Produced by Ziv Television Programs Inc., with Maurice Unger, producer; Eddie Davis, director.

BOOKS


Mr. Keats—who not too long ago dissected Levittowns in The Crack in the Picture Window—rips into Detroit in the manner of a powered scythe, cutting down everything and everybody in his wake. What makes it compelling reading is the fact that Mr. Keats, armed with alarming statistics to prove his contentions, more often looks right than wrong. Especially in his study of advertising's role in the design of what city planner Lewis Mumford last year called "those fantastic and insolent chariots." Using such insolent chapter titles as "The Years of Our Ford" and "S.O.B Detroit," Mr. Keats takes after the head-shrinkers who gave the Edsel ("Sounds like Dead-Cell") its "vaginal look," and agency copywriters ("ever the gimmick-minded lot") who have made the task of the car designer harder by the year with their penchant for "dynamic obsolescence."

Declarations Mr. Keats: "As a Detroit designer, you go on and on, putting curlicue on curlicue, adding dream to dream, adding the fragment of one illusion to the fragment of another and you spend enough to operate a state university to imitate the sound of a slammed door. When you're all through, you discover that you've transformed a rolling shoebox into a combination of the blue grotto and crystal palace, wherein is placed a psychiatrist's couch that has enough Procrustean potential to suit any psyche, no matter how warped...what you have made defies description for the simple reason that it is not designed to be any one thing, but an agglomeration of constituent elements of unrelated dreams."

Messrs. Keats and Osborn spare no pole. Taking the brunt of their double-pronged (and no doubt justified) line of attack—by word and sketch—are the big three, their dealer taskforces, their advertising agencies, their managements and dealerships. Neatly skirting libel, Mr. Keats talks about the "General Chryssford Corp." and district sales manager Jack Smiles, distributor Simon Greed, dealer Honor Bright and the inevitable "sucker," Tom Wretch.

Sharply-opinionated, witty and writing like a man possessed, Jack Keats is mad. Plenty mad. Furious might be yet a better word. Yet he is not without his "constructive suggestions," most of which are valid and which take up the closing chapter of this sizzling document. It—and the chapters preceding—ought to be read by every car owner, especially if he happens to be engaged in the business of promoting car sales.


...That's the trouble with you guys; you're only concerned with making a buck. The minute somebody sues, you run for the woods. When is broadcasting going to come of age and stand on its own feet? ...

(Slam Murphy.)

...Listen, con artist. You're phony. All this muckraking is a pose. It's paid off.
Please send to Sf home address...

See Peters, Griffin-Woodward, INC.

**IN REVIEW CONTINUED**

but you're beginning to take yourself seriously. That's when I have to start laughing. You, of all people. Of course we haven't guts in the broadcasting business. We know better. We're not paid to have any. Our government leaders and politicians don't want us to have guts. We're in the entertainment business. We're not out to change the world. If you think I'm going to be a whipping boy for your soap opera ideals, just to make you a hero, you're out of your mind. Who cares whether you're right or wrong? I don't. I'm trying to run a business . . . ” (Les Madigan).

Michigan Avenue's radio-tv row, not unlike its Madison Avenue counterpart, is likely to have a field day with the first novel of ABC vice president Sterling C. Quinlan—notwithstanding his claim that "my characters are composites of personalities" from coast to coast. Mr. Quinlan indubitably has been asked more than once: "Am I in the book, Red?"

Mr. Quinlan's story is chiefly that of two men, Herb Powell and Les Madigan, who "go to the torture rack" to explore an economic fact of life. How they face up to the challenges of executive power plays and behind-the-scenes maneuvering forms a familiar basis for The Merger.

National Dynamics Corp. merges with Interstate Broadcasting, selling its WPRT to Acme Network and taking over KYTV in Chicago. In the shuffle, Herb Powell and Les Madigan move over to KYTV as manager and program manager, respectively. Both learn fast how it feels to be caught in the throes of a company reorganization that involves divided duties as between network division and station operations and personality conflicts.

"The very word 'merger' is a misnomer," Herb Powell had often told this program manager. "One side or the other takes over. People get hurt. Mergers are the economic fashion of the hour. . . . I don't know if this is a disease, a madness, or a blessing. I only know that, if one goes through a merger, it's a damned good idea to be on the winning side."

Author Quinlan appears to be on solid ground in selecting his theme. He points out there have been some 4,500 such mergers since 1951, with no sign of a decline. He also would appear to have had intimate, first-hand knowledge of his subject, having come up through the ranks of the former WBKB before the merger of ABC and United Paramount Theatres into American Broadcasting-Paramount Theatres over five years ago. Whether he has translated this experience into a knowledgeable novel remains moot, though his characterizations emerge as engrossing, if somewhat superficial, and the book maintains a smart pace.

Author Quinlan also inscribes his own "20-second commercial" on "men to be remembered" and a closing (rather than beginning) dedication. "The real tribute I would like to merit," he says, "is that various characters remind hundreds of readers of people they know in television and advertising business from coast to coast." In that respect, author Quinlan quite probably has succeeded.
One-sided

Looking at both sides only proves how one-sided the Jacksonville story is!

NCS #3 gives you a look at both sides... but only proves how one-sided the real market facts are! Inside Jacksonville, WJXT dramatizes its dominance by actually delivering more homes in the daytime than the competing station delivers at night. WJXT serves 66 Florida and Georgia counties... 38 more counties, 66% more television homes than the other station in Jacksonville. And on a nationwide basis, WJXT leads the entire country in share-of-audience for a 2-station market. By all means, look at both sides. It only proves how one-sided is the dominance of...

WJXT 4 Jacksonville, Florida

An affiliate of the CBS Television Network
Operated by the Washington Post Broadcast Division
Represented by CBS Television Spot Sales
That Ed Bunker has ability to go with his southern charm should be old hat to CBS affiliates. Merle Jones, CBS-TV president (now president of CBS-TV Stations Div.), so tipped the affiliates at their Washington conference last January.

Mr. Jones was introducing Ed Bunker to the affiliates—three months previously he had been moved from the network-owned WXIX in Milwaukee to New York just after Edward P. Shurick resigned as CBS-TV vice president and director of station relations to join John Blair & Co., station representative, as executive vice president.

Said Mr. Jones: When Mr. Shurick left, CBS "looked to the Midwest" and found "two things on fire out there," one the Milwaukee Braves, the other Ed Bunker.

That fire from the Midwest now burns brightly in New York in the office of the CBS-TV vice president and director of affiliate relations. Mr. Bunker offers a southern exposure to the CBS executive lineup on Madison Ave.

Says Edmund C. Bunker: "CBS somewhere along the line caught onto a great truth." What he could have added was that along the line, specifically in 1949, CBS snared for itself in Ed Bunker an unusual executive with an extraordinary personality.

The truth Mr. Bunker sees at CBS is expressed in many ways, but in the main it boils down to confidence and to people—"there's no patent on brains and money. A network today must have a confidence in its clients and their agencies." And this is where the affiliate fits into the network pattern—"it's the aggregate body that is important."

In the past, Mr. Bunker had his share of thrill and fling; he flew as a civilian pilot and later with the Navy; as an athlete he took football and tennis seriously, and some years back he had his brush with dramatics.

Flying he gave up in 1946 when he took up a "war weary" F-6F to "give the boys a thrill at White Plains (N. Y.)." The plane developed a faulty fuel line. As the engine sputtered, he recalls he got off "a few hasty prayers" and finally landed. He walked away, leaving his log book there "where it probably still is today."

Football he forgot about but not until he earned his letter in the quarterback slot.
He played on the gridiron at Mars Hill Junior College (near Asheville, N. C.). Tennis was his favorite sport until Milwaukee snows blocked further play.

"Come to think of it," he laughs, "life has shriveled down to following Bill Lodge [William B. Lodge, CBS-TV vice president in charge of affiliates and engineering] around."

Dramatics was short-lived. For six months in 1936 he was cast with the Peruchi Players southern troupe. A natural in voice and manner, he might have been in his radio days one of the U. S.’ first successful "platter jockeys" but he notes he was never encouraged because stations were not geared to handle bundles of mail.

Edmund Cason Bunker, born in Baboa in the Panama Canal Zone on Sept. 24, 1915, where his dad was an electrical engineer, was brought up in Charleston, S. C. As an undergraduate in 1934 at Charleston College he worked for WCSC Charleston, serving as program director, chief announcer and salesman (his first broadcast job paid $5 a week). During the pre-war period, he spent a year as announcer and copywriter at WTOC Savannah, returned to WCSC and was regional sales manager at WIS Columbia, S. C., from 1939-42.

When the war came he found himself in "an untenable position," studying law at the U. of South Carolina Law School (he went through 2½ years), flying an hour at 6 o'clock in the morning and attending ground school classes, handling the Mickey Mouse radio show and spending two to three nights weekly in the law library. His wartime service: a primary flight instructor for the Navy, assigned to a fighter squadron just before the war and his service ended.

The Navy at Lockport, Ill., in 1943 had three pilots flying together—Mr. Bunker, Tom Dawson and Carl Ward—who now are all with CBS-TV. Mr. Dawson is vice president, network sales, and Mr. Ward, national manager of affiliate relations.

Postwar experience was made up of a stint with Avery-Knodel (radio station representative) and a year (1948) with ABC in New York. In 1949 he joined CBS-TV as an account executive and by 1952 was promoted to general sales manager of KNXT (TV) Los Angeles, moving to WXIX in 1954 as general manager.

His activities now are confined by heavy office pressures, but he finds relief in reading and, as at Milwaukee, he is much interested in community affairs.

Mr. Bunker’s home is in Bronxville (just outside of New York City) where he lives with his wife, the former Katherine Gooding of Columbia. They have two daughters: K. y, 17, and "Bitsy" (Elizabeth), 14.
STARDUST is NBC Radio's brilliant new programming concept that makes big-name talent available to even the most budget-minded advertiser. Liberally sprinkled throughout NBC Radio's weekly broadcasting schedule is a sparkling series of five-minute vignettes ... fresh, timely entertainment, especially created for these STARDUST segments, and starring such show business greats as Bob Hope, Marlene Dietrich, Dave Garroway, George Gobel, altogether, two dozen of Hollywood and Broadway's brightest names. In most cases, arrangements can be made to add your star's personal touch to your commercials. No wonder, then, that STARDUST provides the maximum of prestige, glamour, and merchandising impact at a sensible low cost that makes network radio today's most efficient media buy.

NBC RADIO
Advertisers on KTBS, Shreveport, have dominant audience, as shown by both Nielsen and ARB* ratings, plus award winning promotion.

Naturally, they get more for their advertising dollar

Ask the PETRY man for details on this dominant station in the billion dollar three-state market where your advertising dollar goes further.

OPEN MIKE

'. . . Extremely Pleased'

EDITOR:

... Ralston Purina was extremely pleased to see the Purina Dog Chow story [Advertise- ers & Agencies, Sept. 8] Ed Langan, of the account group, has also expressed his gratitude. Many thanks . . . for the very fine story.

William A. Lehmann
Chief Space Buyer
St. Louis

Fall Term Begins

EDITOR:

I am enclosing a money order to cover the cost of 65 student subscriptions. We feel this is the only encompassing broadcasting magazine on the market.

Claire Gregory
Director, Women's, Children's and Social Service Programs
Indiana U.

Enclosed is my check for 25 four-month student subscriptions.

Clinton W. Bradford
Associate Professor of Speech
Louisiana State U.

This is to advise you of my semi-annual request. Please send bulk order of 20 subscriptions. For years I have found Broadcast- ing to be one of the most accurate, cur- rent and effective sources for information in teaching my Survey of Broadcasting course.

F. Virginia Howe,
Radio-Television Section
Kansas State U.

Please send 25 copies to instructor Don Erickson, School of Journalism, as you have done for us previously.

J. G. Wheeler
Manager, University Bookstore
Florida State U.

Enter a subscription for 10 persons for four months.

Harold E. Nelson
Associate Prof. of Speech
College of the Liberal Arts
Pennsylvania State U.

Once again I would appreciate your pro- viding 15 13-week subscriptions for my class in tv-radio advertising.

Kenward L. Atkin
Department of Advertising
Michigan State U.

Send an additional six subscriptions. Start just as soon as possible.

Rod Gelatt
Washington & Lee U.

Here is our order for 25 subscriptions for Prof. L. W. Kaiser, Cornell U.

Triangle Book Shop Inc.
Ithaca, N. Y.

[EDITOR'S NOTE: BROADCASTING is proud of the part it plays in classroom use and supple- mental reading in radio/TV courses across the nation. It is also pleased to cooperate with pro- fessors and instructors in making copies avail- able at special rates. Write circulation manager for details.]
Iron Ore...

ONE OF MINNESOTA'S GIANT INDUSTRIES!

An annual payroll of $102,000,000 goes to 18,000 workers... and they ALL LIVE

and SPEND in KDAL—KDAL-TV land!

RADIO KDAL CBS • DULUTH

TELEVISION

AS A VARY • KNOBEK

Dominating Minnesota's Iron Range!
Love Charlotte as you've never loved before.

Since first you started sending us your green

Come to us with your budgets ever more.

From coast to coast they toast us for we are sweet.

Yes, we are Sweet Sixteen.*

*Nation's 16th television market—Television Magazine TV set count—July, 1958
MORE SUPPORT FOR AUTO BUYS ON TV

New roundup of success stories shows dealer enthusiasm for tv

It's intended to hamper newspapers in retrieving Buick budget

New ammunition for television was moved up to the firing line last week in the battle over auto makers' media allocations.

While newspapers withdrew to map new tactics after their initial outburst over Buick's choice of television as its No. 1 medium [ADVERTISERS & AGENCIES, Oct. 6], the Television Bureau of Advertising just as quietly moved to its members an impressive portfolio of case histories demonstrating how television sells cars for auto dealers and consequently is getting more and more of the dealers' advertising dollars.

Armed with this array of success stories, stations would be in position to attack or counter-attack as necessary when newspapers start their local-level campaign to bring local dealers and distributors into line. There appeared little doubt that a sweeping local-level drive would be made by newspapers, now or in the future, to build up pressure for return of a significant part of the $12.5 million that Buick awarded to tv—half of Buick's $25 million budget for the 1959 model year.

The success portfolio is another weapon in the arsenal already being built for television. It joins (1) a research study circulated by Buick's agency, McCann-Erickson, to show Buick dealers that tv had bigger impact on Buick shoppers and that both tv and radio cost less per thousand than newspapers and (2) a special study conducted for TvB which showed that Buick commercials on the Bob Hope show Sept. 19 made more impression than Buick's introductory print advertising. Those studies were reported in detail in Broadcasting last week.

Manufacturers as well as local dealers in any make of car, domestic or foreign, can see in the TvB case histories that dealer after dealer has used tv with profit—often fantastic profit; that this success is not limited to any particular make of car, and that the dealers are proving their satisfaction with television by investing more and more money in it. Some of the case histories, which in TvB's catalog number about 30 and were compiled and documented by TvB sales development director Murray Gross, are condensed below.

How tv is moving cars for dealers

ATLANTA, GA. • Nalley Chevrolet—Opened in 1956 and in television since 1957, company claims to be Georgia's largest Chevrolet dealer and one of the state's largest car sellers regardless of make. Nalley uses 10 one-minute announcements in a late-evening feature film on WLWA TV Atlanta on Sundays; full sponsorship of late-night feature on WAGA-TV Atlanta on Fridays, and 10 one-minute announcements weekly on early-evening movie on WAGA-TV, spread Monday through Friday. With 70% of its budget in tv, firm has virtually cut out newspapers and dropped radio. Company says "since going on WLWA our business has more than doubled" and since starting on WAGA-TV its new car sales are up 50% and used-car volume up 300%.

ATLANTA, GA. • Timmers Chevrolet—Owner Tim Timmers decided to sell youngsters and their mothers in addition to the man in the family, bought a two-week schedule of three announcements a week in a children's show on WLWA TV Atlanta. First four announcements sold six cars; after seven announcements the firm traced 15 car sales directly to tv. The campaign has been extended.

Baltimore • Weiss Motor Co. (Ford)—Firm, described as Maryland's largest auto dealer, started tv tests last January with a weekly late-night five-minute newscast on WMAR-TV Baltimore. All other media activity remained relatively the same in 1958 as in 1957. But: By September Weiss had registered a "volume increase." Joseph Katz Co., Weiss agency, reported: "Weiss Motor has felt the impact of television in terms of specifically accountable sales—despite intense competition and a declining car market. A key contributing factor has been our sponsorship of the 11 p.m. news.

TV PREVIEWS OF
PONTIAC, FORD

October 13, 1958 • Page 33
**CHICAGO • Courtesy Motors (Ford)—** President Jim Moran, who puts 95% of his advertising budget into television, lifted his dealership from 1,500th in car sales in 1948 to the world's top seller of new, used, and a combination of new and used cars—a ranking he has held since 1953. His firm is reported to be the biggest tv spender of all local advertisers in the U. S. Among “firsts” it claims for its agency, Malcolm-Howard, Chicago are: first car dealer to use live commercials showing the cars offered for sale and first car dealer to sponsor a full-length feature. In March 1956 Courtesy switched from Hudsons to Fords, and, continuing to use tv filming exclusively, became the world's No. 1 Ford dealer in one month. Currently, Courtesy sponsors two full-length features on WBKB (TV) Chicago, Mondays and Fridays at 10 p.m. Says President Moran: "Television paid off for us immediately. The day after our first show we sold 16 cars, compared to our usual two."

**CHICAGO • Walton Motor Sales—** Walton, which first used tv in 1950 and now allocates 85% of his budget to this medium, has been the biggest Chrysler dealer in the U. S. for the last five years. Firm started with a five-minute weather and news show across the board on WGN-TV Chicago, expanded it to 15 minutes in 1953, added a second quarter-hour, Man on the Street, across the board in 1954. Walton President Joseph Levy: "There is no doubt about it, Walton Motors grew to be the largest Chrysler dealer in America through the medium of television."

**COLUMBUS, OHIO • Dan Rohyans Ford—** In past three years firm has put 40% of its budget into television, which Mr. Rohyans says has produced "more sales directly" than "any other advertising medium." Described as leading Ford dealer in the Columbus market and one of the top 10 in the U. S., company buys saturation announcement packages, averaging 25 to 30 spots a week on WBNNS-TV and using up to 50 or 60 IDs a week for special promotions. Says Mr. Rohyans: "Properly purchased, television is the country's most effective advertising medium for automobile dealers."**

**COLUMBUS, OHIO • Lex Mayers' Chevrolet—** In its annual, tv-promoted Labor Day "Ox Roast" last month, Mayers' drew 9,000 people for free food and in one day sold 59 new and 25 used cars. Firm currently spends $115,000 a year, or 75% of its budget, in television, using WBSU-TV, WLWC (TV) and WTVN-TV. On Monday mornings, after full sponsorship of a feature film the night before, dealer usually sells 20 to 25 cars within the first three hours after opening.

**COLUMBUS, OHIO • George Byers Sons—** Described as world's largest DeSoto-Plymouth dealer, Byers now puts more than half its budget into tv. It has sponsored WBNS-TV's 11 p.m. news from that program's inception in 1950, currently underwrites the show three times a week, two of the next. Last year, Byers undertook a special "supermarket" sales campaign, put 300 cars on a 13-acre lot, promoted the drive with 72 IDs in a week on WBNS-TV, WLWC (TV) and WTVN-TV (budget was divided about 50-50 with newspapers), and sold 125 cars first week. Miss Dorritt Williams, account executive on Byers at Kelly & McHale, says, "For three years Byers has become world's biggest DeSoto-Plymouth dealer since going into tv and that its new-car volume is up 50% since pre-tv 1949."

**DENVER • Bob Jones Skyland Ford and Bob Jones Midway Mercury—** With one-third of its budget in tv, these two dealer

ships sell an average of 550 new and used cars a month and reportedly are nation's fifth largest seller of Fords. Present tv schedule, split between the two dealerships, includes weekly half-hour syndicated film and 60-80 ten-second IDs over two-week period, on KBTY (TV) Denver.

**GOSHEN, IND. • Riverside Motors (Cadillac-Oldsmobile)—** When tv reached Goshen, firm was selling 255 cars a year. Now, with 90% of budget in tv (WSIV-TV Elkhart), it's grossing $2 million annually with car sales at 600 a year, is biggest volume car dealer in northern Indiana. After first two feature film program sponsorships owner Joe Levinoff reported: "Sales sold 35 new and 25 used cars; since the show was the only advertising we used, it certainly convinced me that tv did the job." He says he achieved his business "miracle" in "three short years by using the magic of feature films on tv to extend my sales territory beyond the city limits... On a comparative basis of audience volume delivery, television costs were far lower... A single telecast could reach more people than dozens of newspapers or billboards."

**LOS ANGELES • Brand Motors-Ford City—** One of largest tv advertisers in the market, firm spends 82% of its budget in television, sponsors 19% hours of feature films per week on KABC-TV Los Angeles. Brand Motors keeps careful records on pulling power of each feature film (via contest in which viewers must name the show on which they saw the commercial; also, salesmen receive no commission unless they know the source of the sale). Thus it can report, for example, that it sold enough cars to gross more than $4,000 on a single Sunday-morning program that cost $400. Says Manager John Fair: "From the very first day, we knew television pulled for us... We could demonstrate each car we had for sale and people could see and hear everything we wanted to tell them. You can't do that with newspapers, radio or any other medium."

**LUBBOCK, TEX. • Womble Olds (Oldsmobile, Rambler)—** Company has been year-round user of KDUB-TV Lubbock almost from the time the station started in November 1952. tv gets 80% of its budget (radio the rest). It uses one live announcement in both early-evening and late news shows (plus a three-week announcement campaign at model introduction time). Sales Manager Clyde Mace says television has been our most effective medium for selling new cars."

**MIAMI • Municipal Auto Sales (used cars)—** Firm puts 90 to 95% of its budget into television, sells more than 2,900 cars a year. Currently it averages 15 live minute participations (most notably) on WCKT (TV) and several participations (late afternoons or Saturdays) on WTVJ (TV). Total budget on both stations is about $75,000 a year. In a two-station Labor Day promotion last month, firm sold 50 cars in three days.

**MIAMI • Anthony Abraham Chevrolet—** Puts $125,000 a year, or 60% of its budget, into television, using WCKT (TV), WTVJ

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**PONTIAC, through MacManus, John & Adams, Bloomfield Hills, Mich., is again in the running on the Ginger Rogers Show.**

The idea: Mr. Treacher, famous for his butler roles, acts as butler to the Pontiac family. He steps out of the family home (see picture above) to tell an off-camera visitor that the family is away attending the debut-dance of "beautiful daughter Catalina." The spot then swings to the car itself.

The commercials were written by Richard Maury, Ted Allegretti and Mark Lawrence of MJA, and produced by Klaeger Film Productions, New York.
ANIMATION sparks the pre-announcement teaser campaign now being run throughout the country by Ford dealers for the 1959 Ford. This sequence is from one of three 20-second commercials produced by Playhouse Pictures, Hollywood. Entitled "Portrait Artists," the commercial shows a scuffy-looking artist walking into a picture gallery, setting up easel, copying landscapes and sculptures exactly, then facing the camera as he draws while looking over his shoulder. He throws up his hand, shouts something like, "I just can't do it, it's so well done, so beautiful!"

What he means, of course, is that he can't do justice to the '59 Ford. The film uses the theme, "Ford 1959 . . . the world's most beautifully proportioned car." A frame then proclaims: "coming Oct. 17." After that date, new prints will end by urging viewers to see the car at their Ford dealers. Two IDs also were made. Some 2,000 prints of the spots have been mailed to about 260 stations. Some dealers will use the 20-second commercial as lead-in to a live local announcement of 40 seconds. First commercial was set for telecasting Thursday (Oct. 9) in Dallas. Commercials will run in local spot time and in local shows. J. Walter Thompson, New York, is agency.

October 13, 1958  •  Page 35
ADVERTISERS & AGENCIES

BUILDING AN ALUMINUM EMPIRE ON AIR

Reynolds Metals became No. 2 aluminum giant by combining new products (foil, do-it-yourself metal) with a new medium (tv); now it's placing biggest bet on same combination

Members of the advertising department of Reynolds Metals Co, see in the company's corporate symbol an allegory that perpetually replenishes their courage in the competitive struggle of aluminum giants.

In Reynolds people's eyes, the dragon in the symbol is really the Aluminum Co. of America, biggest giant in the field, and the sword brandished by the knight is a box of Reynolds Wrap.

Reynolds' advertising men would be the first to admit that the dragon has not been slain, but they take comfort in the knowledge that it has been rudely disturbed from the awesome dominance it once enjoyed. Once an absolute monopoly in aluminum production and processing, Alcoa now has competition, plenty of it. Alcoa still is big (projected 1958 net sales: $876 million), but others are getting big, too (Reynolds' 1958 sales projection: $447 million).

A good many factors account for the elimination of the Alcoa monopoly, not the least of them the government-supported expansion of aluminum production during World War II. But in the post-war years, Reynolds' growth can be traced to imaginative management and merchandising and in considerable measure to the skillful use of broadcast advertising.

Starting today (Oct. 13) Reynolds begins a major schedule on ABC-TV. Reynolds has set aside about $50,000 to expand its community-relations program in paid broadcast time and is ready to buy still other spot schedules for "special situations" involving its line of building products. In all, Reynolds has earmarked better than $6 million—45% of its total annual advertising budget—for tv and radio.

What is Reynolds Metals Co.? What makes it tick?

Reynolds sprouted from the tobacco fields of the South. Its founder, the late Richard S. Reynolds Sr. (1881-1955), up to 1918 had been advertising-sales head of his uncle's R. J. Reynolds Tobacco Co., was instrumental in the naming of "Camel" brand and in the packaging in tin of Prince Albert smoking tobacco. In 1919 he started U. S. Foil Co. (the parent company), began producing lead and tin foil for cigarette packaging.

In 1924 he bought control of Eskimo Pie Corp. (which is a heavy radio user), two years later added aluminum foil, in 1928 founded present-day Reynolds Metals Co. Ten years ago he moved up to board chairman (a post vacant since his death three years ago), turning over the reins of the firm to eldest (now 50) son Dick who 18 years earlier had founded the Wall Street firm of Reynolds & Co. (R. S. Reynolds Jr., per SEC regulations, sold his interest in the brokerage house in 1938). The present family team consists of Mr. Reynolds, president; brothers J. Louis, 48, executive vice president (operations); David P., 43, executive vice president (sales), and William G., 45, president of Reynolds International Inc.

In their active broadcast thinking, the four Reynolds brothers are merely adhering to a principle expounded long ago by the visionary senior Reynolds: "Put aluminum into the people's hands and it'll sell itself."

The thing that sold itself (with the big help of tv) was a 25-foot roll of Reynolds foil no thicker than 0.0007-inch. Explains Sales Vice President Dave Reynolds:

"In 1939 total U.S. aluminum production was 327 million pounds. It took 51 years to reach that total. Suddenly, in 1946, production was 800 million pounds. With 3 billion pounds of production expected this year, it's quite evident that the market is on the move. And it's still growing."

"Thus in the booming aluminum market, there is great potential for increased broadcast advertising. We have the product, now we have to sell it."

The product: Reynolds aluminum. There are a variety of uses: it's strong, it's corrosion-resistant, it's endlessly malleable, it's relatively cheap. In short, it's a great product for the American home.

Sales and advertising chiefs of Reynolds Metals used a 59-city closed-circuit tv hookup Sept. 9 to explain to dealers and distributors their television plans for this season. David P. Reynolds (standing), executive vice president in charge of sales, told dealers: "Television will make doors open to you faster." Also appearing on the closed circuit were (seated, l to r) Bill Ingram, general sales director, and David F. Beard, general advertising director.

Page 36 • October 13, 1958

Broadcasting
Reynolds Metals Co. moved last month into this new headquarters in Richmond, Va., an $11.5 million structure built mostly of aluminum (1,235,000 pounds of it) and glass. The ultra-modern office building is a shrine to Reynolds' rapid emergence as one of the giants in the aluminum field. Reynolds got into pig aluminum and extrusion in World War II with government financial aid and encouragement. In the early forties the company's net sales ran about $21 million a year, its share of U.S. aluminum output 2.4%. This year net sales will be $447 million, share of output up 28.5%. Reynolds ranks No. 2 in U.S. aluminum output, No. 85 in sales among U.S. industrial corporations, No. 88 in advertising, No. 41 in assets ($239.3 million). Now operating at 83.3% of capacity, Reynolds' present primary aluminum reduction capacity is 601,000 tons (against Alcoa's 800,000, Kaiser's 550,000).

Canada's Aluminum Ltd. (created by antitrust action out of Alcoa's foreign operations) has a capacity of 770,000, ranks No. 2 in world-wide output. Newly-formed Ormet Corp. (joint ownership by Olin-Mathieson and Revere Copper & Brass) will have 180,000 ton output. Closing out the list of aluminum producers are Anaconda (65,000 tons) and Harvey (55,000). Reynolds' stock now fetches 63 1/4 on the New York Stock Exchange—up from 49 in August. Reynolds' first half sales show a 2 1/2% increase. Most (80%) of output, according to industry sources, is fabricated (sildings, tubing, packaging, foil), 17% primary (pig aluminum) and 3% "other" (plastics, chemicals). The Reynolds empire now employs 27,000 workers, maintains 35 manufacturing plants and mines, and operates 72 sales offices.

stitions," comments General Advertising Director David F. Beard. "We're selling aluminum ... and we're selling it hard."

From its Richmond, Va., headquarters Reynolds conducts "hard-sell" advertising so passionately that one casual observer recently noted, "There're going about it as if advertising were about to go out of style." Helping Reynolds are five agencies: Buchanan Div. of Lennen & Newell; Clinton E. Frank Inc., Chicago; Zimmer-McClaskey, Frank Inc., Richmond; Gotham-Vladimir inc. (international), and Cunningham & Walsh (for affiliated Eskimo Pie Corp.). The emphasis is on network television where Reynolds has:

- Nine commercial minutes a week on ABC-TV's "Operation Daybreak" (Day In Court, Peter Lind Hayes, Mothers Day, Liberase, Chance for Romance, Beat the Clock) starting today (Oct. 13). As of last week, clearances were effected on 82 stations (84.8% of total U.S. tv homes). The stress will be on Reynolds Wrap and other household aluminum products.
- 26 weeks of All-Star Golf which it co-sponsors with good customer Miller Brewing Co. (labels for Miller's High Life) on 132 ABC-TV stations. Reynolds' three-minute commercials on this weekly series which began this past weekend (Oct. 11) will be aimed at the golf-playing executive or contractor whose firm might be a potential Reynolds client.
- One-half sponsorship of Walt Disney Presents on ABC-TV effective Oct. 3. Its co-sponsors also are old Reynolds cutomers—Kellogg Co. and Hills Bros. coffee. The 52-week contract takes in 148 stations, gives Reynolds an average three minutes of commercial time each Friday night in which to bring home to a family audience all of its sundry activities.

With a total of 15 minutes a week, Reynolds both outspends and outtalks the competition to a considerable degree (see box, page 38).

Aside from telling aluminum's story to the home audience, television helps win new corporate clients for Reynolds—especially in the burgeoning field of metallic foil product packaging. Explains Special Projects (advertising) Director A. C. (Al) Kintner:

"In these days of stiffening competition, where there really is little appreciable difference between per-pound price structure, a prospect might well be justified to ask our sales people, 'why should I do business with you—why not with Alcoa? What's in it for me?'"

"Our answer," says Mr. Kintner, "inevitably is that our television works for them, too. People recognize our seal on the products they buy, will instinctively buy these packages instead of competing brands." Recalls Dave Reynolds: "Recently I talked with a manufacturer of aluminum golf cars. He was about to sign with one of our competitors till I told him of our intention to telescast golf on weekends. He's now one of our clients."

Prospects left unmoved by this pitch are shown yet another angle in which television plays a major role: product identification.

This past summer, Reynolds market research canvassers polled 1,403 women in 43 cities, asked how many of them could spot the Reynolds seal at a glance: 83.3% could. Then, another sampling was taken to determine "brand" of aluminum foil preferred: 70% said "Reynolds Wrap." Interestingly, in 1955—two years after Reynolds began putting its seal on clients' products—the recognition sample was as high as 72%. During the past five years, the seal has been put on 12 billion packages; so far in 1958, 2.3 billion packages of 343 different products will bear the slogan, "Quality Protected With Reynolds Wrap Aluminum Packaging."

In a roundabout way, television also has helped the company's finance department swing loans needed for Reynolds' rapid growth. "Television has helped make us well-known in the financial community," declares ad director Dave Beard. By the end of the year the funded debt will be down to $380 million. He submits that there are times "when we feel like asking the controller to kick in some money to pay for our television campaigns—after all, he benefits, too!"

The idea isn't too far-fetched, at that. The corporation's public relations department, as concerned with aluminum sales as with company goodwill in the many communities in which it operates, is buying time with which to promote the image of Reyn-
PIE IN THE SKY

While Reynolds Metals bets most of its broadcast media bankroll on television, an affiliated company is planning to make history in radio.

Allied with Reynolds Metals Co. (70% of its preferred shares and 79% of its common are owned by U. S. Foil Co., Reynolds' holding firm), Eskimo Pie Corp. seeks to become the ice cream industry's first year-round advertiser in radio, training its sights on the home freezer market.

Ranking 28th in the nation's top 30 radio spot advertiser roster [ADVERTISERS & AGENCIES, Aug. 11], Eskimo Pie spent about $400,000 in 1958's second quarter, which its agency, Cunningham & Walsh, estimates to be four-fifths of its total budget.

olds as "a good place to work, a good citizen for all communities." Roughly speaking, about $50,000 a year goes to buying time on such outlets as:

- WRNL, Richmond—for a 52-week schedule of five-minute Mon.-Sat. newscasts in home rentals, $3.8 million in home purchasing power, $1.6 million in home building power, $1.4 million in new bank deposits and $1.8 million in new retail sales.

- WSVU-TV Harrisonburg, Va.—for an alternate-week, 15-minute Shenandoah Showcase to acquaint the area with the new Grottoes, Va., plastics plant and its 200 employees. The show itself adds an "outstanding extra touch" to the area with the new plant.

- WMSA Massena, N.Y.—for the home games of Clarkson College's ice-hockey team. Purpose: to familiarize upstate New York with the importance of the new $100 million St. Lawrence Seaway reduction plant now nearing completion. When in operation, the factory will supply a neighboring General Motors plant with aluminum for use in auto engines.

Then there are a number of local or regional sports programs which the public relations department finds "extremely useful" in building "a corporate portrait." For years it used to sponsor the U. of Kentucky football and basketball games on WHAS Louisville, also purchased local cut-ins on network programs carried by WAVE-TV Louisville. In Arkansas, where Reynolds has a formidable investment in bauxite and alumina mines (Hurricane Creek, Arkadelphia, Jones Mills) it has in past years part-sponsored the U. of Arkansas grid games (and the famed Arkansas Bowl coverage) on portions of that state's Razorback Radio Network.

WHAT REYNOLDS' RIVALS DO

To what extent does Reynolds Metals Co. "outspend and outtalk" its domestic competitors? Here's what other aluminum makers are doing in radio and tv:

- Aluminum Co. of America—on network tv as sponsor of the alternate-week Alcoa Theatre on NBC-TV. The $3 million Alcoa spends on this Screen Gems Inc. package for 26 weeks is shared by the corporation (through Fuller & Smith & Ross) and its consumer division (through Ketchum, MacLeod & Grove). Additionally, KM&G puts about $500,000 into spot on behalf of home aluminum and heavy industry use of the metal. Broadcast allocations represent about one-quarter of total ad budget. Its current expenditures in tv represent cutback of what it spent in 1951-6 as sponsor of CBS-TV's See It Now and NBC-TV's alternate-week hour-long live Alcoa Playhouse.

Current Eskimo Pie head is J. Louis Reynolds, also Reynolds executive vice president. His operating vice president, Robert M. (Barry) Woods, explains that Eskimo Pie is not an ice cream 'maker per se (though it does supply chocolate coating mixes). It's in business to sell aluminum ice cream wrappers—and franchise.

On five-year (renewable) terms it leases to national, regional, and local dairies, such as Borden's, National Dairy, Arden Farms, Hobo, Cabell, Foremost, $150,000 worth of ice cream extrusion and wrapping equipment which the lessors then amortize by agreeing to buy all foil wrapping and packaging from Reynolds. Eskimo Pie will back the local franchise-holders with radio spot.

Reynolds' holding firm, its common 67% of which is owned by Cun- ningham & Walsh, estimates its savings from reduced ad spending since 1951-6 is $3,700 per month. It plans to use the added funds to improve its services to franchise-holders.

To its two principal competitors—Alcoa (1957 net sales: $875.5 million) and Kaiser (1957 net sales: $391.6 million)—Reynolds' aggressive and adroit use of air media spells trouble in one way, help in another. There remains no doubt in any one's mind that television has opened up vast new market potentials—viewers are constantly writing in with new ideas of how they think aluminum could or should be used. The aluminum industry is always interested in finding new uses, new markets. All three companies spend an enormous amount of money researching "futures," and Kaiser and Alcoa—both pushed into foil production by Reynolds' bold move 11 years ago—appreciate the job Reynolds has done, though they may not like it in terms of dollar sales. Reynolds, on the other hand, welcomes Kaiser's use of tv, also Alcoa's, for "the more people become interested in aluminum, the better we like it."

And the narrower the gap becomes between Reynolds and Alcoa.
Everything we do at W-I-T-H is measured by one basic yardstick:

“What’s good for Baltimore is good for W-I-T-H.”

That’s a nice, cozy statement. A real “heart-throber.” A lot of stations can make it in their own behalf. Many of them do make it. So, when you hear it, consider the source. What—and who—is behind it?

When W-I-T-H was founded in 1941, it became the first independent Baltimore radio station. It has remained independent to this day. Now doesn’t it make good common sense that a station, completely independent throughout its 17-year career, has had many more opportunities to serve the interests of its community? W-I-T-H has had hundreds of such opportunities—has made many of them, in fact—and has served them well.

Result? A special bond between Baltimore and W-I-T-H that you have to experience on the spot to appreciate fully—but that you can obtain to your product’s advantage by advertising on W-I-T-H. It’s a mighty bonus!
Henrietta sees Red
and puts a $1,000,000 film library to work!

Timebuyer Henrietta Hickenlooper picks WJAR-TV because WJAR-TV has a corner on quality feature films in the Providence market — the cream of the crop from 20th Century Fox, Warner Brothers, Selznick, MGM, RKO, Columbia, United Artists!

In the PROVIDENCE MARKET
WJAR-TV
is cock-of-the-walk
in feature films!
W&G SUES BON AMI IN AGENCY SWITCH

- Asks fees to June 1959
- Includes money not placed

For 78 years the Bon Ami Co., New York, has used the slogan "Hasn't Scratched Yet." But last week, preparing to answer a breach of contract suit filed by its former agency, the advertiser was attempting to heal itself of what one executive called "the 57-week barter itch," suffered through television exposure by the firm's former management.

The suit is unique in agency-client relations in that payment is sought for commissions on advertising not yet placed as well as that in the past.

Weiss & Geller Inc., New York, discharged last month as Bon Ami's agency, has filed the suit in New York Supreme Court. W&G charges the peripatetic advertiser [ADVERTISERS & AGENCIES, Sept 15] with violating the cancellation terms of its agreement and demands restitution of $115,199.18. The sum reflects commissions claimed for advertising already placed; it does not account for advertising to be placed for the period December 1958-June 1959, but W&G is taking a different action to retrieve those future commissions (see below).

Weiss & Geller contends it is entitled to all agency commissions on billing now placed by the new agency, Cole, Fischer & Rogow Inc., New York, through June 1959, the earliest possible termination date of its two-year contract with Bon Ami.

Virtually all of the commissions claimed by W&G are on broadcast billing, tv/barter billing in particular. Bon Ami last week said W&G is in no way entitled to these commissions and added that commissions already paid the agency on barter by the former Bon Ami management were not called for, since the barter business had been placed direct with stations through Guild Films at a time prior to W&G's appointment last Feb. 5. Bon Ami said thereby the agency already has been paid more than it deserves.

Its answer must be filed with the court this Thursday (Oct. 16).

Meanwhile, Weiss & Geller has taken two actions in pursuit of its case. The agency has obtained from the court a warrant of attachment freezing some $56,000 of Bon Ami's assets at Manhattan's Chemical Corn Exchange Bank. It also has written some 40 tv stations in which it and/or the new agency has placed cash tv spot campaigns to demand that the new agency be denied its commissions and that they be reserved for W&G.

The letter, written by W&G Executive Vice President-Media Director Max Tendrich, says in part: "... We hereby notify you of all commissions due on the complete 1958 fall campaign for the Bon Ami Co., as well as any other billing for the Bon Ami Co. which may be placed with your station until June 5, 1959 at the earliest, belongs to us and is payable to none other. ... We regret any difficulty that this situation may cause for you but we hasten to assure you that it is not of our own making."

Mr. Tendrich explained Thursday (Oct. 9) that the agency is not demanding actual cash payments, merely stating that commissions are deducted before agency payment is made to stations) but "that we are merely staking a claim." One station contacted, WRCRA-TV New York (on which CF&R has placed $5,235 time and talent business for football games) said it will ignore the letter, recognizing only the existence of Cole, Fischer & Rogow.

While Bon Ami has yet to formalize its answer, one official said it will base its counterclaim on the premise that Weiss & Geller is demanding agency payment in part for something arranged directly between former Bon Ami management and Guild Films—without benefit of agency. Bon Ami's present management admits that former Bon Ami President Virgil D. Dardi approved paying W&G some commission for a $1.1 million, 57-week barter deal in 35 markets (see box below) but contends this was "totally unwarranted," claiming "all that W&G did was to check out the availabilities."

Specifically, Weiss & Geller seeks recovery of $94,223.93 in commissions alleged still to be due on the barter deal, $4,484.07 commissions due on July-August-September film production, $15,433.44 commissions due on the fall paid radio-tv campaign and $1,003.02 commissions due on Canadian and U.S. paid-time purchases by Cole, Fischer & Rogow. On Thursday, S. David Liebowitz, counsel for W&G, said

### W&G BARES TV BARTER LIST

**Station** | **Per Week** | **Per 57 Weeks**
---|---|---
WBBK (TV) Chicago | $2,050 | $116,850
KABC-TV Los Angeles | 1,630 | 92,910
WRCV-TV Philadelphia | 830 | 47,310
KMSP-TV Minneapolis | 1,180 | 67,260
KGO-TV San Francisco | 840 | 47,880
CLKW-TV Detroit | 710 | 40,470
WGR-TV Buffalo | 540 | 30,780
KTVI (TV) St. Louis | 615 | 35,055
WXIX (TV) Milwaukee | 555 | 31,655
KMBG-TV Kansas City | 430 | 24,510
WSBA-TV York, Pa. | 267 | 15,219
WOL-TV Des Moines | 645 | 36,765
KTVW (TV) Seattle | 580 | 33,060
WKST-TV New Castle, Pa. | 292 | 16,440
WBAL-TV Baltimore | 990 | 56,430
WGAN-TV Portland, Me. | 250 | 14,250
KPTV (TV) Portland, Ore. | 345 | 19,665
WBAP-TV Fort Worth | 820 | 46,740
WSOC-TV Charlotte | 193 | 11,001
KUTV (TV) Salt Lake City | 247 | 14,079
WTTG (TV) Washington | 690 | 39,330
WLWA (TV) Atlanta | 410 | 23,370
WREX-TV Rockford, Ill. | 190 | 10,830
WROC-TV Rochester | 570 | 32,490
KOOL-TV Phoenix | 172 | 9,804
KCOO-TV Enid, Okla. | 218 | 12,426
KTVR (TV) Des Moines | 450 | 25,650
WOAI-TV San Antonio | 500 | 28,500
WPST-TV Miami | 368 | 20,976
KTRK (TV) Houston | 175 | 9,975
WSTV-TV Steubenville, Ohio | 292 | 16,644
KTUL-TV Tulsa | 258 | 14,706
WMVN-TV Marquette, Wis. | 154 | 8,778
KWWL-TV Waterloo, Iowa | 300 | 17,100
WWLP (TV) Springfield, Mass. | 390 | 22,230

As of last week, three of the stations were 'lost' to Bon Ami, the firm reported. With NBC-TV shifting affiliation from its ill-fated WBUF (TV) Buffalo to WGR-TV, Bon Ami said its barter time had been scratched and it now buys spots on WGR-TV. It likewise said it had ended barter on KMBG-TV Kansas City and now buys time on that station. Also, Bon Ami said instead of bartering on WBAP-TV Ft. Worth it now buys time on KRLD-TV Dallas.
the barter commission figure should be amended to $94,278.65, but his office declined to explain this latest move.

Bon Ami, claiming to be "low man on the cleanser totem pole," came under new management July 1 following the sale by Baltic Investment Co., New York, of 90,000 Bon Ami shares at $10,000 to Miami investor R. Paul Weesner, whose Commercial International Corp. has interests in hotels, oil wells, supermarkets and airlines. The 1957 annual report shows a net loss of $930,683.28 which former secretary Daniel F. Cunningham ascribed in part to "advertising and promotion of jet spray Bon Ami." 

On June 20, 1957, the Bon Ami and Chatham Corp. purchased from Guild, "for $1.00 and other consideration," tv time spots aggregating $1.25 million at end card rates; that same day Chatham assigned its interest in this agreement to Bon Ami for a cash consideration of $830,000. On Aug. 21, 1957 Bon Ami acquired certain rights— including tv—to a group of 170 films held by Icthyan Assosc., S.A., for a cash consideration of $1.15 million "subject to a further payment of $173,000 to the seller from the first receipts from the exploitation of the rights."

That month, also, Bon Ami bought from Guild tv time spots aggregating $6 million at end card rates over a 5-year term for $3.6 million and at the same time handed Guild its interest in Icthyan in exchange for $1.15 million credit applied to the earlier deal. The $2.45 million balance was to be paid in installments effective that October. A new agreement between Bon Ami and Guild (discussed above) was drawn up February this year. It is the disposition of this agreement on which Bon Ami apparently will peg its counterclaim.

Counsel for Bon Ami is Emil Morosini Jr., partner in the Wall Street law firm of Green & Morosini. Latter also is counsel for Commercial International Corp. and holds the posts of vice president, treasurer and secretary of Bon Ami.

W-L TALKS MERGER WITH REYNOLDS CO.

A top advertising story is being written in financial quarters in the proposed merger of R. J. Reynolds Tobacco Co. of Winston-Salem, N. C., and Warner-Lambert Pharmaceutical Co. of Morris Plains, N. J.

Last week, the boards of directors of the two companies—both leading national advertisers—unanimously agreed to "continue exploration" of consolidation.

To effect a merger, probably the companies would exchange stock on a 1-for-1 basis. Both companies bring about the same asking price on the New York Stock Exchange: Reynolds' average this week was $89; Warner-Lambert $84. Warner-Lambert has reassured its employees of company identity and same management, although Reynolds had $1.05 million in sales as against W-L's $158 million in 1957. As advertisers, this is the image of each:

- Reynolds Tobacco: nation's 12th largest advertiser, spent in excess of $30 million last year, about $18 million in broadcast media. Leading in regular and filter tip cigarette unit sales in 1957 (Camels: 64 billion; Winston: 40.8 billion), Reynolds ranks second to American Tobacco Co. in overall unit sales, including exports (123.3 billion against ATC's 126 billion). Sales in 1958 are expected to reach $1.1 billion. Through its agency, William Esty Co., New York, Reynolds buys heavy in network tv. In spot, Reynolds spends about $3 million. Its products, aside from Winstons and broadcast and Camel, are Salem, Cavalier (cigarettes) and Prince Albert smoking tobacco.

- Warner-Lambert: nation's 19th largest advertiser, spent about $28 million in advertising last year, $18 million of this to promote its Family Products Div. consumer products. Slightly less than 50% of the consumer ad budget goes to broadcast media; at present most of this is in spot tv. It is shopping for network properties again, having dropped out of NBC-TV's Tic Tac Dough and Restless Gun last month. Its 1958 sales are expected to be about $177 million. Merger-minded Warner-Lambert (formerly William R. Warner Co.) took its name from the 1951 merger with the Lambert Co., a year later absorbed Emerson Drug Co. (Bromo Seltzer) and Nepeta Chemical Co. (Anahtist).

Recently, the reorganized Family Products Div. trimmed from six agencies to three (Lambert & Feasley and Ted Bates & Co. bill about $7.8 million each; Warwick & Legler, has about $2 million). Lambert & Feasley services Listerine products, Antizyme toothpaste, Ciro perfumes, the Richard Hudnut line of cosmetics (shifted this past spring from Sullivan Stauffer, Colwell & Bayles), DuBarry line of cosmetics (shifted, effective Jan. 1, 1959, from Norman, Craig & Kummel) and Emerson Drug Div.'s Fizzies soft-drink flavor tablets (shifted, also effective next Jan. 1, from Lennen & Newell). Warwick & Legler this past year picked up Bromo-Seltzer from L&N, was assigned new Sterisol mouthwash now being tested. Ted Bates has the Anahtist line plus the new Virisan cold tablet and spray products.

Anabist, which advertises during the fall-winter months, is in tv spot as well as Virisan and Bromo-Seltzer (latter using some radio network and spot). Listerine—one of the former network participants—broke this month in 75-80 tv spot markets, and Fizzies is all tv spot during its summer-months campaign. The Hudnut line, once a tv network advertiser when it was at Kenyon & Eckhardt two years ago (NBC-TV's Your Hit Parade) is out of radio-tv as is DuBarry. A Warner-Lambert advertising executive, speaking only for Family Products Div., indicated the company has plowed its network allocations into accelerated spot and hinted that it would scout "several" network properties.

Lambert & Feasley also services the Prophy-la-tic Brush Div. and shares in servicing the Warner-Chilcott Labs with Sudler & Hennessey. W-L also uses ethical advertising specialists Noyes & Sproul and Rockmore Co. Fletcher D. Richards Inc. services the Prolon Plastics Div.
"When it's advertised on KMA, I have to put it in most of our stores!"

says Lee Pemberton, Sr., Head Buyer for Beaty Grocery Company, St. Joseph, Missouri, Operators of 355 HY-KLAS food markets. 226 of them are in the four-state area served by KMA.

This is a typical Hy-Klas super market. Hy-Klas is the largest independent chain in the midwest area.

Mr. Pemberton's experience is typical of buyers in KMAland. KMA listeners in 4 states buy what is advertised on their favorite radio station. And business is good in the farm-rich area covered by KMA. The latest Federal Reserve Bank figures show that farm income in this area is higher today than at any time since 1954.

Pulse proves KMA has the audience...and sales results prove that it's a loyal audience with money to spend.

Enough said?

Join the 218 spot users who get sales action on KMA.

THE HEART BEAT OF THE CORN COUNTRY

KMA

SHENANDOAH, IOWA

5000 WATTS, 960 KC ABC

Affiliated with COLOR TELEVISION CENTER KMTV OMAHA

Represented by EDWARD PETRY & CO., INC.
ADVERTISERS & AGENCIES CONTINUED

Houston Tells AAAA
How to Balance TV Use

Balancing the use of nighttime and daytime tv in marketing problems must not always be a matter of judgment — with new equipment and techniques “now bringing in the beginnings of some conclusive answers.” Bryan Houston, board chairman of Bryan Houston Inc., told management representatives at the American Assn. of Adv. Agencies’ central regional meeting in Chicago Thursday.

“In our own shop, we are involved in a long-term project that has to do with the old question of how much is advertising worth for various types of products in markets which are at various stages of development,” Mr. Houston reported. “We certainly haven’t the answers yet, but we certainly do know some interesting things that we did not know a year ago. Even more interesting is the fact that the work we are doing . . . is clarifying our thinking on a number of problems of advertising and marketing.”

He urged management representatives at the Thursday morning panel to “use creative knowledge and techniques that neither you nor your clients have already read in a trade paper. Do the things that make for good public relations and then they will be fairly easy to talk about effectively.” He felt the agency business is entering “the most exciting and productive time in its history.

Mr. Houston warned that “if you have nothing to discuss with your clients but closing dates, or matching frequency and size to fit the budget, or the agency commission system, you are quite apt eventually to lose the later discussion when it finally develops into an argument.” He also claimed that “modestly and intelligently handled, publicity can improve your public relations slightly in depth and considerably in breadth.”

Frederic R. Gamble, AAAA president, opened the Thursday management conference under chairman James G. Cominos, vice president in charge of radio-tv for Needham, Louis & Brobry Inc. Mr. Gamble discussed agency profits in general terms, citing statistics compiled in a forthcoming new AAAA survey. Presumably, the study is designed as a followup to last summer’s 1958 first-half report on agency billings [ADVERTISERS & AGENCIES, Aug. 11].

The findings likewise will be presented by Mr. Gamble at subsequent AAAA regional meetings in Palm Springs, Calif., this week (Oct. 12-15) and in New York (Oct. 27-28). Gist of the conclusions and Mr. Gamble’s recommendation will be released after the eastern region’s annual meeting.

Other Thursday speakers included J. Davis Danforth, executive vice president of BBDO and AAAA chairman; Melvin Brobry, senior vice president, Needham, Louis & Brobry Inc.; Earle Ludgin, board chairman, Earle Ludgin & Co., and Alan R. McGinis, board chairman and treasurer, Klaus-Van Pietersen-Dunlap Inc., among others.

TelePrompter Seeks to Kindle Enthusiasm for Live Spotting

In the hope of encouraging national advertisers to use live spot campaigns more frequently, the TelePrompter Corp., New York, will call on advertising agencies in New York next week and deliver a slide presentation on a concept the company calls “The TelePrompter Live Spot Network.”

Actually, there is no formal network, but the presentation will point out that there are 121 tv stations with TelePrompter equipment, which will provide agencies and advertisers with a “network” for live tv commercials. TelePrompter believes that this availability of outlets has not been emphasized to agencies and advertisers accordingly, live tv commercials have not fared so well as film in spot tv planning.

The TelePrompter presentation cites various surveys which reveal that the reasons agencies use films for spot commercials are: accuracy is insured, performance is guaranteed, identical commercials run in all markets, and production problems are eliminated once the film leaves the agency. TelePrompter replies to these claims by pointing out that the use of its standard cueing equipment at 121 tv stations trained personnel will insure accuracy and guarantee performance.

The presentation adds that through use of TelePrompter’s “Telepro 6000” rear screen projector, identical production values can be attained in different markets. The projector can function with 85 slides and tell a 21/2-minute story. The use of photos, ads, graphs and cartoon sequences reproduced with animation. It is installed at 55 tv stations in 55 markets.

The presentation makes the point that the national advertiser now is in a position to take advantage of not only many of the factors he previously had associated largely with film but also these “plusses” of live commercials: the use of local personalities, who have built up a strong following through the years, have a feeling for the community and are respected and believed by the local audience.

AN ANNOUNCEMENT

Florence Small has resigned as agency editor of Broadcasting to head her own public relations and advertising counselling organization. Her new firm is Penthouse Television Assn., located at The Penthouse, 595 Madison Ave., New York; telephone: Plaza 3-4380. Miss Small has been with Broadcasting for 12 years, having served first as Chicago bureau chief before moving to New York and becoming agency editor.
Post '48... that's the key to the high ratings A.A.P.'s Movieland Group is scoring in market after market. You get 81 top pictures, all sure hits, from such major studios as RKO, 20th Century-Fox, UA, Universal, Korda and others. Featured are such big league stars as Ginger Rogers, Lilli Palmer, Bette Davis, Paulette Goddard, Rex Harrison, Joseph Cotten, Orson Welles. This popular, saleable package of great new pictures is first run in many areas. Put them to work for you.

For full details, write, wire, phone:
Carlock Leaves C & H; Four Others Promoted

A top executive and major stockholder of Calkins & Holden, New York, resigned last week. Merfis E. Carlock, vice chairman and a partner, who is selling his stock in C & H, said he had not yet decided on his future connection but was studying several offers.

Formerly a vice president of Benton & Bowles, Mr. Carlock had been with C & H for eight years. Apparently there had been "differences of opinion" with his partners at the agency. Reportedly one of them was over the agency's failure to effect a merger with Burke Dowling Adams [ADVERTISERS & AGENCIES, Sept. 29]. Mr. Carlock was a motivating force seeking the combination of the two...

In announcing acceptance of Mr. Carlock's resignation Oct. 6, the agency's board of directors also revealed changes: Walter B. Geoghegan, a vice president, elected senior vice president; W. A. Chalmers, a vice president, elected executive vice president; A. Dudley Coan, account supervisor, and Warren E. Rebell, director of media and research, elected vice presidents. C & H has a number of top accounts, among them, Boeing Airplane, Bavarian Brewing, part of Gulf Oil Corp., New York Stock Exchange (with which Mr. Carlock has been closely associated), Oakite (cleaning compound), Stegmaier Brewing and others.

Shun The Role of TV 'Pitchman,'
N. Y. Medical Group Asks Members

The New York County Medical Society has urged that no physician endorse proprietary remedies on television. An editorial in New York Medicine, official publication of the society, expressed this last week. The editorial, which was prompted by a report of three young physicians that they had been invited to make filmed commercials, asked doctors to "think twice before agreeing to make a commercial."

The editorial posed these questions: "Should any physician make his reputation as a pitchman and substitute for a professional actor? Should not a physician make his effort in the practice of medicine and not in advertising? when his television contract expires, how can a doctor regain his reputation as a practicing physician?" However, the society has made no official ruling. The society noted that the tv industry code now forbids use of actors playing doctors in commercials, but noted an out to this is the effort to hire real doctors for the commercials.

Raymond Morgan, Creator Of 'Queen for a Day,' Dies

Funeral services were held last Monday (Oct. 6) for Raymond R. Morgan Sr., 63, founder of Raymond R. Morgan Adv., Hollywood (division of Fletcher D. Richards’ Inc.).

Mr. Morgan, who died Oct. 3 in Los Angeles, is credited with pioneering day-time audience-participation shows with Breakfast in Hollywood. Other shows that he created, owned and produced: Chandu the Magician, Omar Khayyam, Strange as it Seems, Heart's Desire and the 14-year-old Queen for a Day.

**ADVERTISERS & AGENCIES CONTINUED**

**CARLOCK LEAVES C & H; FOUR OTHERS PROMOTED**

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**ACTIVITY**

**HOW PEOPLE SPEND THEIR TIME**

**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 125,766,000 people in the U. S. over 12 years of age during the week Sept. 26-Oct. 2. This is how they spent their time:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching television</td>
<td>72.1% of (90,677,000) spent 1,848.4 million hours</td>
</tr>
<tr>
<td>Listening to radio</td>
<td>58.2% of (73,196,000) spent 1,131.8 million hours</td>
</tr>
<tr>
<td>Reading newspapers</td>
<td>33.2% of (104,637,000) spent 412.1 million hours</td>
</tr>
<tr>
<td>Reading magazines</td>
<td>34.0% of (45,276,000) spent 210.9 million hours</td>
</tr>
<tr>
<td>Watching movies on TV</td>
<td>25.8% of (32,448,000) spent 395.2 million hours</td>
</tr>
<tr>
<td>Attending movies</td>
<td>23.2% of (29,170,000) spent 121.5 million hours</td>
</tr>
</tbody>
</table>

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

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

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 3-4 days of the interviewing week.

**SINDLINGER'S SET COUNT:** As of Sept. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age see tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.
Combining public service with direct selling to a highly receptive market, the dramatic “Traffic-Copter” is another reason why WJBK is Michigan’s most result-producing independent radio station. During Detroit’s peak automobile movement the “Traffic-Copter” spots accidents and congestion, checks traffic flow, and relays the information immediately to a vast automobile audience. It covers all the main arteries and advises of best routes. It performs a genuine service. WJBK presents your message to an appreciative and responsive audience out-of-home and in home! . . . Storer Radio sells with the impact of integrity.
A moment in history and...

YOU ARE THERE

Great events become great television as YOU ARE THERE takes viewers behind the scenes to re-create history's most drama-charged pages.

The final hours of Joan of Arc; the Boston Tea Party; the first flight of the Wright Brothers; Lou Gehrig's farewell to baseball; the death of Dillinger...you are there as these and 34 more "headline stories" are re-created in present tense, as half-hour television news specials.

Combining the sweep of history with the excitement of on-the-spot television coverage, and narrated by CBS Newsman Walter Cronkite, YOU ARE THERE, a Peabody Award-winner, is distinguished, different entertainment for all audiences, all markets.

"...the best film programs for all stations" CBS FILMS

Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. Canada: S. W. Caldwell, Ltd.
about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

Broadcasting for the past 12 months averaged a paid weekly circulation of 20,410 (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-1v publication field as confirmed by Audit Bureau of Circulations. Incidentally only Broadcasting in its field qualifies for ABC membership since the pre-requisite is paid circulation.

That's why the intelligent advertiser always chooses Broadcasting as his basic promotional medium in the radio-television trade field. He knows paid circulation is a true reflection of the publication's value.

Council Claims Record Response To Its Anti-Recesssion Campaign

The Advertising Council's current anti-recession campaign, promoting "confidence in a growing America," has been given "more enthusiastic support" by business and advertising media than any other peacetime public service drive, Charles G. Mortimer, president of General Foods and co-chairman of the council's industries advisory committee, reported last week.

"There have been nearly a hundred million home impressions from the 133 messages broadcast on 29 network radio shows. And close to 1.5 billion home impressions have been obtained from 218 messages carried on 103 network commercial television shows. These figures do not include the enormous coverage through messages donated by local television and radio stations."

Mr. Mortimer said the $255,000 contributed to cover out-of-pocket expenses of the campaign had "generated advertising of a value of nearly $20 million."

EWR & R Promotes Wachter

Frederick J. Wachter, formerly vice president and general manager of the Chicago office of Erwin Wasey, Ruthrauff & Ryan, last week was appointed executive vice president of both the New York office and the eastern division of EWR & R. Roswell W. Metzger, chairman of EWR & R's executive committee, succeeds Mr. Wachter as general manager of the Chicago office and central division.

MRB Starts Ad Reference Service

Marketing Reference Bureau, 1616 Pacific Ave., San Francisco 9, has announced a new reference and research service for users of advertising and marketing trade journals.

ADVERTISERS & AGENCIES CONTINUED

The Next 10 Days of Network Color Shows (all times EDT)

<table>
<thead>
<tr>
<th>Network</th>
<th>Date</th>
<th>Time</th>
<th>Show</th>
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<tr>
<td>NBC-TV</td>
<td>Oct. 17, 20-22 (2:30-3 p.m.)</td>
<td>Haggis Baggis, participating sponsors.</td>
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<td>Oct. 13, 20 (7:30-8 p.m.)</td>
<td>Tic Tac Dough, Procter &amp; Gamble through Grey.</td>
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<td>Oct. 13 (9:30-11 p.m.)</td>
<td>Hallmark Hall of Fame, Hallmark through Foote, Cone &amp; Belding.</td>
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<td>Oct. 15, 22 (8:30-9 p.m.)</td>
<td>The Price Is Right, Lever Bros. through J. Walter Thompson &amp; Speidel through Norman, Craig &amp; Kimmel.</td>
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<td>Oct. 15, 22 (9-9:30 p.m.)</td>
<td>Milton Berle Starring in the Kraft Music Hall, Kraft Foods Co. through J. Walter Thompson.</td>
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<td></td>
<td>Oct. 17 (8-9 p.m.)</td>
<td>The Further Adventures of Ellery Queen, RCA through Kenyon &amp; Eckhardt.</td>
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Starting in November, the MRB Index will be published monthly, including two semi-annual cumulative editions.

The 12 annual issues will collate the contents of more than 30 leading publications (including Broadcasting) in the advertising and marketing fields, cross-indexed by subject matter, name of article, description of article and name of magazine in which it appeared. The publication also will report lists of charts and graphs, personnel, associated and organizations available in other magazines.

Charter subscriber annual rate for MRB Index, until Jan. 1, is $19, after which its price will be $27.50 annually.

C-C Links 12,000 Pontiac Men

Pontiac Motors dealers numbering 12,000 in 51 cities "met" last Tuesday via closed-circuit TV to hear details of the 1959 Pontiac push—biggest in the carmaker's history. Linked by facilities of Theatre Network Television Inc., the 1-2 p.m. meeting was presided over by Pontiac general manager Semon Knudsen, speaking directly from the Pontiac, Mich., assembly line. The program was the 161st TNT telecast. Pontiac is leaning heavily on radio-television [ADVERTISERS & AGENCIES, Oct. 6].

Agency Staff Service Offered

Kierman & Co., New York management consultant firm, has announced the addition of a new service for selection of top management personnel within advertising agencies. Announcement was made last week in the form of a brochure distributed to approximately 2,500 agency executives. Company Vice President Joe Besch, formerly with Crosley Broadcasting Corp. and WINS New York, will be associated with the new service.

Broadcasting
From Caesars Head Mountain, S.C.

WFBC-TV... A GIANT AMONG THE SOUTH'S GREAT MARKETS

WFBC-TV
Population 2,783,100
Incomes $3,163,844,000.
Retail Sales $2,337,504,000.
Television Homes 523,830

New Orleans, La.
Population 1,265,800
Incomes $1,582,024,000.
Retail Sales $1,134,440,000.

Atlanta, Ga.
Population 2,273,900
Incomes $3,419,821,000.
Retail Sales $2,466,048,000.

Birmingham, Ala.
Population 2,219,100
Incomes $2,681,335,000.
Retail Sales $1,766,249,000.

Jacksonville, Fla.
Population 1,053,800
Incomes $1,436,034,000.
Retail Sales $1,229,777,000.

Miami, Fla.
Population 1,305,100
Incomes $2,441,693,000.
Retail Sales $2,243,761,000.

DOMINANT IN GREENVILLE, SPARTANBURG & ASHEVILLE

Here's the new WFBC-TV market... with an increase of 48% in coverage area. Figures shown for Population, Incomes and Retail Sales for WFBC-TV are within its 100 UV/M contour (average radius approximately 100 miles). All other markets are measured within a 100-mile radius. WFBC-TV now dominates 3 metropolitan areas, Greenville and Spartanburg, S. C., and Asheville, N. C., and is truly "The Giant of Southern Skies."

Ask For Facts About The New WFBC-TV MARKET. Call or write the station or WEED for additional information about WFBC-TV's great 4-state market in the Southeast.

Channel 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

MAXIMUM HEIGHT—2,000 ft. above average terrain, and 3,978 ft. above sea level.

MAXIMUM POWER—100 kilowatts.

TRANSMITTER SITE — Caesars Head Mtn., S. C.

Population, Incomes and Sales Data from SALES MANAGEMENT, 1958. WFBC-TV's T. V. Homes from Nielsen No. 3.
This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television.
When he tried Spot Television, however, he learned that big potential is a stepping stone to bigger sales, and that was what he wanted.

Let us send you a copy of "A LOCAL AFFAIR" which will show you how powerful Spot Television is on the local scene, where your sales are made—or lost.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.
Three Recite Moral Of Flexible Selling

Three radio-tv advertisers who radically revamped their advertising-marketing departments over the past few years told their stories Monday (Oct. 6) before the New York chapter of the American Marketing Assn. The three companies: F. & M. Schaefer Brewing Co., Brooklyn, N. Y. (one product: beer); Campbell Soup Co., Camden, N. J. (91 products: from soup to tv dinners) and General Electric Co., Schenectady, N. Y. (hundreds of products).

Indicative of the importance of changing advertising-marketing strategy was the comment by Campbell Soup's James P. Shenfield, product marketing director, who pointed out that "in our fiscal year ending July 31, 1950, our net sales were $260.4 million. For the fiscal year just ended on Aug. 3, sales were $501.4 million— almost double the 1950 total in only 8 years. We think that's a pretty good record of growth, even after you allow for our acquisition of C. A. Swanson & Sons in 1955. Right now, we have a total of 91 products versus only 26 in 1945. That in itself gives ample evidence of growth and of the need for expanding and streamlining our marketing organization. . . ."

Speaking on behalf of Schaefer was Marketing Vice President John T. Morris; on behalf of GE, Marketing Services Administration Manager Edward S. McKay. Moderator of the session—bolstered by the use of charts depicting organizational breakdown of yesteryear and today—was New York U. Marketing Professor Dr. Arnold Corbin.

The next AMA workshop session is Oct. 16, when Alan Greenberg, research director of Doyle Dane Bernbach, will discuss copy research at a creative agency.

New Free Radio Script Service Makes Subtle Commercial Plugs

Another gimmick to lure free radio time for national advertisers has appeared. Jack G. Berefield, of Communications Counselors Inc., New York (subsidiary of McCann-Erickson), is offering radio stations a monthly script service that weaves in adroit mentions for such firms as Avis Rent-A-Car System, John Hancock Mutual Life Insurance Co., Esso Belgium and the government of Cuba and Umbroiler Co. (Shoppers Calculator).

The free plugs include a neat trick—free time for a competing medium, General Outdoor Advertising Co.

Commercial mentions are woven into continuities dealing with travel. In the case of General Outdoor, the script explains that the company introduced highway games on its signs "as a public service to help overcome the dangerous monotony of highway driving and the hazards of road hypnosis." The script closes, "My thanks to the General Outdoor Advertising people for these little games for auto traveling."

Per Inquiry Deal Offered

The per inquiry business has turned an eager eye toward the Pearly Gates. A deal for cemetery monuments is offered stations by O'Neil, Larson & McMahon, 427 W. Randolph St., Chicago. Each inquiry will net stations $1.50. "Presently there is no Rockdale copy in or near your station," according to a letter from E. D. Silha, of the agency. He adds, "It is all virgin territory and ripe for picking."

KHC&C Seminar Agenda Set

The fifth annual one-day seminar on new product introduction, sponsored by Kastor, Hilton, Chesley & Clifford, New York, will be held on Oct. 14 at the Biltmore Hotel in New York. The panel of speakers includes Henry S. Sylk, president, Sun Ray Drug Co.
LIKE EVERYWHERE ELSE — — —

IN SAGINAW-BAY CITY

— — — ONLY ONE

CAN BE THE LEADER!

WKNX-TV
LAKE HURON BROADCASTING CORPORATION
207,000 WATTS
SAGINAW, MICHIGAN

REPRESENTED BY: GILL-PERNA, INC.
EARN AN EXTRA 5%

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

National Representatives
Venard, Rintoul & McConnell, Inc.
Weed Television Corp.—Boston for Mass., R. I. & Conn.

WLBZ-TV
Bangor, Maine
CBS-TV A RINES
Affiliate STATION

ADVERTISERS & AGENCIES CONTINUED


AGENCY APPOINTMENTS


Bayuk Cigars Inc., Philadelphia, appoints Noble-Dury & Assoc., Memphis, Tenn., for its John Ruskin and Flor de Melba brands. Noble-Dury will also place all advertising throughout South for Bayuk's complete line including Phillies, Websters and Tom Moore brands.

Chicago Sun-Times appoints The Buchen Co., Chicago, to handle its advertising, succeeding John W. Shaw Adv. Inc.

Harwyn Publishing Corp., N. Y., names Cayton Inc., N. Y., for its Harwyn Picture Encyclopedia. Extensive tv advertising is planned.


Consolidated Cigar Sales Co. shifts Harvesteer Cigar Div. account, handled by New York office of Erwin Wasey, Ruthrauff & Ryan, to EWR&R's Chicago office, largely because prime distribution of Harvesteer cigars is centered in greater Midwest area.

Lawson Milk Co. (regional chain of retail dairy stores), Akron, names McCann-Erickson, Cleveland, for tv advertising.

A & A SHORTS

A. C. Nielsen Co. has moved New York offices to 16th and 17th floors at 575 Lexington Ave. Telephone: Murray Hill 8-1020.

Bakers Franchise Corp., N. Y., has launched annual fall push on behalf of Lite Diet special formula white bread. Agency, Emil Mogul Co., has allocated in excess of $200,000 to push which will embody spot broadcasting on 150 radio stations and 30 tv stations. Radio spots average 15-30 one-minute and 30-second announcements per week.

McCann-Erickson's west coast television-radio programming division and commercial production division have moved to new headquarters at 915 N. La Brea Ave., Los Angeles 38. Telephone: Oldfield 4-5550. Move physically separates broadcasting program from agency's main L.A. office at 3325 Wilshire Blvd.

Reginald Vance Coughlan, New York marketing consultant, announces formation of special department to handle requests for studies of current product advertising. Coughlan offers condensed industry or product study with photos of national advertising appearing during calendar month (newspaper, magazine, Sunday supplement, comics—local ads where available), 'stats of pertinent articles appearing during period in consumer, trade and medical publications—rate of $200 plus cost of 'stats, for minimum of three months.

Miller Adv. of Florida Inc., Tampa, has been sold to Sara Weisberg, who has been serving as v.p.-general manager of business since its start in June. Agency renamed Sara Weisberg Inc. and will operate from 3602 Henderson Blvd., Tampa. Phone: Redwood 7-7593. Miss Weisberg was formerly with Tampa Times and Tucker Wayne Agency, Atlanta.

BBDO, New York, has announced preparation of new “Live Better Electrically” promotion kit for use in electrical houseware industry's Christmas retailing program this fall. To be provided by Live Better Electrically Project for participating utilities and manufacturers, kit includes 50-second tv spot and 50-second recorded radio spot.

J. E. LaShay & Co. has changed name to Shaffer, Lazarus & LaShay Inc., advertising and public relations specialists. New Chicago address: 162 N. State St. Telephone: Randolph 6-6440. Joining new corporation will be Jerome B. Shaffer and Arthur Lazarus, both formerly with Holtzman-Kain Adv., Chicago.

Shopping Bag Food Stores Inc., L.A., has begun full 32-week sponsorship of KNX Los Angeles "Sports Package." Total of 127 programs, involving more than 194 hours of sports programming on KNX, comprises package. Shopping Bag operates 36 stores in Los Angeles metropolitan area.
**GOOD MUSIC IS GOOD BUSINESS**

In the Los Angeles market, KFAC delivers one of the largest audiences, and one of the least duplicated. KFAC advertisers discovered long ago that worth-while music produces worth-while audiences at the lowest cost per thousand of any Los Angeles radio station.

Twenty-four hours a day KFAC's distinctive and varied musical format carries a full commercial schedule to AM and FM homes simultaneously, at one low cost.

To learn more about the selling ability of the two KFACs in the rich Southern California market, ask your Bolling Company man today.

*42 advertisers are in their second to eighteenth continuous year of successful selling on KFAC.*
HIGH PRICE OF LOW COST-PER-1,000

A tv station manager writes a novel about television tensions, but he says real life pressures are as tough as any in his book.

Main source of conflict: falling C-P-M, rising operating costs.

THIS WEEK Doubleday & Co. will publish The Merger, a novel about a fictitious merger in a large tv company. It was written by a man who lived through the real merger of American Broadcasting-Paramount Theatres. The author is Sterling C. (Red) Quinlan who is now vice president in charge of WBKB-TV Chicago, a station owned by AB-PT. The novel, his first, is a revealing expression of a man who has been in broadcasting for more than 25 years—as an announcer, a writer and recently in the management side. The book deals with the pressures of a television broadcaster whose company is going through a merger. In an exclusive Broadcasting interview last week, Mr. Quinlan answered some questions about one of the real problems that weigh on a broadcaster today.

Q: Has the libel line started forming on the right yet for your new book? I mean The Merger.
A: No, there is no libel line potential in the book at all.
Q: What is the message in the book—what, specifically, are you trying to put across?
A: . . . We have had The Hucksters, The Man in the Grey Flannel Suit, Executive Suite, The Great Man—about 20 if we research the subject—and what they seem to have in common is too much writing in black and white instead of gray tones.

Q: Is the plot of your book typical of station management? In a talk earlier this year you stated that Chicago o&o stations served primarily as the money belts for the networks. Can you elaborate on this view?
A: The corporate pressure on stations owned by the networks is pretty tense at times. Not by mandate, or memo, but it's consistent and you know it's there. The o&os are the lifeblood of the networks. If two o&os were taken away from the networks, it would change the structure of network broadcasting for the worse. I think the same situation exists with other broadcast corporations such as Westinghouse, Storer, etc.

Q: What do you feel is the single, greatest dilemma before the tv industry today?
A: The greatest outside dilemma, beyond our control, is the outside political pressures in Washington. We're the price whipping post of American politicians.

The field of station management, the greatest dilemma is the terrific pressure placed on managers to deliver lower cost-per-thousand in the face of rising costs with no leveling off in the operating cost table yet in sight. There are several facets to this dilemma. The other one is the fact that stations in a tight competitive situation, made more competitive by just the slightest trace of a recession, get into a rate cutting battle which in turn undermines faith in our very own medium on the part of those who are buying it.

The classic example of this is a certain Southern radio situation I discovered a few years ago. A friend of mine asked me to look over a "sick radio property" in a Southern market. A major market to be sure.

"It's in terrible shape," he said. "We used to get $25 a spot; now we're down to $2. And we're not getting business even at this price!"

The situation I found was appalling. The station was no better, or worse, than others in the market. It was the market that had been ruined! Steady, suicidal price cutting over a five-year span had completely ruined the market for all radio stations.

Stupidity, of course, has no dimension. Once the snowball of rate-cutting starts, there is no way to stop it.

The most grievous sin we can commit in management is to take the most dynamic means of advertising the world has ever known (tv, No. 1 and radio No. 2) and sell them down the river by lacking faith in them. You not only put yourself in a position of selling out the whole market and selling out the whole medium but you put yourself in a situation where you can't win even on a temporary basis.

As is happening today with so many stations, their costs are climbing each year and they are giving away more time, if not official rate cards (we don't hear much of it), larding them with package plans, giving away more time—filling up the station with spots—and you have to increase your net about 20% each year just to break even. This undermines faith in our medium.

I remember that Jim Riddell [former president and general manager of WXYZ-AM-TV Detroit, now executive vice president of
Crosley Broadcasting Corporation

...the Dynamic WLW's

Crosley Broadcasting Corporation, with its 5 WLW TV stations and WLW Radio, has been one of the progressive leaders in the history of broadcasting and telecasting.

Along the way, we've picked up more than 100 major national awards. And our clients have picked up some hundreds of millions of dollars in added sales.

On the following pages are highlights of Crosley showmanship-salesmanship. Take it from here—they're all yours.
Interview:

Bryan Houston, Inc. Vice President and TV-Radio Director, William B. Templeton, tells why he selects WLW TV-Radio Stations for NESCAFE Instant Coffee

“For instant results, we select WLW TV and Radio Stations time after time to bring home the business for NESCAFE.”

“The Crosley Group always measures up a cupful of mighty flavorful returns for advertisers.”

“From programs to promotion, the WLW TV-Radio Stations are brimming over with just what the ad men order!”

“Warm it up?”

Call your WLW Stations Representative . . . you’ll be glad you did!
"I understand they're looking for a new idea for a saturation spot campaign"
NOW w/ w-a TOWERS OVER GEORGIA
Interview: Armella Selsor

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

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

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

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


the famous Crosley group
Interview:

McCann-Erickson Broadcast Supervisor, Ted Kelly, tells why he selects WLW TV - Radio Stations for NABISCO

"WLW TV-Radio Stations offer advertisers that golden glow of success in time well-spent."

"And one reason is the splendid service and cooperation of the famous Crosley Group."

"Yes, the WLW TV-Radio Stations know how to help push products from on-the-air to point-of-sale all over the area."

"Such service is Premium quality... real Premium quality!"

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

Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco. Sommer Lawrence & Associates, Inc., Atlanta, Dallas... Crosley Broadcasting Corporation, a division of Arco
Here lies a good and faithful Timebuyer
who was talked to death.
Interview: Douglas Burch

Leo Burnett Media Supervisor, Douglas Burch, tells why he selects WLW Radio and TV Stations for PURE OIL

"WLW Radio-TV Stations are famous for extending broadcasting's most 'Royal Welcome Service'."

"They give advertisers a tankful of powerful promotion coming and going."

"Another good reason why for PURE, we're SURE with WLW Radio and Television Stations!"

"Yes, behind the scene and on the air - the Crosley Group drive home the business."

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


Crosley Broadcasting Corporation, a division of Arco
“Sure glad we finally hired somebody who could figure out those Station Rate Cards.”
Interview: Jack Canning

Sullivan, Stauffer, Colwell & Bayles, Inc. Timebuyer, Jack Canning, tells why he selects WLW TV-Radio Stations for PALL MALL Cigarettes.

"Sure, I buy time for PALL MALL Famous Cigarettes on the Crosley Stations because their greater length of audience filters commercials farther into smooth pleasure for advertisers."

"Yes, WLW Television and Radio Stations really pack in a full house of viewers across the Midwest and into the South for sponsor's sure-fire sales success."

"Outstanding—and that's putting it mildly!"

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

Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lawrence & Associates, Inc., Atlanta, Dallas... Crosley Broadcasting Corporation, a division of Arco
"And now we're working on an Ivy League Western!"

the famous Crosley group
Why Nu-Maid Durkee
Director of Sales & Advertising Selects
WLW Radio and TV Stations

"The famous Crosley Stations really give a food product a surprise "Flavor-Lift"... all the way from excellent time slots and talent sell to top merchandising and promotion. Yes, WLW Radio and TV Stations constantly offer new sales heights to advertisers. Anyone for going up!"

Elmer L. Weber
Director of Sales & Advertising
The Miami Margarine Company

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

Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Los Angeles, San Francisco, Bomar Lowrance & Associates, Inc., Atlanta, Dallas... Crosley Broadcasting Corporation, a division of Arco
and now

NEW WLW-A TOWER OF STARS

BEAMS OVER GEORGIA WITH SWEEPING NEW COVERAGE

Reaching—

68% of Georgia population! 3 million people! In 117 Counties!

This amazing new Power Tower increases WLW-A coverage by 2/3 of a million people—delivering the greatest possible advertising returns—anywhere—anytime!

The revolutionary new WLW-A Power Tower has changed the entire television picture in Georgia and in the whole South. It's the first "traveling wave" transmitting Tower of its kind east of the Mississippi and the second in the whole Country!

With this tremendous new Tower, WLW-A will now reach over Georgia with all the star ABC programs and the finest local shows for the greatest entertainment lineup, widest coverage, and sharpest TV picture ever!

Call the WLW TV Representative in your city. You'll be glad you did!
This amazing new Power Tower increases WLW-A coverage by 2/3 of a million people—delivering the greatest possible advertising returns—anywhere—anytime!

Your Tower of Stars

CHANNEL 11 ATLANTA
Says Quinlan: package plans are a nice way to describe a device which depresses cost-per-thousand

ABC], told me recently: “We’re getting as much as we did two years ago, but we have to run three times as many spots to come out with the same profit.”

Q: Do you think this is less true of radio today?
A: Radio has faced its Armageddon with tv and has survived with the exception of a few markets. Tv is going through the same thing right now in certain markets where managers have panicked because of recession, or because they bought film unwisely, or because they can’t see their costs leveling off. They are caught in the middle. They do the easy and natural thing when frightened. To keep your gross up you succumb to this pressure and give away more time in a desperate effort just to come up with the same net of the preceding year.

Q: What is the most common abuse?
A: Package plans. You never hear a station say they are cutting rate cards. They keep the same rates but they add grandiose, give-away package plans. No matter how favorably you try to look at it, they’re only designed to deliver a lower cost-per-thousand. Three years ago, for example, you could buy, say 10 spots for $1,000—now you get 25 spots for $1,000.

Q: If costs don’t level off, what will this mean to tv advertisers?
A: I am pessimistic. I don’t think they are going to level off. I don’t see you changing on the part of the managers because of the powers in this country—which are CBS, NBC and ABC and another half dozen—to say to labor: Look, gentlemen, you are the highest paid people in the country for the type of work you do. We have gone much too far in appeasing you, probably a good deal farther than we can afford, and now at last we have come to the end of the road. The very first inkling of that kind of thinking came in the CBS-IBEW deadlock. The next reading of the barometer will come up right after Christmas when the three major networks face the American Federation of Musicians and discuss whether or not they will renew a contract with them. It will be interesting to see if the networks renew the quota system for musicians where one station has to have 16-60 musicians per station.

Q: Do you think the time will come when stations will reach the point of no return and advertisers will refuse to buy at any price?
A: We’ve reached the point of no return in the local field with certain types of sponsors. There are some stations in this town who can’t use tv any more because it doesn’t pay off. We put them in a real strait jacket—with tight commercial length, jacked up prices—no matter how hard they tried to stay with tv they couldn’t make it pay off.

Q: Are station reps demanding more so-called package plans from their stations than was done in competitive?
A: Yes. We have tried to hold the line on package plans, but a lot of reps push too easily.

Today, the station manager is being tugged at from all sides.
His station rep harangues him for more buying plans. “Give us more package plans,” he cries. “Be more flexible.” Which, defined, means: “cut prices some more.”

There are notable exceptions to this. By and large, I think station reps take the easy route and float along with a trend.

Q: What do you think of the Kellogg spot tv package. Wasn’t this a case, in effect, of a network (ABC-TV) cutting its rates to woo a client away from spot?
A: There has got to be a certain compatibility between network daytime buying and individual station buying because there are so many clients that don’t have distribution patterns to take the whole network. Even though we are owned by the network, I think it is a healthy situation to have a real dog-eat-dog fight between network and spot buying because ultimately the advertiser will get the best buy for his money; we always expect to get a healthy share of national spot even though owned by a network.

Q: Can the agencies be expected to fight this trend toward package plans?
A: If we are going to hold the line on the present cost-per-thousand, the primary responsibility rests on station managers. The agency’s proper function is to be somewhat of a gold-digger for his clients and get the most for his money. I think far-sighted agencies wish that managers would hold the line more, because if this thing gets too far, you may lose faith in the medium. We have to believe in our medium. Rate-cutting is a symptom to be afraid of.

Nighttime cost per thousand is down in Chicago from $2.50 per thousand in 1955 to $1.75 per thousand in 1958. McCann-Erickson’s fine booklet, “Turning of the Tide,” graphically illustrates the general situation. In percentage of change in cost per thousand between 1950-1958, magazines have gone up 30%; newspapers up 33%; network television spot at night has gone down 18%; spot television has gone down 19%. At the same time, programming costs for half-hour evening shows have gone up 375%; wages of stagehands have gone up 18%; technicians up 38%.

Where does such a trend lead? To chaos, of course. All costs are going up, but cost-per-thousand is going down.

Q: In the face of rising union and other operating costs, what can a station manager do to avoid rate-cutting?
A: One manager alone in a market can’t. He is sunk. He can’t do a thing.

Q: You have video tape recording facilities, serving as a network relay point for different time zones. Will this mean lower costs to the individual station operator?
A: There’s no question that the potential of the machines is fantastic. There are so many dreams to be dreamt about what these VTRs can be made to do. But for the avid dreamers, one word of warning: Until the jurisdictional points get straightened out between SAG and AFTRA, there isn’t going to be much hay made, and again, if we judge by the easy-going generosity of our industry to labor—if that’s any indication—we may go along and let ourselves get so tied up with “dos-and-don’ts” that VTR will be a doubtful asset to our industry.

Q: What are your views on triple-spotting. Can a station operator who desists from this practice recoup revenue in other ways?
A: Agencies, again with the help of easy-going managers, brought in triple-spotting; but I am very pleased to see some agencies reverse this trend. I think eventually it will be eliminated. We adhere to the NBC tv code. We do not accept any triple-spotting in network time. This is a very good thing.

Where to draw the line

Q: Where do we draw the line on cost-per-thousand?
A: Right here, I think.

We are delivering the best advertising buy in America right now at $1.75-$2.00 cost-per-thousand for nighttime spots. The day-time cost-per-thousand of $1.00 is excellent. Let’s hold it here. And let’s get help all down the line. The industry should help. Agencies should help. The reps should help.

But more than that, television managers must help themselves! They must put away that dull blade of self-assassination; stop giving away their birthright.

That Southern radio market I mentioned is reviving slightly. After three years, I understand they are now getting three or four dollars for spots. This is truly wonderful. It proves that the dead do come back to life. And, that a ruined market can, some day, be resurrected.

But it takes such a long time.

Broadcasting

October 13, 1958 • Page 83
Yes, in the rich and growing Fort Worth Area the big bang comes from KFJZ RADIO, the station whose audience is ALL the family — with ALL the family’s immense buying power. You get complete coverage, so sell with a BANG — on KFJZ RADIO.

1270 KFJZ Radio
FORT WORTH, TEXAS

Sold in combination with KLIF-RADIO, Dallas

Represented by John Blair Company
MGM-TV HAS $750,000 FOR PILOTS

Loew's Metro-Goldwyn-Mayer tv division has approximately $750,000 earmarked for new tv film production—enough to make some 10 pilot films for proposed new series. MGM-TV is flush with some success: two productions sponsored on the networks (The Thin Man and Northwest Passage), a thriving tv commercial production unit and sales to tv stations now well over $50 million for its feature film library.

It was learned last week that one of the new pilots may be on videotape.

Rating high in current MGM-TV hopes is syndication of tv film to stations. The tv production unit feels that if one or two of the string of pilots it works on result in good properties these will be placed in syndication immediately.

As for new series, the most definite is Jeopardy—a mystery series which MGM-TV apparently would aim for network or advertiser sale [CANCELED CIRCULAR, OCT. 6].

MGM-TV also still thinks in terms of three methods (any one or combination of methods) in financing tv film production: (1) solely via MGM and its facilities, (2) full financing of an independent producing firm and (3) co-financing with an outside producer.

While MGM-TV effervesces with plans, its parent company (Loew's Inc.) is jittery once more with a lurking threat of still another proxy fight over the pending separation of theatres from motion picture production.

Last year, the Loew's management dealt a spectacular defeat to a dissident stockholder element that sought control of the company. A faction of the Loew's board of directors now seeks a spinoff of the MGM studio operation in order to strengthen Loew's. But management would rather do this with the theatre divisions it owns (Loew's is the last of the Hollywood majors to divest theatre operation from motion picture making).

In addition to its studio, the theatres and the tv operation, Loew's has music publishing and record companies and owns WGMG New York. MGM (the studio) in recent years has been deep in the red, with revenues from other operations (including substantial monies from tv) helping to ward off collapse (liquidation of the studio already has been sought by certain Wall Street investors).

Under the plan of the non-management group, a spin-off studio would retain tv residual rights and also would assume a $27 million funded debt.

Though studio losses have been heavy in the past, there's evidence of improvement: for the fourth quarter ending Nov. 30, Loew's is expected to earn around $2.5 million after taxes compared to a loss of over $1 million in the period of a year earlier.

Joseph R. Vogel, Loew's president, is optimistic. Released last week was his statement expressing belief that a proxy fight will not come off, that the studio is making money "notwithstanding any uninformed reports to the contrary" and that he is "confident of the future."

It still is very possible, however, that Loew's board will have two proposals before it at a meeting slated for Oct. 29—one, a spinoff of the theatres, the other the setting up of the studio on its own.

In any event, tv activity will play a role in the final deliberation.

ITC-TPA Announces Sales Staff Lineup

Sales staff assignments at the newly-organized Independent Television Corp.-Television Programs of America (ITC-TPA) were announced last week by Walter Kingsley, president, following several weeks of organizational shuffling. ITC purchased TPA last month for $11.35 million to form a new company with assets totaling $25 million [LEAD STORY, SEPT. 22].

The division responsibilities at the new company will be as follows: Hal James, who joined ITC-TPA last Monday (OCT. 6), will be director of national sales; William Dubois, who was general manager of syndicated sales for ITC, will serve in this capacity at ITC-TPA, and Hardie Frieberg, eastern sales director at TPA, will be assistant general sales manager, syndicated sales. It is planned that Charles Goit, who was co-director of national sales for TPA, will work closely with Mr. James upon his return to work. Mr. Goit is now recuperating from surgery.

Mr. James formerly was vice president in charge of radio-ty at Doherty, Clifford, Steers & Shenfield, New York.

In other executive assignments, Walt Plant, formerly western sales head of TPA, has been named eastern division manager of ITC-TPA; Art Spirit will become central division manager of ITC-TPA and also head of the Chicago office. As named western division manager by Mr. Kingsley prior to the merger; Russ Clancy, previously co-director of national sales for TPA, has been appointed manager of New York City sales, syndication division; Kurt Blumberg, formerly in TPA sales adminis-
NILES BUYS PLANT FROM KLING STUDIOS

- Niles also going into VTR
- Kling retains two studios

Fred A. Niles Productions Inc. last week announced the outright purchase of certain Chicago facilities of Kling Film Enterprises. While the price for plant and equipment was not disclosed, Mr. Niles said that the investment represents about $750,000.

Involved in the purchase is Kling's film plant at 1058 W. Washington Bldg. Kling's other art and still photograph studios at 601 N. Fairbanks Court and Kling-California studios are not involved in the sale. Niles plans to move from 22 W. Hubbard into the Kling Washington St. quarters today (Oct. 13).

Certain syndicated commercials and program properties will remain with Kling Film Enterprises, according to Robert Eirinberg, its president, and distribution will continue to be handled by Al LeVine in Chicago.

Commercial properties are institutional in nature for banks, savings and loan organizations, bread, milk, beer, ice cream and potato chips. Syndicated film properties include Old American Barn Dance, Horman Girls, Boxing From Rainbow, Paradox, and All American Wrestling.

Mr. Niles emphasized the deal was in no sense "a merger" and that he would hold 100% stock in his expanded organization. Kling was expressng Chicago's great growth and the subsequent need for a communications center to serve agencies, advertisers and industries. Such a center will compete with New York and Hollywood.

Mr. Niles, onetime executive vice president and an owner of Kling, set up his own motion pictures and tv firm on Dec. 12, 1955. He simultaneously announced the appointment of Michael Stehney, former Kling executive, as vice president in charge of tv-film commercials and of Ed Rinker, previously with Kling, as vice president in charge of sales. Eleven out of 22 top Kling executives will be retained by Niles.

Other plans include the proposed purchase of videotape recording facilities, which Mr. Niles feels "will open the industry, not hurt it."

He cited current agency interest in VTR and claimed that such a technique "would take business from live fields rather than motion pictures." He added, "70% of the commercials are so complex that VTR couldn't possibly be a substitute for motion picture methods."

Kling's Washington St. facilities, housed in a 90,000 square foot building, include three soundproof stages, a three-studio film department, a wing devoted to editing facilities, two prop rooms, machine shop, two kitchens, a scene dock, and office space for production, creative and sales personnel. Kling Film Enterprises is headed by Mr. Eirinberg. Niles' Hollywood division is not affected by the Chicago move. The motion picture firm recently shifted its syndication and tv spot division to Chicago (Fil.M, Oct. 6). Niles claims to produce about 70% of all tv commercials turned out in Chicago, with 50% of its business in the tv film area. The remainder in industrial, public relation and slide films. Three other film companies reportedly also were interested in acquiring the Kling property, including current client accounts, negatives, ellipticals, visuals and other materials.

Mr. Niles estimates his volume will reach about $2 million this year, with predictions of about $150,000-$200,000 in additional business accruing from the Kling purchase.

Control of AAP Moves Under United Artists

United Artists Corp. is achieving working control of Associated Artists Productions Corp., a major distributor of feature films for television (LEAD STORY, Sept. 22).

Robert S. Benjamin, board chairman of United Artists Associated Inc., a UA subsidiary through which UA is acquiring AAP's assets, said Monday (Oct. 6) that UA depositories already had received enough AAP stock to give UA approximately 75% of shares outstanding.

Mr. Benjamin also indicated that enough shares to give UA 80% of AAP stock was expected to be tendered by the end of the week and that the UA invitation have to be extended beyond the Oct. 16 termination date. UA offered $11 in cash for each share of AAP stock plus 6% interest from July 1, 1958, until the closing date. The offer included $7 for each warrant that represents the right to buy four shares. UAA proposed $1,186 and interest from July 1, for each $1,000 6% subordinated convertible sinking fund debenture.

Holders of AAP debentures met Oct. 6 at Toronto, while stockholders meet Oct. 16 in Wilmington, Del., to give consideration to the offer.

Meanwhile, UA President Arthur B. Krim reported the biggest individual quarterly and third quarter gross in UA's 39-year history. Third quarter revenues (theatrical films) came to $23.7 million (as against last year's third quarter gross of $18.5 million). On the basis of the showing for the first 9 months ($56.9 million world-wide against $48.1 million last year) Mr. K warned the 1958 annual gross will be an excess of $80 million, of which about $30 million should be in television earnings.

Ten Film Spots Picked for Show

Animated commercial films produced by 10 Hollywood studios have been accepted for showing at the Sixth Annual Screen Cartoonists Guild Film Festival, to be held...
KERO-TV
CHANNEL 10
IS THE ONLY
WAY TO REACH

OVER ONE MILLION
PROSPEROUS
PEOPLE IN
AMERICA'S UNIQUE
FIVE
COUNTY
CITY,
CALIFORNIA'S
SUPER-MARKET,
IN THE
SAN JOAQUIN
VALLEY.
KERO-TV
BAKERSFIELD

Represented by
EDWARD PETRY & CO., INC.
**FILM CONTINUED**

Friday (Oct. 17) at the Sheraton West, Los Angeles.

Participating in the three scheduled showings, to start at 8:30 p.m., will be Ascrtion Inc., Cascade Pictures, Churchill-Wexler, Fine Arts Productions, Ray Patin Productions, Playhouse Pictures, Quartet Films, Sherman Glass Productions, John Sutherland Productions and Leora Thompson Assoc.

This year, the festival is placing special emphasis on TV commercials and business films.

**Two Regional Managers Named In Expansion at Banner Films**

As part of an expansion at Banner Films Inc., New York, Charles McGregor, president, last week announced the appointments of William Vidas as district manager for the midwest and Sam Posner as district manager for the west coast.

Mr. Vidas, for ten years a free-lance sales representative for various film distributors, has set up headquarters in Chicago’s Congregational Church, 104 W. Lake St. His telephone number is Harpoon 7-9667. Mr. Posner, formerly with Associated Artists Productions in Chicago, will operate out of San Francisco. Office space will be leased shortly.

Banner Films, organized several months ago, has moved into new offices in New York at 527 Madison Ave. Telephone number is Plaza 5-4811.

The company is distributing 33 feature films and the Night Cours half-hour TV film series of 78 episodes. The series has been sold in 17 markets, with latest sales to KREM-TV Spokane, WRGP-TV Chattanooga, Tenn., and WNEW-TV New York. The sale to WNEW-TV is a multiple-run transaction amounting to $225,000, according to Mr. McGregor.

**Film Producers Speak Up For Crack at Residual Rights**

Moral rights of TV film producers to residual payments are “at least as strong as those of the writer, director and actors,” according to a resolution of the TV committee of the Screen Producers Guild, which the SPG executive board endorsed at its Tuesday (Oct. 7) meeting in Hollywood. The committee, headed by Lou Edelman, asked the board to draft a code of practice for television similar to the one now operating between the guild and major producers of theatrical films.

“The situation involving reruns or residual payments to other creative workers and not to the producer is both morally unjust and economically unsound,” the report stated.

“We firmly believe that management cannot and will not remain blind to the fact that the TV producer is entitled to such a future income status as the producer is the key figure, the permanent day-to-day creative force to whom the advertising agencies and their clients, as well as the networks and the independent stations, look for the welfare of their shows. The writer, director and actor are generally employed on an intermittent basis.”

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**TRADE ASSNS.**

**NAB SETS UP STAND IN MILWAUKEE**

Four prominent figures in the advertising field have been selected by NAB to address the four Fall Conferences as the second half of the eight-meeting series opens today (Oct. 13) in Milwaukee. The series recessed following the Sept. 29-30 conference in San Francisco.

Wesley L. Nunn, advertising manager of Standard Oil Co. of Indiana, will speak at the windup Milwaukee luncheon tomorrow. Advertising speaker at the sixth NAB meeting in Minneapolis Thursday-Friday (Oct. 16-17) will be J. Cameron Thomson, board chairman of Northwestern Bancorporation, Minneapolis.

Jeremy Feniger, vice president of Cunningham & Walsh, New York, will be the speaker at the seventh NAB conference, Oct. 20-21 in Boston. Final advertising speaker of the fall series will be Felix W. Coste, marketing vice president of Coca-Cola Co. His luncheon address in Washington Oct. 28 will wind up the NAB conference schedule.

NAB President Harold E. Fellows will head the 10-man headquarters crew as the conferences resume in Milwaukee after a fortnight hiatus. The Milwaukee and Minneapolis programs will be based on operational problems, following the pattern set at the first four conferences [TRADE ASSNS., Oct. 6].

Agenda for the Oct. 20-21 meeting in Boston was completed last week by NAB. The opening morning will include economic, public relations and Washington discussions by NAB staff executives. A panel on editorializing will include Daniel W. Kops, WAVZ New Haven, Conn., and C. Wrede Petersmeyer, Corinthian Broadcasting Corp. Both are members of the NAB Committee on Editorializing.

A panel on radio sales department administration will include Joseph Bloom, president of Forjee & Co.; Sydney E. Byrnes, WADS Ansonia, Conn.; Keith S. Field, WARA Attleboro, Mass., and Arthur Haley, WORL Boston. Mr. Kops will speak on news broadcasting. George W. Armstrong, WHB Kansas City, will review music programming trends. Sherwood J. Tarlow, WHIL Medford, Mass., will report for the All-Industry Radio Music License Committee.

Members of a panel on radio staff organization will be Richard E. Adams, WKOX Framingham, Mass.; Joel H. Scheier, WIRY Plattsburg, N. Y., and Fred E. Walker, WTM Trenton, N. J.

Mr. Petersmeyer and Cliff Kirtland, Transcontinent Television Corp., will discuss TV costs at the separate TV sessions. Leaders of a TV programming panel will be Frederick S. Houwink, WMAL-TV Washington; Frank Tooke, WBZ-TV Boston, and Paul Adanti, WTEN-TV Syracuse.

**State Association Presidents To Meet in D. C. Feb. 24-25**

NAB will be host to the fourth annual conference of state broadcaster association presidents, to be held Feb. 24-25 at the Shoreham Hotel, Washington. NAB President Harold E. Fellows said the meeting will provide “a forum for the exchange of ideas and information among all the associations, and we have been most gratified by the enthusiastic endorsement which the conference has received each year from those participating in it.”

The association presidents will be reimbursed by NAB for meals and lodging while attending the conference. The program will be handled by Howard H. Bell, NAB assistant to the president for joint affairs.

Coinciding with the February conference will be Washington ceremonies honoring state and national winners of the 1958-59 Voice of Democracy scriptwriting contest for high school students. State winners will receive trips to Washington.

**Texans Lauded for Efforts In Reducing Highway Toll**

The first “Deathless Weekend” campaign conducted by Texas Assn. of Broadcasters was a key factor in reducing the number of Labor Day weekend traffic deaths from an estimated 40-50 to an actual 29 fatalities, the association was told Oct. 6 at its Fort Worth meeting. TAB was officially lauded by Brad Smith, Texas state traffic safety director, for the campaign.

Awards for highway safety promotion over the holiday weekend went to KTRK (TV) Houston; KVMC Colorado City (daytime radio) and KVKM Monahans (fulltime radio). In addition Ross Rucker, KVKM, received the Pitlik Advertising Agency trophy for outstanding public service programming.

Albert D. Johnson, KENS-AM-TV San Antonio, was elected TAB president succeeding M. E. Danbon, KTBB Tyler. Mr.
In Memphis...

The Biggest Audience Is On Channel 3

WREC-TV's superior local programming and news coverage is combined with a basic CBS Television affiliation to make certain that: "In Memphis there's more to see on Channel 3." Full power and highest antenna deliver complete coverage of the great Mid-South market. It's the right combination for your advertising message. See your Katz man for availabilities.

First by All Surveys

*Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

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<th>Pulse May '58</th>
<th>Nielsen Feb.-Apr. '58</th>
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WREC-TV
Channel 3 Memphis

Represented Nationally by the Katz Agency
Milton Berle is back. His premier show last Wednesday was viewed by the greatest audience of any new show this season. It was larger than the combined audiences of compelling shows on the other two networks.

Berle's return gave dramatic focus to the truly amazing growth of television in one decade. Ten years ago he starred in the young medium's most popular show, yet his audience on Wednesday was 51 times greater.

Before the largest audience ever to watch him, Mr. Television returned to the medium he helped create and to the network which, with him introduced television to the American people—The Network of Stars

NBC TELEVISION NETWORK
SOURCE: NBC Research Department Estimates

...still
OCT. 1958: 46,000,000 VIEWERS!

Mr. Television!
Johnson is a former president of Arizona Broadcasters Assn.

Other officers elected were Joe Leonard Jr., KGAF Gainesville, vice president; George Tarter, KCBD-AM-TV Lubbock, secretary-treasurer. New board members are Leo Hackney, KGVL Greenville; Gene Hendrix, KVLF Alpine; Marshall Formby, KSPAN Hereford, and Mr. Danbom. Continuing on the board are Charles Jordan, KFDA Amarillo, and Jim Hairgrove, KFRD Rosenberg.

Alex Keese, WFAA-AM-TV Dallas, NAB district radio director, observed in a discussion of NAB's services, "There are very few places on the face of this earth, other than the United States of America, where we broadcasters could be businessmen and not civil servants." He said NAB's "enlightened leadership" deserved much of the credit for the fact that private enterprise prevails in U. S. broadcasting.

Austin was picked as site for the spring meeting of TAB, to be held in March.

Thornburgh Off Radio Board

Donald W. Thornburgh, WCAU-AM-TV Philadelphia, has resigned as a member of the NAB Radio Board following acquisition of the stations by CBS Inc. He is ineligible to serve because CBS already is represented on the Radio and TV Boards. The vacancy will be filled during the winter board elections.

RTNDA Convention

To Review Canon 35
- Palmer on Oklahoma decision
- Heavy agenda set for Chicago

A review of the Oklahoma Criminal Court decision favoring equal radio-television access to courtroom proceedings on a par with the press and holding Canon 35 to be obsolete and unrealistic has been added to the Radio Television News Directors Assn.'s convention agenda in Chicago this week.

Bruce Palmer, KWTV (TV) Oklahoma City, analyzes implications of the court findings [LEAD STORY, Sept. 8] in a talk following a freedom of information report and a debate on Canon 35 by Robert D. Swezey, WDSU-AM-TV New Orleans, and Albert E. Jenner Jr., past president of the Illinois Bar Assn. Harold E. Fellows, NAB president, will deliver the Friday (Oct. 17) luncheon address on "Management Responsibilities in News."

"News: Radio's Most Salable Product" is explored in a Thursday afternoon panel by Robert K. Byars, vice president of MacFarland, Aveyard & Co., Chicago agency, Chicago Mayor Richard J. Daley will give a welcoming address that noon, to be followed by a keynote speech by Jim Borrmann, WCCO Minneapolis.

The agenda was complete early last week save for the Saturday evening banquet speaker. The convention opens unofficially Wednesday noon with a board of directors meeting, registration and a reception in the Mayfair Food of the Sheraton-Blackstone Hotel. Registration will be resumed Thursday morning prior to the opening "editorial and public affairs conference" featuring network, station and education speakers. Officers will be elected Friday morning and introduced by Jack Krueger, WTMJ-AM-TV Milwaukee (outgoing RTNDA president) at the annual banquet Saturday evening.

The new board convenes Friday afternoon.

The awards dinner will include the presentation of RTNDA awards by Baskett Mose, Northwestern U. director of radio and of the Paul White Memorial Award by Ted Koop, CBS Washington.

Other highlights of the convention:


Chicago Workshops Ready to Go
With State of Radio-Tv Clinics

Speakers and agenda for series of weekly workshop sessions of the Chicago Federated and Women's Advertising Clubs of Chicago, starting Wednesday (Oct. 15), were announced last week.

Broadcasting clinics will be held on such topics as audience promotion, market research, potentials of videotape recording, film programming and Chicago's role in national radio-television. Clinic chairman is James G. Hanlon, public relations manager of WGN-AM-TV that city and president of Chicago Unlimited promotional organization.

Speakers and their topics: Elliott W. Henry Jr., promotion and publicity manager, ABC Central Div., "Planning an Audience Promotion Campaign," Oct. 15; Dr. Mark Munn, research director, and
We offer you a large share of the Northeastern Ohio buying audience

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

For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans. WGAR maintains this policy in all its programming...good music...variety shows...sports...accurate news coverage...drama—featuring performers from top CBS talent. So reach your real buying audience through WGAR.
BIG HELP FROM SMALL BUSINESS. H. P. Bitzer (right), Executive Vice-President of American Coil Spring Company, Muskegon, Mich., and Western Electric's Art Betz discuss Western Electric order for spring used in dial of Bell telephones we make (see inset). Over 90% of Western Electric suppliers are "small businesses" like American Coil Spring . . . having fewer than 500 employees.
From Maine to California... in tiny shops and in giant factories... thousands of American companies help us at Western Electric provide things needed for Bell telephone service, and national defense. For their help, these "partners" received well over a billion dollars last year... benefiting communities all around the country.

Last year about 37,000 companies employing some five million people helped Western Electric with its job as manufacturing and supply unit of the Bell System.

This supplier "team"—which ranged from blue-chip corporations to three-man operations—reached into 3,165 cities and towns in every state across the nation. More than 90% of these companies were "small businesses" with fewer than 500 employees.

From some came raw materials and parts for our factories where we make Bell telephones and telephone equipment. From others came finished products—everything from paper clips and pliers to paper towels and telephone poles—things we buy for ourselves or the Bell telephone companies. Some of our suppliers provided special services... like transportation. Some helped with defense projects entrusted to us by the government.

In return, the Western Electric dollars paid out to these firms—$1,224,000,000 in 1957—helped meet payrolls, pay taxes in thousands of communities. And so, helped spread a measure of prosperity the length and breadth of the nation. Perhaps in your town, too.

BIG HAUL. Last year Western Electric's transportation bill totalled 65 million dollars. Among the more than 4,000 carriers which shared in this sum was Scott Bros., a trucking company operating in the Philadelphia area. Western Electric business supported jobs for many trainmen, seamen and freight-handlers—as well as truckers—during the past year.

WIRE IN THE RAW. Part of this mountain of copper bar is destined to be drawn into telephone wire for cable in Western Electric factories. As one of the world's largest users, Western contributes substantially to the economy of such copper mining states as Utah, Arizona, Nevada and Montana.

BOOK-PRINTER. William C. Clegg, head of the Clegg Company of San Antonio, Texas—is one of 67 printers who prepare some 2,600 different telephone directories for the Bell Telephone System. The telephone "book" is just one of thousands of items we purchase for the Bell telephone operating companies.

TALKING TREES. For over 15 years Femwood Industries of Femwood, Miss. has helped Western Electric supply telephone poles to the Bell telephone operating companies. Here, Femwood's L. E. Ramsey and E. C. King complete the final inspecting and scheduling of an outgoing shipment of poles.

NIKE BUILDER. Ralph DiChurcio works at the Whiting & Davis Co. of Plainville, Mass. He helps make important electronic components used in the NIKE missile system. Whiting & Davis is one of many companies which help prime contractor, Western Electric, build NIKE systems for the Army.


Other clinics include public relations and publicity, art and layout direct, production, marketing and merchandising and industrial advertising. Co-chairmen of the CFAC-WACC advertising workshops are Fred Isserman Jr., The Tonic Co., and Ray Markman. Leo Burnett Co. Emerson Foote, senior vice president and director of Media-Cann-Erickson, kicked off the advertising series with a keynote talk Thursday (Oct. 2). General theme of the fall series is, "Sales Are Our Business."

**4A's West Convention Gets Underway Today**

General sessions of the 21st annual convention of the Western Region of the American Assn. of Advertising Agencies get under way tomorrow (Oct. 14), following an executive and business session for members only to be held today, at which new regional officers and governors will be elected. About 450 agency people and invited guests are expected to attend the Monday-Wednesday meeting at the El Mirador Hotel in Palm Springs, Calif.

Speaking at Tuesday's general session will be Arno Johnson, vice president of J. Walter Thompson Co., New York, on "The Role of Advertising in our American Economy"; William J. Cahoun Jr., vice president of Young & Rubicam, San Francisco, who will tell the marketing story of Kaiser Aluminum foil, in "The Quilted Brand That's Riding a Maverick"; LeRoy M. King, merchandising director of Food Topics & Food Field Reporter, on "Supermarketing's Equation for Profit."


Howard Pyle, deputy assistant to President Eisenhower, will discuss "The Role of Advertising in Communications" at the annual convention luncheon on Wednesday. Dennis Day will entertain at an informal dinner Tuesday.

**AWRT, WAC Clinic Wednesday**

The seventh annual Publicity Clinic of the Women's Advertising Club of Washington, D. C., will be held Wednesday (Oct. 15) under co-sponsorship of the local chapter of American Women in Radio & Tv at the Perpetual Building Assn. auditorium, 1100 E St., N. W., Washington. Among those who will speak at the clinic: Bryson Rash, WRC-AM-TV Washington news commentator; Laurence Byrd Gordon, WTOP Washington advertising-promotion director, and Dorothy Looker, WTOP-TV's Ask-It-Basket producer moderator. The session is open to anyone. Admission fee: $1.

**Californians Pick Sacramento**

California State Broadcasters Assn. will hold its annual meeting next January in Sacramento, the state capital. The 1959 meeting will be the first held other than in Los Angeles or San Francisco. Members of the state legislature will be invited to meet with SCBA to discuss legislative measures affecting broadcasting.

**BPA Adds Speakers To St. Louis Meeting**

Views of station and sales representative executives on promotion as a key management function will highlight one session of the Broadcasters' Promotion Assn.'s third annual convention-seminar in St. Louis, Nov. 16-19 at the Chase Hotel.

Lon King, assistant vice president in charge of tv promotion-research, Peters-Griffin-Woodward Inc., and John Stilli, sales manager of KDKA-TV Pittsburgh, have been added to a Tuesday (Nov. 18) agenda. A multiple-media schedule of speakers from newspaper, magazine and outdoor representatives also has been completed with the addition of John L. Bricker, executive vice president of Outdoor Advertising Inc., New York, for Tuesday morning. Other speakers are Charles T. Lipscomb Jr., president, and Edward A. Falasca, creative vice president, American Newspaper Publishers Assn.'s Bureau of Advertising, and A. M. Snook, Chicago manager of Magazine Advertising Bureau. They will talk on Monday (Nov. 17) morning and afternoon sessions [Trade Assns., Sept. 29].

At another Tuesday session Edwin J. Gross, research director of Gardner Adv. Co., St. Louis, joins with Dr. Thomas Coffin, NBC research director, in a discussion of "Rating Madness." Mr. Gross replaces Don E. Deckinger, vice president and media director, Grey Adv., previously announced.

Moderator for the "pick-the-brain" round table on idea exchange Wednesday morning was announced. L. Walton Smith, promotion director of Transcontinental Television Inc., will preside. Mitchell Krause, sales promotion director of WIP Philadelphia, is chairman of the sales promotion panel featuring management and sales representative views.

The convention opens unofficially on Sunday Nov. 16 with a board of directors meeting and registration until 10 p.m. Latter is being handled by William Pierson, BPA secretary-treasurer, at 190 N. State St., Chicago. No sessions are scheduled for Sunday. John F. Hurlbut, promotion and public relations manager of WFBM-AM-TV Indianapolis, is convention program chairman and Don B. Curran, promotion manager of KTVI (TV) St. Louis, is arrangements chairman. Elliott W. Henry Jr., ABC Central Div. press information director, is BPA president.

**Insurance Men to Get Tv Help**

Local television stations and the Television Bureau of Advertising will be available for help in implementing the two-fold vt project planned for 1959 by the National Assn. of Insurance Agents, John R. Sheehann, director of national sales for TvB, told the annual meeting of NAIA in New Orleans last Wednesday (Oct. 8). The association will sponsor a prestige tv program on a national basis next year and will distribute a public relations film, "Man With a Mission," to stations.
• More Detroiters Listen to WWJ!

Nielsen shows WWJ has more Detroit-area audience (Wayne, Oakland, Macomb counties—1,076,500 radio homes) than any other station all day long:

First—6:00 AM to 9:00 AM
First—9:00 AM to Noon
First—Noon to 3:00 PM
First—3:00 PM to 6:00 PM

• More Detroiters Listen to WWJ News!

Nielsen shows WWJ-originated newscasts have more Detroit-area listeners than those of any other station.

• Reach Detroit’s believing, buying listeners best with WWJ—the station that’s basic throughout the entire Detroit Metropolitan Area for adult listeners, for women listeners, for news listeners, for total audience.

Ask Nielsen!*

*Nielsen Station Index, July-August, 1958
National Audience Board Lauds TV for Filling 'Need'

The National Audience Board, which has been critical of television programming in the past, last week reversed its field and had some words of praise for the medium.

An editorial by the group's president Peter Goellet, in the October issue of the NAB Newsletter stated that television has had "phenomenal acceptance" by the public, as evidenced by the purchase of more than 46 million receivers by Americans. This meant, he wrote, that television must have served a need and "obviously has satisfied it in a most dramatic way." He claimed that commercial television has some inherent weaknesses—the participation in programming by the sponsor, agency and station—and recommended that superior programming and advertising campaigns be developed. Mr. Goellet took cognizance of government investigations into broadcasting and commented: "We hope these investigations will soon run their course so that network executives can use their talents to mind the store."

National Audience Board serves as a central liaison for organized groups of listeners belonging to various service organizations. The board recently opened preview offices in Chicago and New York. In the past, previews of upcoming television programs have been conducted largely in Los Angeles.

1959 Wescon Plans Announced

The 1959 Western Electronic Show and Convention will be held Aug. 18-21 in the Cow Palace in San Francisco, Don Larson, business manager, announced. Reporting on the 1958 Wescon, held Aug. 19-22 in Los Angeles, Mr. Larson said that total registration was a record-breaking 33,223, with total attendance of 11,457 at the 42 technical sessions held in the Ambassador Hotel. Attendance reached as high as 900 during some of the sessions, topping 500 at 22% of them and ranging between 250 and 500 at most of the others. The largest number of exhibitors at any Wescon, 715 companies showed their products in 911 exhibits in the Pan Pacific Auditorium.

Bartley to Address Mass. Assn.

Annual meeting of the Massachusetts Broadcasters Assn. will be held Wednesday (Oct. 15) at the Boston University Club, according to Roy V. Whinsand, WCOP Boston, MBA president. State political figures will attend the luncheon, headed by Gov. Foster Furcolo. Comm. Robert T. Bartley of the FCC will speak at the afternoon session.

RTES Luncheon To Hear DeSapio

Carmine DeSapio, New York Democratic leader, will speak before the Oct. 15 luncheon meeting of the Radio & Television Executives Society to be held at New York's Roosevelt Hotel. Nelson Rockefeller, Republican candidate for New York governor, spoke at the September RTES "Newsmaker" luncheon.

NAB Plans Technical Award At Chicago Sessions in March

An award for outstanding technical achievement will be presented at the NAB Broadcast Engineering Conference, to be held during the NAB's March 15-19 convention at the Conrad Hilton Hotel, Chicago. The management section of the convention has been giving a keynote award for a number of years.

The technical award idea was announced Wednesday (Oct. 8) at a meeting of the NAB Engineering Conference Committee in Washington. Allan Powley, WMAL-AM-FM-TV Washington, presided as committee chairman. A. Prose Walker, NAB engineering manager, was named chairman of a special subcommittee to determine criteria for the award, which will be made annually to a broadcast engineer if he has been an outstanding contribution to broadcast engineering.

Presentation of the 1959 award will take place at a March 18 luncheon. Members of the Walker subcommittee include Raymond F. Guy, NBC; James D. Russell, KKTV (TV) Colorado Springs; NAB President Harold E. Fellows; A. Prose Walker, NAB engineering manager; Allan Powley, WMAL-AM-FM-TV Washington; Wilson Raney, WREC Memphis; Raymond F. Guy, NBC; (standing) George W. Bartlett, NAB; Leslie S. Learned, MBS; Clure Owen, ABC; Mel Burrill, KIMA-TV Yakima, Wash.; Joseph B. Epperson, Scripps-Howard Radio; Julius Helland, WDAY-AM-TV Fargo, N. D.; James H. Butts, KBTV (TV) Denver, and John H. DeWitt Jr., WSM-AM-TV Nashville.

A NEW NAB technical award for outstanding achievement, to be presented at the Broadcast Engineering Conference next March, was voted by these members of association's Engineering Conference Committee: (seated, l to r) James D. Russell, KKTV (TV) Colorado Springs; NAB President Harold E. Fellows; A. Prose Walker, NAB engineering manager; Allan Powley, WMAL-AM-FM-TV Washington; Wilson Raney, WREC Memphis; Raymond F. Guy, NBC; (standing) George W. Bartlett, NAB; Leslie S. Learned, MBS; Clure Owen, ABC; Mel Burrill, KIMA-TV Yakima, Wash.; Joseph B. Epperson, Scripps-Howard Radio; Julius Helland, WDAY-AM-TV Fargo, N. D.; James H. Butts, KBTV (TV) Denver, and John H. DeWitt Jr., WSM-AM-TV Nashville.
The Telechrome Model 1008-A Vertical Blanking Interval Keyer is a self-contained portable unit that makes possible transmission of television test and control signals between frames of a TV picture. Any test signal (multiburst, stairstep, color bar, etc.) may be added to the composite program signals. The keyer will operate anywhere in the TV system and operates from composite video, sync, or H & V drive. The test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.

These continuous reference signals may be used in connection with various Telechrome devices for automatic correction of video level, frequency response, envelope delay, differential gain and differential phase.

IMPORTANT: Checking after programming is costly and at best highly inefficient since conditions constantly vary. The Telechrome Vertical Interval Keyer minimizes post-program checking and overtime expenses. It provides instant indication of deteriorating video facilities so that corrective measures can be undertaken immediately — manually or automatically during programming.

Now in use by CBS, NBC, ABC, BBC ITA (Brit.), NHK (Japan)

Write for Specifications & Details

October 13, 1958
ACCORDING TO STUDY

HOOSIER FM HEALTHY
ACCORDING TO STUDY

- Commercial coverage: 97%
- Favorable potential found

Fm broadcasting is on the move in Indiana. Evidence of a larger audience and expansion plans of stations are cited in a study of the medium conducted by Indiana U. Radio & Television Service in cooperation with Indiana Broadcasters Assn.

The survey shows that 97% of the state lies within the primary signal area of at least one of Indiana's 14 commercial fm stations. In addition 13 educational fm stations operate in the state.

Fm programming ranges from educational programming to rock-and-roll music, the survey notes, adding, "Yet a balanced programming is available on fm channels and the listener has perhaps an even wider choice of programs than on competing media. Fm stations are able to provide wide-range sound reproduction, too, with virtually no static. And recent developments aid fm stations in moving toward broadcasts of stereophonic presentations."

On the basis of these advantages, plus increased interest in and availability of fm receivers for homes and autos, the survey finds "a favorable potential for fm broadcasters in the state."

The study was directed by Elmer G. Sulzer, chairman of the university's radio-television department, and Jean C. Halterman, associate professor of marketing in the Indiana U. School of Business.

If fm stations are to earn a profit, it is stated, they must raise rates or increase the number of sponsors concurrent with the increase in audience size. The audience gain is hinged to more listeners and more listening hours per day per listener, "both of which seem definite prospects."

An increase in the number of fm stations in Indiana is likely in coming years, according to the study, with station operators facing the challenge of discovering and providing the necessary programming.

In a discussion of fm programming, the survey pointed out that only two commercial stations are fm-only. In joint am-fm operations, fm is found to provide only a small portion of total income. Fm is helpful to daytime operations, with night programming especially important when the fm outlet features sports.

In am-fm stations the cost of additional fm coverage is reflected in the am rate in the case of simulcasts. The study continues, "Fm stations affiliated with national networks follow the same practice of charging only the published rate of the am operation for network programs carried simultaneously on their fm outlet. During hours of simultaneous broadcast on both fm and am, few advertisers purchasing time on Indiana stations choose to broadcast on only one of the facilities, except for coverage of certain special events."

Pricing practices vary widely in cases where fm broadcasts are separate from am. "Most commonly the rate charged for fm evening broadcasts is identical to the regular am rate because these evening broadcasts usually are local sports programs entailing higher broadcast costs and commanding relatively large audiences," it is stated.

In most cases no additional employees are needed for joint am-fm broadcasts and only additional power and equipment costs are required to maintain the fm operation, the study points out.

Direct costs attributable to the fm operation generally have been low, particularly once the investment for fm broadcast equipment has been made," according to the survey. "So long as the station plans to recover operating costs almost exclusively from the am operation, then additional revenue derived from the sale of fm time to clients who would not have purchased am time represents an addition to the station's gross profit.

"In general, Indiana's fm operations have been profitable, at least from this point of view."

Other advantages include ability of a joint operation to give better community service, creating a better atmosphere for time sales; ability to maintain a higher joint rate, with the fm audience representing a segment of the total audience sold to the advertiser.

Five station managers told the surveyors that fm provides them with extended coverage over the am pattern. Four others mentioned extended broadcast hours and only one manager found little of value in the fm operation.

"Indiana is perhaps on the brink of a renewed and continuing interest in fm broadcasting," the survey suggests in pointing to new technical developments such as high-fidelity reproduction, stereo and functional applications. No station in Indiana has any multiplex operations but at least four are considering the idea, it is noted. A widespread acceptance of fm auto radios would be a helpful factor, it was said.

SCBA to Hear Los Angeles D. A.

Los Angeles District Attorney William B. McKesson will be guest speaker at this Thursday's (Oct. 16) membership luncheon meeting of the Southern California Broadcasters Assn. at the Hollywood Roosevelt Hotel.

ATTENTION NEWS DIRECTORS:
I will see you at the convention in Chicago this week.

Pat Munroe
(Head of Munroe News Bureau, National Press Building, Washington, D. C.)

FOR PAST DECADE SERVICING TOP METROPOLITAN DAILIES, MAGAZINES, RADIO AND TV STATIONS
**RAB Financial Package Packs Flexible Appeal**

A sales package which Radio Advertising Bureau believes packs unusual flexibility as well as especially-tailored information is being received this week by more than 900 member radio stations.

Target: financial institutions—the bank and/or the savings and loan associations.

RAB claims its new "package mailing" contains several features probably new to any media presentation. A set of special, snap-out binder rings, extra set of covers and inclusion of blank sheets of stock, makes it possible for station salesmen to insert a story about the station within the package, to tailor the material for a particular prospect and to adapt case history material for the prospect and for his market.

The basic presentation, RAB notes, is "convertible," permitting it to be used either for banks or for savings and loan associations.

The case history section contains 28 individual stories, 14 on each type of financial institution, detailing how radio is used by each of the firms. They represent a broad cross-section as to size of bank or of market—from the Bank of America in San Francisco, reportedly the largest privately-owned and managed bank in the world, to the Alamogordo (N. M.) Federal Savings & Loan Assn. (31,000 people included in the city area combined with the retail trading region).

Still other sections in this massive package include full-length case history brochures on four banking firms and a 16-page book providing background on banking institutions.

**Ohio Assn. Meets in Columbus, 'Mystery Speaker' Is Feature**

Separate radio and tv sessions will be held by the Ohio Assn. of Broadcasters at its fall convention slated Oct. 17 at the Columbus Athletic Club. A "mystery speaker" will address the luncheon, with a joint radio-tv program in the afternoon.

Speakers at the tv program will include William L. Putnam, WWLP (TV) Springfield, Mass., discussing "A Uhf Success Story in

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**Announcing . . . ANOTHER FOR K-NUZ and HOUSTON—BIG MIKE, JR.!**

Custom designed to serve as a PUBLIC SERVICE UNIT, BIG MIKE, JR. is the newest addition to the K-NUZ family of "BIG MIKE" mobile units . . . Houston's largest and best equipped news fleet! Big Mike, Jr.—a small, compact Vespa vehicle—boasts a Hi-Fi PA system, a turntable, 3 microphone inputs, and receiver. Available for civic affairs free of charge . . . and commercial promotions at a minimum cost!

FIRST in PUBLIC SERVICE—FIRST in POPULARITY with the ADULT* HOUSTON AUDIENCE—K-NUZ DELIVERS THE LARGEST PURCHASING POWER* OR ADULT SPENDABLE INCOME AUDIENCE IN THE HOUSTON MARKET!

*Special Pulse Survey (Apr.-May, 1958)

Nielsen (June, 1958)

STILL THE LOWEST COST PER THOUSAND BUY

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**KNUZ Radio Center**

Houston's 24-Hour Music and News.

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

October 13, 1958 • Page 101
PLAYBACK

WANTED: VENTURESOME ADS

Nobody can resist an exciting idea skillfully presented at the right time. Ernest A. Jones, president of MacManus, John & Adams Inc., told the Denver Advertising Club in putting the case against tried-and-true but often mediocre advertising. Part of his speech:

There is too much Old Pro-ism in advertising and selling today. The Old Pro knows every blade of grass in the ballpark. He knows what the client bought in the past and feels he can pretty well anticipate what will be bought in the future. He knows his customer's budget as well as he knows his own bank balance. And he may know a lot of things which aren't true.

The majority of today's advertising is good advertising. But too little is great advertising because it lacks the real secret weapon: the adventuresome idea. Are you aggressively producing new ideas for the businesses you serve? Or are you—because you know the client so well—dropping the ideas into the wastebasket because you feel they are too expensive or not in the client's traditional advertising pattern?

It is ironic that the Old Pro in his constant search for the serene security of the sure thing should engage in the most dangerous practice of all: showing only variations of what was bought last year or ten years ago. Some remarkable things have been accomplished in merchandising because the man with the idea didn't know it was impossible.

To coin a cliche: businesses are people, despite their protests of economy they will find the money for things they want badly enough. Have you ever set up a strict budget for your family and then

made a rather sheepish admission at the dinner table one evening?


Businesses as well as individuals have their "red convertibles.""The irresistible force in all human relationships is the exciting idea skillfully presented at the psychologically right time. Neither women nor corporations can stand against it.

MARKETING THE CANDIDATE

Lloyd G. Whitebrook, executive vice president of Kastor, Hilton, Chesley & Clifford, reasserted the American Political Science Assn. on television's potentialities as a political kingmaker, saying:

I doubt if the day will ever come when Madison Avenue picks the candidates.

To paraphrase Mr. Stalin's famous remark: "How many votes does Madison Avenue have?" The answer is that Madison Avenue has no patronage, no constituencies, no delegates. As long as our political system retains some vestige of its present form, the candidates will be selected by the pros, who operate a considerable distance from Madison Avenue both geographically and psychologically. In the second place the voters are, as I have said, a suspicious lot. Sincerity means a good deal more in my not inex- perienced opinion than a handsome face or a pleasant voice.

Why, then do the political parties need Madison Avenue? Very simply because television is a tool. It's a very technical tool. . . . We can tell a candidate how to look his best and speak his best before the cameras. We can tell what lens to look into, what kind of a shirt to wear. We can tell him what length of time he

should speak to get the most concentrated audience attention. We can help him put together the kind of tv program on film that will help hold that audience.

PRESSURE FROM D. C. OR SOAP?

Much of the criticism aimed at television is due to the power of its effect on the American public, the fact that many people want programming to reflect their own concepts and a failure of many view- ers to plan their viewing carefully. These causes of criticism were voiced in the Sept. 21 Open Mind program on NBC-TV, moderated by Richard D. Heffner. Guests were Richard S. Salant, CBS vice president; Stockton Heilbrich, NBC continuity acceptance director, and Prof. Reuel Denny, author, of the U. of Chicago.

Prof. Denny cited this ground for criticism of tv, drawing a response from Mr. Salant:

PROF. DENNY: Much too much of television policy and what appears on it is determined by large other industries in the United States which are very brassy industries. I would name, for example, the soap industry, the beer industry, and the cigarette industry; and I think that their influence on what happens in tv is entirely undue and that those people who are running tv ought to fight to free what they are doing from those industries.

MR. SALANT: Perhaps because of my own personal experience in Washing- ton I would say that the pressures for spreading control come not from the industries but come from Washington. We have constant pressures not to do pro- gramming ourselves, to become conduits for other people's programming. That's what concerns me. I think that the industry pressures are exaggerated.

TRADE ASSN. SHORTS

Westinghouse Broadcasting Co. elected to membership in Advertising Federation of America, AFA also announced election of Eastern Air Lines as member.

Advertising Federation of America will establish new bureau of research and education according to AFA President C. James Proud. Formation of bureau will come after comprehensive study of advertising educa- tion needs to be conducted by Robert D. Stuart, advertising management counsel, and former editor of Advertising Agency maga- zine.
16 mm MAGNA-STRIPE Raw Stock is motion picture film with pre-applied magnetic sound stripe... perfect mate for Auricon FILMAGNETIC Sound-On-Film Recording Cameras.

Mail convenient coupon or attach to your business letterhead for free information on Soundcraft MAGNA-STRIPE Raw Stock and all Soundcraft magnetic recording films.

Professionals everywhere prefer Auricon FILMAGNETIC Sound-On-Film Recording Cameras for lip-synchronized Talking Pictures and Music Quality — using Soundcraft MAGNA-STRIPE Raw Stock. They go together to give you living sound!

Mail coupon for free information on Auricon FILMAGNETIC Cameras.
Trans-oceanic tv possibility seen from juggling satellites in space

The scientists who have to worry about making the dream of transoceanic television a reality have come up with a juggler's trick. This is keeping a number of balls in the air at the same time.

Only in this case, the electronic engineers have juggled a series of space satellites rotating about the earth so that there is always one in such a position that tv signals can be bounced across the ocean.

The speculation was made last week by Dr. John R. Pierce, director of electrical communications research, Bell Labs. Dr. Pierce addressed a national symposium on extended range and space communications at George Washington U. in Washington. The meeting was sponsored by the university and the professional groups on antennas and propagation and communications systems of the IRE.

Dr. Pierce's discussion was entitled "Transoceanic Communication by Means of Passive Satellites."

Dr. Pierce said that a 1,000 ft. sphere, 22,000 miles out in space would require 10 megawatts of power from an earthling relay transmitter in order to use the sphere as a reflector for broadband (5 mc) transmissions.

A 100-ft. sphere, 2,200 miles out would only require 100 kw of power from a transmitter on earth, the Bell Labs scientist said.

He said that Dr. Pierce, a 100-ft. "mirror" (a flat plane passive reflector), at 22,000 miles out would only require 50 kw of power at an earthbound transmitter.

At 22,000 miles out, it is estimated that a satellite will rotate virtually at the same rate as the earth moves so that it will always remain in the sky for the whole time it is moved in space. This would give a transmitter on earth a steady target to shoot at.

At the 2,200-mile distance the satellite would orbit at a higher rate of speed than the rotation of the earth. It is in this instance that Dr. Pierce foresaw a number of satellites—about 10, he estimated—which would move continuously about the earth in such steady progression that there would always be one at the optimum point for relay purposes.

Dr. Pierce also spoke of a powered relay sent 22,000 miles out into space which would operate just like a radio relay on earth. He figured that the satellite would require a 10-ft. antenna and 100 w of power. Since the 22,000 miles distance would keep the satellite at the same position above the earth (both turning at the same speed), the signals could be transmitted virtually as they are now on earth—to the relay point which picks them up, amplifies them and rebroadcasts them.

The frequencies for these uses, Dr. Pierce suggested, would be in the 3,000 mc range.

Although large size "dishes" would be required to send and to receive these signals, Dr. Pierce observed that with the development of masers, receivers are now virtually noise-free. This results, he added, in reducing the amount of power required to utilize passive space reflectors. A maser is a solid or gaseous-state device that operates at a highly efficient radio frequency amplifier.

In another paper at the space symposium, Dr. Charles Sonett, Ramo-Wooldridge Corp., Los Angeles, reported that one watt of power would be sufficient to transmit a coarse tv picture of the far side of the moon.

The Air Force is planning a lunar probe with a satellite which, it is understood, will carry a tv camera to transmit back to earth pictures of the dark side of the moon. The power of this station is believed to be more than one watt.

Dr. Sonett said even a one-watt transmitter would be able to show moon craters and "explosion rays." The latter are the streaks spreading out from moon craters, presumably caused by meteors. Dr. Sonett estimated that it would take 30 minutes for the tv pictures to be received on earth from the moon satellite, 240,000 miles away. He also said 60-ft. parabolic dishes would be required on earth to receive these very minute signals.

A one-watt transmitter on a satellite would require 1 million watts to return a picture from Mars, Dr. Sonett added. However, he continued, the 400-ft. parabolic dish being built for radio astronomy at Sugar Grove, W. Va., would reduce this requirement to 30 kw. And, he added, if a directional antenna could be mounted on the satellite, the power needed to transmit from Mars could be still further reduced to 3 kw. In 1956, when Mars was the closest to Earth it has been in recent years, it was 35 million miles away.

FCC Revised Equal-Time Guide Being Printed for Early Release

The FCC's guide for political candidates, "Use of Broadcast Facilities by Candidates for Public Office," has been revised and will be printed soon in pamphlet form for distribution, on individual request, to interested groups and individuals. It was published in the Federal Register last Friday (Oct. 9). Copies of the guide will be sent to all licensees this week.

The booklet is published as an aid to broadcasters and others in handling questions arising under Sec. 315 of the Communications Act on broadcasts by political candidates. It cites both the act and FCC rules based on it, plus a summary, in question-answer form, of rulings on problems or cases arising under Sec. 315.

The revised pamphlet adds 19 interpretations which have been considered by the FCC since publication of the original guide in 1954.

For instance, the FCC says a station which uses, as part of a newscast, film clips showing a candidate participating as one of a group in official ceremonies, is not required to give equal time to that candidate's opponent since the first candidate did not initiate filming or presentation and the broadcast is nothing more than a routine newscast with the station exercising its judgment as to a newsworthy event.

The guide does not answer categorically the question of whether a candidate for the House of Representatives must pay a station its national or its local rate, pointing out that the FCC would have to know the criteria a station uses for local and national advertisers before determining what are "comparable charges.

Sec. 315 of the Communications Act and FCC rules do not prohibit the practice of a political party buying time and allocating it to several of its candidates, the guide states, although it would be "reasonable to assume that the group time used by a candidate is paid for by the candidate through the normal device of a mass political campaign committee, even though part of the campaign funds was derived from sources other than the candidates' contributions."

FCC Gets Nov. 3 Deadline To Report on Boston Ch. 5

The U. S. Court of Appeals told the FCC last week that it wanted another report on remanded Boston ch. 5 by Nov. 3.

The Commission just two weeks ago told the court that it had not been able to schedule a hearing because it had to undertake some original investigation (GOVERNMENT, Oct. 6).

The ch. 5 case was remanded to the FCC last July to investigate accusations of ex parte representations to commissioners by parties (GOVERNMENT, Aug. 4). The court upheld the 1957 grant to the Boston Herald-Traveler (WHDH).

One of the original applicants in the Boston ch. 5 case was a Massachusetts Bay Telecasting Inc., asked the court to withhold the mandate while it considered asking the U. S. Supreme Court to review the court's decision. Massachusetts Bay had asked the appeals court to reconsider its July opinion and remand the entire case back to the FCC without ruling on the merits of the Commission's grant. The court denied this several weeks ago. The mandate was stayed to Oct. 17.

Nov. 12 Hearing Date for Rates

Further FCC hearings resume Nov. 12 on proposals by American Telephone & Telegraph Co. and Western Union to increase rates on private line teleprinter service, it was announced after a pre-hearing conference Oct. 2. FCC Hearing Examiner J. D. Bond allowed NAB, which opposes the increases (now postponed to Jan. 1), to intervene in the case on a limited basis.

AMST Against 840-890 Shift

The Assn. of Maximum Service Telecasters last week filed an opposition to rule-making requested by Lenkurt Electric Co. to reallocate 840-890 mc (uhf chs. 75-83) to fixed commercial. MTA said if the proposal is not denied, it should be deferred until conclusion of the FCC's current study of the use of 25-890 mc.
NOW . . . ANOTHER FIRST FROM WBKB, CHICAGO'S PIONEER TELEVISION STATION!

Weather By Radar

The all-seeing eye of WBKB's Radar now provides television viewers in the greater Chicago area with a fascinating picture of weather in the making. For the first time in Chicago, weather is seen, not heard!

WBKB's WEATHER BY RADAR presents an exciting, visual and completely accurate report and presentation of the weather. WBKB is now Chicago's FIRST television station to provide complete and instantaneous weather reports as observed from its own meteorological laboratory in addition to the facilities of the U.S. Weather Bureau. North, South, East and West, the probing eye of WBKB's Radar reaches out 150 nautical miles.

WEATHER BY RADAR IS SEEN THREE TIMES EACH EVENING -- MONDAY THROUGH FRIDAY--ON WBKB, CHANNEL 7.

These five-minute exclusive reports are telecast at 6:00 PM, 6:25 PM and 9:55 PM. WEATHER BY RADAR is formatted along with three of Chicago's top news specialists—Paul Harvey, Norman Ross and Ulmer Turner—whose nearly three-quarters of a century of news gathering experience furnish Chicago's most comprehensive interpretation of local, national and international news. Once again, with this new and fresh programming concept, WBKB has pioneered with impact in the Chicago market. Chicago's first television station has delivered another first, another exclusive! First to do a remote sports telecast, first to do a live studio program, first to present an early-morning educational series, first to telecast the dramatic U.S. Senate Rackets Committee hearings direct from the nation's capital . . . such video presentations constitute but a mere mention of WBKB in action! Now, first with WEATHER BY RADAR, WBKB offers its viewers in the nation's second largest city, a continuation of its exciting and effective television coverage.

Nationally-recognized meteorologist, interprets WBKB's WEATHER BY RADAR findings. Since 1950, he has been chief weathercaster for station WFAA-TV in Dallas. He is a graduate of the California Institute of Technology and served as an Army Air Force meteorologist throughout World War II. Culbertson is a professional member of the American Meteorological Society.

AMERICAN BROADCASTING COMPANY
190 North State Street, Chicago 1, Illinois
Government Continued

FTC Arms for Phony-Price War

The FTC has declared open war on deception in advertised prices.

Last Friday (Oct. 10), the Trade Commission released a new nine-point guide for its staff to follow in an effort to halt fictitious pricing. And, in making the guide public, the FTC served notice on one and all that intensified enforcement has been ordered.

The crackdown will apply to all types of advertising, including radio and television. In carrying out the "get tough" policy, the FTC told its staff to consider ads in their entirety since some price claims may be "entirely misleading although every sentence separately might be literally true."

FCC Chairman John W. Gwynne said the new "teeth" would act as a long-needed spotlight on an advertising evil that has misled the public in its purchases and worked a competitive hardship on merchants who advertise honestly. "While our staff already has been hitting hard at those who lie about their bargain prices, we believe the problem is growing worse," Commr. Gwynne stated.

He continued:

"Its solution calls for no less than a united effort by all groups—private, civic, state and federal—to get price advertising claims back on a truthful level. This task may be too widespread for the Federal Trade Commission alone, but its solution is beyond the capacity of all of us whose patience has run out, including the buying public." Directed against nine major types of fictitious pricing, the guide states:

1. Sellers must not represent or imply that they are offering a reduced price unless that price applies to a specific article, not similar or comparable merchandise. Any savings claim must be based on a reduction from the "usual and customary" retail price.

2. Merchandise must not be advertised as reduced in price if the former higher price is based on an artificial markup. Also, the former price quoted must be the one that immediately preceded the sale price.

3. Comparative prices for comparable merchandise may be used only if the claim makes clear that the advertiser is talking only about comparable merchandise and not the former price of the article he is selling.

4. Special advertised sale prices must represent a bona fide reduction from the customary retail price.

5. "Two-for-one sales" claims may be made only if the price for two articles is the seller's usual retail price for one.

6. One-half, 50% or 1½ sales must be factually true and, if conditioned upon the purchase of other merchandise, this fact must be continuously disclosed.

7. Articles must not be advertised at factory or wholesale prices unless they actually are being offered to the public at the same price the retailer regularly pays.

8. Merchandise should not be "pree-ticketed" with any price figure that exceeds the usual retail price.

9. Comparative prices must not be used in the advertising of merchandise described as imperfect, irregular or seconds, unless it is prominently displayed that the higher price refers to the same merchandise in new and perfect condition.

All of the guides relate to comparative prices in the same general trade area. In sending the nine-point guide to its staff, the FTC outlined these principles to use in evaluating questionable advertising:

Advertisements must be considered in their entirety and as they would be read by those to whom they appeal; ads as a whole may be completely misleading although every sentence separately might be literally true (things may be omitted that should be said or the ads may be printed in such a way as to mislead the public); the ads are not intended to be carefully dissected with a dictionary, but rather to determine what impression would be produced on a prospective customer; whether or not the advertiser intends to mislead, the deception of customers and the diversion of trade from competitors is the same.

Also, a deliberate effort to deceive is not necessary to support a charge of using unfair methods; laws are made to protect the trusting, as well as the suspicious, and pricing claims, however made, which are ambiguous should be interpreted in the light of the FTC's purpose, which is to prevent claims which have the tendency and capacity to mislead.

Harry A. Babcock, FTC executive director, said the agency's staff will follow the new rules to the fullest of its capacity. "We hope that the guides not only will serve to educate advertisers on what the law requires but also will encourage the widest cooperation on a voluntary basis," he said. "Nevertheless, we are prepared to augment our hopes by taking fast-judgment action against those who think these guides don't mean what they say."

The FTC will work with Better Business Bureaus, the Advertising Federation of America and civic organizations in its new enforcement program, Commr. Gwynne said.

A House subcommittee last summer hit the Trade Commission on two separate occasions for alleged failure to police false and misleading advertisements [GOVERNMENT, Aug. 25; LEAD STORY, Aug. 18]. In neither instance, however, was the question of fictitious pricing involved.

FCC Has Doubts on Fm Sublet, Remands Grant Recommendation

May an fm licensee legally sublet his multiplex subcarrier to another? If so, can he do it for a period extending beyond the expiration date of his three-year fm license? The FCC intends to find out and has remanded an initial decision—recommending grant of 102.7 mc in Los Angeles to Hall Broadcasting Co.—to Hearing Examiner Basil P. Cooper for a new hearing and a supplemental initial decision.

The FCC last week noted that Richard C. Simonton, who operates a wired background music service in the Los Angeles area, withdrew his competing application for 102.7 mc in an agreement with Hall whereby Mr.
Anything you can do on tape you can do better on the new Presto 800

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

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

If you’ve done your share of editing, one thing is clear... the recorder you have to have is the PRESTO 800 Professional. Available in console, portable and rack-mounted models, in stereo or monaural. For facts and figures, write, or wire collect to Tom Aye, Presto Recording Corp., Paramus, New Jersey.

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

**THE PRESTO 800 PROFESSIONAL EXCLUSIVE:**

- **400 PROFESSIONAL EXCLUSIVE:**
  - Edit switch allows one-hand runoff during editing and assembly of master tapes, eliminates messy tape overflow.

- **800 PROFESSIONAL EXCLUSIVE:**
  - New linen-base, phenolic drum brake system features double shoes, eliminates brake maintenance headaches.

- **800 PROFESSIONAL EXCLUSIVE:**
  - Four-position plug-in head assemblies offer optimum flexibility. Can be instantly interchanged without realignment.

*October 13, 1958*
Simonton could use a multiplexer subcarrier on the fm frequency for his background music service. It was understood he wanted to switch to fm from wired service because of the expenses of the latter method in reaching various parts of that sprawling music service.

The examiner's decision was released April 21.

The FCC questions whether Hall's agreement with Mr. Simonton would constitute reaching various parts of that sprawling music service.

It is understood that there are 3,300 am, 600 fms and 600 tvs today and that public broadcast needs are "basically local."

NEARLY SIX YEARS LATER
Chesterfields are not "milder" than other cigarettes, the FTC ruled last week, and ordered manufacturer Liggett & Myers Tobacco Co. to stop making that claim in advertisements.

The Trade Commission also ordered the firm to desist from advertising claims that Chesterfields will have "no adverse effect upon the nose, throat or accessory organs" and that Chesterfields are "soothing and relaxing."

The FTC's final order closed a case dating back to January 1953.

The action went beyond recommendations made a year ago by a hearing examiner, who would have permitted Chesterfield to continue making the "milder" and "soothing and relaxing claims." The FTC order, however, said the cigarette manufacturer could continue to claim its product left "no unpleasant aftertaste" because there was no evidence that Chesterfields, or any cigarette, is "unpleasant."

ABC Wants KOB Decision Stayed Until Final Clear Channel Action

American Broadcasting-Paramount Theatres (ABC) last week asked the FCC to set aside its Sept. 3 decision in the 17-year-old 770 kc case and place the application of KOB Albuquerque, N. M., in the pending file to await final action in the Commission's clear channel proceeding.

As the decision was denied, ABC said, it asserts that his decision should be modified to make it clear that conclusions are "tentative" and that the rights of ABC's WABC New York on 770 kc won't be modified "unless and until" procedures for duplication of clear channels are spelled out in the final action on clear channels.

The FCC on Sept. 3 [GOVERNMENT, Sept. 8] acted to resolve the controversy, which began in 1941, by ordering both WABC and KOB to operate on 770 kc, both with directional antennas. The Commission maintained 770 kc as a Class I frequency and approved use of 50 kw at night, directional, for KOB. The limits of the directional patterns are to be specified.

ABC said last week it feels that the FCC cannot legally duplicate 770 kc without also acting on proposed duplication of other clear channels. The FCC placed KOB on 770 kc with 50 kw day and 25 kw night in 1941 under a special service authorization and has renewed such authorizations ever since. KOB has been assigned 1030 kc with 10 kw earlier that same year.

Ever since, ABC has tried to get KOB off 770 kc and has won two court appeals, the latter resulting in direction-alizing of KOB at night to protect WABC. The FCC's clear channel rulemaking proposes that 770 kc be duplicated in the same way as that ordered in its Sept. 3 decision [LEAD STORY, April 21].

DBA Will Put Up Legal Fight Against Denial of Longer Hours

The Daytime Broadcasters Assn. announced last week it is planning a "course of legal action...within a few weeks" which it will take in response to the FCC's Sept. 19 order denying daytime am stations' requests for extended hours of operation [AT DEADLINE, Oct. 1].

DBA's executive officers, meeting Oct. 1-2 in Washington with their legal and engineering counsel, announced afterward that they were "amazed at the FCC's utter disregard" for the local service needs of some 900 communities served only by daytime stations. DBA said the FCC order may be a "technical" answer, but doesn't solve the needs of these communities.

The organization to the FCC with "continuing to adhere to engineering standards set up a quarter of a century ago" when there were only 600 am stations. It noted that there are 3,300 am, 600 fms and 600 tvs today and that public broadcast needs are "basically local."

Muzak's N.Y. Fm Fights Order Against Simplex

Muzak Corp.'s WBFM (FM) New York last week became the first fm operator to go to court over the FCC's Oct. 1 order denying requests by fm stations to continue functional music operations on a simplex basis.

WBFM appealed Wednesday (Oct. 8) to the U.S. Court of Appeals for the District of Columbia and asked a preliminary injunction against compliance with the FCC order until the court decides on the appeal.

The FCC order allowed WBFM to continue simplex operation to Oct. 31.

WMIT (FM) Clingmans Peak, N. C., filed a similar action with the court Thursday. The Oct. 1 FCC order affected 15 fm stations and others are expected to appeal.

WBFM based its position on the FCC's denial without hearing of the New York fm's petition to continue simplexing and asked the court to find that the station is entitled to a full hearing before the FCC may require WBFM to convert to multiplex.

WBFM noted that the court granted a stay in the Functional Music Inc. (WFMF [FM] Chicago) case, now pending before the court in a test of the validity of the FCC's multiplex rules and the FCC's determination that functional music is not broadcasting and, thus, cannot be programmed on a broadcast frequency. The FCC also concurred in court to stays in the cases of KFMY (FM) Los Angeles, WNAU-FM Annapolis, Md., and WEAW-FM Evanston, Ill., which filed a joint appeal, WBFM said. But despite this, the court has refused to issue an extension of WBFM's simplex operation and a stay of the order to go on multiplex-only operations pending the outcome of the test cases in the court, the station charged.

The New York fm noted that while it derives some revenue from broadcasting, the major source comes from its background music subscription service.

WBFM pointed out that it both simplexes and multiplexes at present, but that only 105 of its background music subscribers are equipped for multiplex reception while 645 customers are still equipped on a simplex basis. (The station itself bears the expense of furnishing and installing the new multiplex receiving equipment, since it sells a service.)

The station cited problems and expenses of conversion to multiplex and said multiplex transmission and reception equipment "has not reached the stage where they are suitable for WBFM's purposes."

Tv Test Period Extended

The FCC last week authorized television stations to continue conducting test transmissions in accordance with a public notice of April 4, 1957, for the period ending April 3, 1959. A rule making proceeding is

Camart dual sound reader

- Edit single and double system 16mm or 35mm optical sound.
- Edit single system Magnastrip or double system magnetic sound.
- Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track.
- Works from left to right, or right to left.

The Camera Mart, Inc.
1845 Broadway New York 23, N. Y.
Plaza 7-6977

Model SB-111
Magnetic or Optical
Model $195.00

Page 108 • October 13, 1958

Broadcasting
The "Top of the Rock", crowning Chicago's 41-story Prudential Building, is frequently the high spot in many a Windy City timebuyer's day. On a clear one, you can see into four states. Many of the more successful timebuyers, however, are seeing a great deal farther — into the northeast corner of the country. Known paradoxically as "Downeast" (but officially named Maine), this state is so great they're starting to toast it with creme de menthe.

Why? Because Maine and Money, you see, have more in common than the same initial letter. Both are beautifully green — and the green in Maine isn't all from pine trees (even though dollars do practically grow on trees there).

Within the confines of Maine's fast-growing market are nearly a million customers lavishly spending — at latest tally of cash register bells — over One Billion Dollars per annum.

Lots of money can also be found in Fort Knox, too. But in Maine, we're happy to report, you can get at it! There's a network of radio and TV stations with a wellnigh hypnotic influence upon buying habits of Maine families. No advertising medium reaches so many of them so often and so persuasively as The Hildreth Stations. Next time you find a smart timebuyer dreamily humming "The Maine Stein Song" to himself, you'll know why. He's discovered something good! So why shouldn't you?
outstanding for the purpose of adopting a standard tv station test signal. The Commission requested that stations using test signals notify it of that fact. Also, the FCC noted, "the transmission of test signals during program transmissions shall not interfere with synchronization nor significantly degrade the picture reception."

Criticalisms of USIA Unleashed
At House Subcommittee Hearings

A House Foreign Affairs subcommittee, reviewing the operations of the USIA, last Monday (Oct. 6) heard several attacks on the operation of the Voice Of America. Achilles Catsonis, attorney for the National Conference of American Ethnic Groups (NCAEG), called for the establishment of a "new U. S. information program with some real talent. . . . and proven ability in fighting communism successfully."

He said organizations affiliated with NCAEG have come to the conclusion that USIA-VOA is not doing its job. "As they have said so in no uncertain terms, year after year," he emphasized. "An immediate change is imperative."

Dr. Lev E. Dobriansky, chairman of the Ukrainian Congress Committee of America on VOA, said USIA's decision to eliminate certain foreign language programming and curtail others "is the product of ignorance and intellectual incompetence. . . ."

Other witnesses last Monday also attacked the USIA-VOA operations.

Rep. Wayne L. Hays (D-Ohio), subcommittee chairman, ordered the hearings to investigate charges made on the House floor last August when that body was debating a $10 million appropriation for the establishment of a VOA transmitter in North Carolina (At Deadline, Aug. 25).

After last Monday's session, the hearing was adjourned subject to the call of the chair.

George V. Allen, USIA director, and other agency personnel appeared before the subcommittee Sept. 22 in defense of the operations of VOA.

Ch. 10 Parma Grant Protested

Jackson Broadcasting & TV Corp., unsuccessful applicant for ch. 10 at Parma, Mich., last week asked the FCC to stay the effective date of its grant of the channel on a sharetime basis to TV Corp. of Michigan Inc. and the State Board of Agriculture [Government, Sept. 8]. Jackson petitioned for a rehearing, alleging ex parte activities took place during the hearing and that Jackson was denied due process of law. Other unsuccessful applicants were Triad Corp. and Booth Radio & TV Stations Inc.

AMST Objects to Ch. 9 Sites

The Assn. of Maximum Service Telecasters last week asked the FCC not to act on applications for ch. 9 at Savannah and Columbus, both Georgia, which if granted would locate the transmitter sites 173 miles apart—17 miles less than the FCC's minimum separation requirements. AMST has consistently opposed any breakdown of mileage separations. AMST said the U. of Georgia, which has applied for ch. 9 at Savannah for a noncommercial educational station, and WTVM (TV) Columbus (ch. 28), which has applied for ch. 9 at Columbus, can decide between themselves on alternate sites which will fulfill minimum space requirements. WTVM and WRBL-TV Columbus had planned to occupy a joint antenna site near Columbus.

National Airlines Files Denial
Of Violation Charge by Eastern

National Airlines, parent company of WPST-TV Miami, last week filed at the FCC a response to a petition the previous week by rival Eastern Airlines asking the FCC to revoke the license of the ch. 10 station. Eastern had charged that an agreement between National Airlines and Pan American World Airways, whereby stock would be exchanged by the two airlines to give Pan American 25% of National, violated FCC regulations because of failure to give the proper 60 days advance notice in a transfer of control.

National denied such a violation, saying the proposed agreement was filed Sept. 12 and that the National-Pan American agreement is effective Nov. 12. National said the transaction does not constitute a transfer of control because Pan American stockholders holding National stock must vote with the majority of National stockholders.

The FCC currently is hearing a rehearing in the Miami ch. 10 case to determine if Richard A. Mack—since resigned—was qualified to vote in the FCC action awarding ch. 10 to Public Service TV, a National Airlines subsidiary.

Kcul Gets 30 Kw Day

The FCC last week granted an increase in daytime power, with engineering conditions, to Kcul. Fort Worth, Tex. The station currently operates on 10 kw, day; the increase would up this to 30 kw. Kcul would continue to operate on 1340 kw with 1 kw, night, directional antenna, different pattern day and night.
"... puts you at ease just thinking about it."

BILL: "Looks good, doesn't it?"

JIM: "Sure does. Sounds good, too."

BILL: "One of the most feature packed
1 KW transmitters I've ever seen."

JIM: "You must mean the inbuilt
dummy antenna, complete serv-
icesability from the front, new
cooling system, new distortion
low, all new functional design,
plus the..."

BILL: "You've got the idea. Every-
thing you want or need wrapped
into one transmitter... kind of
puts you at ease just thinking
about it."

JIM: "It's easy to own, too."

BILL: "That's right, Jim. You know,
I'm sure glad we own a Gates
BC IT."

JIM: "You can say that again."
VIDEOTAPE GETTING RECORD RUN ON ABC-TV OPERATION DAYBREAK

- Total 5½ hours of programming being put on tape
- Clock time of shows to be uniform throughout country

What appears to be by all odds the heaviest videotape operation in network television goes into effect today (Oct. 13) at ABC-TV.

All of ABC-TV's new Operation Daybreak programming—the project to get the network into daytime tv at one swoop, which starts today—will be taped for delayed transmission in order to deliver each show for broadcast at the same clock times throughout the U.S.

In all, 3½ hours of new programming plus 2 hours of existing daytime shows will be put on tape each day, Monday through Friday.

Frank Marx, engineering vice president, spelled out details for Broadcasting last week.

The programs will originate in New York and with three exceptions will be transmitted live to stations in the Eastern time zone. But they will be taped in Chicago and Hollywood for delayed broadcast so that they will be seen at the same clock hours in those time zones as in the East.

One exception to the clock-time policy is the Mountain time zone, which will take the Central zone feed from Chicago. Mr. Marx said several reasons contributed to the decision not to make a special Mountain zone feed. Among them: shortage of AT&T circuits, small number of stations involved, and research indicating that in this area audiences might be better at the new hours.

Two programs from Hollywood will be taped there and the tapes then will be flown to New York—at a great saving as compared to line charges—to be put on the network. These programs—Liberace Show and Day in Court—will be fed on the regular delayed basis from Chicago and Los Angeles to the Midwest and West.

Who Do You Trust?, which originates in New York, also will be taped for the Eastern as well as the other zones. This, Mr. Marx explained, is being done to overcome facilities problems involved in live production of the show.

Similarly, facilities problems are overcome by taping Liberace Show in Hollywood. A considerable cost saving will be effected, because it will be possible to tape shows for a full week in 2½ or 3 rather than 5 days.

Mr. Marx pointed out that in addition to using tape for clock-time repeats of daytime shows, ABC-TV is using VTR substantially in the public service area, since—for example—it enables the network to get important people as guests at times that are more convenient than the actual broadcast times. Along with the other networks, ABC-TV also is using tape extensively in overcoming the vast time-differential problems that always exist during Daylight Saving Time months.

ABC-TV also is using VTR at night for some commercials and also for inserts in live programming (Naked City).

The only ABC-TV daytime programming from Monday through Friday which will not be taped is Mickey Mouse Club and Walt Disney's Adventure Time, which alternate in the 5:30-6 p.m. spot, and Tales of the Texas Rangers, which occupies the 5:50-6 p.m. portion of American Bandstand on Thursday. These three are on film.

For its VTR activities ABC has 18 Ampex machines, divided equally among New York, Chicago and Los Angeles, and is adding two others in Chicago and two in Los Angeles.

The new daytime lineup, the first 3½ hours of it being launched today:

Day in Court, 11-11:30 a.m.; Peter Lind Hayes Show, 11:30-12:30; Mother's Day, 12:30-1; Liberace, 1-1:30; Chance for Romance, 2-2:30; Beat the Clock, 3-3:30; Who Do You Trust?, 3:30-4; American Bandstand, 4-5:30 (except Thursdays, when Texas Rangers takes 5-5:30), and Mouse and Disney's Adventure Time, 5:30-6 p.m.

Marx, Guy Plan VOA Tour

Frank Marx, ABC vice president in charge of engineering, and Raymond F. Guy, NBC senior staff engineer, are slated to leave Oct. 18 for an around-the-world trip to inspect Voice of America facilities. The tour was authorized by the U.S. Information Agency and an industry ad-

visory group of which Messrs. Marx and Guy are members. Among their assignments: to see to what extent Voice facilities are able to meet the Communist propaganda barrage. Points to be visited include England, Tangiers, Greece, Germany, Ceylon, the Philippines and Hawaii.

The trip is expected to take six weeks.

Audience Opinions Essential
For Good Programming—Coyle

In order to maintain a balanced and effective programming schedule, television must keep "a close tab on the audience's many facets, its opinions, its likes and dislikes, its needs and directions," Donald W. Coyle, vice president and general manager of ABC-TV, told a seminar of the Advertising and Sales Executive Club of Kansas City last Thursday (Oct. 9). He substituted for Oliver Treyz, ABC-TV president who was ill.

Among the means used to achieve better communication with the audience are mail and audience measurement. He credited the mail for providing "insights into the trends and turns of the future," and added: "Ratings are guides, not gods... in many cases the rating a program achieves has an iceberg quality. Ninety percent of the truth is hidden and we must dive beneath the surface for the full story. And different segments provide insight into different aspects of a program."

An additional method of rating program effectiveness, Mr. Coyle noted, is one used by the advertiser—at the retail level where the sales of a product are made. In this connection, he pointed out that television can create "tremendous appeal" for a product and imaginative merchandising of the program at the local level can prove to be a highly effective sales aid.

Mutual Praises Affiliate Group
For Work in Adding Stations

MBS last week paid tribute to the Mutual Affiliates Advisory Committee for the selling job it is performing to independent stations on the desirability of network affiliation with MBS. The reason: in six months, the committee's sales campaign has increased the number of affiliates by 53—from 395 to 448.

The committee has used several sales techniques. One is scheduling MBS station meetings during regional sessions of the NAB so that new affiliates may become acquainted with Mutual operation from a network representative and veteran MBS affiliates. Another sales approach devised by Charles Godwin, Mutual vice president for stations, is to invite non-Mutual stations to attend the meetings.

Mr. Godwin reported that five stations will join the Mutual roster this week, raising the total of 453. New affiliates are WHSM, Hayward, Wis.; WJMC Rice Lake, Wis.; WGNZ, Minneapolis; WCON, Con-
SHOW COSTS CBS A USSR BUREAU

The CBS programming department last week got the CBS news department in duck with the Kremlin.

The result was that the USSR booted Paul Niven, CBS News Moscow bureau chief out of Russia and ordered him to close down the bureau there.

The reason: the Playhouse 90 production of "The Plot to Kill Stalin," presented on CBS-TV Sept. 25.

Mr. Niven was called to the press department of the Foreign Ministry on Oct. 8 and told that the CBS News bureau must be closed because CBS had prepared and broadcast in the United States "a number of anti-Soviet radio and TV programs," particularly the Sept. 25 play.

The Moscow action came two days after Soviet Ambassador to the United States, Mikhail A. Menshikov, lodged a protest with the U.S. State Dept. against the broadcast. He was told that the U.S. government could take no action against a private company, nor had it any power to censor a broadcast.

Sig Mickelson, CBS vice president and manager of the CBS News Div., termed the Soviet action a violation of the "principles of mutual understanding."

He issued an official statement which said as follows:

CBS News regrets the action taken by the Soviet Union today in expelling Paul Niven and blacking out on-the-spot CBS News coverage of the USSR. We believe the Soviet action is inconsistent with Russia's often-expressed support for greater mutual understanding. It is obvious there can be no mutual understanding without a free and full flow of information. Coverage from the Soviet Union has been limited at best because of severe censorship, restrictions on freedom of movement, and limited access to government officials. With this latest step, however, the USSR has violated once again the principles of mutual understanding.

John F. Day, CBS News director of public affairs, declared:

"We of the news division are being punished over something we had nothing to do with, over something we had no control over—namely a production of the CBS programming department."

Lincoln White, State Dept. press officer, accused Russia of a form of intimidation. "This comes on the heels of the expulsion of Roy Essoyan of AP," Mr. White said. Mr. Essoyan, Moscow AP correspondent, was ordered to leave the USSR Sept. 20.

The USSR order to close the CBS bureau was the first in recent years. The bureau was established in September 1955 by Daniel Schorr, who returned the end of each year to participate in the CBS Years of Crisis radio and TV roundups. Last December he returned as usual and then went on an extended lecture tour with plans to return to Moscow April 1. Mr. Niven was sent out to man the bureau during Mr. Schorr's absence in the U.S. Between April and July, Mr. Schorr and CBS attempted to secure a visa, but received a final "nyet" from the Soviets in July. Mr. Schorr was put on the Washington and UN beats, and Mr. Niven was told to stay on in Moscow.

CBS had a Moscow office up to 1947, manned by Richard C. Hottelet. After the cold war began in that year, American broadcast correspondents were harassed and finally denied radio facilities.

Still open and operating in Moscow is the NBC bureau, headed by Irving R. Levine.

William R. McAndrew, vice president, NBC News, said last Wednesday, "NBC News joins the Columbia Broadcasting System in urging the State Department to protest the closing of CBS News bureau in Moscow."

"The Plot to Kill Stalin" was written by David Karp, and produced by Fred Coe. Its theme was that the present rulers of Russia conspired to prevent medical assistance from being given to the Soviet dictator when he was near death. It was triple-sponsored by the American Gas Assn., All-State Insurance Co. and Kimberly Clark.

Meanwhile, NBC last week reported that its Far Eastern correspondent James Robinson has been readmitted to Formosa following a tiff with the Nationalist Chinese government over his story that Generalissimo Chiang Kai-shek had declined to answer 8 of 15 questions submitted in advance [Networks, Sept. 21].
**U. S. Networks Ogle Canada Live Tv Shows**

The Canadian-produced one-hour live drama series *Encounter* didn't break the trend of CBC's TV series but did receive a high ranking for its production quality, as shown in the ratings for the week ending Oct. 5. The series, which premiered on *ABC-TV*, has continued to draw a good audience, with ratings consistently above 10 in major cities. 

Total production and talent cost for the one-hour "Breakthrough" performance Oct. 5 came to only $35,000, a figure which U. S. producers find hard to believe, but which is possible by Toronto craft and talent scales. One technical development in CBC's favor for export is the video tape recorder, which would permit any delayed broadcast of a Canadian production demanded by the scheduling in the U. S.

The other series CBC is attempting to market in the U. S. with their current Canadian tv sponsors and agencies, include: *Hit Parade*, Philips Electric through Erwin, Wasey & Co. Ltd.; *Front Page Challenge* (quiz), Lever Bros. through Young & Rubicam, Toronto; *Showtime* (variety), General Electric Co. through MacLaren Adv., and *Unforeseen* (mystery anthology), Lever Bros. through MacLaren and General Foods through Baker Adv.

Sen. Hubert H. Humphrey (D-Minn.) last week congratulated ABC-TV for its pioneer Canadian series, in a letter to Thomas Moore, ABC-TV vice president in charge of programming and talent. Mr. Humphrey is a member of the Senate Foreign Relations Committee.

**INTERNATIONAL**

**BBC Cold But Tolerant Toward American Import**

The British Broadcasting Corp. politely said last week it is not happy about the 10% share of evening program time devoted to American TV films and movies, but it has no choice since its own market place is virtually bare of TV film.

The BBC annual report concisely observed: "The corporation regards as unsatisfactory this position of dependence on the American product and is therefore doing all it can to stimulate production of British films for television." BBC said it hoped that during the next year "substantial advances will be made which will increase the flow of British material not only on to television screens in this country but also overseas in the form of exports."

The report also said that among the U. S. programs it airs are "star shows with Perry Como, Jack Benny and Phil Silvers, some of the better 'westerns' and others. These are well-made and entertaining programmes and they are generally liked by viewers."

BBC reported its main network of TV stations is now completed and it is going ahead with low power 1 to 5 watt repeaters to fill in the blind spots. It is estimated "some 98% of the population of the United Kingdom was within range of BBC transmitters. In no other country in the world—not even the USA—has such a high population coverage of television been achieved." By early 1958, the report said, there were TV sets in the homes of 60% of the population compared to 51% a year previous.

The adult TV public rose to 22.5 million this year, of which 3.5 million could receive both BBC and independent television authority and 9 million could receive BBC only and not ITA. In its section on audience research, BBC said that among those able to receive both BBC and ITA, time devoted to each fluctuated during the year from 28% BBC and 72% ITA to 38% BBC and 62% ITA.

**Commercial Tv Starts in Iran; A. Vance Hallack is Station Mgr.**

Commercial television, U. S.-style, is under way in the Middle East.

Television of Iran, owned and operated by a local wholesale distributor for U. S. manufacturers, was dedicated in Tehran Oct. 3 by its majesty, the Shah-in-Shah of Persia. The station owner is Habib Sabet, who also maintains offices in American offices at Rockefeller Center in New York City.

- Station manager of TVI is A. Vance Hallack, at onetime in charge of programming and production development in color TV for RCA and NBC in both New York and Washington, more recently technical assist-
Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the largest and most complete encyclopedia-type book ever published for the business of broadcasting. The information in this book is massive (more than half a million words), and it is organized for speedy reference.

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NOTE: Your subscription will be extended four issues provided payment is received with the order. Glad to pass the bookkeeping savings along to you.
THE POPE OF THE RADIO-TV AGE

Pope Pius XII was the first pontiff to realize the power of broadcast media and to utilize their facilities.

As radio and tv paid respect to the head of the Catholic Church following his death last Wednesday, broadcasters recalled his historic encyclical of September 1957, in which he called for worldwide scrutiny of decency standards [NETWORKS, Sept. 16, 1957].

In the 1957 encyclical, titled Miranda Prorsus (Latin for "The Remarkable Inventions") the Pope ordered creation of national offices in all countries where they did not exist. These offices were to use "positive action and authority" to combat undesirable films and radio-tv programs "so that by means of this difficult and extensive province of the arts, Christian ideas may be ever more widely spread."

Pius XII took a major step with a 1936 encyclical on motion pictures. This document led to formation of the Legion of Decency in the U. S. and similar organizations throughout the world.

In 1948 His Holiness formed the Pontifical Commission for Didactic & Religious Motion Pictures, a coordinating group in Rome that passed judgment on public spectacles. In 1954 its activities were extended to radio and tv under the name of the Pontifical Commission for Motion Pictures, Radio & Television. An executive committee, augmented by advisors, is credited with establishment of control organizations in many countries.

The 1957 encyclical, the first to deal specifically with radio and tv, was described as having collected into a single document the Catholic Church's views on moral and religious problems connected with radio, tv and motion pictures.

It is "important," for Catholics to take advantage of "this privilege of our century," the encyclical stated, but it warned that listeners must not only make a wise choice of programs but also find suitable ways to express their approval, encouragement and objections in a way helpful to the media in performing educational duties. Broadcasting of more religious programs was suggested. The Pope described tv as "an important milestone in the history of humanity."

Pius XII granted an extraordinary audience to a U. S. Broadcast Mission to Europe Sept. 5, 1945 [BROADCASTING, Sept. 10, 1945]. The mission, composed of a score of broadcasting leaders, toured principal countries of Europe, inspecting broadcasting facilities.

The Pope addressed the mission in English.

"Like every human invention," His Holiness told the mission, "the radio can be used as an instrument of evil as well as good. It has been used, it is used, to disseminate calumnies, to mislead simple, uninformed folk, to disrupt peace with nations and between nations."

"This is an abuse of a gift of God, and it is for the responsible directors, as far as possible, to check and eliminate it."

"Let the good accomplished by the radio always outrun the evil, until the evil becomes weary and falls by the wayside. Is that too much to hope for? Certainly it is a noble goal, worthy of men's best efforts, and it is our fervent prayer."

He voiced gratitude to American radio for spreading the gospel of good and placed on radio great responsibility for uniting the world into a community of peaceful nations.

Papal History was made minutes after Pius XII died when television was admitted to his bedroom. UPI tv cameraman Vittorio Della Valle, working under a pool agreement, was admitted to the Papal Palace to take films in the interior of the summer palace as well as the bedroom. A UPI dispatch said, "The curtain of secrecy which has veiled such momentous occasions in the past 2,000 years of the Catholic Church's history was torn away by the medium of television which the Pope appreciated and used during his latter years." The picture above is a frame from the UPI film. Flown to New York, it was radioed to Washington by UPI especially for BROADCASTING.

Ancient representative of the U. S. government, Mr. Hallack earlier organized and managed Television of Baghdad, being on loan to the government of Iraq by the U. S. Prior to that he conducted tv demonstrations in the far east at Djakarta, Indonesia, and New Delhi, India.

TVI is operating with commercial programs initially for four hours a night, seven nights weekly. Using RCA equipment on ch. 3 with effective radiated power of 4 kw, TVI uses U. S. technical standards, which RCA now prefers to describe as "International Standards" since so many countries are using them. The station employs 60 Iranians. It has two studios, plus a mobile unit. There presently are an estimated 1,500 tv sets installed in Iran with 25,000 sets expected to be sold during the first year's operation. Mr. Sabet is RCA's distributor in Iran.

August Sales of Tv Receivers
Just Below 1958 Canada Record

The second highest month for television set sales this year was recorded in August when 33,423 tv sets were sold in Canada, according to the Electronic Industries Assn. of Canada, Toronto. In January tv set sales totalled 33,735 units. Total sales in the first eight months of this year were 225,307 units as compared with 233,238 in the same period last year.

Ontario accounted for 85,620 tv sets of total sales in the first eight months of this year, Quebec for 57,310 sets, British Columbia 18,387, Alberta 18,245, and the other six provinces smaller numbers of tv sets.

Radio receiver sales in August dropped to 43,534 for all Canada as compared with 46,640 in July. Total radio set sales in the January-August period were 313,490 compared with 333,960 last year in same period. Ontario accounted for 137,568 radio sets, Quebec 80,625, British Columbia 21,886, and Alberta 21,210 sets, with the balance in the rest of Canada.
## Manufacturing

### August Set Output Up But Year's Total Lags

Production of radio and TV receivers increased seasonally in August but factory totals are running behind 1957, according to Electronic Industries Assn. Radio and TV set sales by retail stores also rose seasonally but are behind last year.

Factory output included 507,526 tv sets in August compared to 274,999 in July and 673,734 in August 1957. Cumulative 1958 output was 2,950,455 tv sets compared to 3,756,533 in the same eight months of 1957. August tv output included 38,166 sets with uhf tuners compared to 88,615 in August 1957. Uhf production totaled 271,097 sets in the first eight months of 1958 compared to 498,865 in the 1957 period.

Radio set production totaled 1,028,852 sets in August, including 242,915 auto models. This compares with 621,541 sets (186,379 auto models) in July and 965,724 sets (301,971 auto models) in August 1957. Eight-month radio output totaled 6,611,686 sets (1,893,813 auto models) compared to 8,765,606 sets (3,392,926 auto models) in the like 1957 period. Output of fm models totaled 21,335 sets in August compared to 11,816 in July. Cumulative fm figures are not available, EIA having resumed publicity of this data only recently.

Retail sales of tv sets totaled 405,790 in August, 279,010 in July and 2,862,452 for the first eight months of 1958. Sales totaled 510,097 in August 1957 and 3,756,834 in the eight months of 1957.

Retail sales of radios totaled 658,247 in August, 488,495 in July and 4,111,080 for the first eight months of 1958. Radio sales totaled 710,553 in August 1957 and 4,947,-006 in the eight months of last year. Retail radio figures do not include auto models.

Following are radio and tv production figures for 1958:

<table>
<thead>
<tr>
<th>Month</th>
<th>TV Production</th>
<th>Auto Production</th>
<th>Total Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>433,093</td>
<td>340,870</td>
<td>773,963</td>
</tr>
<tr>
<td>February</td>
<td>470,413</td>
<td>369,445</td>
<td>839,858</td>
</tr>
<tr>
<td>March</td>
<td>416,003</td>
<td>354,931</td>
<td>770,934</td>
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<tr>
<td>April</td>
<td>362,099</td>
<td>291,423</td>
<td>653,522</td>
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<tr>
<td>May</td>
<td>250,082</td>
<td>185,618</td>
<td>435,700</td>
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<tr>
<td>June</td>
<td>370,030</td>
<td>335,613</td>
<td>705,643</td>
</tr>
<tr>
<td>July</td>
<td>274,899</td>
<td>186,278</td>
<td>461,177</td>
</tr>
<tr>
<td>August</td>
<td>507,526</td>
<td>242,915</td>
<td>750,441</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,950,455</td>
<td>1,802,813</td>
<td>5,753,268</td>
</tr>
</tbody>
</table>

### CBS Labs’ Million-Dollar Home Officially Opened in Stamford

CBS Labs’ new million-dollar research center was dedicated formally last Tuesday (Oct. 7) in Stamford, Conn. The center, on the crest of a 23-acre wooded hill on High Ridge Rd., is a glass-enclosed aluminum and steel structure with extensive facilities for research and development. Ground was broken for the building in November 1957 [MANUFACTURING, Oct. 6].

Once housed in the CBS building at 485 Madison Ave. in New York City, the center serves both as administrative and scientific headquarters for CBS Labs, a division of CBS Inc.

Roy W. Johnson, director of the Defense Dept.'s Advanced Research Projects Agency, spoke at dedication ceremonies which included guided tours of the facility and was attended by Connecticut Gov. Abraham Dyer.

---

### Cincinnati’s Most Powerful Independent Radio Station

**WCKY**

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day—seven days a week

**CINCINNATI, OHIO**

**L.B. Wilson STATION**

**WCKY CINCINNATI**

October 13, 1958 • Page 117
RESEARCH can now proceed at CBS Labs' new Stamford, Conn., glass-enclosed aluminum and steel center. Principal speaker at the Oct. 7 dedication was Roy W. Johnson (center), director of the Defense Dept.'s Advanced Research Projects Agency. Dr. Peter C. Goldmark, CBS Labs president (left), and CBS President Frank Stanton (right), were also on hand.

Ribicoff, Stamford Mayor Webster C. Givens, military and business leaders.

Mr. Johnson used the ceremonies to explain the vision of the space age and to discuss important areas of defense research, citing the new research center as a contribution to U. S. scientific progress.

RCA Signs With Dow Jones Co.
To Handle Typesetter Marketing

RCA and the Wall Street Journal announced last week an agreement under which RCA will produce and market an electronic typesetting machine developed by Dow Jones & Co. and capable of preparing metal type more than three times as fast as conventional methods. The agreement was jointly announced by John L. Burns, president of RCA, and Bernard Kilgore, president of Dow Jones, publisher of The Wall Street Journal.

The agreement includes not only the electro-typesetter but also tape editing and collation apparatus, and a strip labeler for addressing newspapers, periodicals and other printed matter.

At the same time, Mr. Burns announced that RCA has formed a new automation production department under the direction of D. A. Thomas. Mr. Thomas reports to Theodore A. Smith, executive vice president, RCA industrial electronic products. The department will have within its sphere the newspaper automation equipment.

Lineup for Ampex' VTR Showing

Ampex Corp. is demonstrating its VR-100 videotape recorder and new automatic splicer at WLWT (TV) Cincinnati today and tomorrow (Oct. 13, 14). Other engagements for the "Road Show" series: Oct. 17, 18, WTMJ-TV Milwaukee; Oct. 20, 21, Chase Hotel, N. Kingshighway, St. Louis; Oct. 23, 24, WDFA-TV Kansas City; Nov. 3, 4, CBC Toronto, Ontario; Nov. 10, The Homestead (Assn. of National Advertisers' convention), Hot Springs, Va.

Odorizzi, Watts, Casella in RCA Shifts

Charles M. Odorizzi, RCA executive vice president, sales and services, has been named group executive vice president, consumer products and services, RCA President John L. Burns announced last week. He will retain overall supervision of RCA Institutes Inc., RCA Victor Distributing Corp., and RCA Victor Co. Ltd., Canada.

In addition, W. Walter Watts, group executive vice president, will have added to his responsibilities the RCA international division, formerly under Mr. Odorizzi. Mr. Watts continues to head the electron tube and semiconductor-materials divisions.

P. J. Casella, named executive vice president, consumer products, will have responsibility for the activities of RCA Victor television division, RCA Victor radio and "Victrola" division and RCA Victor record division. He will continue as president of RCA Victor Co., Ltd., Canada.

Also announced by Mr. Burns were the appointments of Robert A. Seidel, executive vice president, to assistant to the president of RCA; and Martin F. Bennett, formerly vice president, merchandising, to vice president, distribution, reporting to Mr. Odorizzi. All assignments are effective immediately.

Mr. Odorizzi joined RCA in 1949 after 12 years with Montgomery Ward & Co., where he was vice president and general manager of the mail order division. While at RCA, he has been vice president in charge of the former Victor division, operating vice president for that division, executive vice president, corporate staff and a member of the RCA board of directors. Mr. Watts came to RCA in 1945 and was elected a vice president in 1946 and executive vice president, electronic products, in 1954. In 1955 he became executive vice president, electronic components. Mr. Casella's past experience includes managing director of RCA's Italian subsidiary.

Underwater Unit in Production

Underwater TV camera housing is being produced by Sampson-Hall (design engineer Herb Sampson and actor Jon Hall) of Costa Mesa, Calif. The unit, which has been turned over to the U.S. Navy for testing, can be operated at a depth of more than 1,000 feet by a diver or remote control. Sampson-Hall also manufactures underwater housings for movie cameras.
“Ad Age gets read right now!”

says LES MULLINS
Advertising Manager
Burgermeister Brewing Corp.

“The informative news reporting and the analysis of controversial subjects by Advertising Age furnish me a generous stimulant for thought. That's why so many Advertising Age items get clipped in my office, are circulated through our organization, and then filed for future reference.”

Whether it's for the news, analyses, ideas or reports on current trends in advertising and marketing—Ad Age gets read every week by most of the important people who are important to you. It gets read—and “right now”—by those who influence as well as those who activate broadcast advertising and marketing decisions.

Burgermeister Brewing, for example, relies heavily on television and radio advertising. Its expenditures for spot TV alone topped $1,421,000 in 1957, and $801,000 for the first half of 1958.

Every week, Ad Age gets read, clipped and circulated to marketing-interested executives at Burgermeister. Further, 392 paid-subscription copies blanket the agency handling this important beer account—BBD&O.

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

* Television Bureau of Advertising.

important to important people

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

1 Year (52 issues) $3

Broadcasting

October 13, 1958 • Page 119
CBS GIVES UP ITS HARTFORD UHF

- Network affiliates with WTIC-TV, the vhf in the market
- Action follows pattern NBC set in going vhf in Buffalo

Uhf television suffered another blow last week as CBS announced it would close its ch. 18 WHCT (TV) Hartford, Conn., and affiliate with WTIC-TV Hartford, an independent v on ch. 3.

WHCT is the second network-owned uhf to be abandoned in the past six weeks. The move, to be effective Nov. 16, follows NBC’s darkening of its owned and operated ch. 17 WBUF (TV) Buffalo, N. Y. [LEAD STORY, June 16]. WBUF went off the air Sept. 30.

The CBS decision, closely guarded until announced Thursday, confronts NBC with a problem. By affiliating WTIC-TV, CBS leaves NBC with an owned uhf station in the area (ch. 30 WNBC [TV] New Britain) competing against one local v (WTIC-TV) and one v in nearby New Haven (WNHC-TV)—a situation akin to the one NBC found intolerable in Buffalo. In the Buffalo announcement, NBC officials said they did not feel a single u could compete with multiple v’s.

The CBS-WTIC-TV tie-up also gives NBC another problem: where to turn in case it decides this competitive situation is, as in Buffalo, intolerable. The only other v in the area, aside from WTIC-TV, is ch. 8 WNHC-TV New Haven, an ABC-TV affiliate. In Buffalo, NBC affiliated ch. 2 WGR-TV upon closing WBUF.

CBS had no immediate comment on the CBS action.

CBS Inc. President Frank Stanton, announcing the WHCT decision, said it was reached “with great reluctance and regret,” but that “to ignore the opportunity” to affiliate WTIC-TV at this time “would have placed the network at the grave risk of a serious competitive disadvantage for the indefinite future.”

He did not refer to financial losses at the uhf station, but these are understood to amount to more than one million dollars, including the investment in facilities. CBS operated the station more than two years.

Dr. Stanton said that “WHCT has been rendering an excellent service in the immediate Hartford area. In the last year, however, two vhf stations also have been serving Hartford proper and the general Hartford area.

“Recently the CBS-TV network was offered the opportunity to affiliate with WTIC-TV, one of these two vhf stations, whose management has pioneered in broadcasting.

“...To make its programs more widely available to the residents of the important Connecticut River Valley, to provide greater coverage to its network advertisers and because of decisive network competitive considerations, the network felt compelled to affiliate with WTIC-TV while the opportunity was still available. These special circumstances led to the decision to terminate operations of WHCT.”

Dr. Stanton said that it was CBS “current intention” to continue with its other uhf outlet, ch. 18 WXIX (TV) Milwaukee, but observers considered his tone a cautious one. He pointed out that WXIX had recently moved from ch. 19 to ch. 18 in an effort to eliminate technical interference.

“We anticipate,” he said, “that the public will receive improved reception from this move, but the full results cannot be assessed for some time. Further, the acute problem of limited availability of a uhf affiliation, present in Hartford, is absent in Milwaukee.”

This reference to lack of “limited availability” of uhf affiliation in Milwaukee pointed out the difference between the two market situations as regards networks: In Hartford there are not enough v’s for each network to have a uhf outlet; in Milwaukee, NBC and ABC both have uhf affiliates and ch. 6 WITI-TV in nearby Whitefish Bay is an independent to which CBS might turn for affiliation if it decided its uhf operation there was untenable. WITI-TV has been sold to Storer Broadcasting Co., subject to FCC approval.

Dr. Stanton made clear that “CBS is still hopeful about the future of uhf.”

He said CBS would look for another uhf investment. “We continue to believe that in appropriate circumstances, uhf can provide a fully satisfactory and competitive service,” he asserted. “We will seek another uhf investment to restore the full permissible sta-

tion ownership quota under FCC regulations.”

It was understood that CBS planned to reassign general manager Harvey J. Struthers and as many as possible of the other WHCT executives to new duties within the CBS organization and that it also would make every effort to find new jobs for those whom it cannot absorb.

What disposition would be made of the WHCT physical facilities was not immediately disclosed.

While WTIC-TV is affiliating with CBS, its radio station is a long-time NBC affiliate and officials said this association would continue. CBS Radio’s affiliate in Hartford is WDRC; this affiliation also is to continue.

Paul W. Morency, president of Travelers Broadcasting Service Corp. (WTIC-AM-TV), said that with a background of CBS-TV programs WTIC-TV would expand its local origination and service to the southern New England area. William B. Lodge, CBS-TV vice president for affiliate relations and engineering, welcomed WTIC-TV to the network, citing the station’s high standards and noting that the addition would make CBS-TV programs available to a much larger audience and would improve reception for more than a million viewers.

Carolina Radio Group Formed; Pearson Appointed National Rep

A new sales group of radio stations in North Carolina has been formed with John E. Pearson Co. appointed national sales representative, it was reported last week. Called Carolina Radio Group, stations include WTIK Durham, WFNC Fayetteville, WKIX Raleigh, WCEC Rocky Mount, WRRF Washington, WGNI Wilmington, WBBB Burlington, WSOC Charlotte, WGBG Greensboro, WIRC Hickory, WSAT Salisbury and WTOP Winston-Salem.

A group rate card has been issued, with the advertiser permitted the entire 12 stations, or a split buy of those within the eastern part or western part of the state, or additions to either group for flexibility. Basic one-minute hourly rate on the full group is $800, and half that amount ($400) for six stations. For a one-minute spot, basic rate for the group is $80, for six outlets $40.

Harry L. Wele, WSAT, is president and Tom Morris, WTIK, national sales manager of the group. Traffic and billing will be handled by the group’s Durham office in WTIK’s building.

WLOS Stations Appoint PGW

Appointment of Peters, Griffin, Woodward, station representative firm, by WLOS-AM-TV Asheville, N. C., is being announced today (Oct. 13). The stations were acquired recently by WTJV (TV) Miami (Mitchell Wolfson is president and majority owner). PGW represents WTJV as well as WFGA-TV Jacksonville of which Mr. Wolfson is a director and part-owner. The appointment was effective Sept. 24. WLOS operates with 5 kw daytime and 1 kw night on 1380 kc; WLOS-TV is on ch. 13.

OIL PROGRESS WEEK—OCTOBER 12-18

In little ways...in BIG ways, too

your life is better today because

ESSO RESEARCH

WORKS WONDERS WITH OIL

Page 120 • October 13, 1958
CONSTRUCTION begins this month on the WKRC-AM-TV Cincinnati building. The two-story structure, located on Mt. Auburn near WKRC-TV’s tower, will house offices, two TV studios and three radio studios equipped with new broadcasting gear. The $1.5 million project will take about 10 months to complete.

CHANGING HANDS

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

WTPS, WYLD NEW ORLEANS, I.A. * WTPS sold to Roussaville of New Orleans Inc. by the New Orleans Times-Picayune and States Item for $200,000. Roussaville of New Orleans in turn is discussing sale of WYLD to Connie B. Gay, also for $200,000. Sale was not completed as of last Friday. The New Orleans newspapers, now under common ownership, had agreed to sell its radio station and withdraw its appeal from the FCC ch. 4 New Orleans decision in a commitment to the Justice Dept. [GOVERNMENT, July 21 et seq.].

WTPS is on 940 kc with 1 kw, day, 500 w, night directional, and is affiliated with MBS. Other Roussaville stations are: WQXI and WATL-TV Atlanta, Ga.; WLON and WTAM-TV Louisville, Ky.; WCN and WSOK-TV Cincinnati, Ohio; WMBM Miami Beach and WTMP Tampa, both Fla., and WVOL Nashville, Tenn. Five out of seven Roussaville radio stations are now fulltime. WYLD is on 600 kc with 1 kw, day, WTAM-TV and WSOK-TV are non-operating uhfs. Connie B. Gay (Town & Country) stations are: WTCR Ashland, Ky.; WFTC Kinston, N. C., and KITE San Antonio, Tex. Transactions were handled by Blackburn & Co.

WBRZ (TV) BATON ROUGE, I.A. * Sold 47% to Baton Rouge Broadcasting Co. by Lewis Gottlieb and others for $548,000. Baton Rouge Broadcasting, which already owns 50% of WBRZ (TV), is owned by Douglas L. Manship and Charles P. Manship Jr., each 35%, and others. The Man- ships own WBO, WBRL (FM) Baton Rouge and the Baton Rouge Advocate and State-Times. WBRZ is on ch. 2 affiliated with NBC and ABC.

KKXL WATERLOO, IOWA * Sold to Cy N. Bahakel, multiple station owner, by Josh Higgins Broadcasting Co. for $500,000. Mr. Bahakel owns WAG and a construction permit for WBG-TV Greenwood, as well as WKOZ Rosciusko, both Mississippi, WBJ Bowling Green, Ky., WRIS Roanoke and WYWD Lynch-

for $75,000. Hamilton, Stubblefield, Twin- ing & Assoc. handled the sale. KEBE is on 1400 kc with 250 w.

APPROVED The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see FOR THE RECORD, page 137.

KOMA OKLAHOMA CITY, OKLA. • Sold to Storz Broadcasting Co. by Burton Levine and others for $600,000. Other Storz stations: WTXI New Orleans, LA., WHB Kansas City, Mo., WDGY Minneapolis, Minn., and WQAM Miami, Fla. Contr. Robert Bartley voted for a McFarland letter in this grant. KOMA is on 1520 kc with 50 kw, directional antenna, night.

KFSA-TV Staff At KNAC-TV As Former Ceases Operations

The closing of KFSA-TV Fort Smith, Ark., Aug. 16 by owner Donald W. Reyn--olds so that he could buy a substantial minority stock-holding in KNAC-TV there [CHANGING HANDS, Aug. 25] has resulted in consolidation of the two stations.

Walker M. Windsor, vice president-general manager, KNAC-TV, has announced that Rex Hayes is commercial manager; Pat Porta, program director; Robert L. McCoy, production manager; Charles Putnam, promotion manager, and Rubin L. Masters is chief engineer.

KNAC-TV, now the only tv station in

PACIFIC NORTHWEST

An independent Jaytimer now showing a small profit under absentee ownership. Good real estate and a fine facility. Usually $20,000 with long rayout to responsible buyer.

MIDWEST

Outstanding fulltime facility in a major midwest market, showing good profits and have, with assets. Buyer must have substantial cash and good operating record.

TEXAS

Profitable daytimer in a medium Texas market. Great additional potential for an owner-operator. 29% down with reasonable terms on the balance.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON D.C. • W. W. Caswell 330 N. Michigan Avenue Chicago 6-6400

CHICAGO • Clifford & Marshall 3440 Wilshire Boulevard Los Angeles 5-5756

ATLANTA • Harwood Building Jackton 3-1576

WEST COAST • Colton M. Series California Bank Bldg. Beverly Hills, Calif. Central 4-2776

Broadcasting

October 13, 1958 • Page 121
Fort Smith, has purchased new studios and a mobile unit and increased power to 100 kw.

Mr. Reynolds has applied to the FCC to acquire complete ownership of KNAC-TV.

**WJRT (TV) Flint Goes on Air As ABC Primary Outlet Oct. 12**

Michigan's newest television outlet, ch. 12 WJRT (TV) Flint, was to go on the air yesterday (Oct. 12) with a 5 p.m. dedication program.

Licensed to WJR The Goodwill Station Inc., WJRT is an ABC primary affiliate. John F. Patt, president of the parent corporation with Worth Kramer, executive vice president and general manager, were on hand for the dedication along with station personnel, local talent and city officials.

A. Donovan Faust, formerly co-manager of WENS (TV) Pittsburgh, is the station manager.

The program manager, Franklin C. Mitchell, and the chief engineer, Clarence W. Jones, are both WJR Detroit veterans. Mr. Mitchell was program manager of the Detroit radio station while Mr. Jones headed the research and development section. Sales manager of WJRT is James P. White. Frank Benesh, the news director, and Lee Murray, the women's director, were in similar capacities at WNEM-TV Bay City, Mich.

WJRT will operate at 316 kw visual, 158 kwaural. In addition to ABC programming, 37 hours of local shows weekly are planned.

**Chicago Fms Plan Discussion On Aiding Surveys by FCC**

A move was underway last week for a meeting of Chicago fm stations, based on initiative taken by Foote, Cone & Belding, which has evinced interest in that part of the aural medium.

Research department of that agency has been looking into the possibility of devising an fm survey for future use of its clients. The "pilot project" has been under wraps for three months.[CLOSED CACUT, Aug. 4].

Fm station operators are being sounded out on a proposal to at least partly subsidize such a study. FC&B has been quietly gathering data on the Chicago fm situation. The meeting is expected to be arranged within the next fortnight.

**STATION PROFIT & LOSS**

- The Houston Post Co., publisher of the Houston Post and licensee of KPRC-AM-FM-TV, considers its tv franchise to be worth $20,000, according to a balance sheet as of Aug. 3, filed at the FCC last week in the company's application for sale of KPRC-FM to Paul E. Taft for $20,000 [At Deadleet, Oct. 6].

- The Post Co. listed total assets of $12,016,458, including $5,722,846 current, $1,013,121 other, $5,115,162 fixed and $347,321 deferred. The tv franchise was listed as an intangible.

- The company liabilities included $752,846 current, $39,511 debt, $1,075,032 accrued and long-term debt of $1,792,500. Capital stock was stated as $4,800,000 preferred, $400,000 common. Earned surplus not reserved was $2,494,647 and undivided profits $1,649.41. Dividends for preferred stock were $3,156,571 after taxes.

- The purchaser, Paul E. Taft, listed total assets of $757,000, total liabilities of $220,000 and a net worth of $455,000.

- Northwest Publications Inc. (Ridder Publications), multiple radio and newspaper owner, showed a corporate and net worth of $7,800,000 out of total assets of $15,040,000 for the 12 months ending June 30.

- The figures were revealed in a balance sheet filed with application for FCC license renewal of the company's WDSM Superior, Wis. Assets included $6,540,000 current and $8,124,000 fixed. Total liabilities were $7,240,000, including $4,065,000 current, $3 million in long-term notes and $175,000 in other liabilities.

- An earned surplus of $70,000 were listed. Davis a July 1 balance sheet was filed with that WMAM and WMBV-TV licenses were filed with the FCC.

- Liabilities for the Maristine station included $261,640 in notes payable, $43,254, $532 in accounts payable and $443,254 accrued interest payable. Total assets were listed at $322,199 of which $86,510 were current assets. The station was controlled by the Evening Telegram Co. (Morgan Murphy), are associated in ownership with the Morgan Murphy-Walter C. Bridges interests, multiple radio and tv ownership group.

- WEAU-AM-FM-TV Eau Claire, Wis., had an earned surplus of $615,991 as of July 31, according to a balance sheet filed last week with application for renewal of WEAU-VE's license. Of that amount, $64,347 is net profit since Jan. 1.

- The Eau Claire stations showed current assets of $336,621 and total assets of $888,790, of which $73,630 were listed as stock in other corporations. Current liabilities totaled $73,034. Other liabilities included a note for $13,458. Besides its earned surplus, the company listed an audited capital surplus of $25,000.

- The stations are part of the Morgan Murphy-Walter C. Bridges interests, multiple radio and tv ownership group.
RADIO SHRUGS OFF
CIRCUIT-SHATTERING VIBRATION
thanks to printed circuits of COPPER!

Jiggling for five punishing hours in a paint-store mixing machine, this sturdy little radio by RCA Victor plays gaily on. Secret of its amazing stamina? Instead of conventional wiring, with scores of individually-soldered connections, it has "printed circuits" of copper foil snugly laminated to a nonconductive board.

In making most printed circuits, the desired circuit pattern is printed on paper-thin copper foil with acid-resistant inks. Then unwanted areas of copper are etched away so that only the circuit remains, permanently bonded to the baseboard.

The paper-thin copper used is "Electro-Sheet", developed by Anaconda 25 years ago and finding new applications ever since. In many millions of TV's, radios, and machine controls in use today, printed circuits have replaced a maze of conventional wiring. Numerous and costly hand assembly operations have been eliminated. All electrical connections are soldered in one "dip" operation. Rejects are minimized. Space and weight are saved. The public gets better, easier-to-service, more durable products all around.

And you're going to be getting more of them! Industry leaders consider a 500% increase in printed circuitry—above the tremendous acceptance enjoyed today—a virtual certainty within the next few years. Instrument panels of some automobiles already use printed circuits; soon electric ranges will, too, as well as air conditioners, office machines, and communications equipment of many kinds. In fact, almost everything that uses complicated electric wiring can be made more trouble-free with printed circuits.

The pioneering of "Electro-Sheet" for printed circuits is typical of Anaconda's endless quest for "something better." It's reflected throughout the entire Anaconda line of nonferrous metals and metal products for home, farm, and industry.

"Electro-Sheet" is electro-deposited copper produced in widths from 1/2 to 7 inches per square foot (.0005" to .0099" thick) in widths up to 42" and in weights laminated only by handling facilities. A booklet on "Electro-Sheet" is available simply by writing to Anaconda at 25 Broadway, New York 6, N. Y.
McALESTER—Although convicted kidnapper Marvin Albert Walstrom refused to talk to reporters after his Sept. 30 capture, just prior to being sentenced he asked to see C. J. McDonald, news director, KCOC Lawton, Okla. Immediately after the kidnapper was sentenced to 10 years in Oklahoma State Penitentiary, McAlester, Mr. Lawton taped a five-minute interview in which the convicted man gave a description of the kidnapping.

CLINTON—The dynamiting of a high school in this Tennessee town Oct. 5 was covered for NBC by WATE-AM-TV Knoxville, Tenn. The station's newsmobile was on the scene in about an hour. That same afternoon aired a 15-minute program of the damage.

MINNEAPOLIS—Gov. Orv. Arkansas has received an. WTCN-AM-TV Minneapolis city and "explain to us in t. reason for the [integration] sta. our sister states." The stations next Saturday's (Oct. 18) Oph. (6-7 p.m.) available to the goy. of last Friday (Oct. 10) no reply ha. received by WTCN-AM-TV from the of Gov. Faubus.

announced with Gabe Paul, vice pres. general manager, Cincinnati Baseball Co. and John Hesselbrock, vice president-general manager of sponsor, Hudepohl Brewing Co. WLWT has carried 53 Redlegs games each year since 1956.

Hudepohl's agency is Stockton, West. Burkhart Inc., Cincinnati.

WKBV-TV the Giftie Gave 'Em To See Selves as TV Saw 'Em

Tv films shot secretly last Monday (Oct. 6) at a luncheon of the Mahoning C. (Ohio) Bar Assn., were introduced a. against Canon 35 of the American L. Sid Davis, news director of WKBV Youngstown, showed the film before luncheon was over in a demonstrati. tv's ability to record trials without di. proceedings.

The films were taken while Mr. spoke to the bar group on the fa. Canon 35, with its radio-tv ban, a. prejudges the case of broadcasting. bar. Only a few bar members were. the proceedings were being telecast.

REPRESENTATIVE APPOINTMENT.

WPXG Clarksburg, W. Va., appoints J. E. Pearson Co., N. Y.

Key Chain Stations (WKCB Berlin & WBNC Conway, both New Hampshire name Breen & Ward, N. Y.)
NBC- AFTRA World Pact Sets Replay Precedent

A precedent-making agreement was reached last week between NBC and the American Federation of Television & Radio Artists providing for payment to TV performers of additional fees when recordings of their programs are re-played on TV in certain foreign countries.

The agreement, announced last week by Donald F. Conaway, national executive secretary of AFTRA, and Alfred R. Stern, director of international operations for NBC, divides the world into five TV areas—The British Isles and Cyprus; Free Europe; Africa and the Isle of Madagascar; the Far East and Latin America. The fee to be paid the performer is dependent upon the number of TV sets in each area, and it is estimated that if the recording in which he appeared is re-played in all areas, he would receive 45% of the original payment. The area embracing the British Isles, for example, where the heaviest saturation of sets exists, would be rated a 20% of the original fee.

Fees are retroactive to June 18, 1957. The agreement is for two years, running from September 1958 to September 1960, or the expiration of the Network Television Code (contract), whichever is later.

It was pointed out repayment fees covered in the agreement will apply up to 150% of the minimum AFTRA fees in the U.S. The agreement is conditional upon the performer agreeing to accept the fees and does not prejudice or affect the right of any performer to reject the payment provided and to arbitrate. This provision opens the way for high-priced talent to bargain for fees in excess of those stipulated in the agreement.

AFTRA now is expected to try to reach similar agreements with CBS and ABC. It is believed that the union concentrated initially on NBC because that network reportedly had been the most active in exposing records of its U.S. programs abroad.

NLRB Hearing on Videotape Held Up for AFTRA Negotiations

A National Labor Relations Board hearing on a petition by the American Federation of Television & Radio Artists to hold an election among performers to select a single union in the videotape commercial field was adjourned last Tuesday for a period of approximately two weeks.

The decision to adjourn the hearing was agreed upon by various parties concerned in order to permit AFTRA to resume its negotiations with networks and the transcription industry on a new contract. AFTRA's petition for an election is being opposed by the Screen Actor's Guild, the Screen Extras Guild and the three TV networks.

The hearing was conducted for eight days during which personnel from the various unions and networks gave testimony [PERSONNEL RELATIONS, Oct. 6]. NLRB examiner John J. Carmody has been collecting the testimony, which will be forwarded to the board in Washington for a decision.

AFTRA and the networks met last Wednesday to discuss the union's proposal for a new contract to replace the pact expiring on Nov. 15. Network negotiators were reported to be highly dissatisfied with the union's "excessive" demands, including a basic 10% wage increase and other provisions [PERSONNEL RELATIONS, Sept. 29]. The networks have not as yet offered counter-proposals. Negotiation sessions are scheduled today (Oct. 13), tomorrow and Wednesday.

Judge Refuses to Dismiss Move To Validate Trust Funds in N.Y.

A decision denying either dismissal or postponement of the petition of trustee Samuel R. Rosenbaum for a court determination in support of the validity of the Music Performance Trust Funds was handed down last Wednesday by New York Supreme Court Justice Henry Epstein.

Justice Epstein's ruling came on a motion by a group of defendants, asking the court to refrain from acting until final determination of lawsuits brought against the trust funds in California. The defendants included 40 New York musicians, nine record manufacturers and 13 TV film distributors.

Trustee Rosenbaum's petition, in effect, asked the court to rule whether he was performing a valid job in the administration of the trust funds. The trust funds are set up under the laws of New York State but their legality has been challenged, largely by a group of dissident west coast musicians who formerly belonged to the American Federation of Musicians.

Justice Epstein observed that "various aspects of this matter have been sent up and down the judicial ladders of California" and there is "no compelling or even persuasive reason to force the trustee to submit to..."
the jurisdiction in California and abandon the jurisdiction in New York." He added:

"The benefits of the trusts are for all musicians in the country and not just those in California or those employed in making recordings. These are undoubted facts which weigh heavily on the conscience of the court when the trustee brings this proceeding in New York for a declaration of his status and the validity of the trusts."

**AFM Tries New Tactic Against MGA Film Pact**

Fighting to regain control of musical employment at the major motion studios, the American Federation of Musicians last week sought to upset the requirement that musicians employed by film producers must become members of the Musicians Guild of America. MGA is a new union which last summer won an NLRB election as collective bargaining agent for musicians employed by the major studios.

AFM filed charges of unfair labor against MGA, the Motion Picture Producers Assn. and the eight member motion picture companies with whom MGA has contracts, accusing MGA and the companies of violating the National Labor Relations Act by attempting to force musicians to join the guild illegally.

Concurrently, nearly 500 musicians employed by eight major studios, almost half the number who voted in the NLRB election of studio musicians, signed a petition asking for another secret ballot election designed to deny MGA the right to negotiate or administer union security provisions requiring musicians hired by the companies to join MGA in their contracts.

AFM, supporting the action of the musicians signing that petition, sent telegrams to MPPA and the individual motion picture companies asking them to "cease requiring membership in MGA as a condition of employment."

Noting that the union security clause is customarily in union contracts, Cecil F. Read, chairman of MGA, declared that if AFM is successful in upsetting MGA contracts with the motion picture studios, it would open the door for others to eliminate these provisions and that would be "very bad for American labor." AFM is "trying to set up its own private right to work clause," he stated.

MGA also has filed charges with NLRB accusing AFM of using "coercion, duress and fraud" obtaining signatures to the petition. The requirement that musicians employed by the motion picture producers join MGA does not rule out AFM members so far as MGA regulations are concerned, but the AFM bylaw forbidding dual unionism does prohibit an AFM member from joining MGA. Explosion hearings against about 100 members of AFM Local 47 in Hollywood, charged with attending a meeting of MGA, are being held up pending a court ruling on a request for a permanent injunction against such a hearing until the legality of the bylaw can be tested in the courts.

30 Pages at NBC Hollywood Win Wage Boosts After Strike

Pages at NBC Hollywood won wage increases last week after a strike that began shortly before 5 p.m. Wednesday (Oct. 8) and was ended shortly after 5 a.m., Thursday.

Under a verbal agreement reached by NBC and NABET after an all-night session, the pages, who had been getting $225 a month, will now receive $238.33 a month to start, going to $273 after six months. Senior pages, now getting $240-$250, will receive $281.57 as beginning wages and go to $303.33 after six months. Pay for schedulers was increased from $250 to $325 a month. About 30 pages are covered by the new terms, which also provide vacations with pay, life insurance and retirement benefits.

When the pages walked out, they set up picket lines around NBC studios and asked other NABET members to respect them. The technical crew, however, stayed on the job until 5:30 p.m. to put on the initial broadcast of the Milton Berle Show before joining the walkout.

This was the only live program originating from Hollywood that evening. Supervisory personnel got the network's filmed and taped shows on the air without noticeable mishap.

**Richards Assoc. Now in New York**

Richards Assoc., Washington, D.C., public relations firm has opened a new office at 10 Rockefeller Plaza, New York, managed by Frank Zuzulo, former MBS public relations director. President Robert R. Richards stated that growing requirements of clients in the New York area necessitated the step. Mr. Zuzulo, who was with Mutual for 12 years, most recently directed national product publicity, merchandising and promotion for major clients of the Ed- win C. Lee public relations organization in New York.

**Kittner Becomes Law Partner**

The Washington law firm of McKenna & Wilkinson last week announced that Joseph M. Kittner, who has been associated with the organization since 1956, has become a partner. Mr. Kittner was at one time assistant chief of the FCC broadcast Bureau. McKenna & Wilkinson also reported that Robert W. Coll is now associated with the firm.

**Tuhy Services in Washington**

Funeral services were held last Tuesday (Oct. 7) for Washington radio- tv attorney Stephen Tuhy Jr., 50, who died of leukemia Oct. 3. He had been in poor health for some months and had not been active in his practice for about two months. Mr. Tuhy began his own radio-tv practice in 1948 after service as an associate in the Washington law firm of Hayes & Hayes from 1944. He joined the FCC upon his graduation from George Washington University School in 1935 and was a trial attorney in the Broadcast Bureau's hearing division when he left the FCC in 1944. He is survived by his wife Margaret, four daughters and a son.

**Attorney Young is Heart Victim**

Verne R. Young, 48, Washington communications lawyer since 1935, died Oct. 4 after a heart attack. Burial was last Tuesday (Oct. 7) in National Memorial Park, Falls Church, Va. Mr. Young, a native of Rushville, Ill., joined the old Federal Radio Commission in 1931. He left in 1935 to associate in law practice with Philip G. Loucks. The firm is now Loucks, Zias, Young & Jansky. Mr. Young received his law degree from the Washington College of Law (now part of American U.), in 1935. He leaves a widow, Anne, and two children.

**PROFESSIONAL SERVICES SHORTS**

General Artists Corp.'s GAC-TV named by Mike Stokey Enterprises to represent producer's Pantomime Quiz series for network sales. Also agreed upon: that Mr. Stokey turns over to GAC-TV all programs and program plans for development and that GAC in turn will assign Mr. Stokey several of its ideas for execution. Besides Pantomime Quiz, Mr. Stokey has packaged Stage Action and Author, Author.

Herold Radio & Electronic Corp., Mount Vernon, N. Y., names Samuel Weiss & Assoc. as public relations counsel.
In N. C. AP News Competition

WAIR Winston-Salem and WGAJ Elizabeth City, both North Carolina, received awards in five of the eight categories at the North Carolina AP Broadcasters Assn.'s annual news competition, it was announced last week.

WBBB Burlington has the next most honored news department— it received awards in three categories. The list of citations:

Comprehensive news: Superior, WIST Charlotte (Jon Holiday); Excellent, WEGO Concord (J. Norman Young); Meritorious, WAIR (Larry Patrick); Honorable Mention, WEDD Rocky Mount (Bill Anthony).

State-local news: Superior, WIST (Jon Holiday); Excellent, WSTP Salisbury (Russ McIntire); Meritorious, WAIR (Larry Patrick); Honorable Mention, WGAJ (Jack Aulis).

Commentary: Superior, WBBB (E. Z. Jones).

Women's news: Superior, WAIR (Lois Kanzer).

Farm news: Superior, WWC Asheville (Scotty Rhodarmer); Excellent, WGAJ (S. A. Tuten).

Documentary-special events: Superior, WBBB, (E. Z. Jones); Excellent, WGAJ (Jack Aulis); Meritorious, WBNB New Bern (George Shriver); Honorable Mention, WEDD (Bill Anthony).

Sports: Superior, WBBB (Marty Schaan); Excellent, WAIR (Jim Bane); Meritorious, WEGO (J. Norman Young); Honorable Mention, WGAJ (Jim Woods).

News coverage: WBT Cup, WAIR. Excellent, WGAJ. Meritorious, WPAQ Mount Airy. Honorable Mention, WFLB Fayetteville. Honorable Mention, WBMA Beaufort.

KAIR (TV), KTTV (TV), KNX Take Three News Awards Apiece

KAIR (TV), KTTV (TV), and KNX are the outstanding news stations of the Los Angeles metropolitan area, according to the Radio and Television News Club of Southern California, which a fortnight ago presented each of the trio with three Golden Mike awards. KNXT (TV) received two of the 15 awards presented at the club's annual dinner at the Hollywood Plaza and KABC, KFI, KLAC and KMPR got one award each.

In tv, KIRA received a station award for its Pathway series, with individual awards to Jack Latham for newscasting and Gene Barnes for new film coverage. KTTV's awards were for most aggressive news policy, news reporting by an independent station and to George Putnam for news commentary. KNXT's awards went to Irwin Rosen for newswriting and Gil Strategton for sports reporting.

In radio, KNX awards went to Frank Goss for newscasting, Roger Sprague for news writing and Tom Harman for sports reporting. KABC was honored for the most aggressive news policy; KHJ's award went to Virgil Pinkley for his news commentary; KLAC got its award for Listen, I.A. A and KMPR's trophy was for outstanding news reporting by an independent station.

Fund for Republic Tv Awards
To Total $14,000 This Season

The Fund for the Republic will award a total of $14,000 in prizes for the best TV programs dealing with a topic related to freedom and justice on the commercial airwaves between Oct. 1 of this year and May 31, 1959. The fourth annual competition for the Robert E. Sherwood Awards was announced Wednesday (Oct. 8) by Robert M. Hutchins, the fund's president.

Entries must be submitted to the seven-man panel of judges by June 5, 1959. There will be a minimum of three and a maximum of seven programs named, the money divided among the people responsible for the program on a basis determined by the jurors and the winning network or station receiving a citation. Kinescopes or films of programs nominated must be available. Handling the nominations is Sylvia Spence Assoc., 527 Lexington Ave., New York.

Phone Plaza 5-2584.

AWARD SHORTS

Dr. Emanuel Rosenberg of Bogota, Colombia, S. A., and William Nelson Goodwin Jr. have been selected to receive Howard N. Potts Medals from The Franklin Institute. Dr. Rosenberg invented Cross-Field Generator, and Mr. Goodwin invented the photodetector exposure meter, more popularly known as "appliance-meter." Mr. Goodwin, retired, is retained by Weston Corp. as consultant.

WJBA Detroit's Standard News With Jack LeGoff (Mon.-Fri. at 11 a.m.) named "best local regularly scheduled newscast" in its Annual Michigan Associated Press Awards competition.

Doris Ann, NBC-TV public affairs dept. producer since 1951, named "outstanding professional woman of the year" by Business & Professional Women's Clubs of metropolitan New York.

WITN (TV) Washington, N. C., has won award for outstanding promotion on NBC major league baseball in competition between all NBC stations from Pennsylvania to Florida.


Dear Broadcasting Executive:

The business of buying and selling Radio and Television time is based, to a tremendous extent, on integrity. Outside of Wall St., there is no other business existing where such a tremendous volume of business is transacted with such little paper work, or so few contracts.

It is not unusual for millions of dollars of business to be placed monthly all over the Nation, and contractual paper work follows months later. In some instances, the actual broadcasting has been completed before the parties involved have received the contractual papers. For this reason, the integrity and honesty of the individual involved is a necessity. When you run into a man who has an exceptional reputation for honest dealings over a period of twenty years or more, you have a very solid and valuable citizen.

The man involved in this matter has unusual contacts generated over many years. His word is as good as his bond and any station owner, or representative organization or agency would be benefited immeasurably by having this individual as a representative.

He is familiar with Radio, Television and has had experience in Print, having sold Trade Magazine advertising many years. His loyal friends in the business are legion. He isn't looking for any fabulous salary—just a livable wage and many of today's representatives could use this man to teach the young green (and we do mean green) salesmen who are coming into agencies daily.

Certainly, someone can use his entre to all major agencies and his wealth of experience in either a counseling or supplementary sales position.

If you have any ideas, drop a line to

BROADCASTING

BOX # 283Q

WASHINGTON, D. C.
Horizons series telecast April 27, 1957, and "Hemo," part of Bell System Science Series shown March 20, 1957, received citations and $500 honorariums.

Austin Grant, CKLW-AM-FM-TV Windsor, Ont., newscaster, has received 1958 Electronics Institute Award for "outstanding newscasting in aviation, science, space travel and allied fields of electronics."

The Branham Co., N. Y., station-newspaper representative, has announced that Patricia Ann Mueller of Dallas and Arnold Norman Jr. of Little Rock, have awarded $1,000 each in scholarship competition sponsored by Branham among secondary school students who are children or grandchildren of employees of Branham-represented newspapers or stations. Miss Mueller is daughter of Nicholas J. Mueller, film director of KRLD-TV Dallas, and Mr. Norman is son of Arnold Norman Sr., advertising salesman for the Arkansas Democrat in Little Rock.

Marshall Wells, WJR Detroit farm editor, presented with top award in farm category in Michigan Associated Press Broadcasters Assn. first annual news competition. Citation was awarded to Mr. Wells for "conducted Michigan's best regularly scheduled farm program."

Bob Reynolds, WJR Detroit sports director, cited by Michigan Associated Press Broadcasters Assn. in first annual news competition awards for "best regularly scheduled sports program in Michigan."

KITE San Antonio presented with Award of Achievement for special events coverage by Texas Associated Press Broadcasters Assn. Citation is for KITE's "fast reporting of San Antonio loan company hold-up."

WCAO Baltimore has won American Cancer Society's Golden Sword Award for "outstanding service on year-around basis in interest of cancer control." This is second consecutive year that WCAO has received award.

Jack LaLanne, physical culturist and m.c. of physical education program over KGO-TV San Francisco, received first annual "Farrallone to San Francisco Paddle-Board" award for his Sept. 26 feat which took him from rocky islands 28 miles off the coast to Phelan Beach, San Francisco.

Lowell Thomas, star of CBS-TV's High Adventure with Lowell Thomas, has received first Giants of Adventure Award presented by Argosy magazine, as "the voice of adventure to the world."

WFMD Frederick, Md., has been given Army Chemical Corp Certificate of Achievement for patriotic service "contributing to the accomplishment of the mission of the United States Army Biological Warfare Labs, Fort Detrick, Md."

Meet Me in St. Looie—Loogie
Sales Promotion — Audience Promotion — Merchandising —
Publicity — Public Relations — Competitive Media
Promotion — Trade Paper Advertising —

These are the top subjects to be studied in depth at the third annual BPA Seminar at the Chase Hotel in St. Louis, November 16 through 19. Most of the top broadcast promotion brains in the industry will be bustin' with ideas for stations big and small; in big markets and small towns, radio and TV. If you've got a stake in broadcast promotion, you'll want to meet us at the Chase.

Full and partial registrations are available now. You can inquire at BPA Headquarters, 190 State Street, Chicago, for information on individual sessions.

TEAR-OFF COUPON AND MAIL

Mr. William E. Pierson
Broadcasters Promotion Assn.
190 N. State Street
Chicago 1, Illinois

Please reserve . . . . . . . . places for me at the BPA Seminar at the Chase Hotel, St. Louis, Missouri, November 16 through 19. My check is enclosed for full registration—$35.00.

I will make my own hotel reservation.

Florida Gets Three ETV Outlets Within Weeks; WFPK-TV on Air

October starting dates have been announced for two Florida educational stations. WUFT (TV) Gainesville ch. 5 is due to commence operations today (Oct. 13); WEDU-TV Tampa ch. 3 is scheduled to be on-air by the month's end. WJCT (TV) Jacksonville ch. 7 has been airing educational programs since Sept. 10. As the stations begin regular programming they will become affiliated with the National Educational Television Network (Educational TV & Radio Center, Ann Arbor, Mich.).

Educational-noncommercial WFPK-TV Louisville, Ky., also commenced operations on ch. 15 last month.

Experts Loud Educational TV As New Medium of Opportunity

The importance and potential for good of educational television was underscored by two educational tv experts in a seminar at Kansas State College.

Dr. H. K. Newburn, head of the Educational Radio and Television Center at Ann Arbor, Mich., noted the importance of the medium as a transmitter of "educational experiences" to people of all ages. He urged educators to utilize this tool as efficiently as possible.

Charles Hettlinger, supervisor of television education for the Pittsburgh, Pa., public schools, emphasized the power of tv and stated that in some areas television instruction is better than regular instruction. "The medium that can transmit the screams and wiggles of an Elvis Presley can also broadcast the best of thought and deed," Mr. Hettlinger declared.

Michigan U. Making News Series

A radio series featuring 12 prominent persons connected with news and its dispersion is being produced by the University of Michigan's noncommercial-educational WUOM (FM) Ann Arbor. The programs, to be completed next spring, are made with a $3,100 grant-in-aid from Educational Television & Radio Center and National Assn. of Educational Broadcasters. Among those taking part: James C. Hagerty, Presidential press secretary; Walter Cronkite, CBS-radio-tv commentator; Mike Wallace, ABC-TV personality, and Drew Pearson, radio-newspaper columnist.

EDUCATION SHORTS

WNYC-AM-FM New York is presenting two college courses for credit in cooperation with Queens College, School of General Studies this fall. Course in "Contemporary European Drama" is being given on Monday, Wednesday and Friday (3:30 p.m.) and another, "The Enjoyment of Music," on Tuesday and Thursday (3:30 p.m.).

Fordham U. announces that its campus station, WFUV-FM, has inaugurated regular transmission of stereophonic broadcasting by means of fm multiplex. Station will program 10 hours per week of stereo during October and November, according to university officials.
WDGY D.J. Signs With Lakers

Fans of Dan Daniel, d.j. at WDGY Minneapolis, Minn., can watch him perform this season in a different role than they are accustomed to on radio. WDGY has announced the signing of their 6 ft. 4½ in. personality to a contract with the Minneapolis Lakers professional basketball team. Currently touring northwest cities in exhibition games, Mr. Daniel will continue his daily 7 to 10 p.m. program on WDGY and expects to reach regular season games in time to play in the last quarter. Mr. Daniel's basketball experience consists of two years of service ball while stationed in Manila, P.I.

KXJB-Tv Covers Rally for State

State-wide television coverage of an outdoor Family Rosary Crusade prayer rally at Valley City, N.D., Sept. 14, was provided by KXJB-Tv Valley City for the North Dakota Broadcasting Co. network, which also includes KXMC (Tv) Minot, KBMB-TV Bismarck and KDIX-TV Dickinson. Letters received by the stations after the 90-minute telecast indicated that the rally was seen in 43 of the state's 52 counties, NDRC reports.

WMAC, WNBQ (TV) Boost Science

A six-week series of educational science programs through the facilities of WMAC and WNBQ (TV) Chicago, effective Oct. 5, has been announced by Lloyd E. Yoder, NBC vice president and general manager of the stations. Under the title, Science Calling, the Chicago Board of Education and area colleges and universities will cooperate with the stations to present several hours of radio-tv programming each week to the subject—on special and regularly-scheduled programs. The campaign runs through Nov. 15.

Home Run Guesser to Win Prize

Baseball World Series was the basis for a listeners' contest promoted by WIBG Philadelphia. Listeners were asked to submit answers to the questions “Who will hit the first home run in the 1958 World Series, in what game and in what inning?” Entries were to be postmarked by noon Wednesday, Oct. 1. The contest winner has the choice of receiving a Bulova men's or women's watch. In case of ties, WIBG will conduct a run-off contest. Publicity was given the contest by the stations “Fun Five” personalities: Bill Wright, Doug Arthur, Tome Donahue, Joe Niagara, and Hy Lit.

D'Arcy Honors U. of Mo. School

D'Arcy Adv. Co., St. Louis, is distributing to the trade a momento marking the 50th anniversary of the U. of Missouri's School of Journalism, claimed to be the world's pioneer. The agency points out it long has recognized the specialized training of the school and that U. of Missouri this year is teaching advertising principles at classroom level, aided by lectures by agency representatives. D’Arcy also claimed many graduates among its personnel and noted “We have profited by this close association, which is indicative of the agency's interest in furthering advertising education and development of future generations of advertising men and women.”

WPTR Joins C. of C. Campaign

With WPTR Albany, N. Y., contributing personnel and facilities the Greater Albany Chamber of Commerce enrolled twice as many new members in a one-day membership drive on Sept. 23 as were enrolled in three-days drives in previous years. WPTR assigned its four two-way radio news cars and personnel to the chamber's recruiting teams. After new members were enrolled, the station broadcast their names and offered congratulations. The recruits also were interviewed briefly by newsmen in the field.

WDSU-TV Mails Scented Cards

WDSU-TV New Orleans has sent specially treated greeting cards to advertisers and agencies to announce its latest share-of-audience figures. The card's cover displays a banquet with the caption “Sweetest bouquet you can pick ...” Inside, a fold-out section of “blossom” contains percentage figures for five different time periods. To help give timebuyers the scent the cards are perfumed.

CATCHING UP

Westinghouse Electric Corp.—which claims to be “first with the future”—last week took a cue from E. I. DuPont de Nemours Co., sponsor of DuPont Show of the Month on CBS-TV. Westinghouse on Oct. 6 began previewing tonight's (Monday) scheduled “Bernadette” (Westinghouse-Desilu Playhouse, CBS-TV 10-11 p.m.) in 21 cities in cooperation with local stations. Westinghouse Consumer Products Div. hosted the party-previews, arranged jointly by Westinghouse, its agency, McCann-Erickson, and its wholly-owned public relations affiliate, Communications Counsellors Inc.

DuPont earlier this season started a “preview system” whereby local TV editors could catch the dress rehearsal on closed-circuit hookup the day before CBS-TV aired the 90-minute live production of Mary Chase's Harvey. Westinghouse’s system differs in that it tandems filmed prints of the show around the country at different times.

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New WOV Symbol Keynotes Agency Collection Contest

A "WOVBUG" contest offering a trip to Rome to the advertising agency person collecting the most WOVBUGS, cartoon figure, recently adopted as the symbol of WOV New York, was launched by WOV yesterday (Oct. 12). WOVBUGS ("rhymes with lovebug") are imprinted on all WOV advertising, letterheads, calling cards, promotion brochures, availability sheets, etc., and agency people collecting the largest numbers win prizes—28 in all.

Contest runs from Oct. 12 to Feb. 12, WOV announced, pointing out that each date is "a holiday of special significance to one of the two groups reached by WOV broadcasting. For the Italian it's Columbus Day and for the Negro community it's Lincoln's Birthday and Negro History Week." Second prize is a 14-day West Indies cruise; third is a 1959 Royal portable typewriter, next 10 are Helbros wrist watches and the next 15 are Italian glassware and ceramics. Contest brochure offers a tip to contestants: "the more written information you request and the more times you check your WOV TV program, the more WOVBUGS you'll receive, plus a richer understanding of two great markets (Italian and Negro) in Metropolitan New York."

KMPC Issues Football Guidebook

KMPC Los Angeles, which last spring prepared and distributed "A Housewife's Guide to Baseball," has released a second publication entitled "Football—From the Ground Up." Listeners can obtain copies free of charge by writing to KMPC.

According to the authors, the booklet is designed to help the average fan follow football games with a reasonably bright look on his face. They report that "football is a pastime in which one team does its best to deceive the other team. And as long as this deception works or doesn't work someone has failed to understand exactly what the plan was all about. A lot of the fun of football is in trying to figure out what is happening or what ought to have happened. That's where this booklet will come in handy." KMPC's guidebook contains rules of the game, glossary of terms, illustrations and the Los Angeles Rams' game schedule.

WFBM-AM-TV Host Series Party

Approximately 1,000 clients, agency representatives, city and state officials, and others, were guests of WFBM-AM-TV Indianapolis at their second annual "World Series Party" during the first two games of the series, Oct. 1-2. The two parties, held in a downtown Indianapolis ballroom, started with films of past World Series games and a discussion of this year's opposing teams between ex-major league umpire Harry Giesel and Jack Jones, coach of the Indianapolis Indians, and moderated by WFBM sportscaster Tom Carnegie. Baseball fans viewed the games from Milwaukee on 10 tv sets and a special large screen set on the ballroom stage. First day programs of the series were flown in from Milwaukee and given as favors along with the World Series issue of Sports Illustrated.

WFMB account executives, acting as concessionaires, served more than 1,000 hot-dogs, 1,200 hamburgers, 700 boxes of popcorn, 1,300 bags of peanuts and an unreported amount of liquid refreshments.

WCBS to Start Marketing Plan

WCBS New York is formulating plans for a new food and grocery merchandising campaign to be known as the "Total Marketing Plan," according to Sam J. Slate, general manager. The merchandising plan, scheduled to go into operation in several weeks, is designed to attract new customers and win stronger identification for groups of grocery stores and products in the greater New York area.

Known also as "TMP," the plan will cover store participation through promotions within the premises, plus WCBS support through on-the-air announcements, newspaper advertisements, and special radio programs. WCBS has not yet set the minimum buy for sponsor participation.

WMHE (FM) Schedules Orchestra

WMHE (FM) Toledo, Ohio, has announced it will broadcast the entire subscription concert series of the Toledo Orchestra this season. The total of five concerts will originate from the Peristyle of the Toledo Museum of Art. The first concert, Oct. 8, marked the start of the orchestra's 15th season and the first year that its entire series will be broadcast. The broadcasts include a performance of "Amahl and the Night Visitors" by the original NBC-TV cast on Dec. 5.

WHITE COLUMNS, home of WSB-TV Atlanta, was constructed in miniature (above) for that station's 10th anniversary parade down Atlanta's Peachtree St. Sept. 30. An estimated 220,000 persons turned out to cheer WSB-TV's marching preview of its fall season programs. The parade floats featured station personalities, visiting celebrities, national organizations and musical groups. Celebrities included Jackie Cooper of People's Choice, Richard Carlson of MacKenzie's Raiders, Keith Larsen of Northwest Passage, Kenneth Tobey and Craig Hill of Whirlybirds, Tim (Kingfish) Moore of Amos and Andy, and orchestra leader Skitch Henderson. National participants were MGM-TV, CBS-TV, ABC-TV Films, Buick and RCA. WSB Radio broadcast live as its float moved down the parade route. WSB-TV filmed the entire parade to show the following night. Serving as parade chairman was Jean Hendrix, assistant to the general manager of WSB-TV and the station's film buyer.

ESP Wows Listeners on WAVI

ESP stands for extra-sensory perception, which includes among other possible phenomena the concept of mind-reading. Can one's "thought waves" be read by another person? WAVI Dayton, Ohio, on its morning BW Show, holds experiments to see whether ESP might just be fact. So far, reports the station, one lady has won the twice per morning ESP contest four times. The contest consists of "BW" holding a picture of a person, place or thing to his microphone and requesting listeners to call in the object's identity without benefit of further clues. Each ESP contest has brought in over 150 calls, states WAVI.

Adults Get Own TV Record Hop

A televised record hop for adults started Oct. 4 on WAKR-TV Akron, Ohio, sponsored by Co-op Supermarkets of Akron for a 13-week series. The Co-op Ballroom show, featuring songs popular in World War II years, gives adults the opportunity to dance in front of the cameras. Charlie Greer, WAKR-TV d.j., is host for the series. Guest personality at the premiere party was Al Alberts of the Four Aces. The tv presentation is produced by Co-op's ad agency, The Stalker Agency of Akron.

Miami Love Life on WCKR

Sex, love, engagements and marriage are some of the personal problems aired over WCKR Miami four nights per week on the station's Love and Marriage program. Billed as "armchair psychiatry...offered WCKR radio listeners...", the show revolves about "nationally-known marriage counselor" Samuel Kling who receives listeners' love conflicts over the
phone and tapes the conversations for re-broadcasting. WCKR reports that Mr. Kling is “one of the few marriage counselors in the country to be listed in Who’s Who in the U. S.”

**KDAY Honors Californians**

To laud “courage, honor and all the qualities of an outstanding Californian,” KDAY Santa Monica has announced a new public service award: “The Californian Award.” KDAY’s first winner of the gold medallion award, according to the station, was Jack Muller, a Southern Pacific Railroad signal maintenance man, who dragged a young housewife from the path of an oncoming train after her car had stalled on the tracks.

**KDAL Publishes Music Guide**

KDAL Duluth, Minn., reports that it furnishes local music stores with weekly Music Guides, four-page pamphlets cut in the form of a 45 rpm record. All area record stores are surveyed each Wednesday morning, according to KDAL, and by that afternoon each store is supplied with Music Guides, personalized with their firm name, and listing the top 30 singles and top 15 lp’s as gathered by that day’s survey. The Music Guide also lists the KDAL music shows, their times and personalities. Says KDAL: “Success of this idea is measured by the increasing number of Music Guides each store requests with each passing week.”

**WJZ-TV Covers Baltimore Books**

Not wishing to overlook the present viewers of juvenile shows and future viewers of adult programs, WJZ-TV Baltimore has announced that it has distributed over 20,000 handsome red book covers to local school children. The covers picture WJZ-TV personalities Buddy Deane and Jack Wells as well as mention the station’s new fall lineup of shows—both children and adult.

**Tags Introduce KXOK D.J.**

Tags with shoestrings attached were used by KXOK St. Louis to promote the arrival of the station’s new d.j., Jack Elliott. The tags announced that Mr. Elliott “starts on a shoestring . . . Monday Sept. 22.” Tags were mailed to ad agencies in St. Louis; retail record stores distributed the tags with purchases, and a model handed out more than 6,000 tags at major street intersections. Mr. Elliott’s show is from 6 to 9 a.m. weekdays and Saturdays from noon to 3 p.m.

**WBAL-TV Begins New Farm Show**

_Beyond the City Limits_, a fifteen-minute farm newscast program produced and narrated by WBAL-TV Baltimore Farm Director Conway Robinson, began Oct. 4 and will continue each Saturday evening on the ch. 11 outlet. This “local” farm newscast show will include “agricultural coverage as well as human interest stories and a week-end weather forecast,” according to WBAL-TV.

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**In the Syracuse Market**

**WSYR’s COVERAGE EQUALS THAT OF NEXT TWO STATIONS**

The amazing coverage superiority of WSYR is illustrated by these facts:

- It reaches 80% more homes than the No. 2 station in Syracuse.
- Its weekly circulation is as great as that of stations 2 and 3 combined!

That’s probably because WSYR attracts the adult, able-to-buy audience by high quality programming in all major areas of entertainment and public service.

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**A SPARKLING 1 minute SHOW!**

"the SHOWBIZ beat"

Here is radio’s most sparkling one minute package!

The Showbiz Beat . . . full of fun and color. SHOWBIZ is taped while our B’way and Hollywood reporters exchange gossip over long-distance beeper phone.

These reports are done in 30 second packages—so you can insert 15 second spots in front and back—for a FULL ONE MINUTE PACKAGE!

A 30 minute tape is sent to you every Monday morning—with 60 colorful “gossip” items—PLUS some “quickie” interviews with Stars of B’way and Hollywood. YOU ALSO RECEIVE FREE PERSONALIZED OPENINGS AND CLOSINGS Identifying your STATION and/or SPONSOR.

Programming of this colorful—fun packed package starts October 20—IF YOU ORDER THIS PACKAGE NOW YOU WILL RECEIVE FREE—ONE WEEKS SERVICE! (Oct. 20 thru Oct. 26th).

And—the cost: You can have this package exclusively in your market for the LOW weekly cost of $10!

WIRE • PHONE • WRITE

kenny a. green, pres.

_the SHOWBIZ beat_

P. O. BOX 14 • WEBster 2-3540 • TULSA, OKLA.
**PROGRAMS & PROMOTIONS CONTINUED**

**Gobel Feature in 'Tv Guide' To Promote Color, Stereo Show**

RCA and its NBC-TV-NBC Radio subsidiaries Oct. 21 will call upon *Tv Guide* subscribers to participate in an experiment designed to demonstrate its compatible color and stereophonic sound.

The Oct. 18 *Tv Guide* will include a four-page color gatefold (21 x 7½ inches) showing the bottom half of a TV screen and a still of the Oct. 21 George Gobel Show. At a given point in the program, Mr. Gobel and four models will suddenly “freeze” in a pose. The announcer will ask an estimated 40-50 million viewers to place the strip across the bottom of their screens, thus contrasting the black-and-white and color. (The pose on the screen will merge with that depicted in the ad.)

The reverse side of the gatefold will show viewers how to get stereo sound by placing an earphone adjacent to the TV set. A total of 107 cities will carry the simulcast. *Tv Guide* will print 6.5 million copies.

**WNEW Speaks Up for Candidates**

WNEW New York is airing nightly programs for the four qualified candidates for governor of New York state, the four qualified candidates for senator in New Jersey, on *The People's Choice* series (Sun.-Fri., 9:30-10 p.m.).

Professional radio performers hired by the station for the series deliver the speeches. Each candidate will be represented several times during the campaign period and the performers used will be rotated from night to night.

**Medicine Explored on WMAR-TV**

WMAR-TV Baltimore has announced two medical series for the enlightenment of its listeners who desire to keep abreast of the problems and advances in this field.

The *Know Our Children* series will begin Oct. 22 in cooperation with the Maryland Society for Mentally Retarded Children. The series will consist of four original dramas, acted by professionals from the Hilltop Theatre and written by Carol O'Shea, depicting “the problems created in a family into which a mentally retarded child is born.”

The second WMAR-TV medical adventure, to be presented on alternate Saturdays by the Baltimore City Medical Society beginning Oct. 11, will be *Medicine '58*, a program which is mine into its fifth season. In the past this show has “explored fifty different aspects of medical treatment” through the knowledge of over 100 experts. Twelve programs are planned for the coming season, including inquiries into headaches, hypertension, tuberculosis and pregnancy.

**WQAM Lamp Burning Bright**

How long, how many hours, minutes and seconds will a hurricane lamp in a Miami radio station burn on a continuous basis? WQAM Miami asked this question as part of its “Hurricane Lamp Contest.” The prize offered was a $250 all-expenses trip for two to Panama. E. M. Altman of Ft. Lauderdale, Fla., guessed that the lamp would burn for 76 hours, 15 minutes and 45 seconds. Actually, announced WQAM earlier this month, the lamp burned nearly six minutes longer than that. But Mr. Altman was close enough to begin planning his Panama trip.

**CHCT-TV to Celebrate Tv Week**

CHCT-TV Calgary, Alberta, telecast 24 hours a day during the seven days of Canadian Television Week (Sept. 28-Oct. 4). The station put special emphasis on community activities during its week-long promotion. CHCT-TV's present weekly live production averages 16 hours. During Television Week an additional 30 hours of local live entertainment were scheduled. A telephone project of this duration has never before been attempted during the six years that Canadian television has been in operation, the station reported.

**WRGB Hosts Sponsor's Salesmen**

WRGB (TV) Schenectady, N. Y., hosted 165 General Baking Co. salesmen and their families at a buffet supper and to watch the rehearsal and broadcast of the company's commercial on the program *Sea Hunt*. Presiding at the informal sales meeting before and after the broadcast were Lee Barrett, General Baking Co.; Robert Reid, manager of marketing, WGY-WRGB; John Montgomery BBD; Herb Koster, WRGB announcer, and George Spring, manager. WRGB sales.

**NBC, CBS Set Program Exchange**

NBC Radio's *Monitor* week-end service has started (Oct. 6) broadcasting the 1:30-5:30 p.m. segment each Saturday to the trans-Canada network of the CBC. Trans-Canada network of 40 stations, in turn, plans to make available to *Monitor* some of its outstanding programming from time to time. Commercials on *Monitor* will not be carried in Canada and similarly, Canadian commercials will be eliminated in feeds to *Monitor*.

**VTR KICKOFF**

Through videotape, a 29-station network each Sunday is presenting a five-quality, 45-minute digest of a Southwest Conference football game played the afternoon before. The videotaped *Game of the Week*, which started with a trial run Sept. 13 at KPRC-TV Houston, Texas, was originated by Joe Wilkinson of McCann-Erickson for sponsorship by the Humble Oil and Refining Co. after he saw the first demonstration of "TVR" at KPRC-TV last January. Technical details were worked out by the KPRC-TV staff under the direction of Paul Huhndorff, chief engineer and operations manager. The first game digest (Texas A&M vs. Texas Tech) was telecast Sept. 21.

The *Game of the Week* is voted upon by Southwest Conference coaches the Sunday before the game is to be played. The station nearest the site of the game moves into the stadium on Friday with four cameras. On Saturday the entire game and pregame activities are fed to the station on a closed-circuit for taping. An editing crew cuts the tape to cover the top action. Remarks by *Game of the Week* commentator Kern Tips and crowd noise audio are dubbed on the single tape, as are commercials and a three-to-four-minute interview. The 45-minute tape is ready for telecasting at 5 p.m. Sundays.

**ABC-TV to Spark Romance**

ABC-TV will program *Chance for Romance*, which will "extend a chance for sincere friendship to mature unmarried men and women," beginning Oct. 13 (Mon.-Fri., 2-2:30 p.m.). On the program, a woman (or man) seeking friendship, will be introduced to three members of the opposite sex. The central participant will then have dates with all three and return to the program to give reactions to the three dates.

**WGTO Adds Fountain to Gardens**

WGTO Cypress Gardens, Fla., has added a new attraction for visitors to the Cypress Gardens. The station is maintaining as a merchandising promotion a fountain in the shape of a perfume bottle which sprays a continuous stream of Aquamarine Spray Mist, a product of Revlon Inc. Tourists who dip their handkerchiefs in the fountain soak up nearly a gallon of the solution each day, WGTO reports.

**A-C on NBC Program 14 Years**

WERE to Repeat Weather Service

WERE Cleveland, Ohio, has announced it will again offer a school emergency weather service initiated last year as a public service during extreme weather conditions. WERE furnishes wallet-size cards bearing the private number of the emergency telephone in the student's news room to all authorized school personnel. WERE also keeps a file of the persons to call if school closings become imminent. Questionable calls can be traced from the file. The station will broadcast school weather emergency reports from 6-9 a.m. and from 8 p.m. to 12 midnight, as well as bulletins during the day and night.

WRC-TV Premieres Variety Show

A local, live variety show entitled Montage started Oct. 6 on WRC-TV Washington, D.C., from 9:05 to 9:55 a.m. weekdays. Hosting the program designed for homemakers is Mac McGarry, who has rejoined WRC-TV after leaving with a position with WBUP Buffalo, N.Y.

Mr. McGarry's program includes movies, interviews, records, fashion reports, entertainment suggestions, travel tips, news and weather information. Guest on the first day's show was District Commissioner Robert E. McLaughlin to discuss plans for a 1963 World's Fair in Washington.

WIBG Scouts for Spacemen

WIBG Philadelphia offered 99 M-11 Corporal Toy Missile Kits for the best answers received from listeners as to why each of them "would like to be the first person launched into outer space." The station reports that responses were received from both children and adults and included scientific, patriotic and humorous reasons for the desire to be rocketed into the heavens.

According to WIBG, answers ranged from the simple sincerity of a youngster who declared he wants to be shot into space "because I would like to know what space looks like," to the reply from one individual that he has desired to leave the earth ever since his engine developed trouble 683 years ago, forcing him to land here without being allowed to go home and see his parents.

Ice Thickens at UPIBI Meeting

A political workshop sponsored by United Press International Broadcasters of Iowa at Cedar Rapids Sept. 26 developed unscheduled ramifications and produced page one stories in Iowa newspapers the following two days.

The workshop sessions, to which Iowa radio and television stations were invited to obtain interviews with candidates for public office, were spotlighted when Iowa Gov. Herschel C. Loveless refused to pose for pictures with his Republican opponent, Dr. William G. Murray. Their cool relations started Sept. 12 when a Republican news release implied by "association" that part of the unrecovered $300,000 Greenlee kidnap ransom money might have been used in Gov. Loveless' 1956 campaign. Dr. Murray later said the statement had been misinterpreted. At the Friday workshop both candidates taped and filmed separate interviews for about 20 stations, but stayed clear of each other.

In addition to the two gubernatorial candidates, the two candidates for lieutenant governor, and most of the candidates for Iowa's eight congressional seats attended the meeting and were interviewed by the broadcasters.

Colonial History on WJAR-TV

WJAR-TV Providence, R.I., recently helped its viewers toward a better appreciation of their local historical heritage with a five-part lecture series entitled "Colonial New England." Professor Robert Deasy of Providence College conducted the filmed series which was shown on The World Around Us program. According to WJAR-TV, the films shown covered "the history of the New England States from the earliest days of colonization to the period preceding the American Revolution," including a discussion of the Rhode Island Colony as a sanctuary for religious dissenters.

'Omnibus' Alternate Named

NBC-TV announced last week that NBC Kaleidoscope will alternate with its Omnibus program (Sunday 5-6 p.m.), beginning Oct. 19. The program, as yet unsponsored, will be a new departure in public affairs and pictorial journalism and will also explore new forms and subjects in all entertainment fields, from Broadway to ballet," according to Robert F. Lewine, NBC-TV vice president in charge of programming.

KTBC Celebrates 24-Hour Service

To inaugurate its first day of 24-hour broadcasting KTBC Austin, Tex., offered prizes to listeners for midnight to 6 a.m. if they could bring to the station the "strange things" announced by program director Cactus Pryor. The first person to deliver a black goat won a shotgun and the first person to arrive in a red flannel nightgown won a mattress. Other "things" asked for were a pig in a diaper, a bathing contest winner wearing her bathing suit, an owl and a hockey puck, which was thought to be a rarity in Texas, but winners turned up for each event.

Lucy Singles as Sophisticate

"Pardon My Gloves," a film show to appear on Westinghouse Desilu Playhouse, will see Lucille Ball in her first solo tv comedy role since playing Lucy Ricardo, wife of Desi Arnaz' Ricky Ricardo, according to Desilu Productions Inc. The film is about a sophisticated girl who inherits a prize fighter, and will also mark the first assignment from the Ball-Arnaz series for two of Desi and Lucy's script writers, Bob Carroll Jr. and Madelyn Pugh Martin.

ABC-TV Schedules Detroit Show

ABC-TV will program Soupy's One, featuring Detroit comedian Soupy Sales, in 12-12:30 p.m. time period effective Saturday (Oct. 18). Mr. Sales has been on ABC-owned WXYZ-TV Detroit since 1953.
WILLIAM BOBETSKY, former art director at Kenyon & Eckhardt, joins Wunderman, Ricotta & Klein Inc., New York.

GORDON HOFF, formerly with Leo Burnett Co., appointed art director at John W. Shaw Adv., both Chicago.

JAMES young, tv producer formerly with Hal Seeger Productions and WSYF-TV, appointed account executive. Sullivan, Stauffer, Cotwell & Boggs, join Reach, McClintock, N.Y., in similar capacity.

DON LEA, previously with Charles Bowes Adv., to Compton Adv. as account supervisor in Los Angeles office.

GONY COSTANTO, formerly with Grant Advertising, N.Y., to Fuller & Smith & Ross, N.Y., as public relations account executive.

JOSEPH M. BARNETT JR., formerly with Fletcher D. Richards Inc., N.Y., as account executive, to BBD-514, New York.

RICHARD A. CABRA, formerly account supervisor at Dancer-Fitzgerald-Sample, N.Y., to street & Finney, N.Y., in similar capacity. B. WILLIAM DUC & ELENORE SCANLAN, both formerly of BBD-514, as art director and radio and tv time buyer, respectively.

GEORGE W. SCOTT, previously with Crane Co., Chicago, as assistant to personnel director, to Detroit office of Grant Adv., as member of creative staff.


FILM


ROBERT SEIDELMAN promoted from syndication sales manager of Screen Gems Inc., New York, to director of syndication sales, a new vacancy created when JERRY HYAMS was elected v.p. in charge of tv division of Transfilm July. Mr. Seidelman joined SG in January 1967 as syndication sales manager following company's absorption of Hygo Television Films and Unity Television Corp., which he had served as v.p. and sales manager.

EDWIN J. SMITH appointed di-
rector of international operations of ABC Films Inc. announced president George T. Shupert. Mr. Smith will operate from company's New York office. He previously was v.p. and general manager of Allied Artists International Co. and Interstate Television, headquartered in London.

ROBERT L. MILLER, formerly print producer for Unity Television Corp., N.Y., and other film distributors, appointed to newly-created post of traffic supervisor for Telerama Films Inc., New York.

PAUL HARRISON signed by Anso-Delius Productions, Hollywood, to direct series of Ann Sothern shows, alternating with SIDNEY MILLER.

ELMO WILLIAMS, Academy Award winner for editing of "Eighth Floor," signed as director and supervising film editor for "Tyrone Productions" tv series based on Viking themes and legends. Mr. Williams will share directing with JERSEY ELKINS, who will supervise 39 half-hours. Series is geared for airing next fall.

DANNY CAHN promoted to editorial consultant of "Echoes of Production" for KWWL-TV, Billings, Mont., editorial manager for Denili, elevated to supervising film editor. TED RICH named Mr. Heath's assistant.

CHARLES EARLE, formerly with WSB/TW-Huntington, W. Va., at WNIN (now WMGM) New York, most recently with Paramount Pictures Corp., to ABC press information as assistant magazine editor.

D. L. TAYLOR, formerly publisher of Standard Broadcast Guide, Charlotte, N.C., as general manager replacing JOHN SEE TU. Other announcements: DON E. INMAN, formerly head of marketing division of KWWL-TW, to acting sales director of KWWL-TV and GENE LUFF, formerly general manager of KASU Austin, Minn., to director of operations for KWWL-TV.

CONNIE S. GAY, president and chairman of board of Town and Country Network and recent pur- purses of WBTW [TV] Charlotte, signs an extensive contract with the National Network.Ï the announcer that Texas station will be operated under new corporate structure, Connie J. Gay, Inc. of Dallas, with Mr. Gay as president. JANE E. TRIMMER will be executive v.p. of KWWL-TV radio v.p. TOM SAWYER, secretary-treasurer, and ALEX COIL, v.p. and general manager of station.

DALE L TAYLOR, formerly managing editor of Standard Broadcast Guide, Charlotte, N.C., as general manager of WQNO Elmhurst, N.Y., as head of marketing of WQNO, now WQNO (now WMGM) New York, to general sales manager of station. Mr. Bell is former- director of television at WBTW [TV] Charlotte, N.C. JOHN P. SHOLAR, pre- viously sales manager of WBTW-TW and WQNO, as appointed local and regional sales director for WSB-TW.


HERMAN PARIS, v.p., WWDChattanooga, D. C., adds duties of national sales manager to his board chairman, for WMBC Jacksonville, Fla., in cooperation with CBS Spot Sales. Mr. Paris joined WWDC as account executive in 1954, became general sales manager two years later and was named v.p. in 1958.

BIL PARKER, formerly WOCH Davenport, Iowa, local and national sales manager for KSTTV Davenport as sales manager. TOM ELKINS, KSTT air personality, adds duties of publicity director.

JEROME K. McCauley, assistant account executive with WMGM New York for past four years, promoted to assistant station sales manager.

BROADCASTING

Page 134 • October 13, 1958
JOE HUDGENS, director of promotion and assistant program director, KRRN-AM-TV Des Moines for past 3½ years, promoted to stations programming director, replacing DICK COFFY, resigned, effective Oct. 18. GUY KOENIGSBERGER, KRRN-TV promotion and creative advertising manager, appointed assistant program director for KRRN-AM-TV. RIC DEVINE, sales service and research director, to promotion manager of both stations. TOM HEMPHILL promoted from assistant to production manager of KRRN-TV.

GORDON GRANT, formerly on radio sales staff of Radio & TV Div. of Triangle Publications Inc., transferred to television sales staff of that division in New York City, succeeding HOWARD W. MASCHMIE, recently appointed assistant general manager of WNHC-TV Hartford, Conn. (PEOPLE, Sept. 28).

WILLIAM F. (BUD) HOUSNER, formerly sales manager of WPTV (TV) and WEAT-TV both West Palm Beach, Fla., to KXOK-AM, Savannah, Ga., sales staff.

FRANK RIDDOLPH, WSFA-TV Montgomery, Ala., business manager, advanced to administrative assistant.

LOU SWEENEY, floor manager, KNXT (TV) Los Angeles, promoted to sales service manager, and GORDON FRENCH, CBS Radio, named sales traffic manager for KNXT.

ARNOLD (KNIP) KNIPPEMBERG, formerly with KNOX-TV St. Louis as account executive, to KTVI (TV) St. Louis in similar capacity.

PAUL T. SCHNEIDER, formerly with Ziv Television Program Service, appointed account executive to KTUU (TV) Oakland, Calif., as account executive.

PHIL BRESTOFF, previously with WXYZ Detroit as studio manager, joins KABC Radio, Los Angeles, as account executive.

NORMAN CHISNA, formerly Midwest sales manager, WNTA-TV Newark, N. J., to KNOX-TV St. Louis as account executive.

H. DUWAYNE (DUKE) HANSON, formerly advertising manager of Wolff, Kubly & Hirsig, Madison, Wis., as special account executive of WOKW-TV Madison.


JOHN PRET promoted from WMNI Columbus, Ohio, afternoon news staff to assistant news director. Other WMNI appointments: KEN REEVE to news and public relations, to continuity and traffic department.

DICK WHITAKER, in WWDC Washington, D. C., news department, elevated to assistant program director.

DAVE VOWELL, previously promotion manager and feature writer for Te-Radio Life magazine, named assistant director of public relations of KTLA (TV) Los Angeles.

GERALD SPINN, formerly with WBZ Boston, joins WHK Cleveland as program director, replacing T. G. (Rudy) BUDERMAN, resigned.

KENNETH MAYER, news commentator for WCAL-AM-FM-TV Philadelphia for past four years, joins WBFSM-AM-FM-TV Indianapolis as news manager, replacing DIETRICH on Sept. 25. DIETRICH joined WDAM as news director in Cleveland in March, predecessor to IDA BARR, who resigned.

DICK WARD, vice-president, to program director, replacing GORDON B. MARSH in Philadelphia, Pa., to program director of WABC New York, replacing GEORGE E. BAKER, who resigned.

BILLY BURKE, formerly with WCBS (AM), New York, to program director of WABC, replacing GEORGE E. BAKER, who resigned.

DON REIC, named director of news and public affairs at KIRO Seattle, Wash.

PAT PHELAN, city editor of Columbus (Ohio) Citizen, appointed news director of WTVN-TV Columbus.

BOB SMITH, air personality, WCPO-TV Cincinnati, adds duties as d.j., on WCPW-AM-FM.

KING RICHARD, previously with WMX and WKOR both Milwaukee, joins KWK St. Louis as air personality.

STUER TARR, author, actor and broadcasting personality, signed by WFMT (FM) Chicago, for new Waze Museum, series, returning to radio after 10 years.

DICK VANCE, previously with WEEK-AM-TV Peoria, Ill., as air personality and salesman, to KSO Des Moines as personality.

JIM TABE, previously with KPLC-TV Lake Charles, La., as sports director, joins KXIV-TV Sioux City, Iowa, announcing staff.

TED KASPER to WEBC Duluth, Minn., as d.j.-air personality.

HARRY NOVAK, general manager, WLIB New York, appointed to public relations advisory committee of Urban League of Greater New York.

FRANCES FARMER, motion picture and television actress, signed by WFBM-TV Indianapolis to emcee weekday afternoon series of feature-length movies.

DONN HOLLAND leaves WBZY Torrington for WBBY Waterbury, both Connecticut, as air personality.

G. HOWARD TINLEY, formerly program director WPAY Annandale, Md., to program department of WABW Annandale as air personality.

BOB NIEMANN, outfielder for professional baseball team, Baltimore Orioles, signed as m.c. by WMAR-TV Baltimore.

BECKY MCCALL, formerly with KATV (TV) Pine Bluff, Ark., as women's director, to KPJZ-TV Fort Worth as executive secretary to station president and v.p. and also as air personality.

JOE GRADY and ED HURST to WRCV Richmond as early morning personality team.

DALE MILHOF, KWXT Waco, Tex., weatherman, to WPFA-TV Dallas in similar capacity succeeding WAREN CULBERTSON.

ED DONNER, KOKC St. Louis d.j., is appearing in Universal-International's film, "Once Upon a Time with a Rose." BURT N. NOH assigned to KOKC Washington news bureau.

JOEL ROSE, newscaster and announcer at WPPB Middletown, Ohio, and host of Music from Miami, and similar series on WCKY Cincinnati, goes to WHK Akron, as feature news personality.

ELMER D. FREY, on executive sales staff, WCAO Baltimore, died following heart attack. At one time Mr. Frey headed Baltimore advertising agency bearing his name.


D. SIMMONS, president of Simmons Assoc. Inc., New York, has reported he will remain in broadcast business but has not yet announced future plans. Simmons Assoc., formed 3½ years ago by Mr. Simmons, has closed its offices in New York. Mr. Simmons, at one time with John H. Blair & Co., has been in broadcast industry 29 years.

DAVID H. SANDEBerg resigns as v.p. and Pacific Coast manager of Avery-Knodel Inc. Mr. Sandeb- erg was previously San Francisco manager for McClatchy Broadcasting Co. and also Pacific Coast manager for Paul H. Rayner Co.

PAUL D. CAMPBELL, formerly of J. Walter Thompson Co. to Venard, Bintoul & McConnell, N. Y., as account executive.

ARTHUR W. SABE, midwest sales manager, Peters.

THE AMPLEX 351
WITH ALL NEW ELECTRONICS
SEE YOUR AMPLEX DEALER
854 Charter Street
Redwood City
California

A HAZARD THAT NEVER SLEEPS
A daily occurrence — Radio and TV Stations are accused of LIBEL — SLANDER — PIRACY — PLAGIARISM
INVASION OF PRIVACY COPYRIGHT VIOLATION
through out of station, staff, announcer, speaker, talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!
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EMPLOYS REINSURANCE CORPORATION
21 BROADWAY
New York, N. Y.

October 13, 1958 • Page 135
ROBERT B. MALLORY, formerly with Alexander Campion, is \_\_vice president of Maxon Inc., Chicago, and a partner in the firm of Alexander Grant & Co. Chicago certified public accountants. Mr. Mallory served as secretary of the board for 11 years and succeeded Mr. Graetzer as president of the firm in 1954. Mr. Mallory has been with the firm since 1940 and will continue as manager of the company's Fleetwood products department.

JACK PYLE, semiconductor engineering specialist, formerly with ABC's Telecommunications Research and Planning Department, has joined the staff of ABC's Telecommunications Department, under the direction of Dr. W. W. Thomas. Mr. Pyle will be responsible for the development of new techniques for the transmission of television and radio programs.

GEORGE R. JONES, administrator of the recording operations of N.M. HARDY, named national plant manager for Capitol Records Inc., New York for the second quarter of 1955. Mr. Jones was previously with Langlois Filmic Inc., Chicago, Illinois, where he was named plant manager in 1948 and is currently manager of the company's fleetwood products department.

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AMERICAN Broadcasting Companies, Inc., New York, announced the appointment of James E. Fullmer as director of the company's Worldwide Creative Department, succeeding the late William M. Byers, who died in July. Mr. Fullmer succeeds Mr. Byers as director of the company's World Wide Creative Department, and will be responsible for the development of new techniques for the transmission of television and radio programs.

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Station Authorizations, Applications
As Compiled by BROADCASTING
Oct. 2 through Oct. 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

FOR THE RECORD

DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, antenna, antennae, aural, visual, kw—kilowatts, w—watt, mc—megacycles, d—day, n—night, ls—local sunset, mod.—modification, trans.-transmitter, unit—unlimited hours, rec.-recyclers, bca—subsidiary communications authorization, sba—special service authorization, edc.—educational.

New TV Stations
ACTION BY FCC


APPLICATION


Translators
ACTION BY FCC

Palm Springs Translator Station Inc., Palm Springs, Calif.—Granted 90-day temporary authority to operate tv translator stations KTOAL and KTDAD by remote control, without prejudice to any determination Commission may make in pending hearing on its applications; accepted for filing applications for mid. to provide regular remote control operation but withheld action until decision in above docket cases. By letter, denied request by Palm Springs Community Television Corp. that mid. applications not be accepted for filing. Announced Oct. 2.

Revere County TV Corp. (of Robert G. Johnson) Olivia, Minn.—Granted cp for two new tv translator stations—ant on ch. 11 to translate programs of KSBT-TV (ch. 5), St. Paul, and the other on ch. 79 to translate program of KNSP-TV (ch. 9), Minneapolis. Announced Oct. 2.

TeleService Co. (3062 Callina Ave.) Roseburg, Ore.—Granted cp for new tv translator station on ch. 83 to translate program of KORI-TV (ch. 8), Portland. By letter, denied petition by Southwest Oregon Television Bstg. Corp. (KVAL-TV ch. 12), Eugene, to designate application for hearing. Announced Oct. 2.

Massachusetts TV Co., Millinocket, Wash.—Granted cp for new tv translator station on ch. 76 to serve Millinocket, Maine by translating programs of KXLY-TV (ch. 4), Spokane; waived type approval rules, with conditions. (Appli- can't previous translator permit expired June 1 by its own terms.) Announced Oct. 2.

CALL LETTERS ASSIGNED


New Am Stations

ACTION BY FCC


North Syracuse, N. Y.—James A. McKechnie— Granted 1520 kw, 1 kw D. P. O. address 726 Allen St., Syracuse, N. Y. Estimated construction cost $17,655, first year operating cost $17,000, revenue $20,000. Mr. McKechnie, 10% WPDM Fredam, N. Y., will be sole owner. Announced Oct. 6.

Stuart, Va.—Mecklenburg Bstg. Corp.—Grant- ed 1770 kw, 1 kw D. P. O. address John W. Schultz, Box 1284, Martinsville, Va. Estimated construction cost $16,819, first year operating cost $30,000, revenue $42,000. Owners are John W. Schultz, Philip F. Hedrick (each 33 1/2%) and others. Mr. Schultz was president and 49% stock- holder of WJWS South Hill, Va. until June 19, 1956. Mr. Hedrick is chief engineer and former less than 1% stockholder of WSBW-AM-FM Winston-Salem, N. C. Announced Oct. 6.

APPLICATIONS

Jackson, Miss.—New South Bstg. Corp., 1550 kw D. P. O. address Box 529, Meridian, Miss. Estimated construction cost $36,664, first year operating cost $56,600, revenue $66,000. Equal partners are Frank E. Helling and Warren W. Carson (each owning 25% of WLSM Louis- ville, 26% of WRLS and one-third of WORK Meridian, all Mississippi, and one-third of WACT Tuscaloosa, Ala.), and John S. Primm, who owns 25% of WLSM and one-third of WACT and WORC, in Memphis, Tenn. 1956. Senatoria, Miss.—Northwest Miss. Bstg. Co., 1520 kw, 1 kw D. P. O. address Box 512, Houston, Miss. Estimated construction cost $36,677, first year operating cost $56,000, revenue $66,000. OWN-
Planning a Radio Station?

This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

For your free copy of this brochure, write to RCA, Dept. 18-22 Building 15-1, Camden, N. J. In Canada: RCA Victor Company Limited, Montreal.

FOR THE RECORD CONTINUED

ers are Marvin L., Robin H. and Ralph C. Mathis, 30% each, and John R. Skelton, Jr., 10%. Victor owns 45% of WSCJ, Magee, Miss.; Robin and Ralph each own 21% of WCWR, Hot Springs, Ark., and 16% of WSCJ. Mr. Skelton owns 4½% of WPCG and 12% of WSCJ. Announced Oct. 5.

Festus, Mo.—Robert D. and Martha M. Rapp 1400 kw, 250 w. and P. O. address in Michigan. Farmington, Mich. Estimated construction cost $1,175,000, first year operating cost $23,394, revenue $36,000. Mr. and Mrs. Rapp also own WINI Murphy, Michigan. Announced Oct. 5.

Colonial Village (S. Knoxville), Tenn.—Morgan Bros., Co. (180) kw. 250 w. D. P. O. address Box 85, Etowah, Tenn. Estimated construction cost $12,335, first year operating cost $18,530, revenue $27,458. Harry J. Morgan, sole applicant. owns all of WCPI Etowah. Announced Oct. 6.

Waynesboro, Va.—John L. Haralson 270 kw, 1 w. and D. P. O. address 1805 Cooper Rd., Richmond, Va. Estimated construction cost $14,466, first year operating cost $15,000, revenue $45,000. Mr. Haralson sole owner, with Associated Club of Va. Announced Oct. 21.

Madison, Wis.—North Shore Bestc, Co. 1550 kw, 5 w. P. O. address 4245 Main St., Evanston, Ill. Estimated construction cost $46,678, first year operating cost $63,000, revenue $97,000. Applicant is licensee of WEWA-AM-FM Evanston. Announced Oct. 5.

Existing Am Stations

ACTIONs BY FCC

KVPN Abilene, Texas.—Waived Sept. 3, 285 and granted application to change main studio location to Mexico Park, 3½ blocks outside Abilene city limits; remote control permitted. Announced Oct. 5.

WISBM South, Miami, Fla.—Commission reconsidered (in action of September 10 granting change of station facilities from 900 kw, 1 w. and 790 kw, 5 kw., DA-2, U; engineering conditions to the extent of adding following condition: Fusion, that no license will be issued to permit until, subject to completion of construction by Louis G. Jacobs under such permit as may be issued measured cost has been submitted by licensee to adequately demonstrating that radiation pattern of WMSBM meets terms of license, as Announced Oct. 6.

KRMN Burns, Ore.—Granted change from unlimited time to specified hours continuing operation; Oct. 14 to 1100-1330 kw, 250 w. Announced Oct. 6.

KUCI Fort Worth, Texas.—Granted increase in daytime power from 10 kw to 50 kw, continuing operation on 1540 kHz; W. E. Besler, Jr., engineering conditions, Announced Oct. 6.

KAPA Raymond, Wash.—Granted change from unlimited time to specified hours continuing operation on 1340 kHz, 250 w. Announced Oct. 6.

APPLICATIONS

WNLC New London, Conn.—Cp to change frequency from 1490 khz to 1530 khz; increase power from 250 kw to 5 kw (limited), install directional antenna, and change trans. location. Announced Oct. 6.

WNBB New Bedford, Mass.—Cp to increase daytime power from 250 kw to 2 kw, install new trans. and change antenna, location. Announced Oct. 6.

WICH West Yarmouth, Mass.—Cp to increase daytime power from 250 kw to 1 kw and install new trans.

WNIT Ionla, Mich.—Cp to increase power from 50 kw to 1 kw, install new antenna, directional, and change antenna, daytime and install new trans.

WBBX Vincennes, Ind.—Cp to increase power from 1 kw to 5 kw (unlimited), from employing directional antenna to 1 kw and night (DA-2) and install new trans.

KRLA Salem, Ore.—Cp to change frequency from 1430 kHz to 1550 kHz.

KZQ St. Marys, Pa.—Cp to increase daytime power from 250 kw to 1 kw and install new trans.

WNCT Wellboro, Pa.—Cp to increase daytime power from 250 kw to 1 kw and install new trans. and change trans. location.

WDXN Clarksville, Tenn.—Cp to increase power from 250 kw to 1 kw and change antenna, directional and install new trans.

WHUB Cookeville, Tenn.—Cp to increase daytime power from 250 kw to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KDFV Van Buren, Ark.—Broadcasters Inc., 1500 kc.

KAPF Pueblo, Colo.—Pueblo County Bestc, Co., 690 kc.

WTSJ Massena, N. Y.—Seaway Bestc, Co.


WERT Wartz, Ohio—Van Wert Bestc, Co., 1290 kc.

RODE Benton, Wash.—Interlake Bestc, Corp., 910 kc. Effective date moved up to Nov. 1.

New FM Stations

ACTIONs BY FCC


APPLICATION


Existing FM Stations

CALL LETTERS ASSIGNED

KSRM Sacramento, Calif.—Audiolab Co., 96.9 mc, WGW-FM Stockton, Calif.—KWAG Bestc, Co., 107.3 mc, WTV-HF Coral Gables, Fla.—Fenland Bestc, Corp., 101.1 mc, WLMX Nashville, Tenn.—Transcontinental TV Corp., 97.9 mc.

WJKY Indianapolis, Ind.—Mahoning Valley Bestc, Corp., 92.3 mc.

KWJN-Durant, Okla.—Durant Pub.—Bestc, Corp., 91.3 mc.

WJMT-FM The Journal Co., 94.1 mc.

Ownership Changes

APPLICATIONS

WGQ Selma, Ala.—Granted transfer of control from Oscar B. Lee, W. E. Farrar (interest in WRAG Carrolton, Ala.), consideration, $55,000. Announced Oct. 5.

KOLR Springfield, Mo.—Granted license to Springer Broadcasting Corp. for WFNQ Springfield, Mo.—license, Tesly, consideration $200,000 plus payment of certain liabilities. Announced Oct. 7.

KOMA Oklahoma City, Okla.—Granted assignment of controlling interest in WOKA Bestc, Corp. to Newcomer Broadcasting Corp., WOKA Bestc, Corp. to Newcomer Broadcasting Corp., in exchange for WOKA Bestc, Corp. to Newcomer Broadcasting Corp., in exchange for prohibiting change of control from Stevens-Winner Bestc, Co. to Ruth Reiner and Russell Unterman, consideration $27,000, plus payment of certain liabilities. Announced Oct. 7.

KWDB New Orleans, La.—Granted change of control from W. E. Winn, Jr., W. E. Winn, Sr., consideration $15,000 for remaining third interest. Announced Oct. 7.

KW C.W. Kansas City, Kan.—Announced Oct. 7.

KWAL-McCain, Minn.—Granted transfer of control from W. E. Winn, Jr., W. E. Winn, Sr., consideration $25,000, plus payment of certain liabilities. Announced Oct. 7.

KWLA Minneapolis, Minn.—Announced Oct. 7.

KWAS Minneapolis, Minn.—Announced Oct. 7.

KWTC Dallas, Tex.—Announced Oct. 7.

KWDF Fort Worth, Texas.—Announced Oct. 7.

KWITW Dallas, Tex.—Announced Oct. 7.

KWPR Springfield, Oregon.—Granted transfer of control from Merle Grant and Donald K. Mead (control, buyer); consideration $15,000 for remaining second interest. Announced Oct. 7.
WYTN Tryon, N. C.—Seeks involuntary assignement of license from Henry G. Bartol Jr. and Graves Taylor, d/b/a Poughkeepsie Bests, to Mr. Bartol and Gertrude S. Taylor, executrix of estate of Graves Taylor, deceased, d/b/a Poughkeepsie Bests, on application of The Greenwich Bests Corp., for modification of license from Drake Motel Corp. to R. A. M. Inc. for $250,000. New owners are A. R. Elman (40%), and Anthony C. Morosi (20%), each of whom owns 50% of The Greenwich Bests Corp., and housewives Carol McNamee and Marianne Allen, each 20%. Announced Oct. 9.


WORTH Williamson, W. Va.—Seeks acquisition of positive control (81.6%) of licensee (Williamson Bests Corp.) by Phil Beinborn (former 47.1% owner) through purchase of 42.8% of stock. Announced Oct. 12.

WORTH Millard F. French issued initial decision looking toward granting application of Historyland Radio for new station to operate on 1220 kc. 1 kw, D, in North Syracuse, N. Y., on condition that station not be operated from anyone other than Alice Shein by license fee of $11,000 and retirement thereof. Announced Oct. 2.

Hearing Cases

FINAL DECISION

By order, commission made effective immediately Aug. 21 initial decision and granted application of N. B. M. Air, Inc., La Verne, Calif.—Seeks to operate on 1021 mc to Hearing Examiner James D. Cunningham—102.7 mc, for station in California, Calif. —Requests that ch. 5 be allocated to El Centro, Calif., and ch. 13 be allocated to Yuma, Ariz.; or in alternative that ch. 5 be allocated to El Centro and ch. 13 remain in place in alternative that ch. 5 be reallocated from Yuma to El Centro.

By Hearing Examiner Millard F. French—In re applications of Historyland Radio for new station to operate on 1018 kc, 200 kw, D, on Oct. 26.

INITIAL DECISIONS

Hearing Examiner Herbert Shashar issued initial decision looking toward granting application of Historyland Radio for new station to operate on 1220 kc. 1 kw, D, in North Syracuse, N. Y., on condition that station be operated from Alice Shein by license fee of $11,000 and retirement thereof. Announced Oct. 2.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of Grady M. Sinyard for new station to operate on 1018 kc, 200 kw, D, in New Boston, Ohio. Announced Oct. 3.

OTHER ACTIONS

By memorandum opinion and order, Commission remanded proceeding involving application of KABR, Inc., on application for new station to operate on 1340 mc to Hearing Examiner James D. Cunningham—To hear evidence from Sept. 30 to Oct. 15 on applications for new station to operate on 1340 mc. Applicants are Young Broadcasting, Peoria, Ill., and WJSI, Chicago, Ill.

By memorandum opinion and order, Commission granted petitions by American Best—Paramount Theatres Inc. (KABC-FM, 93.3 mc), Los Angeles, Calif., for leave to intervene and enlargement of issues in proceeding on applications of KABC-FM for station to operate on 93.3 mc in San Bernardino, Calif., and Acme Broadcasting Co., Inc. for station to operate on 93.3 mc in San Bernardino, Calif., for leave to intervene and enlargement of issues in proceeding on applications of Acme Broadcasting Co., Inc. for station to operate on 93.3 mc in San Bernardino, Calif. Announced Oct. 2.

By memorandum opinion and order, Commission granted petition by The Greenwich Bests Corp., Greenwich, Conn., for new station to operate on 1021 mc to Hearing Examiner James D. Cunningham—D, New York, N. Y., to operate on 1021 mc to Hearing Examiner James D. Cunningham—102.7 mc, for station in California, Calif. —Requests that ch. 5 be allocated to El Centro, Calif., and ch. 13 be allocated to Yuma, Ariz.; or in alternative that ch. 5 be allocated to El Centro and ch. 13 remain in place in alternative that ch. 5 be reallocated from Yuma to El Centro.

By Hearing Examiner Millard F. French—In re applications of Historyland Radio for new station to operate on 1220 kc. 1 kw, D, on Oct. 26.

By Hearing Examiner Forest L. McClenning—In re applications of the Moneycastle Broadcasting Co., Gettysburg, Pa., et al. —Applications for new station to operate on 1370 mc to Hearing Examiner Forest L. McClenning—In re applications of the Moneycastle Broadcasting Co., Gettysburg, Pa., et al. —Applications for new station to operate on 1370 mc.

By Hearing Examiner Hadore A. Honger—In re applications of National Broadcasting Co. (WABC, WOR, WABC-FM, WOR-FM, WBCF-FM, W2BCF-FM), New York, N. Y., for new station to operate on 1370 mc to Hearing Examiner Hadore A. Honger—1370 mc, for station in New York, N. Y., for new station to operate on 1370 mc.

By Hearing Examiner Annie Neal Hunting—In re applications of The Greenwich Bests Corp., Greenwich, Conn., for new station to operate on 1370 mc to Hearing Examiner Annie Neal Hunting—1370 mc, for station in New York, N. Y., for new station to operate on 1370 mc.

By Hearing Examiner J. D. Bond on October 7 1959 initial decision looking toward granting application of WGRX, Buffalo, N. Y., for new station to operate on 1230 mc to Hearing Examiner J. D. Bond on October 7 1959 initial decision looking toward granting application of WGRX, Buffalo, N. Y., for new station to operate on 1230 mc.

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CLASSIFIED ADVERTISEMENTS

RADIO

Help Wanted

Management

Proven successful sales producer to join multi-
station operation as manager. Gulf states area. 
Contact Box 7859, BROADCASTING.

Local sales manager for dominant, growing 
KKAK, Stockton, California. Must have strong 
personal sales record. Ability to lead staff in 
creative sales. Salary and percentage to match 
ability. Please tell all in first letter with picture.

Sales

Boston and Washington, D. C., top rated Hooper 
and Pulse needs two-fisted, aggressive selling. 
Red Alert, six days, 45 minute opportunity.

WANTED: Commercial manager—strong on national 
sales. Experience in the experienced metropolitan market— 
western Pennsylvania. Send full particulars plus references. Box 295Q, BROADCASTING.

Salesman wanted for new station in one of the 
finest sections of southern New England. College 
graduate preferred. Write Box 259Q, BROADCASTING.

Sound progressive western New York indie of 
fers security and opportunity for second salesman 
in good market. Must be sober, reliable, self starter, team worker. Will get loads of help.

Box 269Q, BROADCASTING.

Business is excellent, have more than I can 
handle. We're Number 1 station in market. 
Excellent draw and commission to competent salesman. Send references to Box 279Q, BROADCASTING.

Northern Illinois—independent top money and 
futuristic for sale man who loves to sell. Box 289Q, BROADCASTING.

Opportunity radio salesman. Salary plus commi-

tion. Good market. ABN Texas Station. Box 329Q, BROADCASTING.

WBBM, Staksville, North Carolina has the story. 
You can help tell it and help sell it! Here is 
this state's fastest growing radio market, if you 
want to move up! Ideal! We're interested only in 
a proven radio salesman from the Caroli-

nas who enjoys production and new accounts. 
If you want to associate yourself with one of 
the finest stations in the Country. Write for 
finest operation in the area (not top 40) contact: 
Clayton_fc, WBBM, Staksville, North Carolina; telephone Tribune 2-6455.

California, KJCH, Delano. Serves 1,000,000. 
Increasing sales staff.

New York-Newark excellent opportunity for man 
with outstanding radio sales record to earn 
well into $5 figure income. Salary plus commis-
sion. Good prospects for promotion to even 
even bigger job. In chain of 8 radio-stations. 
Send photo and letter stating billing and earnings to Hal Walton, WNNR, Newark, N. J.

Opportunity with growing media brokerage firm 
for hard working man of good character, willing 
and ambitious. Must have background and experience. Paul H. Chapman Company, 1182 West 
Parkview, Atlanta.

ANNOUNCER

Florida. Need experienced personality pop dj. 
Above average salary, promotion minded position. 
Send tape, background. Box 3099, BROADCASTING.

DJ wanted who can hold adult female audience 
mid-morning, afternoon, music policy based on 
variety: new, old, some rock and roll. Full details 
Box 7759, BROADCASTING.

WANTED: Announcer, holding first class license. 
No maintenance, permanent position, 40-hour 
week, 5-day week, excellent income for sales minded. Send tape and full particulars. Box 989F, BROADCASTING.

ANNOUNCER

Boston and Washington, D. C., top forty. En-
thusiastic personality, gimmicks, not a lot of 
talk. Tape. Salary requirements. Box 136Q, 
BROADCASTING.

Negro dj for major market. Send tape, resume, 
ma-terials. Box 209Q, BROADCASTING.

Staff announce for North Carolina independent. 
Experience necessary. Not interested in per-
sonality deejay. Box 429Q, BROADCASTING.

ANNOUNCER

First-caller phone with several years com-
mercial experience. Location: Alabama klaxon 
market. No more 40 types. Good pay for competent 
air salesman. Many fringe benefits. Personal 
interview necessary. Good opportunity. Tape, 
Experience. Box 274Q, BROADCASTING.

Dealable staff position with kilowatt independ-
ent near Chicago. Capable announcer must be 
experienced in all phases, including production spots. News gathering and writing ability help-
ful. Personal interview required. List age, edu-
cation, experiences in detail. Box 276Q, BROAD-
CASTING.

Production announcer, become keyman in 
360 watt daytime, experienced, $2000 quota, 
resume, Mississippi. Box 295Q, BROAD-
CASTING.

Newsmen-announcer, New Jersey. Send resume, 
tape, salary requirements. Box 289Q, BROAD-
CASTING.

Opportunity for married staff announcer. Send 
resume. ABN Networks Texas. Box 332Q, 
BROADCASTING.

Swفار igi 1 music-news station, Fluent, informal, wide music background; run 
announcing and continuity. Tape returned. KATI, Casper, Wyoming.

Top announcer for KDOV, Medford, Oregon. Will 
pay $500 per month for right announcer.

WANTED: Experienced announcer. Can also sell. 
Contact: Mr. F. F. Cernigna, KLIC, Monroe, 
Louisiana.

Immediate opening for top flight personalities in 
progressive station. Excellent salary and 
salary requirements to Bob Hale, KRBD, Mason 
City, Iowa.

Top 40 experienced deejays for radio-tyg group-
night man for leading Wilmington, Delaware. 
Ruton WAMM, and morning man with first ticket 
for successful Indianapolis daytimer. Rush 
background, personality and audition tapes to Tim Crow, Rollin Broadcasting, 414 French St., Wilming-
ton, Delaware.

Wanted, announcer with first phone mainly an-
ouncing but must be able to keep station on 
track. Send resume and tape. Box 72Q, WBBB, 
Selma, Alabama. Phone Trinite 4-5226.

Midwest metropolitan station wants top-flight 
personality announcer for dj. Send air check, 
photo, background to Bill Fisch, WISH, Indian-
apolis.

Immediate opening for radio-television staff an-
nouncer. Prefer college grad. Will train for tv 
staff announcer. Must have experience. Send 
photo to Frank Wilson, WMEB-WTVN, P.O. Box 5259, Richmond 26, Virginia or call Eugin 9-8611.

Announcer, 1st phone. Morning shift for mid-
night shift. Music and news. Write resume with 
salary requirements and send tape to WOA, 
Carson City, Nev. 

Versatile announcer — Immediate opening for 
top-flight announcer who has proven record as 
newscaster, copywriter. Radio-television. The 
integrated operation permits some on-camera 
working upon abilities. Send complete infor-
mation, experience, salary requirements and ex-
pected earnings, tape and photo, WSAV, Savan-
nah, Georgia.

ANNOUNCER

Immediate opening at good pay for staff an-
nouncer with experience and good taste in treads. Tape photo and details of experience to WVSQ, 
Pittsburgh, Pa.

Looking for a bright future with an 8-station radio-tyg chain? Openings immediately for 4 top 
announcers. Many fringe benefits. Send tape, 
resume and photo to Tim Crow, Rollin Broadcasting, 414 French St., Wilmington, Del.

Technical

Wanted at once—Technical man who is bouncy 
announcer but good in maintenance and construc-
tion and interested in location near Philadelphia. Box 119Q, BROADCASTING.

Chief engineer wanted for new station in one of 
the fine sections of southern New England. 
College graduate preferred. Write Box 420Q, BROAD-
CASTING.

Wanted, combination first class engineer and 
announcer, 5000 watt independent station, full 
time, excellent opportunity for man with outstanding radio 
and engineering background. Many fringe benefits.mediate opening for right announcer. Box 132Q, BROAD-
CASTING.

Production-Programming, Others

Newsmen for small market Pennsylvania inde-
pendents. Must have ability to develop feature 
stories. Prefer man with announcing ability. 
Also power man to maintain your station. All 
history and audition tape. No previous background, samples of stories and recent photo 
must be with your salary requirements. Box 135Q, BROAD-
CASTING.

News director wanted for new station in one of 
the fine sections of southern New England. 
College graduate preferred. Write Box 295Q, BROAD-
CASTING.

Outstanding opportunity for an experienced 
producer or copywriter. Must have ability to do both radio and TV news. Box 391Q, BROAD-
CASTING.

Wanted, Mature, experienced farm director. 
Many opportunities. radio-tyg organized network affiliate. Prefer midwestern background base plus fees. Box 564Q, BROAD-
CASTING.

KBRC modern radio for Kansas City needs a 
news director. To qualify you must be an ex-
perienced, ambitious man able to gather, 
write and deliver the news with a mature, 
authoritative, smooth style. Write or call Sta-

tion Manager, KBRC, 5913 Woodson, Mission, 
Kansas.

Copywriter for radio-tyg operation Time-life af-

ternoon. Must have good solid radio writing 
experience. Send history, copy, photo to Con-

tent Director, WOOD and WOOD-tyg, Grand 
Rapids, Michigan.

RADIO

Situations Wanted

Beginners luck. Want to learn radio or tv busi-

ess. D.S. communications, APET, experience. 
Will travel. Box 144Q, BROADCASTING.

Jock Laurence and the voices in the news. Now 
radios. Reply 40 news conscious radio stations 
coast to coast. Laurence gives you exclusive 
news list plus top 45 second capsules for speaking in 
your local newscasts. His long distance calls am 
good and daily bring other announcers from your 
Washington newsroom. Jock Laurence and the 
voices in the news. Reply 40 news conscious radio stations.
### RADIO

#### Situations Wanted (Cont'd)

**Management**

Manager-chief engineer, employed, first phone, instructor, sales, programming. 15 years experience wants larger market. Aggressive go-getter. Box 244G. BROADCASTING.

Youthful, trained veteran with 11 years experience all phases of radio and tv desires to manage small station in midwest. Prefer management of large city station. Box 246G. BROADCASTING.

Manager, presently employed, 17 years experience. Mail:爸,aja, sales background? Presently employed, willing to invest if desired. Box 250G. BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man-what you're looking for. Box 284G. BROADCASTING.

Experienced, mature, dependable salesman with 14 years experience of sales, manager, recently moved to Florida. Needs position of large market size. Box 292G. BROADCASTING.

Manager-Anxious to leave big city rat race. Present sales record. Box 297G. BROADCASTING.

**Announcers**

Sports announcer football, basketball, baseball, 4 years experience. Finest references. Box 265G. BROADCASTING.

Ambitious, capable announcer, experienced major phases radio & tv programs. Employed. No board. Desire position with good potential. Require $150 weekly. Box 266G. BROADCASTING.

Commercial announcer, strong commercials, gimmicks, etc. Eager, dependable, easy to please. Go anywhere. Box 166G. BROADCASTING.

Girl-di-go announcer. Go anywhere. Ready now. Box 267G. BROADCASTING. Steady, able, hard habits. Love to build audiences and grab accounts. Tape and resume. Box 268G. BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 167G. BROADCASTING.

Experienced announcer with quality voice in disc-jockey, radio, tv. Commercial, commercials. Box 285G. BROADCASTING.

Programmer and technician, 8 years experience, excellent references. Box 286G. BROADCASTING.

Commercial manager, personality country and gospel dj and entertainer. Employed, 4 years experience, $250 monthly, sober, will settle down to substantial offer in growing market. References. Box 287G. BROADCASTING.

4 years experience radio-ty-25 draft exempt, single, college grad, now employed as top rated dJ with big market Ohio city number one radio station. Excellent news, sports, references. Prefer personal audition. Box 291G. BROADCASTING.

Pop DJ, first phone, 15 years experience all phases, 2 weeks availability. Box 292G. BROADCASTING.

Personality morning dJ desires to relocate to larger city. Wishes interest or board. No top forty. Box 255G. BROADCASTING.

Aggressive deejay seeking employment with dependable organization. 5 years major market. Box 256G. BROADCASTING.

D.J. Mornings, 4 years experience, six years with present station, network affiliate in large midwestern city. Single, college grad. Desires personality board. Will relocate. Box 257G. BROADCASTING.

Experience employed announcer dJ, news, sports, 4 years experience, all phases. Interested in sales. Box 258G. BROADCASTING.

Announcer, first phone, no maintenance. 3 years experience, $110 a week. Box 271G. BROADCASTING.

**Radio**


Announcer: Year experience. Deejay, news, also play-to-play, pleasant delivery. Box 282G. BROADCASTING.

Announcer, organist-conductor just completed full course dept. of music. New York University. Has complete knowledge of all phases of music. New York or New England area preferred. Box 283G. BROADCASTING.


Help! Warden! Spring Me. Served 3 years sentence in crummy one station market. Save me. Give me competition. Great personality, voice. Young, college grad. Box 285G. BROADCASTING.


Announcer-dj, vet. 25, married. Former production supervisor top New York station. Strong personality, feel. Box 287G. BROADCASTING.

Personality-dJ. Lively, gimmicks, strong commercials, 4 years experience production, news, sales, college job. Box 288G. BROADCASTING.

Experienced negro dJ, combo man.Swinging style, good pitch. Box 289G. BROADCASTING.

Experienced announcer, dJ, college graduate, veteran, previously employed, looking for security, pop music. Box 290G. BROADCASTING.

Top-flight announcer-news, engineer-dJ two years experience—need $80 start. Box 300G. BROADCASTING.

Recent radio school grad desires music, indies. Smooth talk, $65 potential. Tape. Box 301G. BROADCASTING.

For a sound investment, announcer experienced, will travel. Box 302G. BROADCASTING.

Young, attractive woman desires work radio announcing in New York area. Good speaking quality and have training. will work for moderate salary—while learning. Box 303G. BROADCASTING.

Dj sportscaster-looking for first job in radio. Good references, worker. Will travel. Box 304G. BROADCASTING.

Recent SRT graduate. Run own board and family—salary, house, family. Resume available. Box 305G. BROADCASTING.

D—employed—top—station—million plus market. Seek permanent relocation. Prefer northeast. Box 306G. BROADCASTING.

Salesman-announcer. Excellent references. Radio morning show or tv weatherman. Box 307G. BROADCASTING.

Announcer—first phone, no maintenance, $80, no ear. Available now. Box 308G. BROADCASTING.

Two years radio with Los Angeles Dodger television work past season. Announcing school graduate. Interested in all phases of business. Box 313G. BROADCASTING.

Announcer-dJ, experienced, ready for larger market. Music, news, commercials. Box 314G. BROADCASTING.


First phone announcer, two years experience all phases, no maintenance, single, college. Desire Virginia. Willing to relocate. Available Immediately. Box 323G. BROADCASTING.

New England personality dJ, fast pace, enthusiastic, youthful, mature, 5 years experience on radio, $110 plus. Personal interview offered. Box 324G. BROADCASTING.

Experienced combo announcer-athlete, first phone. 107 N. 4th Street, Waterville, Minnesota. Phone 137.

Announcer, disc jockey, non-caucasian. News, commercials, telephone, any phase. Box 325G. BROADCASTING.

 Rated good newscaster, disc jockey. Friendly, relaxed style. Deep voice. If you're seeking a personality quality disc jockey, consult him. Box 326G. BROADCASTING.

Announcer—Fine voice. Strong news, commercial, talk, talent, long experience. New York, Boston—conducted on a professional basis. Can sell to any station. Personal interview, Box 327G. BROADCASTING.

A radio station needs this poigniant broadcaster. Material—conversational reported news. Classics offered in proper manner: appealing outside broadcast bright, friendly early morning hours record player—just as capable during unwinding afternoon hours. All sound reasons for a radio break. No appeal for those who would write: "Not the style we had in mind." Details: A. C. Bjasans, The Sound Service, 1341 N. Dearborn, Chicago 19.

Stop! One top radio-top tv experience. Contact: Parker Gromwold, 1328 Marienage Avenue, Forest Park, Illinois. Forest 6-0358.

Mr. Boston, Manager. Fed up with top 50 jockeys? No Nature! Needs immediate, pd who can program for adults available now. Write P.O. Box 73, Charter School, West Springfield, Massachusetts.

Experienced announcer and control man, go anywhere, available now, Frank Mrowicki, 286 Union Street, Laklile, Illinois. Phone 1790.

Experienced engineer wishes announcing opportunity. First phone. Will travel. Box 266G, BROADCASTING.

Experienced broadcast engineer, wants relocation. Ten years with solid references. Finest of school training and practical training. Will travel. Box 267G, BROADCASTING.

First phone engineer, will do some announcing, desires employment. Box 71, Lafayette, Knoxville, Tennessee. $85 week. Box 268G, BROADCASTING.

Experienced engineer wishes announcing opportunity. First phone. Will relocate. Box 269G, BROADCASTING.


Chief engineer, seventeen years communications, last twelve as chief. Reputation for high quality operation. Nice man, stable, excellent references. Interested in possible tv future but all offers considered. Presently employed. Resume. Box 321G, BROADCASTING.

Have ear will travel. 1st phone, technical school graduate, 3 months experience, 29 years old, married, no children. John A. Dever, Jr., P.O. Box 29, Philadelphia, Pennsylvania.

Engineer: 15 years in radio. Available October 25. Experience Collins-Gate equipment. Doug Slough, Box 178, Route 1, Crews, Virginia.

First phone. No experience. Willing to learn. Desires immediate employment. Box 71, Todd, 1427 Lanwood Circle, Dallas, Texas. Phone: DA 43-4317.

Production-Programming, Others

Radio-ty newsmen: Experienced j ngman-photog- writer wants air work, too—suffers photo and full-time details, write Box 269G, BROADCASTING.

A seasoned copy specialist is available to solid midwest operation. Box 246G. BROADCASTING.

Broadcasting
RADIO

Situation Wanted—(Cont’d)
Production-Programming, Others


A jingle in your spot—puts money in the pot. Freelance jingle generator. Box 315G, BROADCASTING.

Radio-ty newsmen: Legman-photographer-airman, 8 years eastern metropolitan news centers. Experienced in gathering, writing and leading for sound station in mid-east, prefer Michigan. Publicity, writing, pd, contact-announcer. Box 351G, BROADCASTING.

Woman’s program director, college graduate, four years experience announcing. Copy, traffic. Can run own board. Available November 10. Box 325G, BROADCASTING.

Frankly, I have a good job, but, not happy with top “50”. Three, almost four years 20 kw past, deep-six voice radio director and leading for sound station in mid-east, prefer Michigan. Publicity, writing, pd, contact-announcer. Box 351G, BROADCASTING.

Program director—13 years experience all phases of radio; last 6½ years with WDAF, Kansas City. Announces, produces, records personalty, mc, former production manager western ABC affiliate directed station. Position at established western station. 34 years old, family man, stable, dependable, excellent references on request. Available immediately. For resume write Charles W. Mapell, 415 East 71 Terrace, Kansas City 15, Missouri.

TELEVISION

Help Wanted—(Cont’d)
Production-Programming, Others
Announcers, directors, and copywriters. New full power vhf stations opening for experienced people with references. Box 351H, BROADCASTING.

Copywriters: Indiana 4-A agency needs creative, versatile and experienced writer for wide variety of radio accounts. Submit detailed form and salary requirements. Box 380G, BROADCASTING.

Newscaster-director of radio-television station unlimited opportunity, expanding midwest organization. Salary dependent upon ability, experience. Send resume, picture and tape to Box 355G, BROADCASTING.

Prominent tv station in major midwest market seeks former production manager of top tv station in the area. Commercial tv continuity required. Salary competitive. Forward complete resume, picture and salary requirements to Box 325G, BROADCASTING.

Newsmen’s newsmen wanted by aggressive news department. Must know news, be able to shoot stills and movies and air daily newscast. Send tape, background, photo, immediately to Ken Wayman, News Director, KTVI, Tenth & Grandview, Sioux City, la.

Continuity writer, midwest tv station. Will join staff of three preferred, but not essential. Immediate opening. Send complete details to Jack Klein, WTVU Television, P.O. Box 416, Rockford, Illinois.

Situations Wanted
Management
Manager or commercial manager. Excellent record in these positions in top markets, 17 years experience. Also network agency. Best references all employers. Box 294G, BROADCASTING.

Anouncers
Versatile announcer-experienced, excellent news background. Dependable family man, neat appearance, efficient on salary. Desires to relocate. Box 270G, BROADCASTING.


Technical
Engineer-late phase. Ten years experience. Transmitter maintenance and control room operation. Will relocate anywhere interested in television. Box 115G, BROADCASTING.

Chief engineer—5 years experience, all phases television broadcasting. 35 and stable, family man. Assistant chief. Box 245G, BROADCASTING.


Production-Programming, Others

TV film buyer-manager. Manhattan experience. Interested larger market operations. Box 316G, BROADCASTING.

Energetic young man graduate SRT, N.Y.C. Desires chance at directing or front managing in local station. Qualified also to double in dramas, film, studio and control operations. Ambitious, dependable, top references, willing to travel. Box 350G, BROADCASTING.

TV-radio sports director. Experienced in sports-announcing, commentary and play-by-play. Presently associated with network sports department in leading local operation. Box 335G, BROADCASTING.

FOR SALE
Stations
500 watt maney maker, northeast: in growth area: $345,000. Box 150G, BROADCASTING.

Minnesota station presently grossing $70,000, asking $110,000 full price; with $25,000 down. Box 345G, BROADCASTING.

RADIO STATIONS FOR SALE

NORTHWEST

Absentee owned. Run down. Good growing market. Full time. Land and building belongs to station. Asking $130,000 with 25% down.

$10,000 down. Full time. Exclusive market. Grass around $34,000.

Full time. Gross $75,000 year for many years. Well equipped. Buyers get 100%, of stock. Asking $100,000 with 25% down.

ROCKY MOUNTAIN

Daytimer in competitive market. Absentee owned. Well equipped. Asking $57,000 for stock with $15,000 down.

Number one station in competitive market. Full time. Valuable land and building. $225,000 with 25% down. Price can be lowered if land and building leased on good terms with option to buy.

Excellent property in competitive market. Station well established and accepted. Has grossed over $100,000 for good many years. Asking $175,000 including valuable land with 25% down.

SOUTH

New station in competitive market. Owner does not want to sell and a good deal is available for client. Asking $65,000 with 25% down.

MIDWEST

Daytimer. Exclusive. Owner is no radio man. All new equipment. Asking $47,500 with $15,000 down.

Competitive market. Gross close to $85,000. Retail sales over $100,000,000. Asking $90,000 for both AM and FM. Terms.

Full time. Exclusive. Absentee owned. Gross $32,000. Asking $34,000 with $20,000 down.

CALIFORNIA

Exclusive daytimer. Asking $60,000 with 25% down. Two FM stations near Los Angeles, $67,500 and $120,000. Another FM in Southern California $345,000. Large market.

One of the top markets of the state. Full time. Absentee owned. $300,000 with 25% down.

SOUTHWEST

Bad management history of this property has kept gross down. Exclusive in growing town of 8,000. $29,000 down.

Excellant daytimer. Asking $175,000 with $100,000 down. Large competitive market.

Full time. Top facility in a dynamic market. Gross over $170,000 a year. Asking $100,000 down.

JACK L. STOLL & ASSOCIATES

A NATIONAL ORGANIZATION for the sale of Radio & TV Stations 6381 HOLLYWOOD BLVD. LOS ANGELES 28, CALIF. Hollywood 4-7279

October 13, 1958 • Page 143
FOR SALE—(Cont’d)

Stations

A going shf station with RCA equipment doing 65 local live shows each week. The entire station including tower can be moved to new location for $45,000.00. Fee for everything $125,000.00 including land and buildings in the largest market in America. Write Box 1799, BROAD-CASTING.

Southwest daytimer, single station market, education center, new facilities. $75,000 with $20,000 balance on terms. Priced reasonably. Contact Jerry Norman, WIFN, Atlanta. 83.

Mnhawk midgeta, complete with leather case, mike, rechargeable pickup, 2 cartridge instruction manual, service manual and AC-DC playback system. Write Chief Engineer, WEJL, Scranton 1, Pa.

Gulf state television station, progressive area. $75,000. Chapman Company, 1128 West Peachtree, Atlanta.

California, kilowatt-daytimer active market. $45,000.00. Wilt Ginzendorf and Associates, 8530 W. Olympic, Los Angeles.

Southwest single market full time. Making money. Ideal for owner-manager. $47,500 with $18,000 down. Fatt McDonald, Box 925, Austin, Texas. GL-3-8080.

Have many buyers and syndicates. 2 1/2% commission if you list with us. Leo Hild- ingsworth, Inc., Ltc., 514 Hemstead Ave., W. Hollywood, California.

West Texas daytimer. Excellent for owner-operator. Only $27,500 with terms. Fatt McDonald, Box 2529, PA, Amarillo, Texas.

West coast fm stations (3), $25,000 and $100,000, terms. Chapman Company, 33 West Michellorea, Santa Barbara, California.

Gulf Coast 1,000 watts daylight. Top market. $175,000 some terms. Fatt McDonald, Box 3822, Austin, Texas. GL-3-8080.

Texas small market stations (2), $25,000 and $25,000, terms. Chapman Company, 1128 West Peachtree, Atlanta; or 33 West Michellorea, Santa Barbara, California.


Have buyer for single market operation billing $25,000 or more annually. Replies confidence. Fatt McDonald, Box 3822, Austin, Texas. GL-3-8080.


RCA, BTA-1 L transmitter, $1,500. Write Chief Engineer, WEJL, Scranton 1, Pa.

Southwest small market station, $20,750, down payment $10,000; medium market station, $50,000, down payment $10,000. Chapman Company, 1128 West Peachtree, Atlanta.

For sale southwest 250 watt. Experienced partner needed. Theodore Rozell, Clovis, New Mexico.

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.

FOR SALE—(Cont’d)

Equipment


2 good, clean Magerecorder PT-4X's complete with portable cases in excellent condition. Priced reasonably. Contact Jerry Norman, WIFN, Atlanta Biltmore Arcade, Atlanta 83.

Field intensity meters Measurements Corporation high frequency field intensity meter, model 58 and Federal model 102-C (2).Atlantic Electronics, Inc., 145 West Hazel Street, Inglewood 3, Calif.

Television monitors. The most widely accepted in broadcasting and industrial applications. pleasure with several trade names. Tilled from plug-in construction. 8"--$150.00, 14"--$215.00, 17" $250.00, 21"--$325.00. Mistletoe, Inc. 1960 Dinon St., St. Paul, Minn.

One (1) RCA console "B-12 in good working condition; now in use; will accept reasonable offer. Radio Station WHAT, Consolhoeckcn & Windermere Aves., Philadelphia 31, Pennsylvania.

WANTED TO BUY

Stations

Moneymaking manager has modest down payment on part or all good potential station or cp. Have 250 watt. Interested write: Chief Engineer, WEJL, Scranton 1, Pa.

Want am station in Carolinas or Virginia. Prefer 25-35 thousand dollar price range in small market. Box 129G, BROADCASTING.

Reliable party wants to buy radio station in southwest. Will accept reasonable offer. Station Owner replies strictly confidential. Box 181G, BROADCASTING.

Responsible parties want radio station in New England. Confidential. Ready to act promptly. Write Box 129G, BROADCASTING.

Energetic, successful manager of 5 kw in top ten wants to buy or lease property of his own. Prefer medium market or Florida but will seriously consider any station that $15,000-$25,000 cash will handle. Will reply strictly confidential, of course. Box 129G, BROADCASTING.

Two experienced radio men would like to buy small station in upper midwest. Replies held confidential. Box 245G, BROADCASTING.

Experienced group desires to purchase a radio station in market of 50,000 or larger. Substantial cash down payment available. Confidential. Write Box 255G, BROADCASTING.

Having sold my station am in market for another. Will consider any station, though any good market will be considered. Prefer down payment and terms. Box 255G, BROADCASTING.

Successful manager wishes lease good market radio station for purchase option. Confidential. Box 276G, BROADCASTING.

We need four or more 750-1000 RCA mixes in good condition. Reply Box 31IG, BROADCASTING.

WANTED TO BUY

Equipment

Used microwave system for fixed operation. Used licensed. Will consider new. Please specify price in first letter. G. F. Spagare, Chief Engineer, WLOD-IV, Box 416, Asheville, N. C.

INSTRUCTIONS

F.C.C. first phase preparation by correspondences or in resident classes. Our schools are located in the East and Executive Manager UHF Station—now is available. You will find our arrangements equitable, mutually profitable. Confidential.

Emmanuel Lazarus Stone Planning & Public Relations 3220 Hudson Blvd., Jersey City 6, New Jersey Telephone Swarthmore 5-0201

FOR SALE

See HASKELL BLOOMBERG Station Broker At The NAB FALL CONFERENCES MILWAUKEE, MINNEAPOLIS BOSTON, WASHINGTON


FOR SALE

WANTED TO BUY

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 UHF Station—and new available. You will find our arrangements equitable, mutually profitable. Confidential.

Emmanuel Lazarus Stone Planning & Public Relations 3220 Hudson Blvd., Jersey City 6, New Jersey Telephone Swarthmore 5-0201
ther hearing scheduled for Oct. 6, re its application for cp to change trans. and ant. location and calls, pending the ruling of Oct. 8.

By Hearing Examiner H. Gifford on Oct. 9, 1959.

By certification of question to Commission, requested later to advise Examiner whether hearing on applications of L. E. Baxle, et al., to change trans. and ant. at Knoxville, Tenn., was still pending.

By Examiner, H. Gifford on Oct. 9, 1959.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of October 3

WPLC-FM, Springfield, Ohio—Granted license to operate station.

WNTA Newark, N. J.—Granted mod. of license to change trans. and ant. location, after filing objections.

KXTC Seattle, Wash.—Granted mod. of license to change trans. and ant. location, after filing objections.

WNTA-TV Newark, N. J.—Granted mod. of license to change trans. and ant. location, after filing objections.

KQH Fresno, Calif.—Granted mod. of license to change trans. and ant. location, after filing objections.

WNTA-FM Newark, N. J.—Granted mod. of license and BSCA to change name to NTA Radio Network, Inc.

Metropolitan Television Co., Denver, Colo.—Granted mod. of license to change trans. and ant. location, after filing objections.

WJAY New York, N. Y.—Granted mod. of license to change trans. and ant. location, after filing objections.

KAAR Raleigh, N. C.—Granted mod. of license and BSCA to change name to NTA Radio Network, Inc.

KQH Fresno, Calif.—Granted mod. of license to change trans. and ant. location, after filing objections.

WNTA-FM Newark, N. J.—Granted mod. of license and BSCA to change name to NTA Radio Network, Inc.

WNTA-FM Newark, N. J.—Granted mod. of license to change trans. and ant. location, after filing objections.

OPERATING TELEVISION STATIONS

Compiled by FCC through Sept. 30

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV (Commercial)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Le.</td>
<td>3,258</td>
<td>32</td>
<td>104</td>
</tr>
<tr>
<td>Cps</td>
<td>26</td>
<td>99</td>
<td>78*</td>
</tr>
<tr>
<td>Net cp</td>
<td>560</td>
<td>68</td>
<td>101</td>
</tr>
</tbody>
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COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licenses (all on air)</td>
<td>3,258</td>
<td>536</td>
<td>32</td>
</tr>
<tr>
<td>Cps on air (new stations)</td>
<td>32</td>
<td>25</td>
<td>78*</td>
</tr>
<tr>
<td>Cps not on air (new stations)</td>
<td>101</td>
<td>98</td>
<td>110</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,391</td>
<td>665</td>
<td>60</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>449</td>
<td>39</td>
<td>49</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>108</td>
<td>29</td>
<td>52</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>557</td>
<td>68</td>
<td>101</td>
</tr>
<tr>
<td>Applications for new major changes (not in hearing)</td>
<td>381</td>
<td>24</td>
<td>42</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>43</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>424</td>
<td>34</td>
<td>24</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Cps deleted</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

1 There are, in addition, 10 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, 211 television cp's granted, but now deleted (44 vhf and 167 uhf).
4 There has been, in addition, one uhf educational tv station granted but now deleted.

NARBA Notifications

CANADIAN


List of changes, Proposed changes, and Corrections in Assignments of Canadian Broadcast Stations. Modifying Appendix containing assignments of Canadian Broadcast Stations attached to Recommendations of North American Regional Broadcasting Agreement Engineering Meeting.

JCT

CJMT Smith Falls, Ontario—1 kw DA-1 U. Class II N. in O. 910 Kc.

CJFE Kamloops, B. C.—18 kw D ND (PG 918 kc 1 kw ND) 1 kw W. Class II EIO 9-59. 930 Kc.

CJON St. John's, N. F.—0.25 kw DA-1 U. Class II EIO 6-59. 960 Kc.

CJNS Halifax, N. S.—5 kw DA-1 U. Class II (PG 869 kc 5 kw DA-1 U. Class II EIO 6-59. 980 kc

CJIC St. Sauveur, Que.—10 kw DA-1 U. Class II EIO 6-59. 1050 Kc.

CJJC Sainte Therese, Que.—0.25 kw ND U. Class II NIO. 1700 Kc.

CJCM Sainte Marie, Que.—Delete assignment vide 1420 kc.

CJCM Coteau, Que.—Delete assignment vide 1420 kc.

License Renewals

Following stations were granted renewal of license: WBMA & AUX, WIMA-FM, WIMA-TV, Lima, Ohio; WJW & AUX, Columbus, Ohio; WFMJ & ST, Youngstown, Mich.; WIBC Monroe, Mich.; WKBW-FM & TV, Kent, Ohio; WJSM & AUX, St. Joseph, Mich.; WCLE Cleveland, Tenn.

October 13, 1959 — Page 145
This is the kind of hold our station has on people

The helping hand is a reality here. A true cross-section of home-owning America, the roots of family life go deep — in the many thriving cities and on the flourishing farms. Here families like to cater to their wants through friends and neighbors.

We are friends and neighbors. The veteran members of our staff are solid figures in the community, active in church and community projects — the P.T.A., the Community Chest, Scouting. Our programming is friendly, too. Lots of public service. Help on community problems. No triple spots.

So our audience loyalty is intense, by every measure. As you consider our quantity story (747,640 TV homes in 41 counties of 3 states) never forget the qualitative one... George P. Hollingbery will show you a realistic, one-price rate-card.

JULY PULSE — 12 of the top 15 once-a-week shows. FIRST 2 top 10 multi-weekly shows originate in our studios.

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People
Television producers are people—therefore, all people are producers

What is it about tv that makes supermen out of mice? The nicest, quietest, best beloved account executives, assisting account executives, junior account executives, copy chiefs, art directors, even file clerks, all make like Belascos as soon as they're within hearing distance of a tv studio. As if this wasn't bad enough, clients who formerly were sweetness and light, except when a red pencil disturbed the even tenor of their ways, suddenly open their collars, pull their necktie knots down to half mast, muss their hair, and bellow at people standing right by their shoulder.

It must be a virus. Those isolation booths provide the need for fumigating or something. But the epidemic is severe all right. Vaccine—there is none yet discovered except the rather radical antibody known as "lost-accountosis"!

Perhaps I should be a little more specific. Here's the Gooy-Chewy Jelly Bean company. For years they've been happy, courteous, successful, friendly, sixth page advertisers in Life, fifth page advertisers in American Weekly and full page advertisers in The Confectioners Journal. Oh, to be sure, once in a while a headline needed beefing up, from "You never tasted jelly beans like Gooy-Chews" to "You've never really tasted jelly beans until you've tried Gooy-Chewys," but on the whole, serenity was the order of the day, until . . . Until that fateful day when the IWW-TV salesman got loose in the ad manager's office, and sold him on the idea of tv.

Now, you should just see what's happened to old Bill Glotz, and not only Glotz, the ad manager, but Snell, his agency account executive. Maybe they were both frustrated in their younger days; maybe the other kids threw spit balls at them; maybe their mothers were both frightened by a May fly, but it doesn't seem likely that tv would hit both the same way. Yet it has.

They swoop into the station together. Imperiously, they commandeer an elevator and rise to the sixth floor. Why they stop there, and don't keep going up, only God knows. He doesn't want them. The station rep greets them from the floor. Flourishes andalarums. The cast is gathered for a run-through.

The little blonde, who came to New York for music and things (and got the things), has no sooner started her lines, than . . .

"What kind of interpretation is that, anyway?" (Ad Manager Glotz).

"Yes, what kind of interpretation is that, I'd like to know?" (Account executive Snell).

"Why can't we get Kim Novak or Carol Baker or maybe Lily Langtry for that part?" (Glotz)

"Yes, why not—or even Marilyn Monroe wouldn't be bad in the part!" (Snell)

"Joe, Joe (bellow), Joe (Joe's just four feet away thinking obscene thoughts), Joe, you're supposed to be the director around here; how can you let that girl amble on as if she was going for a chocolate soda. She's a murderer . . ."

"Yes, I know she's a murderer," says Joe, slowly and carefully, munching a Miltown, "but the audience doesn't—yet. And, as a matter of fact, she is going down street for a soda before—"

"All right, all right. Let's get on with this. And remember Joe, I want a performance that's going to make Ed Sullivan wish he'd stayed in that newspaper office. Suppose we are opposite Lucy. What's that show got that we haven't got?"

"Maybe actors and a plot" (Joe, sotto voce).

Well, that gives you the idea. There is just something about a mike, a camera and a studio that brings out all the id that's been bottled up in men for years.

I say, let's stop all tv for a while. Fill the studios with couches (there could still be an audience, even audience participation). Hire all the analysts in town at wholesale, and see if we can't turn the Glotzes and Snells into people again.

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EDITORIAL

Yellow Journalism?

There are signs of ugly, vicious and totally irresponsible tactics being put into play by some of the principal competitors of the broadcast media.

Whatever its inspiration, the campaign to vilify television is gaining intensity. Newspapers have bled the quiz-show scandal down to its last drop of value to themselves, and, as we have said before, they will do the same any time television even appears to have stubbed its toe.

In its Oct. 13 issue, Newsweek magazine, which we have regarded as a responsible journal, presents a "special tv-radio report." The total effect of this piece is to convince a reader that there is nothing on television but crime, violence, mayhem and death; that television creates crime and corrupts morals. The piece, banded in yellow on the cover, is titled "Dial Anything for Murder." A cutline advises: "When in Doubt, Garrote."

We cannot help wondering whether the yellow banner was a Freudian slip. Were the editors confessing, unconsciously, that this was yellow journalism of deepest dye?

More "special reports" on television are on the way. Another Newsweek has been at work on one, and Fortune is preparing a piece expected to appear later this year. If the tack reportedly taken in some of the interviews offers any clue, the piece will toss to television a redolent bouquet of poison ivy.

From the grass roots, meanwhile, come reports that are even more alarming. These accounts say that at the local level, newspapers are beginning to put the finger on Buick dealers and distributors for help in getting back some of the Buick money lost by the print media to television [ADVERTISERS & AGENCIES, Oct. 6].

At its basest, this pressure is said to include the suggestion, if not the outright threat, that unless Buick reallocates heavily to newspapers, then parent General Motors is going to suffer in the news columns. This sort of pressure is as indefensible as it is reprehensible. When advertising allocations are allowed to color news treatment, the free press becomes the kept press.

Newspapers are just not that bad—that they have to be "sold" in any such way. But they will become that bad, and worse, if this underhanded tactic is used. Advertisers and agencies will suffer, too, when threats of "no news but bad news" upset carefully documented media strategy.

Television clearly is in for rough-and-tumble competition, whatever form it takes in detail. Its leaders had better get ready to fight back—and that means every one from the smallest station to the biggest, the networks and TVB.

Responsible Journalism

The printed media's attack on television comes at a particularly inappropriate time.

October is set aside by the print media for celebration of Audit Bureau of Circulations month. The Audit Bureau represents the highest type of effort by media to supply accurate information for advertisers.

It is an unhappy coincidence that while newspapers and magazines are observing ABC month they are stooping to the lowest type of competitive selling.

Nearly 4,000 advertisers, advertising agencies and publications make up the membership of the non-profit organization known as the Audit Bureau of Circulations. The objective of ABC is to supply advertisers with accurate, verified information about the net paid circulation of all publisher members. ABC is held in high esteem because of the rigorous audits to which its members are subjected. The audit shows how many people think enough of a publication to pay for its delivery.

Broadcasting joined ABC in 1956 in the belief that its advertisers had a right to know what they were getting for their space dollars. Broadcasting is the only business paper in the radio-tv field qualified to hold membership in this exclusive group. Others have tried, even to the point of cutting their subscription rate by two-thirds, but still could not make the grade.

This month Broadcasting observes its second anniversary as a member of ABC, privileged to display insigne carried on our masthead page. This month Broadcasting observes another anniversary. We will begin our 28th year on Oct. 15, proud of our membership in the society of responsible publications and equally proud to serve the unsurpassed arts of communications that are radio and television.

Journalism Under Fire

It seems to us that if anybody will be the loser in the U.S.S.R.'s expulsion of the CBS correspondent from Moscow last week, it will be the U.S.S.R. Intelligent world opinion certainly will not agree with the Soviet that the CBS presentation of a fictional, dramatic work which happened to make the Soviet hierarchy look like the thugs they are was proper cause for the Soviet to retaliate by kicking out a CBS newsman who had nothing to do with the entertainment side of broadcasting.

Everyone except the Communist Party faithful will realize that this was another illustration of the Soviet's fundamental hostility toward freedom.

The Soviet has made itself look foolish by declaring war on a private U. S. company.

We doubt that the action will cause Bill Paley to strike his colors at 485 Madison Ave.

We doubt that the American public will be seriously deprived by the loss of CBS Moscow service. All correspondents in Moscow are hamstrung by inescapable censorship.

The incident does nothing but emphasize the Soviet hierarchy's terror at the thought of anyone questioning its divinity. Ruthlessness can become laughable at times.

The Size of Broadcasting

With clever manipulation, cold statistics can be converted into hot arguments.

Take some of the mass of statistics compiled for the 1958 Broadcasting Yearbook, which is now in the mails.

Anyone who dislikes big business only because it is big could use some of these statistics to argue that broadcast is ripe for tighter government control because it now does an annual volume of much more than $1 billion in time sales and has a payroll considerably bigger than half a billion dollars a year.

Fortunately for those with opposite views, there are plenty of statistics to counter that argument. The total size of broadcasting is impressive, to be sure, but it is composed of hundreds and hundreds of companies and proprietorships, many of them small. More than half of the radio stations on the air employ staffs of 10 or fewer. Nearly half the television stations have staffs of 50 or fewer.

By comparison it is interesting to note that one corporation in another field—General Motors—has more than half a million people on its payroll.

In our view the statistics of broadcasting add up to a fascinating story of a business which has grown big and healthy because the little businesses which it consists of have multiplied and grown.
From sign-on to sign-off, Sunday through Saturday, more people watch KSTP-TV than any other station in the Northwest market!

ARB Metropolitan Area Report, August 1958

KSTP television

Basic NBC Affiliate

MINNEAPOLIS • ST. PAUL

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.
NEW COLOR CORRECTED
Super Universal
ZOOMAR

NOW ZOOMS FROM

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IN 3 FAST RANGES
2½” to 16” at f:3.9
4” to 25” at .... f:5.6
6½” to 40” at ... f:8

INCHES

2½

TO 40

INCH

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